

RADIO — STAGE — NIGHT SPOTS — PICTURES — <sup>1938</sup> OUTDOOR

MAY 7, 1938

# The *15 Cents* Billboard

The World's Foremost Amusement Weekly

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—By Fred Stone  
GERTRUDE LAWRENCE

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# The Billboard

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## GOVERNMENT'S TAX WARNING

### Bureau of New Plays Brodies

To decide whether to continue as philanthropic set-up or fold completely

NEW YORK, April 30.—Having conceded mastery to the Dramatists' Guild's basic agreement for playwrights and managers in a public announcement that the jig was up, advisory board of the Bureau of New Plays will meet some time next week to determine its future course, to exist or not to exist, and how to go about either course most gracefully. Officials of the Dramatists' Guild have already had their powwow and come to the conclusion that they had to make no changes in policy to meet the new conditions and that their existing organization was in shape for carrying thru promised co-operation with the Bureau.

The Bureau is considering remaining an entity for the purpose of feeding bona fide fellowships to promising writing talent. With such a plan the dramatists are in whole accord, holding they're not fussy where financial assistance come from, be it Hollywood or the Rockefeller's, just so long as the playwright's interests are sufficiently protected. Guild feels that the about-face by the Bureau will have a wholesome effect on commercial production. Some along the byways have argued that since there was no shortage of plays on Broadway these two years during the feud legit indicated its independence of Hollywood assistance. Spokesmen for Dramatists, however, feel that avowed friendliness between Hollywood and Broadway looks better for public con-

(See BUREAU OF on page 12)

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### Unions Help Members?

NEW YORK, April 30.—Early in January the stagehands' union, Local 1 of the International Alliance of Theatrical Stage Employees, set the style for unrelenting pressure brought to bear on the Federal Theater Project's circus unit by the Newark musicians' local last week.

During preparation of the stage settings for third of a nation, IA refused the Project to take on four stagehands, while the scaffolding company, beyond jurisdiction of the union, erected its property. Union would not allow new stage-setting ideas to replace stagehands, but conceded to the Project permission to engage the stand-by crew in related work on the production.

Circus unit, visiting Newark, had to abandon its musicians because Newark musicians' local threatened to picket the show if FTIP failed to take on 10 of its members at \$5 per performance. Local 802 reported that its musicians on the unit would not be permitted to pass the Newark local's picket line. Offer of Newark WPA music project to provide musicians was forbidden by union also.

### NSA's First Annual Banquet Set for Nov. 19

NEW YORK, April 30.—At a joint meeting of directors and committeemen this week, National Showmen's Association set Saturday, November 19, as the date of the organization's first annual banquet and ball. Temporary committees were appointed to start a general promotional campaign thruout outdoor show business during the summer.

No site has been selected for the banquet, altho consensus of meeting indicated that a prominent mid-town hotel would be logical. Tickets will be \$5 a piece and "the evening will be chock-full of outstanding surprises and entertainment." George A. Hamid, NSA president, announced that the affair will chiefly celebrate first anniversary of the club's founding, and that it should by all rights be one of the largest affairs of its kind ever held. Officials have interested the New York's World's Fair and feel assured that several Eastern State fair associations will endorse the banquet by sending large delegations.

November 19 is thought to be the most (See NSA'S FIRST on page 72)

### Club Bookers Plan Free-Show Ban, With Help of AFA and TA

NEW YORK, April 30.—No talent will have to play free shows without getting remuneration if the Entertainment Managers' Association, an organization of private entertainment contractors, can obtain the co-operation of the American Federation of Actors and Theater Authority. Frederic Watson, secretary, made this announcement following preliminary conferences with representatives of the other organizations. It is likely that the musicians' union will be asked to join the plan to make sure all loopholes for evasion are stopped up.

This and other angles of the drive EMA is undertaking to regulate club booking will be thrashed out at a special meeting of the organization called Tuesday. From Theater Authority comes the

### No More Leniency To Be Shown In Evasions of Security Tax Law

Co-operation and bookkeeping systems lacking in outdoor show world, claim treasury officials—reporting of wages and tax payments simplified by new regulations

WASHINGTON, April 30.—Now that most circuses, carnivals and other outdoor shows have opened their season, the Social Security Unit of the Miscellaneous Tax Division of the Treasury Department deems it necessary to issue a very serious warning to all outdoor showmen to live up to the letter of the Social Security Act and make the necessary reports and payments when or before they are due. "The time for leniency shown to violators of the Social Security Act is over," stated a high official of the Social Security Unit to a special representative of *The Billboard*.

### Jefferson City Gets 3 Shows in 2 Weeks; All Do Well

JEFFERSON CITY, Mo., April 30.—This capital city, long known as a good show town, has had a chance during the last two weeks to really prove its reputation.

Saturday night, April 23, Greater American Shows folded their tents and moved on after a week's stand during which it played to fine crowds with nearly perfect weather. Company featured three free attractions, Burma, the elephant with the human brain; an serialist, Miss Harvey, who appeared to be completely recovered from a bad fall she took here last year when she lost her balance and dropped while doing a cloud swing, and Miss Gertz, the limber girl.

Monday Fairly & Little Show, featuring (See JEFFERSON CITY on page 72)

While a number of circuses and carnivals, especially of the bigger kind, have graciously accepted the regulations of the Social Security Act and try to live up to them to the best of their ability, we have actually more trouble in straightening out the outdoor show industry than any other industry in the country.

"We realize that the peculiar conditions of the outdoor show world make it sometimes hard to follow the letter of the law, and there exists still a great confusion, either actual or pretended, among showfolks, as to who is liable for the collection and payments of the old-age pension taxes. The *Billboard* did wonderful missionary work last year to educate showfolks in the intricacies of the regulations, but sometimes we actually wonder here in Washington if some of the show people want to know the law. When we see some of the reports of the revenue collectors in the field we wonder about the good (See GOVERNMENT'S TAX on page 74)

### Cite FCC Inconsistency in Gannett Radio License Grant

WASHINGTON, May 2.—In the latest and most striking example of inconsistency the Federal Communications Commission, in the midst of ballyhoo and flub-dub about monopoly, has granted another radio license to publisher Frank E. Gannett, who thru various corporate personalities already is interested in six broadcasting licenses. Observers here are bewildered by FCC questionnaires designed to nail monopoly right on the head while at the same time noticing commission grants without regard for established ownership of other stations.

Latest Gannett acquisition is a 250-watt daytime station licensed under the name of *The Elmira* (N. Y.) *Star-Gazette*, and in the previous week the commission granted a similar license to Gannett's Northwestern Publishing Co., Danville, Ill.

Showing the extremes of a Russian revolution, the commission only a few months ago delayed and refused to act upon applications coming from newspapers. At that time it was believed that public policy was against the continued growth of newspaper ownership. At that time Congress was also attacking the growing "menace" of newspaper holdings in radio and accordingly the FCC, with its ear to the political ground, delayed and hindered newspaper applications.

When Senator Burton K. Wheeler made his onslaught and philippic against the Administration's Supreme Court plan, the newspapers lauded Wheeler for his "heroic" efforts to save this country from dictatorship. From that time Wheeler, the most powerful opponent against newspaper-radio alliances, started to change his views in this respect and less and less was heard from him. Then in a decision of the Court of Appeals a justice's opinion mentioned the fact that he knew of no law which prohibited the ownership of a broadcasting station by a newspaper publisher and that he had been cited none by the commission. There was and is no law to that effect, but the commission took that part of the decision, altho it was only incidental to the case decided, as (See CITE FCC on page 31)

# THAT INCOME TAX HEADACHE

## Gov't Explains What Performers May Deduct on Costumes, Etc.

WASHINGTON, April 30.—Income tax deductions claimed by theatrical performers on many occasions have Uncle Sam's tax experts scratching their heads, officials at the Bureau of Internal Revenue here admit. While Treasury rulings may be hard and fast, their interpretations by various taxpayers sometimes get involved, resulting in a trip to the Board of Tax Appeals in Washington for a decision.

Under existing regulations entertainers may deduct depreciation up to the total cost of costumes and other properties if the costumes are totally outworn during the taxable year. Make-up and wigs come under the provisions of this regulation. The seeming simplicity of the Internal Revenue regulation is deceiving, however, and deductions made by performers for costumes have been disallowed by the Income Tax agents. Reason is the bureau's disagreement with performers on what constitutes a theatrical costume. No rule of thumb can apply to cases involving this difference of opinion, and the decisions of the United States Board of Tax Appeals can only be applied to the particular tax dispute which the decision settles. In some instances the performer has been able to sustain his claims, but the relatively few cases which can be cited are due to the large amounts of tax involved in these particular cases.

Internal Revenue officials believe that performers can properly work out their tax deductions for costumes if they keep in mind that only the amount of depreciation can be deducted. For instance, if a performer has an expensive costume which has seen half of its useful life gone by, the performer may then deduct half the costume's original cost, with the other half deducted during the next tax year. Some confusion has arisen on what is a theatrical costume. For instance, many performers rely heavily upon formal wear or costumes of that sort. The cost of these items is not deductible because, Internal Revenue officials say, these "costumes" may be worn by the performer in private life. Theater people usually find such reasoning irksome, but bureau officials point out that Army and Navy officers are not permitted to deduct the cost of their fancy braided uniforms.

As an example of such a case, one mistress of ceremonies, under the terms of her contract, had to wear a different evening dress each week. In making out her income tax return she made a large deduction for the cost of her evening dresses. The Internal Revenue Bureau disallowed this claim because she could have worn any one of these gowns in a capacity other than as a performer. Until very recently baseball players were not allowed to deduct the cost of uniforms, even though these could not be termed normal wearing apparel. The bureau of Internal Revenue at the same time made allowance for jockey's riding uniforms and their cleaning. It was emphatically stressed that the uniforms were necessary in the jockey profession and that these uniforms could not be adapted to general or continued wear.

If costumes have been specifically designed for one particular show or production, the total cost of the costumes may be deducted—if that show is closed and the costumes obsolete to the owner. Otherwise, the continuance of a production into another taxable year would restrict the tax deduction on costume to actual depreciation.

The performers' wardrobe cannot be considered a deductible item if it may be worn in general use. The practice of large wardrobe, jewels and other items considered in the profession as a legitimate part of promoting a career in the show business is not recognized by Uncle Sam. Limousines and chauffeurs are not deductible, because that is part of the performer's private life and is not considered a necessary expense in the continuance of the business, according to the tax agents.

On the other hand, allowances have been made for the expense of profession-

al club memberships and union dues—they are necessary expenses and are deductible. This might also include the cost of agents' fees and the cost of publicity, which incidentally prohibits the classification of limousines, boats or other comforts as a publicity cost. Gifts are not deductible from the income tax return. They are considered a personal indulgence, not to be confused as direct payment for a delivered service.

In the case of highly paid actresses, no deductions are permissible for salaries of a dressing-room maid because that also is considered a private indulgence.

## Atlanta Likes FTP Production

ATLANTA, April 30.—A small but highly appreciative audience witnessed the opening performance of the Federal Theater Project play, *Help Yourself*, Monday evening (25). It proved a fast-moving comedy with plenty of suspense sprinkled between the laughs, and there wasn't a dull moment in the entire three acts.

Principal roles were taken by Atlantians. Harry Lee, as the hero who helps himself to a job in a bank, gave a pleasing performance. Gilbert Maxwell, as the fussy budget minor employee, did an excellent piece of acting in a role which was, to say the least, a thankless one most of the time.

Feminine honors go to Mae Mooney, as the banker's quick-thinking daughter, while Jimmy Reese played well as the banker. Other members of the cast were Clyde Waddell, John J. Williams and Katherine Bratton.

Play deals with the extraordinary disruption of an old and staid banking house by one Christopher Stringer. Due to the unemployment situation, Stringer has existed since his graduation on a diet largely composed of cocktails and cheese-traws. His unannounced arrival at the bank precludes his avowed intention of making a job for himself

## Peace—At Any Price

NEW YORK, April 30.—Noel Mesdow, press agent of unusual tendencies, hammering his wife for a suitable stunt to garner some free publicity for his blond actress-client, Jean Colwell, conceived the idea of the "Blond Brigade"—to fight for peace in case of war—and wound up with a Coast-to-Coast hook-up and a national headache on his hands.

Making a tie-up with NBC to do a 15-minute broadcast of "the first national conference" last week, the blonds told radio listeners how they expect to win the next war by standing in no-man's land in bathing suits and melting the enemies' hearts with winsome smiles and anatomical gyrations. But they didn't expect to get a telegram from Senator Gerald P. Nye, an advocate of peace, who apparently took the whole thing seriously.

The next tie-up in the "bullet or beauty" campaign is with a blond hair rinse concern. This step is expected to benefit masking no end, as it will enable every girl with a non-blond coiffure to tint her locks a golden shade. Comes the next war, the womanhood of America may now be expected to go to the front, with the men remaining behind to sell Liberty Bonds.

in the organization. He accomplishes his object and upsets the routine of the organization—including the bank president, his daughter, secretary, the stenographers and board of directors.

J. Kassewitz.

## Framing Cincy Actors' Club

CINCINNATI, April 30.—Wallie Burns, performer, is making efforts to recruit local showfolk in the formation of a mutual benefit association to be known as the Actors' Fraternity Club. Five-dollar initiation fee and \$1 a month dues will entitle members to a \$100 death benefit and \$7 a week during illness for a period of seven weeks, with free physician service, Burns states. He also says that the organization will make an effort to improve local working conditions for acts.

## Push Drive on Indecent Shows

### Chi stags hit—Boston nitery strips bring license threat—Brockton strips out

CHICAGO, April 30.—W. Frank Walkowiak, chief inspector of the Department of Labor's private employment agency division here, issued a warning to all bookers against "indecent shows." Local bureau, allegedly, is in receipt of complaints from a couple of performers who were booked into stag parties which insisted on immoral performances. Involved booker was warned that another similar offense will cost him his license.

Recent ban against off-color comedy and stripping in burlesque houses increased the demand for raw acts to display their barred wares at private affairs. Moe R. Price, assistant to Walkowiak, has been making the rounds of the booking agencies and pointing out the anti-smut law governing licensed agents. It reads: "No such licensed person shall send or cause to be sent any female help or servants, inmate or performer to enter any questionable place, or place of bad repute, house of ill fame or assignation house, or to any house or place of amusement kept for immoral purposes, or place resorted to for the purpose of prostitution or gambling house, the character of which such licensed person knows either actually or by reputation."

BOSTON, April 30.—Strip-tease and grind acts took on an "I'm from Missouri" aspect this week when Miss Mary E. Driscoll, outspoken female constituent of the Boston Licensing Board, went to the Club Bagdad to ascertain whether there is any immorality as painted at a hearing following reports brought in by inspectors for the Alcoholic Beverage Commission.

Charges were immoral entertainment and the sale of liquor to minors and nonmembers.

The ABC described the dancers as wearing briefest of lights and brassieres (See PUSH DRIVE on page 12)

## Two Coast FTP Heads

SAN FRANCISCO, April 30.—Hubbub raised when Allan Williams was appointed to succeed Walter Gilbert as local director of Federal Theater Project has been quieted with reinstatement of Gilbert. Men will share the title, Williams handling *A Murder Has Been Arranged* and Gilbert taking over the reins for *Prologue to Glory*, which opens May 9.

## GERTRUDE LAWRENCE

(This Week's Cover Subject)

GERTRUDE LAWRENCE was born in London July 4, 1897. She was educated at the Convent of the Sacred Heart in Stratford, later studying dancing under Madame Epineux and elocution and acting under Italia Conti. She made her debut at a child dancer in 1908 in "Sibyl in the Wood," a London pantomime. Her first big chance was as principal dancer and understudy in a revue titled "Some," followed by appearances in "Cheap," "Tabu" and "Buss-Buss," all English revues. She likewise toured in variety shows and played at various London night clubs.

Miss Lawrence first came to America in the original "Andre Charlot's Revue" in 1924, with Beatrice Lillie and Jack Buchanan. Later she appeared in the second Charlot revue and then was engaged by Aaron O. Freedley for the leading role in "Oh, Kay!" Other appearances in America have been in the "International Revue," with Harry Richman; "Candle Light," with Leslie Howard; "Treasure Girl," a musical play; "Private Lives," the Noel Coward comedy, in which she was co-starred with Mr. Coward.

Last season Gertrude Lawrence was again co-starred with Noel Coward; this time in the nine "Tonight at 8:30" playlets, presented at the National Theater. This engagement led to her being signed by John Golden to star in her current vehicle, "Susan and God," the Rachel Crothers play, at the Plymouth Theater.

## 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

**BEN CUTLER**—new band leader at the Radio City Rainbow Grill, New York. He is a tall handsome fellow who can sing well in an interesting bass-baritone voice and who can also act, having been in legit. As a good-looking musician-actor-singer, he certainly rates a once over by the film companies.

**CHRISTINA LIND**—singer with the Bernie Dolan Band at the Glass Hat Room of the Belmont-Plaza Hotel, New York. She is a tall, blond, Garbo-ish beauty with an interesting voice that cannot, however, shine very much due to the limitations of band vocalizing. Her appearance alone,

however, should be worth a screen test. She should also be a natural for modeling.

### For VAUDE

**JOHNNY MORGAN**—emcee and comedian at the Boulevard Tavern, Elmhurst, Long Island, N. Y. Has been a performer only about a year and a half, but already has a marvelous sense of comedy and can handle an audience like a veteran. Has a modest but warm personality, talks glibly and amusingly and has a number of comedy-improvisations, all his own material. His mugging and pantomime warrant a shot at film shorts, if not full-length flickers.

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By GEORGE SPELVIN

IF DUKE ELLINGTON is wondering why Major Bowes did not play his Skittin' at the Kit Kat on the Capitol Family program last Sunday, it's because the Major is allergic to it's in a song title (it's make his store teeth rattle)...

Music Notes: The craze to give screw songs screw titles continues. Joe Myerson, of Mills Music, calls his newest compo "Portrait of a Pretzel"...

On Easter Sunday Chick Webb and band and vocalist Ella Fitzgerald went up to Riverside Orphanage to entertain the kids. Webb was attracted to an eight-year-old colored midget and he has already set her in a picture...

A SALMAGGI SPECIAL: Felix W. Salmaggi sends us a press release plugging operatic maestro Alfredo Salmaggi and the debut of 21-year-old son, Guido, as a tenor at Alfredo's Hippodrome...

Items: The Workers Alliance offers a skit "Strety Who Wait" for production— for \$1 royalty fee that goes to the Friends of the Abraham Lincoln Brigade...

A local vaude agent was surprised when a mentalist walked in and told him plenty about his home life recently, but he was doubly surprised when she told him "Your partner is zipping you"...

RKO CIRCUIT HELD a special meeting of cashiers, treasurers and managers here last week and let them hear Special Agent Allan Murphy, of the U. S. Secret Service, explain the why and wherefore of detecting counterfeit money...

Ameco, magtlen, is working under what is probably the most unusual booking arrangement imaginable. He leaves May 17 aboard the Empress of Britains on a six-month cruise that will include working on other ships, in hotels, night clubs and vaudeville theaters in seaports...

The local night club scene: The night club owners admit business is bad but just hope they can stick it out until the World's Fair... Every night club press agent is complaining that all other n. c. press agents are ruining the game with their chiseling tactics...

LABOR NOTES: Officials of a local theatrical union are worrying about Dewey's expected expose of the activities of Lepke and Gurrah, notorious racketeers who were linked to stench bombing outrages...

How to handle drunks is always a headache for night club, hotel lounge and bar owners. The Hotel New Yorker has perhaps the cleverest way of all. It has installed Ray Rogate, a midget, in its cocktail lounge...

# Clear Channel Power Gets FCC Attention Before WLW Question

WASHINGTON, April 30. — Federal Communications Commission this week postponed hearings on super-power from May 16 to June 6 in order to give interested parties a better chance to prepare their cases...

Postponement follows the petition of KFI, WSM, WGN, WNR, WJL, WBAP, WFAA, WIAR, WWL, WLS and WOAI, contending thru Attorney Louis C. Caldwell that the commission had not given a sufficient bill of particulars to describe type evidence desired in time to prepare cases.

Caldwell in the clear channel petition pointed out that the Commission has pending other proceedings which involve related issues, namely, revision of FCC regulations to permit a higher maximum power for regional and local stations.

Submitting a printed form entitled "Notice of appearance and outline of evidence in behalf of certain clear channel station licensees," Caldwell listed for

the Commission the argument he will pursue. He proposes to ask for a change in FCC Rule 117 to permit 500,000 watts on clear channels. Need for proposed increased power is to be argued by going into the measurement of signals, sensitivity of receiving sets and various limitations...

On the economic side Caldwell intends to prove super-power is economically feasible by discussing increase in advertising rates, the effect on other stations, the comparisons between the classes of stations and benefits to other stations.

## Benefit Promoter Sued

SAN FRANCISCO, April 30.—Promoter Harry Baldwin is being sued in Municipal Court by two groups for alleged failure to pay fees after recent entertainment in Scottish Rite Auditorium...

# Jamming and Politics Mixed In Harlem Sunday Swing Spot

By JERRY FRANKEN

NEW YORK, April 30. — Swing skronches along with politics, the latter heavily imbued with Communism, at the Harlem Swing Club, which meets once weekly, every Sunday night, at its headquarters on 124th street, Harlem.

Leaders of the club are loath to talk. They refuse to give either the names of their officers or the names of the musicians who play at the spot. There is no fixed band by any means.

Within recent months Frank Duty, national vice-president of the Workers' Alliance, has addressed the Harlem Swing Club membership. So has Gladys Stoner, of the National Negro Congress.

Admission is to members and their friends only. Officials stand at the door and only those known may enter. There is no actual admission charge, those coming for the first time paying a quarter for a membership card.

the member as either a "Swing Cat" or "Alligator." An alligator is a member who likes his jam; a swing cat is a musician.

The basement, dimly lighted by about four red and blue electric bulbs, has but one bright light, bright only by comparison. This one is above the section where the band sits, which is shielded by a partition hip-high.

One of the musicians said that none of these playing that night had ever worked together before. When The Billboard reporter entered the spot—action starts around 11 p.m.—there were nine musicians, including one lady fiddle player. Half hour later there were 13.

Dancing is largely Lindy Hop and Salsa. There is some mixed dancing. It's the club's practice to hold a dancing contest almost every session.

The Internationals was not given a gut bucket treatment while the reporter was there. At about 1 a.m. members were still coming in. There was no political activity on this particular night.

## RALPH ROBINSON 'RALBETTI'

Where will you be next week? Important we communicate with you. Wire collect. BOX D-129, The Billboard, Cincinnati, O.

<b>STOCK TICKETS</b> ONE ROLL... \$ .50 FIVE ROLLS... 2.00 TEN ROLLS... 3.50 FIFTY ROLLS... 15.00 100 ROLLS... 29.00 ROLLS 2,500 EACH. Double Coupons. Double Price. No C. O. D. Orders Size: Single Thick, 1x2".	<b>GOOD AS THE BEST TICKETS</b> OF EVERY DESCRIPTION. <b>THE TOLEDO TICKET COMPANY</b> TOLEDO, O.	<b>SPECIAL PRINTED</b> Roll or Machine. 10,000... \$ 4.95 20,000... 9.95 30,000... 12.75 50,000... 20.00 100,000... 35.00 1,000,000... 150.00 Double Coupons. Double Price.
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# Cincinnati Radio Program Study

**DAYTIME SURVEY GIVES SEVERAL WKRC PRODUCTIONS LEADING POSITIONS WITH WKRC SHOW TOPPING HOUR GROUP . . . STUDY LEADS TO THEORY SMALLER STATIONS OFFER WLW PLENTY OF COMPETITION . . . PROCTER & GAMBLE SERIALS INDICATE AUDIENCE PULLING POWER . . . BASEBALL ALSO GARNERS FANS . . . DAYTIME LISTENING IN CINCINNATI HITS 42 PER CENT**

By JERRY FRANKEN

THE most popular one-hour daytime program in Cincinnati is a local production, "Dawn Patrol" on WKRC, owned and operated by the Columbia Broadcasting System. This early morning production is one of several locally produced programs which, in the second program survey prepared for The Billboard by Market Research Corporation of America, show up in strong competition to national programs. WKRC shows strength also, in its "Woman's Hour" program, a half-hour period, and in so doing dominates the Cincinnati survey as producer of important local programs. This fact would tend to the theory that a local station can compete with a super-power outlet of the WLW variety, for that is the condition confronting all Cincinnati radio stations.

The Billboard surveys are based on the recall method. During the week surveyed, April 5 to April 11, 2,100 telephone calls were made. Half of these were allocated to surveying evening-program periods and the other half to daytime programs. Data on evening programs was published in last week's issue, and the next two issues will present information adduced regarding program preferences of those queried. Questions asked by survey investigators covered whether respondents were listening to the radio; if so, which programs they remembered having heard, and of these, which they prefer.

In the daytime program survey, 1,083 telephone calls were made, and all of these were completed. Of this number, the majority, 629, stated they had not been listening to the radio that day, against 454 who did listen. This is almost double the number of people who had been listening during the survey period in Kansas City, Mo., the first city in The Billboard series. The percentage of daytime listening in Kansas City was about 24 per cent, as against about 42 per cent in Cincinnati. According to research authorities, this 42 per cent is a good average and would tend to prove the point made regarding nighttime listening habits in Cincinnati, that the city is strongly radio conscious.

### Sunday Tops List

Sunday is shown to be the most popular listening day in Cincinnati, for both day and evening programs. Saturday evening ranks second and for daytime listening Saturday is fourth in Cincinnati, as opposed to last in Kansas City. Comparisons on listening scores may be made from the table headed "Day and Night Listening Charts."

In the 15-minute programs, there are two local offerings which show up fairly well. One of them is a news program handled by Peter Grant on WLW. Grant scored a total of 13 mentions. The other is the Dr. Friendly stanza, a WLW transcription.

The five-times-a-week group is headed by the Voice of Experience (M. Sayle Taylor), who is now doing his stint on Mutual.

worried program is followed by the Gospel Singer and his hymn period. "Pepper Young's Family," which showed up well in Kansas City, does likewise in Cincinnati. The "Mad Hatterfields," which ended a commercial series this week on WLW and WMCA, New York, while listed as a network program, might really be called a local show and thus adds another point to WLW's reputation as a major source of radio talent development.

### Baseball

Even with a team which has fared poorly within recent years, Cincinnati likes its baseball. Several stations broadcast the games of the Cincinnati

Reds, but the recall method allows no further breakdown than that shown on the full-page chart on page 7. This is because listeners identify programs, but not stations. Each program mention must then be translated into the mention column for both the program and the station broadcasting the program.

Thomas C. Sawyer, who broadcasts a 15-minute program on WLW, has recently gone commercial for Manhattan Soap Co. (Sweetheart toilet soap), doing a commentator job, talking about travel, people, etc. In the two-time-a-week quarter-hour programs, Sawyer's stint topped the list. Another local program, WCPO's "Man on the Street," showed up well in this same

## LOCAL LEADERS

Six daytime programs—other than network productions—are shown in the survey published in this issue to have commanding audience power. Details on the programs are here-with presented. Additional comments as to the positions held by these shows in relation to other programs heard in Cincinnati will be found in the general story on this page.

### "DAWN PATROL"—WKRC

Written and produced by Al Bland, of WKRC, "Patrol" is a daily week-day show sponsored by Dew Drug Co. It is a comedy chatter-type production, somewhat along old minstrelsy lines, Bland doing blackface as well as two other comedy characters. Leo Bland, brother of Al, does announcing and straight work.

### "WOMAN'S HOUR"—WKRC

This is another daily show on the CBS owned and operated station. It is a participating production conducted by Ruth Lyons. Program concentrates on household hints and news of general interest to housewives. Occasionally prominent women guest stars appear. Spot announcements take care of the sponsors.

### THOMAS C. SAWYER—WLW

Written by Sawyer, who also delivers the talks about travel and history. Inside stuff on famous events and people.

### "MAD HATTERFIELDS"—WLW

(Also heard on WMCA, New York). Show ended Friday (29). Program deals with an eccentric family. It is written by Pauline Hopkins, who also plays role of Meg Hatterfield. Sponsor was Lion's Milk (Nestle Milk Products).

### "RURAL ROUND-UP"—WLW

Sundays. Combination hillbilly and Seth Parker stuff, with comedy accent. Old-time music is stressed, but done in modern style. Clark Betts, baritone, is featured.

### "DR. FRIENDLY"—WLW

A transcription. Sponsored by E. Griffith Hughes, Inc. Advice is laid out to those asking for it.

classification. Still another local program, and again a WLW offering, "Women's Club," did well in the once weekly 15-minute productions, gathering eight mentions. "Sunday Drivers," once weekly on NBC Red, is a sustaining show with Arthur Fields and Fred Hall, and its score of seven is one which would indicate good reception.

Along the network or spot commercial daytime productions, the lines are fairly in accord with the programs most mentioned in Kansas City. Thus, the Procter & Gamble shows, "Pepper Young's Family," "Ma Perkins," the Gospel Singer and others, by the number of mentions accorded them, indicate with little doubt that they have a tight grip on daytime listeners. Gospel Singer and "Pepper Young" are the second and third most mentioned five-time-a-week daytime programs, following fairly close on the heels of Voice of Experience. It is especially interesting to note that practically every network serial sponsored by Procter & Gamble accrues mentions, showing them to be potent audience getters. These shows, in addition to Gospel Singer and "Pepper Young," are "Vic and Sade," "Mary Marlin," "The Goldbergs," "The O'Neills," "The Guiding Light" and "Road of Life."

Details on the outstanding local programs will be found in the box headed "Local Leaders."

## Spuds' News

NEW YORK, April 30.—Axton-Fisher for Spuds has bought time on WABC Mondays thru Saturdays, 7:35 to 8 p.m. on United Press News. Starts May 2.

## Leading Cincy Daytime Shows

### TWO-HOUR PROGRAM

Program	Station	Origin	Total Mentions
Philharmonic Society of New York	WKRC	N	17

### HOUR PROGRAMS

Dawn Patrol	WKRC	L	27
Magic Key of RCA	WLW	N	22
Radio City Music Hall of the Air	WLW, WCKY	N	13
Cincinnati Conservatory of Music	WKRC	L	6
Farm and Home Hour	WLW, WCKY	N	6

### HALF-HOUR PROGRAMS

Lone Ranger	WCKY	S	23
Breakfast Club	WLW	L	21
Woman's Hour	WKRC	L	20
Father Coughlin	WSAI, WCKY	N	17
Social Security Lunch	WKRC	N	13
Sunday Drivers	WSAI	N	7
Majors Bowes Capitol Family	WKRC	N	6
Radio Newsweek	WSAI	N	6
Rural Roundup	WLW	L	6

### FIFTEEN-MINUTE PROGRAMS

(Five Times Weekly)

Voice of Experience	WLW	S	53
Gospel Singer	WLW	S	47
Pepper Young's Family	WLW	N	40
Mad Hatterfields	WLW	N	29
Ma Perkins	WLW	S	25
Story of Mary Marlin	WLW	N	24
Goldbergs	WLW	S	23
Life of Mary Sothern	WLW	L	21
Betty and Bob	WLW	S	14
Peter Grant News	WLW	L	13
Aunt Jemima—Cabin at the Crossroads	WCKY	N	10
Hymns of All Churches	WLW	S	10
Vic and Sade	WLW	N	9
Myrt and Marge	WLW	N	8
The O'Neills	WLW	N	6
Road of Life	WLW	S	6
Bachelor's Children	WKRC	N	5
Dr. Friendly	WLW	L	5
Dan Harding's Wife	WLW	S	5
Kitty Keene	WLW	S	5

### FIFTEEN-MINUTE PROGRAM

(Three Times Weekly)

Man on the Street	WCPO	L	3
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### FIFTEEN-MINUTE PROGRAM

(Two Times Weekly)

Thomas C. Sawyer	WLW	N	14
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### FIFTEEN-MINUTE PROGRAMS

(Once Weekly)

Army Band	WLW	N	8
Women's Club	WLW	L	8
Sunday Drivers	WSAI	N	7

Note: The origin column indicates whether the program is a network (N) show; local (L) production or spot (S) offering.

# DAYTIME PROGRAMS HEARD IN CINCINNATI, OHIO

Hour Listening	Programs Heard	Program Origin	Station	Total No. List.	Tuesday, April 5 No. List.	Wednesday, April 6 No. List.	Thursday, April 7 No. List.	Friday, April 8 No. List.	Saturday, April 10 No. List.	Sunday, April 11 No. List.	Monday, April 12 No. List.
6:00-7:00	Six to Nine	L	WCPO	1	---	1	---	---	---	---	---
7:15-7:30	News-Sports	L	WKRC	1	---	---	---	---	---	---	---
7:30-8:30	Dawn Patrol	L	WKRC	27	---	---	---	2	---	---	25
8:00-8:15	Four Showman	N	WCKY	1	---	---	---	---	---	---	---
8:00-8:15	Marymakers	L	WLW	1	---	---	---	1	---	---	---
8:15-8:30	Patrol Grand News	L	WLW	13	---	3	2	1	---	---	---
8:30-9:00	Call Day	L	WKRC	1	---	---	---	---	---	---	---
8:30-8:45	Millibilly Tryouts	L	WLW	1	---	---	---	---	---	---	---
8:30-8:45	Georgie Singer	S	WLW	47	13	7	6	13	---	---	---
8:30-8:45	News for Executives	L	WCKY	1	---	---	---	---	---	---	---
8:30-9:00	Woman's Hour	L	WKRC	20	---	4	---	---	---	---	---
8:30-9:00	Do You Remember?	N	WSAI	2	---	---	2	---	---	---	---
8:45-9:00	Voice of Experience	S	WLW	53	14	3	7	11	---	---	---
8:45-9:00	Pa and Ma McGinnis	L	WLW	1	---	---	---	---	---	---	---
9:00-9:15	Hymns of All Churches	S	WLW	10	5	3	---	---	---	---	2
9:00-9:15	Betty Crocker	S	WLW	1	---	---	---	1	---	---	---
9:00-9:30	Breakfast Club	N	WCKY	18	---	4	1	6	---	---	7
9:15-9:45	Breakfast Club	N	WLW	21	---	---	---	---	21	---	---
9:00-9:00	Father Gus	L	WLW	1	---	---	---	---	---	---	---
9:15-9:30	Humboldt Nathan	L	WLW	1	1	---	---	---	---	1	---
9:15-10:00	Musical Menu	L	WCPO	1	---	1	---	---	---	---	---
9:30-9:45	Wirt and Margie	N	WLW	8	---	2	---	---	---	---	---
9:45-10:00	Young Widder Jones	N	WLW	2	---	---	---	---	---	---	---
9:45-10:00	Bachelor's Children	N	WKRC	2	4	1	---	---	---	---	---
10:00-10:15	Linda's First Love	L	WLW	1	---	---	---	---	---	---	---
10:00-10:15	Sweetie Garry	L	WKRC	1	1	---	---	---	---	---	---
10:00-10:15	Mrs. Whipp of the Cabbage Patch	N	WSAI	2	---	---	---	---	---	---	---
10:00-10:15	Aunt Jennie-Cabin at the Cross Roads	N	WCKY	10	---	3	1	2	---	---	---
10:00-10:30	Mail Bag	L	WLW	1	---	---	---	---	---	---	---
10:00-10:30	Church of the Air	S	WKRC	1	---	---	---	---	1	---	---
10:15-10:30	For Women	L	WCPO	2	1	1	---	---	---	1	---
10:15-10:30	John's Other Wife	N	WSAI	1	1	---	---	---	---	---	---
10:15-10:30	Regent of Castlemore	L	WLW	2	---	---	---	---	---	---	---
10:15-10:30	Economy Kitchen	L	WKRC	1	---	---	---	1	---	---	---
10:30-10:45	Betty and Bob	S	WLW	14	2	3	3	4	---	---	---
10:45-11:00	Street Chat	L	WKRC	2	---	---	---	---	---	---	---
10:45-11:00	Woman in White	L	WSAI	1	---	---	---	---	---	---	---
10:45-11:00	Dr. Friendly	L	WLW	5	---	1	1	2	---	---	---
11:00-11:15	David Harum	N	WLW	2	---	1	---	---	---	---	---
11:00-11:15	The Story of Mary Martin	N	WLW	2	2	---	1	10	---	---	---
11:00-12:00	Amateur Revue	L	WCPO	2	---	---	---	---	---	---	---
11:00-12:00	Cincinnati Conservatory of Music	L	WKRC	6	---	---	---	---	---	---	---
11:00-12:00	Merry-Go-Round	L	WCPO	2	1	---	---	---	---	---	---
11:15-11:30	Minnie Mae	N	WCKY	1	---	---	---	---	---	---	---
11:15-11:30	News	L	WLW	3	---	---	1	---	1	---	---
11:15-11:30	Backstage Wife	N	WSAI	1	---	1	---	---	---	---	---
11:30-11:45	Army Band	N	WLW	1	---	---	---	---	---	---	---
11:30-11:45	Big Sister	N	WKRC	2	1	---	---	---	---	---	---
11:30-11:45	How To Be Charming	N	WSAI	1	---	1	---	---	---	---	---
11:30-11:45	Thomas G. Sawyer	L	WLW	14	---	1	---	---	---	---	---
11:45-12:00	Six of Nine	L	WCKY	2	---	---	5	10	---	---	---
11:45-12:00	Goldberg	S	WLW	27	1	4	---	10	---	---	---
11:45-12:00	Army Day	L	WSAI	1	---	1	---	---	---	---	---
11:45-12:00	Women's Club	L	WLW	8	---	---	---	---	---	---	---
12:00-12:15	Mary McBride	N	WKRC	3	---	---	1	---	---	---	---
12:00-12:15	Girl Alone	N	WLW	3	1	---	---	---	---	---	---
12:00-12:15	News	N	WCPO	2	---	---	1	---	---	---	---
12:00-12:15	Melody Ramblings	L	WKRC	1	---	---	---	---	---	---	---
12:00-12:15	Call to Youth	L	WCKY	1	---	---	---	---	1	---	---
12:00-12:30	NBC Home Symphony Orch.	N	WSAI	1	---	---	---	---	---	---	---
12:00-12:30	Rural Roundup	N	WLW	8	---	---	---	---	---	---	---
12:00-12:30	Major Bowes' Capital Family	N	WKRC	6	---	---	---	---	---	---	---
12:15-12:30	WCKY News	L	WCKY	1	---	---	---	---	---	---	---
12:15-12:30	The O'Neil	N	WLW	8	---	---	3	2	---	---	---
12:15-12:30	News	L	WKRC	1	---	---	---	---	1	---	---
12:30-12:45	Man on the Street	L	WCPO	5	3	1	---	---	1	---	---
12:30-12:45	The Romance of Helen Trent	N	WKRC	1	---	---	1	---	---	---	---
12:30-12:45	News in Review	L	WSAI	1	---	---	---	---	---	---	---
12:30-1:00	Salt Lake City Tabernacle Choir	N	WKRC	2	---	---	---	---	---	---	---
12:30-1:00	Farm and Home Hour	N	WLW & WCKY	6	2	---	---	3	---	---	---
12:30-1:00	Radio City Music Hall of the Air	N	WLW & WCKY	13	---	---	---	---	---	13	---
12:45-1:00	Monday Parade	L	WCPO	1	---	---	---	---	---	---	---
12:45-1:00	Our Gal Sunday	N	WKRC	2	---	1	---	---	---	---	---
1:00-1:15	Betty and Bob	N	WKRC	4	2	1	---	---	---	---	---
1:15-1:30	Hymns of All Churches	S	WKRC	1	---	---	---	---	---	---	---
1:30-1:45	Ma Perkins	S	WLW	25	9	4	2	6	---	---	---
1:00-2:00	Sunday Players	L	WKRC	1	---	---	---	---	---	---	---
1:00-2:00	Vivian, Lady	N	WKRC	2	---	---	---	---	---	---	---
1:45-2:00	Kitty Koons	S	WLW	5	---	1	---	1	---	---	---
2:00-2:30	Social Security Lunch	N	WKRC	13	---	---	---	---	13	---	---
2:00-3:00	Music Appreciation	N	WLW	1	---	---	---	1	---	---	---
2:00-3:00	Magic Key of RCA	N	WLW	22	---	---	---	---	---	22	---
2:00-3:00	U. S. Navy Band	N	WCKY	1	---	---	---	---	---	---	---
2:15-2:30	Meet the Moon	L	WKRC	1	1	---	---	---	---	---	---
2:30-3:00	Dr. Christian	N	WKRC	1	---	---	---	---	---	---	---
2:30-3:00	Knish Guild	N	WCKY	2	2	---	---	---	---	---	---
2:30-3:00	Baseball Game	L	WCPO & WSAI	1	---	---	---	---	---	---	1
2:30-3:00	Baseball Game	L	WCPO & WSAI	18	---	---	---	---	---	---	---
2:30-3:00	Annchier Quartet	N	WSAI	1	1	---	---	---	---	---	---
2:45-3:00	Baseball Game	L	WCPO	1	---	---	---	---	---	---	1
3:00-3:15	Pepper Young's Family	N	WLW	40	6	4	2	3	---	---	25
3:00-3:15	Radio News	N	WSAI	1	---	---	---	---	---	---	---
3:00-4:00	Stuckless Civic Orch.	N	WCKY	1	---	---	---	---	---	---	1
3:00-4:00	Radio Guild	N	WCKY	1	---	---	---	1	---	---	---
3:00-4:30	Baseball Game	L	WSAI	6	4	---	---	2	---	---	---
3:00-4:30	Philharmonic Society of N. Y.	N	WKRC	17	---	---	---	---	---	---	17
3:15-3:30	Mad Hatterfield	N	WLW	20	1	1	1	3	---	---	23
3:30-3:45	Vic and Sids	N	WLW	1	---	1	---	---	---	---	---
3:30-3:45	Smiling Ed McCollin	N	WCKY	1	---	---	---	---	---	---	---
3:30-4:00	Sunday Drivers	N	WSAI	7	---	---	---	---	---	---	---
3:45-4:00	William Proctor	N	WCKY	1	---	---	---	---	---	---	---
3:45-4:00	The Guiding Light	N	WLW	4	1	---	---	---	---	---	---
4:00-4:15	Dan Harding's Wife	S	WLW	5	1	---	1	2	---	---	1
4:00-4:30	Father Croplin	N	WSAI & WCKY	17	---	---	---	---	---	---	---
4:00-4:30	Court of Human Relations	N	WLW	1	---	---	---	---	---	---	---
4:00-5:00	Club Matinee	N	WSAI & WCKY	1	---	---	---	---	---	---	---
4:15-4:30	Life of Mary Betham	N	WLW	21	3	6	2	3	---	---	---
4:15-5:00	Club Matinee	N	WCKY	1	---	---	---	---	---	---	---
4:15-5:00	Club Matinee	N	WCKY	3	---	---	---	---	---	---	---
4:30-4:45	Hello, Peggy	S	WLW	3	---	---	1	---	---	---	---
4:30-4:45	Sundown Serenade	L	WKRC	1	---	---	---	---	---	---	---
4:30-5:00	N. Y. A. Program	S	WCPO	1	1	---	---	---	---	---	---
4:30-5:00	Lone Bachelor	S	WCKY	23	---	---	---	---	---	---	---
4:45-5:00	News-Sports	L	WKRC	3	---	---	---	---	---	---	---
4:45-5:00	Road of Life	S	WLW	6	1	---	1	1	---	---	---

## EXPLANATION

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

## CINCINNATI STATIONS

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

## Competish Forces Chi Hotels to Air

CHICAGO, April 30. — The two-way boycott between radio stations and hotels on remote pick-ups, since the former slapped a \$100 wire charge on that service, took on an entirely different hue this week, and from all indications the hostilities will bear the brunt of the suffering. New twist, which spells gray for radio stations but headaches for hotel rooms which banded together refusing to pay the lures, is the seasonal opening of the country spots and their readiness to shell down the necessary sugar for radio wires.

Head spots like Bon Air, Villa Moderne, Coconut Grove, Villa Venice and new Eden Ballroom are all making overtures to local net outlets for air time. Coconut Grove, with Husk O'Hare's OK, started broadcasting Saturday over WBBM, and the Eden opening with Clyde McCoy's crew will have an NBC wire. Others are expected to set something definite before opening the season.

Previous to this new wave of remote biz, those in the know had it doped that hotels would wait until fall before coming back to the air lanes, if they did. But now, with the highway niteries airing their wares, the odds have switched and it is felt the local inns will waive their hurt feelings, pay the line charge and get back on the ether to combat this sudden competish.

First indication of this is the nibbling of Andrew Karzas, operator of the Trison and Aragon ballrooms, for his old time with WGN, which he dispensed with last January rather than pay \$200. Instead a deal was made with local outlet WIND. Evidently, tho, this arrangement has not proved satisfactory to the boogie manager. He feels summer trade has a better chance of knowing about his spots if they dial 'em in at the old home town. Colored ballroom, Savoy, has already signed for a wire and is airing over WBBM now.

## CIO Asks House for Closer NLRB Guard

WASHINGTON, April 30.—CIO representatives have appeared before the House Judiciary Committee currently meeting on the Wagner-Healey Bill to urge that broadcasting companies be subject to the act. Under its terms broadcasters could lose their licenses for violations of the act, which extends jurisdiction of the National Labor Relations Board and guarantees organized labor the right to collective bargaining. It specifically applies to those who hold contracts with the United States Government or those who have obtained

loans and grants from the federal government. Upon finding violations by the National Labor Relations Board the federal agency making the grant or loan or contract would be notified by the labor board and the loan recalled or the grant revoked. In this particular instance it would be the Federal Communications Commission which would revoke the license of any violator.

CIO general counsel, Lee Pressman, argued that if the National Labor Relations Act was to be sincerely enforced then it certainly should be done in cases of those receiving the business or grants of the federal government.

## Freddie Rich Set For Texaco Series?

HOLLYWOOD, April 30.—Reason Freddie Rich left his CBS studio post, according to reports, is to take the Texaco commercial next fall. Angle is that his sponsors feel he would prove more valuable if he went off the air for a few months.

Rich leaves for Coast May 15 to associate with Boris Morris, music chief for Paramount Pictures. He will also serve as house band for Decca records Coast headquarters.

## G. M. Says Players Even Eat Wheaties

MINNEAPOLIS, April 30. — Knox Reeves advertising agency is publishing *Ad Liberties*, promotion piece for baseball announcers broadcasting games this season for General Mills, Inc.: Socony Vacuum Oil Co., H. F. Goodrich Co., Procter & Gamble and Coca-Cola. Sheet a four-page job on slick paper, will be issued every two or three weeks during the season.

Baseball players who can read will find, according to *Ad Liberties*, that they really like to eat Wheaties. Further adds that sportscasters must be convinced that testimonials are the McCoy. General Mills' policy is explained as being very ethical in that no testimonials are obtained from players who are not thoroughly familiar with the product, and none from players whose opinions do not agree in spirit with the proposed Wheaties blurb.

Half a dozen pictures in *Ad Liberties* are supposed to show that ball players really do like Wheaties. Gents are shown with spoon poised and bridgework set for business.

Figuring some people may be skeptical, Knox Reeves is reported planning to take and publish X-ray shots of a ball player's alimentary canal dissolving a bowlful.

# Analysis of Competing Factors During Period Survey Was Made

## Bingo Strong in Cincy

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

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

There were no emergencies of any kind. Two traveling attractions played one-night stands in Cincinnati during the survey period. Details below. Island Queen, excursion boat, operating nightly dance excursions out of Cincinnati, began its season April 2. Boat draws an average of 2,000 dancers nightly.

Population of Cincinnati, according to 1930 census figures, is 451,160, and according to the World Almanac for 1938, 470,116. Cincinnati is located in Hamilton County, which has an estimated 141,100 radio homes, a high figure.

## Picture Theaters

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

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

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

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

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

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

## Night Clubs

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

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

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

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

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

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

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

## Legit, Concert, Etc.

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

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

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

## Sports

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

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

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

## Weather

MONDAY, April 4—Cloudy, cool.

TUESDAY, April 5—Cool and light rain.

WEDNESDAY, April 6—Rain and cold.

THURSDAY, April 7—Rain, cold.

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

SATURDAY, April 9—Fair, cold.

SUNDAY, April 10—Fair and cool.

MONDAY, April 11—Fair, somewhat warmer.

TUESDAY, April 12—Clear and warm.

WEDNESDAY, April 13—Clear and warm.

# Day and Night Listening Chart

The two tables below give figures on the listening to the radio factor in Cincinnati (top table) and Kansas City (bottom table). The tables show the day of the week, the number of people listening, number not listening and total completed interviews. The left-hand columns are for evening programs; the right for night-time programs. It will be noted that thruout Cincinnati shows stronger listening figures than Kansas City, this applying to both day and night-time listening. Another interesting point is that Saturday is exceptionally strong in Cincinnati but at the bottom of the list in Kansas City. Sunday is uniformly a favorite listening day, comparison shows.

## CINCINNATI

Evening Programs			Daytime Programs				
Listening	Not List.	Total Intervi'd	Listening	Not List.	Total Intervi'd		
Sunday	115	49	164	Sunday	83	72	155
Saturday	107	54	161	Friday	81	70	151
Wednesday	89	61	150	Monday	73	89	162
Monday	85	65	150	Saturday	69	90	159
Thursday	83	69	152	Tuesday	55	96	151
Friday	82	71	153	Wednesday	47	105	152
Tuesday	73	77	150	Thursday	46	107	153
Total	634	446	1,080	Total	454	629	1,083

## KANSAS CITY

Evening Programs			Daytime Programs				
Listening	Not List.	Total Intervi'd	Listening	Not List.	Total Intervi'd		
Thursday	88	57	145	Monday	46	111	157
Sunday	84	76	160	Sunday	42	114	156
Monday	80	80	160	Tuesday	41	103	144
Wednesday	73	72	145	Wednesday	41	114	155
Friday	65	90	155	Friday	33	126	159
Tuesday	65	86	151	Thursday	28	96	124
Saturday	63	94	157	Saturday	20	132	152
Total	518	555	1,073	Total	251	796	1,047

## General Business Conditions

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

## Frisco Dailies Give Radio Chill

SAN FRANCISCO, April 30.—Press and radio are still friendly here, altho the era of good will appears to be on the wane. Dailies have cut out practically all publicity burbs, limiting columns to personals. Space varies, but probably averages around four columns.

Art layouts have been eliminated. News was plucked from radio logs when small independents liked publishers with announcement of more news broadcasts, one station listing five-minute spots every half hour.

Baseball given cold shoulder in columns when Goodrich Tire dumped whole of advertising budget into coffers of KGO. Feeling prevails that sheets will not eliminate columns entirely, as has been done in some California cities.

Station prizes are not pressuring radio editors for space, having adopted "leave well enough alone" attitude.

## Ether Writers Must Make SS Payments

WASHINGTON, D. C., April 30.—Comptrolling script writers in Radio Writers' Guild will get little sympathy or relief from the Bureau of Internal Revenue in their attempt to avoid paying the employees' share of the tax imposed under the Social Security law, since the highest of legal moguls in the department has already ruled that the scribes were anything but independent contractors in agency-built programs.

Out of official explanation is that a script writer is not engaged in the composition and sale of original works as such. That is, he is usually not engaged in writing original plays or stories which are his property exclusively and which he may offer to successive producers or publishers until such time as a sale is made or the project abandoned. Instead, say legal analysts, writers are usually employed to render personal services in preparing scripts in accordance with predetermined general plans which have been submitted to and approved by the sponsor. Even if the writer were employed by several employers or were also engaged in writing original works on his own account, he would not be classified as an independent contractor. Fact that under the circumstances of employment it is not necessary or would be impracticable for the sponsor to exercise control to the fullest extent is immaterial.

Membership aquawks that deductions are being made on current salary checks for taxes due on past jobs with same agency won't hold water with the bureau either because employer may make these retroactive deductions.

## Pabst Show-Shopping

NEW YORK, April 30.—Pabst's Blue Ribbon Beer is reported show-shopping, with an eye on an all-Negro musical production. Slated to start, if a program is lined up, about June 1. Same firm sponsored Ben Bernie for years.

## Luckies Drops News

BRIDGEPORT, April 30.—The Yale Daily News broadcasts over WICO, which had been sponsored by Lucky Strike cigarettes, are now on a sustaining basis. Cigarette company has withdrawn sponsorship.

## WOR Owners on WQXR

NEW YORK, April 30.—R. H. Macy & Co., owners of WOR, Newark, N. J., will advertise on WQXR here. Contracted for one hour of transcribed classical music, beginning May 8.

## Y. & R. Auditions

NEW YORK, April 30.—Columbia Broadcasting System yesterday auditioned Meet the Champ, with Diet and Dunks, for Young & Rubicam. Agency has two potential sponsors. Also auditioned I'd Rather Be, program based on desire of people to be other than what they are. Both shows may be used as sustainers if not sold.

Recorded one-minute spot announcements built around varied subjects will be offered for 24 weeks, starting May 1, over WRVA, Richmond, Va., by Nolde Bros., Baking Co.

## Lloyd Yoder's Woo

SAN FRANCISCO, April 30.—Lloyd Yoder, NBC manager here, is getting jumpy. A fire a week ago wasn't bad enough. The other day he was alarmed by the crash of breaking glass behind him. A painter, escaping from a burning office, cracked the stained-glass window in Yoder's office and stepped in to turn in an alarm. Damage as the result of the second blaze was nominal.

## Donut Mfr.-M. C. To Run for Tex. Office

FORT WORTH, April 30.—W. Lee O'Daniel, head of the local Hillbilly Flour Co. and master of ceremonies and producer of the Hillbilly Boys programs on WBAP and Texas Quality network, announced on his program April 24 that he would be a candidate for Governor of Texas in the July elections. For two weeks before the announcement O'Daniel, in his broadcasts, asked listeners to write in and tell him whether he should run for governor. Enough "yes" letters were received to convince him to run.

Before organizing his own company O'Daniel was master of ceremonies for the Light Crust Doughboy on WBAP when he was general manager of that company, and he is well known to radio listeners thruout Texas. Most of the letters wanting him to run are said to have come from the rural sections of the State.

## Drug Co.'s Tie-In Ads

CINCINNATI, April 30.—Dow Drug Co. here, co-operating with local broadcasting stations, is conducting a novel newspaper campaign. Recently took practically a whole page in The Times-Star, space being divided into small boxes each for a product sold by Dow. Boxes contain tune-in ads, plugging the radio show which plugs the product.

## ABT Finds Itself in the Middle of IBEW-CIO Affiliation Scramble

CHICAGO, April 30.—Following conferences this week in Washington with National Labor Relations Board and International Brotherhood of Electrical Workers, officials of the Association of Broadcast Technicians are submitting to their executive board questions on possible affiliation with IBEW and also on whether ABT will consent to an affiliation election which was petitioned for by the American Communications Association thru NLRB. ACA is the new tag affixed to CIO's American Radio Telegraphists' Association thru a referendum ballot sent out last July.

Daniel Tracy, IBEW international pres, made an offer for ABT's affiliation with that AFL org. details of which were not made public, and if ABT board members here accept Tracy's proposition the broadcasting engineers will join IBEW, but with a separate class charter of their own.

Decision will probably be forthcoming this week, since the NLRB has set next Thursday as the deadline on ABT's an-

## Contract Between Chains, AFRA Expected To Be Set This Week

NEW YORK, April 30.—Negotiations between the American Federation of Radio Artists and the two major networks should be cleaned up by the early part of next week. It is believed that ratification of proposals by the AFRA board is one of the final steps needed. Board met yesterday.

CHICAGO, April 30.—American Federation of Radio Artists is nearing a successful end in its negotiations with NBC and CBS for wage and hour scales on network sustaining shows, according to Emily Holt, national executive secretary, who made a flying trip to the Detroit and Chicago locals early this week. Mrs. Holt returned to New York Wednesday for final huddles with the chains, but will revisit Chi in another 10 days in an effort to iron out minor details here.

During recent meetings with NBC and CBS in New York, AFRA's chief obstacle has been reluctance of the nets to agree to a uniform scale for sustainers in Los

Angeles, Chicago and New York. Altho unconfirmed, it is generally understood that Niles Trammell, of NBC, and H. Leslie Atlas, of CBS, here, have been influencing factors fostering this disagreement. Atlas is unofficially described as labor relations man for CBS, and altho he has not attended any of the powwows with AFRA, he will have a hand in the net's final decision, it is believed.

Mrs. Holt's trip west this time was primarily to meet with the Detroit AFRA board and members. Also to meet Trammell regarding organizing NBC announcers here. Plan had to be dismissed for the present, when Mrs. Holt discovered on her arrival that Trammell had been unexpectedly called to New York. AFRA has announcers in 10 of NBC stations, but local WENR and WMAQ are still on the hold-out list. If contracts are signed with headquarters in New York, however, organization of announcers here will be merely a routine step.

Mutual Broadcasting System has not been contacted by AFRA yet, Mrs. Holt said, since its set-up differs perceptibly from others and negotiations will have to be conducted with individual stations.

## Time, Life, Fortune Go Heavy on Radio

NEW YORK, April 30.—Three Henry Luze publications, Time, Fortune and Life, used substantial radio spreads within a week. On April 18 Time had a statement to the effect that since its inception 15 years ago it never added to the original departmental set-up. But in the past year radio appeared in all the departments to the extent that the management decided to start a radio department.

In April 22 issue of Life radio listening was a leading feature.

April 23 issue of Fortune devoted about 40 per cent of its issue to radio. To top it off current release of March of Time, now at the Radio City Music Hall, devotes space to broadcasting.

## Schneider Unit Back at WGY

SCHENECTADY, N. Y., April 30.—Doc Schneider's Texans are back at Station WGY here for a daily 8:15 a.m. stint over the NBC Red network after a successful theater swing thru Ohio, Kentucky, Tennessee, Virginia, West Virginia, Maryland and Pennsylvania. In addition to its radio work, the cowboy unit is set in houses in this area until late in May, when the Texans open under canvas.

## CBS Starting New Palsy-Walsy Idea

NEW YORK, April 30.—Columbia Broadcasting System is trying to effect a policy of "love thy neighbor." Brainstorm is a variation of the guest artist idea and is a follow-up on the cordial reception given the Griffin Allwite trick of calling in Benny Goodman on Hal Kemp's show. Happened a couple of weeks ago. Goodman, Kemp's neighbor on CBS, became involved in a mutual admiration gab with his host.

Ed Cashman, producer of Kemp's alter for Allwite, is now developing the trick into a regular feature. Idea has caught on to the extent that the next Kemp show will have Kay Kyser, on NBC, as guest. However, altho Kyser, on NBC, the sponsor, American Tobacco Co. (Lucky strikes), is also a CBS client. Last week Al Pearce guested, with the band playing Loose Thy Neighbor as in intro theme.

Trick angle floating around in Cashman's head now is a plan to keep the thing secret to the extent that Kemp and the listeners won't know who the friendly neighbor is until the show is on. Names will be kept out of Newspaper listings, and, of course, there will be no rehearsals.

## Harkins' New KFRC Spot

SAN FRANCISCO, April 30.—Ben Harkins, a member of the production staff for two years, has been promoted to the post of program manager of KFRC. He was formerly on the staff of KOMO, Seattle. At KFRC he has worked as writer, producer and entertainer.

## Lord & Thomas Making Survey Of Metropolitan N. Y. Stations

NEW YORK, April 30.—Lord & Thomas advertising agency is conducting a survey attempting to ascertain which metropolitan stations are most popular and most powerful. Immediate end in view is to find a station for the Consolidated Edison show, which, according to the agency, may be switched from its present spot. Pointed out, however, that the survey's implications may be much more important in that it may serve as a guide for future placements. If execs at Lord & Thomas consider the survey successful, it is possible that a similar investigation will be undertaken with regard to network key stations.

This week the agency sent out questionnaires to 1,000 radio homes scattered evenly in the northern, southern, eastern and western portions of the metropolitan area. People were requested to (1) Give their address. (2) Name sta-

tions in order of signal strength in the particular locality. (3) Name those which are most popular and most powerfully received.

Survey in its present form is regarded as of value to those clients using only one station. Consolidated Edison, for instance, does not particularly care whether its show is heard in outlying spots. National advertising over the nets is another proposition. Agency, if it decides to carry thru on a national scale, will expect to glean valuable buying ammunition.

Attitude of some of the execs at Lord & Thomas is that such a survey should be conducted by the agency, rather than by broadcasters themselves. Agency does not distrust the accuracy of surveys made by broadcasters, but would rather interpret the figures itself. That's being polite.

## WWJ's Cackle

DETROIT, April 30.—WWJ hatched a chicken on the transmitter last Friday and is now conducting a name contest. It seems the idea of using radio frequency for development has interested a number of scientists, and last week one of them decided to try it out on this station.

Among those closely watching WWJ's chicken are Prof. Carl Gard, professor of husbandry at Michigan State College; Donald Berland, assistant superintendent and poultry expert at Larrow Research Farms, of General Mills, who broadcasted the interesting event, and Joe Millen, director of Detroit Zoological Park.

# Program Reviews

EDST Unless Otherwise Indicated

# Air Briefs

New York By PAUL ACKERMAN

## Sports Reviews

### Chesterfield Sports Column

Reviewed Monday, 6:30-6:45 p.m. Style—Sports. Sponsor—Liggett & Myers Tobacco Co. Station—WEAF (NBC network).

Start of big league baseball season also ushered in a big-time sports program on a big-time station. Paul Douglas, late announcer and whooper-upper of the Saturday Night Swing Club (CBS), is the sports results disseminator and commentator every week day for a 15-minute period. Highlights and sidelights of the sports in season, plus regular appearances of sport luminaries, will be featured.

Opening period concerned mainly the advent of baseball, Red Sox-Yankee game in particular, and was broadcast from Boston. Lefty Gomez, pitching ace of the Yanks, was guest attraction. Lefty, asked about the titular chances of a few teams, gave a good account of himself, speaking fluently, knowingly and entertainingly. If the rest of the guest stars live up to the breezy standard set by Lefty, the column should be as eagerly awaited as any to be found in the tabs.

Douglas, on the other hand, very much a la Graham McNamee, sounds a bit too high geared in his spiel, giving the impression of a somber world events commentator rather than an informal, after-the-game reminiscer. Slowing down a bit should help. He is also inclined to jumble up the sequence of his news. Douglas handles the cloggy plugging according to Hoyle. G. C.

### "Highlights in the World of Sports"

Reviewed Wednesday, 6:05-6:15 p.m. Style—Sport commentator. Sponsor—Sinclair Refining Co. Agency—Federal Advertising Agency, N. Y. Station—WABC, New York.

One of the numerous similar periods to take the air over the country recently, this one is bound to meet at least acceptable success due to the fact that it is spiced by a commentator who knows sports, Ed Thorgersen, and because voice style has been a familiar feature to movie-goers wherever Fox Movietone News shows.

Cramming a lot of information and sidelights in his short allotment, Thorgersen's disseminations are remarkably lucid and informal. Besides a resume, plus "color" elaborations, of the day's baseball scores, he also touched upon tennis, with the return to form and the wars of Helen Wills Moody; horse racing, giving dope and developments of Kentucky Derby hopefuls, and a pithy talk on the new "spectrum yellow" baseball being officially tried for the first time in the Columbia-Purdham game that day.

Thorgersen rounds out with a request for listeners to send in their comment and reactions to current sports news. All plugs are handled by the announcer after Thorgersen has signed off, for which three cheers. G. C.

### "What's in a Word"

Reviewed Tuesday, 9:30-10 p.m. Style—Audience participation. Reviewed on WOR (New York).

One of several new shows being developed and produced by WOR, this program was presented on a one-time basis, with the network used as the testing laboratory. Patterned along the lines of currently popular audience participation shows, and offering Dr. Charles Earle Funk, of dictionary fame, as its stellar attraction, and with Allen Prescott leaving his wife-saver duties to act as emcee, it impressed as being above average for this type of program,

### "Baseball Resume"

Reviewed Tuesday, 8:30-9 p.m. CST. Style—Narrative. Sustaining on KXBY (Kansas City).

Another program handled by Jerry Burns, KXBY staff announcer and general "handy man" at the station. His plan here is to give sports fans a complete account of the ball games of the afternoon in the National and American leagues and the American Association, and then spend the remaining minutes of the period giving a play-by-play description of the Kansas City Blues doings on the diamond.

For listeners who have not heard the game broadcast by Walt Lochman on KXBY a few hours before, and for those who don't have a chance to peruse the late editions of the dailies, this show is made to order. Burns knows the game intimately and is capable of putting punch into his work.

Program went well and was nicely timed. Burns will skip the show when the Kaycee team plays at night. D. E. D.

### "The Old Coach"

Reviewed Friday, 5:45-6 p.m. DST. Style—Sports commentator. Sponsor—Isenberg Bros. Station—WICC (Bridgeport).

Full of chatter of baseball news of the week, this program should prove a winner. Lou LaHaye, veteran announcer from the New Haven studios, is handling. A former baseball man himself, LaHaye is in his element. Predictions, various anecdotes about players of both the major and minor leagues are given in rapid fire order. He also does commercial announcements, which are very well given, being interwoven in baseball lingo. Program is in for 13 weeks. S. A. L.

### Nixon Denton

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

Nixon Denton, sports editor of The Cincinnati Times-Star, conducts this 15-minute sports resume along the same lines as his "Second Thought" column, a daily feature of The Times; that is, he doesn't confine his remarks to sports alone. For instance, on the show caught he opened with a highly amusing bit on the subject of spring housecleaning. When he does hit the sports vein, tho, he knows all the answers, with few having a wider knowledge of the national pastimes.

His voice is anything but smooth, but he overcomes this handicap by combining a keen selection of material with good pacing and clever continuity. Outstanding bit on this program was Denton's system on how to pick a Kentucky Derby winner, humorously spiced. For a wind-up he spoke briefly and comprehensively on the forthcoming Walker Cup matches and the Louis-Schmeling fight. R. D.

altno adding nothing startlingly new to the breed.

Half hour has two groups of five contestants each being queried by Prescott on the use, definition and origin of some common English word. Each aspirant is given six silver dollars before his turn begins and if he muffs the first question one of them is taken away; missing the second costs him two more and flopping on the third relieves him of all the remaining three. Success on all of them puts him \$6 ahead for the evening. Prize system is novel and created laughs thru Prescott's facile remarks when called upon to retrieve any of the money. When a contestant gives the wrong answer Dr. Funk steps in to sup-

ply the correct and authoritative one. Word expert handles the assignment naturally and easily, being possessed of a deep interesting voice and an effortless mike style.

Contestants ranged from a lawyer to a counter man, most of them doing all right on the queries up to the origin stumbling block. Words included sandwich, alimony, idiot, boycott, bankrupt, sabotage, budget and others of varying degrees of toughness. Splitting the two groups was a five-minute interview by Prescott of an "ambassador of American language," in this instance a New York cab driver. Hackman told of his trade in its own peculiar jargon, with Prescott continually asking him to repeat in English. Bit was played so well for laughs the suspicion arose that the "ambassador" was rather a member of Actors' Equity than the taxi drivers' union.

Bob Stanley's Band supplied the music background, with Sidney Walton doing the announcing. WOR plans another novel show for May 10 at the same hour. D. R.

Brill, concert harpist at NBC, took a screen test at Fox.

Mary Margaret McBride, air columnist, is on the air for a total of six and one-half hours a week, counting her stint over WABC-Columbia and WOR. She and Stella Kern do the scripting themselves. . . . George Auer, new vice-president of the new business department at Peck Advertising, was given a well-coming dinner Wednesday. Auer was once assistant publisher of The New York American, has been with the old Herald, Telegram and more lately back with Hearst. . . . Three-fourths of the seats in the circular stands at Randall's Island are sold out for the "Swing Show," May 23. In addition to the 50-cent tickets, they are now selling \$1.50 box seats on the cinder track. . . . Muffs can become members in WNEW's dog program, "Kennel Club," by having fond owners send in pictures with a paw print. Membership certificate entitles pooch to reduced fees at dog hospitals and beauty parlors.

FRIEZE REINER and the Detroit Symphony Orchestra played a pavane in modern swing idiom Sunday over WABC-Columbia. . . . Reported coming: a new commercial for the Dalton Boys, long with Major Bowes. . . . Winners of Uncle Don's talent quest will be flown to Hollywood to be guests of Paramount Pictures.

## Chicago By HAROLD HUMPHREY

DON MARCOTTE returned from New York to take up his old post as head of NBC's music library here. He has been with Warner the past year. . . . Bill Seymour, CBS announcer, let out this week as an economy measure. . . . Clyde McCoy's Orx being aired over NBC at the opening of the new Eden dance spot. . . . Radio Eds Nick Kenny and Dinty Doyle in town from New York en route to CBS's new Hollywood studio opening. . . . Baritone Ed Davies was held up to the tune of \$12. . . . Virgil Meyers, former manager of the Trionon, is on his way to Catalina Island to take charge of P. K. Wrigley's casino there.

Low Cowen, local p. a., has a sponsor on the verge of signing for his new radio show, "Crossword Puzzles of the Air," audience participation idea patterned after the old charades game. Show may be cast from out-of-town talent—tho, since the Central Casting Bureau, which had an "in" to furnish the actors, can't get 'em because they belong to AFRA and that org has sized its members from signing with the bureau. . . . Quin Ryan is passing out rabbits' feet to his guest stooges on his sports shot. . . . Tommy Bartlett trekked to Milwaukee, where he hopes to recover shortly from a case of measles.

Sponsors of the "Fibber McGee and Molly" show may shift their "Attorney-at-Law" stint to a half-hour one-a-week shot to fill in when the comedy team leaves for their two-month rest in July and August. . . . Phil Fortman, formerly of NBC's press section, has joined Bob Kahn's radio agency. . . . Bob Hawk returned home from his Gotham sojourn. . . . Gene Byron and her husband, Ray (Gaz) Jones, were among the May 2 moving migration. . . . Mercedes McCambridge, NBC's top-notch actress, is up and back to work after two weeks on the sick list.

EVIDENTLY that rumor of Eddy Duchin refusing to open his engagement at the Palmer House unless a radio wire was available was no more than a rumor, because he opens there Thursday minus the mike. . . . Skyland Scotty and Lulu Belle are still on Hollywood's prospect list and may go there around June 1. . . . Turned out to be a big week for Truman Bradley, who on very short notice was called in to substitute for the ailing Pat Finnagan on WBBM's baseball broadcasts. Bradley had some jittery moments in the first two games, but his control is improving fast. . . . Hal Tate, local scribe, sold a radio story to Radio News.

### "Time To Shine"

Reviewed Tuesday, 10:10-10:30 p.m. Style—Musical. Sponsor—Griffin Manufacturing Co. Agency—Birmingham, Castleman & Pierce. Station—WABC (New York).

Hal Kemp's half-hour shot for Griffin Alltime proves a listenable show. Orchestra is sweet, despite fact that the technique is on the staccato side. Tunes selected made for a well-rounded musical session. Judy Starr vocals on occasion and can swing it when she wishes. Bob Allen, romantic singer with a pash voice, delivered One Song. Saxy Dowell, with the band, also does tonal work. All good.

Session developed into something of a love match when Benny Goodman, who holds the preceding spot over WABC, came on to chat with Kemp. Goodman got a couple of choice plugs gratis. Even was included in a special parody of Nite Work If You Can Get It. Commercialism came over effectively. P. A.

# BALLROOM BOOM FOR BANDS

## Rosey Fries Freed in Red

Exec board member fired off committees—802 prez "double fingered"

NEW YORK, April 30.—Crack-up between present administration of musicians' Local 802 and the left-wing element finds Dave Freed, executive board man, thrown off all committees and deprived of his relief board activities. Jack Rosenberg, president of the local, in a heated denunciation of the tactics of the left-wingers, stated, "He would not take orders from Moscow." Differences between Freed and the administration during the past month developed rapidly, altho Rosenberg claims he "got the double finger long ago."

Rosenberg's charges against Freed are primarily that he places the Communist Party ahead of the local and that he is responsible for creating an illusion of available work where no such thing exists. Freed is further accused of creating dissension among the unemployed and being the leader of a group which is "boring from within and trying to destroy the local's democratic form of government." Also charged with favoritism toward "the Party" in his relief activities.

Rosenberg, stating such tactics are setting up a cleavage between the employed and unemployed members of the local, added he would not tolerate the tactics and would not run on the same ticket with Freed in the December elections. Fact that Freed is an elective officer and therefore cannot be thrown out of the local is regarded by Rosenberg as "unfortunate."

Administration of the local is not only beset by the so-called Reds, which are alleged to hold their own meetings, but is also grappling with a Fascist group. Freed, who has a strong voting bloc in federal theater and music project members, is regarded by administration adherents as not being so much of a threat to the administration in that thousands vote at election time. However, membership meetings which pass rulings need only a quorum of 800. And in these cases those of the militant group make a good showing.

Passage some months ago of the \$54 per man ruling is attributed by the administration to the Red group and regarded as a move to curry favor among the unemployed. Measure, still in the courts, was voted n. g. at last week's membership meeting.

## CRA Cops Philly Arcadia

NEW YORK, April 30.—Arcadia International House, Philadelphia's smart dine and dancery, booked by Music Corp. of America since its opening three years ago, will now be band serviced by Consolidated Radio Artists. Jan Savitt, Philly radio band, replaces Gene Krupa May 25. CRA has also spotted Ina Ray Hutton to open May 4 at Mayfair Club, Boston, prior to her New Penn Club, Pittsburgh, location.

## Gordon Leaves Ten Eyck

ALBANY, N. Y., April 30.—Herb Gordon exits from Hotel Ten Eyck on May 5 after a 10-week stay. Gordon takes 5 to touring, starting in Kingston, N. Y., the following two days for the Charity Ball and the April Blossom Festival.

## Spare the Sympho-Swingo

CHICAGO, April 30.—Andrew Karzas, operator of the Aragon and Trianon ballrooms here, claims the majority of his patrons are against swinging the classics, preferring to hear them in their original versions and strut to town only to popular and current swing tunes.

## Russ Horatio Alger Morgan

SCRANTON, Pa., April 30.—When he played a dance date here this week the home-towners bestowed the honor of honorary fire chief upon their native son, Russ Morgan. Russ once tried to get on the municipal pay roll as a fire fighter but flunked the exam, so the city made it up to him.

## Guy, Goodman and Tommy for Canada

TORONTO, April 30.—Admirers of big name bands will again be catered to by the Canadian National Exhibition management this year, now that General Manager Elwood Hughes has signed Guy Lombardo, Benny Goodman and Tommy Dorsey. The dance engagements will be played in what exposition people claim will be the world's largest outdoor dance floor.

Lombardo played at the exposition last year, as did Rudy Vallee, Horace Heidt, Duke Ellington and Abe Lyman. The Jubilee Year's featured brass aggregation, stated for the main band shell, is the Royal Artillery Band of England, an organization that is trained as both military and symphony orchestras.

## Penny Liquor Dealers Sponsor Anti-ASCAP Law

HARRISBURG, Pa., April 30.—Organized liquor dealers of Pennsylvania will urge passage of House of Representative Bill No. 2693, sponsored by Guy L. Moser, which would eliminate the \$250 liquidated damages clause embodied in the present law, which permits this amount to be collected for failure to pay the license fee of the American Society of Composers, Authors and Publishers when music protected by the society is played in licensed establishments.

One cause for the unrest among liquor dispensers on this problem is a fee ranging from \$25 to \$125 which they must pay annually for an amusement permit from the Liquor Control Board in addition to their regular liquor license.

## Tommy Tops Para Poll on First Tee

NEW YORK, April 30.—Tommy Dorsey gets a jump on Benny Goodman in the first voting in band popularity polled by Paramount Theater patrons. Among the first 10 bands the sentimental slipperer chalked up 4,650 votes. Goodman taking a close second with 4,180. Others include Guy Lombardo, 970; Sammy Kaye, 910; Horace Heidt, 690; Fred Waring, 280; Kay Kyser, 280; Glen Gray, 270; Bunny Berigan, 250, and Hal Kemp, 250.

## Petrillo Suspends Munro On Security Tax Violation

CHICAGO, April 30.—Social Security ruling enforced here by musician chief James C. Petrillo, making nitery nabobs employers of ork men and not the leader, caused Hal Munro to be suspended. Union discovered that he had made an agreement with the owner of the Ivanhoe Gardens making himself responsible for the 1937 83 tax. Munro was playing a date at the Medinah Club here when he was suspended. Members of his outfit are still at this spot, but with a new leader.

## Britons Eye States Again

LONDON, April 28.—Ray Noble, having returned home after American triumph, is already planning to return to the States this fall. His Canadian band is due to arrive here next month for a tour of the variety houses. Jack Hylton is another band leader who has some very attractive offers to make another American tour and expressed a willingness to cross the Atlantic again.

## Summer Season Sets Fast Pace As Dance Emporiums Unshutter

Karzas cuts ticket take to meet summer competitish in Chi—ops dicker for Fairyland danceland in Kaycee—Kyser sets high mark at Penny terp tavern

NEW YORK, April 30.—In spite of the recession bugaboo, outlook for the summer dancing season looks brighter than ever. Booking offices are way ahead of last year in advance bookings and a general note of optimism prevails. Be it swing band or the sweet sort, big name or little name, there's gold this summer in them there barns if the boys can stand the one-night storming. With prices ranging anywhere from \$100 to \$1,000 for the solo stand and with dance promoters augmenting the standard field of outdoor amusement parks, general belief is that the band boys should reap a good harvest this season.

There has been unusual interest manifested this year in pre-season activities, impetus gained by the fact that in no other single year have so many of the big names been made available to the ballroom overseers. Music Corp. of America is undoubtedly responsible for the greatest boost, giving the one-night field such names as Benny Goodman, Tommy Dorsey, Kay Kyser, Sammy Kaye, Hal Kemp and Red Norvo. Anticipating the tide, all the major booking offices are keeping their top bands on the road this summer to cash in on the single stands rather than spotting them on locations.

CHICAGO, April 30.—Aragon and Trianon ballrooms change to a summer policy this week, with sliced dust charges and more dark nights at the latter for the first time in the history of either danceland, it was announced by Andrew Karzas, managing director. New deal comes with sliding biz, blamed generally on the present recession. Karzas feels a hypo is needed to buck the summer months, but insists it will be strictly in the form of shrinking admish prices and not in knifing on quality of bands.

Summer set-up calls for 40 and 65 cents Thursdays and Fridays, 65 and 90 cents Saturdays and Sundays at the Trianon. Spot remains dark other nights. Aragon sticks to six nights, but shaves turnstile tag to 90 cents week days and \$1.10 Saturday and Sunday, with the gals ducking thru for 60 and 75 cents.

KANSAS CITY, Mo., April 30.—Manager of Fairyland Park Ballroom will be named within the next week. General Manager Omer J. Kenyon said today. Spot will open May 15, with bookings by CRA and Fredericks Bros. agencies, and only traveling bands featured. Kenyon said a report that a Lincoln, Neb., operator would manage Fairyland this summer was erroneous, inasmuch as no contracts have been signed and more than four opa are dickering for the job. A recent fire at the park which destroyed the Mill Chute and damaged the Giant Skyrocket was extinguished before it damaged the ballroom. Spot accommodates 3,500 dancers and is the only one of its kind here. Name bands will be used twice monthly, Kenyon said.

Morgan Opens Pleasure Beach BRIDGEPORT, Conn., April 30.—Pleasure Beach Park Ballroom, municipally

## Senders for Smoky Savoy

PITTSBURGH, April 30.—More than 600 dark-skinned dancers "swing high" every Saturday to music of local bands in the Savoy Ballroom, Steel City counterpart of its more famous namesake in Harlem, co-partner Harry Hendel revealed today in announcing plans to bring in Negro name outfits again after couple months of slump. Best draw in procession of Waller, Webb and Duke Ellington, who piled 1,500 onto floor for a midnight dance.

## All-Fem Sepia Band Forms

NEW YORK, April 30.—Chick Kardale, former advance man for Lucky Millinder, is lining up a colored band using only female tootlers.

operated dance palace here, opens for the season May 15 with Russ Morgan as the musical attraction. Name bands on week-ends is the plan to be followed this season. William J. Burke will have charge of the ballroom.

MILWAUKEE, April 30.—Wisconsin ballrooms opening for the summer include M. J. Schmitt's Nightingale, Menomonee Falls, offering dancing every Sunday and roller skating Thursdays; Broadview, Clintonville, under Fred Korb's direction, with dancing Sunday nights to Joe Gumin's music; Normandle Park, formerly Vogle's, at Eau Claire, Art Beak making the music nightly and Charles Brinkley set to follow, and the Nitingale, near Kaukauna, currently with Jimmy Jackson and Dates set for Bill Carlson, Orrin Tucker, Tweet Hogan, Ace Brigade, Tiny Hill and Eli Rice. Spot offers Dona May for old-time dances Thursdays. Otto Stehr's Dreamland Ballroom at Kirov was destroyed by fire last week.

PORTLAND, Ore., April 30.—Roger Fryor unshutters the dance arena today (30) at Jantzen Beach. Dick Jurgen follows May 3 for a three-week stay. Odd-time dances are held Sunday after. Chuck Whitehead scarping the stuff and Dat Watson calling numbers.

INDIANAPOLIS, April 30.—Summer season started this week at Indiana Hoop, with Horace Henderson spotted for a solo stand. Chick Meyers plays the week-day nights, excepting Mondays and Thursdays.

SEATTLE, Wash., April 30.—Stage is all set for the opening tomorrow (1) of Lake Wilderness, suburban summer spot. Tommy Thomas set to make the week-end music for dancing. Billy McDonald and his Royal Highlanders returned to the Trianon for an indefinite engagement.

## Walled Lake Music Battle

DETROIT, April 30.—New Casino Ballroom at Walled Lake Amusement Park opened for the season this week, with Tom Gentry and Jimmy Barnett battling it out with their respective bands. Names used for Fridays, Saturdays and Sundays; dance arena operated by Mrs. Louis Tollettens.

CANTON, O., April 30.—The large dance pavilion at Vermilion-on-the-Lake near here has opened for the season, with Bob Veon making music for the week-end dancing. Dance pavilion at Lake Park, near Coonshoan, week-ends it till Memorial Day, when the regular summer schedule starts. Lesser names are used each week, booked by Lew Platt, of Akron, O. Dick Johns is manager. (See BALLROOM BOOM on page 12)

## Typographical Error

KANSAS CITY, Mo., April 30.—Ray Herbeck arrived this week to play Wittig's Ple-mor Ballroom, but was none too happy over the greeting accorded by the local press in the radio listings.

In boldface type both papers listed the band's KKBV broadcasts as "Ray Herbeck's Music."

# Orchestra Notes

By M. H. GRODENKER

### Happy Birthday

**RUSS MOHOAN** not only marked the two-and-a-half-year point in his radio career last Friday (29), but it was also his natal day. . . . telling tales, he was 34 . . . but oddly enough, Russ' birthday cake was cut on the same date as that of **DUKE ELLINGTON** . . . and astrologists will have a tough time figuring that one out as Russ is an exponent of sweet music while Le Duke is a dandy for the swingers. . . . May 13, and it's a Friday, will also find Russ playing *Happy Birthday to You* for the Pierre S. DuPont birthday party at the Waterbury (Conn.) Country Club.

### Batters Up

**PAUL WHITEMAN** has challenged the colleges to be covered on his Southern campus tour to meet his band on the indoor baseball diamond . . . but he insists that his vocalist, **JOAN EDWARDS**, must be the umpire. . . . Pope is taking no chances of losing. . . . **JERRY McRAE** and her new fem band, the 10 Texas Ringerettes, debut at the Blue Room nitery in Vicksburg, Miss. . . . It is remembered that earlier this year her old band left en masse to enter a convent. . . . **ROBERT ESTES** returns to Club Florentine, Birmingham, Ala. . . . It's the fifth year for **TOMMY ROSEN** at Wisteria Gardens, Atlanta. . . . **TEDDY JONES**, with Myra Coty for the co-synaring, locates at Sportsman Inn, Galveston . . . and in the same Texan town, **WILSON HUMBER** brings his band in this week to the Del Mar Club.

### Clarinet Madness

In spite of the critics, **BENNY GOODMAN** plans to make a return trip to Carnegie Hall next season . . . but it won't be with his beater-outers . . . rather as clarinet soloist with the New York Philharmonic . . . and as a warmer-upper, Goodman cut a slew of sides for Victor Red Seal labels with the Budapest String Quartet. . . . **BUNNY BERIGAN** is giving his swing style the once-over . . . has arranger **WILLARD ROBINSON** to inject his "deep river" rhythms . . . also has changed canary, taking **RUTH GAYLOR** from Mitchell Ayres and adding two new trombone men, Ray Coniff and Nat Lubovski, who was formerly with Jerry Blaine. . . . **EDGAR HAYES** is back on Broadway after the European jaunt. . . . Harold Oxley is keeping **JIMMIE LUNCEFORD** on these shores, locating him this summer again at Larchmont Casino.

### Travel On

**NICK KENNY**, New York Mirror radio ed., is Hollywood bound, as is **WILLIAM O. KING**, Sva music ed., who will do a series of stories for the paper on music and musicians in the movies. . . . **ABE LYMAN** also hits the trail for Follyland, where he takes over the Trocadero as nitery nabob . . . will use name bands for the summer months and take over the band stand himself in the fall. . . . **FRANK (CRA) BURKE** is in Chicago for a fortnight drumming up statement for band openings in that territory.

### Gotham Cab

**SIDNEY MILLS** has signatored the tic-toc tooting of **ALAN FIELDING** to the Mills Artists roster. . . . **RONNIE AMES**, formerly publicist for Fred Waring, is back on the stem after a Florida rejuvenation, serving **HAL KEMP** in the same capacity . . . yet **PHIL NAPOLEON** is staging a comeback in orkdom, debuting his band this week at Brooklyn's Rose-land. . . . **IZZY GROVE**, former contender for the world's welterweight belt, now turned band booker, is lining up a string of New England one-nights for **ALAN LEE**. . . . **LEO (Shoot the Liker to Me, John, Boy) WATSON** finally joins up with **GENE KRUPA**. . . . **LEE MYLES**, with Alan Richie for the word painting, opens this week at the Park Central Hotel, Jerry Blaine bowing out for a barnstorm session. . . . **EVELYN DOWNS** and her all-fem footlers take over the band stand at Cafe Boulevard in the Bronx. . . . **JIMMIE JOSEPH** locates at Marcel's, Flushing, L. I. . . .

**SAMMY KAYE** set for a fortnight at the Paramount Theater, starting June 17. . . . **VINCENT LOPEZ** gets a clan of canaries for his Para movie short, *Queens of the Air* . . . the queennies including Betty Hutton, Jean Ellington, Hollace Shaw, Nan Wynn and Benay Venuta.

### Coast to Coast

**JIMMIE RICHARDS** comes up from Atlanta Biltmore Hotel to replace **MARVIN FREDERIC** at Syracuse (N. Y.) Hotel . . . Frederick moves to Chi's Stevens House. . . . **HAL BERDUN** opened this week for a fortnight at Commodore Perry Hotel, Toledo . . . while **HAROLD NAGEL** gets an eight-week stretch at Coronado Hotel, St. Louis. . . . **GUS C. EDWARDS** has **DUSTY ROADES** for a fortnight, starting May 28, at Edgewater Beach Hotel, Chi, prior to **OHREN TUCKER**'s return. . . . **ANDY KIRK** is set to follow **WILLIE BRYANT**'s four-week stretch at Joe Glaser's new Chi ballroom, the Savoy, unshuttering this week. . . . **EDDIE VARGOS**, closing this week at Chi's Bismarck Hotel, has been set to follow **DON BESTOR** into Hotel Mushebach, Kaycee. . . . **NEIL WEST** dissolved partnership with Morris Nelson in operation of the *High, Wide and Handsome* unit and returns to Lewiston, Mich. to tour his band in Northern Michigan territory from that point. . . . West tips that things are looking brighter in this territory for the last several years. . . . **BUDDY FISHER** opens this week for a two-weeker at 400 Club, Wichita, Kan., and then starts a one-night trek May 28, starting at Beverly Gardens, Elorado, Ark. . . . and in Los Angeles, Polomar patronage get **TOMMY DORSEY** for the first time, starting June 29.

### Cab Goes Mellow

Having found that the collegians want a dose of melody dished out with their dance incentives, **CAB CALLOWAY** brings home the findings that the public at large also craves a cut of the melody . . . see the hi-de-highness of hode-ho, "Rhythm is important in dance music . . . but when you throw melody to the winds and attempt to survive on nothing but rhythm, you attain merely monotony" . . . having banned the jam sessions on the Sabbath, the Buffalo police narcotics squad is waging a crusade of its own against swing songs that praise the use of marijuana. . . . that funny little reefer man Cab extols ain't funny any more up that way.

### Stray Shots

**LAWRENCE WELK** lingers 'til May 26 at Hotel William Penn, Pittsburgh. . . . Larry had family in town last week to celebrate his seventh wedding anniversary. . . . **GAIL OLSON** opened this week at Normandy Inn, one of the smarter nooks near Warren, Pa. . . . **IBV SIBON** jumps to Willow Grove Pavilion, Roselville, Wis., from White Lake, N. Y. . . . with Lew Ogerty retiring from orkdom, his band hands together as a co-op combo with **JERRY WILSON** fronting and **Von McEwen** managing . . . band is currently one-nighting the Carolinas and Virginia. . . . **STERLING YOUNG**, departed from Chi's Stevens House, opens May 11 at Claridge Hotel roof, Memphis.

### Notes Off the Cuff

**AL (BUDDY) RILEY**, up-State maestro, was Gotham business shopping this week. . . . Claremont Inn, New York, opens for the summer this week, with **WILL HOLLANDER** making the music. . . . **ROGER PRYOR** opens the 19th at Catalina Islands. . . . **HARLEY TOOTS** replaces Tiny Bradshaw Tuesday (3) at Cincy's Cotton Club . . . stays for a two-weeker and then takes to the road again. . . . **CAB CALLOWAY** makes it a five-ax section with the addition of **JERRY BLAKE**. . . . **HAYES ALVIS**, bass player, and **FREDDIE JENKINS**, trumpet man, formerly with Duke Ellington, are forming their own ork . . . with the exception of Freddie's horn, will be all strings. . . . **JERRY LIVINGSTON** plays a Princeton party this Friday. . . . **LILLY THE LILTER** lites that yes men are better than no men at all . . . and so we send our cuffs to the cleaners.

## JOE MARSALA

His Original and his Chicagans  
NOW HICKORY HOUSE, N. Y.

Heard via WJCA Mon., Thurs. and Sat.

**3 NOBLEMEN**  
"Music At Its Best"  
New  
STATLER HOTEL, Buffalo, N. Y.  
Dir: Consolidated Radio Artists, Inc.

The  
**BILTMORE BOYS** and their ORCHESTRA  
Currently LA SALLE HOTEL, Chicago  
Mgt. CONSOLIDATED RADIO ARTISTS, INC.

**DON REDMAN** and his Orchestra  
With LOUISE McCARROL.  
ON TOUR  
For Dates, Communicate With  
CENTURY ORCHESTRA CORP.  
1619 Broadway, New York City.

Personal Direction  
**FRANCES FOSTER**  
1619 Broadway, N. Y. C.  
NOW ON TOUR  
Multi-appears  
and his "TALK OF THE TOWN" Male

**EDDY ROGERS**  
AND HIS ORCHESTRA  
NOW ON TOUR  
Mgt. CONSOLIDATED RADIO ARTISTS, INC.

**BALLROOM BOOM**  
(Continued from page 11)  
aging director of the park, with Jimmy Price in charge of the dance activities.

**OKLAHOMA CITY**, April 30.—Contracts for orchestra appearances at Spring Lake Park were set this week by Roy Stetson, manager. Except for one open week, big name bands are booked from his opening, May 6, thru July. This makes the second season for a big name policy at the park.  
Herman Waldman tees off for three weeks on May 6. Ork is yet to be signed for a season before June 3, when Little Jack Little takes over until June 22. Roger Fryor following. Fryor is succeeded by Herbie Kay July 6, and Joe Sanders starts two weeks July 22.

**GREENSBURG, Pa.**, April 30. — Kay Kyser was the first of name-band string playing the Fred Luther-owned Coliseum Ballroom here between now and Decoration Day, set by MCA. Average draw is between 3,000 and 2,500 at a \$1.25 a head for touring bands of other fame, record held by Hal Kemp at 2,800 a year ago. Weekly dances with James Brennan-booked district orks like Baron Elliott, Fran Eohler and Ken Francis bring 50 cents per dancer on Saturdays; ballroom is a roller rink on other nights.

Luther also operates the Sunset outdoor ballroom in Carrolltown, near Johnstown, opening rainy Easter Monday with Kay Kyser drawing over 3,000 dancers to gross \$4,600 at \$1.50 per.

**WASHINGTON**, April 30. — Frederick Bros.' Music Corp. of Cleveland is booking the bands this summer at the Glen Echo Spanish Garden Ballroom. Little Joe Hart opened, following including Ralph Webster, Ray Harbeck, Lawrence Welk, Jack Crawford, Herby Holmes, Ben Young, Tom Gentry and the Southern Gentlemen. Dave McWilliams formerly occupied the band stand for the entire summer, but new policy gives only the August month to him.

**PANCHO** and his ORCHESTRA  
Return Engagement  
PLAZA HOTEL, N. Y.  
Mgt. MUSIC CORP. OF AMERICA.

**BOBBY PARKS** and his ORCHESTRA  
Currently STORK CLUB N. Y.

**JOE SANDERS** AND HIS NIGHAWKS  
NOW ON TOUR  
Mgt. MUSIC CORPORATION OF AMERICA.

**SONNY KENDIS** and his ORCHESTRA  
One Year STORK CLUB, N. Y. 4 Months FALL MALL ROOM, Washington, D. C. 4 Months BELMONT PLAZA HOTEL, N. Y.  
8006-651188 Held Detroit, Mich.

**BUREAU OF**  
(Continued from page 3)  
sumption even if actual money backing is nil. Possibility of movie production is more assuring.  
Speculation that the Bureau chose this method of making a face-saving exit has credence in the large sums of money it would take to support it as an altruistic and philanthropic organization, without any tangible returns likely. There is the possibility, however, that Hollywood will use the Bureau as a good-will office and keep it running just in case it has ever to battle (even another losing battle) with the Dramatists' Guild.

**PUSH DRIVE**  
(Continued from page 4)  
and that the strips peeled down to brassiere and fig leaves.  
Comeback by Samuel F. Armstrong, club manager, was that the dancers' clothing was no scantier than that worn at beaches.  
ABC lawyer, Joseph O'Brien, related a Lawrence (Mass.) incident of a nitery chorus gal auctioning off her clothing. When down to the G string and Timex brassiere she stepped behind a screen and relinquished her remaining garments for auction, emerging wearing a bathrobe.  
Complaints were taken under advisement.

**BROCKTON, Mass.**, April 30.—Drive on "immorality" continues here under the jurisdiction of City Marshal Frederick J. Humphrey, who says: "There will be no more strip shows in this city. This is a warning that must be heeded. If not, the violators will be prosecuted."

**L'Amour**  
**WICHITA, Kan.**, April 30.—It sounds romantic, *Looking for the Lovelight in the Dark*, but on the Federal Court books here it's just an exhibit in the ASCAP-Harms suit against S. M. Wetmore, operator of an Arkansas City (Kan.) theater. Infringement of the copyright of the Al Dubin-Joe Burke tune is basis of suit.

Music Items

Willet Signs With Robbins

SEVERAL oldies in the Miller catalog are having their faces lifted and getting a new coat of 1938 streamline paint in new arrangements by Larry Clinton and Galla-Bini, accordionist. Clinton refurbished *Whispering*, *Rose Boom*, *Plane and Chermaine*. Galla-Bini performed a like service for these numbers, in addition to *Destiny Miss and Rag Doll*, *Sammy Brittigan*, Philly tunesmith, was a Gotham guest this week. . . . Jack Rich, pres. of Melo-Art Music, is bringing out an Americanized version of the Italian folk song, *Down Awa*. Lyrics are by brother Freddie Rich, the bandleader, and Dorothy Dick, wife of Irving Berlin's Harry Link. Rich was impressed with the ditty after hearing an Italian recording of it in Philadelphia's Latin quarter, and after Frank Capone, Quaker City music pub, translated it for him.

Chapple Willett is signing with Robbins for a year, pub getting first crack at all original compos. . . . After 77 years James Ryder Randall, author of the verses for *Maryland, My Maryland*, was honored recently by the dedication of a plaque at New Roads, La. . . . Attempting to hypso sheet sales, Robbins is publishing trumpet, clarinet and sax parts in simplified form along with the regular piano part. . . . Another Robbins item of interest is a book of Interpretations by leading composers, arrangers and pianists, among them Ferde Grofe, Domenico Savino, Dana Suesse and Edgar Sampson, of *Suzanne River*. . . . Sampson, incidentally, has a new one, written with Benny Goodman, Walter Hirsch and Clarence Profit, *Lullaby in Rhythm*. . . . Exclusive is issuing a streamlined version of the *Booth Dear, Dear, What Can the Matter Be?*, Julian Kay making the music pattern with Americanized words by Benny Benjamin and Sol Marcus.

A L COMPARTE is a new addition to the E. B. Marks staff. . . . Bobby Gregory, co-writer of *Am I Dreaming?*, has a new one placed with Joe Davis, *When It's Twelfth in the Valley*, with the music by Robert (When It's Springtime in the Rockies) Bauer. Elmore White has a new assistant in Solly Cohn at Kalmar-Ruby. . . . John Redmond and Lee David get a publication of their *If I Had To Live Love All Over Again* from Olman. . . . Clarence Williams has added to the Mother's Day output of melodies with *Let Every Day Be Mother's Day*. . . . Harry Owens, who followed his successful *Sweet Lullaby* with the tunes from Bobby Brown's *Hawaii Calls*, has been cited by the Honolulu Chamber of Commerce for doing much to promote the spirit of Hawaii in song.

TITANIA LE ZORRO, femme half of the dance team, Le Zorros, suffered a fractured wrist last week at the Gray Wolf Tavern, Sharon, Pa., that will force a layoff of at least six weeks. Team is returning to Hollywood, its home town.

Sheet-Music Leaders

(Week Ending April 30)  
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	Title	Publisher
1	1. Ti-Pi-Tin	Chappell
2	2. Love Walked In	Spier
3	3. Heigh Ho	Spier
4	4. Please Be Kind	Harms
5	5. Whistle While You Work	Berlin
6	6. Goodnight, Angel	Spier
7	7. On the Sentimental Side	Chappell
8	8. I Love To Whistle	Spier
9	9. You're an Education	Hemick
10	10. Always and Always	Spier
11	11. The Old Apple Tree	Spier
12	12. Cry, Baby, Cry	Spier
13	13. Moon of Manassas	Kalmar-Ruby
14	14. Some Day My Prince Will Come	Spier
15	15. At a Perfume Counter	Spier

Soft-Pedal Yo' Stuff

INDEPENDENCE, Mo., April 30.—Bon vivants and musicians of this city must watch their steps in night clubs here in the future. City council this week adopted an ordinance providing for fines of not less than \$10 nor more than \$100 against celebrators who dance in niterias where may be found "the rendition of loud and boisterous music."  
Action came about after Mayor Roger T. Sermon made the rounds after dark, shocked by the "Negro tin-pan orchestras going full blast and the sight of 16-year-old girls serving as bar maids and taking time out to dance with patrons."

Hillbillies Feud With Musicians

PITTSBURGH, April 30.—Old feud between performers who incorporate playing of musical instruments in their act and the musicians' union is coming to a head here in tiff between the musicians' local and a group of hillbilly entertainers.  
Union first forbade the hillbillies playing cafes on ground that they were not members of the union. Then, when the performers tried to join the union, officials ruled that they were not musicians because they couldn't pass a music-reading test. Cafe proprietors promised to give hillbillies jobs, with result that the Hotel and Restaurant Employees' Alliance ordered bartenders and waitresses out on strike and into picket lines. Hillbillies then picketed the pickets.  
Now the hillbillies have incorporated themselves as the Hillbilly Entertainers' Union under the direction of Edward (Tex) Harrison, president. Entertainers are willing to join even the performer union if permitted to continue to play

ASCAP Pubs To Let Committee De-Emphasize the Radio Plugs

Gene Buck, ASCAP prexy, to appoint a committee of seven to rule on a new system of classifying royalty divvy—aim to please majority

NEW YORK, April 30.—The oft-deferred ASCAP publisher membership meeting to discuss reclassification and dividend distribution of royalties was finally held Thursday night (28) and was marked by large attendance and a general accord and equanimity not entirely expected at a discussion of so touchy and vital a problem. Final result of the conclave, over which Gene Buck, Society prexy, presided, was the authorization of Buck to pick a committee of seven to look thoroughly into the matter of classification and evolve a system that will satisfactorily cover every point and that will meet with majority approval. No suggestions or proposals to that end were forthcoming at the meeting, gathering being content to leave the matter entirely in the committee's hands. General attitude was that in the two years the present system of classification has been in effect it has contained its share of flaws, but that, considering the size and ramifications of the problem, it has worked out fairly well. Committee's job is to make it better than that and arrive at some solution that will settle the matter to the complete satisfaction of at least a great majority of publisher members.  
Under the present system, publisher members receive dividends from a blanket revenue fund, according to their respective Society ratings. Classification follows a 50-30-20 split, 50 per cent going for radio performance, 30 per cent allocated for availability and the remainder distributed on a basis of seniority of membership in the Society.

ASCAP officials realize the difficulty of trying to please everybody when intangibles are dealt with. There can be no definite evaluation of one song as compared to another, and yet this whole problem revolves around such intangibility. ASCAP attitude is one of hopeful waiting for the findings and decision of the committee, realizing that it will be practically impossible to arrive at anything that will meet with everyone's approval, yet hoping at the same time that what is decided will find favor with a large enough majority to make it worthy of adoption.

music. Musicians say no soap. President then announced he is open for affiliation offers from the AFL or the CIO.

Box-Office Battle At Akron Ballrooms

AKRON, O., April 30.—A "two-bit" admission dance band battle has developed here with the opening of the dance pavilion at Summit Beach Park, managed by Lew Platt, and East Market Gardens, downtown dancant operating with C. A. Sarchet at the helm. Park pavilion for years has held a Monday bargain night with a quarter admission. Opposing the outdoor spot, Sarchet pitted Frank Daily against the park's first bargain night. Drew around 1,000 customers at the cut rate against 600 at the park spot with Little Joe Hart. It is not known how long the downtown ballroom will continue to hang on, or if other big-time attractions will be brought in to battle the park pavilion on Monday nights.

Songs With Most Radio Plugs

"Cry Baby" Reaches Top as "Ti-Pi-Tin" Takes Big Dive

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, April 28. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Plugs
1	1. Cry, Baby, Cry	Shapiro, Bernstein	27
2	2. You're an Education	Hemick	26
3	3. Please Be Kind	Harms	25
4	4. On the Sentimental Side (F)	Rebert	23
5	5. You Couldn't Be Cuter (F)	Chappell	22
6	6. How'dja Like To Love Me? (F)	Famous	22
7	7. Bewildered	Miller	21
8	8. Don't Be That Way	Robbins	20
9	9. Goodnight, Angel (F)	Berlin	20
10	10. Something Tells Me	Witmark	20
11	11. It's Wonderful	Robbins	19
12	12. In My Little Red Book	Marks	19
13	13. I Love To Whistle (F)	Robbins	19
14	14. One Song (F)	Berlin	19
15	15. Whistle While You Work (F)	Berlin	19
16	16. Heigh Ho (F)	Berlin	19
17	17. Ti-Pi-Tin	Spier	18
18	18. Love Walked In (F)	Chappell	18
19	19. Let's Sail to Dreamland	Spier	17
20	20. So Little Time	Shapiro, Bernstein	17
21	21. At a Perfume Counter (M)	Donaldson	16
22	22. I Fall in Love With You Every Day (F)	Famous	16
23	23. Joseph, Joseph	Harms	15
24	24. I Can Dream, Can't I? (M)	Marlo	15
25	25. Where Have We Met Before?	Robbins	15
26	26. Sunday in the Park (M)	Mills	15
27	27. Always and Always (F)	Spier	14
28	28. Girl in Bonnet of Blue	Crawford	14
29	29. Let Me Whisper	Chappell	14
30	30. Thanks for the Memory (F)	Paramount	13
31	31. Who Are We To Say? (F)	Spier	13
32	32. Just Let Me Look at You (F)	Chappell	13
33	33. I Got a Guy	Fred Fisher	13
34	34. Garden in Oranada	Southern	12
35	35. I See Your Face Before Me (M)	Crawford	12
36	36. This Time It's Real	Spier	11
37	37. At Your Beck and Call	Berlin	11
38	38. I Can't Face the Music	Hemick	11
39	39. Leek Lemon	Robbins	11
40	40. Toy Trumpet	Circle	11
41	41. Some Day My Prince Will Come (F)	Berlin	11
42	42. Two Bouquets	Shapiro, Bernstein	10
43	43. Moon of Manassas (F)	Kalmar-Ruby	10
44	44. More Than Ever	Miller	10

PW Trades Kingship For a Dictatorship

NEW YORK, April 30.—Paul Whiteman drops his "King of Jazz" trade-mark after all these years, using a more streamlined appendage; in fact, two of them. He's now the "Master of Swing" and the "Dictator of Modern Rhythm" and his imminent Southern tour will be further marked by a new catch phrase, "Everything new but the Rhapody in Blue."

Jaunt, starting May 13, covers theaters and colleges for five weeks. Proms at Annapolis, Duke, Tennessee, Johns Hopkins, North Carolina State and U. of North Carolina, with theater stops at Charlottesville, Lynchburg and Richmond, Va., and Greenville and Columbia, S. C., doing five shows daily.

Kemp Songstress Sues

CHICAGO, April 30.—Maxine Orsy, ex-soubard for Hal Kemp, laid up several weeks from injuries received February 23 in a train wreck at Worth, Ill., has filed suit against the Wabash Railroad for \$100,000. She accuses the railroad of failing to erect a warning sign at the grade crossing where the train rammed a truck, injuring several passengers and other members of the ork.

NEW YORK, April 30.—Hal Kemp, with Judy Starr for the chanting, winds up his Ohio trek of one-nighters this week to tour from this point. Plays Lakeside Park, Dayton, O., tonight (30); Meyers Lake Park, Canton, O., May 1; Coliseum Ballroom, Greensburg, Pa., 2d; Alcazar Ballroom, Baltimore, 4th; Lakewood Ballroom, Mahanoy City, Pa., 5th; Knights Templar Ball, Philadelphia, 6th, and Villanova (Pa.) College, 7th.

Foster Remains in Dallas

DALLAS, April 30.—Frank Foster since retiring from management of the local Consolidated Radio Artists office has opened his own office here. Will concentrate on Southwest territory, booking both white and colored bands. New York contact maintained thru his sister, Frances Foster, and a Hollywood connection thru Archie Myer, band leader.

# 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

Abbott, Dick: (Hatter) Boston, b.  
 Adcock, Jack: (Mano Inn) Manas, Pa., 25-Adams (Tweakers), London, Eng., re.  
 Anderson, Jack: (Hingside) Ft. Worth, Tex., re.  
 Anderson, Al: (Merry-Go-Round) Newark, N. J., re.  
 Anderson, Kenny: (Vandy Inn) Athens, O.  
 Andrew, Gordon: (Eighteen Club) NYC, re.  
 Angino: (Bertolotta) NYC, re.  
 Apollon, Al: (Chalotte) Cincinnati, N. C., h.  
 Ardo, Harold: (Quintle Cabin) Englewood, N. J., re.  
 Arlochrist: (Alto Castle) Presque, N. J., re.  
 Armstrong, Charlie: (Della) Lake Lanning, Lansing, Mich., h.  
 Arthur, Edna: (Horseshoe) NYC, h.  
 Austin, Ed: (Laurie) Sackett Lake, N. Y., cc.  
 Awater, Fred: (Flamingo Club) Orlando, Fla., re.

### B

Balm, Jack: (Desert) Spokane, Wash., h.  
 Baker, Fred: (Tropical Bar) Vera Beach, Fla., re.  
 Baker, Earl: (Corktown Tavern) Detroit, re.  
 Barber, Hal: (Parody Club) Chi., re.  
 Barbo, Bill: (Adolphus) Dallas, Tex., h.  
 Barrie, Dick: (Viviani) Cincinnati, h.  
 Barron, Edna: (Edison) NYC, h.  
 Bartel, Jenn: (Piccadilly) NYC, h.  
 Bass, Paul: (Chateau Moderne) NYC, re.  
 Bawartian, Three: (Utah) Salt Lake City, h.  
 Beeson, Teddy: (Robt. E. Lee) Winston-Salem, N. C., h.  
 Bell, Bob: Miami, Fla., re.  
 Beeman, Hal: (Commodore Perry) Toledo, O., h.  
 Bergers, Maximilian: (Versailles) NYC, re.  
 Began, Jimmy: (Paradise) NYC, re.  
 Berkley, Duke: (Honky-Tonk) Stamford, Conn., re.  
 Betzner, Jack: (Ebox House) Newark, h.  
 Billmore Boys: (La Salle) Chi., h.  
 Blake, Jerry: (Park Central) NYC, h.  
 Blair, Bob: (Pete Marquette) Peoria, Ill., h.  
 Black, Bert: (Bill Green's Casino) Pittsburgh, re.  
 Bookstone, Marty: (Irish Village) Cleveland, re.  
 Buff, Mitch: (Chd-Ami-Chateau) Mountain-side, N. J., re.  
 Burr, Mitchell: (Waldorf-Astoria) NYC, h.  
 Bowman, Charles: (Wired) NYC, re.  
 Brank, Walter: (Long Island Hofbrahaus) Flushing, N. Y., re.  
 Bradford, Jimmy: (Piazza) Kansas City, Mo., re.  
 Braslow, Jr: (Stamp's) Phila., re.  
 Brigode, Ace: (Lakeside Park) Dayton, O., h.  
 Brinkley, Charles: (Log Cabin) Aurora, Ill., re.  
 Brooks, Tim: (De Lisa) Chi., re.  
 Brown, Emerson: (Black Cat) NYC, re.  
 Buchak, Yaak: (International Casino) NYC, re.  
 Burr, Clarence: (Garden) White Plains, N. Y., re.  
 Burkhardt, Johnny: (Casa Madrid) Louisville, re.

### C

Caceres, Emilio: (Dick's Greenwich Village) NYC, re.  
 Casey Sexton: (Havana Madrid) NYC, re.  
 Capella, Joe: (Jimmy Kelly's) NYC, re.  
 Capra, Jimmy: (Belvedere) Hot Springs, Ark., re.  
 Carman, Billy: (Piazza) Corpus Christi, Tex., h.  
 Carroll, Lou: (Village Brewery) NYC, re.  
 Carroll, Frank: (Unionport Restaurant and Cabaret) Bronx, NYC.  
 Casson, Delmar: (Tally-Ho Club) Dayton, O., re.  
 Casone, Henry: (Merry-Go-Round) Akron, O., re.  
 Casey, Lou: (Henry Grady) Rome, Ga., h.  
 Casubin, Cornelius: (St. Regis) NYC, h.  
 Coleman, Emil: (Pierre) NYC, h.  
 Coon, Irving: (Arrowhead Inn) Riverdale, N. Y., re.  
 Coon, August: (El Tovar) NYC, re.  
 Cooperside All-Girl Orch.: (K. O. Club) Henderson, Ky., re.  
 Costello, Charles: (Commodore) Detroit, re.  
 Covale, Elmer: (Halsey Garden) Pittsburgh, re.  
 Crawford, Dick: (Dreamland Inn) Superior, Wis., h.  
 Cugat, Xavier: (Waldorf-Astoria) NYC, h.  
 Cullum, Ned: (Silver Moon) Galien, N. M., re.  
 Cummings, Buddy: (Garden Tap Room) NYC, re.  
 Cutler, Ben: (Rainbow Grill) NYC, re.

### D

Dalziel, Jack: (Durent's) Lake City, S. C., re.  
 Darrin, Pat: (Wonder Bar) Zanesville, O., re.

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Davis, Eddie: (LaRue) NYC, re.  
 Davis, Johnny: (Miami Club) Milwaukee, re.  
 Davis, Fess: (House of Jacques) Oklahoma City, Okla., re.  
 Davidson, Davey: (Blue Moon) Milwaukee, re.  
 De La Rosa, Oscar: (El Congo) NYC, re.  
 De Vera: (El Morocco) NYC, re.  
 Denny, Jack: (Adolphus) Dallas, Tex., h.  
 Dixon, Dick: (Oloria Palace) NYC, re.  
 Dolan, Bernie: (Glass Hat, Belmont Plaza) NYC, h.  
 Donahue, Al: (Rainbow Room) NYC, re.  
 Donalson Boys: (Lawrence) Erie, Pa., h.  
 Donath, Jenn: (Walden) Phila., h.  
 Dooly, Phil: (Palmer House) Chi., h.  
 Drummond, Jack: (University Bar) Albany, N. Y., re.  
 Duclon, Ed: (Palmer House) Chi., h.  
 Duerr, Duhan: (Green Derby) Cleveland, re.  
 Dunsbury, Nondie: (Vestral Club) Reading, Pa., re.

### E

Edmond, George: (Loyale) NYC, re.  
 Edmond, Duke: (Collins Club) NYC, re.  
 Elliot, Lee: (Bradford) Boston, h.  
 Engle, Freddy: (University Club) Albany, N. Y., re.  
 Erant, Chappie: (Cavalier) NYC, re.  
 Estes, Robert: (Club Fiorentina) Birmingham, Ala., re.  
 Evans, Al: (Chez Firehouse) NYC, re.

### F

Fain, Paul: (Grossman) Lakewood, N. J., cc.  
 Feltz, Don: (The Pines) Newtown, Conn., re.  
 Felton, Happy: (Arcadia-International) Phila., re.  
 Fermano Notes: (Thawlie's Shore House) NYC, re.  
 Ferri, Don: (Stratford) Bridgeport, Conn., h.  
 Ferdinando, Phil: (Billmore) Providence, h.  
 Fisher, Dick: (Virginia) Columbus, O., h.  
 Fields, Harry: (Royals) Monticello, N. Y., h.  
 Fisher, Jack: (Vienna Room) Boston, re.  
 Fisher, Buddy: (Four Hundred Club) Wichita, Kan., re.  
 Fitchard, Maurice: (Loyal Inn) New Rochelle, N. Y., re.  
 Fitzpatrick, Eddie: (St. Anthony) San Antonio, re.  
 Fowner, Basil: (St. Moritz) NYC, h.

### G

Gable, Phil: (Moonbeach) Pittsburgh, h.  
 Gammann, Eddie: (King's) Lincoln, Neb., h.  
 Garber, Jan: (Topsy's) Los Angeles, re.  
 Gant, Harold: (Yachtmen Club), Martin, O., h.  
 Gault, Henry: (Columbus) Chi., re.  
 Gaudin, Don: (Marta's Spanish Gardens) NYC, re.  
 Gable, Billy: (Checker Box) Buffalo, re.  
 Goodman, Benny: (Pennsylvania) NYC, h.  
 Graff, Johnny: (Anchorage Inn) Philadelphia, re.  
 Gray, Len: (New Cedars) New Bedford, Mass., re.  
 Gravel, Lou: (Victoria) Trois Rivieres, Que., h.

### H

Hall, George: (Tate) New York, h.  
 Hamilton, George: (St. Anthony) San Antonio, h.  
 Hanes, Morris: (Southern Dinner), Shreveport, La., re.  
 Harbo, Claude: (Joy's Stables) Detroit, re.  
 Harrison, Will: (Ricky's) Greenwich, Conn., re.  
 Haviland, Dick: (De Lisa) Chi., re.  
 Hayes, Francis: (Garbo) NYC, re.  
 Headrick, Pearl: (Manhattan Club) Johnstown, Pa., re.  
 Heist, Horace: (Billmore) NYC, h.  
 Henderson, Will: (Shakal) Detroit, re.  
 Hendricks, Dick: (Club Chanticleer) Madison, Wis., re.  
 Herbert, Ned: (Club Hootywood), Kalamazoo, Mich., re.  
 Hill, Worthing: (Pavilion Royale) Savin Rock, Conn., re.  
 Hoagland, Claude: (Tutwiler) Birmingham, h.  
 Hoff, Sid: (El Patio), San Francisco, h.  
 Hogg, Virginia: (Normandy Inn) Warren, Pa., re.  
 Hollander, Dick: (Claremont Inn) NYC, re.  
 Horton, Matty: (Le Mirage) NYC, re.  
 Horton Girls: (Port Orange Tavern) Albany, N. Y., re.  
 Howe, Garth: (Phoenix), Lexington, Ky., h.  
 Howard, Vincent: (Perona Farm) Andover, N. J., re.  
 Howarth, Harvey: (Newhouse) Salt Lake City, h.  
 Howell, Ed: (Wind Mill Inn) Jacksonville, Fla., re.

Humber, Wilson: (Del Mar Club) Galveston, Tex., re.  
 Hummel, Ray: (Liberal Kan., 4; Pampa, Tex., 5; Tucuman, N. M., 6; Conchos Dam 7, Houston, Lloyd: (Mount Royal) Montreal, Can., h.

### I

Isidore, Vic: (Rainbow) Houston, Tex., re.  
 Irish, Miss: (Chanticleer) Millburn, N. J., re.

### J

Jackson, Paul: (Old Mill Tavern) Jackson, Mich., re.  
 James, Ann: (Tavern) Steubenville, O., re.  
 Jenkins, Eugene: (Utah), Salt Lake City, h.  
 Jensen, Henry: (Hot Club) NYC, re.  
 Johnson, Happy: (Vogue) Los Angeles, re.  
 Johnson, Jack: (Dorchester) London, h.  
 Jones, Jerry: (Rainbow Rendezvous) Salt Lake City, re.  
 Jones, Teddy: (Sportman Inn) Galveston, Tex., re.  
 Joy, Hal: (Roosevelt) New Orleans, h.  
 Joy, Jimmy: (Drake) Chi., h.  
 Juneau, Tommy: (Star) Kansas City, Mo., re.

### K

Kardos, Gene: (Roseland) NYC, h.  
 Kay, Herbie: (Cocoonat Grove) Los Angeles, re.  
 Kay, Joe: (Ritz) London, h.  
 Keating, Ray: (Murray's) Tuckahoe, N. Y., re.  
 Kelling, Clayton: (Club Mandarin) Houston, Tex., re.  
 Kender, Sonny: (Book-Cadillac) Detroit, h.  
 Kent, Peter: (New Yorker) NYC, h.  
 King, Ted: (New Kenners) Albany, h.  
 Kinney, Ray: (Lexington) NYC, h.  
 Kinship, Don: (Hickland Inn) Denver, re.  
 Kriest, Ernie: (Onque Grill), Delaware, N. J., re.  
 Krueger, Benny: (Savanti), Buffalo, re.  
 Kruman, Costra: (Russian Bear) New York, re.  
 Kuebler, Robert: (Martin's Rathskeller) NYC, re.  
 Kuhn, Dick: (Vanderbilt) NYC, h.  
 Kurze, Jack: (Seebach) Louisville, h.

### L

LaMothe, Olive: (Rosegarden) Middletown, Conn., re.  
 LaPorte, Jan: (Mama's), Youkers, N. Y., re.  
 Legman, Bill: (Club Trixton) Mobile, Ala., re.  
 Leahy, Ed: (Tops), Ft. Worth, h.  
 Lane, Donald: (Marine Room) Newberg, Mich., h.  
 Lane, Eddie: (Governor Clinton), NYC, h.  
 Lang, Sid: (Hi Hat) Chi., re.  
 Lang, Horace: (Royal City) Toronto, Can., h.  
 Larson, Leo: (Five o'Clock Club) Miami Beach, Fla., re.  
 LeBaron, Eddie: (Rainbow Room) NYC, re.  
 Levan, Phil: (Lewy) St. Paul, h.  
 Lewis, Ted: (Jung) New Orleans, La., h.  
 Lewis, Sammy: (Lenox), Wilkes-Barre, Pa., h.  
 Lido, Bob: (Osage Court) NYC, re.  
 Logan, Steve: (Chez Paris) New Orleans, re.  
 Lightbourne, Kirk: (Piccadilly) Baltimore, re.  
 Lindeman, Ode: (Oloria Palace) New York, re.  
 Link, Al: (Windsor) Irvington, N. J., re.  
 Lynch, Al: (Billy Rose's Casa Manila) NYC, re.  
 Lyons, Bob: (Brand Inn) Toronto, Can., re.

### M

McKay, Ernie: (State) Columbus, O., re.  
 McRae, Jerry: (Blue Room) Vicksburg, Miss., re.  
 Mack, Ed: (Oakland Inn) Allentown, Pa., re.  
 Madden, Bill: (Tavern) Atlantic City, h.  
 Madriguera, Emric: (La Cunga) NYC, re.  
 Malaga, Albert: (Garbo) NYC, re.  
 Malone, Don: (Rosa's) Harlem, Mont., re.  
 Malone, Yorkie: (Continental) Kansas City, Mo., re.  
 Marino, Frank: (Sweeney) Baltimore, re.  
 Marshall, Duane: (Ebox) Boston, re.  
 Marshall, Joe: (Barry's House) NYC, re.  
 Marshall, Al: (Shore Road) Pittsburgh, re.  
 Martin, Bob: (Chez Firenze) Paris, re.  
 Martin, Freddie: (Cocoonat Grove) Los Angeles, re.  
 Martin, Greedy: (Hollywood) Akron, O., re.  
 Marton, Johnny: (Gemmer Tavern) Akron, O., re.  
 Mastigale, Bert: (Hi-Hat) Houston, re.  
 Masters, Frankie: (College Inn) Chi., re.  
 Mastro, Henry: (Three-Door Inn), Bridgeport, Conn., re.  
 Mayhoff, Eddie: (Sheehan) NYC, h.  
 McMiller, Louie: (Changi) Phila., re.  
 Mills, Floyd: (Du Pont) Wilmington, Del., h.  
 Mills, Jack: (Royal Villa), Peony Park, Omaha, Neb., re.  
 Moore, Eddie: (Eagle) Ithaca, N. Y., h.  
 Moore, Denny: (Athens Club) Oakland, Calif., re.  
 Morell, Larry: (Merry Gardens) Lynchburg, Va.  
 Morton, Hughie: (Anchorage), Pittsburgh, re.  
 Mott, Bob: (Barry's House) NYC, re.  
 Mott, Paul: (Casa Grande) Havana, Md., re.  
 Mott, Paul: (Lau's Old Spain) Buffalo, re.  
 Munro, Hal: (Montah) Chi., re.  
 Munro, Dave: (Coo Rong) NYC, re.  
 Murphy, Spud: (Casino Gardens) Los Angeles, re.  
 Murray, Charlie: (Mon Paris) NYC, re.

Nagel, Harold: (Cordoba) St. Louis, h.  
 Nankar, Jimmy: (Club Enquire) Toronto, re.  
 Navarre, Al: (Belvedere) Baltimore, h.  
 Nick-o-demos: (Washington Tavern) Phoenix, Ariz., re.  
 Nichols, Three: (Hatter) Buffalo, h.  
 Nook, Jimmy: (Bvingland Cafe) Chi., re.  
 Norton, Bob: (New Garden Center) Detroit, h.  
 Noury, Walter: (Roma) Maverhill, Mass., re.

### O

O'Hara, Ray: (Greenwich Village Casino) NYC, re.  
 Oleg, Walter: (New Julius) Gardenville, N. Y., re.  
 Omschoff, Leon: (Pepper Tree Inn) Riverside, Calif., re.

### P

Pablo, Don: (Merry-Go-Round) Dayton, O., re.  
 Paddy & Joey: (Royal Palm Club) Miami, Fla., re.  
 Palmer, Freddy: (Colonial Inn) Singe, N. J.  
 Palmer, Sireter: (Seneca) Rochester, N. Y., h.  
 Pando: (Piazza) NYC, h.  
 Pando, Louis: (Sherman) Chi., h.  
 Parks, Bobby: (Star Club) NYC, re.  
 Parry, Jimmy: (Red Mill) Bronx, N. Y., re.  
 Paris, Al: (Orill Lewis) Montclair, N. J., re.  
 Pearl, Ray: (Tyann) Chi., h.  
 Peck, Earl: (Cocoonat Grove) Bridgeport, Conn., re.  
 Peterson, Johnny: (Old Mill) Salt Lake City, re.  
 Peterson, Doc: (Westwood Supper Club) Richmond, Va., re.  
 Pettit, Emil: (Savvy-Place) NYC, h.  
 Peyton, Jimmie: (Freda Pope's Place), Pittsburg, re.  
 Pflanz, Jack: (Fort Arthur) Providence, R. I., re.  
 Prima, Louis: (Pamona Deer) NYC, re.  
 Pritchard, Dave: (Chilindra) Columbus, O., h.  
 Fryer, Roger: (St. Francis) San Francisco, h.

### R

Rachorn, Boyd: (Congress Casino) Chi., h.  
 Radley, Bud: (The Crest) Pittsburgh, re.  
 Rapp, Barney: (New Penn), Pittsburgh, re.  
 Ravassa, Carl: (St. Francis Drake), San Francisco, h.  
 Ray, Frank: (Lake Gary, Ind., h.  
 Reber, Charles: (Port Montague) Nassau, B. W. I., h.  
 Redman, Don: (Book-Cadillac) Detroit, h.  
 Reik, Johnny: (Gold Club) Columbia, Mo., re.  
 Richards, Bill: (Ship Ahoy Tavern), New Rochelle, N. Y., re.  
 Reik, Benny: (The Bowers) Detroit, re.  
 Reyes, Chico: (Continental) Detroit, re.  
 Reynolds, Dick: (High Hat), Peoria, re.  
 Reynolds, Buddy: (Rose Garden) Hannibal, Mo., re.  
 Richards, Jimmy: (Syrcuse) Syracuse, N. Y., h.  
 Rice, Joseph: (St. Regis) NYC, h.  
 Rieder, Duddy: (Mushlach) Kansas City, Mo., h.  
 Robinson, Lee: (Child's), Miami, re.  
 Roman, Emil: (Garbo) NYC, re.  
 Rosen, Tommy: (Winter Gardens) Atlanta, re.  
 Rosenthal, Harry: (La Cunga) Hollywood, re.  
 Rooser, Ady: (Chez Florence) Paris, France, re.  
 Rotger, Ralph: (International Casino) NYC, re.  
 Russell, Buddy: (Manhattan Trio; Roosevelt) Pittsburgh, re.  
 Roky Ambassadors: (Club Roky) Columbus, O., re.  
 Ruby, John: (Times Square) Rochester, N. Y., re.  
 Ryle, Chel: (Mayflower), Akron, O., h.

### S

Sabin, Paul: (Darling) Wilmington, Del., h.  
 Sander, Roy: (Madison) Little Rock, Ark., h.  
 Saunders, Harold: (Montparnasse) NYC, re.  
 Sapiro, Carter: (San Soco) Havana, re.  
 Serebrenik-Mann: (Old Vienna), NYC, re.  
 Shaw, Arlie: (State) Boston, h.  
 Segel, Irving: (Hot) Whiteale, N. Y., re.  
 Selig, Don: (Orville Gardens), Chi., re.  
 Smith, Van: (Merry-Go-Round) NYC, re.  
 Smith, Joseph C.: (La Rue) NYC, re.  
 Smith, Har: (Mayflower) Akron, h.  
 Smith, Staff: (Onyx Club) NYC, re.  
 Snyder, Billy: (Lookout House) Covington, Ky., re.  
 Southland Rhythm Girls: (Enduro) Brooklyn, re.  
 Sparr, Paul: (Warwick) NYC, h.  
 Spomer, Lou: (Rainbow) Indianapolis, re.  
 Spring, Jack: (Beverly Hills) Newport, Ky., re.  
 Steel, Leonard: (St. Shely) Detroit, h.  
 Stewart, Dave: (Wonder Bar) Zanesville, O., re.  
 Stone, Coler: (Tropical Roof) Memphis, re.  
 Strom, Ray: (Fifth Avenue) NYC, h.  
 Strong, Benny: (Brown) Louisville, h.  
 Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.  
 Sybil, Don: (Bertolotta) NYC, re.

### T

Texas Co-Eds: (La Fontaine) Huntington, re.  
 Three Noblemen: (Hatter) Buffalo, h.  
 Tinley, Ted: (Parvich) Phila., re.  
 Tolbert, Stuart: (Black Cat), NYC, re.  
 Tate, Bill: (Bridgeway) Springfield, Mass., h.  
 Tatum, Loren: (Club Joy) Lexington, Ky., re.  
 Tracy, Don: (College Inn) Chi., h.  
 Tracy, Jack: (Chez Paris) New Orleans, re.  
 Trautz, Bert: (Club Rex) Birmingham, re.  
 Trent, Jack: (Columbo), Reno, Nev., h.  
 Tucker, Orrin: (Roosevelt) NYC, h.  
 Two Shades of Blue: (Mayflower) Akron, O., re.

### U

Ulrich, Roberto: (Lobby Cafe) Jones Mt., S. (See ROUTES on page 27)

"COCOANUT GROVE"

TIME-95 minutes. (PARA) RELEASE DATE-May 20 (tentative). PLOT-Band leader Jack Prentiss, who instead of quitting before he gets fired would rather sock his employer in the puss, takes his job-hungry footloose on a trailer trek of the continent to audition for the choice Coconut Grove spot in Hollywood. A mix-up in the audition studio gives the call to a rival maestro. But on opening night the gross and insipid error is rectified, with the fade-out making the lips of the wand-waver and his charming songstress smack in nostalgic harmony. CAST-Fred MacMurray, Harriet Hilliard, Ben Blue, Yacht Club Boys, Rufe Davis, Billy Lee, Eve Arden, George Walcott, Dorothy Howe, Red Stanley, Lester Allen and Harry Owens and his Orchestra. DIRECTOR-Alfred Santell. Starts it at a fast clip, but poor spacing of the ever-so-many musical interludes slows it down to a drag. AUTHORS-Start off the script right smartly, but then go insipid, milking pitiful situations. COMMENT-This is the first serious attempt to build a feature humorously around the tribulations of a band striving for a break in orkdom. But at its best, in spite of the wealth of variety talent that mostly wasted, there's only enough meat it for a musical short. Smarter scenes carry too much trade talk for pop appeal. MacMurray and Miss Hilliard are sadly miscast. Only the Ben Blue dance burlesques make it worth while. APPEAL-To average moviegoer who cares little for quality. EXPLOITATION-These reels are fertile fields for those who make a fetish of looking for movie boners. Sell them the Coconut Grove as the fave nitery mook of the pic players. (Reviewed at the Ziegfeld, New York.) M. H. Orosenker.

"INVISIBLE ENEMY"

(REPUBLIC) RELEASE DATE-April 4. TIME-60 minutes. PLOT-A British oil company is about to lose its valuable concessions in some foreign nook thru the slick, underhanded plotting of a notorious international swindler. By inciting disorder and resorting to mysterious intrigue which becomes involved with special agents, the menacing crook is about to lure the great world powers into a deceptive treaty which would probably arouse a general international conflagration. A deposed British intelligence officer is reinstated to get the evidence and prevent the entanglements. With the help of another such officer posing as his valet, the Britisher exposes the plot while the news hounds gather up the juicy morsel. CAST-Alan Marshal, Tala Birell, Mady Correll, C. Henry Gordon, Herbert Mundin, Gerald Oliver Smith, Ivan Simpson, Elsa Buchanan, Dwight Frye, Leonard Willey, Ian MacLaren and Egon Brecher. Just so many robots. DIRECTOR-John H. Auer. Desire to dress up the old Continental political-mystery plots with well-intentioned details has resulted in a grand confusion which robs the hackneyed story of even its for-old-times-sake flavor. AUTHORS-Screen play by Albert J. Cohen, Alex Gottleb, Norman Burnstine. Original story by Albert J. Cohen and Robert T. Shannon. Exception to axiom that two heads are better than one. COMMENT-Even the romantic current is sluggish. APPEAL-Filler-in between pinocchio seasons. EXPLOITATION-Ominous title. (Reviewed at the Criterion, New York.) Sylvia Wets.

"LAW OF THE UNDERWORLD"

(RKO-RADIO) RELEASE DATE-May 13. TIME-60 minutes. PLOT-Pair of adolescent love birds unwittingly become involved with a gang of petty thieves who have had a streak of luck when they invade the gunmen's hangout to recover a paltry sum taken from them in a park stick-up. Hoodwinked, they front for a jewel robbery which runs amuck with murders left in its wake when a rebellious member of the crew disobeys orders. A gun moll queers the job and incites the coppers into a raid which nets only the kids. After a session of the third degree they sign a confession which brings the ringleader to justice and absolves the youngsters from further blame. CAST-Chester Morris, Anne Shirley, Eduardo Ciannelli, Walter Abel, Richard Bond, Lee Patrick, Paul Guilfoyle, Frank M. Thomas, Eddie Acuff, Jack Arnold, Jack Carson, Paul Stanton, George Shelby and Anthony Ward. Surface performing without a spark of animation. DIRECTOR-Lew Landers. After a couple of detours and tangents Landers finally comes to his pointless point. AUTHORS-Screen play by Bert Granet and Edmund L. Hartman, from the story The Lost Game and the Al H. Wood stage production by John B. Hymer and Samuel Shipman. COMMENT-It's disreputable even in the B group. APPEAL-Gangster fans. EXPLOITATION-Emansuring of innocent kids, master-mind Morris, and the underworld code of justice. (Reviewed at the Rialto, New York.) Sylvia Wets.

As I See It

By DAVE VINE

BROADWAY SIGNS. . . How come those seven gigantic electric signs atop the buildings between 43rd and 45th streets are unrented? Altho there are no letters on them-they really spell something! . . . The beer concern that has that big electric sign at 45th street with the slogan "Don't Miss" on it should realize that the slogan is lost, because when the girl flies thru the air from one trapeze to another-SHE DOES MISS. Oh, yes, she does-you look again.

INASMUCH as those signs are vacant anyway, maybe it would be a good idea to put them in use like this: On one of the signs (so that those Broadwayites who are always living someone else's life could read it) I'd put, "It's not what you'd do with a million, if riches should ever be your lot, it's what are you doing at present with the dollar and a quarter you've got."

AND ON THE next sign, so that the public could have a laugh, I'd put the many arguments pro and con regarding, "Does the public want to see vaudeville and stage shows?" Personally, I think they are fed up with double features, bingo, screen and what-have-you. But right on the sign I'd tell the story about the small-time theater manager whose business was so bad that he tried double features. "That didn't help any, so he tried giving away \$50 worth of dishes Tuesday nights. That didn't help any, so on the following Tuesday he gave away a \$100 watch. Business got worse, so on the following Tuesday he gave away a \$600 car-and the following Tuesday-HE GAVE AWAY THE THEATER."

AND TO PROVE my point that if you give the public real shows with good pictures you can't keep them out: On the next sign I'd tell them "Rudy Vallee and Loretta Lynn did \$44,500 at Loew's State. Ed Sullivan and Capitola Casarossa did \$44,200 at the same theater (Vallee had one day of holiday prices in his week). Mae West last week did a snappy \$48,000 week, an all-time record. Those figures should prove to theater owners that the public does want flesh on the stage. Some folks might say, "What good does it do the rank and file of vaudevillians if it is only the big names that draw the business?" It does a lot of good. Every big name that headlines a show they must employ five or six other acts to round out the bill. (Savvy?)

AND ON THE next sign I'd inform all those bluesoes who were so quick to blame Mae West for that radio sketch that outside of her proving she is a record breaker at the box office, she also is a human being and a mighty fine one. It might please them to know that at the end of her week's engagement she calls the whole staff of the theater together and gives them a \$1,000 tip to be divided among them. And to those who reprimanded her I say, "Go West, dear folks, go West."

ON THE NEXT sign, in big blazing lights, I'd compliment James Barton on his fifth starring year in Tobacco Road. . . Ben Blue, at the Paramount Theater. . . Blue Barron and his Hotel Edison orchestra. . . Walter Brown, the Giant pitcher. . . and Hal LeRoy for his Warner shows.

AND ON THE last sign I'd put all the names of people I don't like (both of them). What did you say? If I don't like them, why am I putting their names up on the sign? Don't be silly. I'm going to put their names up all right, but I'm not going to turn on the lights.

back from New York, where he went in an effort to get the Schastling-Louis fight for Chicago. . . Hazel Flynn, former Cbs American amusement ed and now holding down a big publicity job in Radio City, celebrated a birthday a few days ago. . . Joe Flynn, demon p. a. (no relation to Hazel), off for Milwaukee and the Twin Cities.

Chicago Chat

By NAT GREEN

PRESS-AGENCY, taken by and large, is a legitimate and necessary occupation, its ramifications extending thruout the business and professional world. Rightly used, it is a powerful business stimulant and an effective propaganda weapon. In inept hands it is likely to have unexpected kickbacks and produce merely amusement or ridicule. Chicago has had plenty of examples of such misdirected energy, the latest being the Mona Leslie episode. There also have been a number of instances locally of the danger of tying up professionalism with sentiment. To bring entertainment to hospital patients is laudable, but many personal appearances of talent at hospitals are framed by the press agent more with an eye on the publicity value than any genuine interest in the patients. We recall a number of instances during the last year in which stories have appeared in the dailies announcing that such and such a well-known would entertain the patients of a hospital or institution, but when the time came the patients would be told that so-and-so was unable to appear, and some minor personality or unknown would substitute. In other instances patients have been told entertainers would appear at a certain time and would be kept waiting for hours, sometimes under conditions inimicable to their health. No doubt the press agent has his troubles keeping his charges, especially if they happen to be stars, to a specific schedule. But unless he can deliver as promised he is not building good will.

Morris Silver, manager William Morris office, back from a business trip to New York. . . Frank Burke in from New York, setting several CRA attractions in local spots. . . He and Mrs. Burke drove thru and will remain hereabouts for another week. . . Two hundred and fifty Chicago theaters showed a one-reel Will Rogers picture last week-end in connection with solicitation of funds for the Will Rogers Memorial Hospital at Saranac, N. Y. . . George Brinton Deaf, Sunday dramatic editor of The Boston Post, made a personal appearance at Marshall Field's a few days ago in connection with sale of his book Thru the Back Door of the Circus. . . Leonard Hicks, former showman and now managing director of the Morrison Hotel.

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# League Again Fights for Bars in Legit Theaters

### Theater admission to balconyites at Rose hotspot is springboard for new drive—house employees' union makes demands—wants pay upped about \$5 a week

NEW YORK, May 2.—Action on the installation of liquor bars in legit theaters, long sought after by theater operators and managers, has again come to a head, with the board of governors of the League of New York Theaters scheduled to formulate a campaign on this question during the latter part of the week. At present only theaters serving liquor are the Metropolitan Opera House and the Forrest—latter having broken a doorway thru from theater to bar of adjoining hotel. Producers feel that the presence of houses will boost their income considerably. To bring this change about, however, new regulations will have to be made in the State liquor laws, which at present forbid the practice.

Revival of the move, as predicted in *The Billboard* several weeks ago, was prompted by the announcement of Billy Rose to convert the Casa Manana into a theater-night club with the installation of 550 seats in the balcony. Liquor will be sold to balcony patrons.

Brock Pemberton, not throwing any sour grapes at Rose, stated that he thought theater operators were entitled to the same break.

The board of governors will also take into consideration a basic contract submitted by Local 54 of the Building Service Employees' Union covering porters, doormen, charwomen and matrons in the Broadway houses. The union is seeking for its members, numbering 70 per cent of all those employed in those capacities, a 25 per cent wage increase, 42-hour week and time and a half for overtime. This would up wages to \$28 weekly for men and \$15 for women. The average wage at present is \$19.50 for women and \$23 for men.

## Chicago Houses Eye Shutters

CHICAGO, April 30.—For the first time this season two of the four leading Loop houses are remaining dark longer than a week. Lack of available commercial road attractions at this time has been keeping Shubert's Harris out of circulation since the closing of *Father Malachy's Miracles* April 2 and the Erlanger since *Julus Caesar* closed on the same date. Harris planned to use a new play, *The Men From Cairo*, late this month, but Producer Michael Todd switched the opening to Boston and tentatively set a local late-in-May date. Negotiations are reported under way with Anton Latta, local musical arranger, who has plans for a musical and wants to stage it at the Harris. Nothing set for the Erlanger at this writing.

Shubert's Grand Opera House is the most heavily booked. Cole Porter's *You Never Know* coming in tomorrow on the heels of the current *Star Wagon*, with another tune fest to follow. *Room Service*, now in its 10th week at the Selwyn, closes tonight.

## Huge Mass. FTP Spec

BOSTON, April 30.—Created Equal, described by its author, John Hunter Booth, as "an American chronicle in 31 scenes," a dramatization of the birth and growth of the American spirit, is scheduled for a world premiere at the Empire Theater, Salem, Mass., May 24, presented by the Federal Theater Project of Massachusetts.

According to Jon B. Mack, State director of the FTP, over 100 actors will be required in the presentation of *Equal*. English, Italian and Negro groups and individual members of the radio and vaudeville groups will be used in the production.

If a theater can be secured in Boston *Equal* will play there after the Salem premiere.

## Jaffe-King Win Arb

NEW YORK, April 30.—An arbitration award of \$180 was granted to Dennis King and Sam Jaffe against Jed Harris last Thursday, following a complaint filed with Equity by the two actors for alleged salary deductions while appearing in *A Doll's House*. King's claim amounted to \$113 and Jaffe's \$67, which they insisted was deducted without their consent.

## BROADWAY RUNS

Performance to April 30, inclusive.

Dramatic	Opened	Perf.
All the Living (Fullton).....	Mar. 24	44
Barbed Wire (Loyson).....	Jan. 25	113
Circle, The (Haythorn).....	Apr. 18	16
Doc's House, A (Broadhurst).....	Dec. 27	14
Evening This Night (44th St.).....	Apr. 22	11
Golden Boy (Dubano).....	Nov. 4	201
Merry Theater Hop.....	Nov. 11	202
Heartbreak House.....	Apr. 20	5
Julus Caesar.....	Nov. 11	134
The Showman's Holiday.....	Nov. 11	65
Of Mice and Men (Minn).....	Nov. 23	183
On Borrowed Time (Langness).....	Feb. 2	163
Once Is Enough (Miller).....	Feb. 15	89
Our Town (Hosson).....	Feb. 4	101
Room Service (Fort).....	Mar. 10	400
Schoolhouse on the Lot.....	Mar. 22	47
See Gull, The (Shubert).....	Mar. 28	40
Shadow and Substance.....	Jan. 26	112
(Globe).....	Dec. 7	232
Susan and Gail (Frawcosh).....	Apr. 13	1876
Tobacco Road (Furrest).....	Apr. 13	29
What a Life (Rimmon).....	Mar. 22	48
Whiskey (Hosson).....	Dec. 20	504
Women, The (Harrogate).....	Dec. 14	260
Yes, Yes, Yes (With You).....	Dec. 14	260
(Booth).....	Dec. 14	260
Musical Comedy		
Happy for What (Winter).....	Dec. 1	174
1st Bachelor Be Light (Albin).....	Nov. 2	207

starring Dennis King and Vera Zorina, with Vivienne Segal, Walter Slesak, Audrey Christie and Charles Walters.

Bookings in the offing have Milton Shubert's *Lady at Large* set for Monday, Shubert Theater; a new comedy by Philip Goodman, with Margot Grahame and James Rennie in the leads. Stay is a two-weeker. On May 30 Maxwell Anderson's *The Star-Wagon*, with Burgess Meredith and Lillian Gish, hits town for a fortnight at the Shubert. Hub stay rounds up a nine-week tour after a Gotham run of 28 weeks.

## Boston Heavy Legit Week-End

BOSTON, April 30.—Sudden spurt of legit attractions gave local theatergoers four plays (two world premieres, one new opening and a road company) within three days, one of them a Sunday. Girvan Higginson's *Eye on the Sparrow*, with Catharine Doucet, opened Saturday, April 16, to n. a. g. business. In for one week, at the Plymouth. Monday, April 18, world premiered *The Man From Cairo*, starring Joseph Buloff. Big business greeted opening night. Same night gave the Hub the Chicago road company of *The Women*. H. o. ekeh. Each in for two weeks. *Cairo* at the Wilbur and *Women* at the Colonial. Patriots' Day night opening of *I Married An Angel* gave Dwight Deere Wiman's musical comedy extravaganza a nifty kick-off at the Shubert Theater.

# From Out Front

By EUGENE BURR

The season being spring, the time being too all-fired close to deadline for comfort, and your correspondent (what with a couple of extra-curricular events that needn't be mentioned here) being in no mood toicker, the week's column will be turned over to the readers. A couple of actors and producers here and there have suggested several much more pyrotechnical things to which they think it should be turned over, but for the moment the readers have it. A few letters have come in that are worth quoting.



EUGENE BURR

The first is from a gentleman in Kansas City whose name won't be mentioned because there isn't time enough to get his permission to use it. His note concerns the blast a couple of weeks ago against the Hollywooders and their pernicious, perverted practice of changing known and well-loved masterpieces to suit their own infantile ideas (if any) of what mass entertainment should be like.

"I was in Yahooville," says the gentleman, commenting on that and other rites of natives of the American Gold Coast, "but not for long, once, Charlie McCarthy without Bergen is an Einstein among — (here follow appropriate names, deleted by censor) and other former bus boys and fish vendors. I have never bit much on filmed 'masterpieces'—but I did bite on *Winterfer*, alas, alack. Had not my lawful roommate been along I would have yanked off the 'silver sheet' and hanged the manager, two doormen and a cartload of smirking, hip-oscillating usherettes. Since then I do not bite at *Zelus*, *Faufaers* or any other phony scrimlings of men of letters. Perhaps you wasted too much space in your column; perhaps I have in this letter. A few years ago one of the *Mercury* twins (George Jean Nathan or H. L. Mencken) said approximately: 'As for censorship of the movies—the more cut out the better, inasmuch as they are mainly rubbish.'

"That last phrase gives me the cue. It was Mencken—now suffering the temporary fate of H. O. Wells a few years ago, and of whom Mencken said, upon reviewing one of Mr. Wells' inevitable potboilers: 'This two-pound book by the late Mr. Wells. . . .'

"Well, one has come to life again. My pastor is muttering prayers for the recovery of the other."

The second letter also concerns the fabulous land that nestles around the hills (are there hills?) of Los Angeles. It is from a young lady visiting in Hollywood, and it too investigates the manners, customs and ways of life of the esoteric inhabitants.

"Looking for work here," she writes, "is fine if you don't want to find it. The greatest sin, apparently, is wanting a job. Heaven help us—honest labor in Hollywood! No!—Only glorified loafers are respected. They want to beg you to work. And you're supposed to stamp your foot, toss your head and say, 'Aw, gwan!' Then they think either you've inherited a fortune, are a kept woman or are just plain screwy—and they love you for it."

That's about as pithy a paragraph, I think, as has ever come out of Hollywood. It's offered here in the humble hope of guiding—or misguiding—the young.

The third and last letter is from a place even more remote than Hollywood and reaches the desk thru the good graces of Tunia Dean, who was with Belasco as agent and manager for some 25 years, and who is at present a guest of the Actors' Fund at Spring Valley, N. Y., until he gets his next engagement as house or company manager. The letter itself is from George Bowles, who has now become something of legend among the old guard press agents. For Mr. Bowles, a successful theatrical man, shook the dust (and the mire) of Broadway very energetically from his feet and after wandering around the world settled in Tahiti. His letter, addressed to Mr. Dean, Spring Valley, N. Y., is written from Villa "Vaitiare," Paes, Tahiti, Oceania Francis.

"I think I am fortunate," he writes (after explaining that he is pounding (See FROM OUT FRONT opposite page)

# FTP Gums Up Equity Peace

### Bonnell, project member, opposes Lorenz—charges preferred against Hallett

NEW YORK, May 2.—The inner union peace which has prevailed at Equity for the past few months was broken last week when the council received a petition from Federal Theater Project members placing a candidate in opposition to the regular candidate, and when Project members also filed removal charges against Louis Hallett, Equity deputy on FTP, for "neglect of duty."

Samuel Bonnell's name was officially placed in nomination by 44 members of *One-Third of a Nation* cast, to oppose the candidacy of John Lorenz, to serve on the council for one year. Spokesmen for this group, which has not been identified with any of the factional groups, are of the belief that Bonnell, who has been active on the unemployment and Equity-WPA committees, can better serve the interests of WPA actors on the council than Lorenz.

Bonnell is also the author of a 10-point plan, now said to be under consideration by the Federal Theater administration, that contains provisions for overtime, a probationary period and support of the Coffee Bill.

Ballots for the May 27 election will be mailed out to the voting membership of approximately 3,500 May 7.

On the matter of Hallett, deputy of the *Prologue to Glory Co.*, charges were preferred against him by Philip Jones, a member of the cast, and signed by 13 others. Taken up at the last council meeting, four witnesses were on hand to corroborate the charges. Allegations are that Hallett, a member of the old guard, characterized the council and Equity *Mopazine* as "Communist controlled," evasion and neglect of duty, sabotage, intimidation toward fellow actors and making use of his office for personal gains. Council tabled action until its next session. It is understood, tho, that Hallett did not deny all the charges and that certain members of the council, steamed up about it, will press for his removal.

Council also sent a telegram to the House appropriations committee seeking permission to send a delegation to its next hearing to protest the \$1,000 maximum WPA salary which Congress is expected to act on.

## New London Musical Hits

LONDON, April 23.—Presented by Fifth Shephard and written and arranged by Douglas Furber and Noel Gay, *Wild Oats*, a new musical launched at the Prince's, shapes like a hit. Excellent comedy trio of English name players is formed by Sydney Howard, Arthur Hiscoe and the heavyweight Vera Pearce, all of whom have big followings in the West End. Laughs never fall when any or all of these players hold the stage.

American entries in Josephine Huston and Jack Donohue come near to stealing the show. Miss Huston, statuesque and striking blonde, has gorgeous pipes which are heard to advantage in several songs suitable to her style, while she comes out with plenty to spare on the acting end. Donohue is tops in brilliant and rhythmic dancing and plays his role with a confident air.

Minor roles are well filled and the pit band, led by Deby Somers, rates as London's best. Staging, lighting effects and costuming are all worthy of praise, and the line of chorines, especially in their vivandiere costumes, are easy on the eyes and plenty talented.

Bert Ross.

## "Victoria" at Portland B.-O.

PORTLAND, Ore., April 30.—Tickets to *Victoria Regina*, coming here May 9 for four nights and a matinee, were available Monday, breaking show's "No box-office sale" record. The action was deemed advisable by James C. Heilig, despite the fact that mail-order sale had been heavy and for a while gave indication of making such action unnecessary.

Three-week-in-advance box-office sale for Portland is in itself a precedent breaker. The show will be at the Municipal Auditorium.

OUT-OF-TOWN OPENINGS
"Eye on the Sparrow"

(Plymouth Theater)
BOSTON

A three-act serio-comedy by Maxwell Geer, staged by Harry Elberle. Settings by Emeline C. Roche. Presented by Orvan Higginson for one week beginning April 16.

Meaningless title didn't help the b. o., with world premiere night disappointing particularly on the proletarian level. Book is lethargic in the first act.

Plot concerns the wealthy Thomases, who suddenly find themselves in bankruptcy. Mother (Catherine Doucet) knows about her late husband's publishing house tatter, so she takes it on the lam attempting to keep it from her offspring (Katherine Deane and Montgomery Cliff). But the kids find out and give up their home. Doucet returns and situations arise. Her son becomes a tovarich and leaves the household to further the works of communism, spurred on by the effective basic organizer, Francesca Lennal; her daughter, looking at the practical side of love to get her family out of a desperate hole, runs off with rich Philip Ober after spurning her real love, Barry Sullivan.

Doucet investigates Siliano Braggiotti to purchase a \$50,000 imported rug at a cut rate; she sells the novel of Leslie King, Tyrolean novelist, whom she picked up in Austria, and via a court summons to answer charges for not paying for apparel she hitches her star to the judge (Edward Fielding), who knew her when she was a young Chicago lass.

Taste of Stalin's teachings sends back the son, and Ober's "purchase" of Deane sends her scurrying home to mother. That is the essence of the book.

The character of King is neglected. It could be made into something. Bigar Stehli as the loyal and faithful butler is convincing and unostentatious. There's definite lagging through, with expectancy of comedy seldom realizing. First act is practically superfluous.

Doucet, around whom Sparrow is built, is the fluttery type scatterbrained mother who at times protrudes a method to her madness. Sparrow will hardly survive Broadway one week in its present state, but it could be made into a likable comedy. Sidney J. Patine.

a group of professional radio actors, but judging from their excellent performance opening night and the small audience turning out they do not have the support merited by the effort involved.

Play's chief malady is in the division of action. First act is much too long, giving the audience too much to digest and stretching its patience to breaking because of the heavy, rather drab theme. Also, the sudden love interest between Heneckiah Bishop and the hired girl, Mary Lou Anderson, is not given enough build-up for the audience to stomach it as the real thing. Appears as merely an overpowering sexual desire. From this point on, however, everything builds nicely, with performances lifting everyday, dull realism to above-average entertainment heights.

Story centers around Pa and Ma Bishop and their three sons on a farm in the Ohio River valley section. The younger son, Heneckiah (Arthur Peterson), cannot conform to farm labor because of his aesthetic nature and admiration of Napoleon. He is condemned as a slacker and understood only by his Ma and Mary Lou, whom he seduces before leaving for New York in quest of a job.

Some months later Seth and Jasper, the other two sons, discover Mary Lou's pregnancy when she faints after a struggle to part the boys from a scuffle started over Seth's "borrowing" of Jasper's shirt. This news appeals to their meretric nature and while on their way for an evening's fun at a showboat they impart the information to a couple of cronies. Meanwhile Mary Lou, who is left at home alone, is confronted by an unexpected visit from an extra farm hand, Cy Bighouse, who has "an eye on the pal." He falls for Mary Lou's "condition" when Seth and Jasper's two friends start catcalling to her from the front porch. Figuring Mary Lou as a girl with loose morals, Cy chases her from the house and rapes her.

Shortly after the family returns home the same night they are given a surprise visit by Heneckiah, who has come back to marry the girl. When he discovers what has happened he grabs a gun and kills Cy. Then after a blasphemous curse to the world he and Mary Lou keep a suicide pact in her room.

Harold Humphrey.

Open-Air Little Theater

PHILADELPHIA, April 30.—An open-air "little theater" capable of accommodating 500 to 600 persons has been constructed in Fairmount Park by the Works Progress Administration. House boasts a grass stage, 40 by 60 feet, with cedar trees as a backdrop and wings, and terraced amphitheater for the audience. A reflecting basin, formed by damming up a stream from a near-by spring, will be between the stage and the audience. Cables have been installed for footlights and floodlights.

The theater will be available to any group that wants to use it.

"Dark Echo"

Foresters Hall (Chicago)

An American tragedy in three acts by Howard Keegan. Directed by Wm Orr and Howard Keegan. Scene designed by Robert Graham. Presented by the Radio-Theater Guild, beginning Monday evening, April 18, for one week.

Cast: Norma Peterson, Betty Cairne, Fred Sullivan, Raymond Johnson, Macdonald Carey, Arthur Peterson, Willard Waterman, Glenn Ransom and Herbert Nelson.

This is the fourth of a series of productions staged by Radio-Theater Guild.

FROM OUT FRONT

(Continued from opposite page)

his typewriter with nothing on but a breach cloth and a pair of sandals. "In having left the States before the decay and death of what was once a delightful profession. It is 22 years ago that I migrated and I remember the country as it was then and that is the way I want to remember it. I shall never see it again and I have no desire to. In 1916 I started my worldly perambulations and I have been a nomad ever since; altho Tahiti will probably be the last stand.

"Some of the oldtimers pop in now and then. Douglas Fairbanks has been here twice, also William Farnum, Earle Brown and some other Lambs; then a wandering newspaper friend occasionally happens along. There is a nice little colony of white folks here also. Our U. S. consul is George Cobb, from Georgia, and the British consul general is a dignified but most agreeable codger named Mr. Gorton; then we have Colonel Clay of the British Indian Army, retired, and Alastair Macdonald, a famous water-color painter, as very near neighbors. There are some charming French people also among our friends; so we do not fare so badly for social life.

"You ask what the ranch produces in an agricultural line. Well, we raise coconuts, bananas, coffee, pineapples, taro, sweet potatoes, pumpkins, watermelons, mangoes, avocados and so on. The pride of the rancho, however, is my mint bed. You know what one can do with a tall glass, some bourbon whisky, a little sugar, water and ice and a sprig of mint!

"There is a nice pond and running brook on the place and there we are cultivating trout, prawn and eels, besides a crop of watercress. The Pacific Ocean, which is our front yard, also gives us many palatable things, oysters, clams, crabs, lobsters and the darndest lot of queer-looking fish that ever had fins. Most of them are good eating, tho.

"Sugar, tobacco and rum are also products of the island. They are all of excellent quality, especially the latter when it is about six years old.

"Take it all together, Tahiti is not such a bad place to live for an old party who has left ambition behind. If I were younger I should go back to France, but today, for instance (the letter was written four months ago), I'll wager there is a nasty, gray sky in Paris and a chill wind blowing thru one's bones, to say nothing of a clammy mist sneaking up one's pants. The French Riviera is not so good either. I lived there five years and I know a bit about it. By the way, I spent some time in a country they must have named after you—Tunisi, a rattling good land on the North African Coast, where they eat coos-coos, drink thick coffee and keep harems. One of the three might attract you.

"Drop me a line some time. I shall always be glad to hear from you. Do they still have terrapin and canvasback duck in Baltimore?

"Torana-oe is what we Kanakas say when we mean yours most sincerely."

New Play on Broadway

Reviewed by Eugene Burr

44TH STREET

Beginning Friday Evening, April 22, 1938

ESCAPE THIS NIGHT

A melodrama by Robert Steiner and Leona Meyer, featuring Arnold Korff. Staged by Robert Steiner. Settings designed by Harry Horner and built and painted by Studio Alliance, Inc. Presented by Robinson Smith.

- Joe Goss ... Frank Gould
Alfred Norton ... Albert Berg
Mrs. Underwood ... Mrs. Charles Willard
Pete ... Jack Tyler
Steve ... Hume Cronyn
Mrs. Richter ... Ellen Hall
Mr. Richter ... Arnold Korff
Policeman Murphy ... Bradford Kirkbride
Sally Turner ... Francesca Brangan
The Mopedded Man ... Cass Clarke
Wilson "Alabama" Rice ... Walter Coy
Jean ... Helen Golden
Eunice ... Margaret Omsby
Two Gossipy Women ... Virginia Chauvenet

Miss Ellwood ... Irene Cattel
Virginia Tracy ... Virginia Tracy
Ronald Brogan ... Ronald Brogan
John Holloran ... John Holloran
Mr. Brock ... Calvin Thomas
Higgins ... Donald Black
Inspector Brogan ... Edward Butler
Ruth ... Dorothy Littlejohn
Miss Sanders ... Betty Jenckes
Mr. Winters ... Robert Allen
Wayne ... Virginia Chauvenet
Mr. Matthew ... Marjorie Wells
Ruth's Mother ... Irene Cattel
Library Guard ... Harry J. Fischer
Mr. Lawson ... Donald Cameron
Rogers ... Arthur Griffin
First Marine ... George Mathews
Second Marine ... Giles Kellogg
Colonel Boyce ... Giles Kellogg
The Reading Boy ... Peter Kinwell
The Business Man ... Peter Carhartt
Mr. Thompson ... John Toll

ACT I—Scene 1: In the Shadow of the Lion. Scene 2: Cross Section of Outer Corridor and the Reading Room. ACT II—Scene 1: The Braille Room. Scene 2: On the Balcony. Scene 3: Cross Section of Outer Corridor and the Reading Room. Scene 4: The Outer Corridor. ACT III—Scene 1: The Outer Corridor. Scene 2: The Braille Room. Scene 3: In the Shadow of the Lion.

In the lobby of the 44th Street Theater the night I caught Robinson Smith's production of Escape This Night I was foolhardy enough to admit that, for the most part, I'd spent a reasonably enjoyable evening, and was forthwith hooted down the length of 44th street by erstwhile friends. The hooting, tho definitely enthusiastic, seemed fair neither to me nor to the play. For Robert Steiner and Leona Meyer, who wrote it, hit on a fascinating fundamental idea for a murder-mystery and, tho there were many things wrong with their method of writing it out and putting it on a stage, they did manage to coast along (at least so far as I was concerned) on the impetus of their underlying theme. And I have a hunch that, despite friends who are over-much given to reading the reviews in the dailies, a pretty good number of people might agree with me if only the production could be kept running long enough for them to find out. In view of the size of the cast and lack of professional enthusiasm, that seems doubtful.

The authors' good idea concerned the creation of a sort of combined Who Killed Cock Robin? and Grand Hotel with its scene laid in the huge New York Public Library on 42d street, where a fabulous number of volumes are guarded by the bored stoic lions at the entrance. But the unfortunate extension of the Grand Hotel angle took away much of the effect (too many discursive and often entirely useless plot threads being introduced to keep up high-tension interest in the central mystery); and, as a corollary, there were introduced large hunks of dialog that turned out to be both boring and useless.

Thus there is the story of a couple of bums, one of them with t. b., who are intent on getting enough money to ship the sick lad to Denver; the story of a middle-class little business man who has, on the spur of a wild moment, committed

a first-class robbery and is heartily sorry he did it; the sad tale of a little Bronx high-school girl who gets caught in the meshes of her own craving for excitement; a picture of a film star with a yen for getting into hot water with minors; the troubled adolescent love affairs of one of the lads working in the library; the sketched-in romance between a college co-ed and a good-natured, hulking football player from the South—with only a couple of them coming within even hailing distance of the mystery on which the play was theoretically based. And in addition there are brief pictures of a large assortment of incidental characters—a communist, a couple of marines on the make, a pair of flighty women, a nice little blind girl and many more. If a handful of plot-threads had been pulled out of the cloth the whole thing would have been much tighter, with a far greater chance to hold interest.

As for the central mystery itself—what there is of it by the time the authors get around to it—it concerns the blind wife of a foreign professor, who is found shot to death in the Braille room, the room's librarian saying that the woman had done it herself. Plenty of beautifully melodramatic characters float around omnibusly, with the woman's husband sitting at library desks in constant fear of being forced to follow her into the dark abode of death. And then another murder is discovered—the murder of the man who theoretically held the key to the mystery. In the last act, of course, it's all very neatly worked out—the not as satisfactorily or as excitingly, I'm afraid, as it might have been.

Mr. Smith has had the courage to present a first-line and expensive production, with Harry Horner's settings offering magnificent and realistic pictorial effect, and with the large cast filled with a host of minor and more-than-minor name players. And then, for some perverse reason, he entrusted the direction to Mr. Steiner, the co-author. Mr. Steiner handles his movements and crosses well, but he saddles a large group of experienced performers with some of the most fantastically awful readings that it's been my misfortune to hear this season. Since they were so widespread, it seems obvious that the fault was Mr. Steiner's rather than the actors'—and the bad readings had a lot to do with the play's lack of effect.

Several players, however, managed to resist the direction and come thru with nice jobs, among them Arnold Korff, that fine actor, whose portrayal of the professor, tho giving him little real chance, at least allowed him to display a few moments of his splendid performing. Also doing excellent jobs were Hume Cronyn and Jack Tyler, as the two bums; Helen Golden, as the little girl from the Bronx; Walter Coy, as the football hero; Francesca Brangan, as his sweetheart; Betty Jenckes, as the librarian in the Braille room; Donald Cameron, as an assistant menace, and Ronald Brogan, as the assistant librarian. But topping all the performances was that of a little girl named Dorothy Littlejohn who, as a tiny blind tho frightened by the murder in the Braille room, snatched thru the direction to offer a job that was dramatic, appealing, stirring and beautifully sincere.

Many of the others—among them some who certainly should have known better—were too bad to mention.

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FOR CATALOG Address Secretary, Room 148, CARNEGIE HALL, NEW YORK

## Summer Spots Set To Rival Chicago Clubs

CHICAGO, April 30.—Summer spots should prove real competition to hotel rooms and city cafes this season if current plans materialize in time. An added stimulant is the important air time available evening hours over all radio networks, cleared several months ago when the stations instituted a \$100-a-week fee for wire services. While the year-round niteries are readying to meet the warmer months with suitable policies, the outdoor spots will have the upper hand.

Husk O'Hare, the band leader, reopens the Coconut Grove tonight under his own management. He will use his own band and operate week-ends only until late next month. Floor shows will come later. Spot has been a headache for the last couple of seasons, but in former years was one of the most prominent in the Middle West.

Frank Hutchins gets his Villa Moderne into swing May 12 with Carlos Molina's Orchestra and an enlarged floor bill, making the first real bid for city trade.

The West Side is getting a preview of Joe Viner's \$100,000 New Eden, a dance niterie, May 7 and will operate under a ballroom policy with name and local bands. Clyde McCoy will start off this week-end, followed in by Stan Norris' Band. Fifty and 75-cent admission prices are expected to attract a good grade of spenders.

Skyrocket, next door to the Villa Moderne, is still undecided about a larger entertainment budget but has willing ears to suggestions from bookers.

Bill Johnson, who will operate the Bon Air Country Club this summer, is making very ambitious plans. He has been negotiating with Murtie Corporation of America for a name band and strong supporting acts.

Dutch's has reopened, with Ralph Cook back as the season's emcee. Spot has increased its advertising budget and is plugging improved food and entertainment features.

Albert Bouche has as yet made no announcement about his palatial Villa Venice, altho he is expected to reopen late in May with an elaborate girl revue.

In the city leading operators are preparing to meet the summer competition. Frank Bering has contracted with MCA for an ice revue to come in with Ramona's new band May 20, the show to hold on during the high-temperature months. Edward T. Lawless, the Palmer House boss, is bringing back Eddy Duchin into the Empire Room Thursday, with Veloz and Yolanda to follow in June.

Edgewater Beach Hotel is reopening the Beach Walk in June. Orrin Tucker's Band returning for the entire summer. Stevens, Drake and Blumark hotels will not splash during the next three months, holding off their bag of surprises until September. Rooms will remain open, however, with smaller bands and moderate floor shows.

## Milwaukee Club Holds Lucas

MILWAUKEE, April 30.—Nick Lucas, crooning troubadour of stage, screen and radio, who began a fortnight's engagement at the Miami Club in downtown Milwaukee April 16, is being held over for five days, winding up May 5, to open the following day at the Fox Theater, St. Louis. Lucas is slated to return to the Miami for a four-week run, beginning September 7. Al Bords, who books the spot, has Pifi D'Orsay, Lita Grey, Chaplin, Gus Van and Aunt Jemima lined up for future dates.

## What Next?

NEW YORK, May 2.—Not being content with adapting classical music into swing time, a new cycle of melodic overhauling is on the way—that of converting weird East Indian dances into swing tempo.

Jack Cole, who opens at the Rainbow Room May 18 with his Balinese dancers, says his troupe will present a series of Oriental dances—"authentic and classical" in form, but whose "rhythms have been adapted to swing tempo."

## Who's Who in Person?

BOSTON, April 30.—Mae West is in person at the RKO Keith Boston Theater. Frank Wallace, Mae's hubby, is teamed with Trilke LaMae in their rag doll and apache business at the Crawford House, Scollay Square.

Sign across Crawford House marquee flashes "Mae West's (husband) in Person." The husband word is minute and gives the unmistakable impression that Mae West is in person at the Crawford House. It's causing a lot of comment and speculation. It probably hasn't reached the ears of Mae West yet; neither have the columnists taken advantage of the natural twin appearances of the Wests.

## Chi Wants Magicians, But N. Y. Is Cold

CHICAGO, April 30.—Magicians, on a comparative basis, have been in heaviest demand here in the last few weeks by both hotels and night clubs. A leading reason for their continued popularity is their value as mazers and intermission entertainers. As one hotel manager puts it, "magicians have made more friends in our dining room than the rest of the performers we ever employed." The boys, fortunately, have the type of specialty that has 'em goggle-eyed at every affair and most guests want the lowdown or the how and wherefore of the execution of tricks.

Veteran magicians when on the job seldom rest between shows. They are requested to put in an appearance at table parties and shake hands and perform side feats with and for favored patrons. Their ability to keep the customers in often determines the length of their engagements.

Newcomers in the field are profiting by this demand, often filling in when not enough of the better known boys are in town and getting calls for club dates thru their bargainers.

Of late, local emcees have been studying magic and have been adding tricks to their work. On several occasions amateur magicians who are prominent night clubbers have been encouraged to bring their wares on the floor for an extemporaneous showing. Quite a number of the local hobby magis, doing well in other lines of business, are taking advantage of these tempting invitations from time to time.

All leading hotel rooms and clubs here have used magicians. Such acts are now copping the spotlight in the Palmer House, Stevens and Sherman hotels, El Hat, 885 Club and Harry's New York Bar, among others.

NEW YORK, May 2.—Despite the favorable situation in Chicago, local bookers report a falling demand for magicians in night clubs.

It seems that hotels, ship cruises and private entertainments are the only outlets for magicians in this area now, with the night club field turning cold shoulder. Some bookers of middle class night clubs have left orders with their reception girls not to even bother to register magicians and ventriloquists.

## Grand Rapids Drops Vaude

CHICAGO, April 30.—George Katz, operator of the combo Powers, Grand Rapids, Mich., is switching the policy to legit shows for three weeks starting Monday and then plans to close for the summer.

House has been running on a split-week basis, booked by the Billy Diamond agency here. Katz plans to reopen the Powers in the fall under the same policy.

## Dancer Sues NTG

CHICAGO, April 30.—Mile, Jeanne Lewisse, dancer, brought suit thru AFA this week against Nils T. Grandrud for \$200, charging breach of contract for a week's engagement at the Congress Casino here. Miss Lewisse was to appear April 19. Unless answer is filed before May 23 case appears in court.

## More Summer Openings Set

NEW YORK, April 30.—Olen Island Casino, Westchester, opens May 26 with Larry Clinton's band featured.

The Sky Gardens of the St. Moritz Hotel opens May 12. Basil Fomene and band are now playing the hotel's Restaurant de la Paix.

Cafe Continental here switched to a supper show policy last night, with Don Loper, Allen Foster, Maxine Barrett, Dorothy Howe and the Continental Orchestra coming in on a percentage agreement.

Meanwhile, Ben Marden's Riviera, Fort Lee, N. J., has Leonard Hillman and Everett Marey working on the book, with Baldwin Bergerson, Irving Graham and June Hillman doing the songs for the Hillman revue, which opens the club's season May 19 along with name acts.

Pierre Hotel opens its roof May 4 with Emil Coleman and orchestra, Medranno and Donna and Lois Elliman.

FRENCH LICKS SPRING, Ind., April 30.—Elite Club here opens May 29, with the opening show consisting of Belle Baker, Cross and Dunn, Russell Swann and the Dukes and Their Duchess band. Set for two weeks and options thru Herman Citron, of New York. The spot is operated by the same group that owns the Piping Rock Club, Saratoga Springs, which, incidentally, opens in August.

## Chorus Line Canceled But Wins 2-Week Salary Anyway

MONTREAL, April 30.—Violet Adde, Chicago line producer, brought a girl troupe into the Stanley Grill, booked thru Roy Cooper, of the Paramount Entertainment Bureau. The troupe made the jump from New York.

The line was canceled after the first night, the owner claiming it was not the mixing type, according to Miss Andre. She appealed to the Commissioner de Liqueur here, who threatened to revoke the club's license if the salary claim was not settled. A confab between the commissioner of labor, the owner of the club and Miss Andre resulted in agreement that Cooper pay the troupe two weeks' salary, which he did later.

## Names and Units for Salt Lake City House

SALT LAKE CITY, April 30.—Roxy Theater started a new policy yesterday of better acts, including names, and one first-run picture. Betty Compton, former Salt Laker, opened last night under auspices of the Forty and Eight, American Legionnaires, who had the house for a midnight show. In addition the original Snow White will appear, and Harrison Green will be emcee. Jack Sullivan, well known as a cabaret man, is staging the first unit and assembling other shows to follow. Zasu Pitts may do a personal appearance.

George Allen Jr. is back and reports a very successful tour for his unit, Subbing Over. George Allen Jr. is advance man and has again booked the show sold for Intermountain States, including Montana, Utah and Idaho. Nineteen are in the company, with four-piece band. Tommie Wells is emcee.

## Hartford Club Becomes Rink

HARTFORD, Conn., April 30.—Club Faree closes today to make way for roller-skating rink. Bill Mansfield, manager, intends to open summer spot at Stonington.

## Hub Gayety Resumes Vaude

BOSTON, April 30.—Gayety Theater (E. M. Lowe) resumed flesh policy Thursday (28) on a three-day week. Opening bill is five acts. Shows are booked in by Lou Walters, with prices at 15 and 25 cents. Also double flicker bill, shorts, novelties.

## Bridgeport Club Closed

BRIDGEPORT, Conn., April 30.—Jumbo Club here, formerly operated by Jack Delaney, former puglist, and which has been operated lately by Mrs. May Oburchay, has closed. Mrs. Oburchay has taken over the New Fairway.

## Champ Layoff Finds Work — And Troubles

By JACK ZERO

(Zero is a night club emcee who claims he's the all-American champ layoff.)

MONDAY—At last a job. A careless agent submitted me as an emcee for the Gay Cok Inn. Now that I've got the date, all I need is an audience. Am here three weeks now and the act is still a secret. Last night the boss fired the waiters and took in a new crew, so I needed a new audience. Business was so bad last night the boss was examining the front door knob for fingerprints.

TUESDAY—I'm having pay-off trouble. After the first week I told the boss, "Listen, I don't want more money, just give me MONEY." He threatened to make me a partner so that I'd quit bothering him. But the boss hasn't enough money to pay me off in order to fire me. And he owes me so much that I can't afford to quit. Business is so bad that the boss doesn't even know the register is broken. The new orchestra here is Humphrey Rabinowitz and his Constipated Gondoliers.

WEDNESDAY—Gee, I can't help thinking of the time I did an act with a dog. The dog got so smart that he did the business for the act. Then he demanded top billing and so I became the stooge in the act. Now the darn mutt is doing a single—and where am I?

THURSDAY—Visited an agent who books summer resorts. His office was crowded with resort owners looking for social directors. There was such a turmoil that one hotel owner signed up his competitor. They discovered the mistake when checking up on the contract, noticing the three X's where the signatures should have been.

FRIDAY—The agent took me into his private office for an interview with a resort owner. I took the bull by the horns and started asking questions. I says to him, "Who are you?" And he answers, "I'm the hotel owner." I tell him, "Sorry, but you're not the type," and walk out.

The hotel owner forgot himself and thought he was still in the clothing business. So he called me back. "How much do you want for the season?" he asked. So, to be reasonable, I quoted my lowest salary. He offered me the commission on my figure, and that wasn't net either. I got sore and told him not to hire me but to take the birds; they sting for nothing.

I'm not worried. I'm looking forward to a couple of big spots.

P.S.: Those big spots are in front of my eyes.

## Eight More Pitts Clubs Lose Licenses

HARRISBURG, Pa., April 30.—Continuing its crack-down policy towards clubs allegedly violating the State liquor laws, the Liquor Control Board has revoked eight more liquor licenses in the Pittsburgh district.

All surety bonds covering the licenses were forfeited. Underwriters will now await former operators for recovery of \$2,000 in each case.

## Club Booker Plans To Test Agency License Law

NEW YORK, April 30.—One club-booker manager, a member of the Entertainment Managers' Association, will give himself up for arrest in order to get a test-case ruling on the agency licensing law should Commissioner Paul Moss persist in including these contractors with the regular commission agents in his current clean-up drive.

Wholly in favor of a licensing regulation for those of its members who may participate in the commission system of booking, the organization stands pat on interpretation that contract managers are beyond jurisdiction of ordinary employment agency legislation.

# Night Club Reviews

## Rainbow Grill, New York

This money-making spot atop the RCA Building brought in a new band Wednesday. Ben Cutler heads the new 10-man combo and shapes up like a corner.

Cutler is a tall and handsome fellow who appeared in *The Eternal Road* and more recently as the lead in *The Fireman's Flame*. He has an interesting tenor-baritone singing voice that could be utilized better for romantic tunes rather than the spirituals and college songs he tried out opening night. His best was *I See Your Face Before Me*, even tho he had to read the lyrics.

The band itself is a good, sweetish outfit on the Heisman-Duchin style. It dishes out tangos and rumbas just as well as it handles standard stuff, mixing stock arrangements with specials. The instruments are not perfectly co-ordinated as yet, but this is not a glaring defect. The crew is a young one and quite versatile, too. Tommy and Seymour, a couple of the boys, offer piano duets that are excellently done. The accordionist solos, while Cutler steps out for singing numbers. For the younger crowd, there are occasional swing numbers, especially later in the evening. They have a WJZ network wire twice a week.

Aside from the band, there is the dance team, Marylyn and Michael, held over from the last show. They are an attractive pair, the girl being a healthy looking blonde and the man a tall fellow, and they perform interesting ballroom routines featuring lifts and spins. Their numbers included a tango, japed-up minuet, rumba and a lively Latin rhythm which usually ended with a flashy shoulder spin. The team also conducts the "Instrument bar" from 9:30 to 10:30 and does a nice job. This instruction idea, incidentally, is still enormously popular.

Food and liquor are first rate. Service, excellent. And Peter is at the door to make the evening start right.

Paul Denis.

## Ivanhoe Gardens, Chicago

A most unique restaurant and cafe operated by Ralph Jansen.

The more prominent features used as locales in Scott's *Jarvis* are reproduced, bringing both comfort and novelty to the diners. Excellent food at moderate prices is served, while pop-priced drinks are prepared at several bars in the main dining room, which is a carbon of the Sherwood Forest, and downstairs in the Catacombs.

A class trade has been developed thru pleasing service and entertainment. Diners here prefer string music to blaring instruments.

Earl Hoffman and orchestra, locally known band, supply the music and do a good, showmanly job. Earl and his rotund figure and wax mustache make a fitting Continental appearance in this environment. Plays a violin with sincere feel-

ing and contributes versatile offerings. The outfit continues nightly in the Sherwood Forest.

Intermission music is furnished by Kamehameha's Royal Hawaiians, strolling combination. When weather conditions permit this outfit strolls out into the outside garden and entertains there.

In the Catacombs, where patrons on their tour of this "castle" stop to quench their thirst at the Dungeon Bar, Helen Irwin, impromptu blood pianist, is on hand to plunk out tunes at a moment's notice.

And that "elevator" taking the customers from the main dining room into the Catacombs still strikes a novelty high spot. A perfect illusion of a contraption going down hundreds of feet underground.

Sam Honigberg.

## Cafe Continental, New York

This small but smart dining spot on the east side of the avenue, up to now restricting itself to a violinist for entertainment, has decided upon a floor-show policy for the after-theater hours. Two shows will be presented nightly, at midnight and 1:30 a.m.

Premier entertainment line-up is in full keeping with the general atmosphere of the place, smart but not stiff, and is in the eminently suited hands of Don Loper, gracious master of introductions and graceful dancer.

Enis Beyer makes a charming purveyor of personality vocals and Allen Foster, with stories at the piano, attempts Dwight Fiskian nonsense with more than fair success. An accordionist, member of the Continentals, musical group here, is featured in a brace of solo numbers, the distinguishing characteristic of his playing being the complexity of his style.

The piece de resistance, of course, is the dancing of Loper and his new partner, expressive Maxine Barratt. This girl, who a few weeks ago did commercial photography and nothing else, impresses as a definite find in the dancing field. She is a striking blonde, with an interesting face and a natural, graceful poise on the floor. Their work together showed remarkable development considering the short time together. Three numbers, all of them replete with lifts and sweeps, consisted of a light and airy conversation dance, a version of the *Merry Widow* and a fast closing number that is one continuous whirl. No small item in the girl's personableness is the manner in which she carries her gowns, designed by Loper.

The Continentals, plus Allen Foster, provide musical background for show and dancing.

Nino is host.

George Colson.

## Desert Round-Up, Spokane

Current entertainers at this downtown night spot make up in quality what they lack in numbers.

Fitting in well with the intimate atmosphere of the place are Jack Bain and his Gentlemen of Rhythm. Big orks may make more noise, but there are always some who stay sober enough to appreciate rhythms that make heavy feet light. Maybe it's the unusual combo of guitar, bass fiddle, piano and reeds, but Bunny Coffield, Cece Schmorl, Jack Ripley and Paul Powell make a lot of swing for a quartet.

Bain waxes the baton and vocalizes, the latter reminding somewhat of Al Johnson. He doesn't play an instrument, but can still do the single he did in *Fachon & Marco* days. And he wielded a wicked pen as secretary for his old friend, Lieutenant Governor Vic Meyers when that ex-orchestra leader entered the political arena. The boys feature an original slow trot, *So Low*, on their broadcasts that has that certain something.

Elsie Kopeinig wows 'em with rope tap, acrobatic and Spanish dance numbers. Betty Cottrel sings and dances.

Roy Leiser is doing the press agencying.

Wafford Conrad.

## Footlights, New York

Latest entrant to the dubiously merry goings-on of West 52d street, Stanley Rayburn is fronting this spot with the obvious idea of incorporating every type of entertainment to be found on Swing Lane and thus being somewhat assured that the visitor will find something comparing favorably with whatever other

clubs on the street may have been offering. It's a strange combination of talent and atmosphere, but it may prove to be just what the doctor ordered for both patron and proprietor. Decoratively, the place has little to offer, nor is there a pretense of lavishness.

John Beck, satirist and rhythmist ex tempore, has been brought over from the sophisticated salons of the East Side. Incongruity of surroundings takes nothing away from the effect of this clever mime's pointed impressions and humorous couplets, and he was a tremendous success despite the blue notes of a levee stomp, as dished out by Smokey Joe and his Jive Gang, still ringing in the ears. Jack Arnold, too, has spent enough time in smarter spots to look well in his tux. Arnold is emcee and also provides pop vocals with suitable self-accompaniment at the ivories.

Just a bit, if at all, lower in the descending order of things is Annette Guerlain, attractive of face and dulcet of voice, with softly rendered musical comedy numbers and the pop, *I Can Dress, Can't I*. Not really gifted with a voice to speak of, Miss Guerlain has a slow, expressive style that is appealing.

Then we come to ample, radiant Carrie Fennell. Carrie comes from burlesque, and the "duchesse" brings into the night clubs her one speciality. It's a surprising speciality, peculiar to burlesque, perhaps, and one that deals with a surprising muscular education of frontal over-stuffed upholstery. She tries to sing a bit, but her forte is her "rippling rhythm."

Smokey Joe and Gang, three all told, produce a lot of music, most of it undecipherable, but all of it hot, lowdown and distinctive. Anyway, the trio is a feature and a novelty and this particular alley has nurtured some strange music not to accept this. Smokey plays the drums and gives out with Callowayish shouting, another boy handles a guitar and a girl is at the keyboard. The latter, incidentally, plays a lot of piano.

Spot is counting on late crowd patronage. Drinks are reasonable.

Les Zimmerman and Sid Garfield are handling publicity.

George Colson.

## Kennedy's Inn, Binghamton, New York

Current floor show is known as Al Norton's Personality Girls, with Pete Daddario continuing in his second year as emcee. He is clever and versatile.

Show opens with the line of six girls and a man in a cane and high hat strut. Susan Parks then presents a high kick medley with soft shoes which is ably done.

Camille Garner is the blues singer and does two numbers, *Trees* and *Tariff*, which please.

Next comes a picture waltz with the entire ensemble. Graceful dancing by the six girls in pretty costumes is enhanced by lighting effects.

Sylvia Harris presents a *Dance Moderne*, exotic modernistic dancing gracefully executed and pleasing to the eye.

Show is professionally routinized and is one of the best that the reviewer has witnessed here in some time.

Music by Hy Wiser and his orchestra. Former drummer Vines Dellapenta, of the band here, has gone to join Jan Campbell's Swing Band.

George H. Barlow.

## Maple Grove Cafe, Harrisburg, Pa.

This year-round spot, located outside amusement district, ballyhoos itself as "The Town's Smartest Night Club," and makes every effort to live up to the appellation.

A generous-sized dance floor adds to dancing enjoyment to the tune of Max Meyer's six-piece ork, which includes captivating sax-tooter Helen Ruth and genial emcee George Kobler.

Floor attraction is Owen Shaw Girls, opening with pleasing modernistic dance. Nancy Bailey next twists fancy turns in an acrobatic stint and Margie Mann flashes thru a speedy rumba, a big hit with the customers.

Virginia Watts, songstress, could probably do better without amplifying system, which seems to hamper style. Nancy Bailey again on with a solo dance, displays unusual grace. George Kobler takes

turn as songster and pulls determined encore.

In finale Owen Shaw joins the gale in a fast number. Kobler, with support of house, coaxes Helen Ruth from ork for a sax solo and sock vocal number.

Two shows a night, with Bob Allen as alternate emcee. Floor attractions change every Monday. No cover, no minimum.

John Saar.

## Leone's, New York

This Italian restaurant on 48th street, for years a theatrical rendezvous, is celebrating its 32d anniversary under the management of Joe and Jean Leone.

The main room is a large, airy and comfortable place, in the Italian garden style, and leads to an open garden. There is also a mezzanine floor where Owen Jones, veteran vaude pianist, provides excellent piano numbers through the evening. He doubles as a downstairs piano, giving the place the appearance of having more music than it really has.

Food is good and liquor excellent. Service is fine, too, with Jean Leone making the rounds of the tables to greet old and new friends.

Harry Sobol is doing the press agencying.

Paul Denis.

## Continental Room, Stevens Hotel, Chicago

In the struggle for survival Otto Eitel and his staff managing this room rate everyone's admiration. Refusing time and again to give up and loss in the towel, new features are constantly being tried out and new angles developed to draw in a profitable share of business.

Continental Room will continue with its small floor-show policy until May 12 and then bring in Glover and LaMae for an indefinite run to feature dance instruction periods between dance and floor-show sessions. Tom Montgomery, of the publicity office, is sharpening his space-getting tools and figures on widespread comment once the idea catches on.

New attraction here is Marvin Frederic and orchestra, an unusually young organization with a modern and soothing style of presentation. Marvin doubles on the piano with pop-tune medleys and displays facile finger movements and melodious concoctions. Band should draw the younger element. Outfit came in from Syracuse, N. Y., and is filling its initial Windy City engagement.

Vocals are handled by Larry Pullington, tenor, and Hal Sindles, baritone, both doubling on instruments. Most of the arrangements, and some of them are tinged with originality, are penned by the leader.

The current floor show is opened by Frederic with a piano medley, and Milbourne Christopher, boyish-looking magician, follows with a series of good tricks, which he sells in an ingratiating manner. Lad has good possibilities, doing mystifying work.

Shayne and Armstrong supply the only dancing on the bill. They excel in some acrobatic tricks which they combine in their ballroom routines. Generally they should be more at ease.

## THREE CHOCOLATEERS

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

## ERNIE MACK

Man With 1,000 Faces. Gagney's Double. Now Playing Private and Club Dates.

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"THE MAD MAGICIAN"

FIFTH WEEK COLLEGE INN HOTEL SHERMAN CHICAGO

**THIDA LOY**  
The Chinese Princess of the Dance  
In Interpretive & Character Dance Creations.  
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HOTEL KENMORE, SYRACUSE, N. Y.  
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**FAWN and JORDON**  
DANCERS  
There must be a reason!  
Now in 18th week at the  
**ST. MORITZ HOTEL**  
New York.

and their ballroom work in particular could stand more speed.

Room is comfortably air-conditioned. Never a cover charge. Sam Honisberg.

### Wellington Bar, Hotel Wellington, New York

This spot has been proving popular all season with those who like a pleasant informality, agreeable dance music and a quiet, roomy atmosphere as they linger over the drinks.

Not the least of the reasons for the steady patronage enjoyed by this Knott-hotel cafe are Joe Collins and his rhythm dispensers, who seemed to catch on right after they took up their musical duties here last fall. They have continued to draw them in, allowing Collins to hang up a record by staying at the spot longer than any previous combo.

No entertainment other than the five-piece band, but the boys manage to keep them interested in either dancing or listening with a varied repertoire of swing, waltzes, tangos and rumbas. Collins isn't the stick-waving type, but contributes his share with his violin and his tenoring, doing creditably on both counts. Band includes a piano, accordion, guitar and bass, each man knowing what to do with a hot lick. Instruments aren't exactly the type for swing, but it's surprising what this crew can do along this line once it gets started.

Collins lets any aspiring singers among patrons have a crack at a chorus or two over the p-a. system, which hasn't hurt business any and which also makes for entertainment.

Hotel uses its dining room adjoining the bar for additional space, band and dance floor being located in the larger room. Room is much more softly lit than at dinner, with an amber spot on the musicians and a red one flooding the dancers. General atmosphere of comfortable roominess prevails, despite heavy patronage.

No cover and no minimum. Prices moderate. Daniel Richman.

### Old Roumanian, New York

East is East and West is West, but down here on Allen street the two meet, both in patronage and entertainment. Jack Silverman's 12-year-old landmark, basically old countryish and obviously a favorite rendezvous for the lower east side Jewish gentry, also has the happy combination of a floor show worthy of a Broadway spot. And that fact, plus the chance to view at close range Roumanian and Gypsy color, makes it a worth-while stop-off of slumming uptowners.

Ample reward for a trip down to this spot is the place's entertainment prize package. Sadie Banks. Renowned as the "East Side Sophie Tucker," Miss Banks does full justice to the talents of the "last red-hot mamma" with bawdy but humorously delivered voice-of-experience ser-

mons. Ethel Bennet, also a fixture here, is a dynamic seller of Russian and American swing tunes, while raven-haired Ada Lubina takes care of the Russian and Gypsy ballads with more than the typical and necessary fervor.

Leon Fields is emcee, filling all requirements capably but not overwell, and obliging. In addition, with several song improvisations, a bit of dancing and acrobatics. Helen Shaw, cute and red-headed, does a swell job of selling her wares—sassy vocals and peppy tapwork.

No passing item in the entertainment scheme is the four-piece musical group led by Michel Weiner, playing Gypsy, Russian and American pieces with equal facility. Weiner's violin solo of *Boatsmen Fantasy* was a treat.

Production numbers are adequately carried out by a pleasingly plumpish line of Mildred Ray girls.

Sid Edwards is host.

Sid Heller is doing publicity.

George Colson.

### Club Mayfair, Boston

Benny Otnsburg has a well-balanced floor show at his swank spot. Barry Mirkin emcees in a polite mien, doing just the intro work and fading into unnoticeable exits. He's okeh.

Diminutive brunet Evelyn Poe, of the Educational flicker shorts, has the duce spot, a welcome one after bolero-rumba stuff of impressionless value by Jose and Mona, billed as recently returned from Rio de Janeiro. Their three routines are too long and monotonous. Audience applauded well, however.

Miss Poe is a saleswoman of the first order, warbling *Feeling Like a Million*, *Dippy Doodle* and *Moon's Here Again*. She employs proper gestures to express the lyrics, and possesses clik expression thru-out. She sings so professionally that her facility around the mike completely blacks out the mechanization. Juicy applause.

A sock novelty and one of good manipulation is Fred Craig Jr.'s decadal dexterity. Adroitness in the successful execution of 10 different things simultaneously went big with the dinner customers. His act builds all the way, never dulling a moment. Audience solicitation for material adds the entertaining value of his business.

Close spot is *Big Apple* dancing by the New York Collegians, mixed sextet of fast steppers. Also wedge in some tap, slide Shag and the Lindy Hop. Boys and girls give out some okeh sophisticated man-handling. Audience solicitation failed to garner any customers.

Show (30 minutes) moved along interesting pace. Lewis Bonick Ork (10) carried the show capably. Hoop art also worked well. Patrons were unusually free with their applause, an extraordinary trait in the Hub. Sidney J. Peine.

### Club Tivoli, Juarez, Mexico

Current bill shows effect of business slump of past two months.

Lou Lockett, veteran Juarez emcee, gets off with catchy song—all about show, spot and performers.

Maria Donata, dancer, opened with a Spanish castanet number to music from Corwen. She is a finished dancer and got fair hand.

Lockett contributed a fast military tap, and Mauro Molina, ork leader, added a muted trumpet solo, *Stardust*, leaving little to be desired.

Miss Donata was back in a Mexican dance, patrons joining by handclapping at signaled parts. Crowd got a kick out of number and called Miss Donata back for more.

Mila and Sigmund Roselliano, ballroom team, capped best hand of evening with an adagio-ballroom number. Molina's Orchestra continues on stand. Hal Middleworth.

### Mary Murray Room, Hotel White, New York

This East Side hotel uses talent sparingly but effectively. Currently it has Cassandra, mentalist, who does a very effective turn, working two shows in the lounge and then doing private readings at \$5 per.

Cassandra is an attractive blonde who works with Vincent Paige, who manages the act and contacts the patrons, getting their questions but not writing them down. Instead he calls Cassandra's attention to the questioner and she "guesses" the question and then answers it. Her answers are interesting and satisfy the questioners as well as mystify all others. Her manner is effective and gives the impression of sincerity. She has improved business considerably, drawing heavily on women who are always pushovers for this type of entertainment.

Tuesdays feature "guest stars," and this time Xenia Colser, hostess and mistress of ceremonies, introduced Louise Lincoln, blond singer, doing semi-classics and operetta numbers; John Upman, handsome baritone, who show-stopped and had to do several numbers, and Gail Hamilton, brunet soprano, who displayed a trained voice but lacked inspiring delivery.

Low Cobey, versatile and fine pianist, who has been here for quite some time, accompanied the singers well.

George McMurray is now the house p. a.

The hotel also has a large dining room, but no entertainment is used there. Paul Dent.

# Club Talent

## New York:

VELOZ AND YOLANDA, earning \$2,500 a week now, were once a \$35-a-week assistant credit manager and a Washington Irving High School dance enthusiast, respectively. . . . A *Quintet of the Gay '50s*, unit staged by Lanni Russell, of Wally Jackson Productions, began its itinerary at the Hotel Commodore, and will follow thru with engagements at the Berkley-Carter Hotel, Asbury Park, and the Ambassador, Atlantic City. . . . KARYL NORMAN emcees the new show at Andy's Woodside Gardens, Woodside, Long Island. Others in the show are Leslie and Rollins, Elaine Travers, Mayor and Carr, Marie Hartmann and Eddie Nix's four-piece orchestra. . . . SHEILA BARRETT has been signed by RKO-Pathé to make four shorts. . . . GEORGE HALE'S Glamour Girls, 14 of them, opened May 3 at the Grosvenor House, London. Girls included Bunny Waters, Nita Arden, Mona Lisa and Mary Lou Graham, all of them more than six feet tall. . . . JOHNNY COY is a holdover at the Paradise Restaurant here. . . . DE CARLO AND DUBOIS have returned from the South.

## Chicago:

CLUB MINUET has picked up shows again. . . . YACHT CLUB is dark for remodeling. . . . MONA LESLIE doubling between the Hiale and Harry's New York Bar. . . . JUNE SCOTT goes into Colostimo's Thursday for six weeks. . . . SLATE BROTHERS have returned from the Coast and joined NTO's unit. . . . FRED SANBORN has called it a season

and is vacationing in Santa Monica, Calif. . . . COL. W. W. YASCHENKO will close his Yar Restaurant early next month for the summer. . . . GUS VAN closed at Colostimo's Wednesday (27) and left for an engagement at the Chez Paree, Omaha. . . . PALMER HOUSE is celebrating the fifth anniversary of its Empire Room Thursday. . . . BEFORE LEAVING for their current engagement at the Gibson Hotel, Cincinnati, Garron and Bennett filled in the last two days at the Oriental last week for Charles Woodham, of Myron Pearl's act, forced out by an injury. . . . JEANNE WALKER, tapper, left for a stay at the Washington-Youree, Shreveport, La., and then a vacation at her home in Houston.

## Here and There:

JOE WALLACE and wife, Holly Harris, opened at the Hollywood Club, Kalamazoo, Mich., for Seymour Shapiro, of Chicago. On the same bill are Joel and Anette and the DePaul Sisters. . . . JACK DALTON and the Three Serenaders moved to the Miami Club, Chicago, when the Yacht Club there closed for remodeling. . . . JACK BALLARD and Billie Rae have been booked at the Queen's Terrace, New York, for four weeks by Bill Robbins, of the Columbia Entertainment Bureau. . . . GARRON and BENNETT head the new show in the Hotel Gibson Florentine Room, Cincinnati, Thursday. Other acts are the Three Sheiks and Anita Boyer, songstress. . . . EDDIE GARIB, Buster Shaver, with Olive and George; Vera Fern and the De Long Sisters comprise the new show at the

Beverly Hills Country Club, Newport, Ky. . . . JACK RAYMOND, baritone who sang at Radioland during the Great Lakes Exposition, has returned to Cleveland from Florida. He will leave on a tour of the East in a few days under the management of Frank Row. . . . TANNER AND THOMAS open this week at the New Kenmore Hotel, Albany, N. Y., following their engagement at the Coconut Grove, Boston. . . . BUSTER HEWITT shifted north from the Alamed Hotel, Miami, to play a return at the Casa Grande, Berwyn, Md. . . . RICHARD AND CARSON'S booking into the King Edward Hotel, Toronto, is for four weeks. . . . THOSE THREE ESCORTS opened at the Rendezvous, Philadelphia, the night after they closed at the Nut Club, New York. . . . LANNY BRICE, no longer associated with Lyle Page's Playboys, of Steele, Mo., is vacationing in Buffalo before taking his own show out for the summer.

RAY FRANCIS and John Loumas have been held over at Variety Hall, Portland, Ore. . . . DEAN MURPHY is heading the spring revue at the Club Casino, St. Paul Hotel, St. Paul, that includes Simpson's Marionettes, Covert and Reid and Del Courtney's Ork.

BACK ONCE more at the Spinning Wheel, Seattle, is Francis Blair, female impersonator, following a seven-month tour of the East and the Pacific Coast. . . . YVONNE CAPPELL, tassel dancer, is laid up in Cleveland as the result of injuries sustained in an auto accident. Upon recovery she will return to the Golden Glow night club, where she was working at time of the accident. . . . PETE IODICE, of the Amusement Booking Service, Detroit, has placed a chorus into The Bowery and a floor show into the Palm Beach Cafe, both in the Motor City. He also has lines in two other Detroit clubs. . . . EDDIE ELKORT, of MCA, booked Coleman Clark and Sons and Romero into the Chase Hotel, St. Louis, for an engagement opening April 29.

## NVA-AFA Suit Reaches Court

NEW YORK, May 2.—Hearing on the NVA suit against officers of the American Federation of Actors was held Thursday before Supreme Court Justice Fecca and both sides were ordered to submit additional evidence in five days.

Judge Joseph Padway, counsel for the American Federation of Labor, pleaded the AFA's case, claiming the letter upon which the NVA is basing its suit is a private matter between the AFA and a member of its council, Sally Rand.

## Talent Agencies

ROCKWELL-O'KEEFE INC., has signed exclusive management contracts with Frank Luther, Tommy Birch, Frank Jaquet, Art Stoefen, Gene Dennis, Voo Herberg, Paul Gale and Carol Lofner and his orchestra. . . . BENJAMIN DAVID, head of the radio department of Lou Irwin in Hollywood, shifts to another agency this week.

MUTUAL ENTERTAINMENT EXCHANGE, Rochester, N. Y., is booking acts in various sections of New York State, including Times Square Supper Club, Bartlett Club, Powers Hotel, Golden Grill Inn and the Terrace Gardens in Rochester; Colvin Gables, Chez Ami and Hanny's Club in Buffalo; Three Star Inn and Maple Tree Inn, in Portville; Hotel Kenmore and Casado Club in Syracuse; the Top House in Elmira; Hotel Bennett in Binghamton, and the Lido Club, Ithaca.

SAMMY CLARK, Chicago agent, lined up Gwen Marie and Hilda Allison for the 808 Club, Chicago, for four weeks during his New York trip last week.

JOE MALL OFFICE has added the following Cleveland spots: 8 o'Clock Club, Jack and Eddie Tavern, Mickey Mouse, Back Stage and Regal Club, all week stands.

TED MITCHELL has opened a booking office in Chicago, and, as an extra activity, plans to stage kiddie shows.

SAMMY CLARK, who for the last year has been working under a percentage arrangement with the Chicago Williams Morris office, severed his association at the termination of his contract this week to continue on his own. Clark handled the Morris night club department.

## Material

## Protection Bureau

### A Free Service for Readers

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

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# Hardeen Lands First World's Fair Contract

NEW YORK, April 30.—What is believed to be the first contract for the world's fair landed by a "vaude attraction" was signed this week by Hardeen, thru his agent William Shilling, with the Coney Island Amusement Co.

Contract provides that Hardeen will be featured in a Houdini House of Illusions at the fair the season of 1939, with an option for 1940 if the fair is held over. Joseph Januzzi signed for the Coney Island Co.

Hardeen closed an engagement at the Venice Theater here last night.

# Billy Rose Switches To Straight Vaude

NEW YORK, May 2.—Deciding to stick it out for the summer, Billy Rose has dropped his chorus troupe and discarded production ideas at his Casa Manana for a straight variety bill to be changed bi-weekly.

First bill of the new policy debuted Saturday night and went over big. Lou Holtz emceed and did a grand job of tying the show together and providing the only comedy relief. Working hard with both old and new material, he kept the packed house in high humor and did much to get each act off to a solid start.

Helen Morgan socked solidly without once sitting on a piano. In her usual weepy and expressive manner she sold several ballads and also some of her old-time hits. Paul Sydnell and Spotty got over nicely, with Sydnell pacing the cute antics thru nifty balancing and acrobatic tricks. Harriett Hoctor show-stepped with her superb ballet numbers. She is as lovely and graceful as ever and offers spectacular ice routines.

Allen and Kent, young tappers, clipped off some neat routines and then brought on Mr. and Mrs. Kennedy, elderly couple who offered old-time tap numbers for contrast. They scored an easy hit. Ruth Petty, pretty and blond, made her local debut with fancy blues and rhythm singing that pleased. George Tappes, doubling from *I'd Rather Be Right*, snapped off some extra fancy tap numbers that featured spins, leaps and aerial movements. He proved again he's one of the country's finest tappers.

For a finale Miss Morgan, Holtz, Miss Hoctor and Vincent Lopez contributed some of the numbers that started them off on their careers, and then the "Small-Time Cavalcade" capped the stmax with a fast presentation of old-time variety turns, including a Swiss belt-ringer, comedy duo, five fat girls, glass bottle music, violinist and prima donna comedy and a hooding man.

Bill is presented economically, the single house set being used thruout, but good lighting made this lack unimportant. Lopez led his 12 men thru excellent accompaniment for the show and then provided swell dance music. He carries a pretty vocalist and some of his men step out for vocal specialties.

A six-piece Cuban outfit does the latest dance music nicely.

Two dollar minimum for dinner, except Saturdays and holidays, and the \$1 admission to see the show from the mezzanine and to dance should keep this spot comfortably filled. Prices are certainly modest considering the show and food quality.

Edney Spier is still doing publicity. Paul Denis.

# Only One Boston Spot Where Sailors May Dance

BOSTON, April 30.—Petition to obtain license for a dance floor in a Charles-town hard liquor restaurant, near the Navy Yard, where the salts may unlimber their sea legs when the fleet anchors here, was refused.

According to testimony, the Hub boasts only one public place where unformed gobs may hoof for relaxation.

# Charlie McCarthy—D-Man

DETROIT, April 30.—Charlie McCarthy may be the next victim of a trust-busting campaign. The Detroit police wanted to buy one—or at least a dummy—for a traffic education campaign. Bids were called for and two submitted—at \$125 apiece—from a Michigan and a Chicago company. Outburst of "collusive" bidding, or what looked like it, has led authorities to investigate alleged price fixing on ventriloquist's dummies.

# Mae West Just Misses Record, Despite Campaign

NEW YORK, April 30.—Despite press stories and a terrific publicity and advertising campaign, Mae West and the film *Merrily We Live Again* failed to crack the gross and attendance record at Low's State last week.

Making her first personal appearance on Broadway in five years and winding up a vaude tour of several weeks, Mae West walked out of the State with \$15,500—\$12,500 and a 50-50 split over \$38,000. The house grossed under \$44,000, which just fell under the Rudy Vallee record of \$44,500, altho it must be pointed out that Vallee's week included a holiday at raised prices. Ed Sullivan has the attendance record for the State, grossing \$44,200 when he played the house.

The State was prepared to run 48 performances of Mae West and the vaude bill if business warranted it, but this was not necessary. Besides the usual opening-day ads, the State ran display ads in the dailies for the last three days, an unusual campaign.

Miss West made the house crew happy when she closed, having left a generous tip for every employee of the theater.

# Falkensteins Acquire New Summer Location

CHICAGO, May 2.—Louis and Elmer Falkenstein, operators of the Hi Hat Club, have purchased the Skyrocket, summer spot, and plan to operate it during the season with a name-act and possibly name-band policy. Season will get under way late this month. Boys will close the Hi Hat for a time to enlarge its capacity.

Congress Hotel's Casino at the same time called it a season last night, NTO and his revue pulling out after an eight-week run. Future of room is in the air, since the hotel is now under receivership and has total liabilities amounting to \$2,000,000.

# Night Club Management

By GEORGE COLSON

### Changing the Atmosphere.

A COMPARATIVELY inexpensive yet very effective method of changing the atmosphere or tone of a room is that in use at Leon and Eddie's, New York.

For the early shows, wall murals are for the most part gay but not too risque. But when the time comes when the house and the patrons are ready to let their hair down, management just lowers over the mild murals rolled-up mats on which are depicted much more exciting illustrations. Not only does this stunt step-up the gayness of the intimate spot, but also entirely changes the decorative motif, so that a visitor who happened to catch an early show one week thinks he is viewing a different set-up if he drops in at a late hour the following week.

### Song Challenge Stunt

THE GLASS HAT, New York, boasts of a cute stunt that has multiple publicity possibilities. In its employ is Dorothy Wilkens, who bills herself as the "girl of a thousand songs." Management took advantage of the billing to offer to buy any patron the drink he chose if the featured vocalist could not sing a song that he named.

# B&K Closing Oriental; Band Policy for Chi

CHICAGO, April 30.—Balaban & Katz will close their Oriental Theater May 26 and at that time will also switch the Chicago to a band and unit policy.

Oriental has been a combo house the last four years and prior to its short session of pictures in 1934 was recognized as one of the top flesh houses here, featuring Paul Ash. House in the last few months has been losing between \$3,500 and \$4,000 weekly. Efforts to stimulate business were made last August, when prices were boosted to 75 cents and names brought in. Change was for the worse, however.

Future of the Oriental remains indefinite. If general conditions will improve, the theater may reopen in the fall. Succeeding the current bill will be three more shows headed by names, including, respectively, Sophie Tucker, Cliff Edwards and Stepin Fetchit. House line, coached by Dorothy Hill, may continue intact if it succeeds in landing an engagement immediately after the Oriental's closing.

At the Chicago, Fred Evans, line producer; Gene Lucas, arranger, and the 16 line girls will be let out May 26. They will also have an additional free week starting Friday, when Abe Lyman's Band unit will occupy the stage. This B & K temple, rated the ace Loop house, will continue mostly with bands, on the same order as the Paramount in New York.

Initial attraction May 27, under the new set-up, will be Tommy Dorsey's outfit, in for two weeks. Others set include George Jessel's unit, week of June 10; Chuck Webb's Orchestra, week of June 17; Rudy Vallee's Band, week of July 29. Eddy Duchin's Band and Velox and Yolanda's unit, which will include Pancho's Orchestra, will come in following their Palmer House engagements.

Evans reports he will attempt to line up some dates for his girls and keep the group intact, as it may return to the Chicago Theater later.

The B & K flesh change announcements have hit the theater bookers, leaving them only one local full-week stand (the State-Lake). The RKO Palace, other full-weeker, is booked direct from New York.

# Show Workers Elect

MILWAUKEE, April 30.—Annual election of the United Show Workers of America, Inc., brought Floyd Hardy to the presidency. Others on the ticket included Ned M. Spines, vice-president; George Francis, secretary; M. D. Goldstein, treasurer, and Dave Winnehour, business manager.

### It's a Secret!

CHICAGO, April 30.—Since Eddie Ekkort, of the Music Corporation of America here, became the proud father of a boy Sunday, the other MCA bigwigs have been after him for the secret.

Seems that the MCA executives, including J. C. Stein and Charles Miller, could produce nothing but girls.

# Velox and Yolanda Plan Big Ballroom "Follies" Ballet

NEW YORK, April 30.—Velox and Yolanda are planning another "first" to keep up their reputation as the country's highest paid ballroom team. This time they will lead a 66-people ballroom ballet scene in the new *Follies*. Ballroom teams will be used in this number, which will have a plot.

Velox and Yolanda say they are satisfied with the reception given them in their Carnegie Hall debut Sunday night, when they drew a capacity audience at 75 cents to \$2.75. They figure the publicity and concert prestige will help them enormously in future bookings.

The newspaper critics, however, took the attitude that their dancing was attuned to night club intimacy and looked weak on the large Carnegie Hall stage.

Altho Velox and Yolanda are acknowledged to be the first team to offer a ballroom dancing concert at Carnegie Hall, other teams have made concert appearances. Doro and Costa, for example, offered a dance recital at the Guild Theater March 7, 1937.

Pancho and orchestra and Jerry Shelton, accordionist, assisted Velox and Yolanda at the Sunday concert. S. Hurok sponsored the debut.

# Whitehead in Boston

NEW YORK, April 30.—Ralph Whitehead, executive secretary of the AFA, has returned from a trip to Boston, where he attended local AFA branch's annual benefit for the AFA Sick and Relief Fund Monday. He also addressed a membership meeting the night before and was also the main speaker at a mass meeting of Boston agents Tuesday. The agents again pledged their cooperation with the AFA.

# Shubert Two-a-Day Still in Doubt

NEW YORK, April 30.—Altho no definite plans would be committed by the Lee Shubert interests regarding big-time vaude to follow the run of *Hoosier for What* at the Winter Garden, one Shubert official, however, feels that should the musical close by June 15, vaude would be almost certain.

So far, however, no names have been signed for the proposed variety shows.

# New Act Review

## Dixie Dunbar with Tommy Wonder

Reviewed at the Palace Theater, Chicago. Style—Dancing and singing. Setting—in two. Time—Nine minutes.

Both kids have been on the Coast the last three years. Dixie the more prominent of the two in the film colony. She is a cute little rhythm singer and dancer, but the act with Tommy, young dancer, is nothing out of the ordinary. Turn rates more than average attention in a territory where Dixie's name may mean something at the box office. Once in, the customers won't be disappointed, for the kids work hard and please.

Both open with a song and rhythm tap to *I Double Dare You* and then Dixie introduces Tommy in the dummy dance he offered in Paramount's *Thrill of a Lifetime*. A routine that fits the kid's personality. Dixie returns after a costume change with another ditty and is joined by her partner for *The Big Apple* and another swing, shoulder strut they labeled *The Penguin*. S. H.

### Maypole Stunt Interesting

OPERATORS looking around for a gimmick to replace the waning Big Apple interest can follow the example of the Essex House, New York, which is installing a real Maypole, with all the trimmings, and re-creating to some extent the medieval setting necessary.

Management claims that the Maypole has all the let-yourself-go appeal and patron-participation elements that were the main charm of the Big Apple.

### Club Revival Meeting

FLORENCE METZGER, manager of the State Line Tavern, Kansas City, Mo., pulled a novel stunt last week when she granted the request of an evangelist and seven revival worshippers to enter the tavern, following the floor show, and present an "act" of their own.

With the house band accompanying the group on hymns and while guests poured beer and highballs, Minister Damon led his devotees in a "community sing" to the tune of *When the Roll Is Called Up Toward*, with the nitery habitues joining in good naturedly.

Church crowd declared they were trying to "save" the patrons, and, altho none were saved, a good time was had by all.

**Loew's State, New York**

(Reviewed Thursday Evening, April 28)

Buddy Rogers, his band and a couple of outside acts are handed the tough assignment this week, following the Mae West invasion. The perennially youthful and good-looking husband of Mary Pickford will find it uneasy sledding, and so will the house, despite a fairly entertaining and rounded layout. Outcome, of course, depends a great deal on the wearing quality of Buddy's box-office appeal.

The young maestro employs much the same tactics in fronting his band that he has always used, resorting to captivating smiles, an excellently modulated speaking voice and the jumpy jack method of playing every instrument in the band. Majority of the band boys are supposedly inherited from the late Frank Dalley aggregation but some of the specialists are remembered from former Rogers groups. Included among the latter is Jack Douglas, comic and stringing imitator, with material he should be ashamed to use in New York but who builds it up and puts it across fairly well with dry but effective delivery; Bobby, with his smooth tenoring, or maybe high baritone, of *Moons of Mansions*, and the comic trumpeting of the unbridled brass-blower. Wholesale participation by the band in novelty and comedy numbers falls below par at such attempts. An alleged protégé, Marvel Maxwell, depends wholly on her cute personality stuff and peppy delivery for whatever success she achieves with her song renditions. Voice, she has none. Songs included *Big Boy Blue* and *Dipsy Doodle*.

Of the surrounding acts, all of which lean more less on comedy for punch, Bob Dupont, pasty-faced juggler, fares best. His offering of educated balls, Indian clubs and crocheting panto, standard and oft-seen routines, are topped by two unique bits, the tambourine and the diminishing apple bits, for a rousing closer.

Frank Payne, mimic, has several not-overworked bits, like the Uncle Ezra, the American Tobacco auctioneer and the McCarthy, Hegen imitations, that distinguishes his work from the mob.

The Three Nonchalants work the customary strong-arm stunts and knock-about falls for a good enough impression, but get an extra lift with the trick and chatter of the smallest of the trio. His nice sense of the comical really colors the whole act. Linda Moody has a strong tap specialty in an offering of lightning-fast and novel stepping. She was well received.

House good last show opening night. On the screen, *Big Broadcast*. George Colson.

**Earle, Philadelphia**

(Reviewed Friday Afternoon, April 29)

Another short but sweet show at the Earle this week. Guy Lombardo and his Royal Canadians give out with the best in sweet swing—a change from the blaring variety that's been featured at this house in recent weeks. As usual, the house was jammed with the swing addicts long before show time and they greeted Lombardo's theme song with a terrific hand. Guy Lombardo acted as emcee

and his smooth manner won over the crowd.

First came a series of dances by the ballroom team of Gary Leon and Tut Mace, favorites at the Cafe Marguery here several months ago. The pair put on their usual classy routines. A rumba number followed by a solo Hawaiian dance by Mace, ending with the brawny Leon lifting her high over his head in a fast whirl, was particularly effective.

The Lombardos followed with a medley, *Ti-Pi-Tin, The Old Apple Tree* and *Lebestraum*, with Guy's three brothers—Lebert, Carmen and Victor—doing the vocals on the first two.

Melissa Mason, double-jointed eccentric dancer and comedienne, was a pleaser with her wacky vocals and hoofing. Did an eccentric tap dance, throwing her long legs all over the place a la Ray Bolger.

By far the best act was the Calgary Brothers with their screwy drunk routine, which clicked heavily. Crowd called for five encores and only sheer exhaustion drove the brothers from the stage.

In between their act and Miss Mason's the Lombardos played a medley of Carmen Lombardo's compositions to a big hand. They were *Sailboat in the Moonlight*, *Good-bye* and *Neighborhood of Heaven*, with Victor Lombardo doing the vocals.

Show closed with a medley of *Please Be Kind*, *Thanks for the Memories*, *Star Dust* and *St. Louis Blues*, the last two almost taking the house down.

Show could be improved with a female vocalist and embellished with a couple of more acts. It lasted but 40 minutes, which—considering the second raters the Earle generally has on the screen—is much too short.

Picture was Universal's *Nurse From Brooklyn*. Bit, as usual, very good. *St. Shalts*.

**State-Lake, Chicago**

(Reviewed Friday Afternoon, April 29)

A strong five-act bill augmented by the house line, making it one of the best this bargain house had in weeks. Business first show opening day also looked encouraging, downstairs full at break-up time. Shows like these will send the customers out talking and give the house the type of publicity that can only result in better business.

Irene Vermillion and her flash act proved a wow opener. Irene is still seen in her toe and acrobatic dance turns that look especially decorative sandwiched in between offerings by four brunet corneteers and a pianist. While a bit long, it is well routined and nicely presented.

Jack Lavier, red-mustached trapeze comedian, garnered many laughs with his novel specialty. Set-up of trapeze is handled cleverly and his hoop-skirted assistant, Ruthie Morgan, comes in handily for a number of good bits.

Joe Besser, next, is still as funny as ever. And his assistant this time (Lee Royce) has real singing talent. With dramatic sincerity, Royce, for an encore, stopped the show piping *Old Man River* and *The World Is Mine Tonight*. From

**Vaudeville Reviews**

the comedy standpoint, act is a lot of good, clean fun.

The line follows with a cute rhythm tap number, and Marcy Brothers and Beatrice appear with their familiar knockabout comedy and tap and acro competition steps. Beatrice strikes some odd, laugh-producing poses with her pliant figure.

Henri Therrien, potent-voiced painter of song, scored solidly with his melodious tenor voice and matured delivery. Did *You Belong to Me*, an aria from Verdi's *Rigoletto* and *Tress*, and returned for *Irish Eyes Are Smiling*.

Line closes the revue with a soft ballet tidbit in gauzy, ocean-blue costumes to a romantic Snow White tune. A pretty picture. Maestro Verne Buck, as usual, filled the emcee role.

On screen, *Walking Down Broadway* (20th-Fox). Sam Nonigberg.

**Radio City Music Hall, New York**

(Reviewed Thursday Evening, April 28)

This show is the first of four announced as plugging the coming World's Fair here. The idea is good and lends itself to publicity angles. The problem really is how to make such an obvious advertising tie-up entertaining.

The initial show is quite entertaining. What it lacks in punchy specialties, it more than makes up with sumptuous pageantry, exquisite lighting, good music and magnificent sets. Show starts off rather snappily with the Glee Club men out as "Grover Boys" (Grover Whalen impersonators), singing *The World of Tomorrow*, with Maurice Baron and Albert Stillman, with Frederick Schwepe leading with his baritone voice. Then there's a massing of colors, which has the girls ballet parading down from the ramps waving fair's official flags and working out some neat formations.

The third item has Jan Peerce lending his smooth tenor to leading the Glee Club in Meredith Wilson's *Song of Steel* against a backdrop of steel girders and steel structure. The last scene is most effective, being dominated by the trylon and perisphere (tallest and largest architectural representations of the fundamental geometric forms of the triangle and the sphere) and providing a swell setting for the spectacular adagio routine of the Stuart Morgan Dancers (three boys and a girl). The entire company comes out for the finale which includes—you guessed it—the always sure-fire single-line precision formation of the Rockettes.

The show as a whole is an effective mixture of entertainment and pageantry and follows a fine applause-getting overture of Lucius Homer's Southern melodies led by Erno Rapee. The newswell, Richard Libert's grand organ pumping and the feature picture, *There's Always a Woman* (Columbia), round out the show. Paul Dents.

**Wintergarten, Berlin**

(Month of April)

Satisfying and diversified program for the current month. Dita Gerard Ballet, prominently billed, opens the bill. Terpsichoreans are graceful and their numbers are well staged and colorful. Two Gurumlays, girl and boy trick cyclists, make the grade with some good stunts. Tony Maxns, easy-to-look-at girl, chalks up a hit with tuneful whistling, showmanly presented.

Three Nagels, man and two boys, are okay as Risley acrobats but spoil their offering by boring comedy antics. Chris Charlton, English illusionist, with two pretty blond assistants, has an elaborate act full of corking mysteries. Charlton is a good showman and works smoothly and effectively. Eve Trebillos and Partner (male) have an entry that's daring and classy. Do stunning tricks on a suspended perch, enhancing their thrilling stunts with an easy grace.

MARGARETE SLEZAK is a captivating opera singer from the German State Opera. Reaches high C's with consummate ease. Zolnay and Flee, girl and boy, do well with trick and rhythm dancing. Attention to routining would help the act.

Carl Bernhard is a typical German comedian and monologist with a local following. Makes a big hit and earns recalls. Emmy and Louis do a musical clowning act on the lines of Greek, to whom they are related. Gets plenty of

laughs but has a few dull spots that could be speeded up. Two Revercha are a sensation in the closing frame. Boys do the most uncanny juggling and balancing feats on a slack wire. Act is a thriller thruout its entire running. Bert Ross.

**Paramount, New York**

(Reviewed Wednesday Evening, April 27)

After a run of swing riot brought on by Benny Goodman, a respite with Iush by Lombardo and a swing of corn by Clyde McCoy, Paramount gets a chance to strut their musical education in the classrooms conducted by Kay Kyser. Kyser's music-making is only incidental to Kyser College of Musical Knowledge, which radio fans recognize as a musical question box, on the pattern of the air's Professor Quizzes.

A bank night atmosphere prevails, box-office ducahs being traded for numbered tickets and Kyser drawing contestants from the glass bowl. This method of selection slows up the show considerably, Kyser's kibitzing keeping it from falling to pieces. Lull also makes for an opportunity to bellow juicy plugs for his air sponsor and his opening at the Penny roof here. Lucky ticket holders braving the spots (six to a "classroom") chases out with \$7.50 cash prizes and a couple of free house ducahs for the consolation-ers.

Collegiate decors prevail, Kyser being garbed in cap and gown and the tooters in sweat shirts. Variety blazers would be mote becoming. Three judges (Don Baker, house organist, and Lou Wasserman and Joe Wilder, MCA execs) sit at a side desk, also in academic regalia. Cash customers try to figure out first names of ork leaders with three letters. Identify band theme songs, etc.

To plug the waits between choosing contestants and between-question sessions, band hits off a string of peppy synopses in the singing-the-song-title style identified with Kyser. Band is plenty potent for the danceability, even if they don't inspire truckin' down the aisles. And Kyser makes for both a snappy tutor and lively leader, cozier with the personality quotient and fast on the repartee.

No specialties have been added. Apart from the band boys, who hit a high note of variety with their *Any Old Rags*, a street vender novelty, there is Virginia Sims who strikes a warm chord as the band's canary for the balladeering.

Hits 55 minutes, and 10 minutes of tightening would help lots. Pic is *College Swing* (Paramount). Bit brick at supper show. M. H. Orodender.

**Teatro Hispano, New York**

(Reviewed Thursday Evening, April 28)

A far cry from the Spanish civil war, this is a neighborhood house where people of Spanish extraction may enjoy a stage show without fear of an air raid.

Playing to the family trade, this house, the only Spanish-speaking vaude show in town, did a voluminous business last week with the personal appearance of Esperanza Iris, Mexican stage star.

Straying from the line of straight run vaude where the only bond between performer and audience is probability of entertainment, the audience here has a community of interest with the performer. Partiality of the audience to the performer is undoubtedly due to their speaking the same language.

Esperanza Iris, beloved among the Spanish-speaking audiences as a comedienne, tragedian and story-teller par excellence, is a combination Marie Dressler and Sophie Tucker. With this crowd she is tops. She sings and dances with a charm, spirit and vitality that few women performers can muster in middle age, and tells endearing folk stories.

Paco Sierra, young Mexican baritone

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of promising vocal talents, delighted the audience with his renditions of *La Riva*, *The Bombalero* and *Give Me a Kiss*. Tovar, Central American pianist, made his New York debut with several native classics and provided the accompaniment to Miss Iris and Sierra.

Martinez and Beryl did a swift-paced Cuban bolero with a sense of timing and terpsichorean skill that was a little breathtaking. So swiftly had they done their stint that, before one knew it, they were off the stage enjoying well-earned applause. Esperanza, also a dancer, did incidental folk dances which were well received.

The balance of the program consisted of a domesticated comedy skit featuring Don Cucco, popular Mexican comedian who has been playing the house for quite a while. In terms of Latin audiences, whose standards of humor are very simple and limited, this type of entertainment is very popular. Also participating in the sketch were Pura Reyes, Stry Santigosa and Julian Benedict. The three also sing, dance and do general fill-in.

Coincidentally with the appearance of Esperanza Iris on the stage, she is also featured in the current film offering, *Noches De Gloria*. Sol Zoff.

**Majestic, Dallas**

(Reviewed Sunday Evening, April 24)  
This theater celebrated its 17th birthday this week with top-notch vaude. Headlining a rebuilt former Pan-American Casino revue is Art Jarrett, firm-toned song stylist who was voted the "most popular entertainer" at last summer's Pan-American Expo, and Chester Hale's 24 beautiful Texas Comets.

Show opens with Jarrett emceeing and introducing Hale girls in a fast precision routine that is perfection in line dancing. Their hit number is an ostrich fan spectacle, gorgeously costumed and beautifully done. Draws tremendous applause.

Jarrett is a smooth emcee, but lacks ginger and a few smiles. He delivers several of his former Pan-American Casino song hits in pleasing manner. Put a *Flowerpot on Your New Bonnet* registers well. Gershwin's *Love Walked In* is kept to Jarrett's voice and personality, but his semi-botecha rendition of *In the Shade of the New Apple Tree* is not his style. His excellent, clear-toned staging of *Once in Awhile* goes over well, but his applause stand-out was *Don't You Know?* Hyman Charnisky's Band, local orchestra, does a creditable job with the show's musical score.

Frank Conville and Sunny Dale are a snappy comedy team. They handle well a line of comedy patter, impersonations and gags, and do a nifty lull-dancing number. Their take-off on the taxi dance is clever and gets plenty of applause. Conville's mimicry of a femme doing a strip tease earns a nice hand.

Old Lamb carries the second unit of the bill's well-balanced comedy. His pantomime clowning and loose-jointed dancing has rib-ticking mimicry in every step, and he doesn't fail to put his comedy across the footlights. His spot dancing take-off on the horse-racing scene lays 'em in the aisle. However, applause here goes to Tony Sanford, youthful harmonica accompanist. Tony is due to go places. You couldn't wish for better harmonica playing than this youngster gives. A hoax on a harmonica trio, with Jarrett and Conville assisting Lamb's mimicry, is deftly put across. Audience falls over itself when the side curtain draws to expose the trick.

Oliver Sisters and Louis, European gymnasts, are about the average acrobatic trio. They do a pleasing headstand and balancing act to a fast tempo.

Curtain closer is a beautiful militaristic drill number by the Hale girls. Brightly colored costumes and multicolored lighting makes the number a stand-out and good for plenty of hand clapping.

On the screen, *Fools For Scandal* (Warner). House, good. Frank W. Wood.

**Fox Tower, Kansas City**

(Reviewed Monday Evening, April 25)  
Current bill is jamming the aisles, but it's the pic *In Old Chicago* which is responsible; also it's in its second week. Vaude includes Charles Althoff, hick violinist and character actor; the Balabanow Anacordion Ensemble, Parker Brothers, Lester Harding and the Adorshes, gal line. Bill was cut short because of the movie, but it's generally entertaining.

Parker Brothers start it off with a comic balancing skit which went well enough. Then the Balabanow unit—two brothers and three sisters—takes over for

an assorted selection of pop and semi-classical ditties. Group has a unique style and is thoroughly entertaining. Highlight was an acrobatic offering by Mary Balabanow. Gal is a swell looker and carries plenty of charm.

Althoff, as usual, is excellent. His Omar hillbilly routine, aimed along the style of the late Chic Sale, scored here, as did his riddle work. Humor is startling and easy to catch.

Glincher was a solo by Harding, local baritone, who chose *Always and Always*. Judging from the response, he could sing always and always at this house. A clean-cut youth, he has poise and a fine voice.

Bill concluded with the gals dancing to *Hungarian Rhapsody*.

Judy Conrad's Band did a neat accompaniment job.

Business excellent here all week. House is only local one offering vaude regularly. Dave E. Dexter Jr.

**Palace, Chicago**

(Reviewed Friday Afternoon, April 23)  
In outline it is a simple show this week, in, incidentally, for a fortnight to keep BKO's *Joy of Living* company. Only four acts, with one of them (Twelve Aristocrats) opening and closing the bill.

The dance group appears first in a musical comedy novelty, one of those naughty boy-loves-girl routines. Kids are young but don't seem to measure up to the strong Aristocrat acts of old, falling short particularly on dance talent.

Park and Clifford deuced and had little trouble getting all the applause the small second-show house scooped up for them. And they rate it, for their hand-balancing work is neat and precise, and their tricks among the best in that field. Boys added a little comedy in their opening, dressing as old-time acrobats and performing a couple of feats with gestures.

Dixie Dunbar, cute little tapstress who has been seen in a number of pictures the last several years, returned with a song-and-dance act, assisted by a personable lad, Tommy Wender. They do stock personality and rhythm work, nicely presented, and were well received. (See Act Reviews for details.)

"Red" Skelton, the steadily climbing comedian, is back for his third engagement with a few new bits and his old dependable and refreshing style of gag delivery. The boy is a hard worker, alert at every opening for a comedy bit and at some distance from anything that's raw. Edna Stillwell makes an eye-filling foil for his nonsense. Impressions of how different people drink is one of his new sketches at this stand.

The Twelve Aristocrats close with an assortment of waltz, tap and adagio formations. Sam Honigberg.

**Golden Gate, San Francisco**

(Reviewed Wednesday Afternoon, Apr. 27)  
The Schnickelfritz Band and Condensed Women share the bill this week.

Fred Fisher, cornet, heads the band, whose personnel play trombone, drums, cornet, bass and piano. They also played on kettles, pans and everything but the kitchen sink, forsaking top hats and tuxedos for the knock-about tatters of the low comedian. Right here at the Golden Gate, low comedians who have tramped vaude and know how to time their clowning have also banged "music" out of kitchenware and have offered a far better show. Not that the Schnickelfritzes didn't amuse some of the audiences.

Completing the bill are Johnny Berkes, who is heavy on the laughs; the Keene Sisters; Vic and LaMarr, who perform the usual acrobatic routine; Charles Kaley, who has good pair of pipes; the Three Bees, comedy act, and Peggy O'Neill's Chorus Beauties. Edward Murphy.

**Roxy, Salt Lake City**

(Reviewed Monday Evening, April 25)  
Manager Andy Flor continues to feature the only legit vaudeville shows. Of late he has packed them in. Starting with Faith Bacon, who returned for a second engagement; a Major Hoves unit, and this week Harry Savoy, late of Eddie Cantor's air program, who is ensue here, big houses, matinees and nights have been the rule.

Savoy is the life of the show and accomplishes something seldom done before a religious city like Salt Lake. Altho his line is smutty, he gets it over in a way that did not offend. Salt Lake has

**Reviews of Units**

**Royal Revels**

(Reviewed at the Weller Theater, Zanesville, O., Saturday Evening, April 23)

Bob (Uke) Henshaw has assembled a supposedly group of relatives in his newest effort. A cyclone of fun, song, dancing, music and girls, the unit opened here Friday.

Bobby Henshaw, with his entertaining group of relatives giving him excellent support, plus his uke strumming and singing of pop tunes, is the outstanding artist on the program. A showman, and his smooth way of emceeing the acts adds much to their successful presentation.

Vicki and Kay, clever girls, do a song and dance routine acceptably. The Harding Sisters are better than the average hoofers with their tap routine, singing and some excellent toe work. Raymon Henshaw, brother of Bobby, gets a lot of laughs with his comedy turn, while Peggy Dean, Mrs. Henshaw and Hazel Kennedy do a rapid-fire song and dance.

Lending variety to the unit is Gilbert Snyder, three-fingered banjo artist, who coaxes pleasing music from the instrument despite his physical handicap. Hashi and Osei, Oriental novelty artists, and the Edison Sisters round out a well-balanced and fast-paced program.

*The Crime of Dr. Hallett* (Universal) on the screen. Rex McConnell.

**Olsen and Johnson's "Hellzapoppin"**

(Reviewed at the Palace Theater, Fort Wayne, Ind., Saturday Evening, April 30)

Breaking in here for their annual vaude trek, the zany pair displayed one of their typically nutty shows which in talent surpasses some of their previous efforts. In *Hellzapoppin* the boys brought all the way from the Coast a delicious-looking line of 12 Fanchonettes; Roberta and Ray, collegiate dance team; Gilmore and Wells, chief stooges; Walter Neilson, the riot on wheels, and Lynn Maybury, whistling comedienne, and augmented the line-up here with the Radio Rogues and Reed, Dean and Reed to give them truly strong support.

Minor production creases are still evident here and there, but will undoubtedly be ironed in time. The naked stage opening, however, can stand a change. While it is okeh as a burly take-off of New York's scenery-less *Pins and Needles*, the patrons unfamiliar with that production will miss the related humor.

After the usual clowning by box plants and a few refurbished gags by Olsen and Johnson, the line in Gay '90s outfits comes on for a snappy *Cus-Cus* routine. While not taxed with difficult assignments, the

always had a rule against using the name of the Dolly or Brigham Young, which have always been taboo. Fortunately for Harry, he does not break this rule, but his original line is risque. He is assisted by Edith Griffin, whose singing ability and beauty add materially to their act. Not only can she sing well but can act and play the piano in a manner that called for several encores.

Monroe and the Adama Sisters put over a clever juggling act, using drums for a tuneful bouncing-ball number. Their tambourine number also went over. A combination dance and juggling number of the younger lady was original.

Alene and Evans, terpsichorean team, first put on a "drunk dance" which went over fair, but won the house with their adagio number. A change of costume for Alene in the *Highland Lows* number would add color to the act.

Bill Flor and his six-piece orchestra added the finishing touch to a well-rounded vaude show.

Two big features, *Boy of the Streets* and *Carnival Queen*, gives Salt Lake the biggest show in town for the money.

Eddie Diamond is press agent for Manager Flor. H. S. Jensen.

kids go thru their numbers neatly and effectively.

Team's perennial gorilla comes in for a wit-searing bit, this time taking off with a screaming female, and then the boys introduce their first blackout scene (a murder mystery, no less), in which several of the cast members participate.

Uncycle turn is one of the highlights. Six of the girls with a cute uncycle formation precede Walter Nielson, who is a near riot with his odd assortment of wheeled contraptions. Was a pushover for this audience. Also earned additional laughs between scenes, wheeling by on various uncycles.

Another blackout and then Reed, Dean and Reed with a song and knockabout contribution. Dean is a young lad who takes good falls and assists in the swing proceedings dished out by his red-haired, torchy-voiced assistants. *Pipe Rhythm in Your Soul* with real spirit, the lips, led by the torso-shaking Roberts, augments the scene with a spicy strut in fresh, snappy briefs.

The Radio Rogues (Jimmy Hollywood, Eddie Bartel and Sid Chatton) do their full act, bringing a multitude of striking voice reproductions of radio and screen notables with admirable rapidity. Their rustic characters, such as Uncle Ezra and Lum and Abner, went particularly good here.

Olsen and Johnson join them toward their finish with a Bergen-McCarthy skit that is timely fun. One of the better looking chorines teases thru Mae West in this bit acceptably.

Lynn Maybury, bright-looking brunet, opens with a harmonica offering and finishes strong with a whistling act. Olsen and Johnson return next-to-closest for more nonsense, aided this time by Little Billy, colored tapper.

Procession of dancing, from *The Midget to the Big Apple*, and the appearance of the Seven Dwarfs and Snow White (Chick Johnson doing a hilarious Dopey) winds up the bill. Roberts and Ray lead *The Big Apple*. Sam Honigberg.

WALLY VERNON, vaude comic, will be featured in the Hitz Brothers picture, *Kentucky Moonshine*. . . . LEON MOROAN, former producer at the Metropolitan, Boston, is now traveling with the Wayne King unit.

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# Vaudeville Notes

**GINO DARO**, formerly of Daro and Costa and lately doing a dance single, is getting a new partner and is again going out with a team act. . . . **HENRI GINE**, Merry Duffen and Basil Lewis are a new dance trio. Miss Duffen, formerly of the Duffins, replaces Ruth DeQuincy in the new act, which opened Friday at the Lyric, Indianapolis. . . . **ED SULLIVAN** is returning to New York from Hollywood for two months in the East and expects to play three or four weeks of vaude before returning to the Coast. . . . **GYPSY FOUR** is the new name for the Marvel Four act (Bond Sisters and Prokopis). . . . **MILLS BROTHERS** go into the State-Lake, Chicago, week of May 27, booked by Jack Kalsheim, of the Rockwell-O'Keefe office.

**ARREN AND BRODERICK** arrived in New York last week on the Queen Mary from an extended engagement with an English musical comedy. They will rest for several weeks before resuming engagements this side. . . . **WILLIE BRYANT'S** *Swing You Sinners* Resse furnished the flesh fare for the American Legion Jamboree held at Paboke, Fla., April 22 and 23.

**PHIL HOAGAN** has arrived from Hollywood to fill a week at Loew's State, New York, May 5. . . . **LES NICHOLS**, ventriloquist, has joined a Canadian troupe and will play in Hamilton, Ont., for the summer. . . . **HOLLYWOOD STAR DOUBLES** unit will open an eight-week engagement at the Palladium, London, July 18. While abroad the Doubles will be featured in a musical revue.

**RICHARDS AND ADRIENNE** arrived in London last week to appear in French-American productions. . . . **THE WHITMAN SISTERS'** *Swing Revue on Parade* has concluded a series of bookings in the West, and is now en route to New York. . . . **AIMES AND VIVIANNE** are now in Canada playing theaters and night clubs. . . . **JUANITA** and her *Champions* will close their tour with the Mae West unit at the HKO in Boston.

**GEORGE OIVOT** has been set for an August 29 opening at the Palladium, London, by Dick Henry, of the William Morris office. . . . **ED FOND** AND **WHITNEY** will sail for Europe in September. . . . Week of April 28 has **FRANK WALLACE** AND **TRIXIE LA MAE** at the Crawford House, Boston. . . . **PAT HENNINGO** opens at the Rony, New York, May 7. . . . **WALTER (DARE) WAHL** will visit his homeland, Poland, when he returns from a five-week jaunt with the Abe Lyman unit. He will start his European tour the last week of August. . . . **HUNTLEY AND VAN COURT** are current at the Orpheum Theater, Los Angeles.

**ABE LYMAN'S** vaude dates start at the Chicago, Chicago, May 6, followed by the Fox Detroit, the Stanley, Pittsburgh, and the Capitol, Washington. . . . **RETTA RAY**, tap dancer, has joined the Milt Britton unit. . . . **LEW SHARP** staged the show for the NVA Club at the Manhattan Opera House, New York, Monday night. . . . **MONA LISTA** and **Arthur Bogers** are a new singing team playing New York. . . . **RUDY VALLEE** and orchestra will play a return date at the Chicago, Chicago, week of July 29. . . . **BELLE DIDDAH**, first "television dancer," returns to New York on the Normandie May 2 after a European concert tour.

## Percy Williams Home Elects

**NEW YORK**, April 30.—Percy Williams Hothe will elect officers and directors at its annual meeting May 4, to be held at Pineacres, Suffolk Lane, L. I. Official slate consists of A. O. Brown, Walter Vincent, Sam A. Scribner and Jacob I. Goodstein.

The Jungle Princess  
**MADLINE JACKSON**  
**SALU I**  
 Personality Plus Rhythm  
 at the  
**REPUBLIC, N. Y. City, April 29-May 5**  
 Directed by: PHIL ROSENBERG.

# Corio on Road; Other Notes on Burly Activity

## New York:

**ANN CORIO** extra-attractioning again. Moved from the Casino, Toronto, to the Howard, Boston. Thence to Detroit to fill in a few vaude dates, with Cleveland, Chi and other spots to follow. . . . **DAVE BELL**, treasurer of the Republic, recently wedded to Clara Paskin, vocal student at the Juillard School of Music, goes on a honeymoon next month to the West Indies. . . . **TOMMY LEVENE**, of Dave Cohn's office, placed Irene Cornell, dancer at the Ettinge April 29. . . . **FRED BINDER**, Jack Rosen and Ford Halliey left the Triboro to open at the Howard, Boston, May 2; then back to the Triboro, where they were replaced by Joe Freed, Lou DeVine and Joe Wilton. Also Fred, Lou DeVine and Joe Wilton. Also exiting from the Tri was Dolores Leland. . . . **ANN POWELL**, one of the Audrey Allen eye-fuils at the Republic, celebrated a birthday April 24.

## Murray Rosen's New Job

**MURRAY ROSEN**, former owner and manager of various big wheel burly shows of the better brand and afterward a booker, is now associated with the Popkin & Ringer chain of burly and six houses on the Coast. Is in charge of five under title of The Night Manager. . . . **HELEN CROSBY**, formerly Sartora, and Margie White are new principals at the People's. Nina Nixon left to go to Baltimore. Sisde Flood is back to the front line. . . . **TECLA TOLANE CLARKE** and Pearl Shutta doubled in the front line and as toe dancing specialists in one of the big Audrey Allen numbers at the Republic week of April 22. . . . **BARBARA JANTS FAY** was removed to the Jewish Memorial Hospital April 23 for a stomach ailment. . . . **BUBBLES YVONNE**, Jack Heath, Jean Mode, Lee Siesel, Barbara Donna, George Tuttle, Betty DuVal and Pinto and Della are also with the new stock at the Hudson, Union City, N. J., opening May 1.

## Al Fields Signs

**AL FIELDS**, now Allen Fielding, former ork leader of the Troc, Philly, and husband of Jean Carroll, of the Carroll Sisters, has been signed up for a year and option by the Mills office to do radio work and recordings at the head of another ork. . . . **MARGIE HART**, Lillian Harrison, Marlon Mason and Irene Austin replaced Mary Joyce, Betty Howland, Boo LaVon and Miss St. Louis at the Star, Brooklyn, April 29. . . . **GAY AND JUNE PIERRE**, formerly the Morgan Sisters, now headed for the bigger niterite. Left Meade's here to open May 2 at Freddie's, Cleveland, thru Jack Miller's booking. . . . **SAHJI** (Madeline Jackson), Streamline Sue (Evelyn Robinson) and Desty Wilson new at the Republic April 29. Ditto Charmaine, Donna DeLonna (Helen Capierre, dancer) exited. . . . **JO ANN DARE** left the Ettinge April 28 to open at the Palace, Buffalo, for two weeks with an option of two more.

## Signed for Film Shorts

**CRYSTAL AYMES**, Mary Joyce and Sonny Lovett are slated for Hollywood to do shorts for the Peerless Studio thru Batchelor Arts office. . . . **JOEY FAYE** started broadcasting with the Ben Bernie air program April 27. . . . **LAVONNE ALLEN**, dancing chorine and younger sister of Audrey Allen, professional, is here from her Cedar Rapids, Ia. home to join the frontliners at the Republic, where Olga Brace opened April 25; Billy Fields, May 6, and Doris O'Grady, May 13. . . . **BETTY CLARK**, Gertrude Hager, Jean Remington, Ruth Freeman, Dottie Edwards (captain), Ruby Walman, Florence Garbo, Helen Tuttle, Pepper Parker and Dorothy Newberry, all dancing line girls at the Ettinge, have started a bed-spread crocheting contest among themselves. First spread finished brings a Lou Simon or a Paul Gadget prize to the crocheter. . . . **UNO**.

## Chicago:

**PEACHES** moved into the 606 Club, and Sally Keith moved out to take in the Rialto. . . . **MONA LESLIE** is the new featured woman at the latter house, succeeding Ada Leonard, who opens at Colostov's Cafe Thursday. . . . **ZORITA** is back in town after closing in Minneapolis, W. Va., club. . . . **ORPHEUM**, Minneapolis, will call it a season next week. . . . **LEO STEVENS** has returned

# Review

## Republic, New York

(Reviewed Thursday, April 28)

Audrey Allen is now guiding the destinies of the French Folies productions here, having succeeded Freddie O'Brien. This show is her first.

Initial effort is no more than adequate, with no apparent attempt made to do anything out of the ordinary, either in idea originality or staging attractiveness. It's true that burlesque's only appeal today lies in nudity and low comedy, so why bother to use a little thought on the necessary evils of extraneous production trappings. But a burly house with the Republic's prestige ought to go out of its way a little to uphold and add to that prestige by showing a few things that can't be seen in every strip emporium from here to Halifax. Since the undressing and the bits do have to be separated by some sort of production and dance numbers, it doesn't seem unreasonable to expect a house of this type to do them better than its poorer relations.

There's really no reason for a Grade A house like this to feature Ti-Pi-Tin with the inevitable Spanish background production number at this late date in the song's career. This makes the fourth time in as many weeks that this reviewer has seen the same thing in burly theaters. The Republic at least should have started the cycle, not be ending it. And this is only one instance of the complete lack of thought or care as regards production value in burlesque today. It may be excusable in rabe houses, but not in a Times Square leader of the Republic's standing.

Plethora of stripping here this week, with Lillian Murray, Crystal Ames, Jean Mode, Hazel Miller and Dorothy Lawrence dividing the honors. All except Murray also work in the skits. Only other fem feature was Helen Capierre, billed as Donna DeLonna, in two Spanish dance routines, both of which added a little life to a show that suffered rather badly from creeping paralysis.

Best bet in the comedy end was Irving Sellig, lending pace to the bits of which he was a part. Eddie (Nuts) Miller could learn a couple of things about easy comic delivery from Sellig, with his own forced face-twisting and effortful speech-garbling suffering by comparison with Sellig's ease and sureness of playing. Bennis (Wop) Moore contributes to one comedy turn and then drops out his old stand-by, *The Suspect*, for his next and only other appearance. This heavy melodramatic product of the 1905 school of tear-jerkers seems strangely out of place in burly, but it's remarkable how its phony histrionics hold a burly audience in rapt, silent attention. Moore's acting is strictly something belonging between two pieces of rye bread, but it goes over with a bang, patrons watching with the same awe and respect that was once accorded Mansfield, Sothern and Warfield by slightly different audiences.

Bobby Birch and Chick Hunter attend to the straightening creditably, and Phil Stone lifts his voice agreeably on behalf of the song numbers. Nine girls for the dancing and six for strutting, all with looks a bit above the average.

For some odd reason, possibly an unseasonably warm night, business was away off on the evening caught.

Daniel Richman.

to New York. . . . **SCHESTER** bookings include Nona Martin, National, Detroit; Margie Bartel, Rivoli, Denver; Hal White and June March, holdovers at the Gaiety, Minneapolis; Patricia Morgan, Casino, and Agnes Frost Beef Trust, Top Hat Club, Peoria, Ill.

## From All Over:

**JACK GREENMAN**, of the Tivoli, Denver, writes in that he's got the answer to "what's wrong with burlesque" and is packing them in with (believe it or not) clean comedy, no strips, experienced talent and young chorus girls. Claims that burlesque, the right kind, is very much alive—if people would only realize it, and points to the good notices his show received in the Denver papers for proof. . . . **JANE FRAMPTON**, one of the principals at the Avenue, Detroit, left to join her husband, Freddie, in the South for the summer. . . . **NAT MORTAN** will again commute between New York and Red Bank, N. J., for the summer. . . . **GLADYS FOX** and Joanne Dare left the Ettinge, New York, Thursday. . . . **BILLY FIELDS** opens May 6 at the Republic, New York, and Olga Brace opened there Friday.

## Detroit Goes Stock

**DETROIT**, April 30.—Closing of the Gaiety, Cincinnati, has brought at least a temporary end to the bi-weekly shifts of cast at the Avenue Theater here. Principals now set for the Avenue include Millie Convey, coming in next week from the Rialto, Chicago; Wanda and Frank Smith, Billie Ainsley, Billy Foster, Rance and Gordon, Dolly Dawson and Kay Ralph.

Lillian Hunt, who had been producing at both houses, will continue to handle the Avenue.

Charles Snively, veteran stagehand, is seriously ill in Lincoln Hospital.

# Saranac Lake

JOHN C. LOUDEN

Carlson Knight, operated on for appendicitis last week at General Hospital, back at the Lodge and doing well. Isabelle Book celebrated a birthday last week and received many lovely presents from friends in Philadelphia and Saranac Lake. Isabelle is making grand progress.

William Cascoe is our latest guest-patient. He hails from Brooklyn and was formerly employed at Loew's 48th Street Theater, New York.

Mrs. Herbert H. Carlson, of Kansas City, Mo., is visiting her husband at the Lodge. She is well pleased with Herb's progress and plans to spend the summer with him here.

Arnold Parkus, here only two months, has been promoted to the up-patient department. He is doing exceptionally well.

Hazel Coleman and Ford Raymond celebrated their birthday anniversaries last week and were well remembered by their friends.

Mrs. Jack Plamm, of New York, has arrived in Saranac Lake to spend a few days with her husband.

Please check your health to avoid the cure and write to shut-ins here, there and everywhere.

## Fort Worth Deal Flops

**FORT WORTH**, Tex., April 30.—The tentative contract for leasing Casa Manana and Pioneer Palace in Fort Worth for summer shows by William B. Friedlander and Arthur Silber has lapsed, since they failed to post the \$10,000 appearance bond demanded by the local city council.

Fortune Gallo, of the San Carlo Opera Co., has informed the city council that he is still interested in leasing the open-air cafe-theater this summer for light operas and musical comedies. He would lease only Casa Manana.

## Stock for Grand Rapids

**GRAND RAPIDS**, Mich., April 30.—Powers Theater, for several months operating on a vaude-film policy, will open Monday (2) with a stock company presentation of *Brother Rat*. Cast will include Arthur Davidson, Harriet Allyn, Beverly Younger and Fannie Ellen Bogot. Edward J. Crowley, who for three years has directed the Grand Rapids Civic Players, has been engaged by George Katz, manager of the Powers, to direct the forthcoming productions.

## Salomon Heads Dixie Feds

**NEW ORLEANS**, April 23.—Rene Salomon, Louisiana State WPA music project head, has been appointed regional federal music director in 11 Southern States.

**PITTSBURGH**, April 20.—Annual kiddie production staged by Lou Bolton opened at the Moose Temple last night for a series of Sunday evening performances under the title of *Talent on Parade*. Seventy juveniles make up the cast.

**RIGHT OFF THE GRIDDLE**  
**EVELYN ROBINSON**  
 Originally  
**STREAM-LINE SUE**  
 Newest Dancing Sensation  
 at the  
**REPUBLIC, N. Y. City, April 23-May 5**  
 Directed by: PHIL ROSENBERG.

# Thru Sugar's Domino

IT'S AN old story that the actor can blame only himself for the suffering he undergoes as the result of the flourishing of the benefit racket. Even so it is news when an actor yells out via the public prints that he permits himself willingly to be subjected to all kinds of ridicule, abuse and inconvenience while playing benefits on the average of two a night. Such a misguided person is Morton Downey, than whom there are few sweeter souls in the show business. Recently New York's World-Telegram carried a feature story under the byline of Douglas Gilbert and deriving from an interview with the popular tenor. The story was headed, "Morton Downey Can't Say 'No,' So He's No. 1 Benefit Man." A portion of Downey's confession worth quoting for the purpose of this piece follows:

**WHAT CAN YOU DO? NOBODY WANTS TO BE A SOUR-FUSS, MAKE A LOT OF ENEMIES. BESIDES, YOU NEVER KNOW. IT MAY BE THE WORTHIER OF CAUSES. AND IF YOU TURN 'EM DOWN YOU'RE A HEEL.**

It is this philosophy that has made the actor the target of racketeers, ungrateful promoters and heels who crave to harness the box-office power of stars without giving a second thought to the minor matter of paying the market price for same. The Theater Authority has accomplished some good in the direction of cutting down the number of unworthy benefits and diverting funds from the more worthy ones to show business charities. But the Theater Authority has not gone far enough and one of the reasons is the attitude of actors as expressed by Downey in his interview with Gilbert. The actor must learn to say "No" and the sooner he does that much sooner will he rid himself of the plague-like effects of the benefit evil. Benefits are a curse on the show business. There are worthy benefits, to be sure, but we still insist that there is no benefit so worthy that a portion of the take cannot be claimed by show business for the conduct of its own charities. Every time a Downey or any of the other boys and girls who claim they get a kick out of gratis appearances show up at one of these shindigs they make it harder for their confreres to turn down the next request, they lower their box-office appeal and they help that much more to swell the pockets of leeches who live on the reputations they have spent years building up.

E. E. SUGARMAN

WITH proper concession made to the faulty memory of man, we don't remember any function of show business that gave us as great a kick as the dinner recently tendered to George M. Cohan by the Catholic Actors' Guild. This was truly a sincere demonstration of love and respect to one of the finest men that ever devoted himself to the theater. The Catholic Actors' Guild promoted the fete but the tributes to George Cohan came from important and successful men in all fields of endeavor and subscribing to the leading creeds of the nation. The tributes were thankfully devoid of Broadwayese wise-cracking and fulsome sentiment. In fact, there seemed to pervade an atmosphere of restraint that blended beautifully with the character of the man to whom the speakers sought to pay tribute.

Cohan's speech was the best we've heard him make in the years that we have been keeping tabs on his public appearances. Gene Buck was at his best as the ringmaster and the most delightful surprise of all was the brief outpouring of Bugs Baer, who has for years been known as the merciless ribber of the after-dinner speaking fraternity. Bugs was in a mellow and bitter mood. Those who know Bugs can understand the anomaly. He let loose the most powerful shaft we've ever heard against peep-hole journalism. It took courage to do it before a Broadway gathering—and Bugs did it with eloquence and a directness that is a manifestation of courage.

George Cohan has many pleasant incidents to look back upon in his useful, successful career, but he should cherish the Catholic Guild dinner as one of the highlights of his harvesting activity after so many years in the theater. It restores one's faith in human nature to know that this tribute was paid to a man who has probably done more charity than any actor, producer and showman of his time—and without blowing his horn about it. Cohan's charity is direct, anonymous and soaked with the rich milk of human kindness. It is hoped that he will remain with us for many years to come. When he starts off on his one-way trip it will be evident to all who have known him and his good works that there will never be anyone quite like him.

WHEN the Boston stagehands, projectionists and musicians of Boston took space in the local papers to commend Charles Koerner, BKO's New England theater boss, for sponsoring stage shows in his Boston theaters they accomplished something that should bear fruit. This represents the first time to our knowledge that the unions have accepted a situation such as the retention of stage shows as other than a routine move. Most locals of the two unions involved evidence an attitude of pugnaciousness and indifference to the welfare of the theaters. Many locals are unreasonable and pigheaded. It is difficult to trace the cause of its source but one is safe in betting his money that in many

(See SUGAR'S DOMINO on page 31)

## FT in Chi Garners High Honors In "Spirochete," Story of Syphilis

CHICAGO, April 30.—*Spirochete*, gripping dramatization of syphilis, which opened at the Blackstone last night, will go down as the Federal Theater's most notable and most worthy contribution this season. Hitting man's social menace squarely on the head and spearing it with a light that does not dim once through the proceedings, author Arnold Sundgaard and director Addison Pitt have for the first time perhaps staged with dramatic vision a concerted problem before a mass audience. First-night gathering of medical men heartily approved of the vehicle, which admirably is both informative and sturdily entertaining.

The material, of course, is predominant and was prepared in accordance

with the important developments pertaining to the findings of causes and cures of syphilis since the discovery of America. Living newspaper idea is employed, using a double-deck setting and sections of the lower stage for individual scenes. In this way the action is permitted to flow uninterruptedly, focusing the light, beginning with 16th century medics and their continued fight with the deadly menace. A large cast is employed to bring the notable events to life, including consequential discoveries and the leading figures involved. The moving drama reaches its climax in the State Legislature of Illinois, where last year a law requiring medical examinations for all (See FT IN CHI on page 31)

## Fla.-Calif. Battle On U. S. Station

WASHINGTON, April 30.—The old battle of Florida versus California was revived all over again in the House of Representatives when Representative Lex Green of Florida introduced a bill to put the proposed government short-wave broadcasting station in Jacksonville. Senators McAdoo and Chavez think it ought to be in California.

Bill by Green makes the third such proposal. The first was inspired by FCC Commissioner George Henry Payne and was introduced during the last session by Congressman Emanuel Celler, of New York. During the early part of this session Senators McAdoo, of California, and Chavez, of New Mexico, got together and jointly introduced a bill for a Pan-American station to be located in lower California near San Diego. The Florida station would also be a Pan-American affair. Celler's proposal to have the station located in or near Washington has been completely overlooked in the melee.

## Loew's, Keith, KAO Biz Down

NEW YORK, May 2.—A general decline in business was indicated in statements issued by Loew's, Inc.; B. F. Keith Corp. and Keith-Albee-Orpheum Corp.

Loew's announced a net profit of \$6,487,878 for a 13-week period ending April 2, a decline of \$2,118,432 for the same period in 1937.

For the same period this year B. F. Keith Corp. made a net profit of \$383,822, a loss of \$187,216 over the preceding year. For the full year ending April 2 Keith's net profit is \$862,812.

Keith-Albee-Orpheum's net profit for the 13 weeks of 1938 totaled \$512,603, which is \$176,209 less than the same period in 1937.

## Henley Heads Coast Project

SAN FRANCISCO, April 30.—Homer Henley, local critic-singer-teacher, has been named supervisor of Bay Region Federal Music Project by Regional Director Alfred Hertz. Giulio Silva, temporary head, will give full time to directing WPA chorus.

With end of regular symphony season, Federal Symphony will give fortnightly concerts thru summer. Permanent director for orchestra not yet signed, but future guest conductors include Richard Hageman, Nikolai Sokoloff, Antonia Irico, Mary Carr Moore and Walter Herbert.

## Shuberts Bar Another

BRIDGEPORT, Conn., April 30.—Because Harold O. Stagg, dramatic critic of *The New Haven Register*, panned the Shubert production *You Never Know*, which recently played the Shubert Theater, New Haven, he has been barred from attending all Shubert houses, it has been learned from reliable sources, altho neither Dave Eldrige, manager of the New Haven house, nor any of the officials of the newspaper will either affirm or deny the fact. Cornelia Otis Skinner, playing the house recently, received no review from *The Register*. Shuberts claim to be peeved, it is understood, because of various cancellations following the criticism.

## 16 Theatrical Floats In World's Fair Parade

NEW YORK, April 30.—Sixteen floats in the New York World's Fair motorcade which was previewed in a 1½-hour parade here this morning represented show-business enterprises.

Those participating were the New York Cotton Club, Jack Dempsey's, Brass Ball, Long Island Hofbrau House, Savoy Ballroom, Edgar Bergen and Charlie McCarthy for Chase & Sanborn, Palisades Amusement Park, Rockaway Beach enterprises, Ben Marden's Riviera, Mutual Network's Uncle Don, the Village Barn, Hotel Association of New York, Johnny Moran and Boulevard Tavern, George Hamid's Rocket Sensation, Joe Basile's Madison Square Garden Band and New Jersey State Fair.

## TMAT Organizers Start

NEW YORK, April 30.—Hal Over and Joe Silverman left today for a two-week organization tour of the Midwest and West for the Theatrical Managers and Agents and Treasurers' Union in an effort to round up a large enough representation to warrant receiving a national charter from the American Federation of Labor. Union at present holds only a federal charter, which requires a larger per capita assessment payment to the AFL. Agents are scheduled to hold rallies at San Francisco and Los Angeles next week.

## Morrissey Plans Show

LOS ANGELES, May 2.—Will Morrissey opens his new musical show here May 18 at Tully's Criterion Theater, which he has leased and will operate for the summer.

Associated with Morrissey are Joe Sullivan, of New York, and Lonnie Denn, of Hollywood.

## Bronx House Drops Vaude

NEW YORK, April 30.—Bronx Theater, Bronx, has dropped vaude for the summer. Vaude had been booked by George Godfrey all winter.

# WANTED

Mid Show Performers in all Shows, Nevada, Texas, Florida and other States. For Complete Particulars Write to Miss G. G. FLOYD WILLIAMS, 2 Main St., Binghamton, N. Y.

## Arkansas Traveler Tent Theatre WANTS

Mid Show Performers in all Shows, Nevada, Texas, Florida and other States. For Complete Particulars Write to Miss G. G. FLOYD WILLIAMS, 2 Main St., Binghamton, N. Y.

## Want Vaudeville Acts

Live Glee, Musical, Comedy Act, Two Comedians, Restaurant with act. Callahan, Fricker, Lerner, Monday, Friday, all Vaudeville. ROME SHOW.

## WANT QUICK

Young Team doing Leads with Specialties, Back-Back Piano Player, Double Stage. Good Musical or Vaudeville Act. RICE-PERCY PLAYERS Farmer City, Ill.

Cannon Shots

OCEANA, Va., April 30.—Breasting along in our own intimitable way this week again finds us by the sea. Looks like some more fishing is in store for the braver souls. Still a little too cool for swimming. According to word from the front, we'll be heading for the mountains next week, and I'm ahoning for some pone.

Seen around quite a bit lately is Fred E. Holland Sr., of Chicago, and Dr. F. I. E. Holland, of Los Angeles, father and brother, respectively, of E. Snoden Holland. They will be on a while aiding Snoden on posting bills ahead.

Frank Kithrow, ahead of the Bombo Show, caught us in Waverly Friday night.

Marty Ott and his accordion dropped around for a jam session last night. He's a former vaude performer and composer. Among his recent hits was *On the Beach* at Walkiki, published by his own music house. Marty is now first mate on the Alura, palatial yacht once owned by John Ringling.

We're off to Virginia Beach, so beigho, everybody. BUDDY CANNON.

Billroy Briefs

SPARTANBURG, S. C., April 30.—Day and dated Harry Howard's Hollywood Hotel *Revue* here and in Greenville the preceding day. At matinee caught, unit stacked up as one of the better ones, the handicapped by inadequate pit support.

Usual efforts to keep us from showing in Greenville and Spartanburg proved futile.

Mrs. T. K. Jarrett, of Union, S. C., and daughters, mother and sisters of Mrs. Charles Underwood, were recent visitors.

Mr. and Mrs. Dill, formerly of Kay Brothers, and Mr. Bridges, of the Downs Show, were also visitors.

The afternoon is passing quickly and that old feeling is coming on and the writer has little else to report.

JOHN D. FINCH.

Abe Rosewall Framing Show

TULSA, Okla., April 30.—Abe Rosewall, well-known Midwestern manager, comedian and director, who for the past year has been managing a theater here, is organizing a show to play the Southwestern Theaters, Inc., circuit. Rehearsals begin here May 7 and show opens a fortnight later. A cast of 12 has been engaged. Among those signed are George Boston, Thelma Rankin, Jack and Maude Fleming, Harry Goldie and Juanita Lorenta.

WANTED

To open Thursday, May 5 or 8, Six or Eight-Piece Troupes. Vaudeville, Musical Comedy, Singers, Dancing Comedians, etc. etc. Good Shows, no Dramatics. We have complete Tent outfit. Permanent representation, good territory. West Western, Okla. VIRGINIA TENT SHOW, Brady, Va.

WANTED

Medicine Show Performers all sizes. Straight Troupes, Impass, Dancers, Yoke. Must live at home. Browsers and showmen on notice. Preference given those having instruments and with some cash. Pay good, we pay cash. Advise if best you.

Y-A-CO MEDICINE CO., Corpus Christi, Tex. General Delivery.

WANTED--WANTED

For One-Night Stand Musical Comedy, Under Contract. Four Fast-Acting Comedians Billians and Lithographs. Must be sober and reliable and know how to drive truck. Best Bakers Men with Wine truck. Int. pay. Adv. COL. CHES DAVIS, Chicago Fellow, Vicksburg, Miss.

WANTED HILA MORGAN AND HER

Wanted to book, North and South, for all winter. Entertainers in all show of show business. Drivers, Musical Comedy, Novelty Vaudeville, Musicians, Trunk Shows, Working Men, Best Comedians, Billie Reed, Mable, Cleopatra, Nickerson, Met S. Nashville, Ark., open Mar 18. Address Dallas, Tex., care Tent Show at 4th and Grand, Van Newville, Ark.

AT LIBERTY CHIC and ESTELLE PELLETTE

CHIC—Gen. Bus., Characters, Comedy, A-1 Truppes, S. A. O. ESTELLE—Gen. Bus., Good Banquet, Puppets, Some Novelty, Join on w/pt. Car and Motor Trailer, Good appearance, Weddings, Ability. Address Lake Helen, Volusia County, Fla.

WANTED FOR RECOGNIZED WEEK-STAND

REP SHOW, UNDER CANVAS. Opening Near Columbus Middle of May. Close Dramatic People, including Lead, Impass, Musical, Comedians, Performers those with some good material. Photo if possible. Wages (don't) what age, height, weight. Salary in keeping with "Business." MANAGER DRAMATIC SHOW, P. O. Station E, Columbus, O.

Managers-Players!

All managers and performers are invited to contribute news items to this page. It is our aim and purpose to make this department as interesting and helpful as possible. We can do that only if we have the co-operation of the managers and players in the field. In sending in news items all that we ask is that you confine yourself to facts and that you keep your communications brief and to the point. It isn't necessary to write a long letter; a postcard will do. May we have your co-operation?

Kansas City Jottings

KANSAS CITY, Mo., April 30.—Dick Ward blew in this week from Milwaukee. He will be seen with a Midwest rep this summer.

Boston and Rankin will play a local night spot prior to joining Abe Rosewall's show at Tulsa, Okla.

Jimmie and Edyth Erixon sojourned briefly in the village recently en route to join the Frank Smith Players for rehearsals.

George and Ethel Adkine are recent arrivals here.

Bob and Gladys Peagin, who have been sojourning in Topeka, Kan., since closing their show in Iowa recently, were in town this week en route to Michigan to join Skippy Lamore for the tent season.

Harry Sackett, former rep performer, is now engaged in commercial lines here.

Hayworth Joins Kay Show

GOLDSBORO, N. C., April 30.—"Sea-Bee" Hayworth, who recently wound up a 21-week circle season in the Wilby-Kinsey houses thru North Carolina, arrived here last week to produce Kay's Mighty Bombo Show, a one-nighter which launched its canvas tour at Kinston, N. C., Monday (25). Hayworth reports that his house season panned out fairly satisfactory. Other members of the Hayworth organization who have lined up with the Kay troupe are Henry and Merce Neiser, Vic Vitchner, Darl Hulitt and Marion Andrews.

Rep Ripples

FANNIE MASON, who for years owned and directed the Mason Stock Co., is now presenting drama for children in Hollywood.

SANFORD LEE, son of Bebe White, of the White Trio, was tendered a party in Cincinnati last week by Midge and Cash Tomlinson in honor of his second birthday.

FRED (TOBY) ARCHER reports business fair with his small dramatic trick now touring the province of Quebec.

TYLIS-VARNEY PLAYERS have a modern short-cut version of *The Streets of New York*, written by E. F. Hannan.

DICK MASON, late of rep and tabs, was spotted on Hollywood boulevard last week, piloting a new Chrysler Imperial coupe. It is reported that he has been signed by a New York company as assistant director for an outdoor picture to be filmed in May.

FRANK WILDER will wind up his winter circle in Fairmont, Minn., May 12, and will move his show intact to Northern Minnesota for a summer run, with headquarters at Sturgeon Lake.

CHIC AND ESTELLE PELLETTE still at their home in Florida, have delayed signing with a show this season due to the serious illness of a near relative.

KEN AND RUBY LANG have rejoined the Justus-Romain Show for another season under canvas.

BILLY SELDEN and Lucille LaVelle have signed to do their stuff with the Madge Kinsey Players in Ohio this season.

A. ROSS ROBERTSON will direct the Jack Kelly No. 2 show in Michigan this summer.

WAYNE AND LORETTA HUFF, formerly on the Chick Boyes Merry-Go-Round, will put in the tent season with the Famous Players in Iowa.

WARD HATCHER's two canvas units made their bow in Iowa last week. CHIC Carl is piloting the No. 2 show.

GENE AND AUDREY BRADLEY have signed with the Jack Brooks Stock Co. for the tent trek.

DIE WENTZ will put in the summer with the Bonnie Nash Players.

JIMMIE AND GOVIE GRIPPIN are tramping the Lone Star State with the B. M. Godd Players.

JACK AND KESIE LOWRY have

cast their lot with the Famous Players in Iowa. JERRY AND VIOLA BRUCE, with a Big Ole unit all winter, have lined up with the Jack Kelly No. 2 show in Michigan.

GAGNON-POLLOCK SHOW launches its canvas season at Seymour, Wis., May 23.

MR. AND MRS. JACK COLLIER, who recently folded their winter show in Kansas, have joined a tent rep in Illinois.

CLEO MADDEN, formerly with Jack Kelly in Michigan, is now engaged in radio work in Detroit.

KEITH GINGLES will be with the Famous Players when they make the canvas bow at Pocatontos, Ia., May 9.

A. J. HOLLINGSWORTH has dissolved partnership with Mel-Hoy, magician, and opened a dramatic show in Texas.

CARL WHITE and Buddy Wilson will be with the Lew Henderson Players in Minnesota this summer.

BOBBY EVANS, former Chicago emcee, has lined up with the M. & M. Motorized Show for the summer swing thru the Dakotas.

ERNEST TOWLE left Boston recently to join a dramatic med outfit in Grove City, Pa.

CONNELLY AND RADCLIFFE will this season forsake tent-show tramping in favor of night club work. They have just finished a week at the Cat and Fiddle, Cincinnati.

Their son, Lloyd, has the concessions on the Jack Kelly Stock Co. in Michigan. The Kelly No. 1 and 2 shows are currently in rehearsal and begin the tent trek next week.

PROF. RUDY KAY pencils from Mason, Ga.: "We have joined the Billy Poe Great Variety Show, playing one-nighters under canvas, with our musical, singing and dancing act. Show carries 49 people, 9 trucks and 9 sleeping trailers. Business okish so far."

ROY AND ALICE BUTLER, still touring for General Electric, recently enjoyed a pleasant visit with Mr. and Mrs. Eddie Howell (Howell and Andrea) and daughter in Galveston, Tex.

Alce and Mrs. Howell formerly appeared together with the old B. F. Keith Stock Co. Latter is now prominent in Galveston's social and singing circles.

The Butlers also recently caught Goodwin's Big Show and hope to take in the Hull, Sadler and Brunk opies soon.

MARGO HUGHES, of Van Arman's tent show, contributes a pip of a poem entitled *My Little Trailer*, but lack of space and the censor prohibit publishing it here.

BERT ESTES, ex-tent show musician turned hotel clerk, is now on duty at the Hotel Myon, Tifton, Ga.

HAIRY HARVEY, who with his antecedents is well known in the rep game, scored a success as the orphan newboy in Fannie Mason's *Tomorrow's Children* Today presented recently at the Oriental Theater in Hollywood.

DANNY ROWE and wife (Gertrude Walsh) are currently sojourning in San Antonio, where their two daughters, Gertrude and Marie, are attending school. After the kiddies graduate in June, Dan and Gerty (See REP RIPPLES on opposite page)

Will You Ride a Winner?

THEY'RE off and running—the large and the small, the gay and the drab, the good and the bad—all hell bent for what they hope will be a glorious and profitable season. Generally an optimistic lot, the country's tent show managers are voicing no special concern over the new season despite the hue and cry of recession which nips every nook and cranny of this vast land. The general feeling seems to be, "If you have the show you'll get the dough," an adage which in the tent show industry has usually come true to some extent even in the worst depression periods.

Tent shows, with their activities almost wholly confined to the rural communities and minor industrial centers, have less to fear of the new season than have their big brothers, the major carnivals and circuses which, due to their immensity, must of necessity rely upon the larger drawing power of the major industrial centers to put them across.

While industrial recession may have some adverse reaction to the smaller tent organizations, this adversity should be more than overcome by the vast subsidies which the government is pouring into the laps of the farmers in the rural districts. These subsidies, together with a fair break in weather and crop conditions, should put the farmer in a happy frame of mind.

With a ruralite in that shape and with a few shekels in his pocket the average tent show manager has little to worry about, provided, of course, the attraction he has to offer is worth the price of admission he's asking at the box office.

Taken by and large, the outlook for the new tent season is as rosy as any in recent years; in fact, the hue seems a bit rosier in some sections of the country. Success of most of the shows will depend not so much upon conditions as upon the actions of the managers. Too often in the past the average tent show manager has been his own worst opposition and many a good tent show has ridden to a fall thru the manager's own lack of showmanship and ordinary business sense.

If the tent show managers will strive to operate their enterprises on sound business principles, injecting showmanship and common business sense wherever needed and framing their equipment and attractions to conform with the modern times, they need hold no terror for the 1938 canvas season. And, remember, co-operation between managers, a thing that has been noticeably lacking in the field for years, is bound to reflect to the advantage of all concerned. Spending your spare moments thinking up ideas on how to better present and sell your attraction pays a thousand times more dividends than figuring how to throttle your opposition or competitor thru some derogatory word or deed. They're off and running, the track's fast and you're all potential winners. It's up to you.

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Wayne Office Placements

KANSAS CITY, Mo., April 30.—Recent placements by the Wayne Theatrical Agency include Mickey Arthur, Eddie Wilcox, Del Post, Cecil Phelps, Al W. Clark, Dick Lauderback, Frank Meyer, Elmer Wilson, Florence Morland, Ruth Phelps and Bertha Mae Arthur with the Bichl Sisters' Stock Co.; Fred Ewen, ANN Johnson, Gene Bradley Sr., Carolyn McGraw and Paul Weiss with Jack Kelly Stock Co.; Sonny and Dolly DuVell, Jimmie Parsons, Jewell Parsons, Charles Archer and Billy Remick with Jack Hart's Comedians; Clyde and Mina Cole, George Allen and Carlton Ruby with Chick Boyes Players; Skett and Pat Cross and Joseph Haggerty Jr., with Frank Ginnivan Dramatic Co.; Jess Sund, Leota Laine and King Cole with Tilton-Guthrie Players; Davis Sullivan with Fred Jennings' Players; Dick Caldwell, Evelyn Easter and Mason Wilkes with Christy Obrecht Players; Maxine Martens and Wayne and Loretta Huff with the Famous Players; Billy Wight and Jimmie Thornton with Bibace Comedians; Jimmie White, Billy Charles, Hubert and Maude Nevins with Wallace Bruce Players; Fred McCord with the Shankland Co.; Mickey Thornton with Norma Ginnivan Dramatic Co.; Jimmie and Edith Erixon with Frank Smith Players; Glenn and Donna McCord with Hazel McOwen Players; Oscar Johnson and Lola LaRue with the Caylor Players; Gene Bradley, Audrey Carver and Phil Whitmore with the Jack and Maude Brooks Attractions; Jimmie Tubbs and Mildred Langdon with the Neal Stock Co.; Arnold and Thelma Knox with Cliff Carl's Comedians; Eddie Lane and Louise Shaw with Augler Brothers' Co.

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# Magic

By BILL SACHS  
(Communications to Cincinnati Office)

**JOAN BRANDON**, now working the Parisien Grill in Budapest, postals that she has been honored recently at two banquets staged by local amateur magicians' clubs and that her stay in the Hungarian capital has been a very pleasant one. . . . **WILLARD THE WIZARD** and his mystery troupe are still on tour under canvas in Northern Louisiana, playing week stands under auspices. Willard's boiler escape is the chief bauble feature. . . . **L. O. GUNN**, West Coast magian, has just finished his unimpetuous return engagement at Arrowhead Springs Hotel, Arrowhead Springs, Calif. He pipes that it's such a pleasant spot that it makes a fellow glad he can do magic. . . . **BIRCH THE MAGICIAN** concludes his winter season at Lockport, N. Y., May 12, and June 1 begins a summer swing thru the Dakotas and Minnesota under the guidance of Henry Hudson Davis. E. L. Sperry, who handled the winter show, is now in the West lining up fall dates. Season ending took Birch and Co. thru Pennsylvania, New York, Virginia, Maryland, the Carolinas and New Jersey. "Tour was a great success," typewrites Birch. "Sounds like the same old line, but can't think of anything different, as it's a bare fact." . . . **MOROAN HOWARD**, former assistant to Ade Duval and now engaged as night auditor at the Hotel Detroit in the Motor City, manages to squeeze in an occasional date in that area to keep up his magical contact and satisfy himself that he's still in the business. He's now at work on a new nifty which he hopes to spring in the spring. . . . **EDWARD O. TROTTER**, of Bridgeport, Conn., has been elected president of the Royal Villas Assembly, Society of American Magicians of Western Connecticut, succeeding Vincent Boyer Jr. Other officers chosen were Dr. Joseph F. Watta, vice-president; Dr. Harold Schwartz, secretary-treasurer, and J. J. Traphagen, sergeant-at-arms. Theodore Seaman was appointed the Assembly's delegate to the SAM convolve to be held in Cincinnati late this month. . . . **PROF. PONCE DE LEON**, magic, punch and stunt man, of New York, has signed with Al Beresoff, of the Arena Shows out of Butler, Pa., for the season, which opened April 30.

**CHARLES HOFFMAN**, the think-a-drink magian, came in for a heap of free publicity during his recent engagement at the Palace Theater, Cleveland. Seagrams tied up by distributing table cards in the town's bars; Weinberger's drug stores put in large window displays, and Sunrise Beer gave the act a daily radio plug. Newspaper men were handed bottles of Seagram's V. O. with a card reading, "The drinks are on me." This bottle (empty) is your pass to the Palace Theater." Statler Hotel staged a drink-mixing contest between Hoffman and six of the hotel's fastest bartenders. . . . **CARYL S. FLEMING**, president of the Pacific Coast Association of Magicians, reports that he has every good reason to believe that there is no truth in the recent rumor to the effect that there will be exposures of magical secrets in MOM's forthcoming short, *The Magician's Daughter*. The action of the story, infers Fleming, concerns misfortunes to a magic act during a vaude performance and will naturally display certain pieces of standard apparatus, but an important portion of the picture will comprise camera tricks and such standard stage and motion picture mechanical effects as trap doors, common to all types of stage productions and not distinctly coming under the sole heading of magic. Fleming recently interviewed Felix Fests, director, and Lew Goldstone, scenarist, wherein he pointed out to them the desirability and advantages of keeping this and all other pictures free from exposures of magic secrets. Both assured him that they will make every effort to abide by the ethics of the magical societies. . . . **SOCIETY OF DETROIT MAGICIANS** had Gene Dennis, mentalist, as its guest April 23 in a "magic versus 'psychic test.'" Miss Dennis presented part of her routine and members of the club contributed magical numbers of a mental nature. Good newspaper publicity resulted for both sides. . . . **PERCY ABBOTT** and his magic factory came

in for a full page of photos in the April 20 issue of *Pix*, 16-page picture mag section issued with *The Detroit Times*. . . . **WALLACE THE MAGICIAN** (Wallace Lee), of Durham, N. C., has invented a magic novelty, the hermescroscope. After rolling into the instrument any given calendar date written on a small strip of cardboard the spectator can look, as he would look thru a telescope, and see the correct day of the week plainly visible. . . . **JOE MERCEDES**, former mentalist and now executive director of the Heart of the Lakes Association of Wisconsin, has been in Cincinnati for several days with his log cabin trailer and visited *The Billboard*. On Monday night, April 25, he entertained a number of sportsmen and friends at a fish fry, during which he showed several films of the Heart of the Lakes region. Mr. and Mrs. El Otis, as El and Abner, presented their trick mule act to big applause.

## ROUTES

(Continued from page 14)

- V**  
Van Gelder, Leon: (Old Alices) NYC, re.  
Van Winkle, Joe: (Melody Grill) Kokomo, Ind.  
Vanderbill, Arlie: (El Fideo) Albuquerque, N. M., N.  
Voll, Tubby: (Bruno) Chi. re.  
Vroman, Joe: (Orpheum) Memphis, T.  
Vuzzer, Nick: (Ooq Rooze) NYC, re.
- W**  
Wade, Johnny: (Romance Inn) Angola, N. Y., re.  
Wadkins, Jimmie (Garden Casino), Pittsburgh, Pa.  
Walden, Herman: (Spinning Wheel) Kansas City, Mo., re.  
Waldron, Bob: (Murray's Woodier Bar), New Market, N. J., re.  
Walsh, Jimmy: (Beverly Oakland, Calif., re.  
Warren, Harry: (Stage-Triple) Trenton, N.  
Watkins, Sammy: (Hollenden Vogue Room) Cleveland, O.  
Weiss, Anson: (Mark Hopkins) San Francisco, Ca.  
Werna, Ted: (Argonne) Chi. re.  
Weldon: (Armando's) NYC, re.  
Weiner, Michael: (Old Romanian) NYC, re.

## 150,000 Dinners to Actors

**NEW YORK**, April 30.—Actors' Kitchen and Lounge, which gives unemployed actors and actresses jobs waiting on tables and which serves a limited number of free dinners to professionals, has just celebrated its third anniversary with 150,000 dinners so far. Kitchen boasts a four-course home-cooked feast for 35 cents. Organization consists of a co-operative residence started in 1933; the Actors' Lounge opened in September, 1929; Actors' Kitchen and Lounge as of April, 1935, and the Clothing Bureau started February, 1936.

- Wesler, Lee: (Michigan Tavern) NDes, Mich., re.  
White, Bob: (Moosebair), Montclair, N. J., re.  
Whitney, Palmer: (Baker) St. Charles, Ill., re.  
White, Sam: (New Yorker) NYC, re.  
Williams, Joe: (Mark Twain) Hannibal, Mo., re.  
Winton, Barry: (Baton Royale) NYC, re.  
Woods, Howard: (Laural-in-the-Pines) Lakewood, N. J., re.

- Z**  
Ziemer, Cy: (Edgewater) Lafayette, La., re.  
Zorner, Carl: (Paddock) Louisville, re.  
Zolla, Leo: (Franklin) Phila., re.

## REP RIPPLES

(Continued from opposite page)  
say they may again launch their own opy. Outlook is good for a good musical comedy tent show in Texas, says Danny. . . . **MEL HOLLINGSWORTH'S** Favorite Players, whose winter quarters are at Palestine, Ill., will not take to the road this summer. Hollingsworth has contracts to direct several Eastern Illinois bands beginning early in June. He has sold much of his canvas show equipment to John Lawrence, Indiana tent showman. . . . **CARL BABACK** is reported to be organizing a quartet at Danville, Pa., to tour that State this summer.

# Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

## Business Gratifying For Dunlap Contest

**SAVANNAH, Ga.**, April 30.—With almost a capacity house every night the first week, Ray (Pop) Dunlap's walkie went into its 180th hour Thursday at noon under its giant canvas located at Thunderbolt, Ga., about three miles from Savannah. Of the 28 couples who started April 21, only 21 couples and three solos remain.

The huge tent, practically new, has a seating capacity of nearly 4,500. Broadcasts over WTOG continue daily, with Mickey Thayer announcing. Comedians Marvin Hobaugh, Elmer Dupree, Jack Kelly and Roy Myers have kept the fans in continuous laughter since the show began. Kids are standing up well and show should continue for several weeks.

**JR. JACK KELLEY** pens from Slippery Rock, Pa., disputing a statement in a recent issue of *The Billboard* which said that Al Zukerman came in second in the recent Youngstown (O.) show. Kelley says that the last show in Youngstown was three or four years ago. Zukerman was also reported to have won the recent Salt Lake City show. Pop Pughe and Charley Hayden ran the last show there a couple of years ago, Kelley says, but he doesn't remember any Zukerman having taken top honors.

**TINY EPPERSON**, after having been out of the endurance field for more than a year, types from Los Angeles, where he is now connected with Charley Hayden, promoter, and says that they are both ready to get back in action. They are slated to make their comeback in Aurora, Ill., early this month.

**HAROLD ACKER** is anxious to reach Herbert Pincus, dancer, regarding his grandmother. Acker is located in New York City.

**CERTAIN** endurance show promoters love to brag of their "reliability" and showmanship, while at the same time they still persist in dishing out shabby treatment to the contestants. We have in mind one promoter in particular, a newcomer in the business. He opened a certain town recently, the show dying a

natural death in a few weeks, leaving all the people stranded. He opened in another town several weeks later, the show failing to pay prize money. Yet this same fellow just loves to tell what a great guy he is and what an excellent promoter. At the same time contestants are like just so much dirt to him. The endurance business would be infinitely better off if such fellows would stick to something to which they are better adapted—such as dishwashing.

**LEW WHITE**, former endurance show emcee, letters from Los Angeles that a number of the old gang are on the West Coast and that he is back in night clubs and due for a couple of pic shows soon. Lew says that he would like to read a line here on his old-time associates, emcees and contestants who pioneered the walkies.

**LEE GOODSON**, who has been at his home in St. Louis the last four months, scribes that he'd enjoy reading a line here on his old walkie friends, especially Bill Steele.

**DUKE (RUBBER LEGS) MARTIN**, who has just finished with the Hal J. Ross walkie in Port Arthur, Tex., scribes that he'd like to read a line on Stan West, Smitty Inman, George Walker, Hughie Hendrixen, Johnny Ree and Pat O'Day.

**EDDIE (SHADOW) DAVIS** pipes from St. Louis that he has quit the endurance field for good and is now engaged in the night club business in Springfield, Ill., and St. Louis. He plans to return to Chicago in the fall with his eight-piece all-girl band, the California Joy Girls. Davis infers that he opens at the Garrick Theater, St. Louis, May 1.

**LYNN SMITH**, Texas showman, well known in the endurance field, arrived in Chicago last week on business, accompanied by his secretary and H. G. Stein. Smith is now associated with a chain of picture houses in the Lone Star State.

**VIC ZUCKERMAN**, brother of Al, pencils from St. Louis that he, Kim Murphy and Sam Simon are keeping their eyes peeled for a good show in that area.

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

**JIMMY COCHRAN** and Tom Brickey, veteran minstrel men, co-directed the Minstrel Revue of 1938 at Birmingham Ala., last week, when several hundred dollars was raised for benefit of the local American Legion. The two-night affair was held in Municipal Auditorium. Cochran was interlocutor.

**DELBERT PAYNE**, former band leader for the Greenland Shows, is this season tooting the trombone with the J. C. Lincoln Sunny South Minstrels.

**JACK SHEPHERD**, formerly with the Primrose and Dockstader minstrels, writes that he is now operating Shepherd's Baton Tetrising School at Elizabeth, N. J.

**JOHN S. FOX** scribes in to say that he is again being featured nightly in such dramatic "super productions" as *Esau Jim* and *Dissection*, playing the same lead as he played for the Kickapoo in 1903-04. Fox wonders if Al Tint remembers Jack Harris's place at Spring and High streets. As a postscript, John reminds that Doc Quigley taught him how to hoof.

**H. H. WHITTIER** looks back 55 years to the time of L. W. Baird's Mammoth Minstrels, which, he says, opened in Boston in 1883 at the Windsor Theater. He recalls the following as members of the personnel: L. W. Baird, manager; Billy McAllister and Billy Chase, comedians; Charles H. Bartell, bass; Charles Goodyear, interlocutor; Prince Pharaoh, gun and baton spinner; Ace Leroy, female impersonator; Perry Bros. and the Whipper Twins, dancers; Ripley and Reed, musical act, and Archie Daly, dancer. Matt Elder was leader of the 20-piece band, and Charles Lilly was orchestra leader. Other musicians included Nathan Carl, Chris Wingert and Frank Herrick. "Show went west and played several week stands," says Whittier. "I am unable to say where the show closed, as I left it at Delaware, O., first stand after Cincinnati."

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Cadyner Hotel, Shreveport, La., until  
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# WALKATHON

OPENS MAY 20

## FRANK RAVESE

BOX 888, WOONSOCKET, RHODE ISLAND.





**ALLAN**—William, 9, and Robert, 7, brothers of Rex Allan, with Cole Bros. Circus, killed instantly while playing at railroad crossing in Fall River, Mass. Burial in that city April 24.

**BAILEY**—W. H. (Tex), veteran med-show operator, in Troy, N. Y., recently. Survived by his widow. Burial in Hope Cemetery, Worcester, Mass.

**BAILEY**—Frank J., 60, former proprietor of the Bayley Music House, Detroit, April 23 at his home near that city following a heart attack. He retired 12 years ago and was a son of Volney P. Bayley, well known in theatrical circles. At one time Bayley was a director of the National Musical Chamber of Commerce, New York, and past president of the Detroit Radio Dealers' Association, Michigan Music Merchants' Association and the Detroit Trades Association. He was a member of the Masonic Order and Moslem Temple Shrine. Survived by his widow and two sons. Burial in Woodlawn Cemetery, Detroit.

**BILL**—Charles W. (Pop), 66, theater manager, April 22 at his home in Los Angeles of heart trouble. He was well known in the burlesque and motion picture fields, having managed theaters in Cleveland, Akron and Jersey City. Survived by his widow, four sons, Tony, Pat, Bill and Frank, Los Angeles, and three daughters, two residing in Cleveland and one in Los Angeles.

**BROADBROOK**—John J., 77, one of the organizers of Local No. 63, American Federation of Musicians, Bridgeport, Conn., and for 15 years leader of the Olympic and Locomobile bands in that city, April 23 in Bridgeport after a short illness.

**CUTLER**—Charles, 60, Indian singer known professionally as Chief Eagle House, April 20 in Government Hospital, Juneau, Alaska.

## IN LOVING MEMORY OF GENE DE KOS

Who Died May 6, 1934.  
IRENE.

**DICKEY**—Corinne Olson, wife of the late W. G. Dickey, of Terry's Uncle Tom's Cabin show, March 15 at her home in Chicago. It has just been learned. After her husband's death she and E. D. Terry managed the show until 1929, the last season on the road. Survived by a brother and sisters.

**FURNISS**—Grace L., 74, playwright, April 20 in Colby Convalescent Home, Rye, N. Y., following an illness resulting from a fall. Her first professional production, *A Colonial Girl*, opened on Broadway in 1899. Among her other productions are *Robert of Sicily*, *Mrs. Jeck*, *Gracia Green*, *The Man on the Box*, *The Best Man* and *Tandem*.

**GALVIN**—Westbury, 32, chief sound technician at Station WCKY, Covington, Ky., and nephew of L. B. Wilson, Covington theater owner and operator of WCKY, April 26 at his home in that city of carbon monoxide poisoning. He had been with WCKY since 1924, when it was organized. Survived by his father, Maurice L. Galvin; his stepmother, Mrs. Mary Galvin, and a sister, Mrs. Grace Nelson, all of Covington.

**GEIGER**—Leopold, 86, composer, April 23 at his home in Yonkers, N. Y., after a brief illness. He recently finished an operetta, *The Premiere*, upon which he worked two years, writing both music and words. Production has been planned for the fall in the West. Geiger also wrote two symphonies, *Liberty* and *Bohemian Sounds*. Survived by his widow, four sons and three daughters. Burial in Mount Carmel Cemetery, New York.

**GRANDPRE**—Ambrose G., 53, builder of the State-Lake, Woods, United Artists, Harris and Selwyn theaters, Chicago, April 24 at his home in that city.

**HALLER**—Fred, father of Mrs. Jesse B. Edwards, secretary-treasurer of the J. B. Edwards Shows, April 20 at his home in Wooster, O., of a heart ailment. Burial in Wooster.

**HARRIS**—Mort, 43, production director for Station WHN, New York, and for 25 years identified with the theater and music publishing fields, killed April 24 in an automobile accident in Hollywood. He had been assisting Louis K. Sidney, managing director of WHN, in producing the MGM-Maxwell House Coffee radio hour. Harris was born in Cleveland and when 20 years old entered the music publishing business. From 1913 to 1922 he served as West Coast manager of the Irving Berlin Company, leaving that organization in 1923 to produce stage shows for Paramount Theaters in Cali-

# The Final Curtain

fornia until 1927. During the next two years he assisted Sidney, then production manager at the Capitol Theater, New York, and wrote for Pathe in Hollywood. From 1929 to 1931 he wrote radio continuity, and in 1931 joined the production staff of Loew's State Theater, New York. Harris was made production director at WHN in 1933.

**HARRIS**—Mrs. Leona C., 39, wife of Mort Harris, production director for WHN, New York, who had been working on the MOM-Maxwell House Coffee hour on the West Coast, April 26 in a Hollywood hospital from injuries sustained in the automobile accident that also took the life of her husband.

**INGLIS**—Jack, 56, vaudeville and musical revue comedian, April 26 in Bellevue Hospital, New York, after a long illness. His vaudeville engagements were with the Keith Orpheum Circuit, and with Jimmy Duffy and Nat Hawthorne. He appeared in *Good News*, *Strike Me Pink* and *Follow Through*. Inglis was a member of the National Vaudeville Association and the Catholic Actors' Guild. Survived by his widow, the former Mary Reading, three sons and two daughters.

**LEE**—Thomas, 49, former champion roller skater and vaudeville performer, April 21 at his home in Rochester, N. Y. He is credited with being the only man to have looped-the-loop on roller skates. Survived by his widow, Mrs. Carrie N. Lee; two brothers and a sister. Interment at Fairport, N. Y., April 23.

**LEVI**—Mrs. Rachel H., 55, widow of Carl Levi, former executive of Loew's Theaters, April 24 at her daughter's home in New York of a heart attack.

**MCINNIS**—Daniel, 72, former troupier and stockman with the Walter L. Main Circus, recently in Rutland Hospital, Rutland, Vt.

**MALIN**—Mrs. Eleanor, 25, wife of Sam Malin, carnival concessioner and member of the board of governors of the Michigan Showmen's Association, April 22 in Detroit of pneumonia. She was ill four days. A native of Detroit, Mrs. Malin was known professionally as Babe Wilson. Survived by her husband, father and two sisters. Services from Cooper Bros. Chapel and interment in Forest Lawn Cemetery, Detroit.

**MUNDEE**—Arthur K., former theatrical advance and press agent of St. John, N. B., in that city recently. In the old days Mundee had been business and press representative to such stars as William Farnum, Dustin Farnum, John Bunny, Edmund Breese, Edwin Arden, Robert McWade, Thomas A. Wise, Bruce McRae and Orson M. Dunn. He had been out of business in recent years and he died destitute.

**NAEGLE**—Mrs. A., mother of Manny Naegle, Cincinnati representative for 20th Century-Fox, recently in that city.

**OLIVER**—Harry Ben, 47, circus advance man, special agent and promoter, April 15 at his home near Detroit of a heart attack. He had been ill since last winter, when he contracted malaria fever in Florida. Born in Saginaw, Mich., Oliver entered show business as billposter with Buffalo Bill's Wild West and Pawnee Bill's Far East Shows in 1911. He was later with Hingling Brothers for six years and then became advance agent for Miller Bros.' 101 Ranch Wild West. Oliver bought the title of the original Cole Bros. Circus and owned several other circus titles.

For a number of years he engaged in special promotions, such as the Police Circus, Flint, Mich., in 1928, and the Shrine Circus, Madison, Wis., in 1930. In recent years he jobbed equipment and animals to circus and park operators, spending much time in the eastern and central parts of the country, with headquarters in Detroit, operating under the Great American Circus title. Two years ago, with Laurence McLaughlin, Oliver formed the Allied Amusement Co., a waxworks. Burial in the Mausoleum, Oakwood Memorial Cemetery, Saginaw. Survived by his widow, Mrs. Julia Oliver, who will carry on the business, and a daughter, Mrs. Nancy Oliver Dauphin, by a former marriage.

**PULLMAN**—Peter, former carnival cookhouse operator and proprietor of a night club in Waycross, Ga., shot to death recently during an altercation with a patron. Survived by his widow, mother and a brother, Harry, St. Louis.

**RADGOWSKY**—Prof. Leopold, 50, former leader of a Russian Cossack band that appeared in Paris and London the-

aters and later with the 101 Ranch Wild West Show, recently in Perry, Okla. For the past 10 years he directed music in Perry schools. Radgowsky was born in Odessa, Russia, and was a graduate of the Odessa Conservatory of Music. Survived by two brothers, Roberto and Joseph, Odessa. Burial in Grace Hill Cemetery, Perry.

**RIDLEY**—Mabel, actress, recently in Harlem Hospital, New York, following a stroke. She was best known in the Salem Tutt Whitney shows and on the T. O. B. A. Circuit. She played Eve in the Broadway production of *Green Pastures*. Recently she taught on the Works Progress Administration projects, and was a member of the Negro Actors' Guild. Body was sent to Augusta, Ga., for burial.

**ROBERTSON**—Elsie, 21, member of the Four Rockets, aerialists, April 23 from injuries sustained April 19 in a 96-foot fall when her rigging collapsed. She was injured at the same time Eva Hudnall, whose death was recorded in last week's issue of *The Billboard*, was killed. The act had been rehearsing prior to filling engagements in the East.

**ROBINSON**—John Edgar, 31, orchestra leader, April 26 at Carrollton (Ga.) Hospital of injuries sustained in an automobile accident. Survived by his widow, child, mother and brothers and sisters.

**ROSENTHAL**—Jacob C., exhibitor, April 24 in Leonard Hospital, Troy, N. Y., after a long illness. Rosenthal broke into the business in 1909, owning the Lyceum in Troy and later took over the Gayety. At the time of his death he owned the Rose, Rivoli and Fifth Avenue theaters. Burial in Mount Ida Cemetery, Troy.

**RYDELL**—Mrs. Miriam, 80, mother of Lou Rydell, April 22 of a heart attack in New York.

**SELWYN**—Michael, 68, stage manager and producer, April 26 in Mayer's Convalescent Home, New Rochelle, N. Y., after a year's illness. At the age of 15, Selwyn tended the gas footlights at Tony Pastor's Theater, New York. After that he spent five years touring Europe with a circus. Upon his return he managed vaudevillians and produced variety acts, most successful of which was *High Life in Jail*, which netted him a small fortune. Later he became associated with Oscar Hammerstein as stage manager at the old Victoria Theater, Times Square. His next post was with his two half brothers in their producing firm. He acted as general manager and co-producer of *Charlie's Revue* and *Continental Revue*. His two half brothers (Edgar Selwyn is a producer for Metro-Goldwyn-Mayer) and two half sisters are now residing in California. His full brother resides in Brooklyn. Interred in Mount Ararat Cemetery, Farmingdale, L. I.

**SPERANDEI**—Louis, 63, musician, April 20 at his home in Elmhurst, L. I., of pneumonia. During his 33-year professional career he played with the Russian Symphony Orchestra, the Metropolitan Opera Co., the New York Philharmonic Orchestra and the National Broadcasting Co.'s symphony orchestra. He was formerly a member of the board of governors of Local 802 American Federation of Musicians. Survived by his widow and six children.

**TOEBE**—Henry A., April 20 in Rochester, N. Y., survived by three daughters, Mrs. Anna Hagan, wife of Billy Hagan, burlesque comic; Rose Toebe, burlesque performer, and another daughter, two sons and a sister.

**TREKOFF**—Osga, 36, actress and producer, April 21 in Essex House, New York, after a year's illness. As a child she appeared in early films, but most of her theatrical career was linked with that of Russell Janney. She remained his silent partner in production in New York and London. Their first major production in New York was *Saucho Panin* in 1923. Their *Vapors of King*, begun in 1925, ran for 511 performances, with Miss Trekoff in the role of Lady Mary. Two years later she presented the same production in London's Winter Garden for a two-year run. She and Janney were lessees of both the Winter Garden and Gaiety for four years, during which time they produced *Margoline* and *White Eagle*. Miss Trekoff appeared also in the musicals *Arrows of the Map* and *Jane Low*. Her last presentation with Janney was *The O'Finn* in Decem-

ber, 1934, at the Broadway Theater. Miss Trekoff was a member of the Catholic Actors' Guild and Actors' Equity Association. Survived by four brothers and three sisters. Burial in Glenlyon.

**TURLEY**—Frank F., 63, former circus clown and for 30 years a well-known burlesque comedian seen at many Midwestern fairs and celebrations, April 23 of a heart attack in Columbus, O. He was known professionally as Uncle Cyrus Millikin and had been parading the streets of Columbus, advertising a coming race meet, when stricken. During winter months he frequently advertised commercial products and indoor functions in Columbus, where he had lived for the past six years. Survived by a brother, George F., Winston-Salem, N. C.

**TY BELL**—Julian, old-time showman and manager of the Ty Bell Sisters, serial butterfly act with Ringling Bros. and Barnum & Bailey Circus for a number of years, in Chicago April 4. Buried in that city April 6. Survived by his widow.

**UNDERWOOD**—Ralph H., 37, radio commentator, was found shot thru the head April 23 in Melrose, Mass.

**VOLLMER**—William S., father of Luis Vollmer, playwright, April 27 at his home in Atlanta.

**WAKEFIELD**—Marie Louise Patricia, 7, daughter of Frank L. and Leah White Wakefield, April 15 in Boulevard Hospital, Queens, L. I., N. Y., of peritonitis. Burial in Calvary Cemetery, Queens, April 18.

**WARD**—G. A., 75, owner of Broadway Theater, Mt. Pleasant, Mich., April 25 at his home in that city. Survived by his widow and three sons, two of whom will continue operation of two theaters in Mt. Pleasant.

**WARREN**—William Alexander, 55, radio entertainer with Royal American Shows, April 22 at Jacksonville (Fla.) Hospital. He was known in carnival circles as Doc Sunshine. Burial in Lansing, Mich.

**WHEELER**—Kate, 66, daughter of Frank Henderson, founder of the Henderson-Ames Regalia Co., Kalamazoo, Mich., April 21 of pneumonia at her home in that city. Survived by two sisters, Mrs. J. B. Keyes, Kalamazoo, and Mrs. Frances Supple, Detroit.

## Marriages

**BLANKENSHIP-SMOKE**—Ray Blankenship, general agent of Tom Mix Circus, and Jessie Smoke, nonpro, of Dallas, in Durant, Okla., April 17.

**HOGAN-ARBUCKLE**—D. O. Hogan, Lumpkin, Ga., photo gallery operator, and Inez Arbuckle, nonpro of Newman, Ill., in Jasper, Ga., April 26.

**MCGREGOR-SIVERTSEN**—Malcolm McGregor, movie star of the silent era, and Aimee Christine Sivertsen in Las Vegas, Nev., April 13.

**MITCHELL-VINTON**—George Mitchell, in charge of advertising and publicity for the Fox Theater, Detroit, and Gladys Vinton, in Bowling Green, O., April 23.

**PARKER-VAN GILDER**—Glen Parker, announcer for Station WHO, Des Moines, and Kathryn Van Gilder, nonpro, in Marshalltown, Ia., April 16.

**TOUCHETT-HUNTER**—John Touchett, manager of the Strand Theater, Mantolowoc, Wis., and Madelyn Hunter, in that city April 23.

## Coming Marriages

Robert Jameson, well known in horse-racing circles, and Flora Reece, midway worker, in Aurora, Ill., May 1.

Roy Paige, of Ken and Roy Paige, and Esther Martin, singer, in Montreal soon. Albert Killian, Boston musician, and Ruby Randolph, nonpro, soon.

## Births

A daughter to Mr. and Mrs. John J. Spencer in the Baker Memorial Hospital, Boston, April 11. Father is the new city censor of that city and former Boston Post staff reporter.

A seven-pound son to Mr. and Mrs. Eddie Elkort in Chicago April 24. Father is manager of the theatrical department for Music Corporation of America in that city.

A son to Mr. and Mrs. Eddie Handley in Providence Hospital, Oakland, Calif., recently. Father is Oakland representative of Station KYA, San Francisco.

A six-pound daughter to Mr. and Mrs. John H. Wood Jr. in Portchester (N. Y.)





Mason, Sylvia, Co. (Rock) NYC, 1.  
 Mays, Bruce (International Casino) NYC, 2.  
 May, Vanda (1st Regt) NYC, 2.  
 May, Brock & Beatrice (State-Lake) Chi, 1.  
 May, Florida (Wives) NYC, 2.  
 May, Los (Troadero) NYC, 2.  
 May, Maria & Florida (St. Regis) NYC, 2.  
 May, Owen (Greenwich Village Casino) NYC, 2.  
 May, Owen & Michael (Radio City Rainbow Grill) NYC, 2.  
 Margala, Rosalind (Chez Paree) Chi, 2.  
 Margolis, Theron (La Marquette) NYC, 2.  
 Margolis, Frances (Cassa Grande) Cincinnati, 2.  
 Margolis, Dean (Adolphus Dallas) 2.  
 Markey, Nicholas (Russian Kretcham) NYC, 2.  
 Marlow, Juggling (Beacon) Waukegan, Ill., 1.  
 Marlow, Kathryn (Queen Mary) NYC, 2.  
 Marlow & Dupree (Beacon) Boston, 1.  
 Marlow & Donna (Pierre) NYC, 2.  
 Mar, Vi (State-Carlton) NYC, 2.  
 Mar, Jack (Queen's Terrace) Woodside, N. Y., 2.  
 Marshall, Lorenz (Howe) Akron, 2.  
 Marwyn Sisters (Terrace Gardens) Rochester, N. Y., 2.  
 Marshall, Peggy (Queen's Terrace) Woodside, N. Y., 2.  
 Marshall, Michael (Russian Kretcham) NYC, 2.  
 Marshall, Mabel (Mabel's Circle) NYC, 2.  
 Marshall, Murray (Tuckahoe) N. Y., 2.  
 Marshall, Beth (Rumanian Village) NYC, 2.  
 Marshall, Mrs. Theres (Lexington) NYC, 2.  
 Marshall & Lemaux (Pere Marquette) Peoria, Ill., 2.  
 Marshall & Michael (Rainbow Inn) NYC, 2.  
 Marshall, Adelaide (Ambassador) NYC, 2.  
 Marshall, Jean (New Yorker) NYC, 2.  
 Marshall Bros. (New York) Indianapolis, 1.  
 Marshall, Norma (Dimitry's Gauscho) NYC, 2.  
 Marshall, MRS. (St. Regis) NYC, 2.  
 Marshall, Irls (Greenwich Village Natl) NYC, 2.  
 Marshall & Reval (Boston) Boston, 1.  
 Marshall, Constance (Class) Valencia, NYC, 2.  
 Marshall, Grace (Manfield) NYC, 2.  
 Marshall, Helen (Billy Rose's Casa Manana) NYC, 2.  
 Marshall, Johnny (Boulevard Tavern) Long Island, 2.  
 Marshall, Al (St. Regis) NYC, 2.  
 Marshall Trio (El Club) NYC, 2.  
 Marshall, Benny (Old Rumanian) NYC, 2.  
 Marshall, Gerry (The Savoy-Plaza) NYC, 2.  
 Marshall, Sylvia (Three Childrens) Columbia, O., 2.  
 Marshall, Thomas (Moonlight Cafe) Chi, 2.  
 Marshall (College Inn) Chi, 2.

**N**  
 N. T. O. Service (Majestic) Johnstown, Pa., 1.  
 N. T. O. Service (Congress Casino) Chi, 1.  
 Nails, Claudia (Radio City Rainbow Room) NYC, 2.  
 Nalstanski (St. Regis) NYC, 2.  
 Nalstanski, Alexander (Winds) NYC, 2.  
 Nalstanski, Evelyn (Butler's Ye Old Tap) NYC, 2.  
 Nalstanski & Norman (Chez Ami) Buffalo, 2.  
 Nalstanski, Peggy (Hickory House) NYC, 2.  
 Nalstanski, Howard (Grovehouse House) Long Island, 2.  
 Nalstanski Bros. (Memorial) Boston, 1.  
 Nalstanski, Gertrude (Cafe de Paris) London, 2.  
 Nalstanski, Helen & Tommy (Greenwich Village Casino) NYC, 2.  
 Nalstanski, Katy (Oliver Twist) NYC, 2.  
 Nalstanski, Fay (Riviera Indian Village) Grand Rapids, Mich., 2.  
 Nalstanski (El Club) NYC, 2.  
 Nalstanski, Wilma (Hickory Club) Houston, Tex., 2.  
 Nalstanski, Louis (Butler's Ye Old Tap) NYC, 2.

**O**  
 O'Ders, Barney (High Hat) Peoria, Ill., 2.  
 O'Hara, Eileen (Oasis) Seattle, Wash., 2.  
 O'Hara, Grace (Hollywood) Peoria, 2.  
 O'Hara, Peggy (Cavalry) NYC, 2.  
 O'Keefe, Millie (Corktown Tavern) Detroit, 2.  
 O'Keefe, Susie Virginia (Wives) NYC, 2.  
 O'Keefe, Al (George) New York, 2.  
 O'Keefe, Ned (Marie's Circle) NYC, 2.  
 O'Keefe & Marjorie (Havana-Madrid) NYC, 2.  
 O'Keefe, Four (Memorial) Boston, 1.  
 O'Keefe, Irma (Swing) NYC, 2.  
 O'Keefe & Lissy (Pamona Dew) NYC, 2.  
 O'Keefe, Guy (International Casino) NYC, 2.  
 O'Keefe Trio (Michigan) Detroit, 1.

**P**  
 Park, Bob (Adolphus) Dallas, 2.  
 Park, Lyle & Playboy Revue (O'Brien Club) Sitonon, Mo., 2.  
 Park, Grand (Black Cat) NYC, 2.  
 Park, Gladys (Mammy's Chicken Farm) NYC, 2.  
 Park, Helen (Boulevard Tavern) Long Island, 2.  
 Park-American Revue (Parkmount) Austin, 2.  
 Park & Clifford (Palace) Chi, 1.  
 Park, LaLoe (Northwood Inn) Detroit, 2.  
 Park, Lew (Savoy-Plaza) NYC, 2.  
 Park, Oranella (La Rue) NYC, 2.  
 Park, Kay (Post Lodge) Larchmont, N. Y., 2.  
 Park, 1000 Club) Chi, 2.  
 Park, Al & Gang (Earle) Washington, D. C., 1.  
 Park & Lyle (Ladies White Minstrel) Meriden, Conn., 2.  
 Park, Three (Hickory House) NYC, 2.  
 Park, Camille (Adolphus) Dallas, 2.  
 Park, Johnny (Cincinnati) Chi, 1.  
 Park, Miss (Winds) NYC, 1.  
 Park & Jean (Golden Grill Inn) Rochester, N. Y., 2.  
 Park Sisters (Cotton) NYC, 2.  
 Park, Ruth (Winds) NYC, 2.  
 Park & Kead (Hudson) Buffalo, 1.  
 Park, Sebastian (Hickory) Long Island, 2.  
 Park, Texas (Torch Club) Cleveland, 2.  
 Park, Betty (1-11 Club) NYC, 2.  
 Park, Fred (Dimitry's Gauscho) NYC, 2.  
 Park, Jack (Hollywood) Ft. Worth, Tex., 2.  
 Park, Jack (Hudson) Boston, 1.  
 Park, Thoma (73 Club) Omaha, 2.

**Q**  
 Quince & Mims (The Cavern) Nagsale, Geneva, Mex.

Quince, Amanda (Cafe Creole) NYC, 2.  
 Quince, Irls (Wagner Hall) NYC, 2.  
 Quince, Mrs. & Vera Gordon (Cassa Grande) Cincinnati, 2.  
 Ray, Joe (Club Rival) Baltimore, 2.  
 Ray & Naldi (Radio City Rainbow Room) NYC, 2.  
 Ray & Margo (Blue Moon) Milwaukee, 2.  
 Ray & Dina (Edison) NYC, 2.  
 Ray, Fred (Hollywood) Chi, 2.  
 Ray, Doris (Le Mirage) NYC, 2.  
 Ray, Ruth (Hollywood) Ft. Worth, Tex., 2.  
 Ray & Pauline (Lexington) Ky., 2.  
 Ray, Francis (Hollywood) Toledo, 2.  
 Ray, Guy (Swing) Hollywood, 2.  
 Ray, Paul & Eva (St. Regis) NYC, 2.  
 Ray, Lucha (Havana-Madrid) NYC, 2.  
 Ray, Francis (Hollywood Casino) Providence, 2.  
 Ray, Dorothy (El Kati) NYC, 2.  
 Ray, Fred (Harlem Casino) Pittsburgh, 2.  
 Ray, Harold (Belmont-Plaza) NYC, 2.  
 Ray, Lynn (Half Moon) Coney Island, 2.  
 Ray, Joseph (St. Regis) NYC, 2.  
 Ray & Rita (Steuben's Vienna Room) Boston, 2.  
 Ray, Anita (Rainbow Room) Rochester, 2.  
 Ray, Ed (Earle) Washington, D. C., 1.  
 Ray, The (Golden Grill Inn) Rochester, N. Y., 2.  
 Ray, Chuck (Hava-Nava) Baldwin, L. I., N. Y., 2.  
 Ray, Daddy & Orch. (State) NYC, 1.  
 Ray, Lela (Half Moon) Coney Island, N. Y., 1.  
 Ray, Ned (Stork Club) New York, 1.  
 Ray, Roland & Verdita (Blue Moon) Milwaukee, 2.  
 Ray, Eddie & Bert Haby (1-11 Club) NYC, 2.  
 Ray, Ned (Rainbow Inn) NYC, 2.  
 Ray, Fred (Swing) NYC, 2.  
 Ray, The (Swing) Louisville, 2.  
 Ray, Fred (Club, Club, Dog Town) Peoria, Kinshar, O.  
 Ray, Bob (Adolphus) Peoria, 2.  
 Ray, Rita (Palmer House) Chi, 2.  
 Ray, Helen & Beverly (Mushbach) Kansas City, Mo., 2.  
 Ray, Doris (Greenwich Village Natl) NYC, 2.  
 Ray, Jack (Place Egeante) NYC, 2.  
 Ray, Benny (Paradise) London, 2.  
 Ray, Art, Brothers (Andrew) Minneapolis, 2.  
 Ray & Shay (Circus Panyon) Budapest, Hungary.  
 Ray, Erna (Zimmerman's) NYC, 2.  
 Ray, Teresa (Gardner's) Chi, 2.  
 Ray, Yvonne (Cincinnati) Chi, 2.  
 Ray, Ruth (Village) New York, 2.  
 Ray, Guy (New York) NYC, 2.  
 Ray, Jerry (Gay 90s) NYC, 2.

**R**  
 Rabb, Johnny (Belvedere) Hot Springs, Ark., 2.  
 Rabb, Irene (Mayfair) Boston, 2.  
 Rabb, Clara & Yvonne (Boulevard Tavern) Long Island, 2.  
 Rabb, Joe & Co. (Orpheum) Los Angeles 4-10, 1.  
 Rabb, Nilda (El Hongo) NYC, 2.  
 Rabb, Theres (Chicago) Chi, 1.  
 Rabb, Nema (Waldorf-Astoria) NYC, 2.  
 Rabb, Louis (Rumanian Village) NYC, 2.  
 Rabb, Dorothy (El Kati) NYC, 2.  
 Rabb, Mousha (Russian Kretcham) NYC, 2.  
 Rabb, Bea (Club 13) NYC, 2.  
 Rabb's Royal Wonderettes (Loyd) Indianapolis, 1.  
 Rabb, June (Columbia's) Chi, 2.  
 Rabb, Fred (Blue & Eddie) NYC, 2.  
 Rabb, Peggy (Troadero) London, 2.  
 Rabb, Edna (Drake) Chi, 2.  
 Rabb, Peggy (Troadero) London, 2.  
 Rabb, Trina (Tower) Kansas City, Mo., 1.  
 Rabb, Theres (Buckingham) NYC, 2.  
 Rabb, Anna (Rumanian Village) NYC, 2.  
 Rabb, Buster & Olive & George (Severly Hills) Newport, Ky., 2.  
 Rabb, & Armstrong (Stevens) Chi, 2.  
 Rabb, Ralph (Hollywood Supper Club) Rockford, Ill., 2.  
 Rabb, Alona (Shore Road) NYC, 2.  
 Rabb, Helen (Old Rumanian) NYC, 2.  
 Rabb, Helen (Greenwich Village Natl) NYC, 2.  
 Rabb, John (Tampa Terrace) Tampa, Fla., 2.  
 Rabb, Fred & Tessie (Bennett) Birmingham, N. Y., 2.  
 Rabb, Judy (Daisy) NYC, 2.  
 Rabb, Willie (El Kati) Chi, 2.  
 Rabb, Ethel (Hollywood) New Orleans, 2.  
 Rabb, Jack (Old Rumanian) NYC, 2.  
 Rabb, Lee (Plantation) NYC, 2.  
 Rabb, Orville (Palmer House) Chi, 2.  
 Rabb, Carl & Faith (St. Paul) St. Paul, 2.  
 Rabb, Red (Palace) Chi, 1.  
 Rabb, Earle (Hollywood) Chi, 2.  
 Rabb, Rudy (Black Cat) NYC, 2.  
 Rabb, Superba Band (Cumberland) Md., 2.  
 Rabb, Nadia (Russian Kretcham) NYC, 2.  
 Rabb, Four (Pieradilly) London, 2.  
 Rabb, Fred (Kay-Roy) Toledo, 2.  
 Rabb, Elaine (Swing) NYC, 2.  
 Rabb, Amy (Cafe Creole) NYC, 2.  
 Rabb, Spot (Hollywood) Milwaukee, 1.  
 Rabb, Gene (Army New Yorker) Conn.  
 Rabb, Helene (Club 13) NYC, 2.  
 Rabb & Doris (Earle) Rochester, N. Y., 2.  
 Rabb, Larry (Harlem Casino) Pittsburgh, 2.  
 Rabb, Lee (Steuben's Vienna Room) Boston, 2.  
 Rabb, Eka (Pieradilly) London, 2.  
 Rabb, Martha (Rabin Royal) NYC, 2.  
 Rabb, Joe (Hanny's Club) Buffalo, N. Y., 2.  
 Rabb, Wynne (Rumanian Village) NYC, 2.  
 Rabb, Larry (Half Moon) Coney Island, N. Y., 2.  
 Rabb, Babe (Cafe Creole) NYC, 2.  
 Rabb, Maxine (Paradise) London, 2.  
 Rabb, Allan (Hollywood) NYC, 2.  
 Rabb, Doris (Palmer House) Chi, 2.  
 Rabb, Maxine (Dora) NYC, 2.  
 Rabb, Sisters (Three Star Inn) Fortitude, N. Y., 2.  
 Rabb, Russell (Arcadia International) Phila., 2.

**S**  
 Sade, Paul (Billy Rose's Casa Manana) NYC, 2.  
 Sade, Eve (Waldorf-Astoria) NYC, 2.  
 Sade & Janis (Brewer) Louisville, 2.

**T**  
 Taff, Ted & Mary (Greenery) Chi, 2.  
 Taff, George (Billy Rose's Casa Manana) NYC, 2.  
 Taff, Dora (Earle) NYC, 2.  
 Taff, Dora (Earle) NYC, 2.  
 Taff, Art (Paradise) London, 2.  
 Taff, Smiling Lou (Cavalry) NYC, 2.  
 Taff, Agnes (Winds) Phila., 2.  
 Taff, Tom (Ambassador) Hollywood, 2.  
 Taff, Terry (Harvey Gadsden's) NYC, 2.  
 Taff & Walker (Murray's) Tuckahoe, N. Y., 2.  
 Taff & Sherry (Olean) San Antonio, 2.  
 Taff, Theres (Martin's Tavern) Lima, O., 2.  
 Taff, Henri (State-Lake) Chi, 1.  
 Taff, Henri (Club Chalfont) Pittsburgh, N. C., 2.  
 Taff, Audrey (El Kati) NYC, 2.  
 Taff, Boris (Rainbow Inn) NYC, 2.  
 Taff, Three (Edison) NYC, 2.  
 Taff, Martha (Pennsylvania) NYC, 2.  
 Taff, Dick (Black Cat) NYC, 2.  
 Taff, John (Michigan) Detroit, 2.  
 Taff, The (Le Mirage) NYC, 2.

**U**  
 Udden, Paul (Billy Rose's Casa Manana) NYC, 2.  
 Udden, Eve (Waldorf-Astoria) NYC, 2.  
 Udden & Janis (Brewer) Louisville, 2.

**V**  
 Vaccaro (El Gauscho) NYC, 2.  
 Valdez, Vern (Wagon Wheel) Houston, 2.  
 Valdez, Peggy (Dance) Garden Washington, 2.  
 Valley & Lee (New Penn) Pittsburgh, 2.  
 Valton, Nannette (Dimitry's Gauscho) NYC, 2.  
 Val, Gus (Columbia's) Chi, 2.  
 Val, Adeline (Havana-Madrid) NYC, 2.  
 Val, Anita (Chez Moderne) NYC, 2.  
 Val, Vermin, Irene & Co. (State-Lake) Chi, 1.  
 Val, The (Men Paris) NYC, 2.  
 Val, Alton (Tap House) Elmira, N. Y., 2.  
 Val & Ruth (Murray's Inn) Albany, N. Y., 2.  
 Val, Queen (Neil House) Columbus, O., 2.  
 Val, Anita (Rhineand Garden) Armonk, N. Y., 2.  
 Val, Valera (Billmore) NYC, 2.  
 Val, Vagdy's (Cotton Club) NYC, 2.  
 Val, Stada (Russian Art) NYC, 2.

**W**  
 Wade, Dick (El Kati) NYC, 2.  
 Wade, Walter (Dora) NYC, 2.  
 Wade, Betty (Black Cat) NYC, 2.  
 Wade, Sammy (Mayflower) Akron, O., 2.  
 Wade, Oona (Kelly's Village) Henderson, NYC, 2.  
 Wade, Will (Bill's Gay Rhythm) NYC, 2.  
 Wade, Brock (New Yorker) NYC, 2.  
 Wade, Milton (Boston) Boston, 2.  
 Wade, Nanette (Dorchester) London, 2.  
 Wade, Frances (Barley's) Flatbush, Brooklyn, N. Y., 2.  
 Wade, Marie (La Marquette) NYC, 2.  
 Wade, Maudie (Earle) NYC, 2.  
 Wade & Four (Michigan) Detroit, 1.  
 Wade, Fred (Faul Club) Peoria, Ill., 2.  
 Wade, Henri (Plantation) NYC, 2.  
 Wade, Art (Chalfont) Cleveland, 2.  
 Wade, Jack (13) NYC, 2.

**White, Eddie (Columbia's) Chi, 2.  
 White, Ann (Queen Mary) NYC, 2.  
 White, Princes (Terrace Gardens) Rochester, N. Y., 2.  
 White, Gus "Peggy" (Radio Frank's) NYC, 2.  
 White & Ray (Savoy) London, 2.  
 White, Marian & Jack Walters (New Yorker) NYC, 2.  
 White, Frances (Webster Hall) Detroit, 2.  
 White, Betty (Half Moon) Coney Island, N. Y., 2.  
 White, Edna Marie (Madison) Jefferson City, Mo., 2.  
 White, Cliff (Harry's New York Cabaret) Chi, 2.  
 White, Walter (Brittwood) NYC, 2.  
 White, Sisters (Kennebec) Syracuse, 2.  
 White & Ray (Nixon) Pittsburgh, 2.  
 White, Johnny (Buffalo) Buffalo, 1.**

**Y**  
 Yacht Club Boys (Chez Paree) Chi, 2.  
 Yacht, Royal Palm) Miami, 2.  
 Yacht, Ira (Oxy Wolf Tavern) Youngstown, O., 2.  
 Yacht, Margaret (Gay 90s) NYC, 2.  
 Yacht, Your (Old Rumanian) NYC, 2.

**Z**  
 Zag & Zag (Powers) Rochester, N. Y., 2.  
 Zag & Marcell (Cocktail) Kansas City, Mo., 2.  
 Zag & Co. (Parkmount) Waterloo, Ia., 2-13, 1.

# THE TITANS

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Dir.: MILES INGALLS & JACK DAVIES.

## DRAMATIC AND MUSICAL

(Seater seats for current week only on dates are given)

Abbey Players (Bartman) Columbus, O., 4-1.  
 Ad's House, A. (Furset) Phila 2-14.  
 Adonis Need a Shave (Maryland) Baltimore, 2.  
 Adonis Day (Billmore) Los Angeles.  
 Adonis, Helen (Metropolitan) Seattle, Wash., 2-4.  
 Adonis, Victoria (Victoria, B. C., Can., 2-1).  
 Adonis, Vancouver 6-7.  
 Adonis, Married an Angel (Bharati) Boston.  
 Adonis, Caesar (Royal Alexandra) Toronto, Can.  
 Adonis, Large (Firmouth) Boston.  
 Adonis, Fina and Needles (Chevrolet St.) Phila.  
 Adonis, Room Service (Belmont) Chi.  
 Adonis, Star-Wagon The (Cass) Detroit.  
 Adonis, Three Waltzes (Nixon) Pittsburgh.  
 Adonis, Tootsies (National) Washington, D. C.  
 Adonis, Women, The (Columbia) Boston.  
 Adonis, You Can't Take It With You (Portland, Me., 4).  
 Adonis, Worcester, Mass., 3; Wilmington, Del., 6-7.  
 Adonis, You Can't Take It With You (Geary) San Francisco.  
 Adonis, You Can't Take It With You (Locust St.) Phila.  
 Adonis, You Never Know Grand Chi.

## REPERTOIRE

Billroy's Comedians, Billy Wenzel's Durham, N. C., 4; Raleigh 5; Rocky Mount 6.  
 Bonanza Bagdad 7.  
 Heffner-Vinson Show: Carthage, Tenn., 1.  
 Leonard Players: West Jefferson, N. C., 3-7.

## MISCELLANEOUS

Broch, Magellan; Onocota, N. Y., 4; Walton 2; Sidney 4; Corland 7; Goshen 3; Bolivar 10; Lockport 11; season ends.  
 Crosby Show: Sugar Valley, Ga., 3-7.  
 DeCler, Magellan: New Windsor, Ill., 3-14.  
 DeLair, Hypnotist, Escape (Exeter) Exeter, Calif., 4-5; (Milton) Porterville 6-7; (Hyde) Visalia 8-9.  
 Ken's Fun Show: Natural Bridge, N. Y., 3-4; Edwards 5; Harrisville 6-7.  
 Johnson, Elvira: (Abrine) Citrus New Haven, Conn., 4-9.  
 LeYant Show: Whitewater, Ill., 3-7.  
 Marine Hippodrome: Baltimore, Md., 3-8; York, Pa., 9-11; Reading 12-13.  
 Margot, Magellan: Centralia, Wash., 4; Aberdeen 5; Raymond 6; Elms 7; Olympia 9; Tacoma 10; Southland 11.  
 Miller, Al H., Show: Warm Springs, Ga., 3-7.  
 (See ROUTES on page 76)

# NEW DATE BOOKS

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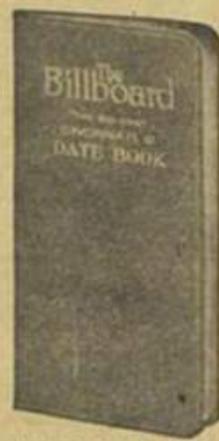
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# McCOY ADDS PARADE

## Goes on May 9 At Reading, Pa.

Philadelphia dropped from route, other Pennsylvania stands substituted—bizz off

CINCINNATI, April 30.—Because Col. Tim McCoy's Real Wild West has not been drawing the crowds anticipated, the management decided here before the show left for Parkersburg, W. Va., Thursday night to stage a street parade as a business stimulant. The first one will be given at Washington, D. C., May 2, when the show opens a three-day engage-

ment there. The parade, however, will not be made a daily feature until it reaches Reading, Pa., May 9.

A change was made this week in the route of the show. Philadelphia, contracted for the week of May 9, was canceled, and the following stands, all in Pennsylvania, substituted: Reading, Allentown, Wilkes-Barre, Williamsport, Altoona and Allegheny. From Allegheny the show will move to Pittsburgh for a two-day engagement, May 16 and 17. Reason given for the cancellation of Philadelphia was that business conditions there were unfavorable.

Following its 10-day run at the International Amphitheater, Chicago, April 23, the show started its canvas season at Columbus, O., Monday, followed by Dayton, Tuesday, and coming here Wednesday and Thursday, appearing on the Cumminsville lot. Business at Columbus was light and at Dayton fair. Mattines in Cincy were light and nights fair. Weather here was ideal both days ex-

cept for a shower early Thursday night with the air turning cool.

With Colonel McCoy at the head of the program, doing a six-horse catch and appearing in other numbers, some good Wild West entertainment is offered, including an excellent Grand Entry; military drill on horseback by English Lancers, Bengal Lancers, Kuban Cossacks and United States Cavalry, directed by the Colonel; Argentine Gauchos, throwing boleadoras; American and Mexican cowboys, performing feats with the lariat; exhibition of skill with saber and lance by the cavalrymen; steer roping; Doctor Ostermaier's beautiful white stallion in dance steps and other routines; fine trick riding exhibition by Kuban Cossacks; broncho busting by American, Mexican, Argentinian and Australian cowboys, etc. Program is druggy in spots, and numbers in which there is shooting could be improved by making

(See McCOY ADDS on page 39)

## U. S. Printing Co. Had No Lease on The Art Mix Title

CINCINNATI, April 30.—Neal Walters, sales manager of the U. S. Printing and Engraving Co., Kansas City, Mo., writes as follows regarding the Art Mix Circus:

"In last week's issue there appeared an item apparently sent in by Mr. Art Mix in which he states that he had leased his title to the U. S. Printing and Engraving Co., which appointed Joe B. Webb as manager of its equipment. This statement is erroneous. The U. S. Printing and Engraving Co., or its president, O. N. Walters, never at any time leased the Art Mix title or any other circus title, nor have they any intention of ever leasing any show titles. Our business is printing show paper. While it is true we held a mortgage on the show (we do on many other shows), we had nothing to do with the management of same."

## Kelley, Others Convicted; To Impose Sentence May 9

NEW YORK, April 30.—John M. Kelley, former general counsel for Ringling Bros. and Barnum & Bailey Combined Shows, and two former internal revenue agents were convicted in Federal Court here this week on two indictments charging them with aiding and counseling the preparation and filing of false and fraudulent income tax returns.

Federal Judge Murray Hulbert will impose sentences on May 9. Under the jury's verdict each defendant is liable to a possible penalty of 40 years in prison and fines totaling \$130,000. Defendants were tried on four indictments and found guilty on two. The former revenue agents, Nathaniel F. Rabner and Charles D. M. Greer, both of Washington, D. C., were recommended leniency by the jury.

Kelley's counsel has already signified intention of carrying an appeal to the United States Circuit Court of Appeals. Joseph W. Burns, assistant United States attorney-general, and J. Randall Creel, assistant U. S. attorney, prosecuted for the government, while counsel for the defense included Nathan Probst, for Kelley; I. M. Radin, for Rabner, and J. J. Lubasch, for Greer.

The government charged that the gross income of Ringling-operated circuses between 1918 and 1932 totaled \$53,456,589, with deductions amounting to \$42,567,198, leaving a net taxable income of \$10,789,391. Income tax returns on total net income amounted to only \$4,324,426 for that period.

Government charged that Kelley and the other defendants had falsified the tax returns of the circus partnership as well as the returns of the estate of the late Charles Ringling.

### Government's Tax Warning

Circus, carnival and other outdoor showmen should not fail to read the Social Security tax warning story appearing on page 3 of this issue.



IF THIS isn't the highest an elephant has ever walked a tight rope (4 1/2 inches in diameter), then what is? W. F. A. Pagel, owner of Pagel's Circus in Africa, started this elephant named Tempest at 3 feet and now has her up to 10 feet. He will continue till she goes up to 20 feet, he says.

## WPA Show Closes Indoors; Union Trouble at Newark

NEWARK, N. J., April 30.—The WPA Federal Theater Project's Circus closed its indoor season here April 24 at the Newark Armory. Show was here four days under sponsorship of the 113th Infantry, New Jersey National Guard. Altho his was light, show made the nut and finished the season a winner.

For the first time since the show's inception union difficulties were encountered. (See WPA SHOW on page 40)

## Wagner Receives Wheels From R-B for Famous Band Chariot

DES MOINES, Ia., April 30.—Dusty oblivion as a museum piece has claimed the Two Hemispheres Band Chariot at the State fairgrounds here, but the huge old wagon has not passed out of the memory of the circus world. A set of wheels to replace the cracked wheels now on the wagon were received this week by J. A. Wagner, chairman of Iowa Ringling Top No. 1 of the Circus Fans' Association.

The two front wheels weigh 300 pounds apiece and the back ones 400 pounds. Specially constructed, they have iron rims that are nearly one inch thick. They were donated by Ringling-Barnum circus and sent from winter quarters at Sarasota, Fla., before the season opened.

Last summer when the show was here Carl Hathaway, manager, promised Mr.

## Toronto Okeh For Gardens

Play week engagement under Fire Fighters at CNE Coliseum—24 displays

TORONTO, April 30.—Garden Bros.' Circus had good business on its Easter week engagement for Toronto Fire Fighters' Association in the Canadian National Exhibition Coliseum. Show was formally opened Monday night by Mayor Ralph C. Day, with President George V. Kemp and Secretary George Allen of firemen's organization and William A. and Robertson B. Garden officiating.

Between 12,000 and 14,000 children from newspaper carrier staffs, radio sports clubs and charitable organizations attended dress rehearsal previous Monday morning. Radio interviews were granted. (See TORONTO GOOD on page 40)

## Great Inman Celebrates 51st Year of Trouping

NEWARK, N. J., April 30.—Forty people, friends of the veteran troupier, Harry Hillman, known professionally as the Great Inman, gathered at Mac's Tavern here April 19 to help the contortionist and clown celebrate his 51st anniversary of trouping. Stories of the circus were related. Clarence Blair entertained with feats of magic, and Ernest Gilbert did crayon sketches of the Inmans.

Among guests were Charles Rudolf Milbauer, Bill Koch, Mr. and Mrs. Cheestman, Mr. and Mrs. Joseph Tittle and daughter, Joseph Loew and wife, Otto Lebert and wife, Pat McGrug and wife, Elmer Loew and wife, Mr. and Mrs. Trotte, Mary Jarnsevich, Fred McNeil and Edward Kahn.

Wagner the set of wheels. The order sending the wheels to Des Moines was given by Mr. Hathaway in January, just a week before he died. George Smith, who is now manager, completed the order.

One of the old front wheels will be sent to Clyde Beatty. At the opening of Cole Bros.' Circus in Chicago Mr. Wagner said Beatty asked for the wheel for use as a chandler in his new home at Rochester, Ind. Mr. Wagner is going to use the other front-wheel, and the rear ones can be had for the asking, Mr. Wagner said. None but bona fide Circus Fans need apply, however.

For the last two years the wheels on the wagon have been considered unsafe. Two years ago the Cole show used the wagon in a parade here but substituted. (See WAGNER RECEIVES on page 38)

## W. Va. Governor Against Passes to State Workers

CHARLESTON, W. Va., April 30.—With the words that he did not believe it "good public practice" for State employees to accept passes from circuses, Governor Holt has forbidden, in a signed order, all State workers to dodge paying the entrance fee to either circuses or carnivals showing in this State. The order was issued to "all departments subject to the control and direction of the governor."

"I do not believe that it is good official or public practice to accept passes and free tickets . . . particularly when many of the representatives of the State are called upon to deal in an official capacity with these concerns," the order said.

## Parker-Watts Opening Good

Start in winter-quarters city, Emporia, Kan.—parade draws many people

EMPORIA, Kan., April 30.—Parker & Watts Circus opened here, where it wintered, April 15-16. City took on a holiday air and thousands of people lined downtown streets for parade. Despite inclement weather there were four good houses. William Allen White's newspaper, The Emporia Gazette, gave show much publicity—plenty of first-page stories and pictures.

### The Program

Program, directed by Bert Rickman, runs very smoothly. It follows in order: Spectacle, Aladdin and the Wonderful Lamp, Introduction of Kit Carson Jr., Pony drills and mule act. Revolving ladders in three rings. Elephant act. Clown marriage. Swinging ladders. Foot juggling and barrel jumping. Clown number, giant firecracker. Cloud swing, three rings, Brock Troupe, Football ponies. Foot slide from top of tent by Albertini, Globe act in three rings. Concert announcement, Yamato Troupe, foot juggling, also hanging by hair from top of tent. Perch acts in three rings. Liberty horses, worked by Hazel King, center; Carl Bruce and Dell Graham. Twelve horses in center and eight each in other rings. Elephant head carry by James Conners, superintendent of show's elephants. Concert announcement, introducing Tige Tigerson, wrestler, and Kit Carson and his cowboys. Trampoline. (See PARKER-WATTS on page 41)

## McCoy, Downie Day And Date at Altoona

ALTOONA, Pa., April 30.—This city, with a population of about 82,000, has been contracted (lot and license) for Friday, May 13, by Col. Tim McCoy's Wild West and Downie Bros.' Circus. Downie will be on the regular circus grounds and McCoy on the Driving Park lot, about one-half mile apart. Zanesville, Canton and Massillon, all Ohio stands, have been canceled by the McCoy show.

## Donations to Linard Jones Monument Fund Total \$52

ERIE, Pa., April 30.—Donations to the Linard Jones Monument Fund up to Thursday of this week totaled \$52.10. George H. Lux, general chairman of the Col. Linard Jones Memorial Committee, states. Those who contributed since the last list of donors was published in The Billboard of April 23 are Melvin D. Hildreth, Ed M. Hilleary and Dr. A. M. McCully.

All donations are handled by Chairman Lux, of 1231 West 10th street, Erie, and he in turn passes them on to Frank V. Baldwin, treasurer of the fund, who is located in New York City.

FIRST CIRCUS at Terre Haute, Ind. this year will be Cole Bros., May 10. It will be third straight year for show there, each time first part of May. McCoy show will be there first part of June, says John A. Schmidt.

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(Conducted by **WALTER ROBINHADEL**, Editor  
"The White Tents" and International Printing  
Company, Rochelle, Ill.)

**ROCHELLE, Ill.**, April 30.—Harper Joy, Spokane, Wash., writes of an interesting visit he had with Mr. and Mrs. Carl Sontz, who are promoting the date at Coeur d'Alene for Polack Bros.' Circus week of May 3. The week following show will play at Trall, B. C., the great smelter town, which is about 125 miles directly north of Spokane. Sontz states that business at Victoria, B. C., was tremendous due to the fact that show had an elephant and was the first elephant seen on the island in many years.

Dr. Roswell T. Pettit and wife, of Ottawa, Ill., while at Rochelle were guests of Mr. and Mrs. Earl Chapin May. Fred Schlotzhauser, of Oquawka, caught Hagenbeck-Wallace Circus at Springfield, Ill. John Tellow, of Peoria, also was there.

On April 23 Burt L. Wilson visited with George Brinton Beal in the book department of Marshall Field's. Mr. Beal gave a 40-minute moving picture show, showing movies of the Cole Bros., Ringling-Barnum and other circus shows. He also autographed his new book, *Thru the Back Door of the Circus*. Burt is now off on a long trek and will not be back home until August 1.

The date of Belle-Sterling Circus announced for Rochelle on May 14 has been changed to matinee only on the 15th.

When Mr. and Mrs. Walter M. Buckingham were in New York to see the Big One they visited the museum and state they saw a wonderful display of circus paper gathered from private collections. The exhibit also included paintings and drawings of the circus by well-known artists.

Fans present at the recent tamale and beer party given to entire personnel of Tom Mix Circus at San Antonio were Dr. W. M. Wolf, Park Street, Harry Hertzberg, Tommie and Pasco Jesperlands, Walter Loughbridge, Bill O'Donnell, J. O. Meusebach and Pompeo Coppini.

**Texas Has Two New CFA Tents**

**GAINESVILLE, Tex.**, April 30.—Two new tents of the Circus Fans' Association were raised at the first annual meeting of Southern States Circus Fans at the Turner Hotel here Wednesday.

Col. C. O. Sturtevant, of San Antonio, Southern vice-president of CFA, presented charter to C. H. Leonard, chairman of the Antoinette Concello Tent No. 26 of Gainesville. Roy P. Wilson is vice-chairman; G. D. Bell, secretary, and other members are Leon Gilmore, Joe M. Leonard, A. Morton Smith, George J. Carroll and Roy A. Stamps.

The local tent received a telegram from Madison Square Garden, New York, reading: "Dear Circus Fans of Gainesville—It gives me great pleasure to know your tent will bear my name. I am sorry I cannot be with you today. Best wishes, Antoinette Concello."

At the same time, formation of the Carl T. Hathaway Tent at Waco, Tex., was announced by Holt Massey, chairman, and H. B. Waite, secretary. Cecil Crowe has been enrolled as a new member at Waco. A telegram telling of the formation of the tent was dispatched to Mrs. Carl Hathaway at Sarasota, Fla., by Massey and Waite.

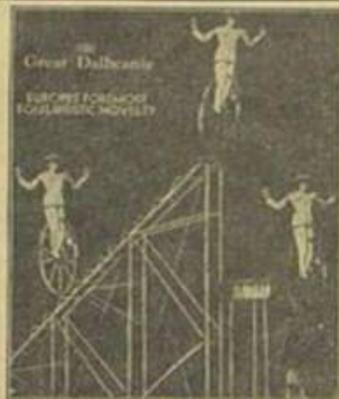
Colonel Sturtevant spoke on *The Circus as a Hobby* at the Rotary Club luncheon to which the CFA members were invited guests. Roy A. Stamps, CFA, was program chairman.

At 6 p.m. the visiting CFA and members of the Gainesville Community Circus were guests at a barbecue supper in the circus backyard previous to the opening of the ninth season of the circus. A Universal newsreel photographer made shots of the convention activities.

Among those here for the meeting were Mr. and Mrs. Frank Walter, Houston; Mr. and Mrs. Cecil Crowe, Mr. and Mrs. Holt Massey, Waco; Colonel Sturtevant, San Antonio; V. N. Armstrong, of Wichita Falls.

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(Ice Man)

BEN BERKIE  
(Popcorn)

CHUCK LANGFORD  
(Chameleons)

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WM. MOORE  
MARTIN NELSON  
JOE CROSSBART  
ROY DEXTER  
HAROLD SYNDER  
PAUL GARDENER

JOHN WADE  
EUGENE O'CONNOR  
BOB BENNETT  
EUGENE MILLER  
E. NEWMAN  
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LORNIE HIGDON  
JOHN RASBORNICK  
  
PORTERS  
CLAUDE POLLARD  
SLIM WILLIE  
GEETCHY

# Under the Marquee

By CIRCUS SOLLY

**ORRIN DAVENPORT** attended Shrine Guild show at Cleveland April 20.

**CLARK BOND** and E. Y. Myers are with Chase & Son Circus.

**FLOYD KING**, general agent of Robbins Bros.' Circus, while in Cincinnati recently gave *The Billboard* a call.

**STEVE SHEA** cards that Beudinot and Root, agents for Ringling Brothers, were in Toledo, O., last week.

**EDDIE SHABOO**, wrestler, is in William Desmond's concert on Barnett Bros.' Circus.

**HUGH S. MAGILL's** favorite performer is Emmet Stark; Philip H. Bailey's, the clown, Emmet Kelly. What is your favorite act?

**STANLEY W. WATHON** has been appointed an executor of estate of the late Willy Schumann, the Continental circus owner, who died last July.

**ON SECOND** advertising car of the McCoy show are Fred Crowther, in charge; Fred B. Hunt, Jack Times, V. R. Smith, R. McFarland.

**MELL'S KIDDIE** Circus, Mell Russell, manager, is playing the Blank Circuit in Iowa for six weeks, following which it will go under canvas. Business good.

**FOUR KRESSELLS** presented their novelty serial combination trapeze act, also comedy acrobatic clown and table turn for Eke's Circus at Birmingham, Ala.

**JERRY HENNESSY**, Circus Pan, pens that Buck Leahy, clown contortionist, recently played Eagle Restaurant, Fall River, Mass., and scored.

**JOE DE ROSSELLI**, with Parker & Watts Circus, says that its parade in Wichita, Kan., was first there in a number of years.

**BESSIE BERNETTE** Jeff and Lola Griffin and Jimmy Udseth drove from Los Angeles to Holla, Mo., to join Russell Bros.' Circus.

**NOBLE P. HOWARD** and George Woolley, formerly with Sousa's Band, are new additions to Henry Kye's Band on Hagenbeck-Wallace Circus.

**R. E. (DOC) ROBERTSON**, last season with Playland Expo Shows, is on staff of Silver Bros.' Circus, in charge of public relations department.

**RED HARRIS** recently closed with Harris Bros.' Circus and joined the Radio Round-Up Show, playing one-night stands under canvas. He is doing black-face and clowning in parade.

**CHARLES E. SPARTON**, manager of Spartan Bros.' Circus, pens that finishing touches are being put on the equipment. Will have 23 trucks and trailers, also a new marquee.

**CHARLES E. POST**, director of band with the McCoy show, visited *The Billboard* offices in Cincinnati last Thursday. Tex Cooper and Jack Fenslon, also with show, visited.

**DOWNIE BROS.' CIRCUS** again has the legs. What other big top has them? It's an excellent number.

**PARKER & WATTS** business, while not big, has been very satisfactory considering that show has had bad weather every day. Parade has been proving to be good drawing power.

**ELDON D'OHIO**, xylophonist and drummer, is with Eddie Woelker's Band on the Barnes show. Was formerly with Omaha Symphony Orchestra and U. S. Navy Band at Washington.

**ED STON DALY**, of Reading, Pa., writes that first billing of the McCoy show in that city was put up April 28 for May 9. City council has fixed circus license in that city at \$100 a day.

**HERMAN RUBSA** met John Brassil, in charge of Ringling-Barnum No. 1 car, and Frank Maherey, brigade agent, in Boston. Says they did a dandy job of billing.

**HARRY SWEET**, while at Grand Rapids, Mich., visited Mrs. Fred Darling and

says she is working on her dog act. Sweet adds that he has a contract with an Eastern park.

**THE FRED GUTHRIES** worked two weeks as free act with Barkoot Bros.' Shows in Toledo, O. Will go to Humboldt, Tenn., for Strawberry Festival and then expect to return home to Bradner, O., until regular season starts.

**WALTER LEE** joined Eddy Bros.' Circus at Trenton, N. J., but due to a bad arm could not perform. He is now in Greensboro, N. C., and will rejoin in several weeks to work in clown alley and concert.

**ROBERT D. GOOD**, of Allentown, Pa., recently spent two days in New York visiting friends on Ringling-Barnum McCoy show is booked for Allentown May 10 and Cole show for May 26. Good adds that McCoy will be first railroad show there since 1935.

**KLARA E. KNIGHT** recently landed in Ripley's "Believe It or Not column." It was stated that she has broadcast over 420 different radio stations in the United States. Miss Knight is with Cole Bros.' Circus.

**MAYOR CHARLES R. BARBER** of Erie, Pa., announced that Ringling-Barnum circus had asked to have its date changed from June 14 to June 15, and that the request had been granted. Show will again use the Willis lot on Upper Peach street.

**GROUP OF BOYS** and girls from Chicago's neighborhood parks were recently taken on a visit to the gym of the Performers' Club. Tour arranged thru local WPA and park facilities. Aiding Smiley, the clown, in antics and stunts were Sanna Sisters, skaters; Flying Stars, serialists, and Wishard's Four Sensations, trampoline act.

**CLIFF McDUGALL** left Hollywood April 20 for Louisville to join Hagenbeck-Wallace Circus arriving there April 23. Cliff's first town was Cincinnati. He landed considerable space and art in the dailies and arranged for several broadcasts. This is McDougall's 11th season on road and his first with the H-W show.

**MORE AND BETTER BUSINESS** will be the theme underlying all addresses at the 33d annual convention of the Lithographers' National Association to be held May 10-12 at the Homestead, Hot Springs, Va., at which Advertising and Sales Promotion, Marketing and Public Relations, Research and Sales Management will be stressed.

**D. R. KERR**, formerly with circuses; Edwin Christensen, former serialist with Hagenbeck-Wallace; Max Calvert, former string man with Eastern orchestra; Jay Young, of the old-time vaude and minaret team Young and Suda, are at the Hinsdale Sanitarium and Hospital, Hinsdale, Ill. Christensen plays dates in and around Chicago with his vent act. Kerr would like to have troupers pay them a visit when in their vicinity.

**HEYWOOD BROWN**, in his syndicated column, recently had mention of Larry McPhail, the new executive director of the Brooklyn baseball team in the National League. McPhail was quoted, viz.: "Big-league baseball is a first cousin to the circus." Brown's comment on this, in part, was: "And it is true that the National League needs some Gargantuas and elephants. It has plenty of living skeletons and midgets already."

**FROM ALFRED J. MEYER**: "Wish to express my enthusiasm over seeing the marvelous performances of the Cristiani with Ringling-Barnum at the Garden. These artists are topnotch in equestrianism. I cannot remember anyone of last half century that could in any way approach their performance. Have seen Fish, Showles, Jim Robinson and Lovanda in their heyday, but if they could come back to this earthly sphere and witness this quintet of riders they would be amazed. That twisting backward back somersault of Lucio Cristiani from one horse to another is wonderful. He seems to possess supernatural power. And the forward from knees to knees of his brother is simply perfection. Then the synchronous jump-up of the five broth-

ers tops the greatest whirlwind finish of all time in equestrian acts."

**THE FOLLOWING** appears in the eight-page *Harold of Russell Bros.' Circus*: "The circus is no place for cynics and skeptics. Its component parts are the bizarre, the unconventional, the unusual. All is colorful, superabundant and gigantic. The purpose of a circus is to amuse and entertain, to obscure with glamour and wizardry the hard realities of the everyday world.—ELLENBURG (Week.) CAPITAL."

**VISITING NOTES**—Paul F. Van Pool, of Joplin, Mo., saw Parker & Watts Circus at Fort Scott, Kan., Ira Watts' home town. Speaks highly of show. . . . PHILIP H. BAILEY attended Barnes show in Los Angeles and enjoyed it. . . . CHARLES H. MILBAUER and the Great Inman and wife caught the WPA show in Newark, N. J., and visited with friends. Milbauer states that the Ollmar tract, for years the best lot in Irvington for the Newark date for shows, has been sold. Ringling-Barnum will be the last to use it. . . . FLORA LAGLE HARR and relatives were guests of Hagenbeck-Wallace at Frankfort, Ky. The late Ray Glaum, iron-jaw performer, was her brother. . . . H. BARROWS and wife caught evening performance of Hagenbeck-Wallace at Decatur, Ill. Three-quarters house. . . . EVERETT BLANSHAN, son and daughter-in-law, of Kingston, N. Y., attended Ringling-Barnum at the Garden, guests of Herb Duval. . . . K. E. SIMMONS saw Hagenbeck-Wallace at La Fayette, Ind., and reports an excellent show.

## Silver Opens Under Firemen at Hopewell

**HOPEWELL, Va., April 30.**—Silver Bros.' Circus opened here April 14 for a three-day stand under auspices of the Woodlawn Volunteer Fire Department. Business reported good first two days, with Saturday off due to cold weather.

Show is managed by Sam Dock and Karl Annon. J. F. Stutzman is contracting agent; Doc Robertson, special agent; Henry Vanderwell and Harry Johns, billers; Norman Whitezell, banner man; Ed Davidson, boss canvasman, with a crew of six men; William C. Moorman, cook; Louise Jarvis, purchasing agent. Show moves on 13 cars, trucks and trailers. Two light plants are carried.

Performance is given in two rings, acts including Capt. Meyers' trained lion, Albert De Roman troupe of acrobats; Aerial Delmaro; Dock's trained poodle, dogs, monkeys, goats and mules; E. C. Biggerstaff, contortionist and single trap; Claire Brison, single trap; several clown numbers. Show runs one hour and a half.

H. R. Britson has the Slide Show with following acts: Jarvis, magician and escape; hillbilly musicians, knife throwing, Punch and Judy, fire eater, four cages of animals. Pit Show managed by Ed Snyder has a large mandrill and peccary. The band is under leadership of Walter Scott, playing trombone; C. P. Hall, trumpet; M. C. McCormick, trombone; Jack Fogg, bass; Arthur M. Pond, clarinet; Guy Glascock, drums.

## Mighty Haag Passes Calhoun

**CALHOUN, Ga., April 30.**—Mighty Haag Circus, billed to show here April 20, arrived in a heavy downpour, found lot covered with water and mud and decided to cancel stand. Show spent the day here and then left for Jasper, Ga. Is headed for North Carolina and the Virginia.

## WAGNER RECEIVES

(Continued from page 34)  
the front wheels of one of its own wagons.

### Chariot Is Famous

The chariot is the most famous in world circus history and rolled over the streets of countless cities for many years. It was constructed in 1900 by James A. Bailey, then head of the Barnum & Bailey Circus. A team of 40 horses was used to draw the wagon, which carried the same number of musicians or performers in parades. Two huge wooden hemispheres on the sides of the wagon gave it the name it carried for three decades of active service.

Medallions with the coats of arms of 12 nations adorned the wagon, and flags of the nations were flown in parades. Horses for the wagon were broken and specially trained by Tom Lynch.

The wagon is about 40 feet long, 8

## Dressing Room Gossip

**DOWNIE BROS.**—After having quite a siege of rainy weather for several days, today (April 23) at Martinville, Va., makes the folks feel that summer has come to stay. Only yesterday Joe Hodgini was planning on charcoal buckets for the dressing room. Notice several new trailers around the show. Karl Larkin Trio are sporting a new one, also Harry Cress troupe. Slim Landers, head mechanic, built a trailer for his wife, Freida, while in quarters. Program under Bert Wallace is running very smoothly.

Harry La Pearl and wife, Loretta, are busy every day between shows practicing their toy Manchester with some comedy routines. Harry will soon introduce Tony Jr. in clown band routine. Tony Scala and his crackerjack doing well after the riding act. Harry Cress, Harold McEvoy, Charles Poplin and Tony Scala busy with the liniment. Georgianna Lund and Michael Alfred entertained their parents from Wichita, Kan. Spent several days around show.

Harry Mack reports his wife recovering from an auto mishap in Muskegon, Mich. Caesar DeLiberto is daily telling what was and wasn't in his wife. Joe Hodgini Jr., Billy Cress and Tommy Hodgini busy daily between shows practicing juggling. Martha Principino and her new web act is one of prettiest numbers in big show program. Her closing routine is one of the most novel the writer has seen in web acts. Harold McEvoy and Chief McNett and his Omaha Indians have been guests on Eddie Keck's daily broadcasts for show. Broadcast is a real public relations program about the show and its performers.

Etta Carveon, Ruby Hoyt, Jewel Poplin and Carlos Carreon are doing high jumps in program. Show has entertained many visitors. Noticed C. D. Odum, Bob Courtney and wife, Bob Spear, Eddie Jackson, John Van Arnam, Billie Poe, Warren Warren in Macon, Jack Schuits, Miss Maddox, Giovanni DeLiberto and wife, Peggy, also visitors. Mr. Long, dad of Millie Long, Mrs. J. L. Ownby and daughter, Dorothy, visited Harry Cress troupe. Also noticed Mr. and Mrs. Frank Dill, parents of Boots Sallee, Curley Bridgeman and Pat O'Brien on lot at Spartanburg. Band, directed by Lee Karsey, is a real one. Mrs. Karsey is handling the mail.

EDDIE KECK.

**HAGENBECK-WALLACE**—Show is running very smoothly under direction of Poodles Hanneford. Ballet girls are making themselves comfortable in their new waterproof dressing tent. Bill Nippo very busy taking care of two cannons and fireworks. Glow band improved with arrival of Sugarfoot Williams, trombone soloist, and a new bass drum. Mickey McDonald actually had the Family Album gsg complete. Floyd and Ethel Crouch's boy, seven weeks old, is the center of attraction. The canopy with sidewalk from dressing room to big top back door is appreciated by the performers, especially in rainy weather. Art Borella, dressed as a chef, Fred Wenzel and Jerry Fransee dressed as waiters getting laughs with the duck-pan gag.

Viola Barnett and Dolly Presley are daily practicing on unsupported ladders. Recent visitors: Mrs. Carl Lester and Al Lester visiting Carl Lester. Mickey King entertained Harold Harnage, C. D. Curtin, B. Smith and Mamie, of Bloomington; also E. W. Rittlay and W. M. Hodges, of Florida, Ill. Happy Hunt, Mr. Brown, of Tilden Hall Hotel, were on hand. In Springfield, Mrs. John Andrews and daughter, Billy Senio, Art Carnahan and wife, of Bloomington, renewed acquaintances. E. Lawson and Keitley, sponsors of the all-star nine, beat the dressing room soft ball team 11 to 7. Outstanding plays were made by Pitcher Dominik Bommarito and a home run by Sidney Ayles. I just shook hands with Clayton Behee and Mr. and Mrs. Ralph Swisher and I am going to make a home run for my lower berth.

CHESTER (BO BO) BARNETT.

feet wide and 11 feet high. It was retired shortly after the Barnum & Bailey show was merged with Ringlings.

Fred Buchanan, Granger (la.) circus man, bought the wagon from the Ringlings for Robbins Bros.' Circus and later retired the wagon again. It was purchased by Iowa Ringling Top No. 1 in 1934 and brought to Des Moines.

The new wheels will be put on the old wagon so it can be used for parades and exhibition purposes at the fairgrounds here in safety.

# 15 Years Ago

(From The Billboard Dated  
May 5, 1923)

Hazenbeck-Wallace Circus inaugurated its tour at Louisville April 28 to turnaway business. . . . Gentry-Patterson Circus opened at Paola, Kan., April 28. . . . Golden Bros.' Circus opened at Ft. Dodge, Ia., April 26 in ideal weather. . . . George Sanger, of the Sanger Circus, visited the New York office of The Billboard April 21 on his first visit to America. . . . Mr. and Mrs. J. M. Benson signed with Professor McCall's Dog and Pony Show to present their dog and pony show.

A fire caused by defective wiring, it was said, broke out in the storeroom of Ringling-Barnum Circus at Madison Square Garden during sleeping hours. Roaring of lions and trumpeting of elephants awakened circus employees in time to avert much loss. . . . Charles Siegrist, of Siegrist troupe of aerialists, was ill in New York of pneumonia. . . . Fred Leslie, fat kleeple clown, was with Al O. Barnes Circus. . . . John Tippetta sailed April 28 for England. . . . London sisters were playing vaude dates. . . . George White, formerly candy butcher on Ringling-Barnum Circus, was in down alley on Barnes circus. . . . Doc Belmer was located with his drums and traps at Princess Theater, Shelby, N. C., instead of being with the white tops.

Charles P. (Whiskers) Wilson joined Al O. Barnes Circus April 28 as assistant to Louise Roth, animal trainer. . . . E. W. Adams closed with the Barnes show at Nashville, Tenn., April 21 and joined Gentry-Patterson Circus at Paola, Kan., April 28, as ticket seller. . . . Minnie Fisher was contracted for season with Bob Morton's Shrine Circus, doing her iron-jaw and slide-for-life act. . . . Mrs. Minnie Dunne Hollis, 60, circus and vaude performer, and whose husband, Orrin Hollis, was an expert bareback rider, died at her home in Omaha, Neb., April 19. . . . Aloysius Mezzetti, for many years with the Barnum & Bailey Circus, died in New York April 22 of pneumonia.

## Good Opening For Miller Bros.

OSARK, Mo., April 30.—Miller Bros. Circus, owned and operated by Overt Miller and sons, Kelly and Dorris, opened April 9 at Marshfield, Mo. Packed houses afternoon and night. At Mansfield, Mo., under American Legion, very poor business. Ays, under Legion, very fair business afternoon and night; Osark, under the department, night show only, to fair business.

### The Program

Performance presented under a 50 with two 20s and one 30. Program opens with wire acts by Dorris Miller and Ila Marie, Leon Woods and Frankie Lou Woods. No. 2, military postures, by Overt Miller. No. 3, single trapeze, May Hogan, Ila Marie. No. 4, Clowns. No. 5, Spanish web, Frankie Lou Woods. No. 6, Overt Miller and posing pony. No. 7, table rock, Dorris Miller and Leon Woods in clown make-up. No. 8, single traps, Frankie Lou Woods. No. 9, Clowns. Concert announcement. No. 10, Marvel Miller and performing dogs. No. 11, double traps, Edward (Blackie) Woods and Frankie Lou Woods. No. 12, Clowns. No. 13, cloud swing, May Hogan. No. 14, Clowns. No. 15, Overt Miller and horse with human brain. Concert announcement. No. 16, swinging ladders, Ila Marie, Frankie Lou Woods and May Hogan. Concert is presented by Edward Woods, Frankie Lou Woods, Leon Woods, Mrs. Frankie Woods and Dorris (Tex) Miller. Program consists of singing, dancing, black-face comedian, comedy skits and closes with Australian whipcracking by Leon Woods. Big show runs one hour and 10 minutes and concert 20 minutes.

Show has a new big top, constructed by the Millers in quarters at Springfield, Mo. Organizations moves on four trucks and trailers.

### Side Show

Side Show is under a 40 by 70 and has Doc L. B. Ford, the writer (who also is equestrian director and big show announcer), as manager, with following personnel: Platform No. 1,

mentalists: No. 2, ventriloquist; No. 3, Marvel Miller and Chinese torture; No. 4, Frankie Lou Woods, ring contortionist. In center is animal cage containing African lion, wolf, monkeys and coyote. • L. B. Sanders is general agent. Among recent visitors were Al. Pete and Bill Lindemann, owners of Sells-Sterling Circus. Others from that show were Mack Heller and wife, Theresa Morales, Jimmy Baker, Mrs. Art Miller; Tiger Bill Snyder, wife Madge; Leon Snyder, Bobbie Gordon, Musical Fredericks and Maxine; King Balle, side-show manager, and son; Al Beck and wife, of Doug Thomas Carnival. The writer renewed an old friendship when Pete Collander and wife, Ann, of the Fairy-Little Shows, walked on lot with Dan McOugin, treasurer of show. Paula Shaw is entertaining at Country Club, Springfield Mo.

## Good Night Crowd for Mix at Mineral Wells

MINERAL WELLS, Tex., April 30.—Tom Mix Circus arrived here in the rain Sunday, showed to a small crowd on a wet field Monday afternoon and had a good crowd that night, after which it went to either Denton or Sherman, Tex. Two white and one Negro laborer created a disturbance among the help Monday and were discharged. The whites left town, dodging the police. The Negro became drunk, started more trouble Monday night and spent the night in jail. Police ordered him out of town Tuesday morning upon release.

PITTSBURG, Kan., April 30.—Ray Blankenship, general agent of Tom Mix Circus, played host to the advance crew here evening of April 24. A sumptuous dinner was served at Hotel Besse, and Blankenship introduced his recent bride, the former Jessie Smoke, of Dallas, Tex. Those present included Tom Gunnels, Earl Page, Ralph Locke, Dan Turney, Stephen Kusmie, Walter Skelton, Tex Taylor, Buddy Jenkins, Roy Burroughs, Crawford Droege, Douglas Spicer, Frank McQuinn, Harold Burdick, Joe Ballard and Edward L. Conroy.

Four new trucks were received last week for the advance. Two of them are being used as second brigade in charge of Kusmie, assisted by Droege and McQuinn.

Page is superintendent of lithographs on the advance and Gunnels has the town truck. Gunnels was elected steward of No. 1 car shortly after opening of advance at Waco, Tex.

LAREDO, Tex., April 30.—Business with Tom Mix Circus in the Rio Grande Valley was good. His first week out was off. There is so much new equipment and E. L. Burnett has accomplished such fine results in paint on the old that it is not infrequent to hear strangers remark that it looks like a new show.

Others of personnel, not mentioned in recent story, include:

Front door, Bill Flowers, in charge; Maurice Chapman, Ralph Brown, Roy Walo, assistants.

Advance car No. 1, Ed L. Conroy, in charge; crew, Roy Burrows, Crawford Droege, Thomas Gunnell, Stephen Kusmie, Ralph Locke, Earl Page, Walter Skelton, Tex Taylor, Daniel Turney, George Taylor, Car No. 2, Bert White, in charge; crew, John Joyce, Francis Havighorst, Myron McCartney, Paul Sicks.

Concessions, superintendent, Jack Burleson; cashier, William Farmer; Andy Thompson, assistant and outside novelties; Paul Davis, inside novelties; Willie Harmon, badge board; Harry Corsack, candy stand banners; Jim Larquier, No. 1 stand; Tony Silvestri, No. 2 stand and candy apples; Whittle McGuire, hamburger stand; George Carolina, ice man; Neil Gordon, ice-house porter; James Bagwell, superintendent of concessions of pop corn and candy flows; assistants, Tony Ortega, Shorty Rodgers, Whitey Doherty; concession seat men, Verrill Arnold, John Snyder, Ernest Mace, Marty Conley, Tim Bailey, John O. Johnson, Alex Dunken.

Tickets, E. L. (Yellow) Burnett, in charge; Harold Walworth, uptown; Hugh Sullivan, Casey Whitaker, on ticket boxes; tax box, Jim Turney.

Banners, L. W. Hutchinson; boss property man, W. J. Thorn; wardrobe, Pauline Turney in charge; Sidney Arms, helper; boss carpenter, Roy Garrett; blacksmith, George Debert; in charge of elephants, Arthur Williams, George Wallace, Willie Carter.

Cookhouse, chef, Arthur McAllister; cooks, Roy Dugman, Henry Fluitt; head waiter, Leo Hammond; assistant, William Danner; waiters, Robert J. Lamour,

Earl Wood, H. S. Davis, Buddy Matthews, George Curtis, Ace Logan Row, William Dery Fenox, Richard Turner, Clyde Nichols, O. T. Dameswood, L. Mays, Jessie Atkins, Glasco Stokes, Joe Stratton, Earl Shaver, Charles Mowry; fireman, John Lindley.

Band, Carl Robinson, leader; Harold Barbee, snare drum; Joe Glacey, bass drum; Harry Shell, John Carroll, trumpets; Charles Fournier, baritone; Wiley Scott, John Kelley, clarinet; Hal Brown, Art Loft, trombones; Eddie Koch, Theodore Forstall, trumpets; Joe Botvin, sousaphone; Claude Alvarez, callopo.

## Lewis Protected at Dover, O.

DOVER, O., April 30.—Lewis Bros. Circus will appear here May 18 under auspices of American Legion. City officials here and in near-by New Philadelphia have pledged the Legion that no circuses will be given permits prior to date of Lewis engagement.

## McCOY ADDS

(Continued from page 34)

them more realistic. In other words, all shots should not miss. Show is without comedy, and at least one big thrill, something sadly needed to pep it up, but it is understood that clowning will be added soon. Detailed review of program appeared in The Billboard dated April 23.

Harry Thomas does the announcing in a first-rate manner. A feature of the show is the 32-piece band (men are in red shirts and 10-gallon hats) directed by Charles E. Post. Music is excellent.

### Fine Equipment

Physical equipment is among the finest that any Wild West show has ever had, and wardrobe is colorful. Everything about the show is new and certainly makes a great flash. Color scheme is blue and white. The show has an all-steel train (cars 72 feet long), coaches being painted an attractive blue with white lettering. Canvas has broad stripes in those colors. Canopy is over all seats, with 15-foot side wall. Ticket sellers, ushers, etc., are neatly uniformed, having insignia of Indian war bonnet on left sleeve. All wagons except stage-coach and prairie schooners are rubber-tired. They are indeed beauties. Two big locomotives are used in the historical spot, The Winning of the West.

Performance is staged in arena, 150 feet wide and 250 feet long. There are 20 sections of chairs, 16 tiers high, and 30 sections of bleachers, seating capacity being about 9,000. Show has 600 people, 64 head of baggage stock, 170 head of performing stock, 22 head of steer, 14 head of oxen, 42 wagons, 4 trucks, 3 prairie schooners, 1 stage coach, 2 air-compressor stave drivers.

Colonel McCoy has show equipment of which he should feel proud. S. L. Cronin, who has spent many years with circuses, being manager of the Al O. Barnes Circus for a number of years, is manager. He knows what it is all about in the big top field.

### Staff and Personnel

Col. Tim McCoy, general manager; S. L. Cronin, manager; Leonard Karsh, auditor; Jack Youden, treasurer; Turner Thomason, assistant; Warren O'Hara, auditor front door; Frank Chitcarelli, in charge of personnel; Harry Bert, white wagon; C. W. Finney, general agent and traffic manager; L. B. Greenhaw, Pearl N. Branson, local contractors; Jack Fenelon, special agent; Ralph Williams, director of press; Edward A. Johnson, contracting press agent; John Reeves, Tom North, advance press (each bringing in show); Sterling (Duke) Drukenbrod, manager Side Show; William O'Conner, equestrian director; Denny Helm, lot superintendent; William Hommel, superintendent privileges; Jimmy Thomason, assistant; Charles E. Post, musical director; Al Moss, superintendent reserved seat tickets and head usher—Thomas McKillop, assistant; Perley Houser, superintendent of curtains—Dan White, William Warner, Charles Shields, assistants; Paul Barton, trainmaster; Frank Rooney, boss hostler—Henry Campbell, Herbert Thompson, assistants; Perry Plank, superintendent commissary department; Don Post, superintendent lights; Hugh Baker, prop; Carl Romax, ring stock—John Kirk, assistant; Al Humke, John Nevins, 24-hour agents; Toby Finn, superintendent of mechanics—Henry Doepkens, assistants; Louis Dodson, Frank Guseelman, horse-shoes; Barney Kern, manager No. 1 advertising car; F. J. Crowther, No. 2 car;

Claude Morris, brigade agent; D. T. Bartlett, legal adjuster; Harry Thomas, announcer; M. E. Farnsworth, Social Security secretary and timekeeper; William Bush, superintendent of tractors; Al Weer, tax box; Kyril Conger, doctor; Roy Griffin, backyard officer; ticket sellers—Lloyd C. Merrell, downtown; John Price, Charles Valle, connection boxes; Harry Fay, No. 1 box; Paul Delaney, second box; Ben Levine, third box.

COWBOYS: Dave Nimmo is chief of cowboys; Hooper McCarthy, assistant arena director; Pat Holland, Chuck Williams, Percy Moore, Floyd Lingle, Red Bentley, Bust Hubacher, Les Stein, Carl Huckfelt, Floyd Ryndall, Glenn Randall, Herb Dahl, Jerome Austin, Thorny Gust, Frankie Retzell, Lou Stratton. Cowgirls: Dolores Nimmo, Violet Skutuborp, Eleanor Kline, Stella Williams, Georgia Retzell, Anna Louise Hutchinson, Bertie Youden, Madeline O'Hara, Hazel Moss, Babe Thomason, Nina Thomas.

Others in the line-up in the arena are 10 English lancers; 10 Australians, including Lance and Violet Skutuborp, champion bronk riders of that country; 12 U. S. cavalrymen; 12 Mexicans, including Pancho Valparaiso, champion roper of that country; 12 Gauchos, 12 Italian cavalrymen; 12 Bengal lancers; 12 Cossacks, 73 Indians; Tex Cooper, Al Jennings, Silver Tip Baker, Arizona Bill, Texas Ranger Jack Moore, Western characters.

### The Band

Charles E. Post, leader; Bob Nelson, Charles Burns, solo cornets; George Gilbert, Judge Linn, first cornets; Clarence Tucker, Lester Bruch, second cornets; Glenn Wickliff, Guy Davis, solo clarinets; Bill Taggart, Jess Ewing, first clarinet; Alfred W. Schulz, Sherry Magee, second clarinet; Buck Ewing, Ed clarinet; Max Ring, piccolo; Thomas Bussey, oboe; Al Moore, bassoon; Amos Thompson, snare drum; Roland Sberbondy, bass drum; Frank J. Hoffman, tympani; Lester Gray, Arch Jones, first trombones; Alex Jobb, George Ritter, second trombones; Norman Hanley, Preston Noble, baritone; Slim Tanner, Earl Hurst, basses; Myron Earber, Charles Foreman, first and second horns; David Thomas, Kern Dickman, third and fourth horns.

### Indian Village

The neatly arranged Indian Village, with more than a dozen large and beautifully painted banners, is under management of Duke Drukenbrod. It has all the atmosphere, including trading post, sun lodge, Navaho blanket weavers, silversmiths, etc. Elythe Sterling lectures on the Southwestern Indians and Bill Penny the Teepe Indians. Jack Ekina, L. D. Hall, John Chabson and Harold Johnson are on the front. Drukenbrod is adding a big Side Show in connection with the Village, as the show hasn't been getting the patronage expected in its present form.

C. W. Finney, Pearl N. Branson and L. B. Greenhaw were back on the show in Cincinnati. Visitors here included J. R. Lowe, W. B. Naylor, John H. Robinson Jr., Mrs. John G. Robinson Sr., Cliff McDougall, J. H. Hervey, Henry Fruschentecht and Frank Fellows.

# SHOW PRINTING

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## MIGHTY HAAG CIRCUS

WANT FOR SIDE SHOW Colored Modelers, led by Danney with 2012, modern Trampoline, Sea and Poodle. Paul Roberts with Brown Film Girls that can sing and dance. GUY SMUCKER, Book Show Manager, Brant, Printer; Leonard, Saturday; Abinger, Monday; All Virginia.

# The Corral

By ROWDY WADDY

**ED ECHOLS**, now sheriff of Tucson, Ariz., is one of the old-time fast steer ropers and for many years was judge at the Tucson rodeo.

**BEE HO GRAY** and Ada Sommerville, veteran Wild West and rodeo performers, are making theater dates in the East to good results.

**WELCOME VISITORS** to the Corral desk last week were Si and Fanny Oils, who with their trick mule, Knorr, have been playing Midwestern spots.

**T. E. ROBERTSON**, of Mountain Home, Ark., as president of the T. E. Robertson Rodeo, Inc., will stage several rodeos this season, including those at Springfield, Mo.; Harrison and Little Rock, Ark.

**WEAVER AND JUANITA GRAY** are busy lining up their rodeo and fair route with their trick roping, riding and menage act. They report a good year in 1937.

**TAD LUCAS**, champion cowgirl, residing in Fort Worth, Tex., has been advised that she will be honored with a "Tad Lucas Home-Coming Day" at the Nebraska Fair at Gordon. She did her first riding there about 20 years ago.

**BEN, THE RODEO TAILOR**, of Philadelphia, was suddenly stricken with appendicitis April 23 while visiting in Cleveland. He underwent an operation there and expects to resume his business in about three weeks.

**MRS. LUCY ROBEDEAUX** advises from Guthrie, Okla., that Lucille, Mildred and Charlie Mulhall, formerly well known in rodeo and Wild West circuses, are now living on the old Jack Mulhall Ranch near Guthrie, Okla.

**TEX SHERMAN** writes from New York that it was recently erroneously reported that he was to handle the special newspaper publicity for the rodeo which was held in New Orleans. He adds that he was not associated with the event in any way.

**ANN MIX** and her Ranch Boys, a feature with the JE Ranch Rodeo at the recent Cleveland World's Championship Rodeo, will also appear under the Ekwe banner at the Pittsburgh and Hershey (Pa.) events. Included in the Mix troupe are Texas Eddie, Buddy Word, Guy Campbell and Hesse Horner.

**BOB POLLETT'S** Circle Bar F Ranch Rodeo, with headquarters in Bennettsville, S. C., has been sold to the A-I-X Ranch Rodeo. Pollette has decided to retire from the rodeo field to devote his time to his horse and mule auction stables. A-I-X organization will open its season early in June in Asheboro, N. C., under local Legion auspices. Several of the old Circle Bar F cowboys and cowgirls have signed with the new show.

**CONTRACTED PERFORMERS** who appeared at the annual championship rodeo which came to a close in Sedalia, Mo., May 1 included Chester Byers, Johnny Grimes and his Brahma bull,

John Lindsay, Fred Alvord, Grace and Vivian White, Vaughan Kreis Huskey, Alice Adams, Kenneth Williams and wife and daughter, Mike Hastings, Barton Carter, Ray Rainey, Lonnie Rooney, Dick Truitt, Bob Crosby, Ray Pete Adams handled the publicity.

**PLANS FOR** three-day Kit Carson Round-Up to be held in Trinidad, Colo., this summer under Kit Carson Round-Up Association auspices are already under way, according to C. W. McNally, president. Purse will conform to the demands of the Cowboy Turtle Association in every way. Other officials include L. B. Rogers, manager; Frank C. Miller and Frank Monroe, vice-presidents; R. B. O'Brien, secretary, and Frank S. Graham, treasurer.

**SEATTLE'S** city council has lifted a ban and approved a special ordinance permitting the professional rodeo, Seattle Stampede, to be held at Civic Auditorium grounds there this summer under local police drill team auspices. Seattle's finest manager to secure approval, as the council's finance committee concurred with the public safety group in raising the taboo on such shows in the city. Leo Cramer, of Big Timber, Mont., represented the show.

**ARRANGEMENTS** for the rodeo to be held in Tulsa, Okla., at the State Fairgrounds Pavilion under International Petroleum Exposition auspices are rapidly progressing. H. D. Binns and T. W. Kelley, of K-Gar Ranch Rodeo Co., will handle the production end of the event, which will present eight night performances. Chester Byers and Junior Ekewe, contracted performers, have been signed and more than 100 contestants have signified their intention to participate in the contest events.

**COL. CLARENCE SCHARBAUER**, president of Midland Fair, Inc., recently appointed Foy Proctor, John Dublin, Roy Parks, Leonard Proctor and Donald Jutt members of the general rodeo committee in charge of the annual cowboy contest to be held in Midland, Tex., this fall. Foy Proctor has been named chairman of the body. W. T. Doherty is chairman of the publicity committee. A full program of Western events will be presented, and this year for the first time entrance fees will be added to purses. Butler Brothers have been contracted to furnish the stock.

**RESULTS** of the round-up held in Red Bluff, Calif., April 16-17 follow: Bronk Riding—First day, Nick Knight, Doff Aber, Stub Bartelmay, Jackie Cooper. Second day, Pete Grubb, Fritz Truan, Burel Mulkey, Bill McMakin, Jackie Cooper and Paul Carney split fourth. Finals, Burel Mulkey; Jackie Cooper and Nick Knight split second and third; Stub Bartelmay. Brahma Bull Riding—First day, Tom Bride, Lee Parris, Dick Griffith, Frank Schneider. Second day, Mitch Owens and H. Brown split first and second; Paul Carney; Hank Mills and C. Dossey split fourth. Steer Riding (Local Amateur Cowboys)—First day, Jimmie Heel, Dan Biglow, Glenn Spoon, Curley Nola. Second day, Curley Nola; Bud Cooper and Glenn Spoon split second and third; Dan Biglow. Bulldogging—First day, Gene Ross, Everett Bowman, Joe Mendez, John Bowman. Second day, Homer Pettigrew, Gene Ross, John Bowman, Steve Heacock. Finals, Gene Ross, Homer Pettigrew, Everett Bowman, John Bowman. Single Steer Roping—First day—Vic Rogers, Willie Clay, Cecil Owensley and Everett Bowman split third and fourth. Second day, Buck Sorrella, Everett Bowman, Ashbury Schell, Willie Clay. Finals, Everett Bowman, Willie Clay, Ashbury Schell, Buck Sorrella. Calf Roping—First day, John Bowman, Andy Juregul, Fox O'Callahan, Homer Pettigrew. Second day, Gene Ross, Cecil Owensley, Ashbury Schell, Oran Fore. Finals, Gene Ross, John Bowman, Andy Juregul, Homer Pettigrew. Round-Up Association officials included Roy Owens, president; C. P. Stover, vice-president; E. L. Hart, secretary, and directors Jim Dyer, Joe Nunes, Fred C. Pugh, Charles Luther and G. R. Milford. Judges were Roy Ramsey, Everett Bowman, Andy Juregul and Clay Carr.

**ANNUAL RODEO** held this year in downtown Saugus, Calif., April 23-24 under direction of Paul F. Hill played to an attendance of 12,000, slightly under the figure set last year. Rain the last day, however, cut attendance considerably. Altho the stock was plenty salty and many thrills provided, only one accident marred the proceedings. Pat Woods was seriously injured when

he was trampled in the Brahma steering event. Officials in addition to Hill, who also furnished the stock, included Leonard Ward, arena director; Clay Carr and Jim Earvin, judges; Hosea Steelman, timer; Roy Bean and Tex Palmer, pick-up men, and P. O. Wentz, announcer. Contracted performers included Pinky Glat, clown, and mule Fiebles; Hazel Burns; Vera North's merage horse, Gypsy; Johnny Sonny's educated horse, King; Sam Garrett, Hank Drnell, Dick Griffith, Ralph Coepe, Paul St. Croix, Earl Dobbins and Marie St. Croix, trick riders. Results: Bareback Bronk Riding—First day, Dick Griffith, Smoky Snyder, Hank Mills, Canada Kid. Second day, Paul Carney; Blundy Brunzell and Harry Logue split second and third; Duward Ryan. Saddle Bronk Riding—First day, Burrell Mulkey, Bill McMakin, Nick Knight, Stub Bartelmay. Second day, Nick Knight, Jackie Cooper, Pat Woods, Bill McMakin. Finals, Bill McMakin, Nick Knight, Jackie Cooper; Pat Woods and Turk Greenough split fourth. Calf Roping—First day, Ashbury Schell, Cecil Owensley, Buck Sorrella, Andy Juregul. Second day, Bill Eaton, Jim Vance, Cecil Owensley, Buck Sorrella. Finals, Cecil Owensley, Ashbury Schell, Buck Sorrella, Bill Eaton. Steer Wrestling—First day, Dee Hinton, Gene Ross, Everett Bowman, Jim Earvin. Second day, Howard McCrorey, Homer Pettigrew, Dave Campbell and Hugh Bennett split third and fourth. Finals, Homer Pettigrew, Howard McCrorey, Dave Campbell, Everett Bowman. Steer Riding—First day, Charley Stickney, Smoky Snyder, Duward Ryan, Joe McGee and Canada Kid split third and fourth. Second day, Canada Kid and Tom Bride split first and second; Duward Ryan, Carl Dorsey. Awards for the best silver-mounted outfit and rider went to John Wagner and Mrs. Lorella McPail. Contestants included Canada Kid, Bud Anthony, Paul Carney, Smoky Snyder, Harry Logue, George McIntosh, Frank Pinley, Tom Bride, Bud Cook, Charley Stickney, Blundy Brunzell, Buck Wyatt, Carl Dorsey, Eddie Adams, Bill Callahan, Hank Mills, Duward Ryan, Dick Griffith, Hugh Bennett, Ashbury Schell, Andy Juregul, Cecil Owensley, Buck Sorrella, Gene Ross, John McFarlane, Everett Bowman, Charlie Vance, Jimmy Laycock, Gordon Davis, Homer Pettigrew, Bill Eaton, Jackie Cooper, Nick Knight, Stub Bartelmay, Burrell Mulkey, L. E. Stiles, Pat Woods, Wilford Cline, Turk Greenough, Ward Watkins, Bill McMakin, James Irwin, Joe Thompson, Holloway Grace, Howard McCrorey, Dave Campbell, Dee Hinton, Steve Heacock, Jimmie McGee, Beans O'Connell, Carl Dorsey and Frank Schneider.

## Pitts Rodeo Opens Well

**PITTSBURGH**, April 30.—More than 4,200 attended the opening performance of the 10-day rodeo in Duquesne Garden April 27, an up over last year's first performance. With warm, clear weather aiding, Harris Amusement Co., operator of the Garden and rodeo promoter, anticipates new attendance records for the 13 performances. About 154 cowboys and girls are competing for the \$3,000 official prize money and almost \$2,000 more in special cash purses and merchandise awards. Ticket range is 75 cents to \$1.50.

## WPA SHOW

(Continued from page 34)  
countered Newark Local No. 16 of the musicians' union, two days before show was scheduled to open, delivered an ultimatum that the band could not play unless 10 local musicians were added at \$6 each a performance. This caused consternation among the WPA circus officials. The extra musicians would cost the show \$480. The Armory had already been contracted and hundreds of dollars spent in billing and advertising the show. Executives of show pleaded with union officials that the 54 members of the band were all union members and said that under rules of the WPA they could not engage any men. At this juncture the New Jersey WPA project entered the picture and offered to supply a local WPA band, but this was vetoed by the union officials.

### Recordings Used

Following a conference between executive staff of the circus and Archie Hill, administrative assistant of the Federal Theater Project, it was decided to go ahead and fulfill the contracts with the 113th Infantry, band or no band. Arrangements were made to play the show with "Old Faithful," the show's revered old calliope, but at the last minute the

## TORONTO GOOD

(Continued from page 34)

showfolk and performers on Stations CBL, CFCY, CKOL and CFTB.

First performance ran a little over three hours, but Equestrian Director William A. Garden rerouted show and cut running time to two hours and 15 minutes. Ken Good, musical director, and 20 local union musicians did creditable work. Band was augmented by new calliope. Toronto Fire Fighters Silver Band, directed by Bob Chappell, gave concerts before each performance and marched in opening spec.

### The Program

Display No. 1—Grand entry and opening spec. Big Top on Parade, with all performers specially costumed and all stock from menagerie and side show in procession. No. 2—Clown gymnasts, the Hammonds in Ring 1, the Leonards on stage and Three McCune Brothers in Ring 2. No. 3—Military ponies in Rings 1 and 2, directed by Miss Irene and Capt. William K. Schulz, of Schulz animal group. No. 4—Aerial gymnasts, La Venia Sisters in cloud swing, and Elise and Doree on swinging ladders. No. 5—Garden Bros.' Circus, troupe of 25 clowns on parade. No. 6—Liberty horse and trained animals in novelty, directed by Capt. Schulz in Ring 1; performing goats, dogs, monkeys and bears, schooled by Harry Beagles in Ring 2. No. 7—Rayell and Jeanette, roller skaters, in well-staged solo on center stage. No. 8—Perch and balance acts, Victoria and Frank in Ring 1; Togo, in top and diabolo spinning, on stage, and Merrill Brothers, in high-pole perch, in Ring 2. No. 9—High-rope slides, with Constello Flores in teeth slide across arena and Togo in his "slide for life" down tight rope hitched to Coliseum rafters. No. 10—Comedy on revolving ladder by Rolls and Demar, with Garden clowns in antics. No. 11—Animal tricks with aid of children from audience, featuring Lindy the elephant, two ponies, four dogs, Pifi the clown, all directed by Schulz. No. 12—Mid-air acrobats, the Mathieus in Ring 1, Clarke Trio on stage and Constello Flores in Ring 2. No. 13—Ricardo, European cycling comic, on high bike. No. 14—Balance acrobats, Victoria and Frank in Ring 1; Mann Brothers, on rolling globes, on stage, and Merrill Brothers and Slater, with equilibrium feats, in Ring 2. No. 15—Dynamite the mule, aided by the clowns, in comic routines. No. 16—Animal performers, with Marie's Marvel Dogs in Ring 1 and Miss Irene's dogs and monkeys in Ring 2. No. 17—Stunt-wire and tight-rope performers, Don Alvarez in Ring 1, the Marvells Avalons on stage and Malare Brothers in Ring 2. No. 18—Clowns, featuring McCune Brothers and their comedy auto. No. 19—Display of horsemanship and animal intelligence, with creatures from Schulz menagerie. No. 20—Teeterboard and acrobats, with Sensational Jordons in Ring 1 and the Romanoffs in Ring 2. No. 21—The Merriwells, beauties on the flying trapeze. No. 22—Adele Nelson's dancing elephants in pachyderm ball game and other antics. No. 23—Flying and casting acrobats, the Sensational Wishards on high rigging with net. No. 24—Captain William W. Schulz and his lions, featuring daring performance of Miss Irene.

After-show with pay gate and annex in menagerie with side show and midway attractions.

### The Staff

Members of Garden Brothers' staff are Merrick R. Nutting, business manager; Herbert M. Knight, general agent; Robertson B. Garden, treasurer; William A. Garden, equestrian director; Hal J. Miller, press agent; Harry Stearns, advance promoter; Norma E. Nutting, contests; Bill Graff, banners; Ken Good, musical director; Stuart Bird, public-address system; H. R. Horan, boss bill-poster.

Equipment for under-canvsa dates being assembled at London, Ont.

Calliope gave up the musical ghost with about a half a dozen of its pipes missing. Undaunted, Manager Burns O'Fallan hastily installed a public-address system and arranged to play the show with recordings.

Both local and Manhattan newspapers had representatives on the spot, and show received columns of publicity, reports Wendell J. Goodwin.

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# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

**WINTER GARDEN** Rollerway, Dorchester, Mass., celebrated its sixth anniversary on April 30 by giving patrons skate pins and closed for the summer on May 1.

**SUNSET PARK RINK**, Williamsport, Pa., operated by Baumgart Skaters, celebrated its second anniversary with a party on April 30. There were grab-bag prizes and Lew Wickham was at the organ.

**RENNE AND EVANS BROS.**, after a week's run at the Lyric Theater, Allentown, Pa., are slated to open on May 9 at Broad street Rathskeller, Philadelphia, for a limited engagement.

**SWINGSTERS** John J. Mark, George Kenny and Pauline Dakin, novelty skating act, recently made their third appearance in Stubben's Vienna Room, Boston. Act will play theaters and beaches during summer.

**ROLLERDROME RINK, Inc.**, has been formed in Seattle, Wash., incorporators being given H. P. Neth, Madeline Neth and Herbert Hemlow.

**CAPITOL PARK**, Hartford, Conn., will open its new roller rink in the building formerly occupied by Paree Night Club on May 12. General park opening is set for May 28.

**THREE WHIRLING BEES**, Buddy, Betty and Bob, who recently played Prison Club, Syracuse, N. Y., and Fred (Bright Star) Murree, Indian figure skater, were visitors at Jack Wythe's Alhambra Rink, that city.

"SINCE William Llewellyn, of Chicago, in *The Billboard* of April 30, brought up the subject of names for dance steps, it might be well to inform him that if he has not seen the steps adopted by the operators' association he will find several badly misnamed, and I agree with him that the so-called promenades should have been given a better or its original name," writes E. M. Moor, Cincinnati. "Perhaps he has seen the step, but if not its original name was the exhibition two-step and one that Edward Rexo and myself accidentally originated in the '30s. It is a gliding step and has the Dutch roll movement combined with a heel and toe movement and slight bending of the knees, and it can be done either backward or forward. It is very graceful and rhythmic when done properly. The number step, now known as the fox trot, is the original two-step, also a back and



**RUSSELL BROWN**, Madison Gardens Club, Chicago, runner-up with 48 points in the national amateur speed championship meet in Sefferino's Rollerdrome, Cincinnati, on April 2 and 3, sanctioned by the Roller Skating Rink Operators' Association of the United States and Amateur Skating Union. He was winner of the men's two-mile race; time, 5:15 3/10.

forward step. The fact is that there is nothing new among any of the dance steps except that they were arranged by William Sefferino into one number and called a demonstration, with suitable music for each step, which is interesting to watch and has proved an innovation. All these steps were done by former exhibition skaters on rinks as part of their routines, but, like the old exhibitions, they have not been seen for years and the names for them were lost or forgotten. I first saw the chicken scratch in Philadelphia, where I believe it originated. When not overdone it is not a bad movement, but many overdo it. At its best it is not what one would call graceful or difficult. Much has been written about English dance steps, and they, too, are old and were originated in America and taken over during the craze there in 1909-'10. Rodney Peters, St. Louis, who was over in those years, proved this to the national association by skating several of them in Cincinnati with Miss Oral Keller. We think that when the Lidstones come over to the fall that, while the steps will be demonstrated with grace and rhythm, we will find there is nothing new about their dances except the names. Mr. Llewellyn, as an old-time skater, will agree that roller skating today is not taught in the manner it was in the '30s, when one was put thru the edges forward and backward first; likewise the Dutch roll, etc., step by step. This training made skaters capable of doing the most difficult figures with grace and ease because they knew what they were doing and why it was done that way. I recently saw a class taking waltz instructions and announcement was made that to waltz properly one must be able to skate backward. No mention was made as to the proper way to accomplish this part, and two-thirds of those trying were leaning forward instead of putting their weight on the heels. If those professing to know how to skate would give pupils more details and the reasons for them we would have much better skaters and more originating of ideas."

**TOM DIX**, proprietor of Courtland Cafe, Cincinnati, who recently organized the new Courtland Skating Club, is also identified with the Mack and Rollerdrome clubs and has donated many useful prizes for events staged on club nights in the Cincinnati Rollerdrome. Courtland Club has joined the Roller Skating Rink Operators' Association of the United States.

THEIR reception at member rinks has been gratifying beyond expectations, according to a letter to E. M. Moor, Sefferino's Rollerdrome, Cincinnati, from T. L. Keller, operator of Mellow Moon

Rink, Salem, Ore., on tour with his daughters, Irma and Oral, amateur skaters, who are demonstrating dance steps and figure skating under sanction of the Roller Skating Rink Operators' Association of the United States. He declares skaters are eager to learn the intricate figures and dance steps. After appearing in Ohio and Indiana rinks and in Cecil Milam's Wheeling (W. Va.) Rink on April 24-26, they went to the Johnson-Ruhlman Rink, Erie, Pa., on April 28-May 1. From there they went to Earn Van Horn's Mincola (L. I.) Rink for a week, will end the tour in Victor J. Brown's Dressland Park Rink, Newark, N. J., and then return to their home. Much favorable comment has been heard concerning the Keller tour and action of the RSKOA in making it possible for member rinks to present the team.

AFTER turning pros Mr. and Mrs. Melvin Umbach, former Ohio roller dance champions, are now with Fred H. Freeman's Winter Garden organization, teaching dance steps in the rinks around Boston. They are giving pupils the regulation roller-dance steps approved by the dance committee of the Roller Skating Rink Operators' Association of the United States. "The first step they will teach will be the strut," announced the management, "because this will enable all students to get a general idea as to how dancing on roller skates should be done. And in national competition we will use this step as one of the optional steps. In competition it will be necessary to do five compulsory steps and five optional steps."

**PLAYLAND PARK'S** summer rink, South Bend, Ind., Otto Roskoeky, manager, is being overhauled for opening on May 11, reports Harry Hanley, manager of New Playland Roller Rink, South Bend, which closed on May 1 with a Mardi Gras. Shortly after closing Hanley left to visit his home in Southern Illinois, and plans to go east to look for locations for the fall season. Recent visitors were Mr. and Mrs. Steve Healy, Armory Roller Rink, Joliet, Ill.; Mr. and Mrs. Wally Klefer, Flint Park (Mich.) Roller Rink; Mr. and Mrs. Joe Spring, formerly of Riverview Roller Rink, Chicago; Leo Doyle, Babbs Beach Roller Rink, West Suffield, Conn.; George Corbell, Chicago; Ed Goldschmidt and father, and Roy Dallow and Miss Grace, Chicago, who gave an exhibition of figure skating.

"**IRMA AND ORAL KELLER**, Salem, Ore., received much acclaim for their demonstration of figure skating and their technique in spinning and dancing on rollers in Lexington Roller Rink, Pittsburgh, on April 21-23," reports Manager H. D. Ruhlman. "On their Eastern tour these amateurs are doing much to place roller skating on top, where it belongs in the world of sport," he said.

WITH only a week's notice to roller skaters, John J. Carlin opened his new large rink in Carlin's Park, Baltimore, on April 23 to more than 1,000 patrons. After the park fire last fall when the large rink building burned to the ground a roller rink was opened by the Carlin Enterprises in the residential section of the city. It did good business considering its size, about 7,000 square feet, but Manager Carlin decided he wanted his operations in the park proper, so skaters are now using the largest rink in that section, 30,000 square feet of skating surface. Skating clubs from Silver Springs, Washington, Hyattsville, York, Lancaster and Chester, Pa.; Deemer Beach and Black Cat representatives, of Delaware, and Doodle Bugs from Circus Gardens, Philadelphia, have visited the new rink. It is open five nights a week and Saturday and Sunday afternoons. Every skating night is featured with novel promotions. Annual speed races will be held in June, open to anyone in the Eastern States. Same personnel that conducted other Carlin rinks is in charge, with George Bushby as general manager and H. Clifton Nettid handling promotions and booking.

## PARKER-WATTS

(Continued from page 34)  
and comedy acts. Menage horses, Double traps in three rings, Cornell Family, teeterboard number, Rickoff riding turn, Violet Conners, iron-jaw slide, Andy Calino, trained chimp, Elephants, center, by James Conners, Clown walkaround, Conner Duo, Henry Duo and Dainty Marie, wire acts, the Brocks, on horizontal bars.

Jimmy Thomas is producing clown and Joys include Jo Hackensmith, Thomas Hayden, Lon Walters, Johann Delmars, Eddie Brown, Joe Edwards, Bert Stinson, Pete Hopton.

### The Staff

Ira M. Watts and Charles Parker, owners; George Duvall, general agent; Thomas (Skinny) Dawson, contracting press agent; Ray Swan, director of outdoor advertising; Fred Brad, legal adjuster; Mrs. Chester Eppy, secretary-treasurer; Earl Keene, auditor; Bert Rickman, equestrian director; Homer Cantor, superintendent of concessions; William DeBarrie, Side Show manager; Joe de Rosselli, press agent back and superintendent of tickets.

**THE CONCERT**—Whipping Smiths, Australian whip crackers; Jack and Dell Johnson, trick riders; Chief Bender, archery; Delmar Sisters, trick roping; Tige Tigeron, wrestler.

**SIDE SHOW**—William DeBarrie, manager; Louie Buchanan, front door; Slate Beeson, Vic Nelson, tickets; Marlon Wallace, inside lecturer; Mack's South Sea Islanders, four people; the Del Monties, impalement; Chief Yukon, torture act; Dolly Eddy, sword box; Karnan, magician; Princess Victoria, snakes; Andy Calino, ape man; Madams Theo, mentalist; Miss DeBarrie, Australian bird circus; Tuba Manago Minstrels, 12 people, featuring Manago and his tube. Top, a 50 with five 20s; 12 new banners.

**BAND**—A. Lee Hinckley, director; cornets, Eric Eklund, Frank Stevens, Eddie Wahl; clarinet and sax, Frank Novak, Lloyd Kindel; baritone, George Gardner; bass, E. J. Quittig; trombones, Chester Eppy, Eddie Bowen; drums, Jess Morris; callopie, Don Shanklin.

**CANDY STANDS**—Homer Cantor, superintendent; H. C. Fay, cashier; Eddie Daly, assistant; No. 1 stand, Arky Woods; No. 2 stand, Frank Robinson; hamburger, Luke Zimmer; pop corn, Mrs. Lee Hinckley; seat butchers, Joe Willard, Tony Arcaro, C. Bennett, Paul Shank, Alex Pink, James Biggers, Eddie Johnson, Gus O'Brien; Chester Williams, porter; novelties, Philip Massey, superintendent; Arthur Bruno, outside novelty stand, Ray Willard, inside.

**DINING DEPARTMENT**—Charles M. Oliver, steward; John Withburn, chef; Ernie Crosby, second cook; Will Dustin, bread waiter; Vincent Rositt, Charles Crowley, Howard Baker, Elmer Stevens, James Hulse, Ed Griffin, Carl Anderson, Slim Olden, Tom Hanlon, Robert Rowan, waiters.

## Fl. Scott Welcomes Watts

**FT. SCOTT, Kan.**, April 30.—Ira M. Watts, manager and part owner of Parker & Watts Circus, which showed here April 19, was welcomed to city at both performances by representatives of the Chamber of Commerce. At afternoon performance Marlon Webb, secretary of the chamber, extended best wishes to the former Ft. Scott boy, and D. Filizola, a director, addressed the crowd at the evening show, congratulating Watts and presenting him with a large floral horseshoe as a token of the city's good wishes. Watts appeared before the audience and posed with Filizola for pictures.

The committee first sent a congratulatory telegram, signed by 100 business men, at his opening at Emporia, Kan. Two high banners were spread across the main street at Ft. Scott welcoming the circus. Committee had a reception for Watts and wife at the main hotel of the city. At afternoon show the Elks' Club, of which Watts has long been a member, paid admission for 117 children.

Both performances were well attended. Altho evening show was accompanied by a drenching rain, top was almost filled.



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The *Billboard* has been designated as official publication for the dissemination of news and other organization announcements of the Roller Skating Rink Operators' Association of the United States.

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**"CHICAGO"**  
EQUIPMENT  
WILL HAVE NO OTHER  
THERE IS A REASON.  
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# MAFA BODY VIGILANT

## State Relations Group Is Active

Interests of established annuals guarded—problems talked at spring meet

WORCESTER, Mass., April 30.—Efforts toward better fair programs and revelations of "sponsors" of fairs suddenly "coming to life" under guise of agricultural societies to reap harvests from "activity" that would must the public and annex a slice of state-aid money and that are unknown to agricultural interests in the State were themes of the 19th annual spring meeting of Massachusetts Agricultural Fairs Association in the Hotel Bancroft here on April 22. Leon A. Stevens, MAFA president and secretary of Cummington Fair, presided. The meeting was attended by about 60 representatives of 16 of 19 member fairs and Secretary Alfred W. Lombard, Boston, said it was 30 per cent bigger than that in 1937.

The new State relations committee, Milton Danziger, Eastern States Exposition, Springfield, chairman, gave a 25-minute report on its research into 2,224 bills, resolutions and orders of the General Court to protect interests of fairs. While most of them had no application to fair interests, sometimes innocent-appearing bills had direct connection with agricultural fairs and unless carefully watched might have been inimical to best interests of educational institutions, he said. The committee made appearances before legislative committees of the General Court and carried on extensive correspondence with members of the Legislature and MAFA members. In addition to Mr. Danziger, the committee included Mr. Stevens; Samuel T. Sheard, vice-president; Frank H. Kingman, Ernest H. Sparrell and Fred B. Dole, past presidents. Mr. Lombard warned that it was the MAFA's duty to combat any proposed activity that would hurt agricultural fairs. He cited a concentrated effort in the House to block reduction of (See MAFA BODY on opposite page)

## Detroit World's Fair Talk Is Revived by Commission

DETROIT, April 30.—First plans for a World's Fair in Detroit were voiced this week by the City Plan Commission. Little sentiment along this line has been heard in many years, although some was expressed about 1930 when Chicago's A Century of Progress was being planned.

With official expression from this commission, which is part of city government, the move is likely to result in action toward promoting such an event and an effort to secure official recognition.

Date probably would be set in the early '40s, although no important historical tie-up can be made before 1951, 250th anniversary of founding of the city. No site of sufficient size is available in city limits, except for one of three large city parks, but adequate acreage just beyond could readily be prepared.

## Monroe, Wis., Adds Sunday

MONROE, Wis., April 30.—"An unbroken record of 33 years of annual fairs, with all bills, premiums and purses paid in full," is the claim appearing on stationery of Green County Fair here. Secretary Leland C. White said the 1938 fair will run five days and six nights, Sunday being added for the first time. Premiums will total \$7,000; budget for acts, \$4,200, and \$3,800 for race program. Success of the 1937 fair led to improvements, including a new building, repairs, painting and electric lighting extension. Flash Williams will appear on the grounds in May.

OXFORD, N. B.—Oxford Fair directors elected F. W. Smith, president; J. A. Moore, C. Thompson, vice-presidents; D. W. Wood, secretary-treasurer; L. B. Thompson, manager; R. P. McOunn, assistant.



A. R. COREY, secretary of Iowa State Fair, Des Moines, which this year is known as Iowa Territorial Centennial Fair, and who has announced extended centennial programs in all departments. Exhibits, pageants and panoramas will depict Iowa progress. Premiums have been boosted to \$115,000, a top figure in the long history of the annual.

## Wis. Aid Up To High Court

Favorable ruling of lower bench may be in abeyance pending WDA rehearing

MADISON, Wis., April 30.—Circuit Judge August C. Hoppmann, having on April 22 formally upheld constitutionality of the State-aid law in a test case instituted by Sawyer County Agricultural Fair Association, Hayward, against Secretary of State Theodore Dammann, ordered the secretary to audit claims for \$136.20 of the fair association, which was in addition to \$1,675.50 in State aid received by the association.

Secretary Dammann's refusal to make the audit followed a State Supreme Court decision holding the Wisconsin Development Act unconstitutional.

The Supreme Court has granted a re- (See WIS. AID UP on opposite page)

## Lewis Up for Lieut.-Gov.

YORK, Pa., April 30.—Samuel S. Lewis, president and general manager of York Interstate Fair, is a candidate for the Republican nomination for lieutenant-governor of Pennsylvania. He has long been active in State affairs, having served as auditor general, State treasurer and secretary of highways. His campaign literature carries complimentary references from newspapers of both major political parties.

## Guarding and Pleasing Patrons

By A. C. CARTON

Chief of Fairs, Michigan Department of Agriculture

IN THE last few years we are hearing a great deal about security for the aged, security for unemployed and some kind of security for every individual who finds himself in an economic position where he cannot support himself. In this connection we have the fairs of the State, 4-H Clubs, Future Farmers and other organizations which will carry on during the next quarter of a century and they are naturally desirous of a measure of security. If these organizations are interested in security and are desirous of being relieved from the uncertainty of legislative appropriations from year to year they must concern themselves to see that the moneys received thru the channels of the racing act are restored to the support of these organizations and institutions which the Legislature had in mind when it author-

## N. D. State, Minot, Battles To 100% Win

By SECRETARY H. L. FINKE

MINOT, N. D., April 30.—An International Peace Celebration, a State Fair and a five-day rodeo on July 4-10, 1937, was one of the most elaborate programs ever attempted in the Northwest and one which seemed destined to attract visitors from many States and provinces to the State Fair in Minot. Attendance, however, was effectively rebuffed on Monday, July 5, when temperature soared to 105 degrees in the shade while a 40-mile wind was parching crops. Small respite was allowed on the following days when, from Thursday morning until Saturday noon, it rained.

As a result, about \$5,000 was lost in operations and about \$5,000 remained to be paid on the buildings and grounds. Then, as now, the fair association had over \$33,000 in the county treasury. This had been used by the county for various county projects and as a result the actual cash had long since been disbursed. When the county wanted to return this money in the form of warrants, Fred M. Brey, newly elected auditor, flatly refused. Ever since last fair season these bills have been hanging fire and the issue has been involved in a (See N. D. STATE on opposite page)

## Three Name Bands Booked for Toronto By Elwood Hughes

TORONTO, April 30.—For the 1938 Canadian National Exhibition here, what is called the world's largest outdoor dance floor will be constructed on the wide plaza west of the Electrical and Engineering Building. It will be enclosed and covered with decorative canvas walls and canopy.

General Manager Elwood A. Hughes, en route to Europe to engage attractions (See Three Name Bands opposite page)

## Premiums Total \$115,000 For Iowa Centennial State

DES MOINES, April 30.—Cash premiums to be awarded in competitive departments of the 1938 Iowa Territorial Centennial State Fair, officials said, will total \$115,000, nearly \$8,000 larger than last year and one of the largest totals ever offered by the management.

This does not include prize offerings for centennial exhibits and features, plans for which are still in preparation. Largest premiums include \$31,480 for cattle; \$17,795, horses; \$13,164, swine; \$17,972, boys' and girls' 4-H Club work.

The 230-page premium list will soon be off the press.

## Extended Mich. State Causing Sees Headaches

DETROIT, April 30.—Decision of Manager Frank N. Leiby, Michigan State Fair, to extend the 1938 fair from 10 to 16 days, is causing some headaches among county fair boards in the State. Plan was first announced at the annual meeting of Michigan Association of Fairs in the Fort Shelby Hotel here in January and some secretaries then exchanged information on dates to avoid conflicts so far as possible.

Up-State secretaries fear that fairs held at the same time as the State Fair will suffer a natural loss in patronage, while some difficulties in booking dates are anticipated among show people and exhibitors who will want to play both the State and some county fairs. Some changes in dates are anticipated.

Fair boards, which have set dates conflicting with the extended State Fair include those in Allenville, Alpena, Ann Arbor, Big Rapids, Charlotette, Crosswell, Harrison, Hart, Hatting, Jackson, Marne, Norway, Pickford, Plainwell, Sault Ste. Marie and Traverse City.

## White Confers On a Revue for San Fran Expo

SAN FRANCISCO, April 30.—George White may bring his big revue to Golden Gate International Exposition in 1939 as result of a conference here with Harris Connick, expo chief director. White having come from Hollywood with Archie Selwyn.

Ballyhoo for sale of expo ticket books is starting, with \$1,500,000 worth of admission tickets due to roll from presses for distribution on June 1. There will be no season tickets, fair moguls taking a lesson from the 1915 expo, when there was too much passing around of personal tickets, it is said. Two books will be offered; 288 admissions for \$20; 12 for \$5. Holder must paste a passport photo on cover and promise not to transfer the book.

United Airlines is sending mainliners around the bay for a peek at the fair site on Saturdays and Sundays for \$3. Yolo County has received an appropriation for an exhibit which was to have come from half a cent added to the tax rate. Supervisors took action at insti- (See WHITE CONFERS on opposite page)

POSTVILLE, Ia.—L. D. Walter was elected secretary of Big Four Fair here to succeed John C. Wethe, deceased.



FRANK F. TURLEY, shown here in rube make-up, who died in Columbus, O., was a veteran of fairs and celebrations, where he was a familiar figure as "Cy Milliken, the Buckeye Rube." For many years he also appeared at indoor shows and in street work. His home being in Columbus, he was always in attendance at conventions of Ohio Fair Managers' Association. Further details in the Final Curtain in this issue.

### Grand-Stand Shows

SHOWS have been booked by Eddie Burke Attractions for fairs in Eureka, Ferndale, Stockton, Turlock and Tracy, Calif.; Gresham, Canby, Myrtle Point and Grants Pass Ore.; Chehalis, Wash.; Preston and Filer, Ida.; Elko, Nev., and Heber City, Provo and Logan, Utah.

ACTS will be interspersed with auto races at Jungle Park Speedway in Rockville, Ind., at season's inaugural, reported Frank Funk, operator of ovals in Rockville, Port Wayne and Winchester, Ind.

JACK POLK, Barnes-Carruthers, sold for Nebraska State Fair, Lincoln, last week. W. E. (Candy) Hammer-Clyde Miller Boles as top grand-stand attraction. Additional acts include Seven Pridemans, acrobats; Willie Necker's Dobetmann Pinschers; Randoow Four, clowns, and the Bryants, the movers.

ELISE AND HEILMAN, posing act, en route to St. Louis for the Police Circus, sustained minor injuries and damage to their automobile when it overturned, following a fire blowout near Lewisburg, O. The Ricardos, aerial act, also booked for the show, took them to Lewisburg for treatment, after which the trip was continued. Both acts will play Montreal Shrine Circus.

BONETTE BROTHERS, balloonists, have been booked for the 1938 Halifax (N. S.) Exhibition.

### Fair Grounds

DETROIT—Grand stand and stables of Mount Clemens Racing Association, 26 miles north of here, were practically destroyed by fire on April 31, with damage estimated at \$30,000. About a dozen horses perished. Lighting is believed to have been source of the blaze.

POSTVILLE, Ia.—Big Four Fair here, which Advertising Manager A. S. Burdick refers to as a "farmers' fair, always operated by dirt farmers," is making good progress. Gate receipts for 1937 were six times those of 1931, he reports. A record is expected this season, 18 acts having been booked, and the Regal Shows will be on the midway.

McARTHUR, O.—Members of Vinton County board were held in contempt by the Court of Appeals for failure to pay Vinton County Fair board \$1,300 due for conduct of past fairs, commissioners being given 16 days to make payment.

MEXICO, Mo.—Eight additional members were named to Audrain County Fair board's advisory committee. Carl Johnson, Martinsburg, and Lee Bonwalt, Carl Weiland, Wilbur Kunkel, Dr. W. K. McCall, Berry Andell, Russell Spurling and Mitt Harrison, Mexico, Plans for a 1938 fair progressing rapidly.

OXFORD, N. S.—At annual meeting of Oxford Fair finances were reported better than in 30 years. Decision was made to enlarge the entertainment program at the 1938 fair. Assistant Manager R. F. McCunn was placed in charge of concessions and entertainment and R. D. Russell of advertising. A new building is planned this year.

BRADY, Tex.—Brady July Jubilee has been given a charter of incorporation by the State. Purpose of the group is to hold annual July fair. Incorporators are given as F. M. Richards, E. A. G. Broad and G. H. White.

LIVINGSTON, Tex.—A permanent plant for Polk County Fair Association has been purchased by the fair committee.

### WANT MORE REVENUE

for YOUR ORGANIZATION?

Read

### "BINGO BUSINESS"

A Column About Bings in the WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

tee, said A. W. Peebles, chairman. A 63-acre tract a mile southeast of Livingston on Liberty road will be landscaped and stock pens, exhibit quarters and a grand stand erected in time for a 1938 fair.

COMO, Miss.—Directors of Panola-Tate County Live-Stock Association voted additions to the grounds here, expansion to include a barn for 100 more head of stock and a 1,000-seat addition to the grand stand. Grounds will be shrubbed, buildings painted and fences erected. Helen Hunter is chairman of a committee in charge of a spring show.

SHEREVEPORT, La.—A committee headed by R. T. Carr has been appointed by stockholders of Louisiana State Fair Association to study methods of revising by-laws, which date back to 1910. W. R. Hirsch, secretary-manager, discussed plans for the 1938 fair at a meeting.

### GUARDING

(Continued from opposite page)

that a day's rain will have no effect. All fairgrounds should be provided with sanitary arrangements that will meet approval of the public. I would suggest the painting of buildings so as to make them attractive. Provision of restrooms that can be occupied by women during a fair should be given consideration. All eating places should be supervised, and State laws governing sale and serving of food should be strictly enforced.

Gambling and eyp games should be driven from fairgrounds and only those entertainments and amusements that please instead of repel should be allowed to operate. The county fair should be a place where fathers and mothers can bring their boys and girls with a feeling that they will come in contact with no entertainment that will be in any way distasteful.

Every fair manager should exercise due care to see that all animals and other exhibits are shown in the name of the individual, corporation or company which owns the exhibit, and that judges refuse to grant premiums when upon investigation they are satisfied that the exhibit has been entered under the name of an individual, corporation or company other than the owner.

Due care should be exercised in cleaning all barns and sterilizing all stalls on fairgrounds before exhibitors are expected to occupy them with high-grade stock. The nearer you can make your fair into a real homecoming to the people in the community served by it the greater chance your fair has to exist as one of the great institutions of country life.

### THREE NAME BANDS

(Continued from opposite page)

for this year's exhibition, spent several days in New York arranging for appearance of three outstanding bands. Guy Lombardo's Royal Canadians, Benny Goodman's and Tommy Dorsey's. The ballroom, in which famous bands and orchestras have appeared for several years, will be devoted to purposes of the British Government for an exhibit symbolizing empire transportation and communication.

Dance bands which have appeared at the exhibition include those of Rudy Vallee, Horace Heidt, Duke Ellington, Abe Lyman and Guy Lombardo. Royal Artillery Band of England, 75 musicians, will appear afternoon and evening in the band shell throughout the exhibition, the organization being a combination military band and symphony orchestra.

### WIS. AID UP

(Continued from opposite page)

hearing on the WDA and Mr. Dammann is expected to await its decision before complying with the writ of mandamus issued by Judge Hoppmann.

### WHITE CONFERS

(Continued from opposite page)

gation of Burton Swartz, president of the county's Associated Farmers, who charged that San Francisco is dominated by labor unions with discrimination against agriculturists.

Chief pilot for the fair will be Frank W. Fuller Jr., who will make publicity speed hops between here and other cities. Wire from Montevideo advises that Uruguayan Government is latest to vote for participation. Already nearly \$20,000,000 worth of construction is under way on Treasure Island.

ALOHA ALOHA ALOHA

### SIDNEY BELMONT

Presents

### E. K. FERNANDEZ'

(Honolulu's Premier Showman)

NATIVE HAWAIIAN EXTRAVAGANZA  
75 — PEOPLE — 75

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Direct from Hawaii — First time in America

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GRAND STAND ATTRACTION FOR THE 1938

ILLINOIS STATE FAIR, SPRINGFIELD

August 15-16-17-18-19-20-21

SMALLER UNITS AVAILABLE

CAUTION—No Other Person Has Any Authority To Contract This Attraction.

SIDNEY BELMONT, Fullerton Bldg., St. Louis, Mo.

### N. D. STATE

(Continued from opposite page)

maze of legal technicalities—grand jury actions, court trials and so on.

A mandamus action against Brey was started by the county commissioners. District Judge C. W. Butts, Devils Lake, an outside judge, was called in to hear the case. After three or four days in court he stated emphatically that there should be \$23,000 in the county treasury belonging to the fair association which "the county commissioners have no right to use or appropriate for any other purpose; that if an attempt has been made to appropriate or encumber this fund for general county purposes, such act is illegal and void, and that to the extent that there is any money whatsoever in the treasury, up to the amount indicated by the audit as the fair fund cash balance, such money belongs to the fair fund and not to the general fund; that it is the general fund that has been overdrawn, not the fair fund, and that therefore to the extent of, and as fast as received, any funds that are available must be credited to the fair fund until that fund has been supplied with the amount due it; that if part of these funds have been illegally used, they must be replaced at the earliest opportunity by Ward County from income to the general fund, plus any other way which the money can be legally obtained, and that in the meantime warrants may be issued against the fair fund to the extent of \$33,850.76 as found by the audit."

For the benefit of other fair secretaries who may become involved in similar conditions, the above decision is given. There was 24 pages of it, including plenty of information on what the auditor's duties are, and one of them was that he had no business mixing politics with fair matters. Credit goes to Halvor L. Halverson, counsel for the county commissioners and one of the founders of the fair, for his 100 per cent legal victory.

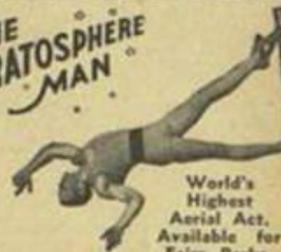
### MAFA BODY

(Continued from opposite page)

prize allotment money from \$29,000 to \$14,500 and referred to legislators' deep interest in fairs. Proposed reduction to \$14,500 was beaten in the House by a vote of more than 2-1.

Mr. Kingman, secretary of Brockton Fair, said the executive committee had voted to hold the 1939 annual convention in Northampton on January 19 and 20. Host will be Hampshire-Hampden-Franklin Agricultural Society. Charles N. DeRose, president, and James A. Dorsey, secretary of the Chamber of Commerce convention committee, were present. Mr. Kingman reported recommendations of the poultry show section, which were accepted on motion of Charles A. Nash, general manager of Eastern States Exposition.

Director Robert F. Cross, division of reclamation, soil survey and fairs, state department of agriculture, speaking on 1939 State prize money regulations, said he would take care of fairs according to statistics in his department, with allotments depending on last year's exhibits and to be made as a result of inspectors' visits to fairs. President Stevens reappointed the board of appeals, Mr. Nash, chairman; Ralph H. Gaskill, Essex County Fair, Topsfield; Mr. Sheard, manager of Sturbridge Fair; Willard A. Pease, secretary Highland Agricultural Society, Middlefield, and Warren V. Bodurtha. (See MAFA BODY on page 83)



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Thank you, Mr. Lordly and Nova Scotia Provincial Exhibition.

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### WANT HIGH-CLASS ACTS.

High Act for July 4th date. Acts of all descriptions for Fairs. Give full details.

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# \$100,000 FIRE IN ERIE SPOT

## Hall Is Razed At Waldameer

Rainbow Gardens lost and entire park threatened — Moeller plans to rebuild

ERIE, Pa., April 30.—Fire of undetermined origin, discovered by Owner F. W. A. Moeller from his home near by, destroyed the \$100,000 Rainbow Gardens dance hall in Waldameer Beach Park early Thursday morning and for a time threatened destruction of the entire park, four miles west of the city.

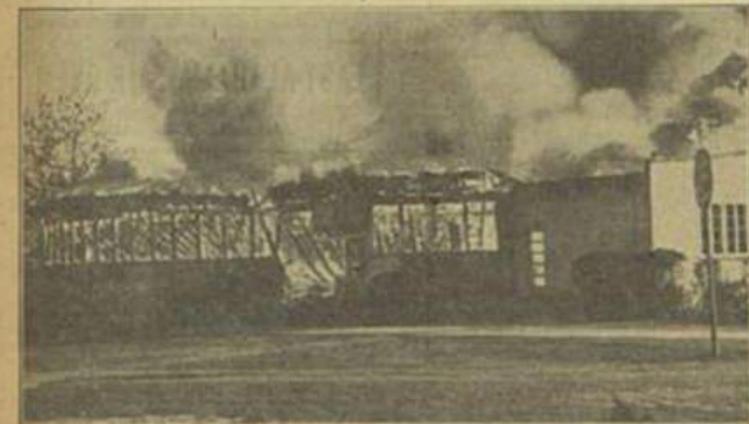
The Gardens had been used the night before for a dance by a grocers' association and it is believed that a lighted cigaret caused the blaze. More than \$1,000 in the park office safe in the structure was destroyed when heat forced the strongbox open, as well as large supply of liquor in the recently completed bar section.

Almost all tables and chairs from (See \$100,000 FIRE on page 46)

## New Ownership at Wichita

WICHITA, Kan., April 30.—Park-of-Fun, southeast of Wichita, will open the season under new management. F. M. Campbell, manager several years, announced its sale to R. S. Trimmel, Wichita, who is supervising work on the grounds.

BEE KYLE, high diver, featured at opening of Pontchartrain Beach, New Orleans, was there for the second consecutive season, she having opened on May 1 last year, being held over for the fourth week.



SCENES AS RAINBOW GARDENS, \$100,000 DANCE HALL at Waldameer Beach Park, Erie, Pa., was destroyed by fire early on the morning of April 28. The hall, one of the best in the country, had a capacity of more than 3,000 couples, and many bookings had been made for the 1938 season.

## Big Impetus in Calif. Swim Drive, Says Huedepohl

PORTLAND, Ore., April 30.—After 18 days in the San Francisco and Santa Cruz, Calif., area Paul H. Huedepohl, manager of Jantzen Swimming Association, has returned to headquarters here. He reported successful conduct of the third annual Learn-To-Swim campaign for Santa Cruz Seaside Co., which had a 110 per cent attendance increase over last year.

"From a community of 6,000 more than 500 were enrolled in the class, and I believe this to be one of the most outstanding swimming campaigns I have ever conducted," he declared.

"Percentage of number of persons learning to swim within the six-day period was really remarkable; 85 per cent of all that completed the course were awarded certificates showing proficiency in the classifications which we have in the swim school, elementary, intermediate and swimmers. We also held Red Cross life-saving classes in the evening, which were very well attended, but the course continued for another week after I left.

"Regarding business in San Francisco and Santa Cruz, these two cities enjoyed (See BIG IMPETUS on page 46)

## Eslick Is Planning For Australian Spot

CINCINNATI, April 30.—T. H. Eslick, internationally known showman and amusement engineer, back in Australia after 17 years' absence, is planning a modern amusement park there in Brisbane. In a letter to *The Billboard* he advises that the park will be opened for the next summer season, which begins in December "down under."

Having acquired \$250,000 capital, he declares the spot should prove successful because the climate makes all-year operation practicable and with Brisbane's 350,000 population and easily accessible environs there are more than 1,500,000 potential patrons from which to draw.

An illustrated article on his career in various countries appeared in *The Telegraph*, Brisbane, of March 23.

## Capitol Beach Opens May 14

LINCOLN, Neb., April 30.—Capitol Beach Amusement Park here will start full operation on May 14 with Hoyt Hawk again general manager and Ralph Beechner as assistant, besides operating the pool. Harry King will continue in charge of the dance pavilion and Art Rogers will have the roller rink for the second season. The pool sand beach has been widened by 100 feet to provide more room for sun bathers. Park will be dark on Mondays.



EUROPEAN SHOWMEN LOOK OVER ATLANTIC CITY. Left to right, S. W. Watson, an outstanding booker of Europe, who furnishes attractions for Blackpool, Eng., often called the "Atlantic City of Europe"; George A. Hamid, New York, new operator of Hamid's Million-Dollar Pier, Atlantic City, and Henry Hagenbeck, Hamburg, Germany, operator of the world-famous Hamburg Zoo, look over rush preparations for summer on the Boardwalk.

## Why Bar the "Barkers"?

NEW York municipal authorities have banned "barkers" from Coney Island side shows and concessions. This looks like another evidence of the panic into which Wall Street has been precipitated by the restrictions of the SEC; but it seems to us that banning the side-show barkers is going a step too far. Just because a brokerage house is prohibited from barking the virtues of a new 6 per cent issue of gold debentures, secured by common stock in a Patagonian ivory ranch, must the Manhattan millions be deprived of hearing the marvels of the Streets of Cairo (intriguingly described)? May not the crying need of the nation in the present recession be more, louder and better "barkers"?

Mr. Roosevelt proposes to save the nation by lending billions to industry so that industry can produce more automobiles, electric refrigerators, radios, percolators and stew pots, when what industry really needs is a few getting salesmen who can get rid of gadgets already on hand. Yes, what industry really needs is a few side-show-barker super-salesmen like Deacon Delmore, who used to announce Capt. Snyder's trained lion act. After expatiating at polysyllabic length on the marvels the captain would perform, and his death-defying intrepidity in entering the cage with the carnivorous denizens of the jungle, the Deacon would drop his voice, inject a quaver into it, and continue:

"And now, ladies and gentlemen, let us all bow our heads in 30 seconds of silent prayer for this brave man who risks a horrible death for our edification. Let us pray for his safe return from that den of ferocious man-eating felines."

Thereupon, the Deacon would bare and bow his head, and the spectators, with lumps in their throats and tears streaming down their cheeks, would do likewise.

Now, there was a salesman—CHICAGO DAILY NEWS, April 22, 1938.

## Ops Are Rallying to Risk Plan Daily, Declare NAAPPB Brokers

CHICAGO, April 30.—"According to statements recently made by John Logan Campbell, of J. L. Campbell & Co., Baltimore, and other brokers handling the public liability insurance plan sponsored by the National Association of Amusement Parks, Pools and Beaches, operators all over the country, including concessioners, are flocking to come under the plan and enjoy the benefits and savings which have been discussed in detail in recent issues of *The Billboard*," said Secretary A. R. Hodge of NAAPPB.

Mr. Campbell declared the campaign conducted by Mr. Hodge from executive offices in the Hotel Sherman here has been the most elaborate and intense in history of amusement business. The entire industry has been made aware of this new plan and many operators who of necessity have become self-insurers have again resumed coverage because of the large savings made by those policyholders who came under the plan the last two years, he said.

Since closing of the 1937 operating season policyholders under the plan in

1938 have received two dividends, one of 5 per cent late in September and a second of 3 1/2 per cent early this April. (See OPS ARE RALLYING on page 46)

## Excursions Will Use Pier At New Atlantic Beach Spot

ATLANTIC HIGHLANDS, N. J., April 30.—Fireworks and thrill acts will mark opening of new Atlantic Beach Park here on May 28, said Managing Director Fred H. Ponty, who, with associates, is planning innovations in entertainment.

Arrangements are being made to permit chartered excursions to land at the pier, a privilege not given in former years, and Dimon Steamship Co., operating the excursion steamer, *Mandaly*, is fully co-operating with the new management, it is said.

Billy Koche, vet referee, will be promoter of pro and amateur boxing in the open-air arena, he said. Mr. Ponty having been associated in boxing promotion in former years.

## Blackpool Uses Natural Assets, Asserts Wathon

ATLANTIC CITY, April 30.—While it does not compare with Atlantic City in amusements, Blackpool, England, often called the "Atlantic City of Europe," makes the most of its natural advantages, said S. W. Wathon, outstanding booker of Europe, who, with Henry Hagenbeck, Hamburg, Germany, operator of Hamburg Zoo, is paying a short visit to the resort and to George A. Hamid, operator of Hamid's Million-Dollar Pier. Blackpool light festival has become world famous, with the city's lighting bill amounting to more than 60,000 English pounds, he said.

The English resort has a season comparable to the short summer of Atlantic City, with its population on week-ends hitting the 250,000 mark. Blackpool has several amusement piers, but, he said, nothing to compare with those in this country. While here there is a variety of attractions, ranging from concert to circuses, all under one roof, principal European pier attractions are concerts, operas, symphony orchestra and the like.

Mr. Wathon will shortly return for the summer season. He and Mr. Hagenbeck inspected plans for Hamid's Million-Dollar Pier with an eye to introducing some of the attractions in Europe.

## \$100,000 Spent on Beach

POINT LOOKOUT, L. I., N. Y., April 30.—More than \$100,000 is being expended for construction of bathhouses here, bringing the total spent for improvement of the beach resort to about \$100,000. Point Lookout, being groomed as one of the popular smaller resorts, is situated on the ocean not far from Jones Beach.

SOUTH BEND, Ind.—Al Wish, new manager of Playland Park here, said a Tumble Bug has been bought and that the park is being redecorated in preparation for season's opening on May 30.

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New Pier Under Construction!  
CAN ERE (two or four Rides, also legitimate Concessions and Attractions. Big crowds every day. Over 11,000,000 to date from. Largest and Best POOL on Jersey Coast. Write or wire  
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DANCE HALL IN NORTHERN ILLINOIS.  
Furnished dancing, having both inside and outside floor; opened together accommodations 2,000. Property with two bars and a bathhouse; four large rooms and bath upstairs.  
**J. M. COPNER, Bristol, Wis.**

**WANTED**  
FOR NEW DREAMWOOD PARK.  
On the Peninsula, opening for first season May 28. Rides: Tilt-a-Whirl and others. Also Concessions. The Best Park in Northeastern Maine.  
Three miles from Bangor. — Write or Wire.  
**MR. E. J. NICKERSON, Bangor, Me.**

## The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

### Short Splashes

The new mammoth open-air pool being constructed in Carlin's Amusement Park, Baltimore, will be ready on Decoration Day, and John J. Carlin, who expects to do big things with the new emporium, is said to be all smiles these days. While there is talk that Gwynn Oak Park will also have a tank soon, possibilities are said to be that one will not be ready this summer.

Operators seeking tie-ups with kids are hereby advised about the Junior Birdman of America. Fred Chapman, in charge of the J. B. group in New York City, passes word that branches of the nation-wide club are much interested in mutual promotional stunts during summer. Birdmen have over 1,500,000 boys and girls as members and each branch has a tie-up with a newspaper, which means that pool men successful in negotiating tie-ups will be able to get a certain amount of free advertising. Types of tie-ups that will interest Junior Birdmen are special swim parties for members, health and beauty contests and use of pool grounds as sites for model plane competitions.

I have always maintained that water polo or aquatic football as it is more commonly called, is a great attraction for a tank. And I still think so. My reason for writing this now is to determine why the game can't be played on the level. It is a great game to watch. However, I think it is losing in popular fancy because it is getting to be a great vaudeville act—the same as much of the wrestling. The majority of water-polo games I've seen indoors this past winter have appeared to be good grunting exhibitions and nothing more. Let's see if we can't clean up the sport of water polo for the sport's sake and for the sake of those in aquatic biz who can tilt box-office receipts with good polo games.

Ed Jaffee, who was associated with the Dallas expo, in New York last week, said that he would like to conduct high-diving championships in Cleveland this summer along the lines of the contest this department ran in New York two years ago. He hasn't anything definitely lined up at present but promises to give us all the dope in a few weeks. Frankly, many high divers could stand such a competition at this time, especially the prize money!

## Atlantic City

By W. H. McMAHON

ATLANTIC CITY, April 30.—Summer amusement menus will have more variety on the Boardwalk than since early days. It is noted that flesh will predominate and rides and other devices make come-backs, with pictures a poor second. Steel Pier and Hamid's Million-Dollar Pier will lead with new features, new buildings and theaters, while other spots are fast lining up, with the promise of no dark ones on the Boardwalk. Joseph Quittner is to return to the Globe Theater with road-show burlesque along musical comedy lines. This is the last season for the Globe lease and rumors are that when the owners take it over there will be a change of policy.

Garden Pier is preparing for several all-summer events. Les Carlin, who operated the theater with legit last season, is again dickering for it and a well-known fight promoter would like to get hold of it a couple nights a week. Myer Saul is to renew his Garden Pier contract for wrestling in the ballroom and with a Toledo promoter will continue operation of the ballroom on other nights with a skating rink set-up, scheduled to open on May 25. Outdoor deck at the ocean end is being rebuilt. Concessions will be leased on front of the pier. Sam Gordon, who has operated here for years, said to be interested.

Heinz Pier is going in for a Kitchen of the World exhibit, which later will be taken to the San Francisco expo. Hazel Hartman has charge of the pier. Cowboy Tom Endicott is heading east from the Coast to get his Dude Ranch in shape. Marty Harris has his Hypnea pool going. Steel Pier will have some new attractions, several improvements and an old

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ADJACENT TO NEW YORK STATE FAIR GROUNDS, LOCATED ON BEAUTIFUL ONONDAGA LAKE SHORE.

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## INSURANCE ATTENTION AMUSEMENT PARK OPERATORS SAVE MONEY — HOW?

Write, wire or phone for Application Blank. Each park rated on its own merits. Exclusive insurance for the amusement world.

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are not expensive to install because the tank is constructed of wood for shallow water. Steering and bumping is fun for both young and old. Each fleet increases its earnings each year. They are operating in buildings as well as in the open.

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130 West 42nd St., New York City.  
The Leader in Used Rides.  
"ONE RIDE OR A COMPLETE PARK"

## WOODCLIFF PARK On Hudson River Poughkeepsie, New York OPENS SATURDAY, MAY 28th NEW COASTER BEING BUILT.

Ferris Wheel, Octopus, Tilt-a-Whirl, Loop-a-Plane, Kiddie Ride. — Legitimate Concessions of all kinds. — Sportland, Pony Track, Night-triker, Rotisserie Operator, Restaurant, Hot Dogs, Ice Cream, Soda, Bingo, Casino and Roubouts.

### FOR RENT

Skating Rink Building, 60 feet by 90. — Penny Arcade (completely furnished). Woodcliff is a seven-day Park, has mammoth Pool, 11 Rides, Living Quarters and Boat Landing on Hudson River. Eleven boatsload (3,330 cap. each) from New York City already signed for this year and many more negotiating.

New York Office — 551 Fifth Avenue  
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**Auto-SKOOTER-Water SHOWMEN**  
GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.  
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AUTO SKOOTER 2809 N. FAYETTE ST., PHOENIX, PA., U. S. A.  
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stand-by, Frank Elliott's Minstrels, again to occupy Casino Hall. Bill Larkin's walktrous will also hold over. Jules Falk, pier musical director, is getting his operas set and has signed some new stars. Harry Volk will soon have his publicity office on full summer schedule. Pier dropped its week-end policy on Easter and since has been running full weeks, with vaude over week-ends, Eddie Sherman booking.

The Auditorium booked the Ice Polies of 1938 for summer, starting first week in July, and publicity campaign under Mall Dodson is under way. Baseball Stadium will again be going, as will three shooting galleries on lower end of the Walk. There will be about two blocks of game concessions between Million-Dollar Pier and Auditorium, with a block below.

ST. JOHN, N. B.—A big firemen's tournament is planned in Dominion Park near here by Bud Tippett, proprietor of the riverside spot, which is also the permanent home of Mr. and Mrs. Tippett, latter being park co-manager. He will invite fire departments of the maritime provinces for a two or three-day meet.

## HIGHLAND PARK LAST CALL

CAN ERE a few more Rides, also Photograph Concessions and Game-Your-Weight Booth. What have you?  
**HIGHLAND PARK OPR., INC. AVON, MASS.**  
**HARRY C. BAKER, Pres. (Near Brockton)**

**WANTED**  
**Merry-Go-Round**  
FOR SHIP ISLAND PLEASURE RESORT.  
Four Motor Boat-Boat-Boats. Write  
**SHIP ISLAND FORT, Inc.**  
GULFPORT, MISS.

**FOR SALE**  
100-acre Farm, including Park, fresh running water swimming Pool, Dances Pavilion, Book and other (18) Cities. Two miles east of Martinsburg, W. Va.  
**HILLSIDE LAKE PARK, Owner and Manager.**

## American Recreational Equipment Association

By R. S. UZZELL

Harry A. Ackley having returned to John J. Carlin to manage Carlin's Park, Baltimore, a mutually compensating advantage is seen there. The one needs a good competent man to take the helm, especially during his frequent absences on other important enterprises, while Harry can not only manage but build. There is a swimming pool to construct, Funhouse and large Merry-Go-Round building to put up as a replacement of the one destroyed by the fire last year, and other buildings are to rise on the ruins of that costly conflagration. Harry and Mrs. Ackley were in New York City to do some buying of equipment. He is enthusiastic as to the future of Carlin's reconstructed park and of the one at Buckeye Lake, O., where Carlin will get the increment from Columbus, O., which the folding of Olesenty Park hands him on a platinum platter.

Richard (Dick) Lusse tells us what a shock the sudden death of Robert Lusse was to the Lusse Bros.' concern. They will carry on and continue to maintain Lusse quality and standing.

### Playland Operation Clicks

Fred H. Ponty still has the sprit that made America. Once more he takes the helm of an amusement park. He has a plan that can be put in running order before opening date this spring and the place, Atlantic Highlands, down the Jersey coast, is within easy excursion boat range of New York City. The place has been in existence for some years and has its own pier for boat landings. Sunday, April 24, was too cold at Rockaway Beach, L. I., for operation. A stiff cold breeze from the ocean made it uncomfortable for boardwalk strollers, who did not tarry long. We hope to see the operators make some money, as few Sundays are left before the city of New York takes over the water front.

At Playland, Rye, N. Y., the operation clicked. Long Island is between the ocean and this great park. The wind was very much modified in passing over the island and Long Island Sound so that people did not become chilled and therefore the place remained open until after 7 p.m. This was the fourth Sunday for Playland this year.

### Hammond Has Program

H. H. Hammond, owner of Geauga Lake Park, near Cleveland, O., spent an afternoon in New York and told of some startling changes for amusement parks which he is about ready to introduce. He wants his program well formulated before announcement so that no or few changes will be required. Here is a man who has had varied and extensive experiences. He worked his way thru college, became an editor, a lawyer of standing in practice in Cleveland, a manufacturer, a real estate owner of very large holdings and builder and owner of the large and beautiful amusement park at Geauga Lake.

When George Norris, senior U. S. senator from Nebraska and of TVA fame, taught school in Ohio one of his pupils was none other than the youthful Hammond. While holding an important meeting of his senatorial committee in the Capitol at Washington the senator introduced his former pupil as a caller on a senator who "asked for nothing."

## LUNA LAKE PARK

DANVILLE, VA. (7-Day Week)

West Legitimate Concessions and several Amusements. Will look or buy Merry-Go-Round, Little Beauty preferred. Foris Wood Operator George Cole writes, W. L. (DAD) WEISMAN.

The occurrence was so unusual as to halt the proceedings of the august committee.

## Long Island

By ALFRED FRIEDMAN

It looks as tho the New York World's Fair will be responsible for a lot of assorted types of amusement enterprises within a 15-mile radius of the grounds that, were it not for the exposition, would not come into existence.

At present promoters seem to think that midget auto racing will lure many visitors. These racing tracks are springing up in the proverbial mushroom manner.

Many night spots and taverns are going up on the to-the-fair roads and some call for pretty heavy budgets, the sponsors admit that the spots can last only as long as the exposition.

Strict zoning and building regulations ban structures lacking in design and merit. Were it not for this, it seems likely there would be a real wave of shanty-type of structures on every way-side to and from the fair site.

### Staton Has Streamlined Fronts in Oklahoma City

OKLAHOMA CITY, April 30.—Improvements in Spring Lake Park here will be completed this week, said Man-

ager Roy Staton. New Auto Skooter and miniature motor car rides have been installed.

Pool has been enlarged, with a new slide and other devices. Recreation grounds have been opened near the pool. Bat House has been enlarged. New modern fronts have been given all buildings, and the park will have a streamlined appearance thruout.

Rooster of attractions includes nine rides, 14 concessions, pool, penny arcade, coin-operated amusement machines, orchestras thru summer and floor shows occasionally.

### OPS ARE RALLYING

(Continued from page 44)

This 8½ per cent additional saving added to that already had by the 1935 assured has stimulated greater interest and satisfaction in the plan, officials report.

In The Billboard President Baker of NAAFPB recently prophesied that the association's plan would be adopted universally in the near future, and, according to Mr. Campbell and the other brokers, his prophecy will become a realization much sooner than even Mr. Baker expects, as 1938 promises to show a phenomenal increase in gross premium volume written, said Secretary Hodge.

"A glance at the bureau rates recently released indicates more increases than decreases in rates, and a number of

## Experience With Wild Animals at Carmel, Me.

By LEO M. WISE

Excerpts from address before 10th annual meeting of New England Section, National Association of Amusement Parks, Pools and Beaches, in the Manser Hotel, Boston, on March 15.

Someone evidently had me confused with Frank Buck. In spite of all at Carmel Park since that constitutes my only experience with either animals or parks. In 1922 a local business man, who had considerable insight into the trends of automobile travel, bought an abandoned gravel pit with its surrounding woodlots in Carmel, Me., 11 miles from Bangor. In it he built a crude hot-dog stand, a few so-called touristy cabins and installed a gasoline pump. Then he sat down to wait for business to come. Very little came, so he had his employees, unemployed lumberjacks working for board and room, thin out some of the surrounding woodlots for firewood and made them suitable for picnic groves.

The following year one of his lumberjack employees came back to work with three bear cubs which he had caught for pets during the winter work, and with these he amused himself in the intervals between waiting on customers. The news quickly spread by word of mouth thru the community and surrounding towns that the bears were on exhibition and people came in continually increasing numbers to see them. Our observant entrepreneur noticed this trend and took advantage of it by scouring the local countryside for more and different animals. He bought someone's pet monkey, several foxes, a native deer, several squirrels and a raccoon and housed them in crude cages and customers continued to come in increasingly large numbers. By the end of the year his original investment of a few thousand dollars had been earned and he felt that, since local interest had run so high it was worn out and it was time to realize a profit, so he put the establishment up for sale.

At that time my father, who had just

sold his theatrical interests in Bangor, foolishly bought the whole set-up for its asset value. From 1924 until 1931 our only worry was how to handle the still-increasing business. We expanded our facilities as rapidly as we could economically each spring until today the park represents upwards of a \$100,000 investment. The hot-dog stand grew to a restaurant seating 160, equipped largely by Mr. Jones, of William B. Berry Company, and in addition it houses a novelty store, an efficient pop corn and peanut concession, also equipped by Mr. Jones, and a really modern penny arcade, thanks to Bill Babkin, of International Mutoscope Reel Company. It looks very similar to an extended Howard Johnson stand in aluminum.

Outside we added a really modern tourist camp which is now divorced from the park proper, more picnic groves properly equipped, a free children's playground, to which Fred Fansher contributed, a dance pavilion, built and operated with the generous and sage advice of Arch Clair, a carousel, a band stand and public-address system and parking space for the 2,300 cars which we generally have to accommodate at one time on Sundays.

So far I have not told you about the animals, which are my topic, and since I have used up most of the time allotted to me, and your patience and interest leading up to them, I will tell you briefly. Animals brought the customers who paid for all of this, and kept them interested at the park long enough for them to acquire a hunger or thirst or both and spend money to satisfy them.

### As Continuous Show

Until 1931 animals and animals alone were the only attraction at and advertising medium of the park. Since then they have continued to be the only daylight attraction, but in recent years we have spent an average of \$1,500 a year for newspaper space and radio time to advertise dances and free concerts, both of which have been running close to capacity.

Our menagerie today consists principally of a cage of bears, which are almost self-sustaining thru sale of young, a trio of wapiti (elk to you), a cage of monkeys and a few peafowl, a few odd monkeys and baboons, parrots, cockatoos and owls, as well as miscellaneous native animals such as bobcats, badgers and raccoons. The principal attraction continued to be, however, as Mr. Benson has pointed out many times, the cages of monkeys and bears, since these, when properly selected and cared for, put on for our customers a continuous show at small expense without booking headaches or agents' commissions (no offense intended to George Hamid) and they never go on strike.

operators complain that the increases to them offset the decreases by approximately 10 per cent," he added. "Thus it may readily be seen why the NAAFPB plan is gaining popularity so rapidly."

With opening of the 1938 season, all operators who have not as yet sent in questionnaires to Secretary Hodge, Suite 293, Hotel Sherman, Chicago, are urged to do so, as a reasonable time for preliminary investigation and inspection will be required.

### BIG IMPETUS—

(Continued from page 44)

an unusually fine patronage during Easter vacation week, and at Santa Cruz it is estimated that 40,000 people were on the beach and the prom on Easter Sunday. Easter program was very successful and Jantzen Swimming Association staged a bathing and swimming-suit parade, showing transition of bathing garments to swimming garments over a period of 70 years, from 1868 to 1938. The crowd had a good laugh over the old-fashioned suits, both men's and women's, which were displayed very nicely by Santa Cruz and San Jose beauties and boys of Santa Cruz.

"Whitney Brothers had a very successful week and every ride and game was marvelously patronized. At Santa Cruz the Easter crowd was the largest had within the past seven years."

### \$100,000 FIRE—

(Continued from page 44)

Bavarian Hofbrau in the park had moved into the Gardens for a cabaret dance and were also destroyed. Owner Moeller also lost an almost priceless collection of autographed pictures of the nation's leading dance orchestras and entertainers that had played in the park during the past 35 years. They were used as a wall display.

### Insurance for One-Third

Built about 15 years ago at a cost of \$100,000, the Gardens replaced the original dance pavilion which was destroyed by fire after close of a season. Quick action by Lakewood fire department, which pumped water from Monkey Island near by, saved the giant Ravine Pier, Hofbrau, Old Mill and Mr. Moeller's home.

Insurance carried is for about only one-third of the damage, said Mr. Moeller, who announced that plans for a new dance hall will be made, but that it is probable an open-air pavilion may be quickly erected for this season. He also must purchase table-and-chair equipment for the Hofbrau, scheduled to open late in May.

### Many Changes Are On

Crews are completing an extensive improvement program to be completed in time for season's opening on the Saturday before Decoration Day. Roller Coaster, a landmark on west side of the midway entrance, has been torn down and in its place a building has been erected to house a new Dodgem. Structure will be strikingly illuminated and painted.

Space back of the new ride, where the Figure Eight was operated, was to be turned into parking space adjoining the present area for that purpose and such arrangement was planned to afford easy entrance to the midway and Rainbow Gardens. Two former midway buildings are being renovated to house a modern restaurant. New equipment and decorations will mark other concessions and rides.

A concrete track for miniature automobiles is nearing completion. During the winter, under direction of Assistant Manager Walter Hansen, scores of picnic tables were constructed and painted, while much work was done on the road leading from the park to Lake Erie bathing beach.

The Hofbrau will open on May 20, with Fritz Rathert again emcee after a winter in Miami, Fla. Oscar Nutter's Orchestra will play, together with the Hofbrau Quartet, while variety acts will again be booked, with weekly changes.

JEFFERSON CITY, Mo.—Lake of the Ozarks probably will see the greatest summer season since the great man-made lake was created. A number of taverns, lake pavilions, niteries and other spots will soon be operating full swing. Renovation and construction on hotels and taverns is under way at Bagnell Dam, Camdenon, Glazie Bridge and Osage Beach.

LAKE ORION, Mich.—Bex Terry is planning to buy a Whip for installation at Park Island, which is expected to re-open soon and again be a major amusement spot in this territory.

## WANTED FEW MORE HIGH-CLASS CONCESSIONS

Rides, Kiddie Playland, Sportland. Outstanding Dance Opportunity. Unusual Attractions keep in touch. Response last week's ad beyond expectations. With enormous Government spending program now under way conditions will be definitely on the pick-up. Get your share by trying in with the East Excursion Picnic Park in the East, 20 miles from the Battery, on Palatial Excursion Steamer "Mandaly." Three daily trips direct to Park Pier. Most Picnics, Historical and Delightful Sail out of N. Y. Excursions and Outings by Boat. Also Central Railroad of New Jersey, with Station at Park Entrance. Buses from all points make direct connection. We merit your confidence. Everything new. Work fast. Big Spectacular Opening May 28. Wire, Phone, Write, Call. FRED H. PONTY, Manager, New York Office, 1620 Broadway. Phone COLUMBUS 5-9509. Park Saturday and Sunday.

# Marks Shows Now on Tour

Opened season in Richmond with many new attractions

CHARLOTTESVILLE, Va., April 30.—The season tour of Marks Shows, Inc., using baggage cars and trucks, was inaugurated in its home town, Richmond, Monday, April 11, and continued for that week. Location was South Side showgrounds, Petersburg pike. With ideal spring weather prevailing engagement was productive of good results and excellent patronage, crowd being especially large on opening night. During winter months while in quarters, owner-manager John H. Marks expended a small fortune entirely rehabilitating all equipment and constructing modernistic show fronts, embellished with lavish lighting effects, and several new rides. Spick and span in its new vogue, augmented midway presented an impressive scene at opening and won praise from Richmond newspapers as well as public in general. Many city officials and a delegation from the Chamber of Commerce, of which Marks is a member, attended initial festivities and praised show owner in most enthusiastic terms. Week of April 18 shows moved to new location at C. C. A. Baseball Park, where (See MARKS SHOWS on page 60)

# Fairly & Little Open in Missouri

Start season in Springfield, shows' "home town" —weather hurts business

JEFFERSON CITY, Mo., April 30.—Thursday, April 14, marked opening of Fairly & Little Shows, motorized, at Springfield, Mo. Good weather first night, but a continuous rain all day and night Friday kept midway in darkness. Saturday favorable day and business was fair. However, from that day on for balance of six days' engagement weather was cold and much rain. Nine days' engagement closed, with business being far from profitable. Entire midway is an array of beauty. All canvas from front to back of midway is new. Stage settings are plush draperies. All concessions tops are plush-lined. Rides were all overhauled and painted, giving them a look of newness. DeLille Chappel and company, serialists, furnished free attraction. Phil Little and wife arrived from Dallas in time for opening and will remain on (See FAIRLY & LITTLE on page 60)

# Goodman Wonder Pleased Muskogee

MUSKOGEE, Okla., April 30.—Favored by best of weather Goodman Wonder Show opened in Little Rock, Ark., winter quarters town, to seven days of "battering" business. Auspices one that everyone in the town feels he has an interest in, that is the Zoo, of which Little Rock is justly proud, and which is growing under impetus of home-town affection. Cool weather early part of week was not enough to chill ardor of amusement seekers. From start crowds played shows and rides consistently. They came to go (See GOODMAN WONDER on page 60)

**After 25 Years**  
EAST RADFORD, Va., April 30.—Eddie and Mollie Owens, of the Sam Lawrence Shows, were married in Harrisonburg, Va., 25 years ago while with the Smith Greater Shows. They have not showed the town since, but will be there with the Lawrence show next week, when, on May 4, they will celebrate their silver wedding anniversary.



NIGHT SCENE ON SOL'S LIBERTY SHOWS taken at Cape Girardeau, Mo., opening stand of 1938 season. For a motorized carnival, its illumination is outstanding. Note brilliancy of main entrance, five light towers down center of midway, twin El Wheels in far end and illumination of show fronts in general. Show carries its own generating plants and stands on the lot as a monument of the show's founder and general manager, Samuel Solomon. He believed in motorized carnivals as thoroughly feasible and has proved it.

# Ideal Weather Greets Dodson's Shows' Big Opening in St. Louis

Main entrance arch a standout—illumination, general equipment better than ever—Press Agent Dave Carroll rates show best in career of C. Guy and M. G. Dodson

ST. LOUIS, April 30.—It was a most auspicious opening here when Dodson's World's Fair Shows made their formal 1938 bow to outdoor amusement-seeking public. Ideal weather prevailed. Business was very good. Everything along midway clicking in grand style. The show is billed for an engagement of 19 days starting April 20 on Second Ward Athletic Field, located at 19th and Penrose streets. Every inch of space on the large tract is utilized by most brilliantly illuminated show ever to take to road under Dodson's banner. New main entrance arch, embellished with over 1,500 square feet of chromium and 2,500 running feet of neon tubing, is a thing of beauty. A huge globe, set high in air between center pillars, brilliantly illuminated and encircled by a large neon sign reading "Dodson's World's Fair Shows," revolves continuously. More attention has been given to the general lighting than ever before. Novel and dazzling illuminating effects catch the eye at every turn. Eight light towers erected on the grounds make everything sparkle. Best Dodson's Shows Yet This year's edition is truly most modern, largest and best show since its inception. (See IDEAL WEATHER on page 60)

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

By STARR DeBELLE  
The Late Andrews, W. Va., Week ended April 23, 1938. Dear Red Onion: A bit of a mix-up in advance billing regarding name of town, but that did not affect business a bit one way or other. General Agent Trucklow misunderstood name of town over telephone when he booked it. Our paper read, "The Lake Andrews," but burg's moniker really is "The Late Andrews." Whether show arrived here too early or late in season was never found out. But show arrived, played date, and all with it as a happy over our leaving as natives were. Auspices for week were Unlicensed Coroners, Doctors and Medical Students. Our contract called for nothing but educational and medical exhibitions or acts and features pertaining to same. Our first in line concession, show's cook-house, started ball rolling by "doctoring" hamburgers and so on down line to shows. Monday night show opened with more Vandyke beads on lot than paid admissions. This confused different showmen, none of them knowing whether they represented mitt reading, magic or medicine. This night was billed as Viva-Section Day and featured dissecting of a human body by medical stu-

# Kaus Exposition Opens in New Bern

BALTIMORE, April 30.—The Kaus Exposition Shows, now exhibiting in this city, opened its season in New Bern, N. C., April 18, auspices Button Fire Co., to satisfactory returns. Show travels in baggage cars. Since opening here it has made a very favorable impression with showgoers by reason of the appearance (See KAUS EXPOSITION on page 59)

# Big Gooding Unit Opens

American Expo Shows under police auspices present impressive appearance

HUNTINGTON, W. Va., April 30.—The American Exposition Shows, one of the P. E. Gooding Amusement Company units, William J. Goutermout, manager, opened season here Saturday, April 23, under Fraternal Order of Police auspices. Despite cool weather large crowds were on hand. Show had an ideal location on old circus grounds, Fifth avenue and 28th street. Midway brilliantly illuminated and presented an attractive appearance. Three new light towers thru center with floodlights and revolving beacons, in addition to hundreds of lights on show fronts and rides, make this one of better illuminated shows. New fronts with modernistic color schemes facade the attractions. Free acts are Aerial Bathers and Sky High Girl, presented nightly at 9:30 and 11 o'clock. A 40 by 60 marquee at entrance, with 10-cent pay gate. Staff: F. E. Gooding director; William J. Goutermout, general manager; R. L. Overstreet, assistant manager and secretary; Mrs. William J. Goutermout, treasurer; Felix Bley, general representative; (See BIG GOODING on page 60)

# Huggins' Shows Open in Wash.

New edition best in history of West Coast Shows — \$40,000 spent in quarters

SPOKANE, Wash., April 30.—Presenting a new streamlined, neon-lighted edition of West Coast Shows, W. C. Huggins drew 10,000 at his season's bow here Sunday, April 24. Show rolled in on 42 trucks, trailers and semi-trailers from quarters at Seattle and spent a week putting all in readiness for opening. Huggins is well-known figure here, having operated midway at old Interstate Fair for 15 years. Told The Billboard correspondent he spent \$40,000 since last season enlarging show 30 per cent. Now has 315 people. Show was well publicized by Special Agent Joe Demouckelle and opened under auspices of Spokane Post No. 9, American Legion, Don P. Holbrook, chairman; assisted by Walker Irwin and M. J. Kubloek. Weather was ideal and Otto Tag (See HUGGINS' SHOWS on page 58)

# Nat'l Advertiser In Tie-Up With Beckmann & Gerety

SAN ANTONIO, April 30.—Contracts were signed here a few days ago linking the Beckmann & Gerety Shows and the Nevada Co. in a publicity, radio and advertising tie-up that will doubtless prove the forerunner to a new era in reciprocal arrangements between national advertisers and carnival companies. The Nevada Co., which manufactures a nationally advertised and distributed nerve sedative, will sponsor daily radio broadcasts of talent taken from the various attractions with Beckmann & Gerety. Too, in a campaign opening May 1, the firm will feature midway personalities in several leading magazines. Zeke Shumway, stunt man, who turns over automobiles and performs many (See NAT'L ADVERTISER on page 60) and tease numbers. Manager of our two-headed baby show started suffering with pains when his help walked off. Rest of week was a post-mortem and a hastily impeached coroner's jury settled with show Saturday night. MAJOR PRIVILEGE

# Glick Opens Season in Va.

**Ideal Exposition Shows larger and better—business to date satisfactory**

BALTIMORE, April 30.—Following a 400-mile move from quarters at Salisbury, N. C., the Ideal Exposition Shows, under management of William Glick, opened the season in Alexandria, Va., April 11. Bad weather accompanied the trip, but show opened as per schedule and business for the week was very satisfactory, taking elements and general business conditions into consideration.

The shows are in Baltimore for a limited number of stands and are doing quite well. The management feels that with carefully selected bookings the season as a whole will prove profitable and as the season advances business conditions will improve.

Show in general is greatly enlarged over last season, with addition of several new custom built semi-trailers to accommodate new rides and tented attractions. Work at quarters progressed rapidly, therefore leaving very little to be done with the shows building en route.

### Staff All Experienced

Staff: William Glick, president; William Hartzman, secretary and treasurer; William M. Brees, general agent; Larry Nathan, special agent; Thomas Saunders, billing agent; Charles Bradley, master of transportation, with Max Cooper, assistant; Robert Brockway, electrician, with C. Huff, assistant; William Anderson, in charge of front door; Robert Robinson, general utility; Al Keenan, mail man and The Billboard sales agent; Sara Dobbins and Alice Purchase, front door tickets.

Free act is Three Queens and a Jack, working 127 feet in the air, presenting a fast routine of novel feats. Personnel of act are Al Keenan, Mrs. Bud Keenan, Louise Maynard and Fritzie Hartzman.

### Shows and Rides

Shows: Jim Hodges, Side Show, Partisan Polka, Ralph Decker, manager, with following personnel recruited from vaudeville and night clubs, making their first appearance under canvas: Russell Stanford, emcee; Gene Vaughn, juvenile, supported by Honey Lee, Julia Holt, Ann Bradley, Gladys Joyce, Virginia Little, Betty Brown and Nancy Doyle; stage band, Mike Doyle, Joe Conley, James Chris, George Frawley and Bill Perry, Menkey Circus, Bill Purchase, manager, featuring Snookie, the Chimp, Hawaiian Nights, Molly Decker, manager; Workdrome, Ray Thomas, manager; Giggle-Shops, Bill Purchase, manager; Fountain of Youth, Jack Sumner, manager; Funhouse, Gene Ditrick, manager; Working World, Joe Simms, manager; Jangleland, Jim Hodges, manager.

Rides, Merry-Go-Round, Bert Peliky.

foreman; Hidee-O, Fred Dyke, foreman; Auto Speedway, Charles Leister, foreman; Danger, William Fairbank, foreman; Lindy Loop, Joe Johnson, foreman; Twin Big Eli Wheels, George Dobbins, foreman; Caterpillar, Harry Stearna, foreman; Whip, James Small, foreman; Kiddie Rides, George Jones, foreman.

### Merchandise Concessions

Concessions: Fisher and White, merchandise; Mike Faust, merchandise; Mr. and Mrs. Don De War, cookhouse and lunch stands; Quentin Anderson, pop corn and candy apples; J. Datolt, hoop-la and pitch-'til-u-win; Mr. and Mrs. Woods, cigar shooting gallery; Mrs. William Glick, frozen custard and penny pitch; Bill Jones, corn game. Reported by William Hartzman.

# Winters Has Good Opening in Pa.

ALQUIPPA, Pa., April 30.—With ideal weather prevailing Harry H. Winters Shows opened season here April 29. City and surrounding territory had been heavily billed and at 7:30 p.m. 3,000 were present. City and county officials were visitors and comments were expressed in praise of general appearance of show. Practically all new equipment from front to back and everything spoke and span in new paint. Harry Winters is proud of show that bears his name. Members of V. P. W., the auspices, gave splendid co-operation. Early Saturday afternoon V. P. W. Drum Corps was on job and stayed until closing time.

Staff: Harry H. Winters, president;

### Government's Tax Warning

Circus, carnival and other outdoor shows should not fail to read the Social Security tax warning story appearing on page 3 of this issue.

Selbert, huckley-buck, Mr. and Mrs. Frank Lewis, mentalist, Mr. and Mrs. Nane DeCinto, two ball games and bumper, assisted by Carl O. Bartella Jr. Bob Baker, three stores, cork gallery, Bob Baker; huckley-buck, Bill Baker, and string game, Brooks Mason, Mrs. Lois Bartella, fiabpond, Burton Little, cane rack, Fred Solomon, penny pitch, and Fred Haley, Mickey Mouse.

Shows: No-Name, Mrs. Merritt Anderson, manager and tickets, No-Name in pit, Dr. Weeks, lecturer, assisted by Barney Hawks, Adam and Eve, managed by Merritt Anderson; Mabel Smith and Myrtle Hawks, models; Eugene Lavole, tickets. Sun Kist Bevela, managed by Bugs Brooks, with Edna; Jackie Briggs, Billy King, James Wright and Joey Smelter, Side Show, managed by Tiny Goldsberry; Speedy Joe, tattooed man; Mildred Goldsberry, fire-eater; Kay, human pincushion; Madam Estell, mentalist; Professor Tiny, magic; Kay Roy, iron tongue; Demson Paul, strong man and man-they-cannot-hang and a four-legged illusion, Angus McKinnon, mirror funhouse; Angus McKinnon, manager; Mrs. McKinnon, tickets, and Roy Blake, helper. Night in Orient, managed by Doc Sidel; Mrs. Jean Sidel, tickets; Joe Lee, Hip Sing and Ray Highminger, assistants.

Rides: Big Eli Wheel, William Wells,

# Happyland Now Open in Mich.

**First stand of season profitable despite some bad weather**

WYANDOTTE, Mich., April 30.—Occasional showers and cold weather greeted Happyland Shows here April 16 as they made their 1938 debut under American Legion auspices. Altho attendance was not as big as anticipated, the patrons who did come out seemed amusement hungry and spent well, indicating a successful opening stand for all associated with the shows.

Show's midway reflects the work done in quarters. Rides have been repaired and repainted; several new show fronts have been built and light wagons repainted. Organization is transported by three baggage cars, 24 trucks and trailers and 42 house trailers. Staff: William O. Dumas and John F. Reid, owners and manager; R. J. Quick, electrician; Frank Schultz, assistant.

### Rides

Merry-Go-Round, L. E. Dickey, foreman; Charles Rucker and Charles Delaney, Duplex Ferris Wheels, V. L. Dickey, foreman; Mitchell Rucker and Charles Roberts, Tilt-a-Whirl, Otto Hughes, foreman; William Gerard and Charles Wilkerson, Hidee-O, Archie Peathers, foreman; Jerome LeBlanc and Leo Paul, Kiddie Auto Ride, Buck Allsup, foreman, Octopus, Ray Tahash, owner; Don Garner, foreman, Loop-o-Plane, V. C. Ferguson, owner; Frank McKay, foreman, Chairplane, V. L. Dickey, owner; Ralph Post, foreman; Neil Groce, Kiddie Airplane Ride, V. L. Dickey, owner; Robert Woodward, foreman.

### Shows

Side Show, John T. Rea, owner and manager; Elmer Fincher, Eddie Bennett, front; Ernest E. Wheeler, magician, inside lecturer; Beanie Butcher, electric chair; Madam Rea, mentalist; Lottie Brown, big pythons; Texas Cliff, shooting act; Eliss Corendon, fat girl; Paul Roers and wife; Elvie Lydick, boss canvas man; Steve Brown and Bea Williams, in charge of trucks; Jerry-Ann, added attractions, Snake Show, John T. Rea, owner; J. W. Rea, manager; Leona Rucker, handling inside, Jangleland Show, John T. Rea, owner; Arnold Ray-buck, manager; William White, canvas man, Unborn show, John T. Rea, owner; William Selbert and Fred Glenn, operators and managers, McFordrome, Capt. R. V. Ritz, owner and manager; J. C. Hutchinson, front; Capt. and Beanie Ritz, feature riders, Penny arcade, Mr. and Mrs. J. L. Alexander, owners and managers.

### Concessions

Ray Tahash, cookhouse; Frank Allen, corn game; Lamson, one; Stavros, one; Watson, two; Sanders, one; Allen, three; Boyles, seven; Quick, one; Slewnski, two; Parkis, two; Barton, one; Ferguson, one; Mattson, two; Miller, two.

Bernard Mattson purchased a new Bollo Funhouse. Reported by V. L. Dickey.

# Youthful Wedded Couple Honored by C. & W.

DARBY, Pa., April 30.—A wedding celebration was tendered here last Sunday night by Cettin & Wilson Shows to Shirli Sakobis and his recently wedded wife, former Mary Kathryn Parrot, of Miami. Event was held in Kitty's cookhouse. Festivities lasted until 1 a.m.

Shirli is youngest son of well-known show, concession and ride owners, James and Myrtle Sakobis. Former Miss Parrot is daughter of old established family in Miami, now engaged in wholesale liquor business. Bridge graduated from Miami Edison High School in class of '37. Both bride and groom are 18.

Guests were Speedy Merrill and Mrs. Hazel Merrill; Mr. and Mrs. R. H. Patrick, representative of The Billboard; Mr. and Mrs. J. W. Wilson, Mr. and Mrs. I. J. Cettin, George Hirschberg, L. C. (Ted) Miller; Bob Todd, Philadelphia politician, and Raymond Spade, his assistant.

Ten-in-One and Eau, chimpanzee, William Malone is general agent. Present activity includes repainting on each lot.



J. W. LAUGHLIN AND VIRGINIA LAUGHLIN, owners of West Bros. Shows, a Western carnival, are seen here with Earl Bruce Barham Jr., getting ready to have a slice of Mrs. Laughlin's birthday cake on April 20. The cake was presented by Mr. and Mrs. Cliff Barnhart, of Cookhouse. Mrs. Laughlin was showered with gifts by members of the show. As to her age there were 18 candles on cake and that was all the information Barham, reporter, could get. Photo was taken in sitting room section of office wagon at West Frankfurt, Ill., by Cliff Barnhart, show photographer.

Curtis L. Bockus, general manager; Alice J. Winters, treasurer; Carl O. Bartella, secretary; H. H. Howard, general agent; Ethel Bockus, contracting and press; Joseph Winters, general superintendent; William Mackey, lot superintendent; Ernest Firestone, electrician; Kenny Hall, billposter; Viola Winters, mail and The Billboard sales agent; Harold Hersey, public-address system.

Cookhouse, Mr. and Mrs. Roy Williams, owners and managers; Densetta Horne, cashier; Robert Taylor, headwaiter; Roy Williams, griddle; Mrs. Roy Williams, chef; Carl Macek, waiter; Robert Horne, waiter; Raymond Williams and James Smith, kitchen. Corn game, Robert Coleman, C. D. Casey and Vivian Tolkinson. Ball game, Mrs. Robert Coleman, assisted by Mrs. Roberta. Hoop-la, Mr. and Mrs. Joseph Gidrose. Cigaret gallery, William Timme. Latter four owned and managed by Mr. and Mrs. Robert Coleman. Mrs. Ernest Firestone, candy apples, William Mackey, needle store, Mrs. William Mackey, spill-the-milk, Warren Heliver, assistant, Mrs. Mabel Bartel, English ping-pong, Harold De Bond, pitch-'til-u-win, Mrs. Jack Allan, mentalist, Jack Allan, guess-your-weight scales, Mr. and Mrs. Brown E. Miller, long-range shooting gallery, Mr. and Mrs. J. C. Martin, photo gallery; William Flowers, assistant, Mr. and Mrs. William Pratt, candy floss, Mrs. William Wells, snowballs, Mike Mutt, pop corn, assisted by Mrs. Kenny Hall, Johnny

Tex Graves and Mrs. Wells, tickets, Tilt-a-Whirl, Jim Winters, Charles Hull and Sam Ask, Merry-Go-Round, John Warren, W. C. Burch, Al Martin and Sherry Sims, Chairplane, Paul Bennett, Harold Taylor and Ken Garden, Kiddie Autos, Charles Hendrichs and Paul Jones, Kiddie Airplane, Ernest Firestone and Mike Rooney. Reported by Ethel Bockus.

# World of Pleasure Do Well in Colored Section

DETROIT, April 30.—Frank Miller's World of Pleasure Shows closed successful 11-day stand at Chene and Hunt streets Sunday, moving to Vernor and Military avenue, on west side, Chene street stand, mile away from downtown district on east side, was in an almost entirely colored neighborhood and drew good business from this class. Lot was well filled almost nightly and visitors proved good spenders by comparison with some other neighborhoods visited this season. Engagement was under auspices of Disabled Veterans of Foreign Wars.

Those noted on lot with World of Pleasure were: Frank Condon, who has ball game; Dave Sheets, shooting gallery and cane rack; Mrs. Frank Doby, Pitch-'Til-You-Win; Roy Wilson, wheel; Charles Hess and Doc White, long-range shooting gallery.

Mrs. Mae Kelly has Hill's Half Acre.

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# Strates Shows Bow in Harrisburg To Fine Weather and Attendance

Show now on 25 cars—shows, rides and concessions very attractive—press and radio co-operated in fine style—repeat date—gate and free act

HARRISBURG, Pa., April 30.—After its dress rehearsal period in quarters at Weldon, N. C., the Strates Shows loaded its "Orange Special," moved here and opened Wednesday evening, April 27, to 3,742 paid admissions thru three gates. The Strates Shows are practically new this season with many new and novel features on their brilliantly illuminated midway, embellished by two additional light towers, making four 60-foot towers with 24 powerful searchlights mounted on each tower, thus giving the midway ample illumination facilities. The Strates Shows exhibited in Harrisburg last year under auspices of the Governor's Troop and made a favorable impression with the public, and the Governor's Troop is again sponsoring the show for its initial 1938 engagement. A heavy advance billing campaign which covered every street in the city. Splendid co-operation by *The Harrisburg Telegraph* and *Harrisburg Courier*. Radio Station WHP sponsored a 15-minute daily program, as well as four spot announcements each day prior to the opening for two weeks. All this gave the shows a splendid publicity break. Opening night arrested with ideal weather.

### Equipment, Shows and Rides

Every piece of physical equipment on the show was thoroughly painted before leaving quarters and presents an impressive appearance.

Shows: Choc and Mona Phillips' *Follies de Nuit*, girl revue with 22 people. Flashy wardrobe and a seven-piece swing band. Sammy Green and company, colored entertainers, present one of the best minstrel revues, *From Dixie to Harlem*, ever on Strates midway. Wally Smithly has the Lion Autodrome with five riders. Fred Thomas presents the Side Show with an entirely new presentation. Great Leffel presents *Mystic India* with a company of illusionists. Fred Jule has Artists and Models, posing show, behind a gorgeous front. Ed Breckenridge presents *Monsters*, a snake show, and one of the most attractive fronts on the midway. Royal South Sea Islanders, Hawaiian show. Dewey Eberstein has *Life show* and the *Girl in the Gold Fish Bowl*. Paul Faun is manager of the Showboat, a funhouse. Tom Evans has developed into quite a showman and is presenting *Jolly Ellen*, fat girl, and *Giggie Land*, funhouse. Fred Thomas has an attractive penny arcade. Rides are beautifully decorated and are Merry-Go-Round, Twin Big Big Wheels, Ride-O, the Octopus, Dangler, Dinty Moore's new Scooter, Blue Goose, Kiddie ride; Fred Thomas' Kiddie Autos, Whip, Blackman's Loop-o-Plane and Carr's Loop-the-Loop.

### Concessions, Free Act, Train

Peter Christopher has a most attractive cookhouse, completely screened in and seating 70 people at one time. Bill Jones has a flashy bingo. Other well-known concessioners are Bill and Ada Cowan, Fred and Frances Foruler, John Gordon; L. D. Powers, new long-range gallery; K. J. Dahmer, photo gallery; Louis E. Strates, grab stand; Chip Dunn and Merry Williams, mentalist booth; Oswald Lenzsch, cotton candy, and Al Campbell, four ball games.

Five American Eagles are the outstanding free attraction, and present their act each evening at 8 and 10:30 p.m.

Strates Shows are traveling this season on 25 railroad cars, consisting of 20 steel flat cars, 4 Pullmans and 1 steel box car.

### Notable Executive Staff

Staff: James E. Strates, managing director; C. W. Cracraft, general agent and traffic manager; Ben H. Voorheis, contracting agent and press agent; Harold C. Inglish, secretary and auditor; Mrs. Gertrude Putnam, Social Security secretary; Ed Breckenridge, lot superintendent; James Gifford de Ralyea, chief electrician, with Roy Smith and Eddie Seaman, assistants; Frank Walden, transmissioner; Mike Elmer Olson, mechanical superintendent; James Yates, construction superintendent; Fred Jule,

artist; Peter Christopher, commissary superintendent; William Cowan, concession superintendent; Keith Buckingham, supplies; Sky Putnam, *The Billboard* sales and mail agent, and Robert Haswell, press back with show. Reported by Ben H. Voorheis.

## W. E. West Carnival Opens; Press Lauds

PAOLA, Kan., April 30.—Show opened season at Cherryvale, Kan., Saturday, April 2. Weather cold and rain. Crowd small but very good spenders. Show is sparkle of light and paint and much larger than ever before. Location was on outskirts of town. Editor of *Cherryvale Republican* told writer that show should have been invited to set up in town on streets free, in appreciation of money spent during winter by show people, and published an editorial to that effect.

Thursday morning worst snowstorm of season hit and all tops went down. Very little damage was done but it was impossible to show rest of week. Mr. and Mrs. George McAllan and Mr. and Mrs. Sammy Culotta got an extra bunch of orchids for very modern and excellent cookhouse.

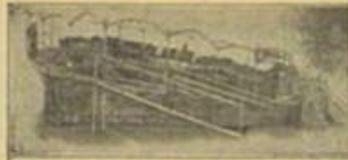
### Rides and Concessions

Rides: Merry-Go-Round, Ray Spurgin, foreman; Bill Flint, tickets. Mix-Up, Lee Wise, foreman; Curley Carnig, tickets. Big Eli Wheel, Romaloe Hartsock, foreman; Dabby Dotson, tickets. Loop-o-Plane, Mrs. Sadie Ziegler, owner; Milford Ziegler, foreman; Nevin Ziegler, tickets. Rock-of-Ages, Mr. and Mrs. Fred Chandler. Lovers' Lane, Mary White, manager; Frank Pierson, tickets. Kiddie Autos, W. E. Krug. Kiddie Chairplane, Mrs. W. E. Krug. Willie Dodd, ride superintendent. Concessions: Fishpond, Pete Bales, Jimmy Doyle, Pitch-till-you-win, Mr. and Mrs. Ed Meyers. String game, Melba Williams. Roll-down, Owen Jones. Joe Ucar, Penny pitch, Mrs. Carl Marvia. Penny pitch, Kent Robert. Lead gallery, Carl Smith. Erie diggers, Mrs. Forest Runer. Pop corn, Carl Marvia. Pennant machine, E. E. Hart. Photo gallery, Mrs. E. E. Hart. Roll-down, Joe Ibrahim. Bowling alley, W. C. Honnicutt. Corn game, Mrs. W. E. West, owner; E. C. Simmons, operator. Ham and bacon, Clyde Hill. Skillo, Babe Emswelder. Ball games, Babe Ucar, Mrs. Marva Williams, Mrs. Joe Ibrahim. Cookhouse, Mr. and Mrs. George McAllan, Mr. and Mrs. Sammy Culotta, Elsie Blades.

### Shows and Staff

Shows: Ten-in-One, Betty-John, manager; Moody P. Cook, tickets and treasurer; Paul C. Miller, second openings; Whittie Bentley, No. 2 ticket box; Dorothy Scott, iron tongue and electric chair; Buck Massey, fire-eater; Pauline Pratt, sword box and illusion; Bertha Bentley, lecturer; Madame Naida, mentalist; Margaret Lou Cook, fish bowl illusion; Edward Evans, tattoo artist; Betty-John, annex. Peaches and Temptation, Whittie Brown, manager; Fern Williams, Stella Miller, dancers; Kelly Rule, tickets. Hawaiian Nights, Whittie Brown, manager; Helen Bales, Jackie DuVal, dancers; Jimmie Cook, tickets. Rose Girl, Betty-John, manager; Mr. and Mrs. Edward Davis, tickets and inside. Athletic Arena, Forest Runer, manager; Kid Whitey, Johnnie Lovenger, boxers and wrestlers.

Staff: W. E. West, owner-manager; Mrs. W. E. West, secretary and treasurer; Babe Emswelder, adjuster; Bill Pratt, electrician; Mae McCord, mechanic. Reported by Betty-John.



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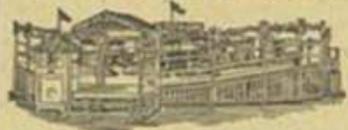
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REFERENCE OVER 150 OWNERS  
WILL MAKE MONEY FOR YOU TOO

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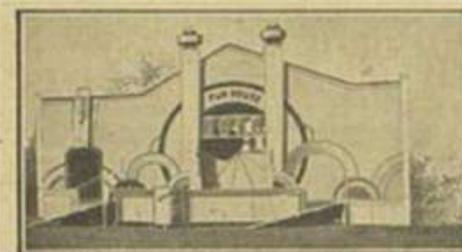


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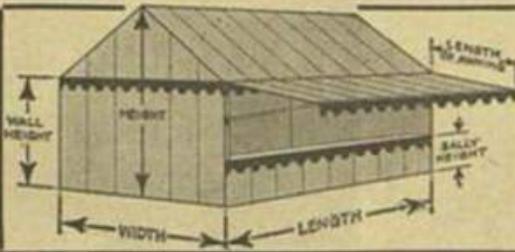
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New "Walk Thru" and "Ride Over" Greatest!  
All New Patented Features.  
The BIGGEST FLASH and stream-lined appeal ever placed on a Midway.  
Loads the wagon. Two people operate.

Many shows already sold, including Gooding Greater, Huppel, Coleman Bros., Jayland, etc.

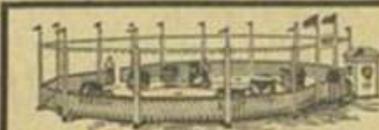
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HARRY WITT, Sales Mgr.

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Capacity Gross Repeats

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Model No. 14, \$25.00. Height, 15"; Depth, 15"; Width, 9". 5 Keys. Go to \$1.00.  
Model No. 12, \$35.00. Height, 16"; Depth, 16"; Width, 12". 13 Keys. Go to \$2.00, or Go to \$3.00.

Terms: 1/3 Deposit With Order, Balance C. O. D.

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## TRUCKS

AUTOMOBILES — MOTORIZE YOUR SHOW Write

**CHARLIE T. GOSS**

With STANDARD CHEVROLET CO., EAST ST. LOUIS, ILL.



very busy and of all things my typewriter had to go haywire right in the middle of a big idea." Starr came very near putting the midgets in the White House last week the day Henry Ford visited President Roosevelt.

Naturally, every general agent is going to beat all the towns he books. No one ever heard of them booking a bad one. Did you?—Uskie Jerk.

**DR. BENAVENTE PARDO** letters from St. Louis: "Now entering my ninth year as a mentalist with Pete Korles Side Show with Beckmann & Gerety. Beef with him all that time with exception of seven months last year when I visited my birthplace in Amsterdam, Holland, and France. Prior to that was employed for full years with Korles." He is professionally known as Great Lorenzo.

**FEOGIE MAYES** cards from Dillsboro, Ind.: "My daughter Betty is in Betty Hospital, Indianapolis, and is not expected to live much longer. She has been there for several weeks. I was called to her bedside from Belle Glade, Fla., where I spent the winter. Am formerly of Royal American and Dodson's World's Fair Shows."

**WHAT IS your ambition?** Let's hear about it! Late Francis Fesari wanted to quit the carnival business and return to England and open a little saloon in Derby. However, he never realized this ambition and died in harness as a carnival owner and manager.

**FRANK P. SPELLMAN** one time had one of the largest and best carnivals on tour. Was first to launch a motorized

**Dick Collins Tells of Circus and Carnival Things**

Had pleasure of seeing Newton Bros. Circus in Rome, Ga., April 14. It proved to be more than an average pleasure. My old friends Rhoda Royal, Mrs. Royal and Harry Fitzgerald are on show. Colonel Newton is a gentleman-showman of 35 old school, courtesy personified. His son, Harold, a chip off the old block. . . . Over 150 years of show experience was represented in the combined quintet, which was joined by Elizabeth Penn. None had less than 30 years of trouping to their credit. Wonderful reunion, but somewhat pathetic as when we finally separated, late at night, altho not mentioned, the fact remained that each wondered when and where will we meet again. If ever. . . . Rhoda seems as young and active as in old Forepaugh-Sells days. He sits on his horse like statue in bronze. Harry still same clever writer. Mrs. Royal and Penn same charming personalities as in former years. . . . Colonel has a nice show. Not a fill-in act in line-up. For the first time in years the old-fashioned leaps were witnessed, reminding one of the old Van Amburgh Circus and Howe's Great London shows and previously to that Lord George Sanger, of England. Clever clowns, three each of elephants and camels and a great bunch of Zealus, the real article, in "Savage Africa." It was a pleasant evening. One of few long to be remembered. . . . Harry Fitzgerald pulled a good one when he told Dick Collins that he had been three years trying to put his cowboys in Hollywood

**MERRY ROSE PERRY** cards from Springfield, O.: "Joined Gooding Greater Shows, making second season. Manager Jack Perry has built a complete new show and it rates high in flash and equipment. Spent winter in Tampa and it was our pleasure to have entertained many showfolk there. Perry and yours truly, Merry Rose, fat woman, are optimistic regarding this season. We find that we cannot get along without *The Billboard*."

**W. H. (BILL) RICE** lettered from his bed in the hospital in Greensboro, N. C.: "Whether the croakers put me in a box or not I want Red Onion to stop calling me 'director general.' I just put on the 'director general' title to kid Bill Fleming, Art Lewis and Max Goodman, and as a cover-up for Ward Dad Dunbar calling me the general agent of Mighty Sheesley Midway. J. B. Hendershot is the general agent. I cannot write now, so my son, Bill Jr., is doing it for me."

**KITTIE DOEN** lettered from De Land, Fla.: "Built an alligator show and booked it with Endy Bros. Shows. This will make my third year with them opening in Goldsboro, N. C. My show is an educational show catering to children but interesting to grownups as well. It is a far cry from a posing show to an alligator show but I have made the change with no regrets. Placed the posing show in storage for good. Looking for a good season with Endy Bros. Have titled my new show Alley-Oop. Buying a copy of *The Billboard* is a weekly habit with me and I turn to the carnival section first to start my reading."

great fellow. For several years I was in radio and handled publicity for endurance shows also. Worked with such promoters as Al Painter, Jack Stievel and Hugh Talbott. Latter, son of late Edward C. Talbott, one-time president of Showmen's League of America."

**CARNIVAL OWNERS:** Stop giving so many free shows to various organizations in the towns you play in. It is all right to entertain those confined in institutions free, but others, no. Why take the edge off the value of your talent by giving it away free?—Red Onion.

**RECENT CALLEUS** at carnival desk: Floyd King, general agent and traffic manager Hobbins Bros. Circus. Tex Cooper, of Col. Tim McCoy's Wild West. Joe Mercedes, former vaudeville artist, now handling exploitation for the lake regions of Wisconsin. George W. Westerman, showman and special events promoter. Mike Gravia, concessioner Broadway Shows of America. J. H. Otis and



**THE THREE "ROYAL AMERICANS," LEFT TO RIGHT:** Carl J. Sedlmayr, general manager; Elmer C. Velore, business manager, and Curtis J. Velore, concession manager, of the Royal American Shows. Thru co-ordinated ideals and objectives this trio has built up and continues to operate a carnival organization that has become the admiration of their competitors and the outdoor amusement industry in general. For them the season is on in earnest and they will continue to build and add talent as the season goes on. Consistent with this policy is a statement made years ago by Sedlmayr in which he said, "Royal American Shows will never be finished either in physical equipment or talent, because if we are to progress and hold public esteem we must continue to replace and build."

circus. Took a carnival to Porto Rico. Had big booking offices in Cleveland and New York and did many other things of importance in outdoor show business some years back. He is in a commercial line now and was a recent visitor in Cincinnati.

**WILLIAM C. MURRAY**, general agent for C. A. Hartsberg's Keystone Shows, letters from Latrobe, Pa.: "Back from a booking trip in North Carolina and Georgia. Show jumped from Douglas, Ga., to Latrobe where it opened the season April 28 for a 10-day engagement. Organization is larger than last season. All new panel fronts and Tilt-a-Whirl added. Thank *The Billboard* for its past favors."

**WALTER D. PAUL** was with Doc Palmer one time. He writes from New York: "Prince Leon and myself are still with Ed Wynn's theatrical attraction, a smash hit. He expects to close his season in June and then we will join World of Mirch Shows. Will have charge of Snow White and Seven Dwarfs and will feature Prince Leon, who is now featured with Wynn. I will handle the front and Bobby Maloney, who is also with Wynn, will be with it."

The most intelligent and dignified men and women obtainable should be on the main entrances of all carnivals. These people stand before the public and management and the impression they make counts a whole lot toward the success of the enterprise. Think it over. Dress them up right.

and succeeded at last. On April 14 lot in Rome, Ga., on which they were to exhibit being under water, he changed to a lot in Hollywood, adjacent suburb of the city. So he got his Hollywood try-out after all. . . . How about efficiency of radio? Press agent on World's Exposition arranged for Dorothy Stone to give a broadcast over local station at Rome, Ga., Saturday morning, April 16. Show opened about 75 per cent of the attractions at night. Stone, the English lady rider, gave such a splendid interview to roving reporter that Motordrome did a turnaway business on its first show in less than four minutes and took in more than any other three attractions combined. A beautiful woman and a clever talker evidently. . . . And they say that if you watch the work of Ruby Davis in the French Casino you will see the makings of a real trouper. She has everything. No telling where she may land. Joan Crawford left Ernie Young to star in films. History may repeat in carnival world. . . . It is not the case of the Chinaman who said, "Loosee ticket, no catchee meal." With Mrs. Rosie Oruberg, altho the help and assistants, who are legion, loosee six days work out of seven, they catchee meal, sleep and everything all lightee. "Missed Gluberg see to it, chop, chop. . . ." Mrs. Grace Firpo received good news regarding her mother's health and will remain to keep John L. Firpo in training on the World's Exposition. He won't meet so many men now who knew a friend of John L. Sullivan.

**FRENCHY LAPAGE** lettered from Savannah, Ga.: "Was in a restaurant recently when a couple of high-power concession agents came in. They being the kind that would grab a walk-away and then hate the customer if he came back with a squawk. Well, these two men bought a pack of cigarets, laid down a quarter and left seven cents change on the counter. Later they came back for it and let out a yelp such as no so-called 'tucker' would do for a 25 walk-away. Wonder if some of these would be 'wiseguys' will ever get next to themselves and wake up and be real men and give and take as they should. I wonder!"

**CHICK FRANKLIN** lettered from Hutchinson, Kan.: "Am press agent Miller Bros. Shows. It is my wish to co-operate with *The Billboard* in every way possible. For three months last season I handled the press for Jimmie Lynch's Death Dodgers and am very proud of Jimmie's friendship as he is a

**EVANS**  
MONEY MAKERS  
Rely on Evans 44 Years' Experience for Latest and Best Amusement Equipment.

**SHOOTING GALLERIES**  
IMMEDIATE DELIVERY.  
Complete Line of Shooting Galleries. Supplies for All Makes.

**EVANS DICE WHEEL**  
One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handomely plated and polished. Write for Prices.

**PADDLE WHEELS \$7.50 up**  
of All Kinds  
**FREE CATALOG**  
**H. C. EVANS & CO.**  
1520-1530 W. Adams St., Chicago, Ill.

**OCTOPUS**  
LOOP-O-PLANE  
TWO BIG WINNERS  
UNEQUALLED FOR PERFORMANCE AND PROFITS  
EYERLY RIDES GUARANTEE BIG PROFITS

**EYERLY AIRCRAFT CO., Salem, Oregon**  
ASHER K. KLINE, Sales Manager. Lucas Bros. Ltd., Blackpool, England, European Suppliers.

Mrs. Fannie Otis, of the act known as St Otis and Eder, latter a trained mule, William Kemper, manager of shows owned by Paul Hauck, which are booked on Midwest Shows, owned by Harry Mills, accompanied by Howard Mason, who will operate Ten-in-One on same organization. Opening set for early in May at Jackson, Mich. Mickey Vest and Lou Alpert, musicians with Frank Dailey Orchestra, of Meadow Brook Club, Cedar Grove, N. Y.

Red Onion says he knows some men who are supposed to be business men who will step up the lunge in a barrel and then knock the head out. Some men do have funny ideas of what business efficiency is and will let the last man who talks to them turn them his way and it matters not what was originally decided as a matter of business policy.—Uncle Jack.

**L. E. Ted Miller Pens Some Nice Observations**

Cetlin & Wilson Shows made 450-mile jump from Burlington, N. C., to Darby, Philadelphia. Locals getting quite a kick out of Southern drawl of shows' personnel. . . . A survey of See and Double You shows that 63 per cent of the people come from below Mason-Dixon line. 17 from Mt. Airy, N. C., alone. . . . Jack Wilson feeling quite happy that his trips to dentist are over. . . . for a while. . . . Ivey Cetlin making arrangements to entertain all his political friends in Philadelphia. . . . Floyd Newell, fast-stepping press agent for Mighty Sheesley Midway, doing a real job for his show in Greensboro, N. C. . . . John M. Sheesley and his vivacious wife looking happy despite adverse weather conditions that hit all shows "down yonder." . . . A good slogan for Fraise Agents, "He who tootheth not his own horn—his horn shall not be toothed." Slogan made up by a tuba player. . . . Max Linderman in Richmond looking in pink since his sojourn to Hot Springs, Ark. . . . "Feel strong enough to take on Joe Louis," says Max. . . . Frank Bergan very busy not only around quarters, but also in rib department, with that Irish wit he is famous for. . . . Gaylord White looking astonished when Linderman told him he was buying a moving picture outfit for the press department. . . . Getting Gaylord ready for Hollywood, eh what! . . . William C. Fleming standing at the head of Johnny J. Jones midway in Washington, D. C., listening with Ralph Lockett, Starr DeBelle and E. Lawrence Phillips to a 27-piece band they contracted for season. . . . Ralph Lockett showing samples of advertising mats that every show should have. . . . This correspondent can never meet that very clever Starr DeBelle. J. J. press agent, without expecting him to say, "She's out of the water now and we've got her so she can't splash the ladies like she did yesterday!" . . . Baby Lillian looking very beautiful in her own show, which was doing capacity business, and sent her best to her old friend Red Onion. . . . Incidentally, where did Red Onion get his nicknames? . . . If all the Ripley "Believe It or Not" were laid end to end, how long would the line be? . . . Isn't there a synonym for the two words, "new, innovation"? . . . They're slightly worn out. . . . Mrs. Jean Tiedale visited Herbert Tiedale, who was very ill at the Elwood Hotel in High Point, N. C., and had him sent to his sister, Lillian Inman, 2003 Lombardy circle, Charlotte, N. C. . . . If you know him it would not be a bad idea to send him a card. . . . he would certainly appreciate it. . . . Just a word about those two grand fellows, John W. Wilson and I. J. Cetlin, they are the tops. . . . They pay me every week. . . . Quick Watson, bring me another beer.



**SHIRL SAKOBIE AND MRS. SAKOBIE.** They were married in De Land, Fla., February 19. She was Catherine Mary Ferroti, of Miami. Groom is son of Mr. and Mrs. James Sakobie, concessioners with Cetlin & Wilson Shows. Photo furnished by George Hirschberg, show's secretary, and taken soon after the wedding.

**MORRIS VOLTAGGIO**, manager Latip's Home State Shows, lettered from Charleston, W. Va.: "With the results of advertising in *The Billboard* and co-operation of the American Legion Post I was enabled to put over a successful fair recently at Belle Glade, Fla. It was an artistic and financial success and the legion committee informed me they had the biggest and best fair ever held in the Everglades. Attendance was good and interest in the event was evident all week, possibly due to better crops this year than ever before. Following played this fair: Doc Willie's Side Show, Alexander's Plea Circus, Anfenger's Animal Show, Mabel Mark's Mule Show, Clyde Howey's Monkey Show, Old Revue and auto ride. Other rides were Big Eli Wheel, Octopus, Loop-o-Plane, Chair-plane, Loop-the-Loop and kiddie autos. Concessions were Bennie Weiss, bingo; Eddie Madigan, cookhouse; Eddie LeMay, waffles and pop corn; Max Golden, frozen custard; Ernie Buzze, candy apples, snow cones and peanuts; Sam Kaplan, Johnnie Claburri, Sammy Applebaum, Fritz Winters, Max Tarbo. Good business was had by all and no complaints. After this fair we jumped to Charleston, W. Va., and opened Saturday, April 16, with rides and shows, no concessions on account of prohibitive license. Had fair

**15 Years Ago**  
(From The Billboard Dated May 5, 1923)

Johnny J. Jones Exposition played to wonderful business last three days of second and final week of its Washington engagement. . . . Howard Pink left Chicago for Streator, Ill., to join Nat Weiss Shows as bandmaster, his third season in that capacity. . . . Rubin & Cherry Shows opened to capacity business at Lexington, Ky., under Elks' auspices. . . . Brown & Dyer Shows went into Atlanta for a week's stand after a fair week's business in Waycross, Ga. . . . Louis Beck, of Beck's Amusement Co., signed his Noah's Ark show as a feature of Krause Greater Shows. . . . Gray Shows played a two-week stand in Oretna, La., to highly satisfactory business under Fire Department auspices despite much inclement weather.

Dykman & Joyce Shows had an auspicious opening at Litchfield, Ill. . . . Included in a party of Narder's Majestic Shows folk visiting Cincinnati offices of *The Billboard* were E. B. Braden, T. R. Edwards, Milt Holland, Claude R. Mullen and William R. Kirschner. . . . Rain on opening night failed to keep De Kreko Bros.' Shows from playing to a huge crowd in Baton Rouge, La. . . . George A. Hamid and Frank Wirth bought out Herman Blumenfeld and Max Lowenstein in Wirth-Blumenfeld Fair Booking Association, Inc. . . . Bill Aiken returned to Dayton, O., after severing his connections as general agent for Torrens United Shows.

Heart of America Showmen's Club and Ladies' Auxiliary farewell dance in Coates House, Kansas City, Mo. was highly successful. . . . Hardin Bros.' United Shows were playing New Orleans city lots before taking to road. . . . With fair weather predominating, World at Home Shows opened their season in Alexandria, Va., at first annual Spring Charity Festival under Elks' auspices. . . . Billie Clark, owner of Billie Clark's Broadway Shows, was released from hospital, where he was confined with a fractured leg and bad body cuts sustained in an automobile accident at Rocky Mount, N. C. . . . Colin Campbell was enjoying much success on his booking trip for his New York Festival Producing Co.

weather and business was about up to standard here. Dan Cherry, high net dive, is booked for season."



**HIGHLY intelligent** and a world tourist is Rosie, age 4, belonging to Mr. and Mrs. Walter K. Sibbey. Last year while on tour with Goodman Wonder Show she became lost on a Sunday run. Rosie was found patiently awaiting her master's return at last filing station at which their car stopped. Photo was taken in Belgium, but she is now enjoying California sunshine with Walter K., who is assistant director in division of concessions at Golden Gate International Exposition, San Francisco, scheduled to open in 1939.

**American Carnivals Association, Inc.**  
By MAX COHEN

**ROCHESTER, N. Y., April 30.**—Within the next few days the 1938 membership certificates will be forwarded to each of the 40 members of the association, and at the same time there will become available the annual cards for employees of members.

This year a change has been made in the individual employee cards so as to afford space for each of the individuals to sign his own card and thus restrict its use in the event of loss. As in the past, the individual employee cards will bear a registration number.

The annual membership certificates sent to each member for posting in his office will be in the same form as heretofore.

The State Supreme Court of Errors of Connecticut within the last few days handed down a decision in which it held that games of the bank night variety were lotteries. The unanimous decision of this court declared that bank night, so called, was contrary to the public policy of the State of Connecticut. We call this decision to the attention of some of our members who exhibit in Connecticut so that they may be familiar with the law as decided by the court of last resort of that State.

We are indebted to some unknown person for sending us a newspaper clipping from Jacksonville, Fla., which praises the activities of side-show oddities and carnival workmen in their efforts in recently saving a 13-year-old boy from death in a cave-in. We do not know the name of the show to which these compliments should be paid but the newspaper item sent us indicates that the show management took all of its help who were at the time engaged in setting up the show and devoted the activities of their total manpower to the assistance of the youngster in difficulty. We heartily approve of publicity of this type and wish that more shows would send us information of this sort. We feel quite certain that the people of Jacksonville will feel a bit more kindly toward the carnival industry and the people engaged in it.

**West Los Angeles Business Men Get Big Boost Because They Booked a Carnival In**

Reprinted in full from *Looking at Los Angeles*, a column by F. C. R., in *The West Los Angeles Independent*, issue Friday, April 8. "Fifteen Thousand People Can't Be Wrong" this writer subtitled.

I was slowly making my way thru the throng at the Jubilets last Saturday night, with my mouth agape at the sights and thrills, and one of the managers of the show took me by the elbow and yelled a message in my ear. He had to yell because of the excitement and the noise. He said, "See all these people having a good time, well remember that these people are America and that there isn't any other kind that count." Well, as I turned, to look them over more critically, I came to the conclusion that he was right. They were there in thousands. Pa, ma and all the kids. Riding the Merry-Go-Round, the Whip, the Octopus and the dare-devil contraption that throws you clear around and upside down. Not to mention the Ferris Wheel.

It is too bad that more of the so-called adults didn't chuck their dignity and give away to impulse. If they had they too would have been riding and shouting with the joy of fun. From the totally unexpected throngs that have attended the show it must be that a whopping lot of people in West Los Angeles have been half-starved for innocent excitement for a long time.

I'll bet you or anyone four bits that I can get 10,000 votes to repeat this show at a later date to 200 that would vote against it. And of course I will concede that anyone gifted with fault-finding could find plenty to criticize. But not justly criticize when it is considered as just plain fun of which there is always a tremendous shortage.

I think the reason for the tremendous patronage of the show is that the people have been so worried and bothered and scolded and browbeaten and pushed around this way and that way by forces they cannot control that the innocent attractions and the glitter of the "Midway" offered a temporary escape that could not be resisted. What we need is more and more such means of escape where we can all get together and whoop and holler and throw darts and balls and generally raise a rumpus. What do you think? The serious troubles of the world will wait while we do it. We don't need to worry about that!

So I doff my hat to the West Los Angeles business men and their able aides and abettors who had the courage to give us a show. I think it is swell!

**The DAILEY Aluminum Center Wheel**

Is the best made. Ball Bearing. Best Coarse on the road. Comes with Proof, all ready to go.

24-in. . . . .	\$27.50
30-in. . . . .	\$33.50
36-in. . . . .	\$37.50
40-in. . . . .	\$44.00

Tax Included. Catalog Free. A Few New Ones.

**DAILEY MFG. CO.**  
No. 511-12 E. 7th St., St. Paul, Minn.

**SARATOGA KETTLE POPPERS**

Heavy 14 gauge spun Aluminum. Built to take the wear and tear. \$14.00.

We also have the lighter Kettle Poppers for \$5.50.

**A. T. DIETZ CO.**  
27 Miller Bldg., Toledo, O.

# Golden Gate Gleanings

By WALTER K. SIBLEY

**SAN FRANCISCO**—Ancient Golden Gate International Exposition: Stentorian voices will be in great demand, as no sound-amplifying devices will be permitted in amusement zone.

Frederick Weddleton, director of concessions, returned after a week in Los Angeles, where he was in conference with some movie moguls, who are planning a startling production that will cost \$500,000 to produce.

Shall undraped figures adorn facades of many buildings or will they be sculptured after fashion of bathing girl of the Gay 90s with pantalettes and skirts. That is a question that is now being debated, sometimes with much heat, by various civic organizations of San Francisco.

Joseph D. Kennedy, Pacific Coast representative of Major Edward S. Bowes, was escorted thru Treasure Island and said he was carried away by marvelous progress that is being made in erection of big show and stupendousness of everything.

Unlike Dallas and Fort Worth, which two cities fought tooth and nail for Texas Centennial crowds and money to be spent by visitors, San Francisco and Los Angeles are working in combination to provide entertainment for people who are expected as visitors. With this thought in mind a great banquet was held in one of prominent hotels of Los Angeles recently, attended by more than 1,000 people, of whom about one-half were from San Francisco. In San Francisco contingent were most of department heads. Hatchet was buried, jealousies were thrown out and all agreed that they were going to make their California fair best ever.

Greatest battery of "sand suckers" that was ever assembled was furnished and used by United States Government in making of Treasure Island. Some 25,000,000 cubic yards of sand was pumped out of San Francisco Bay to make this largest of all man-made islands.

John Murray Anderson, producer of gigantic girle spectacles, one of which was the far-famed Billy Rose Casa Manana, visited Treasure Island with writer recently. Anderson expressed opinion that exposition will be unique, inasmuch as Treasure Island furnishes a most perfect location and setting. He also said that with lighting scheme, plans of which he had studied in Administration Building, should be most entrancing at night.

Sand which comprises Treasure Island assays 15 cents virgin gold to ton.

Oriental Village at Columbian Exposition in Chicago in 1893, featuring Little Egypt, first of "sooch" dancers in America, grossed nearly \$2,500,000, and Sully Rand materially helped to bring Streets of Paris at Century of Progress in million-dollar gross class. Streets of Paris attraction took in approximately \$1,400,000.

Aylwin Probert, exposition commissioner, returned from trip to Orient and brought back a number of applications for Gayway attractions.

Gayway of exposition will have a strong international flavor, as there have been

applications for concessions from South Africa, India, Arabia, the Malays, Japan, China, Philippines, Cuba, South America, England, Germany, Holland, France, Belgium, Sweden, Australia, Italy, Scotland, Hawaii, Canada and Central America. Major Keatinge, chief of foreign participation division, a master of languages, is usually called in to decipher foreign-language letters.

Amusement zone will be called the Gayway. This name was selected from nearly 500,000 letters suggesting titles in a contest, winner of which will receive \$1,000. The greatest publicity campaign ever organized will be started to familiarize and popularize this title to world.

Over 30,000,000 lineal feet of lumber has entered into construction of gigantic exhibition buildings. In order to appreciate this enormous quantity, if boards used were laid end to end they would make a one-foot pathway from San Francisco to New York and return, or approximately 8,000 miles. There are still to be built all of special and private buildings, which will consume at least three times as much lumber.

A talk-compelling and sure-fire national publicity-getting attraction from a foreign country is now in the process of negotiation with Division of Concessions.

Guy Woodward, a member of company headed by Harry G. Traver, returned to England to complete financing of a number of attractions that this company will present.

Strong probability that Louis Bernal, operator of Luna Park at Juan les Pins, France, will bring over several attractions. Bernal formerly lived in the States and is one of the most successful operators of amusements in Europe.

Administration Building on Treasure Island is about completed and most of the staff of the exposition company will shortly be housed there. This marvelous semi-circular building cost nearly \$1,000,000 and is finest edifice ever to be used as World's Fair offices.

Phillip Bros., of Melbourne, Australia, park operators and numbered among great amusement men of Australia, are negotiating for a number of amusement attractions to be placed on Gayway, among them a patented novelty ride that has never been shown in the States.

Treasure Island is over one mile long and over a half mile wide—it has the largest improved parking space on earth which, with its turnover, can care for 50,000 cars daily.

T. A. Wolfe, keen business man, skilled showman, quiet unassuming gentleman, a credit to the amusement profession, will be one of carefully selected members of amusement purveyors on the Gayway.

Biggest opening day that any World's Fair ever held in North America was first day of Panama-Pacific International Exposition, held in San Francisco in 1915. Attendance on that day, 255,149; also largest closing day and probably greatest day in point of attendance that any American fair ever had was at same exposition with a final day attendance of 459,022.

Lee Brandon, of Foley & Burk, with General Agent Chapman, is very optimistic regarding season. Foley & Burk Shows reported very beautiful this year and will play about same itinerary as in years gone by. Route selected over 25 years ago by dean of them all insofar as Coast routing is concerned, Ed Foley, . . . W. T. Jessup, of Krekos West Coast Amusement Co., a busy man these days and spilled considerable ink on contracts he carries in his vest pocket. . . . Phil Williams, of Crafts Shows, also has been busy general agenting and mailed his boss a stack of signed contracts recently which completes the route for 1938, according to Williams. He leaves to join E. Picard, general agent for Crafts Golden State Shows, and after a few weeks assisting with route of that show will return to Oakland office. . . . Jack Wortham now in and around Los Angeles. Jackie was identified with Inglewood, Calif., festivities recently held and played by White City Shows. . . . Personal nomination

# FRUIT CONCENTRATES

FOR SNOW-BALL AND DRINK STANDS

**COLD MEDAL FRUIT CONCENTRATES** will give you the drink or Snow-ball syrup you have wanted for a long time. They have the rich, full-bodied flavor of the real fruit yet are priced with the lowest.

Follow the lead of the leaders this year and line up with **COLD MEDAL**. Send for complete details today and get started right this year.

**GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati, Ohio**

# KEYSTONE SHOWS

**WANT** on account of disappointment, High-Class Girl Review to join on wire. Can also place Blue Eye or Posing Show. Have complete outfits for capable parties. Can use a few more legitimate Concessions and Working Acts and Freaks for Side Show.

for champion out-loud belly laughers. Milt Hunkle, of United Tent Shows, and George Duigan, former circus man now retired. Both gentlemen weigh upwards of 300 pounds but capable yet of those noisy earth-quaking loud laughs that command attention any place. . . . Writing of laughs, here's one if not read too fast: A well-known carnival that operated a Minstrel show out of office had just paid off all colored performers. One of lean lanky comics walking slowly down midway counting ace notes held in his hand stopped suddenly in front of a small tent. Strange, weird music had attracted his attention. Peeping over canvas flap, he saw a radio blasting away and a few colored boys squatted around a blanket with galloping dominoes. "What kinda music is dat radio playin'," said the boy. "I dunno," was the rejoinder, "but it sho is a power-ful radio; got China now, we is tryin' get all ob-de' foreign places. Come on in, Slim; we'll try to get India." "Say which?" "Tryin' to get India." "No, you ain't goin' to get into me, 'cause I' quine leave right now."

**Constructive thoughts:** A pipe awning effect built on order of a well-known riding device method would save many dollars in a year to carnival owners in rainy territory, said awning to cover entire midway walk, making it dry and appealing to crowds. . . . material to be wind resistant and rainproof. . . . "Don't sell your country short," often said prominent men. "Don't sell your boss short either, you fast-selling ticket sellers who handle two price tickets, for sooner or later you are caught up with." . . . A priceless possession is a clean neck and shave before coming on duty; ride men, concession operators, ticket takers and sellers are very noticeable to the public and should always appear well groomed, as soap is inexpensive and water is the Creator's gift to mankind. . . . Now that the Pacific Coast show season is on, fraternizing and social season is over. Agents, managers, owners now become mortal enemies in a business way, each fighting against each other for chance to be the "first in" or "beat them to it," as we say in the vernacular. Yet next winter will see them all again around clubrooms and hotel lobbies cutting it up. . . . Which comes right back to the old slogan the late W. H. Donaldson used to attach to **THE BILLBOARD** title, "Show-folk, may they always be right, but right or wrong showfolk. . . . Reported that despite showing in "metropolitan" area and billing Los Angeles several of carnivals are really playing the woods. One at Maywood, another Inglewood, Lynwood, Hollywood and Midwood, all within a short distance from the city of Los Angeles. . . . Another report has it the shortest jump recorded in years was made by Joe Krug 20th Century Shows; tee down and moved two blocks nearer town for second week. . . . Mel Vaught reported to be doing nicely with State Fair Shows and now headed for Utah, as are White City Shows and C. F. Zeiger's United. . . . One agent opines: "So many carnivals on the Coast now he is afraid all agents will be dispensed with. First carnival arranging date will just pass same committee and 'locals' to the carnival coming in the next week. That show to the one following them and on down the line entire season. . . . Carnivals will come and carnivals will go, but will their popularity last forever? Answer is yes, as long as there are kids and young old kids who delight in good, wholesome, clean amusements offered by the modern type shows."

# Showmen's League of America



165 W. Madison St., Chicago, Ill.

**CHICAGO, April 30.**—Thursday's meeting was the last of the regular spring meetings. Opening fall meeting will be held October 6. During the summer business will be transacted by calling special meetings as the occasion arises.

First Vice-President Joe Rogers presided, and seated with him were Second Vice-President Frank P. Duffield, Treasurer Al Rossman, Secretary Joe Streibich and Past President C. R. Fisher. Father Lucian J. Arrell also attended and handled the chaplain's duties. Vice-President Frank R. Conklin started the season off well and sent in the first of his usual good quota of members, the application of Boris Elias. It was presented for ballot and he was duly elected to membership.

Relief committee reported that Brother Rankine improved sufficiently to be moved to his home in Lake Villa. Brothers Bob Miller and Col. Owens are still confined in their homes. Brother Dave Mulvie writes that he is showing improvement but will not be able to again take up his regular duties. He will spend the season at the park in Montreal. No news from Brothers Harry Masey or Al Wagner. Late reports advise that Brother Theo Schlemmer is seriously ill and little hope is held for his recovery.

Great plans are being made for a number of the brothers to attend the combined benefit show in St. Louis May 6 on the Beckmann & Gerety lot under International Association of Shows and the Showmen's League of America auspices, with Brother Tom W. Allen as chairman. A number of carnival managers from all parts of the country are expected to be on hand, as President McCaffery has sent out a call that several special meetings will be held. Past Vice-President Jack Nelson phoned that he may attend.

Al Itukin has joined Joyland Shows. Dave Tompison and John Lorman will be on the way with their new show this week, and Past President Edw. A. Hook and Brother Al Latta are ready to start the season. Pete Wheeler, of the Bob Kline Shows, visited. Brother Carl Sedlitz (*See SHOWMEN'S LEAGUE on page 39*)

# Roasts and Toasts From Pacific Coast

By HOT POTATO

**SAN FRANCISCO**—Season is on now for all outdoor amusement organizations that spent winter in California. A few are ready for opening in Northwest, while quite a number already have started season. Crafts 20 Big Shows will probably hold record this year on the Coast insofar as longevity of season is concerned. Its season opened at Riverside County Fair and Stampede in Indio, Calif., February 4. Business for most shows reported spotty. Good weeks reported here and there. Those opening before recent heavy rains suffered somewhat amount of inclement weather in the southern part of the State. However, Al O. Barnes-Sells-Photo Circus reports business on a par with last spring and even better at some stands played around Los Angeles area. . . . Archie Clark's Greater Shows played very good week in Bakersfield, opening stand. Archie always says "just give me two weeks out, then try to find me." He has been best of opinion "ride and seek" is best method to be applied to his

route. . . . Lee Brandon, of Foley & Burk, with General Agent Chapman, is very optimistic regarding season. Foley & Burk Shows reported very beautiful this year and will play about same itinerary as in years gone by. Route selected over 25 years ago by dean of them all insofar as Coast routing is concerned, Ed Foley, . . . W. T. Jessup, of Krekos West Coast Amusement Co., a busy man these days and spilled considerable ink on contracts he carries in his vest pocket. . . . Phil Williams, of Crafts Shows, also has been busy general agenting and mailed his boss a stack of signed contracts recently which completes the route for 1938, according to Williams. He leaves to join E. Picard, general agent for Crafts Golden State Shows, and after a few weeks assisting with route of that show will return to Oakland office. . . . Jack Wortham now in and around Los Angeles. Jackie was identified with Inglewood, Calif., festivities recently held and played by White City Shows. . . . Personal nomination

**THERE ARE "SCORES" OF REASONS Why YOU SHOULD BE A MEMBER OF**

**Showmen's League of America**



165 W. Madison St., Chicago

The Showmen's League of America maintains spacious club rooms in Chicago, which you will be proud to call your own, and to which you may with pride bring your friends.

# Spring-Quarters News and Gossip

As Reported by Representatives for the Shows

## World of Mirth

(Railroad)

RICHMOND, Va., April 30.—With one eye on calendar and other on multitude of tasks yet to be completed, General Manager Max Linderman has crews pushing ahead at top speed in all departments and ordering night shift that all work scheduled must be finished before opening. Between arrival of show in Alexandria, Va., and Saturday night opening finishing touches were applied. Trainmaster Wally Cobb is rapidly completing overhauling of train. Every wagon is out with fresh coat of familiar orange and red paint. Painting activity extended among individual show and ride men, with many going limit to brighten their attractions. Among those most active is Earl Purdie, who, in addition to introducing neon, has enlarged his bally platform many feet and otherwise increased effectiveness of his motordrome front. Jack Ward is promising an unusual Miss America presentation, with Lucille Abbey, a Minsky headliner, topping his cast. Optimism already prevailing in quarters here was heightened this week by visit of Joe End, veteran concessioner, who declared that visits on more than 20 different carnivals from Virginia to Florida and Texas have convinced him that coming season will be a prosperous one. End, who is selling concession supplies, visited with many of his old friends while here. Sully Wineman, who was with his first Linderman-managed show 11 years ago, entered here ranks recently when he was chosen from 25 volunteers to donate his blood for a transfusion. Sympathy of World of Mirth people is being extended to Lawrence (Giggs) Dows, popular The

Billboard sales agent, whose 78-year-old father died at his home in Bridgeton, N. J. Dows's mother is critically ill.

GAYLORD WHITE

## Bantly's

(Trucks and boppage cars)

REYNOLDSVILLE, Pa., April 30.—Being an optimist at all times, writer thinks that this letter will partly serve to build up hopes of showmen who are worrying about prospects for coming season. General Manager Bantly set up two kiddie rides, Wheel and Merry-Go-Round, on lot in this little town in order to see that they were in perfect working condition before moving them to Du Bois, Pa., for opening. After they were up Bantly thought it might be a good idea to operate them and secured permission from mayor. Rides were on lot seven days, and altho it rained two nights and two other nights were extremely cold, rides grossed \$417.55. To writer's way of thinking, that was real good, when one considers poor working conditions, weather and fact that rides operated for 5 cents. New Ride-O arrived and was immediately set up on Du Bois, as were several other rides and shows. Balance of show will be set up several days before opening. Night before official opening lights will be put on at 8 p.m. and public will be admitted free for a preview of midway, with no tickets begin sold for any attraction. New arrivals, Ella Carver, free act; Sam and Mrs. Hull, entire staff for Charles Tashy's three shows, Whitmyer Family, Myra, Fern, Anelisa, Joe and Henry; Mr. and Mrs. Ike Faust, Sailor Myers, Raymond Appleby, Mr. and Mrs. Russell Cauthery and new addition to family, Russell John III, who is two months old; Mr. and Mrs. Frank Ryan and Pete Zanin.

HARRY E. WILSON

## Weer

CASSOPOLIS, Mich., April 30.—Last-minute changes were made in route schedule so as to take in more farming districts than before. It looks at present time that this is best and safest move. Every front and ride being painted and varnished. Kiddie rides are being re-modeled. Mrs. M. R. Weer's new trailer arrived and plenty of room for luxurious living quarters and six-foot office. Trailers are being painted and all new brakes being installed. Tractors have been returned with their engines all overhauled. Set-up will take place at Dowagiac, Mich. Colored performers are practicing and will present Old Plantation show. It seems public is in that mood again after long stay of minstrel type of show. Guy Van Sile is ready with his concessions.

FRANK MCKAY

## Weyls

SPANGLER, Pa., April 30.—El Weyls, owner and manager, is here in quarters overseeing work in progress for opening. Weyls just returned from Smith & Smith factory, where he purchased new Chairplane with special lighting effects. Mr. and Mrs. Mike Reed and Mr. and Mrs. Ed Lowe visited quarters en route to Rubin & Cherry Exposition, Richmond, Ind. Mike Reed is Mrs. Weyls' brother. Thomas Kirk, sales manager for Fair Publishing House, stopped for a chat and left with an order. Charlie Croft, banner man, arrived, and Eddie Resno wired he is on the way. GERTRUDE WEYLS.

## Royal

(Boppage cars and trucks)

BROOKVILLE, Pa., April 30.—Show moved on lot at opening stand. With exception of a few everybody is here and rushing last touches to their properties for opening at Franklin, Pa. Show made move from quarters by truck, 48 miles. New canvas arrived from Baker-Lockwood for all shows. New banners from same company also delivered. Office ordered plenty of light for everything on midway. Banner shows to string 200-watt lights with panel fronts using d.c. Kiddie matinees will be featured each week. Uptown advertising by band and sound truck. Newspaper display and radio. Sensational Royals, free act.

RAMON METTLER

## Buffalo

(Motorized)

CORTLAND, N. Y., April 30.—All equipment but rides stored in Cortland during winter. Rides which were carried from last year were stored in Syracuse. Henry O. Bergan, chief mechanic, in charge of quarters. Paul L. Lang, secretary, spent winter in Cortland, his home town. A few days before leaving for show's opening at Syracuse Bergan, who is also in charge of side shows, was married to Jeannette Ward, of Cortland, a professional, who has toured with various shows. Ceremony was performed at the home of bride's parents. Mr. and Mrs. George B. Ward, officiating clergyman being Rev. Victor Kane, pastor of Memorial Baptist Church. Margaret Durgin was bridesmaid and Edson R. Durgin best man. The Durgins are operators of concessions with shows. Present were bride's brother, Jack G. Ward, who is in ride department; Paul L. Lang, secretary, and writer.

HOWARD POTTET

## Curl

LONDON, O., April 30.—Quarters work under supervision of Don Wagner. W. S. Curl will have best midway in show's history. Doc Edwards has shipment of monkeys and bears coming for side show, which will be managed by Eddie Doyle. Manager Curl bought all new banners for shows and also a new semi-trailer. Mr. and Mrs. Red Booth, who will have photo gallery, arrived. Mrs. Iva Hardin has root-beer concession. Besides duties of secretary, Max Curl will have pop corn and ball game. Visitors: Johnny Chapman, Capt. Delmore Keystone, magician, and Art Conover.

DOC EDWARDS

## Couch & Bryan

(Motorized)

STUART, Ia., April 30.—Work is progressing at quarters for opening in May. New 50 k. w. light plant nearing completion. Trucks are being ensanded in circus red and orange with black trim. Kay Couch and Sailor Bryan, managers, recently made booking tour in Northern Iowa. Visitors: H. L. Wyse, Big 33 Wheel, Chairplane and Seaplane owner; W. L. Brown, photo machine operator; C. E. Juhl, secretary Mitchell County Fair, Osage, Ia. Elsie Von Ritter signed for season, and contracts received from Charlie Fisher for athletic show. Order has been placed for new midway cable which will be hung from poles instead of laying cable on midway. Plans are under way to promote an amateur contest at each stand during season.

SAILOR BRYAN

## FOR PIT SHOW ATTRACTIONS

Paragloss, Nature's Greatest Wonders, \$ 5.00 a pair  
 Chameleon, .. 5.00 a 100  
 Baby Green Tortles, .. 5.00 a 100  
 Baby Alligators, .. 5.00 a doz.  
 Snake Dens of 25 Horned Snakes, .. 15.00 a doz.  
 Ants, Bees and Bees of all kinds.

JOHN H. THIELE JR.,  
 P. O. Box 102-B, Cassell, N. Y.

## CANDY FLOSS

And Novelty Prizes for sale on Russell Bann's Carny. Address C. W. CRAWFORD, 241 Vermont, May 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th.

## SIDE SHOW MANAGERS

I have 2410 Photographs of Old Time Fairs (with History) that were exhibited 25 to 150 years ago. Great for Lobby Display. Will bring the crowds as you can work on them. Send stamp for list. Pictures on Social Diseases and Birth Development for Life Shows and others.

PATRICK MURPHY, St. Louis, Mo.  
 1508a E. 7th St.



BERGER C. (BUD) FRISK, late owner and progressive manager of Frisk Greater Shows. His tragic death, resulting from an automobile accident near Little Falls, Minn., on January 29, was a shock to showmen acquaintances and members of his family, but his widow is carrying on where he left off and plans to open Frisk Shows under her management at an early date.

## Stafford

BOSTON, April 30.—Ten men, under direction of Charlie Young, have been working at quarters past month. Rides are painted and concessions are equipped with new tops. Opening stand will be at Webster, Mass. Show transported by trucks. Visitors: John D. Kilonis, of Kilonis Shows, and Jack Valley, concessioner of William T. McNally Shows.

TOMMY WHALEN

### K & G AUTOMATIC BINGO MIXER

**Ballyhoos Your Game ★ Increases Play**  
 Designed for Both Indoor and Outdoor Operators  
 Strictly Portable . . . Set Up and Taken Down in 15 Minutes  
**APPEALS TO BOTH the PLAYER and DEALER**



See it in Actual Operation in the Following Shows, Parks and Indoor Locations:

- World of Mirth Shows.
- Endy Bros. Shows.
- Jas. Strates Shows.
- Johnny J. Jones Exposition.
- Seaside Park, Chesapeake Beach, Md.
- Kaus Shows.
- Singo & Howard, Indoor Location at Allentown, Pa.
- Sam Frank's Indoor Location at Newport, Ky.

Write Today for Circular and Price

**GREENSPOON & BRAMSON**  
 101 Wooster St., New York City

★ ★ ★

## GOLDEN WEST SHOWS

OPENING MAY 14, FOLEY, MINN.

CAN PLACE for a good reason of steady work the following Shows and Concessions: Elision Show, Ten-in-One Show, Fox Lady Show, Midway Show, Dancers or Circus Show, Chaper for party on Snake Show. Will book any other Show that won't conflict. Will furnish new Tops and Fronts. WANT Lead Gallery, Fish Pond, Scenic, High Striker, and legitimate Concessions. WILL BOOK Every Ride, or any Ride that won't conflict.

All Mail to W.W. BARNHART, 51 Paul Park, Minn.

## GROVES GREATER SHOWS

WANT Acts of all kind for Side Show, Talker for Minstrel and Gawk Show, Dancers for Girl Show and Nudist Colony, Manager for Athletic Show. CAN USE Colored Musicians and Performers for Minstrel Show. CAN PLACE Shows with or without own outfits. Will sell K on Photo, Mouse Game, Snow Balls. WILL BOOK Concessions that work for stock. T. J. Smith wants Banner Man with Sound Car. Cotton Ellis, Johnny Bowman wire me at once. All address ED GROVES, Mgr., Mattoon, Ill., May 2-7.

## MOTOR CITY SHOWS

Wants Dual Loop-o-Plane, Shows of merit, Legitimate Grind Concessions, \$15.00 per week. This show operates 7 days a week. No layoffs. Showing Detroit, Mich., this week, Fort and Miller Rd.; next week, Verno Highway and Waterman. LOUIS J. BERGER, Detroit Hotel.

**WANT MORE REVENUE**  
 for  
**YOUR ORGANIZATION?**

Read  
**"BINGO BUSINESS"**

A Column About Bings in the  
**WHOLESALE MERCHANDISE**  
 Department

**THIS WEEK and EVERY WEEK**

Cetlin & Wilson

Burlington, N. C. Week ended April 23. Auspices, combined posts V. F. W. of Burlington and Graham. Location, Route 70 at city limits. Weather, cold and rain. Business, light.

Weather prevented what had all earmarks of being a red one, also has considerable opposition from an evangelistic meeting in town. Complete rainout on Friday night. Saturday freezing cold but first time in five years that first tear-down was dry. Show made very nice appearance as everything had been painted before leaving quarters. Show management really outdid itself this year in illumination, result being that midway is turned into almost daylight. Visitors during week from Sheepley and R. & B. shows, which were both exhibiting in Greensboro, 21 miles away. Members of this show also over there during week. C. S. Farnell, wife and party from Mebane Fair were visitors—as were Mr. and Mrs. Charles Mangum, of North Carolina State Fair; Norman Y. Chambliss, of North Carolina Fair Operating Co. and A. T. Dine, Paradise Revue top show. Shooter top ride, Doc Garfield has complete new outfit from ground up. Green tent, front all trimmings blue and white. Beautiful show with all indirect lighting effects.

GEORGE HIRSBERG.

Pacific Coast

Roslyn, Wash. Week ended April 23. Auspices, Veterans of Foreign Wars. Weather, ideal. Business, good.

Show moved in Sunday in heavy rain. Set up Monday and opened to a good crowd. Blackie Hopper joined to take over Tex Childer's new balloon stand and Roy McCormick joined Tex's string game. Art Gresham, late of Hagenbeck-Wallace Circus, joined as second on Brevier. Chat Nero is second on Merry-Go-Round, and Billy Dolan, who was formerly second, is night watchman. James Barber away booking. Gene McDonald, besides duties of show secretary, has been tending to sawmills he owns in northern part of State. JIM HILL.

Premier

(Trucks and baggage cars)

Hampton, Va. Week ended April 23. Auspices, Speeple Village Fire Co. Location, Rip Rap road and C. & O. R. R. Weather, rain and cold, five nights. Business, poor.

Unfavorable conditions in Newport News, Va., caused last-minute shift in location, throwing Jimmy Rafferty's Premier Shows into Hampton. Fire company, a volunteer organization, gave unstinted support to an engagement that fell flat under dictates of weather man. Show went up Monday in pouring rain which continued almost unabated through week, clearing Friday night for very cold Saturday. However, despite cold weather large crowd turned out Saturday night and shivered on lot through evening. Rafferty was busy during week entertaining old friends from Newport News, Phoebus and other peninsula cities, prominent among whom was Roy Kelly, former carnivalite and now custodian of National Guard Armory, Newport News, and a merchant in that city. It was almost home for Business Manager Tommy Carson and he made several visits to old home town of Norfolk and entertained many former friends on Gladway. Jammie Graves joined Saturday with her free act and made her debut April 25. Pearle and Ormin continue to please with their presentation, and fireworks program suggests free acts. Bill Pinkston joined here almost recovered from automobile accident in Gadsden, Ala., few weeks ago which almost cost lives of him and Mrs. Pinkston. She joined two days after Bill came in but is not yet fully recovered from mishap. Frank Hildebrand closed with his cookhouse and Danny Ellis immediately announced that he would open a modern cafe on show, Jack and Jan Martin, Sam and Al Palita and Tony were visitors from Richmond. CARLETON COLLINS.

Elite

(Notorized)

Arkansas City, Kan. April 16-22. Location, old baseball park. Five-cent pafe. Auspices, V. F. W. Weather, clear and nice. Business, fair.

More from Independence, Kan., made in good time despite rough roads and long hills. Harold Freeman, mechanic, is doing good job keeping trucks in shape. Athletic show did well right in this

Full Date Carnival Show Letters

As Reported by News Representatives for the Shows

spot with women wrestlers and boxers. Saturday night four local girls staged a battle royal in ring. Boose fun and lots of hair pulling. Billy Canney, athletic show helper, left before half time Saturday night. It rained nearly every night but late enough in evening not to hurt business. Lot was in good shape for opening each night. Dust storm blew up at 10 o'clock Tuesday night and thinned crowd on midway. Blackie Pike is framing new illusion show. He will use Burning of She, Girl's Head on a Sword and Half Girl. Billy Price will be assistant manager and is aiding in building this show. Willis Clark, electrician, purchased a house trailer. Jack Conway has new chef and baker, George Ketterer, and meals that he prepares are making a hit with showfolk. Ernest Jones, of cookhouse, got lure of road and gave notice first of week and left Thursday night. Orval Cox, veteran athletic show manager, took over that show. Jack Taylor will open a geek show.

DON FOLTZ.

West Coast

Sacramento, Calif. April 18 to 24, inclusive. Auspices, V. F. W. Weather, variable. Business, good.

For first time in many years this city showed signs of becoming fair show

self as satisfied. Committee co-operated in every way. Thru fine co-operation of city and county and school board Saturday was children's matinee. From early morning to late afternoon midway was crowded and real good business was the result. Don Carlos joined with monkey circus and pony ride. Owner Joe Galler received many compliments on way attractions were arranged. General Agent J. A. Gentech returned to show with several contracts. K. W. FRANKLIN.

J. J. Page

Morganton, N. C. Week ended April 23. Location, ball field. Auspices, fire department. Weather, fair and showery. Business, excellent. Ten-cent gate.

Professor Langford fired opening gun by striking up a popular march that started customers flocking in front gate until a shower hit at 9 o'clock opening night. Move, altho a long one, was made without incident. All attractions were ready for amusement seekers of Morganton. Valdese, Marion and Lenoir at 6 o'clock. Tuesday crowd was threefold larger than Monday, and Chief Lane of fire department has enough ticket takers to take care of increased business. Wednesday and Thursday show rained out. Friday and Saturday nights' business was best of week. This was



JEAN HODGES' THIRD BIRTHDAY PARTY held in Charles H. Pound's midway cafe on Mighty Sheepley Midway, Charlotte, N. C., April 18. Jean is daughter of Mr. and Mrs. Hilton Hodges and granddaughter of Mr. and Mrs. Charles H. Pound. Standing, left to right, are Hilton Hodges, Charles H. Pound, Lucile Hodges and Mrs. Charles H. Pound. Jean is shown at head of table around which are grouped children of Sheepley Midway. Sandwiches, ice cream and cake were served. Jean got a lot of presents. After party an Easter egg hunt was staged and Mary Anger was high scorer.

town. Visitors: Eddie Harris, Greater Harris Shows; Hule Bowman, Joyland Shows; Phil Williams, Crafts Shows; Wrightman, Mighty Wrightman Shows, and Phil Dank, Bank of America. Big party was given by Manager Mike Krokos. Five lambs were barbecued and many gallons of wine brought from Secretary Louis Leo's vineyard. George Kocan furnished music and Gus Lamopoulos danced hula hula. Picnic was a success. Manager Krokos beck from tour of Northwest and reports big upturn in business conditions. Fifth award was held Sunday afternoon. Electra, from girl show, got top prize. Entire committee of Italian Society of Jackson valued show. E. A. Bruno and Emanuel Libo, of Portuguese Holy Oboos celebration, visited from Lincoln. All showmen and concessioners getting in readiness for spring fairs and celebrations. Pay Ridenor reports big sale of The Billboard copies on show. General Agent Jessup on his way again. George Kocan giving music lessons on side, getting new recruits for his band which he promises in near future. W. T. JESSUP.

Buckeye

(Notorized)

Violsburg, Miss. Week ended April 23. Auspices, American Legion Spring Fair. Business, good. Weather, fair.

One of best opening nights of season. Business held up for entire week. Joe Galler, owner-manager, expressed him-

self organized carnival to exhibit within city limits in 10 years. Folk appreciated show and proved that carnivals are really wanted in this locality. Friday J. J. Page, who made trip home to Johnson City, Tenn., sent word that owing to major political speech scheduled there show would cancel following week and remain in Morganton for four more days and making an eight-day stand. Chris Jernigan did advertising in Johnson City, also handling new sound truck, which is a thing of beauty, finished in white with red lettering. Formerly show sent band thru country, but in future will be used for uptown concerts. R. E. SAVAOE.

Crystal

Forest City, N. C. Week ended April 23. Auspices, American Legion for Junior Legion baseball club. Weather, ideal. Business, very good.

Shows and rides were ready for opening Monday night at 6 o'clock. When gates were thrown open it seemed that entire city population was waiting to enter midway and everyone was imbued with carnival spirit. Despite fact that mills are not running more than two and three days a week, everybody had some money to spend and every attraction on midway did nice business. Minstrel show still topping midway. Doc Carlo Marco with Life second and Doc Hall is doing well with Jungleland. Henry Talbert, manager of Penny Arcade for Bunta, is doing very good business. All rides are

doing business and are in best condition that writer can recall. They are under supervision of Charles Staunko, who has been with shows for a number of years. Bob Bovey, high pole act; Flying Sullivan, and Arthur Carver, clown, are satisfying patrons at free show each evening. Sam Petrali, wrestler, with show for past six years, and Micky O'Brien, fighter, another oldtimer with show, seem to get better each year with their performances. Their receipts increase each day of week. Ralph Bunta, operator of kiddie rides, is a genius at pleasing babies and keeps them coming for repeat rides. Bunta was highly praised by American Legion officials, city and county officers, for his show and management. Young Billy Bunta, sheik of midway, entertained many of his old friends, but tops of all was little red-headed Emily Jane, who assisted Billy in distribution of The Billboard.

R. O. FELMET.

Johnny J. Jones (Railroad)

Washington, D. C. Week ended April 23. Auspices, Tall Cedars of Lebanon. Location, 21st and C streets, N. E. Weather, cool but clear. Business, big.

With almost perfect weather, Good-year blimp lazily floating overhead and show's captive balloon bobbing around high in air, Johnny J. Jones Exposition opened its annual 10-day engagement in capital city. Front gate and midway opened to largest attendance and gross receipts in last five years' showing here and shattered all records under present ownership. Weather for opening was ideal, but following three days extreme cold weather set in, but that did not discourage showgoers. New location gave show ample parking space that proved a valuable asset towards packing lot nightly. Fact that this is first outdoor amusement enterprise to exhibit on this location proved that Jones title and "Johnny's Coming" are ever popular in Washington. For past two years E. Lawrence Phillips has watched filling in and developing of this site, patiently waiting for day to come when it could be used for his purpose. Manager Tom Allen gave show its best layout in years, with each attraction placed to a good advantage. General Director W. G. Fleming and Special Agent Tommy Thomas were luncheon guests in quarters of Dr. Mann, director of National Zoo. Both enjoyed the hospitality of Dr. and Mrs. Mann and marveled at her writing the book From Jungle to Zoo. Visitors: Melvin D. Hildreth, president Circus Fairs' Association; Walter Johnson, ex-baseball pitcher; Dr. and Mrs. Mann; Gerald Snells, contracting agent, and James W. Stevens, World of Mirth shows; Barney H. Kern, manager advertising car No. 1, and Harry Doran, bannerman, Tim McCoy Wild West; John T. McCallin, Baltimore; Doc R. E. Ogden, Ted Miller, pub-

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put on in the following slot sets and prices: 25 cards, \$8.25; 50 cards, \$11.75; cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$13; 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. Fused in 3 rows across the cards—set up and down. Lightweight cards. Per set of 100 cards with markers, \$1.00.

All Bings and Kenos sets are complete with wood markers, tally and direction sheet. All cards size 2x7.

THIN BINGO CARDS Made in 30 sets of 100 cards each. Fused in 3 rows across the cards—set up and down. Lightweight cards. Per set of 100 cards with markers, \$1.00.

Automatic Bingo Shaker, real glass, \$12.50. Lightboards, white cards, \$10.75. Per C. 1.50. Stacking Bingo Cards set same. Extra per C. .30. 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. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO. 19 W. Jackson Blvd. Chicago

MAKE \$50.00 A DAY ON CANDY FLOSS. Orders are coming in fast for our Candy Floss Machines, the biggest money-maker known. We make Only the Original Guaranteed machines, also Double Rollerboards. For service see our literature, send us your size. Write or wire. ELECTRIC CANDY FLOSS MACHINE CO., 202 Teutich Ave., Nashville, Tenn.

ON THE BECKMANN & GERETY MAGIC MIDWAY IT'S STARKIST

The fresh, white teeth and healthy gums. You're always proud to smile—now you're always blabber with STARKIST. A fresh brush with every tube.

STARKIST CO. Smith-Young Tower Bldg., San Antonio, Tex.

JOYLAND SHOWS

Will Book or Buy Tilt-a-Whirl or Whip. Legitimate Concessions for Lincoln, Largest Portuguese Celebration in the State, May 21 and 22.

Harry Warren wants Talkers and Grinders for Side Show. H. C. BOWEN, Mgr 412 K Street, Sacramento, Calif.

SECOND-HAND PROPERTY FOR SALE. \$150.00 Mechanical Man Side-Show Barker, in Working Order. \$25.00 Portable Fishpond, with motor, rods and fish. \$25.00 Two-Wheeled Wax Baby, Fine condition. \$200.00 Fly's DeLuxe's Kid, Ride, Ford Engine, 12 H.P., Pennock, Pumps & Steamers. Write for list. WE BUY ALL KINDS OF RINK GRATES AND ENDORSE SHOWS. WEIL'S CURIOSITY SHOP, 20 S. Second St., Philadelphia, Pa.

ELLMAN SHOWS Open Kenosha, Wis., May 14. WANT Tilt-a-Whirl Man for 1-Car 1938 Tilt. Good Showman. Buy Receiver wants Agency, Ford Engine, 12 H.P., Pennock, Pumps & Steamers. Write for list. WE BUY ALL KINDS OF RINK GRATES AND ENDORSE SHOWS. WEIL'S CURIOSITY SHOP, 20 S. Second St., Philadelphia, Pa.

FOR SALE FORD HOUSE CAR

1931 Ford Coupe, Cabriolet, New tires and in fine shape. Good look at. Can be used as Concession Carrier or Bus. Baresis, \$2900.00 cash. PARK PRESIDIO GARAGE, 1034 Clement St., San Francisco, Calif.

WANTED SHOWS, CONCESSIONS

14 WEEKS. OPENING MAY 30, NORTHWEST PENNSYLVANIA. CAN USE any Show and Concessions. Good spots for good Tilt Show. All Concessions open except Popcorn, Sweets, WANTED—Good Cook House, Write or wire.

JOLLY JAILLET SHOWS Stoneboro, Pa.

IF YOU WANT CASH

For Your Rides or Show Equipment Write RALPH R. MILLER, Baton Rouge, La. Have Little Beauty and Three-Arrowd Allan Harwood Meyer-Go-Round ready for delivery.

PEARSON'S SHOWS WANT

Mechanical Concessions, PE Show Manager with Working Arts. WANT TO BUY Smith & Smith Chair-Pumps. Hillsboro, Ill., this week; Shelbyville next.

WANTED

Experienced Tilt-a-Whirl Operator. Also Operator for Two-Arrowd Spinnaker Meyer-Go-Round.

M. J. DOOLAN 342 W. 85th Street, Chicago, Ill.

CENTRAL STATES SHOWS WANT

Operator for Out Show. Liberal payment. Man to handle Concessions. Good Show Men, or Grand Stand. Will travel to suit. Also Erie Digger Operator. No bonuses wanted. Write GEORGE GOREK, Wellington, Kan., May 2 to 7.

BREMER SHOWS

WANT Tilt-a-Whirl, Cook House, and can use a few other Concessions. SHOW OPENS MAY 14TH, ARCADIA, WIS. Address all mail to BOX 22, Washburn, Minn.

READING'S SHOWS

WANT Show Concessions. Everything open! Fish Pond, Digger, Bowling Alley, Photo, Mini-Show, American Bull Games, FORTLAND STRAW-BERRY FESTIVAL next week; then into Kansas. Need Concession Agents WILL BUY 7-Car Tilt-a-Whirl, Need Billiard Table, Mr. Pleasant, Tenn., this week. W. A. WILLIAMS, Mgr.

JAY GOULD'S MILLION-DOLLAR SPECTACLE SHOW, Opening May 30, Mankato, Minn. WANT Concessions. Good Show Men, or Grand Stand. Will travel to suit. Also Erie Digger Operator. No bonuses wanted. Write GEORGE GOREK, Wellington, Kan., May 2 to 7.

licity director, Cettin & Wilson Shows. Mr. and Mrs. William Sterling; Sidney Laist, chairman of father and son banquet. Many of E. Lawrence Phillips' close relatives visited, Mrs. Hedy Jones; Mr. and Mrs. Jines, of Augusta, Ga.; Mr. and Mrs. Horace Wood, son, daughter-in-law and two grandchildren; Mrs. Gertrude Wilson, sister, of Atlanta; Mr. and Mrs. Arthur Phillips, Mr. and Mrs. James Phillips, both brothers, and 93-year-old father, Ephraim Phillips. Mrs. Hedy Jones spent week as guest in home of Mrs. Emma Crowley, sister to Phillips, and his father. STARR DEBELLE.

L. J. Heth

Russellville, Ky. Week ended April 23. Location, Legion Park. Auspices, American Legion. Weather, fair. Business, nil.

After two weeks' stay in Clarksville, Tenn., show opened here Monday with good weather, but no attendance. Joe J. Fontana away on hooking trip. Russellville Weekly Democrat assisted show in every way possible and gave good support for Saturday children's matinee. Fair crowds came out Saturday night, but attendance during entire week was bad. Bill Dollar joined show to handle advance and banners. Mrs. L. J. Heth back on lot after an illness which kept her in hotel in Clarksville during stay here. Children of Odd Fellows were guests on midway during week. Bernard A. Mendelson, O. Henry Tent and Awning Co., a visitor Friday. THOMAS PARKER.

Blue Ribbon (Motorized)

Tuscaloosa, Ala. April 18-23. Location, West End showgrounds. Auspices, Parents-Teachers' Association. Weather, rain. Business, good when weather permitted.

Red one at Alabama City. Past move to Tuscaloosa to find lot under water. However, show was ready to open on schedule but continuous rain made it impossible for people to get on grounds. L. E. Roth away on business. Mrs. L. E. Roth highly complimented on way she made it possible for show to open at all. Thursday morning with lot under water Mrs. Roth aroused all working men for a 5 o'clock breakfast and then waded in mud and water all day superintending removing of mud and water from ground. Truckloads of cinders and shavings were piled up all thru day. At 6:30 p.m. Page's Kiddie Band gave opening concert and crowds coming on midway found it covered with clean white shavings. Everyone had nice evening's business. Friday and Saturday cleared off and, altho crowds were light due to lot still being wet, everybody did satisfactory business. Mr. and Mrs. Ernest Dalrymple, who joined with pitch-till-winn and fishpond at Columbus, seen satisfied with business thus far. Mr. and Mrs. Pope Hudgins still letting folks do plenty of digging. Mr. and Mrs. Ari Alexander giving many midnight tea parties and well satisfied with receipts on two ball games. Roy Woods still teaching Mrs. Woods and young brother new tricks in Motordrome. Mr. and Mrs. George Wheeler keep busy. He lays out lot every week and she pops corn. Mrs. Sussie Jenkins back again and serving home-cooked meals. Susie visited her niece, Lola Wilkerson, who lives here. Mary Lee Newton assisting Mrs. L. E. Roth in office. Elmer Brown joined staff to assist E. K. Johnson. Frank Greer back with the show again. What little crowds were here seem to spend freely so Manager L. E. Roth made arrangements for show to stay another week and staged daily programs on local radio station. Judge Joe Burns, and Bruce Shelton, publisher of Tuscaloosa News, gave show favorable mention. Shelton, who has always been bitterly opposed to all traveling organizations and has openly confessed same, granted over 1,000 inches of reading matter and three cuts, for which credit goes to E. K. Johnson. JACK GALLUPPO.

Byers & Bach

Collinsville, Ill. Week ended April 23. Location, Collinsville Park. Auspices, American Legion. Weather, cool. Business, light.

Penetrating chill swept lot all week. Crowds circulated about midway but managed to keep their savings intact. They gave slight heed to free attractions or drawings. Saturday banner night of week, 2,500 passing thru two gates. Play on rides started late but crowd stayed late. Larsen Kiddie Band a hit with crowds, with snappy repertoire of military marches. Cora Garners' Cotton Club

Revue led shows, followed closely by Johnny Howard's Side Show and Jake Moore's Cellophane Scandals. System of illumination a source of satisfaction to show owners. Two new spotlights have been added to front entrance arch. Splendid co-operation given show by American Legion Post during week. Virginia Bender and free act left to join one of P. E. Gooding units. Visitors: Mrs. Jane Pearson, Person Shows; Charles T. Goss, Standard Chevrolet, and Milford Smith, Campbell Tent and Awning Co. DON TRUMBLOOD.

Zimdars (Motorized)

Henderson, Ky. Week ended April 23. Auspices, Elks, Location, streets. Weather, good. Business, very good. Ten-cent pass.

With beautiful Ohio River as background, shows took over city, blocking streets and sidewalks, and set up in heart of city to play the Elks' Springs Celebration. Elks' committee gave 100 per cent co-operation, as did town-folk, who turned out in droves and made business "par excellent." Lotman Kelly did good job on midway in spite of all obstacles and difficulties. Jack Walsh joined with concessions. Blakie Harris joined to work concession for Frank Oestelcher. Visitors: L. E. Roth, manager of Blue Ribbon Shows; Sharty Farrell, manager of Wallace Bros. Shows; Joe J. Fontana, L. J. Heth Shows. Manager Zimdars entertained newboys of Henderson and Evansville papers. Show's baseball fails are still tickled over being able to see New York Giants play Cleveland Indians in Paducah, Ky. week before. BUDDY MUNN.

Crowley's

Bartlesville, Okla. Week ended April 23. Location, airport. Auspices, American Legion. Weather, very warm. Business, good.

After jump of 176 miles from Wewoka show opened to large crowd of good spenders. Sammy George took over management of Miss America. Speedy Flowers and company of riders arrived and took over motordrome. Mrs. G. C. Crowley took her daughter, Georganna, to St. Joseph's Hospital, Kansas City. Reported doing fine. A large crowd of Crowleyites went to Shawnee, Okla., and saw Pittsburgh Nationals defeat Chicago White Sox; they also visited Greater United Shows. Writer had a visit with Doc Carver, of diving horse fame, with whom he worked 22 years ago. Lucky Ball is a new addition to Gross' Cavalcade of Wonders. Mrs. Pat Patterson is working a ball game for Capt. Webb. Pay Miser added new public-address system to her show. Willie Austin took over management of Rodent Circus. Fred Holman tore back off his trailer when crossing one-way bridge. Mrs. Boone has charge of front gate; Pat Owens, side gate. An error appeared in last week's report. Name Dad Proctor was used instead of George Harwood Proctor. GEORGE WEBB.

Barfield's

Dalton, Ga. Week ended April 16. Auspices, American Legion. Location, city playground. Business, very good. Weather, ideal.

Show's fourth engagement here and the first show to ever play on city playground location. With show's lighting effects and floodlights midway was brilliantly illuminated. Mickey Apple was top with her motordrome, featuring women riders. Tom Martin's Dual Loop-o-Plane went over big. Lofstrom & St. Elol's Monkey Circus, an outstanding attraction, meeting with success. Staff: C. E. Barfield, manager; Mrs. C. E. Barfield, secretary and publicity; Robert Stewart, general agent; Herbert and Clara Waters, special agents; Ray Shuemaker, superintendent rides; U. S. Wilson, electrician; Hoyt Shuemaker, painting and scenic artist. Show's rides: Big 311 Wheel, Merry-Go-Round, Chairplane and Whip; Tom Martin, Dual Loop-o-Plane; T. J. Apple, two kid rides. Shows: Mickey Apple, Motordrome; Lucky Mott, Hollywood Revue; George Gresham, Rhapody in Rhythm, colored revue; Henry and Cynthia Patterson, Mechanical City; Agnew, petrified man; Determination Hoyt, boy wonder; Lofstrom and St. Elol, monkey circus. Concessions: Earl Slusser, cookhouse; Walter Vallance, custard; Mr. and Mrs. Edgar Hogan, corn game; Ollie Bradley, pop corn; T. J. Apple, diggers; George and Peggy Burke, bumper and heart pitch; Charles and

Glady's Barrers, milk bottles and penny pitch; Mr. and Mrs. Peter Smith, fishpond, bowling alley, pitch-till-winn; Stratmann and Crietzer, lead gallery and penny pitch; Walter Berry, photos; Oscar Simpson, cat rack and milk bottles. Free act: Billy Siegrist Jr. and troupe of four. Music: Grand system and George Gresham's Swing Colored Band. Ten-cent gate and fireworks. New concessions to join are White Hardmann, pitch; Madam Laberta, mentalist camp; Morely, scales, and Peck, airplanes. MRS. PEARL BARFIELD.

J. F. Sparks

Glasgow, Ky. Week ended April 23. Business, fair when weather permitted.

Show opened in ball park Monday to small attendance. Rain Tuesday morning made lot muddy. However, several loads of shavings were scattered and that night lot was in good shape and attendance was fair. Best of week business was fair. Rides, owned by show, did a good business Saturday. Manager J. F. Sparks left on hooking trip. Trailer is being built to haul massive Wurlitzer organ recently purchased by Sparks. This organ will be placed in marquee which will add beauty to entrance. Max Heiler and son were on hand repairing all organs on show. Mrs. E. Trivaudy, cookhouse, continues to give first-class service. JAMES H. TIMMONS.

F. H. Bee

Springfield, Tenn. Week ended April 23. Weather, cold. No auspices. Business, only fair.

Despite cold weather that lasted entire week, some natives came thru front gate. Spending class seemed to have a holiday; result, business way below any previous year that show has played here. This, however, does not mean that town was complete blank. Saturday weather moderated and rides and shows did little business. Concessions did not take. Frank Meeker's Band joined and clicking with uptown concerts. Special Agent Brown is going to town with paper and has towns flooded with ride tickets when show arrives. Mr. and Mrs. Demars have added another penny pitch. Harry Weiss has a real corn game, and as it is biggest that has been in this territory it receives lots of comment. Compliments on neatness and flash of stock used, also upon appearance of attendants. Bee was compelled to add another transformer to take care of lights, as show has grown rapidly this year. R. L. Davis took over front of Bongo, also does uptown announcing with band. Doc Green arrived with 18 performers for minstrel, and there are 21 people besides band of seven pieces. Leaping Lena, pet squirrel and mascot of show, had a holiday one day and was at liberty for two hours. Only one on sick list so far is Mrs. Harvey Anderson. Improving satisfactorily. Visitors: Mr. and Mrs. W. T. Hatch, Hatch Show Print, and Wade Beard, with Mr. and Mrs. Wade Moore. WILLIAM R. HICKA.

Hilderbrand's

Santa Rosa, Calif. Week ended April 26. Location, circus lot. Auspices, American Legion. Weather, cool. Business, good.

Best stand of season. All rides and shows clicked. City officers and committee co-operated. Manager E. W. Coe did nice job laying out lot, getting away from water holes caused by recent floods. Red Palmer, Don Varo and wife, Mr. and Mrs. Gentry, Buck and Billie Richie visited San Francisco. Mopang replaced George Powers on Kleig lights. Mr. and Mrs. O. H. Hilderbrand gave Easter party for Betty Jo. She received many gifts. Free acts, Hustrai Troupe, Capt. Smith's diving ponies, Four Rockets and Barrett, human cannon ball, were guests at luncheon given by Chamber of Commerce. Bob Booker, secretary, was guest of city of Santa Rosa at testimonial dinner. Art Anderson and Ralph Balcom dug up their fishing tackle. Jerry Mackay, Fern Cheney and Giggle Cardwell first on show to spring Easter top. Cards from Mario LaFare and Lucille King for life membership in new Order of H. A. T. Those receiving cards were O. H. Hilderbrand, Betty and E. W. Coe, Fern Cheney, Hazel Fisher, Verna Seehorn and Claude and Leone Barie. New members started at once to get with it. George Morgan returned. Fred Stewart building new show. Boston Blakie joined Lawrence LaLonde's Ten-in-One Best Warren buy on new concession.

Isbett Yearout in ticket box of the Octopus. C. A. Dawson opened his Mickie Moose show here. J. E. Wilson, manager. New banner front and had nice week. Bud Cross' bingo topped midway. Gentry & Lewis Komgo show making front-page publicity. Bob Wilson joined to talk on front. Oscar Bird, of Athletic show, limping around with sprained hand. Capt. Smith purchased Vampire show which he is remodeling. Mr. and Mrs. Lefley's Dinner Bell Cafe is headquarters for all showmen. Bill Warrington building new concession. Johnnie Hicks has new panel front for his trading post, all neon lighting. Rhinehart Doc gave cocktail party at Santa Rosa Hotel for number of visiting showmen. Reggie Marlon recovered from accident received last week during high wind. Jerry Mackay had Frank Pierce and wife from San Francisco, newspaper owners and ex-troupers, as visitors. Mrs. O. H. Underbrand, Mrs. Billie Hicks, Leone Barre, Mrs. Wendell Foss and Verna Beberg all showed up with permanents. Verna Beberg and Hazel Fisher have as their guests Mrs. Anna Kuivala and Kate Kuivala. Verna's mother and sister from El Cerrito, Calif. Sam and Toots Epple received an imported Chow. Inez LeDoux and Billie Baldwin with two of cashiest games on midway. Morris LeRoy and Red Sandy with No. 2 cook-house running neck and neck with No. 1. Great Rodo pulling an auto with eye-balls and Bud Foster joined Ten-in-One. CLAUDE BARIE.

**Barkoot Bros.**

Toledo, O. April 16-23. Opening lot. Good and sticky arena. Weather, cool. Rides, fine business. Concessions, only fair.

Easter Sunday gave show real break in weather, windy, but warm. Rides opened at 1 o'clock and ran until midnight. Opened at same time on same lot last year. In spite of present recession gross was only off 7 per cent from last year. Show added two new Kiddie rides and Fun-on-the-Farm. People with it: Merry-Go-Round, Chuck Ray, foreman; Mike Calahan and Bill Wells, assistants; Big Eli Wheel, Glen Parks, foreman; assisted by Earl Lambert. Loop-o-Plane, Gordon Burk, George and Curley Powers, Ocean Wave, John Roberts, Mike Hamrock. Al Williams, corn game, penny pitch and roll down. Jerry Parks, Jack Esterink, Harry Burgess, parks, James Eddie Herman has shows. H. G. HOCKETT.

**Golden State**

Santa Paula, Calif. April 12-17. Auspices, Veterans of Foreign Wars. Weather, good. Business, fair.

Holy Week and a lack of spending among Spanish people quite noticeable. Midway was packed every night. Side show is once again in harmony and playing to good business. Dick Kanthe, with Athletic Arena, had banner Saturday, topping midway. Girl show also played to good business. Friday evening, after show was closed, Bill Hobday, manager of shows, gave surprise birthday party for his wife. A Dutch lunch was served for 125 present. Edwards, chief of police, and wife were honored guests. Entertainment was given by several. Chief of police stole show by stories told in several dialects. Legand, magician, and his "Charley McCarthy" put on a real comedy act. Lee Boston gave a tap dance. One of bright spots of party was Mrs. Pat Ryan and her violin. Eddie Shoes and Leroy Belyea told a few stories. Party was held in Side Show top and those present were: Chief of Police Edwards and wife, Mr. and Mrs. Bill Hobday, Mr. and Mrs. Jack Lindsey, Homer Rees, Mrs. Margaret Ragland, Charlene Lindsey, Lorraine Learnard, Mr. and Mrs. Summers, Lawrence Soto, James Murphy, Edward Lopez, Tony Apratos, Mr. and Mrs. Weedin, Doc Ashwell, Gladys Dale and Lu Lucille, Tex Tooman, Mr. and Mrs. Bill McMahon, Phil Bertoni, Mr. and Mrs. Belyea, Mr. and Mrs. Eddie Paradise, Mr. and Mrs. Dick Kanthe, George Black, Edward DeRosa, Pop Hannameyer, Clarence Hannameyer, Clarence Patynski, Bud Morrison, Joe Friday, Harry Taked, Earl Hartwell, John LeConte, George Simmons, A. C. Young, Bob Carroll, Mr. and Mrs. Cecil Bailey, Mr. and Mrs. Crimmins, Paul Ansberry, Steve McCarthy, Dan Darkin, Mr. and Mrs. Harold Lewis, Mr. and Mrs. Harold Emberg, Mr. and Mrs. George Kafer, Jack Magies, Patty Ryan, Harry Buckels, Billy Meall, Phil Jabonaki, Buster Dennhardt, Scooter Mack, June Synok, Lucille Zimmerman, Mr. and Mrs. Babe Collins, Mrs. Lambert, Bob Lambert, Otto J.

Mala, Jack Gordon, Tommy Newberry, Mr. and Mrs. Earle Clark, Mr. and Mrs. Tiny Grable, Wallace Apel, Everett White, Homer Newson, Lee Boston, H. B. Coleman, Larry Dunlap, Lee Cole, Benny Irby, Charles Austin and Mrs. Ethel McDonald. Harry Sanders, who practically brought Dodson World's Shows up from a pup, was a visitor and renewed friendships with Jack Lindsey and Otto Mala. Mrs. Sally Rees was on sick list. WILLIAM HOBDAV.

**Rubin & Cherry**

Richmond, Ind. Week ended April 23. Auspices, Knights of Pythias. Weather, fair but cool at night. Business, fair.

It was a most impressive sight at official opening in Richmond, Ind., evening of April 18, when Rubin Oruberg was presented with a large horsehoe floral piece with "Good Luck" printed in gold across a white ribbon. The tribute was extended on behalf of the personnel. Considering the cool weather during the week, crowds were satisfactory and shows and rides did fair. On Kids' Day, Saturday afternoon, thousands of children kept the rides on a continuous whirl from 1 to 6. Many unsolicited compliments have been received from business people on the completeness and cleanliness of the midway. Performances in the different shows are moving more smoothly as the season progresses. The management had the pleasure of the company of two staff members of The Billboard, A. C. Hartmann and William Judkins Hewitt. It seemed good to meet these people, who keep showfolks informed as to who's who and what's what when it comes to authentic information. All the writer hopes is that by this writing these men have thawed out and that they are enjoying real spring weather in Cincy. Show left for Terre Haute, Ind., Sunday evening. ED SQUIRES.

**White City**

(Buggies cars and trucks) Coolidge, Calif. Population, 5,000. Week ended April 16. Auspices, fire department. Location, SPRR lot. Business and weather, fair. Pay gate.

Fire and police departments did everything possible to make event a success. Special Agent Lucille King got many banners and merchants reported satisfactory business. Lee Manos arrived to join George and Edna LeBrell's Scandal on Parade and topped midway on shows. General Manager C. F. Corey spent two days in Los Angeles on business. Claude Renner and Teddy Leavitt also visited Los Angeles. Charles and Penny Marshall departed for Los Angeles to join one of Jack Schaller's aerial acts. Mr. and Mrs. Mike Collins departed to join West Coast Shows in Seattle. Jack Murray arrived and took over Athletic Show. Mr. and Mrs. Frank Forrest arrived to manage Ten-in-One, with Teddy Leavitt taking over management of new "49 Camp." Camp's opening most auspicious, a surprise, as there has not been a camp in operation on Coast for years. Personal of camp is Mrs. C. F. Corey, owner; Teddy Leavitt, manager; Virgie Miller Martin, tickets; Ralph Chinn, bartender; Frank Hopkins, piano; Johnnie Craft, drums; Eddie Ryan, violin. Dancing girls, Penny Marshall, Rosie Drake, Sue Thompson, Margie Owens, Mary Gerath, Bobbie Young, Peggy Oldson, Billie Hyatt, Rene Wilson and Ann Peyton. For second time this season tower of Mario and LePors act narrowly escaped destruction by a reckless auto driver who drove car thru free act inclosure. Frank Klink arrived to join H. O. Long's concession and Mrs. Frank Klink Mulligan Kaplan's ball game. Johnnie Herti and Heinie Herti spent week reconstructing their housecar. Virgie Waters had a fair week's business with her concession. Showfolk went mud and sulphur baths gaga at near-by Hot Springs. Electrician J. B. Bailey is creating new design for marquee. Mr. and Mrs. Dewey Blair and family departed to join Dennis Shows. Peg Malone spent week putting marquee organ in shape. Mr. and Mrs. H. W. Charles' privilege car doing nicely. Betty Corey returned to school in Los Angeles after a vacation with her parents, Mr. and Mrs. C. F. Corey. Mr. and Mrs. Ewede Olson are constructing several new concessions. Chester Martin joined Ted LePors' concession. Among rabbit hunters and Rehermen who enjoyed a week of sport were Ted LePors, Joe White, Earl Gold, Charles Marshall, Aubrey de Pellaton, Johnnie Herti, C. C. Leasure, Johnnie Sterling, William Sinclair, T. T. Smith, Don LaMarr, Myles Nelson and Ted Baleset. Easter egg hunt



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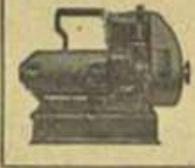
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**KATOLIGHT, Mankato, Minnesota, U. S. A.**

staged by Mr. and Mrs. C. F. Corey for kiddies was grand success and topped off with ice cream and cake in Pa and Ma Slover's cookhouse. May and Arthur Collier purchased new housecar, also added concession. Since opening of "49 Camp" Claude Renner has become master. Earl Gold joined the Ted LePors' bingo crew. Mary Buckmeister joined Artist Model show. WALTON DE PELLATON.

**Majestic**

Huntingdon, Tenn. Week ended April 23. Auspices, Lions' Club. Location, fairgrounds. Weather, rain. Business, one big day.

Lot 10 minutes' walk from center of town. Efficient co-operation of County Fair Manager Walters, acting chairman of committee. This date raised hopes of everyone, looking forward to real week's business. Four days' rain thru Thursday night left first of week dark, clear and cold. Friday, light. Saturday afternoon and night brought real big day for entire midway. Kid Bailey's athletic show topped lot by lucky break in form of Blue Jones, who arrived middle of week, and a local colored hantam, who brought out fight fans, white and colored. Mary Lou Story joined Kanara's Hwallians here. Mr. and Mrs. Jack Bradley, with their illusion show, joined Saturday. Coming from Detroit, arrived late account motor trouble, but got show up in time for less than two hours' showing Saturday night. Hiley Johns drove in to take exclusive mentalist camp. CHRIS M. SMITH.

**Elite**

Independence, Kan. Week ended April 16. Weather, three days rain; three fair. Business, poor.

Following bad weather with snow in Coffeyville sun was bright Sunday when show moved here. Everything was ready by 7 o'clock Monday evening. J. L. Landes, who has the Octopus, Funhouse, Monkey Drome and Pony Ride, moved them back to Chapman at close of week here to get ready for his opening April 23. Jack Conway, owner of cookhouse, bought Ford truck, to be used as sleeping quarters for his crew. Mr. and Mrs. Orval Cox and Billy Conney were visitors. New canvas arrived here for Athletic Show.

Staff: Charles Rotolo, manager; Carter Buton, general agent; Ferd Bogle, special agent; Don Polts, ltr superintendent; Willis Clark, electrician; Harold Freeman, mechanic; Dave Reeco, master of transportation; Daddy Clark, night watchman; Mrs. Opal Bogle, front gate tickets; Mrs. Charles Smith, side gate tickets; Mrs. Dave Reeco, relief ticket seller; Madam Florence, high pole and trapeze, free act; Philip Darling, in charge of rigging; Ben Polts, mail and The Billboard sales agent. Concessions: Corn game, Mrs. Rotolo, manager; Arkie Cooper, agent, Jack's Cafe, Jack Conway, owner and chef; Mabel Conway, cashier; Frank Harris, griddle; Ernest Jones, waiter; Oscar Sistrath, steward; Guy Campbell, yardman; Scates, Ward Saunders, Pop corn; Dave Reeco, Erie diggers; Bob Wells, Cotton candy; Ben Rhodes, Snow cone; Mrs. Bert Banty, Penny

pitch, Frankie Cooper. Ball game, Wanda Day, manager; Thelma Vandye, agent. Photos, Mrs. Elizabeth Luce, owner; Elmer Luce, darkroom; Lillian Luce, tinting; Connie Clark, camera. Lead gallery, Sam O. Day. Nail stand, Frank Gay. Blower, Charles Sinclair. Cigaret gallery, Bess Poltz. Penny cane rack, Scotty Cresch. Rides: Kiddie Autos, Charles Cole, manager. Swing, Gale Cresch, foreman; Jack Collins, tickets; Walter Clark, clutch. Wheel, M. C. Bon-durant, owner; Alvin Vandye, tickets; Lowell Vandye, clutch. Tilt-a-Whirl, Charles Smith, foreman; John Boyle, clutch; Carl Haley, tickets. Mixup, kid-took Smith, foreman; Mrs. Smith, tick-ets. U-Drive-It Autos, Claude Burns, Loop-o-Plane, Clarence Earl, foreman; Earl Marks, tickets. Shows: Mechanical City, Ralph Reed, owner; Mrs. Ralph Reed, tickets. Snake, Blackie Pike, man-ager; La Zora, pit; Doc Cagana, tickets; Dotty Cole, inside lecturer. Pit, Blackie Pike, manager; Blendina Doyle, sword box; Dona Keffer, electric chair; Rita Taylor, sawing a woman in half; Billy Price, iron tongue, cartoons and inside lecturer; Pete Holmes, tattoo; Red Eg-bert, torture nail breaking; Babe Price, canvas man and fire; Dick Bell and Bill Mulkey, tickets; Blackie Pike, front talker. Girl show, Ernest Ray, owner and talker; John Ellis, tickets; Sally Moss, Irene Ray and Paty Ellis dancers. DON FOLTZ.

**Dyer's**

(Trucks and Trailers)  
Houlka, Miss. March 28-April 2. Weather, rain. Business, fair when weather permitted.

Eupora, Miss. April 4-9. Rain and cold. Business, fair.

Show moved from quarters at Okolona Saturday, March 26, in good weather, but "Lotta Hoovy" unit, playing in Buena Vista, moved Sunday morning, March 27, in mud. All roads are under construction in these parts. Enough difficulty was encountered to use two cat-erpillars and one team of horses. Some trucks did not arrive until Monday noon, but show opened per schedule at night. Fair business during week in spite of rain. Eupora, Miss. Week of April 4-9. Moved in on soft lot. Several trucks went down but managed to get placed and show up on time with plenty of manpower. Business excellent until Wednesday, when rain began again and lasted until Saturday, turning real cold and staying cold until Sunday. With aid of two tractors show moved off of soft lot and on to next one. Staff remains same as last year; William L. Dyer, general manager; George L. Dyer, assistant manager; J. D. Burke, general representative; Newt Knudson, treasurer; Frank Busch, lot man; Ellsworth Mc-Atee, ride superintendent; Doc Swan, The Billboard sales agent. WILLIAM HEYD.

**Hennies Bros.**

(Railroad)  
Fort Smith, Ark. Week ended April 23. Location, circus lot. Auspices, Fort Smith Trades Labor Council. Business, fair. Weather, some rain.

Second consecutive opening stand for this show, under same auspices and lo-cation. Heavy rain day of arrival, which was Friday, April 15. Show scheduled for Saturday afternoon, with school children's matinee, sponsored and pro-moted by Fort Smith Tribune, along with radio announcements. Lot that afternoon not in shape for matinee, so same was repeated second Saturday. Same newspaper and radio promotion, proving a real kids' matinee as to at-tendance and business. Another hard rain Thursday of that week left lot in bad shape for evening performance that night. All in all, the show's gross was exactly 22 per cent off that of the past year's engagement in Fort Smith. Mrs. Mies, of Fort Worth, sister of Mrs. Daley Hennies, mother of Orville W. and Harry W., on for a visit of a few weeks. J. E. Garner, of Fort Smith Times-Record, a nightly visitor—he being a trumper in 1925-'26. He has many good friends around Hennies organization who en-joyed seeing and visiting with Pat. Writer wishes to note that Emmett Bailey, of Houston, Tex., came over to

Shreveport to see his many friends with show before the show started out for season. Easter Sunday a big egg hunt was staged for "Binky-Dinks," a child organization with the show, which was ably handled by Mrs. P. J. McClane and Mrs. Harry W. Hennies and attended by not only the children but a score of the folks around the show. Was held right next to where the coaches and sleepers were parked in Kansas City Southern Railroad depot. Tommy Mar-tin and Eddie Phillon came in for many compliments on their brand-new elabo-erate cookhouse. He had big play during week, not only from showfolk but pa-trons 'on midway. Another wagon was built by show while in Fort Smith under direction of P. J. McClane to replace one of old wagons with the show. JOE S. SCHOLIBO.

**Sol's**

Cape Girardeau, Mo. Week ended April 23. Auspices, American Legion. Location, City Park, near State Teachers College. Weather, chilly except two nights. Business, fair.

For sixth consecutive year shows opened season here. Dr. I. W. Uphaw, chairman of committee. Last night was kiddies' night and 2,500 school children were guests. With cold weather prevail-ing most of week patrons was held down somewhat. Eight-day engagement was off a little from last year. Manager Sam Solomon, his home practically as well here as in his home town 100 miles away, was greeted by his many friends and city officials nightly. Cape Girardeau News liberal with stories and pictures before and during week, having desk man cover each attraction. Ben Grambsch has cookhouse and A. R. Max-well is chef. Sid Hooy is caller on bingo, with Ralph Davis, Allan Bryant and J. W. Mood assisting. Ted Brown's Wall of Death features only one-armed trick and fancy motorcycle rider with an attrac-tion of this kind. Paris, under direction of Clayton Holt, as well as Public En-emies, makes an impressive appearance. Newcomers are Billy Tirko, manager of the Ten-in-One side show, and Prof. I. L. Cox, manager of Wonderland Illusions. B. E. Spencer, manager of Skooter, has as assistants Harold Pike, Jack Alloman and Gene Phelps.

Visitors: Manager A. H. McClellan and Roy Goldstone, of Royal Midway Shows; Al Hansen, en route to Mounds, Ill.; Al Baysinger and Charles Cox. FRANK J. LEE.

**West Bros.**

(Motorized)  
West Frankfort, Ill. Week ended April 23. Weather, clear. Business, fair. Lo-cation, West Mine lot. No auspices.

Usually one of show's best spring spots. Gross this year fell below average. Pa-trons showed willingness to spend but seemed to lack ready cash. Front gate held up, shows and rides dropped and concessions were losers. Flying Valen-tines joined Monday as feature free act. Act proved crowd pleaser, holding public and getting good hands. J. C. Gordon spent Tuesday on lot installing three new public-address systems on shows. Mita's Revue, Minstrel Show and Everest Monkey Circus were equipped with sound sets. Local law prohibited use of sets for week, much to disgust of show people. A. C. Ferry-man replaced Darby Dodson as special agent for show and left for next town. Fred Phelps, snake show operator, left and show has been given to Ray Valley. Doc G. H. Barnhart arrived and started work immediately on a front for his sex show. Front is reputed to rival the mammoth Mita Revue, which is at-tracting much attention and many fa-vorable comments from patrons. Mrs. Ted England was rushed to hospital Friday night for an emergency operation, but was able to make move to Canton, Ill., Sunday night. BRUCE BARHAM.

**World's**

Rome, Ga. Week ended April 23. Auspices, United Spanish War Veterans. Lot, opposite fairgrounds. Ten-cent pate. Weather, four days rain, lost two fine. Business, bad.

It seemed as if show could not dodge rain. Fairgrounds were flooded. Joe Mannheim arranged for lot opposite after much difficulty. Could not get everything up, and when show arrived it started raining again; then more rain. Lot covered and drained daily. Over \$150 spent on sawdust and cinders. One hundred men and boys finally put to work Friday morning scraping top soil

and relaying grounds. Then sun came out and helped to bring out fair crowd at night and on Saturday, but people still skeptical about condition of grounds. Public wedding postponed from Wednesday to Thursday. That brought out a crowd in spite of weather, which cleared for a time at night, and then threatened storm sent them all home again. Wedding promoted by Elizabeth Penn, very pretty affair, took place on platform of French Casino, with bridesmaids from show, Ruby Davis, Emily Godwin and others making group. Judge Carter performed cere-mony. Merchants contributed ring and presents. Home broadcasting station very liberal. Four spots each day and 15-minute general broadcast from vari-ous shows giving all details and some openings. Much appreciated by vet-erans and show attaches. Local paper very liberal with space. Morris Stokes had country billed for 30 miles around and no show was better advertised any-where, but weather conditions spoiled everything. DICK COLLINS.

**Joyland**

Dinuba, Calif. Week ended April 17. Location, streets. Auspices, fire depart-ment. Weather, rain first night halted opening, rest of week ok. Business, fair.

Clovis, Calif. Week ended April 24. Auspices, Annual Horse Show and Rodeo. Weather, hot. Business, good.

Thousands of persons thronged mid-way Saturday, opening day, and rides continued to run until Sunday morning. Side Show topped and Girl Show close second. New uniforms arrived for ride men. Hughie Bowen returned from booking tour. Many visitors from White City Shows during week. Staff: Hugh C. Bowen, general agent and business man-ager; Nellie Bowen, secretary and treas-urer; Clarence Bowen, electrician and superintendent of transportation; Charles Young, special agent; James K. Young, superintendent of concessions. Rides: Big Eli, Roy Sullivan, foreman; Texas Jack Brady, assistant; Mildred Brooks, tickets. Merry-Go-Round, Larry Ladd, foreman; Virgil Grovenburg, assistant; Patricia Hammond, tickets. Auto Speed-way, J. W. Brooks, owner; Dave Brooks, assistant; Mrs. J. W. Brooks, tickets. Kiddie Auto, Bill Smith, Pony Ride, Dick Baker, owner; Barney Baker, as-sistant; Mrs. D. Baker, tickets. Loop-o-Plane, Charles Keene, owner; John Knox, assistant; Mrs. Charles Keene, tickets. Shows: Girl, Charles Martin, manager; Alice Martin, Ginger Galloway, Doris Sul-livan, Mildred Gable, dancers. Grime, Texas Ambrose Loupe; Albert Corpe, tickets. Congress of Oddities, Harry Warren, manager; Jimmie Bass and Billy Nelson, tickets; The Mohrs, glassblower; Fainless Harry, tattooed man; Lulu, iron tongue; Prince Elmer, midget; Marie Kendrick, illusions; Chief Togo, leopard man; Marvello, human bellows; Joe E. Brown, imitator and fire eater; Yell Yousvall, mentalist; Professor Thomp-son, magician and lecturer. Concessions: Bottles, Mrs. Bowen, owner; Jimmie Davis, Carl Beck, agents. Bumper, C. L. Jones, owner. Balloons, Mrs. Bowen, owner; Louis Hammond and E. E. Haas, agents. Short rams, Joe Zotter, owner; Dewey Holmes and Mrs. D. Holmes, agents. Bottles, Mrs. Bowen, owner; John Riley, Boots Ladd, agents. Grind store, H. C. Bowen, owner; Dick Thornton, J. M. Browne, Jack Warren, agents. Clothes pins, H. C. Bowen, owner; Leon McLen-der, Raymond Galloway, Charles W. Ed-wards, agents. Hi Striker, Charles Keene, owner; John Knox, agent. Ham and bacon, Ed Young, owner; Red Turner, agent. Pictures, E. O. Earls, owner; Mr. and Mrs. Earls, agents. Cookhouse, H. C. Bowen, owner; Jack Kiser, manager; Vic Yager, griddle; Red Collins and Ralph Hansen, waiters. Orab store, Red Duffy. Cigaret gallery, Clyde McGahan, agent; Gordon Hudgett, agent. Punk rack, Mrs. C. McGahan, owner; Floyd Puckett, agent. Micky Mouse penny pitch, C. R. Rasmussen, owner. Ice cream, Mrs. C. R. Rasmussen, owner, assisted by Joe Puckett. Hoopla, Raymond Galloway, owner; Big Teas, agent. Penny pitch, H. W. McClellan, owner; Martin Duffy, agent. Bingo, Mrs. Bowen, owner; Bill Carr and Jim Clark, agents. Pop corn, H. W. McClellan, Charlie McCarthy wheel, H. C. Bowen, owner; Joe Oogle, agent. Under and over, Jack Petty. Per-centage wheel, Mrs. H. Nultimier. Lead gallery, Joe Zotter, owner; Harry Nultimier, agent. Erie diggers, Joe Zotter, owner; Tony Gable, agent. Radio store, Eddie Young, owner; Virgil Grey, agent. Pillow wheel, Eddie Young, owner; Harry Stone, agent. Dinger, Tommy McLenden.

HARRY WARREN.

**HUGGINS' SHOWS**

(Continued from page 47)

Heber, "Flying Dutchman," started things off with a high dive. Everything decked out spick and span, all new can-vas and paint. Color scheme trends to white and red. Hundreds of flags and pennants waved in breeze. A calliope and a sound truck vied with Merry-Go-Round organ in attracting attention.

**Illumination Stands Out**

Show really offers an innovation in lighting, both neon and indirect lighting supplementing clear lights with marked effect. Ticket boxes and names of shows and rides done in neon, also sound truck. Stand-out feature is huge red neon star on Big Eli Wheel, with double tubes in braces.

Management, as usual on visits to Spokane, treated 200 orphans and twice that many newsboys on second and third days.

W. C. Huggins, owner and manager; Jimmie Kilg, assistant manager; Harry L. Gordon, general agent; Joe Demouchelle, special agent; Carl Foreman, press agent; W. G. Tremaine, secretary; B. C. Holden, auditor; Don Baden, bill-poster; Billy Williams, general superin-tendent; Frank Hatfield, chief elec-trician; Burr McTosh, assistant elec-trician; Jack Sagemster, master me-chanic; Lee Kelly, blacksmith and welder; De Witt Newland, manager of concessions, and William Kavutbury in charge of neon and sound equipment.

Ten-in-One is under management of Joe Glacy. Show has 130-foot banner line composed of new and colorful ban-ners modeled after current newspaper oddity cartoons. Topped midway open-ing day. Roster: Professor Bruno, human target; John Foreman, muscle control and strong man; Jeff Vulcan, fire dan-cing and blow torch; Van Patten, human ostrich; Bush Bluey, pygmy "witch" doctor; Hazel Hunter, gorilla woman; Joe Glacy; Rami Rami, magician; Sidney, seal boy; Lou Lucille, half-and-half; Gladys Johnson, mentalist; Harry Golde, tattoo artist; Jimmy O'Brien and Larry Hofer, tickets, and Carl Foreman, talker.

Jack Lee has dope show. Entire 60-foot front of red silk drapes, with two large arches over bally and entrance, set off with indirect lighting. Geneva Bon-ford, Julia Lee and Shirley White, as-sistants; Jerry Conroy, tickets; Eddie Stewart, talker; Mrs. Jack Lee, inside lecturer.

**Concessions and Rides**

Cookhouse, Ed Flynn, manager; Clyde Muller, chef; Clarence O'Reilly, Clarence Smith, Cye Fisk, Harvey Fisk, waiters; Johnnie Burke, stock; Jimmie Leary, griddleman. Refreshments, Mrs. E. Flynn, Dot Marchey, Jimmie Finch, agents.

Hickman's Miniature Circus, Milton C. Hickman, manager; Mrs. Hickman, tickets; Joe Lebeck, talker. Natural History Museum, W. H. Zuber, manager; Charles Dunning, tickets; Mrs. Zuber, inside. Motordrome, Clark Willey, man-ager; Cyclone Curtis, trick rider; Canon Ball Worden, rider; Rose O'Neill, exhibition rider; Howard Hall, tickets. Athletic, Mike Collins, manager; Mrs. Collins, tickets; Wild Bill Bart, wrestler; Johnnie Jordan, boxer. Krazy House, Henie Henickel, manager; Raymond Hays, tickets; Verne Newell, inside.

Rides: Eli Wheel, F. H. McCoy, fore-man; Bud Sanford, Bill Snyder. Loop-o-Plane, Hans P. Marcher, R. Fawcett. Kiddie Autos, Bert LeRoe, Dodgem, Lee Sanford, James Miles, Art Chilber-ter, Dale Hendren, Max Langley, Heyday, Bob Getz, Stanley Laab, Stewart Lile, Floyd Trimble, Thurston Orcutt, Hi-De-Ho, Bert Marshall, Ronald G. Duncan, Lee Kelly, Peter Chilberg, Merry-Go-Round, Joe Matney, Charles Leiferman, Ed Hin-gnette, Fred Muntl, Lindy-Loop, Ernest Santanni, Virgil Norman, Jerry Am-strong, Wallace Walker.

Concessions: Frita Henkle, shooting gallery and ball game; Floyd Friend and Fred Atwood, agents. Jack Schaffer, ham and bacon; Abe Tabenocount, Frank Schaeffer, dummy dolls; Jimmie Hall, Sam Schaffer, grocery wheel; Roy West, Eddie Harrison, clothespin; French Houseman and Sam Miller, Jack Conner, grind; Harry and Ed Jeffers, Clarence McNeish, cork gallery. Dad and Mrs. McNeish, diggers. Mrs. D. E. Newland, men-talist camp; Mrs. Jack Conners and Mrs. O'Reilly, Billy Williams, ball game; Wil-liam Koehler, Mrs. W. C. Huggins, house; Art Smith and Red Roberts, agents. Frenchy Ryan, high staker, Frank Smith, penny pitch; Charlie Everett, Hoop-la; Charlie Rosen, scier, Joe Schumacher, novelties.

**TENT FOR SALE**

45x90 KMAKI — AS GOOD AS NEW. Complete with poles and stakes. 10 Foot side Wall. Weight \$1,900; used less than 25 weeks. First \$250.00 each takes it. It is now at Pullman Abso-nant Park, New Jersey. Address: J. Zouary.

R. J. ZOULARY  
232 Laporte Ave., Corville Park, N. J.  
Tel. Corville 6-6024.



## MARKS SHOWS

(Continued from page 47)

business was only fair due to cold and rain. During two weeks' engagement in Richmond, a tie-up with Joe Brown Radio Hour over Station WRVA brought out youngsters in droves Thursday of the second week. Manager Marks was host to inmates of St. Catherine's Orphanage Friday.

## Several New Shows

Among many new attractions this year are three stellar offerings under management of Jimmy Hurd, including the Beauty Revue, a pretentious attraction with bevy of beautiful girls, gorgeously gowned and enhanced by Swanee Swing Five, orchestra. The Wall of Death Madrigals, with its Congress of Death Dodgers, and Partisan Models, posing girl revue, are also under Hurd's capable management. Cash Miller, side show impresario, manages March of Time attraction, with 20 oddities and a 160-foot banner line. Best show of this veteran's impressive career.

Harlem on Parade, colored night club revue with 36 performers and a red-hot jazz band, is housed behind a gorgeous chromium show front and staged in a canvas theater seating 800 people. It is under capable direction of Doc Anderson. Monkey Circus has a 120-foot front and is directed by Gene Campbell. Tom Scully has Jungle exhibit with a good line-up, and Panhouse is handled by Al Palmer. Alcatraz, crime exhibit with 22 wax replicas of noted outlaws, is managed by Fred Greshback. Trained Wild Animal Circus is being organized, to be managed by Capt. Fred Delmar. G. B. Swayne manages illusion show.

Rides: The Octopus, George Lucas, owner; Twin Loop-o-Planes, Jack Petty, manager; Ridee-O, Tex Leatherman; the Whip, J. Clausen; Caterpillar, C. E. Cramer; Merry-Go-Round, J. B. King; Duplex Big Wheels, Ben Holliday; Dangler, Charles Metro; Auto Speedway, Bert Britt; miniature rides, H. C. McQueen.

## Free Acts and Band

Free attractions at Richmond were Charles Siegrist Troupe and Capt. Fred Delmar's six fighting African lions.

Marks Shows Concert Band is directed by Prof. George Stolis and includes following: George Stolis, leader and cornetist; Charles Burns, baritone; Sam Stull, bass; Phil Stull, drums; Dave Reed, cornet; I. Colvin, trombone; Hol and Young, saxophone; Leonard Nevins, clarinet; John Henderson, clarinet; George Martmann, trombone; William Ryan, trombone.

Concessioners whose attractive stands adorned Concession Row are Mr. and Mrs. Joe Marks, ice cream; Nat Roth, rolldown, P. W. Waters, ham and bacon; Frank Bricken, groceries and ball game; Harry Biggs, nail store and ball game, ventriloquist dolls, ham and bacon; Paul Lane, chromium; Dave Lane, ham and bacon; Bill Lane, fishpond and cane rack; Jack Martin, rolldown and ball game; Ray Doolan, pennants; Percy Sink, Mickey Mouse; B. Semon, ball game, nail store, cat rack; Red Doolan, weight scales and snow candy; James Laird, pop corn, cotton candy; Phil Sloan, jewelry; Frank Chiquita, blower, ball game, scales; John Lantz, blower; Mrs. Ray Wright, ball game; Mickey and Happy Hawkins, diggers; Mrs. H. C. McCarter; Vernon Moore, rolldown, clothes pins and grocery wheel; Mrs. Harry Biggs, hoop-la. Glynn's Diner staff: Lewis Rosenberg,

steward and chef; Clabe Hartley, assistant chef; George Bauer, kitchen; Fred Gillman, kitchen; Frank Marks, night manager; Ernest St. Clair, griddle man; John Caldwell, head waiter; Dennis Morgan, Daniel Dugan, George Stovall, John Hirtak, waiters. Refreshment stands, Bill Hally and Mile Hally.

Max Glynn is manager of shows' restaurant, well framed and spick and span. It is well staffed and equipped with latest devices and serves appetizing menus to showfolk and public. He also has three refreshment stands on midway and is assisted by Mrs. Glynn as cashier and auditor. Jack Chisholm has a most attractive bingo stand, well stocked and framed. Mrs. Henry Buckland has mentalist booths.

## Illumination and Staff

Show is lighted with 425 kw. and lighting effects were designed by Bert Britt, chief electrician, and his assistant, Tommy Heath. New transformer wagon has all latest electrical appliances for effective illumination. Several of new show fronts have indirect lighting systems.

Staff: John H. Marks, director-general; S. A. Kerr, assistant manager; Charles A. Abbott, general agent; H. C. McCarter, contracting agent; Grover Armistead, secretary-treasurer; Walter D. Nealand, publicity director; Joe Payne, adjuster; Bert H. Britt, chief electrician and lot superintendent; Tommy Heath, assistant electrician; Jimmy Zabriskie, master mechanic and front gate; James Hester, postmaster. The Billboard sales agent and front gate: Bill Figart, mechanic; George Griswold, designer and master builder; Shorty McNeal, sound technician; Tommy Rice, advertising agent and in charge of advertising car, No. 2 in advance, with Bert Walton as lithographer.

Marks Shows is transported on eight railroad cars, augmented by 22 show-owned automobiles, trucks and semi-trailers.

Show moved from Richmond to Charlottesville, Va., on 48 hours' notice, opening there Monday, April 25, for a return engagement.

Manager John H. Marks predicts that this season's tour will be most successful in his career. Reported by Walter D. Nealand.

## BIG GOODING

(Continued from page 47)

Roy Fourman, lot superintendent; Harry Fox, electrician; William Berry, assistant; Miles Stark, builder, and Charles Hearn, sound truck.

## Shows Attractive

Congress of Oddities, Art Converse, owner and front; Earl Clouse and Tex Smith, tickets. O. P. Friend, magician and lecturer; the Hilliards, neon tube swallows; Sir Don Robby, Scotch bagpiper; Captain Ferguson, performing dog; Leo Milo, lobster boy; Maxine, half lady; Dot Manroe, blade cabinet; Venetian glass blower; Bob Manroe, tattoo artist; Lady Crystal, mentalist; Elmo, king of fire; Marro, mechanical marvel; Fresible Venus, contortionist; Paul-Pauline La Page, in annex. Sixteen-banner front. Cotton Club Revue, Gladstone Lawson, manager, Fred Sawyer, front; Mrs. Lawson, tickets; Socks Jenkins, producer and comic; Willie Freeman, comic; Arthur Bullard's Cotton Club Serenaders, Charles Lockett, trombone; Arthur Bullard, David Hicks,

trumpets; John West, sax; Henry Ray, piano, and Bill Griffin, drums. Cotton Club chorus, Eleanor Lutson, producer; Ruth Freeman, Margaret Johnson, Charlotte Williams, Evelyn Benner, Edith James, dancers; Jessie Mae Watson, feature blues singer; Jimmy Reeves, novelty singer and dancer; Beechnut Red, canvas; Charley Foster, chef. Congress of Fat People, Jack Winters, manager; Baby Irene and Buster Pike, fat entertainers; Alonzo Pence, tickets and front. Evelyn Miller's Girl Revue, F. W. Miller, manager; Evelyn Miller, director; Evelyn Rogers, specialty dancer; Nancy Miller, rumba; Sandra Moss, Oriental; Dolores, tap; Evelyn Miller, fan dancer; C. W. Moss, front; Robert Cameron and Owen Miller, tickets. Posting, Jeanne Clark, owner; Slim Clark, lights; Tom Daley, front; Jess Mitchell, tickets; Mickey Taylor, Dixie Adkins, Toots Gray, Jackie Elms, Beth Markham, posing girls. Spider, Capt. Jim Van Fleet, owner and front, assisted by daughter, Adele; Jimmy Kirkpatrick, inside. Reptile Exhibit, Jack Winters, owner and manager; Mrs. Winters, inside; Jack Winters, Jr., tickets. Bug House, Miles H. Stark, manager; Hiram Floyd, assistant; Ralph Layton, tickets. Hi-De-Do, George Arnold, foreman; William Van Gendy and James Boner, assistants; James Blackwood, tickets and front. Monkey People, Dr. Robert F. Ward, owner and manager; Mrs. Ward, inside; Helen and Clarence, pinheads; Seedy Jones, front and tickets.

## Rides Varied and Colorful

Merry-Go-Round, Paul E. Sheleski, Forrest Buffington, Eugene Knight, Jay Davis and Art Bayes. Big Eli Wheel, Nelson Elgier, foreman; Johnny Miller, clutch; George Noely, tickets. Boomerang, Theodore Ohman, foreman; Ray Dockery, second; George Frank, Joseph Bankert; Mrs. Carl Schrader, tickets. Kiddie Autos, William Dron, Kiddie Aeroplanes, Lowell Hillier, Dual Loop-o-Planes, Ralph Childers, foreman; Tommy Harshey, tickets. Caterpillar, Carl Schrader, foreman. Chairplane, A. R. Pyle, owner and manager; Paul Haggerty, foreman; Mrs. A. R. Pyle, tickets. The Octopus, William Pink, owner and manager; Delmar Dilkey, foreman; William Force, second; Mrs. Pink, tickets.

## Concessions of Class

Cookhouse, Eddie Madigan, owner; Mrs. Madigan, cashier; Jim Williams, chef; Fred Martin, griddle; George Gibson and Richard Smith, waiters; J. A. Tompson, Bernard Kelley, pantry. Corn Cans, Gean Berni, owner; Mrs. Gean Berni, Ernest Nestle, Lorlan Pittman, Edward Murphy, Temple of Knowledge, Mrs. Mae Howe, Photos, Pop and Ed Triebel, Walter Wolford. Frozen delight, Mr. and Mrs. George Kavanagh. Long-range gallery, John D. Whitaker, owner; Charles Daukhaus and Billy Bowen, Pennyland, Jack Winters, owner.

Visitors during engagement: F. E. Gooding and staff of holding company, Columbus, O.; Leo Albert, of Grey's Canadian Shows; Pete Jones, located in Huntington; Mr. and Mrs. Al Nugent, also of Huntington; C. W. Cracraft, general agent Strates Shows, and Jess Bradley.

Ralph Layton is The Billboard sales agent. Front gate tickets handled by Carl Dill and Charles Hearn. Reported by R. L. Overstreet.

## NAT'L ADVERTISER

(Continued from page 47)

other feats of the dare-devil variety, has incensed the product and the Nevelo Co. plans a wide exploitation campaign tying Shimway into its slogan: "Nerves are not imaginary." The Cimze troupe, serialists, free act with the show, will also endorse the product since they, too, need iron nerves in performing their high-pole routines.

Nevelo also manufactures Starkist, a new tooth paste. Nancy Miller, producer-manager of Gay Parade, will be photographed diligently applying the paste to her teeth and the picture, with her endorsement, will be used nationally.

Walter Hale, press agent, represented the show in consummating the deal, and Howard Davis, who is also the manager of the local Radio Station KMAC, represented Nevelo. Hale stated that he was not at liberty to disclose the amount of money paid his show in the transaction.

SAN ANTONIO, April 30.—Beckmann & Gerety Shows closed their first week of 1938 season here last Saturday night with huge throngs, attracted to the downtown plazas by various events of the Fiesta. San de Jacinto, heavily patronizing shows and rides. Despite greater crowds than usual, many showmen complained that lack of midway space

kept their grosses under last year. So great was the push and congestion that it was virtually impossible to hold a crowd stationary long enough to buy.

Big day was again Friday, Battle of Flowers Parade Day. One night was lost due to rain. Since the entire show was not up here, the roster and review of attractions will be submitted after opening at St. Louis, Mo., where the carnival will make an 18-day stand. Reported by Walter Hale.

## GOODMAN WONDER

(Continued from page 47)

first class and see it all. They carried out that purpose.

To scores of promotional opportunities Goodman showfolk rallied in force. A huge bonner, swung across main street at busiest corner, was a most valuable asset. Newspapers were most friendly. Little Rock knew it was the home of a fine show when week ended.

When swan song was sung zoo was better off, show well organized and personnel acquainted. Then the caravans of attraction went their way to Muskogee. There tent city was sponsored by uniform bodies of Bedouin Temple, A. A. O. N. M. Shrine. Quarters on fairgrounds show was convenient to entire town. It opened on time Monday and Muskogee turned out to inspect it from stem to gudgeon. This was a great ballyhoo for all concerned, and week listed itself as a fine spring date. Muskogee was solidly behind show and ran special buses to lot. Reported by Beverly White.

## IDEAL WEATHER

(Continued from page 47)

ception 31 years ago. Show moves on its own special train. The modern trend of streamlining is evident to observers, especially the new show fronts, wagons and main entrance arch.

Every show, ride and concession on the midway was in perfect order when Prof. Charles Clark and his all-brass band of 16 musicians played the opening selection. It was an original composition especially written by the veteran band leader, titled Missouri Sunrise. General Manager C. Guy Dodson expressed himself as being well pleased with the reception extended his organization by the public and his many friends and associates in the show business. Many letters and telegrams of good wishes were received during the day.

Free acts, presented at the far end of midway headed by Vittorio Zaccchini, the human cannon ball, were highly appreciated and roundly applauded. Other free acts are Eagle Sisters, high-wire walkers, and Four Apollons, serialists.

Staff: C. Guy Dodson, president and general manager; Melvin G. Dodson, general agent and traffic manager; Vernon Korhn, secretary-treasurer; Bert Miner, assistant manager and superintendent of designing; Melvin Dodson Jr. and Ed Bruer, special agents; Johnny Hoffman, concession superintendent; Jerry Champion, painting and decorating superintendent; Lee Fulkner, chief electrician, and Toney Cuneo, assistant; Charles Clark, bandmaster; Edmundo Zaccchini, official photographer; Bill Harvey, trainmaster, and Jack O'Brady, assistant; Dave Carroll, press and radio; Michael Stevens, superintendent of light towers; Charles Leroy, official announcer; L. H. Gunnels, advance brigade manager; W. F. Schneider, salemaker, and Fulbome Runnels, assistant.

## Many Prominent Visitors

Visitors: John Francis, Mr. and Mrs. Tom W. Allen, Dick Wayne Barlow, Larry S. Hogan, State Senator Michael Kinney, Jerry Dugan, Glenn Hunter, Charles T. Ooss, J. C. Gordon, William L. Adams, Joe Hewitt, Howard Wilson, Thomas Westerman, Nathan Williamson, James Hilderbrandt, Mr. and Mrs. John Larned, Mr. and Mrs. Wilfred Holmes, Mrs. Orson Goss, Mr. and Mrs. Harry Rosenbaum and Ralph Terry. Reported by Dave Carroll.

WANT TO BUY  
CAPYBARA

FOR CASH

IMMEDIATELY

Wire, don't write, giving price, size, weight, etc.

## MAXIE HERMAN

Care Conklin Shows, Hamilton, Ont., until May 7.

## Geek, Grease Monkey or Owner

HE'LL USE A  
SCHULT TRAILER

The majority of folks who work with carnivals and fairs use Schult Trailers for the convenience of home while traveling. The ease of living and the money they save means more comfort and a larger roll at the end of the season.

A popular item among the nine Schult models is the combination house trailer and concession vendor pictured here. Comfortable quarters for 2 persons. Over 22 feet of awning covered counter space makes it ideal for a lunch wagon, still game, etc. Hundreds of these jobs are bringing easy money with less work to owners all over the country. Investigate now. Take along this trailer when you join your show this summer.

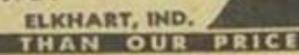
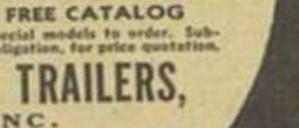
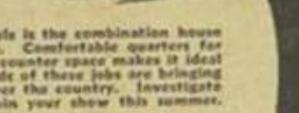
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Schult also builds special models to order. Submit ideas, without obligation, for price quotation.

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OUR QUALITY IS HIGHER THAN OUR PRICE



## Showman Is Urged For K. C. Jubilesta

KANSAS CITY, Mo., April 30.—A third annual Jubilesta here appears assured following a meeting of the 1937 committee. Altho loss to underwriters was nearly \$35,000, it was agreed another Jubilesta should be staged in Municipal Auditorium in September.

Conrad H. Mann, chairman of the board, resigned and his place will be filled at a meeting on May 9 here. Judge H. E. McElroy, city manager, who also resigned from the committee, urged that another show be held. He said the city would not charge the committee of merchants, hotel men and Chamber of Commerce leaders for use of the building. About \$20,000 was spent last year on talent for the eight-day festival, including Edger Bergen and Charlie McCarthy, Benny Goodman's Band, Frances Langford, Jack Haley, Jack Waldron, Gertrude Niesen and orchestras of Eddy Duchin, Isham Jones, Wayne King and Buddy Rogers.

Mr. Mann asked that even more stars be hired and that a professional showman, instead of Chamber of Commerce committees, be entrusted with buying of professional talent and handling the show. Events last year drew more than 100,000.

## Badger Post Books Acts

DE PERE, Wis., April 30.—Contracts with Ernie Young, Hinck's Motor Derby, Keating's midget auto races and Midwest Fireworks Co. have been made by the American Legion Post here for the annual celebration on Brown County Fair grounds. Clarence E. Riley is secretary.

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25-27 Opera Place, Cincinnati, O.)

## St. Louis Police Circus, Under Belmont, Promises To Be Most Successful in Its Long History

ST. LOUIS, April 30.—Proceeds of the 1938 St. Louis Police Circus in the Coliseum, April 25-May 8, believe officials of the Police Relief Association, for benefit of which the circus is held annually, will exceed all previous figures. Advance sale was estimated at 175,000 admissions. Souvenir program of 398 pages, with about \$45,000 worth of advertising, is 38 pages larger than the 1937 book.

Sidney Belmont, again director and producer, has always tried to bring practically a new show every year, and 90 per cent of the acts now here have never appeared in a St. Louis Police Circus before. There are more feature acts and animal acts than in any show of previous years, with 32 displays and 246 performers in the circus, which runs 2 hours and 20 minutes. When reviewed on the night of April 26 the show ran smoothly and fast, and spectators were generous

with applause.

Executive staff assisting Director Belmont comprises Jules Blattner, bandmaster, who has his band of 35; Tobe W. Cooper, superintendent of properties, with 20 assistants; Kenneth Waite, producing clown, with 40 clowns; William T. Murphy, master electrician, with 10 assistants; Kenneth Korkotan, radio engineer, and Elmer Grossheider, sound technician, with four assistants.

### Acts in Big Array

Programed are grand entry; quartet of highly trained horses, Little Man, presented by Miss Romig; Silver and Sheba, presented by Misses Rooney and Root; Arab, presented by Mr. Romig; the Konopka, ground bar act; Black Brothers, comedy contortionists; the O'Neill, barrel jumping, with new nickel rigging; Pepper, football mule, handled by James (See ST. LOUIS POLICE on page 63)

## WANTED RIDES for KOLACH FESTIVAL

JULY 20-23.  
Write J. L. PROCHAZKA, Chairman,  
1700 Hamilton St., S. W., Cedar Rapids, Ia.

## WANTED

Concessions and good clean Shows of merit.  
All Rides Booked.  
JULY 20-21-22-23.  
**GREEN CAMP CENTENNIAL**  
DANA G. BARBER, Secy., Green Camp, O.

## RIDES & CONCESSIONS WANTED

For July Fourth.  
AMERICAN LEGION, Rock Rapids, Ia.

## CARNIVAL WANTED

4th JULY CELEBRATION  
JUNE 28th TO JULY 4th.  
AMERICAN LEGION POST 73,  
Vincennes, Ind.

## WANTED

CARNIVAL COMPANY WITH RIDES.  
Must Be Clean Guts, for July 2, 3 and 4.  
AMERICAN LEGION POST No. 281,  
Jacobsville, Miss.  
Address communications to POST ADJUTANT,  
giving name, etc.

## AMERICAN LEGION REUNION and 43rd ANNUAL HOME-COMING

July 28-29-30 and 31—4 Days, 4 Nights,  
CRAG, MO.  
WANTED—Shows, Entertainment and Concessions.  
R. E. LIPPE, AG.

## WANT

CONCESSIONS AND SHOWS  
Also Free Acts for Week of June 20,  
Golding's Rides Booked.  
J. B. TRUBY, Chmn.,  
Knox Volunteer Fire Co., KNOX, PA.

## WANTED

CARNIVAL 4th OF JULY WEEK  
B. P. O. E. No. 827, GOONTO, WIS.  
CLYDE M. DAVIS, Chairman.

## WANTED A Small Carnival

To show in our town July 2, 3 and 4. Guaranteed attendance of 2,500 or more, weather permitting. Also for the Community Fair on September 25th.  
FLOODWOOD CIVIC CLUB,  
Floodwood, Minn.

## WANTED

FREE ACTS, SHOWS AND CONCESSIONS  
For Our  
Eleventh Annual July Celebration  
Three Days, July 2, 3, 4. Sponsored by Legion.  
Write JIM M. BROWN, AG., Coop., Ill.

## CARNIVAL WANTED

Week of August 22.  
11TH ANNUAL HOME-COMING HUMBOLDT  
AMERICAN LEGION.  
Address HUMBOLDT AMERICAN LEGION,  
Humboldt, Kan.

## WANTED

RIDES & CONCESSIONS or SMALL CARNIVAL.  
**LEGION CELEBRATION**  
DE PERE, WIS., JULY 3 AND 4.  
Hinck's Motor Derby, Amphibious Craft, Midget Auto Race, Fireworks, Foot Acts. Write  
CLARENCE RILEY, De Pere, Wis.

## WANT MORE REVENUE for YOUR ORGANIZATION? Read "BINGO BUSINESS" A Column About Bingo in the WHOLESALE MERCHANDISE Department THIS WEEK and EVERY WEEK



SOME IDEA OF THE CROWDS AT ISMAILIA TEMPLE CIRCUS in Broadway Auditorium, Buffalo, week of April 22, may be gleaned from this view of the seat tiers and arena floor. Bob Morton, vice-president and general manager of the Hamid-Morfon-sponsored National Producing Co., staged the 57th annual event there. Included on the committee, who took part in the opening grand tournament, were present and past potentates. Uniformed bodies of Ismailia Temple also appeared.

## San Antonio Fete Is Seen by 150,000

SAN ANTONIO, Tex., April 30.—After a week of parades, shows and spectacles, the 47th annual Fiesta San de Jacinto ended on April 23 with the spec, La Roca de Fiesta. It was generally admitted the most successful in history of the fiesta committee. An estimated 150,000 witnessed the big event, the Battle of Flowers parade, on Friday, while Saturday's procession, filled with gay costumes and traditions of Old Mexico, with scores of beautiful floats, was seen by nearly 100,000.

Other events that attracted immense crowds included coronation of the Fiesta Queen.

## CARNIVAL WANTED

American Legion Celebration  
JUNE 5-11.  
S. R. MUSSEHL, Chairman, Plattville, Wis.

## WANTED

Shows, Concessions, Carnival, July 2-4. Free Park. Large crowd. A money-making spot.  
LEONOUA, ILL.  
C. E. HAYON, Secy., Iroquois, Ill.

## Celebration Season on For Mid-South District

MEMPHIS, April 30.—Carnival season hit the Mid-South this week, with Collierville, Tenn., staging its annual Cheese Carnival and Live-Stock Show, with Buckeye State Shows on the midway and free acts, including Jewel Cowboys, of CBS-WHIO. They also served as air bally for the opening as musical portion of a broadcast which featured coronation of the Cheese Queen.  
With Memphis Cotton Carnival the outdoor season will be in full blast. Forest City (Ark.) Peach Festival, scared off the 1937 calendar by an infantile paralysis threat, will be revived. Date of annual Water Valley (Miss.) Watermelon Festival is still tentative. Other (See CELEBRATION SEASON page 65)

## Sheboygan Show Has Acts

SHEBOYGAN, Wis., April 30.—The four-day annual Home Show in Eagles Auditorium, closing on April 24, drew more than 5,000. Bill included Rube Tronson and his Texas Cowboys, Hooster Sod Busters from WLS, Sheboygan Harmony Boys, King's Yeomen, Eddy Becker's Blue Mound Boys; Virginia Grandie, soprano, and Marvel Strohmer, tap dancer. Admission was 15 cents and a commentator from WHBL described displays and interviewed visitors.

## Biz Marks Set in Joplin

JOPLIN, Mo., April 30.—Second day of Joplin Fiesta, last Tuesday, broke all records for attendance of out-of-town visitors, reported D. J. Foyner and Paul Van Pool, of the amusement committee. Hennie Bros' Shows officials said midway records for crowds and gross business on the first two days had been broken. With excellent weather the night parade on Tuesday was longest in history of the Fiesta, with more elaborate floats. Newsreel men and pictorial magazine representatives took shots of the parade and Hennie Bros' midway.

## LaGard Hurt in St. Louis

ST. LOUIS, April 30.—Capt. Rual LaGard was injured at Wednesday's matinee performance of St. Louis Police Circus, being a featured act in a 200-foot slide for life. He was doing an iron-law turn prior to his slide when he dropped from a height of about 20 feet. In City Hospital it was found that he had sustained broken wrists, a fractured back and contusions of face and head. It is expected he will be hospitalized about two months. His home is in Decatur, Ill.

HELP This Department by Telling Committees About It.

# Classified Advertisements

## COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

Not to uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

## FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE.

## AT LIBERTY

3c WORD (First Line Large Black Type)  
1c WORD (First Line and Name Black Type)  
1c WORD (Small Type)  
Figures Total of Words at One Rate Only  
No Ad Less Than 35c.  
CASH WITH COPY.

## AGENTS AND DISTRIBUTORS WANTED

**AGENTS—500% PROFIT SELLING GOLD LEAF**  
Letters for store windows. Free Samples.  
**METALLIC CO.**, 439 N. Clark, Chicago. **119x**

**AGENTS—SELL OUR BLEACHING CREAM TO**  
the colored trade. Big hit. Fast money.  
**PRIMAL CHEMICAL CO.**, Indianapolis, Ind.  
**my7x**

**AGENTS—SELL DANCING SAMBO, THE TAP**  
Dancing Dummies. Guaranteed money maker.  
Samples 5c. **SELEN NOVLETY CO.**, 5730  
Kingsbury Blvd., St. Louis, Mo.

**AGENTS, FAIRS, CARNIVALS—BIG MONEY**  
selling Lord's Prayer on Penny. Sells on  
sight. 10c; hundred, \$3.00. **MITCHELL**, 5330  
Lansdowne, St. Louis.

**BE YOUR OWN BOSS—GET AWAY FROM**  
wage slavery. Free copy of Self Help  
Bulletin. **PAINES**, 15 Amherst, Worcester,  
Mass.

**BIG MONEY TAKING ORDERS—SHIRTS, TIES,**  
Hosiery, Underwear, Raincoats, Pants, Uni-  
forms, etc. Sales equipment free. Experience  
unnecessary. Write **HIMROD**, Dept. 43, 4922-  
26 Lincoln, Chicago. **ma21x**

**BIG MONEY APPLYING INITIALS ON AUTO-**  
mobiles. Write immediately for particulars  
and free samples. **AMERICAN LETTER COM-**  
**PANY**, Dept. 20, Dunellen, N. J. **x**

**BIG MONEY APPLYING INITIALS ON AUTO-**  
mobiles. Easiest thing today. Free samples.  
Also, sideline salesmen. See Name Plate and  
Tire Cover Transfers. **"RACLO"**, 1305 Wash-  
ington, Boston, Mass. **x**

**FREE! MEXICAN FRAMED FEATHERED PIC-**  
tures! 51x31 1/2" costs 45c, retails \$1.00.  
Sample—5c stamp, refunded first order.  
**MARQUEZ-B**, Apartado 1176, Mexico City.  
**my21x**

**LORD'S PRAYER OR TEN COMMANDMENTS**  
on a Penny. Sells on sight, with Good Luck  
Cards, complete, \$4.50 gross. Samples 50c doz.  
**FERKINS**, 4327 Detroit, St. Louis.

**LORD'S PRAYER, TEN COMMANDMENTS OR**  
Constitution on a Penny sells on sight,  
\$3.00 per 100. Three samples 25c; beautiful  
Gold-Plated Bracelets, same engravings, sample,  
35c. **RAYMOND HALVORSEN**, 809 Race,  
Philadelphia.

**MAGIC AUTO REFINISHER—MAKES CARS**  
look like new in 30 minutes. Big profits.  
Small sample free. Write **MCGUIRE ANTE-**  
**FREEZE CO.**, Johnson City, Tenn. **my14x**

**MAKE PRODUCTS YOURSELF—LATEST FAST**  
Sellers. Our "Chemists Approved" Formulas  
tell how. Lowest prices. Catalog free.  
**KEMICO**, 60 Parkridge, Ill. **x**

**MAKE YOUR OWN PRODUCTS—EARN**  
tempting profits. Money-making Formulas  
furnished. Write at once for descriptive circular.  
**POPULAR MECHANICS PRESS**, M-200  
East Ontario, Chicago. **x**

**NO PEDDLING—FREE BOOKLET DESCRIBES**  
107 money-making opportunities for start-  
ing own business, home, office. No outfits.  
**ELITE**, 214 Grand St., New York. **my28x**

**OVER 100% PROFIT SELLING TIES—LATEST**  
Styles, \$1.25 and \$1.75 Dozen; Hand Made,  
\$3.50 Dozen. 25% cash, balance C. O. D.  
Send \$2.00 for Sample Dozen, money refunded.  
**FREEDLINE TEXTILE**, 105 W. 9th, Los  
Angeles, Calif. **my7x**

**PERFUME BUYS—COST 1c EACH, SELL 5c**  
Particulars free. Sample 10c. Agents, street-  
men, demonstrators. **MISSION**, 2328 W. Pico,  
Los Angeles, Calif. **my29x**

**FITCHER—ONE TO 5,000 PHYSICAL THE-**  
rapy Health Diet Charts, 21x36. Sacrifice to  
advertise. Sample Chart complete 50c.  
**CHAUSSEE**, 223 E. Marquette Rd., Chicago, Ill.  
**x**

**SELL "SAFE" BREATH PELLETS ON CARDS.**  
20 5c Pkg. on Card, \$2.50 doz. Fast sellers.  
Big demand. **BOX 1083**, Milwaukee. **x**

## AGENTS AND SALESMEN read DIRECT SALES STUFF

A column about Specialty Salesmen,  
working house-to-house and store-  
to-store

In the

## WHOLESALE MERCHANDISE Department

THIS WEEK AND EVERY WEEK

**SELL BY MAIL—FORMULAS, BOOKS, PIC-**  
tures, Novelties, Signs, Bargains! Big profits.  
Particulars free. **F. ELFCO**, 438 North Willis  
St., Chicago. **119x**

**WHERE TO BUY AT WHOLESALE 500,000**  
Articles. Free Directory and other valuable  
information. **MAYWOOD PUBLISHERS**, 925  
Broadway, New York. **my7x**

**535 WEEKLY FROM 3 HOURS' WORK AT**  
Home—204 other money-making plans.  
Particulars free. **STAMFORD**, 836-C Riverside  
Drive, New York. **my7x**

## ANIMALS, BIRDS AND PETS

**ALLIGATORS—HARMLESS ASSORTED SNAKE**  
Dens; 8 Large, \$10.00; 10 Medium, \$3.00;  
10 Large Water Snakes, \$5.00. Price list.  
**ROSS ALLEN**, Silver Springs, Fla., wire via  
Ocala, Fla. **my21**

**ANIMALS, BIRDS, MIXED FIXED DEN'S**  
Snakes, Boas, Dragons, Iguanas, Gilas, Mon-  
keys, Parrots, Macaws, Parakeets for Wholes.  
**SNAKE KING**, Brownsville, Tex. **1e11x**

**ANIMALS, BIRDS, ALLIGATORS, REPTILES.**  
Monkeys, Birds for Concessions. Snake  
Dens, \$10.00 and up; large assortment. Por-  
cupines, nature's wonders, \$8.00 a pair. **THIELE**,  
Catskill, N. Y.

**ANIMALS, BIRDS AND REPTILES—IMPORTED**  
by **MEEMS BROS. & WARD, INC.**, Box 8,  
Oceanside, N. Y., Rockville Center 5006.  
Write for price list.

**CHINESE DRAGON—LARGE, \$7.00; BLACK**  
Iguana, 2.00; Gila Monster, \$3.50; Armadillo,  
\$2.00; Wild Cat, \$8.00; Rabbits,  
\$14.00; Rattle Snakes, \$5.00 den; Harmless  
Snakes, \$10.00 den; Horned Toads, \$1.00 doz.;  
Small Donkeys, \$20.00 each; Hairless Dogs,  
\$10.00. **NATIONAL PRODUCTS CO.**, Laredo,  
Tex. **x**

**FOR SALE—FIVE-LEGGED, ELEVEN-TOED**  
Yearling Heifer, alive and healthy. T. B.  
tested, \$100.00. **CLAUDE QUAY**, Feura Bush,  
N. Y.

**FOR SALE—YOUNG MALE HIND-FOOT DOG,**  
and many other Tricks; and Light High Diving  
Ladder. Specially made, cheap. **D. E.**  
**WALDO**, 417 First St., S. W., Crosby, Minn.

**HIGH QUALITY MICE—FANCY COLORED OR**  
White, \$10.00 a hundred. Colored Waffling  
Mice, \$7.00 a dozen. **MAGINNIS MOUTERY**,  
Westmont, Ill.

**LARGE DEN'S HEAVY FAT SNAKES—INCLUD-**  
ing Rattlers, Boas, etc., etc. \$15.00.  
**THE AMAZON SNAKE FARM**, St.  
Stephen, S. C. **1e18x**

**PLENTY SNAKES—ARMADILLOS, IGUANAS,**  
Gilas, Dragons, Alligators, Horned Toads,  
Chameleons, Monkeys, Pygmy Dogs, Coati-  
mundis, Guinea Pigs, Rats, Mice, Parakeets,  
Wild Cats, Ringtail Cats, Peafowl, Hawks,  
Owls. Wire **OTTO MARTIN LOCKE**, New  
Braunfels, Tex. **my14x**

**WILD MICE, JAPANESE MICE, \$2.00 PAIR;**  
Baby Monkeys, \$10.00; White Raccoon,  
\$20.00; Baby Chick, \$5.00 hundred; RACING  
Turtles, \$10.00 hundred; Large Turtles, \$4.00  
dozen; Tame Male Oodles Black Skunk, \$7.00.  
**O'KAY PET SHOP**, 1423 Michigan, Detroit.

## BUSINESS OPPORTUNITIES

**BARBECUES—INTERIOR AND EXTERIOR**  
Models from \$145.00 up. **PEEBLES STOVE**  
& MFG. CO., Dept. B, Columbus, O. **my21x**

**POP CORN MACHINES—NEW MODELS.**  
Geared Kettles, Cripple Stoves, Tanks, Burners  
and other Concession Supplies. Wholesale  
and retail. **IOWA LIGHT CO.**, 111 Locust, Des  
Moines, Ia. **my28x**

**MONEY MAKER—REMARKABLE ASTROLOGI-**  
cal Wood Wheel, 6x6 ft., finely decorated.  
Big flash. Sacrifice \$10.00 F. O. B. To ad-  
vertise everybody's life horoscope. Bally fin-  
gerprints, hand and personality. Only can  
work it. **RAPS BUREAU**, 5112 Dorchester,  
Chicago. **x**

**ONE DOLLAR STARTS YOU IN PROFITABLE,**  
fascinating, easily operated Mail Order Busi-  
ness. Particulars free. **ROADMAN'S GUIDE**,  
47 Miller Bldg., Toledo, O. **x**

**PERMANENT ADDRESS MAILING SERVICE—**  
Hold or forward all mail, \$5.00 yearly. Re-  
mailing single letters dime. **RANDOLF**, 1803  
Pine, Shreveport, La. **my14**

**PROFITS AND PLEASURE MAKING SHELL**  
Jewelry, Novelties—newest field. Stamp  
appreciated. **CHALLENGE**, A-17, St. Peters-  
burg, Fla. **x**

**SELL SNOW BALLS—OWN A BUSINESS.**  
400% profits. Outfits, \$4.75 up. Free  
price list, circular. **SNOW BALL COMPANY**,  
Jacksonville, Fla. **my7**

## COIN-OPERATED MACHINES SECOND-HAND

### Notice

Only advertisements of used machines  
accepted for publication in this column.  
Machines of recent manufacture and being  
advertised extensively in The Billboard by  
manufacturers, distributors or jobbers may  
not be advertised as "used" in The Bill-  
board.

**A CLEAN SWEEP OF ONE-BALL TABLES AT**  
your price. Carom, Post Time, Railroad,  
Turf Champs, Paddock, Golden Wheel, Break-  
ers, Air Race, Claxton, Sportman, DeLuxe,  
**SQUARE AMUSEMENT CO.**, Poughkeepsie,  
N. Y. **my7x**

**AN ESTABLISHED ROUTE OF 180 WATLING**  
Miniature Scales, less than one year old,  
for sale at sacrifice. Over 125 of these ad-  
vanced model Watling Fortune Miniature Scales.  
Write or wire quick. **AMERICAN SALES**, 205  
Orchard St., Elizabeth, N. J. **x**

**AUTO DERBY, \$11.00; HARE HOUND, \$25.00;**  
Booklog, Crossing, Dayton, Ricochet, Home-  
run, Sprint, Booster, \$9.00 each; Stoner Races,  
Dux, Langbeach, \$17.50 each; Powerplay,  
122.50. **MUNVEY**, 555 W. 137th, New York.

**RONES, 5c PLAY, \$25.00; SKIPPER, \$15.00;**  
Jumbo, \$8.00; DeLuxe, \$7.50. **SEBUB**  
Synchroba, \$75.00. **BISHOP AMUSEMENT**  
CO., P. O. Box 41, Bowling Green, Ky.

**CAN USE ANY NUMBER OF CONSOLES AND**  
Late Paytables. Am operating under Cleve-  
land license setup. Will rent or operate on a  
\$0.50 proposition. **J. P. MERCHANDISING**  
CO., 6611 Fir Ave., Cleveland, O.

**CLOSING OUT, SACRIFICE—ROCK-O-BALLS**  
Seniors, \$50.00. Perfect condition, rock auto-  
matic. **CLAYTON**, \$10.00. **A. COREY**, 2174  
O'Ray, Indianapolis, Ind.

**DAVAL DERBYS, \$12.50; REEL SPOTS, \$10.00;**  
Paces Races, \$98.50; ten Wurliitzer Skeeball  
with ball return, \$75.00, uncrated. **MILLS**  
**AMUSEMENT CO.**, 186 E. Fulton St., North  
Towanda, N. Y. **my14**

**DICERS—BUCKLEYS, ERIES, MERCHANT-**  
men, Mutoscopes, Iron Claws, Candy Bar  
Machines, Arcade Machines; 100 Juggle-  
jugs, \$4.50; Toledo Free Wringing Scales, 200 Fenwick  
Machines, Bargains. **NATIONAL**, 4242 Market,  
Philadelphia, Pa.

**ERIC DICERS, \$15.00; 1936 ELECTRIC HOISTS,**  
\$25.00; Champions, \$3.00; Traffic A, \$3.00;  
Sportsman, Payoff, \$4.00; Exhibitor's Post Cards,  
\$1.50 a thousand. U-Post It, \$150.00; all kinds  
of G. Gars, \$3.00 each. Send 1/2 deposit.  
**HARRIS**, 288 Paige St., Schenectady, N. Y.

**FAIRGROUNDS, \$69.50; ENTRY, \$89.50;**  
Stables, \$79.50; Racing, \$89.50;  
Bumpers, \$75.00; Free Races, \$89.50; Double  
Track, \$69.50. Many others; also Consoles.  
Write your needs. **AUTOMATIC AMUSEMENT**,  
628 Madison, Memphis, Tenn.

**FOR SALE—1 BALLY HIALEAH, 1 PACIFIC**  
Royal Race, 1 Pacific Heavyweight, \$15.00  
each; 1 Bally Golden Wheel, 1 Bally Carom,  
\$30.00 each; 1 Corfield Derby Day, 1 Bally  
Preakness, 4 Exhibit Chuckalottes, \$15.00 each;  
1 Jennings Liberty Bell, 1 Mills Clocker, \$45.00  
each; 2 Exhibits Tanfornan, 1 Exhibit Silver Bell,  
1 Evans Keamp with stand, \$55.00 each; 3 Bally's  
Tracks, \$75.00; 1 Evans Galloping Gnomes,  
1 Pampa DeLuxe Bell, \$95.00 each; 2 Exhibit  
Longchamps, \$115.00 each. Also Paces Races  
and Mills Slot Machines. Prices upon request.  
**SERAMAC NOVELTY COMPANY**, Natchez,  
Miss. **x**

**FOR SALE—FAIRGROUNDS, \$75.00; FOTO-**  
Finish, \$27.50; Derby Day, \$30.00; Daily  
Races, \$17.00; Heats, \$15.00; Ballet, Sara-  
pina, Multiple, \$12.50; Superior Cigarette  
Machines, \$5.00; Jennings Grand Stand, \$15.00;  
Tee 21, \$14.50; Stakes, Baby Bells, Sweepstakes,  
\$4.00. **THE MUSIC MACHINE CO.**, Brun-  
swick, Ga.

**FOR SALE—14 SEEBURG PHONOGRAPH,**  
Models A and B, and 75 Northwestern Pea-  
nut Vendors. **BOX C-507**, Billboard, Cincin-  
nati, O.

**GINGERS, \$12.50; MASTER 1e-5c COMBINA-**  
tion, \$7.50; Airway, \$39.50, Chico Baseball,  
\$42.50; Reel Spots, \$12.50; Reel Races, \$4.50;  
Reel Dice, \$4.50; Reel 21, \$4.50; Tit-Tat-Toe,  
\$4.50; Races, \$7.50; Croquet, 21, \$9.50;  
Turf Champs, \$27.50; Advance Cigarette Ven-  
dors, \$19.50; Penny Packs, \$7.50; Pea-  
nuts, \$6.50; A, B, T, Gum, \$12.50; Cal-  
ifornia Dominoes, \$112.50; Rollette Jr., \$125.00;  
Favorite, \$75.00; Club House, \$60.00; Ray's  
Track, \$90.00; Paces Races, \$90.00. Pay Tables,  
Novelty Games. Write your needs. **LEIGH**  
**SPECIALTY CO.**, 2d and Green Sts., Philadel-  
phia, Pa. **x**

**GOODBODY'S BARGAIN LIST IS WAITING FOR**  
You. We buy, sell or exchange. **GOOD-**  
**BODY**, 1824 East Main St., Rochester, N. Y.  
**my14**

**GOODBODY OFFERS YOU—TURF CHAMPS,**  
\$25.00; Stoners Races, \$25.00; others. Write.  
**GOODBODY**, 1824 E. Main, Rochester, N. Y.  
**my14**

**I HAVE TEN 1937 POPMATIC MACHINES**  
that have been used only two weeks and  
cannot be sold from new. Must sell because  
of ill health. Priced at \$125.00 each as long  
as they last. One third deposit, balance C. O. D.  
**M. DIEHL**, 4513A Natural Bridge Ave., St.  
Louis, Mo. **x**

**MUST SACRIFICE AN ESTABLISHED PHONO-**  
graph route of 118 absolutely perfect, latest  
models at a real bargain. Route consist-  
ing of 73 Wurliitzer Model 616; 19 Wurliitzer  
Model 412; 25 Mills De-Roll and 1 Wurliitzer  
Model 24. Act quick. Write or wire  
**AMERICAN SALES**, 205 Orchard St., Elizabeth,  
N. J.

**MUTOSCOPE CRANES—BOWLETTE AND**  
Bank Roll Skive Balls. **BROWN GAME**  
**SERVICE**, 6309 Euclid Ave., Cleveland, O.

**FAMCO TOUT, FAMCO BALLOT, FAMCO**  
Emis, Fence Buster, Sunshine Baseball, \$15.00  
apiece; or trade for Selective Phonographs,  
1515 Madison, Manhattan, Wis.

**PENNY ARCADE OUTFIT COMPLETE—100**  
Athletic, Moving Picture, Fortune, Pastard  
and Counter Machines. Write for list. **SHANT**  
**SALES**, 1928 14th, N.W., Washington, D. C.

**SELL OR TRADE FOR SLOTS—WURLITZER**  
616, 412 Phonographs, Ranger Pistol, Auto-  
matic, Exhibit Duck Rifle, Automatic Fly, Ice  
Ray's Track, and many others. No dealers,  
please. **LARRY LUCKY**, Middletown, O.

**SNACKS, 1c. PERFECT, \$15.00; HERSHEY BAR**  
Machines, 5c, \$7.00; Peanut Machines, Uni-  
versal Gum Machines, \$4.00. **BOSTON EX-**  
**CHANGE**, 1326 Washington, Boston, Mass.

**TURF CHAMPS, \$19.50; COLLEGE FOOTBALL**  
Clock, \$19.50; Preakness, \$24.00; Heavy-  
weight, \$12.00; Air Races, \$19.50; Fleetwood,  
\$76.00. Many others from \$5.00 up. First  
class 1/3 deposit. **C. J. FAULKNER**, 1104  
Huffman Ave., Dayton, O.

**WANTED TO BUY—PACE ALLSTAR MYSTERY**  
Comets, Mills Cherry Bells and Blue Flyers.  
Must be cheap. **J. & J. NOVLETY**, Galatin,  
Tenn.

**WANTED TO BUY—DERBY DAY AND LIBERTY**  
Bell Consoles, Tanfornan, Track Times, Ex-  
hibit Races, Dark Horses, Fairgrounds, Air-  
Ball, Keenatts, Arlington, Lang-  
champs. Send prices. **CLEVELAND-CHICAGO**  
**AMUSEMENT SALES CO.**, 2729 Prospect Ave.,  
Cleveland, O.

**WANTED—ARCADE MACHINES OF ALL**  
Types. Bumper, Pin Games, Turf Champs  
(Ticket), Phonographs. **CLINTON HOLDEN**,  
187 Union St., Attleboro, Mass.

**WANTED—1,000 SLOTS, 1c TO 25c; STAND-**  
and makes; 50 Victrolas, Paces Races and  
Consoles. Good products only. We have the  
market, do not operate. **C. & N. SALES CO.**,  
815 Poydras St., New Orleans, La.

**WANTED—A.B.T. PISTOLS, ALL MODELS;**  
Bally Basketball, World Series, Pacific Bas-  
eball, Hockeys, Arcade Machines. **EMANUEL**  
**NACLER**, 973 Tiffany, New York.

**1 1/2" BALL GUM FACTORY FRESH, 11c BOX;**  
Tab, Stick, Midget Chicks, every Vending  
Coin. **AMERICAN CHEWING**, Mt. Pleasant,  
N. J. **ma14x**

**4 SEEBURG MODEL A SYMPHONOLAS, \$70.00**  
each; lot, \$350.00; 25 Seeburg Model B  
Symphonolas, \$95.00 each; lots \$, \$90.00 each.  
Deposit required. **AUTOMATIC NOVELTY CO.**,  
500 O'Fallon Ave., Atlanta, Ga.

**5 U-POP-IT COIN OPERATED POP CORN**  
Machines—Two months old, \$150.00 each.  
**INTERSTATE MERCHANDISING CO.**, 43 Paul  
St., Cambridge, Mass.

**1937 POPMATIC AUTOMATIC POPCORN**  
Machines—Demonstrators, good as new,  
\$100.00; Ten Mix Radio Rifles, \$125.00; Rock-  
O-Ball Senior Bowling Alloys, \$50.00. **IN-**  
**DIANA POPMATIC CO.**, 136 N. Pennsylvania,  
Indianapolis, Ind. **my1**

## COSTUMES, UNIFORMS, WARDROBE

**ATTRACTIVE BALLY CAPES, \$2.50; CHORUS**  
Costumes, Evening Gowns, Wraps, Evening  
Slippers, 50c. All bargains. **CONLEY**, 315  
W. 47, New York.

**FLASHY BEADED, SPANGLER, FRINGED**  
Dancing Girl Show Costumes. Values to \$10.  
Close out \$2.50 and \$3.50. **ETHEL BOAT-**  
**RIGHT**, Bend, Ore.

**INDIAN RELICS, BEADWORK, CURIO,**  
Weapons, Catalogue 5c. 5 Arrowheads, 20c.  
Eagle Feather, Indian War Bonnet, \$9.00. Fine  
**INDIAN MUSEUM**, Northbranch, Kan.

RED COATS AND CAPS WITH BRAID, LIGHT Blue Military Breeches (Whip Cord), Leather Furtees and Sam Browns. Excellent condition. Suitable for show attendants or bands. Very flashy. RED KING, Legion Home, Washington, Pa.

REGULATION BAND COATS, \$2.50; CAPS, new, all colors, \$1.50; Circus Red Coats, \$2.50; Twenty-Passenger Bus, \$200.00. Minniebell, Chorus Wardrobe, Mass Jackets, Tent Curtains. WALLACE, 2416 N. Halsted, Chicago.

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development. Newest guaranteed Formulas. Biggest catalog free. Special prices, leads. GIBSON LABORATORY, Chemists, BH-1142 Sunnyside, Chicago.

FORMULAS — LATEST MONEY MAKERS. Write for free literature describing newest formulas for Fast Sellers. H-BELFORT, 40-2 N. Keeler, Chicago.

KEY HAIR? — COLOR BACK NATURAL Shade. Won't stain scalp. Not sticky. Formula \$1.00. LETTIE RHODES, Queensborough Station, Sheepsport, La. my7

PROFIT WITH YOUR OWN PRODUCTS — Newest Formulas, Trade Secrets, all lines. Catalog latest Money-Makers Free. HODGE LAB, Elkhart, Ind.

20 GUARANTEED MONEY-MAKING FORMULAS, \$1.00. BISHOP'S, Box 41, Bowling Green, Ky. my14

FOR SALE—SECOND-HAND GOODS

CORN POPPERS — GASOLINE, ELECTRICS. Rotary, Heavy Aluminum 12 Quart Popping Irons, Camdicorn Equipment, Tanks. NORTHIDE CO., 1528 19th, Des Moines, Ia. my2x

CREAM AND GREEN HOUSE CAR — FINE shape, worth \$1,000; now \$350 cash. WM. LAMBERT, 104 Woodward Ave., S. W., Atlanta, Ga.

FOR SALE—ONE USED ELECTRIC POPCORN Premium Roaster. For details write JAMES SMITH, Box 611, Union City, Pa.

FOUR GASOLINE MINIATURE AUTOS — Good condition and ready to operate. A bargain at \$400.00. E. L. STIMPSON, 824 S. Illinois, Wichita, Kan.

FROZEN CUSTARD MACHINERY CO., 869 Thomas St., Memphis, Tenn., offers New and Used Machines of all makes. Write for prices.

NEW "VELVO" FROZEN CUSTARD AND ICE-CREAM Machines, complete freezing storage unit \$159.00. Write FROZEN CUSTARD CO., Gastonia, N. C.

POPCORN MACHINES, CRISPETTE, CARMELITO, Potato Chip, Cheese Coated Corn Equipment. LONG-EAKINS, 1976 High St., Springfield, O. my7x

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 BARGAINS — COMPLETE COOKHOUSE, Wax Figures, Acrobatic Post, Milk Bottle Outfit, Banners, Sideload, Bally, Tents. UNIVERSAL, 3238 S. State, Chicago.

CONCESSIONS AND GAMES — EVANS BOWLING Alley and Balls, \$30.00; two 16x10 ft. Top and Frames, \$25.00 each; two Frames, separate, \$10.00; two French Race Tracks, \$10.00 each; six French Wheels, \$5.00 each; two Billards, \$4.00 each; String Game, \$3.00; Milwaukee Ball Game, \$3.00; Corn Game, complete, \$25.00; two Slum Spindles, \$5.00. One-half deposit. Can be seen Automobile Bldg. Wisconsin State Fair Grounds or JOE E. HENKE, 2116 W. State St., Milwaukee, Wis.

DELCO LIGHT PLANT, SEVENTY DOLLARS! Two-People Benches, Camcochairs, five High Bust, Small Marquee. THOS. FINN, Hopkock Bldg., N. Y.

FOR SALE — SIXTEEN AND TWENTY-FOUR-Seat Chair Planes, complete with Motor, Fuel, Ticket Booths. CALVIN CRUBER, McKinneyville, Ill. my21

HEAVY WATERPROOF TARPULINS — BROWN and olive drab waterproof tarpulins, sizes from 6x10 to 18x24. Double stitched seams, nautical greenheads. Price four cents per sq. ft. Free delivery east of Mississippi. Money order or cash with order. Limited quantity of certain sizes. Mention second choice of size if any. WM. F. COMLY & SON, 27 S. 2d St., Philadelphia, Pa. my14x

LAUNCHING MIRRORS — NEW, FEW SLIGHTLY used. For parks, carnivals, fairs, museums. Small investment. Big return. C. J. WILPHY, Elvira, O.

FORTABLE SKATING RINK — 40x80, new Water-Proof Tent, Hardwood Floor, 150 Pair Skates, Wurlitzer Organ. W. L. CALLAWAY, Box 243, Flomaton, Ala.

RABBIT KACER COMPLETE — NOW IN OPERATION, \$250.00; one Mangies Shooting Gallery, \$125.00. MUNVENS, 145 Park Row, New York.

TELLING ARCADE MACHINES — OVER 100 TO pick from. Athletic, Fortune, Mutoscope and Calliscope Picture Machines, etc. Good condition. Sold for low prices. MAX SPEC-TORE, Old Orchard, Ma.

Show Family Album



PERSONNEL of Advertising Car No. 1, Robinson's Famous Circus, which was owned by Jerry Mugivan and Bert Bowers, snapped in San Francisco in March, 1916. The group was used as opposition brigade to fight the old Al C. Barnes Circus, going from Montgomery, Ala., to Los Angeles, one of the longest jumps ever made by an advertising car. Manager Al Butler, now contracting agent for the Ringling-Barnum show, is seen standing in the doorway. Standing, left to right, are Johnny Brassil, now manager of advertising car No. 1, R-B show; Bill Polkiahorn, Mike Beck, Howard Rexroat, Owino Dempster, S. Leslie, B. Holden, S. Holmes and Al Lindley. In lower row are S. Maxie, George B. (Spike) Hennessey, now in charge of oppositon brigade with the Hagenbeck-Wallace Circus, and Frank Maharey, now manager of oppositon brigade No. 2 with the R-B show. Name of individual at the left in bottom row is unknown. Leslie, Beck, Holden and Holmes are dead.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

SPOTLIGHTS—ALL TYPES AND SIZES, ARC and Incandescent, \$10.00 and up. State power and type wanted. OTTO K. OLESEN ILLUMINATING CO., LTD., Hollywood, Calif.

TORPEDO TABLE, \$25.00; SEVEN ELEVEN Table, \$20.00; 5 Tally Ball Tables, \$50.00. Wanted Watch La. SAMUEL ANDERSON, York Beach, Me.

9-CAR KIDDIE AEROPLANE RIDE—OPERATING here now, \$300.00. Replacing same with Loop-a-Plane. W. J. O'BRIEN, Revere Beach, Mass.

10x14, 8x8 SHOOTING GALLERIES, CALLIAPHONE, three "Pat" Midport Autos, Chock-luck Cage, Cigarette Gallery with Tent. WHITTAKER, 6713 Wentworth, Chicago.

HELP WANTED

CEEK, LIFE, NUJIST, COOCH—PEOPLE ALL departments. Any Slide Show Act. WM. KEMPER, Midwest Shows, Jackson, Mich., week May 2.

GIRLS FOR HIGH AERIAL ACT—LONG Season fairs guaranteed. State all. BOX No. 863, Billboard, 1564 Broadway, New York. my7

MECHANIC ON PIN GAMES, PENNY ARCADE Machines—Steady position. Good salary for right man. CRYSTAL HALL, 120 E. 14th St., New York City.

MED PEOPLE — ALL LINES. SHOW OPENS May 9th. State all first letter and be ready to join. JERRY FRANTZ, Slatton, Pa.

PIANO MAN—FOR 10-PIECE SWEET SWING Band. Young, union. Read and some ride. Salary. Start immediately. State all in letter or wire. EDDIE THIESSEN, Kiel, Wis.

TRUMPET—DOUBLE SOME VIOLIN PREFERABLY. Consider Others. Read well, modern. Steady location. Small comba, \$20.00 per. BOX CH-45, The Billboard, Chicago.

WANTED—RELIABLE ADVANCE AGENT to book High Class Magic Show in Churches, Schools, Clubs for fall and winter season. Pictures and reference upon request. GORDON WESLEY & CO., 12 N. Judson St., Groversville, N. Y.

WANTED AT ONCE—TENT SEASON, ONE and Two Nighters, Novelties, Dancing, Teams, Orchestras, Comedies, Singers. Car essential. No wires. State all salary, send photo. ARLINE HAVILL, 26 Budlong, Hillsdale, Mich.

WANTED—COWBOY BAND, THREE OR FOUR Men. Must be good or don't answer. Send photos. State price. EXHIBITORS' BUREAU, Millbridge, Me.

WANTED—EXPERIENCED MEDICINE SHOWMAN. Must do Straights or either Tobby or Dutch. Tell all in letter. No boozers. Salary \$18.00 week. Guarantee full season's work. MID-WEST SHOW, Model Hotel, 1505 Market St., St. Louis, Mo.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic Spirit Effects, Horoscopes, Buddha and 1938 Forecasts, Graphology Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in world. New 148 illustrated page catalogue 35c. Since 1921. Beware of imitators. NELSON ENTERPRISES, 198 South Third, Columbus, O. my21

BARGAINS IN VENTRILOQUIST FIGURES — TURNER'S CARVED WOOD PRODUCTS, 1214 N. 11th St., St. Joseph, Mo. x

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City. my7

MIND - READING AND SPIRIT TRICKS. Cheat Show Equipment, Luminous Paints, Graphology-Palmistry Charts. Catalogue 10c. REILLY, 37 East Long, Columbus, O.

PINKY—STRICTLY PROFESSIONAL PUPPETS. Ventriloquist Figures, Punch and Judy and Marionettes. PINKY, 1513 N. Wells, Chicago, Ill. Illustrated folder free. my21

VENTRILOQUIAL FIGURES—24-PAGE ILLUSTRATED Catalogue, 10c. FRANK MARSHALL, 837 N. State St., Chicago, Ill. Used by all professional ventrioloquists. my14

M. P. ACCESSORIES & FILMS

BIG SALE OF TALKIE PICTURES—\$10.00 AND up. Tazian Chapter Plays for rent, \$3.00 a chapter; late star programs rented, \$15.00 week or \$7.50 two nights. Send for big list. Silent and Sound Films bought. Silent Acme Projectors for sale, \$25.00 each. SIMPSON, 1275 S. Broadway, Dayton, O. x

FILM BARGAINS—UNBORN CHILD, \$90.00; Film Parade, \$75.00; Westerns, \$35.00. All prints like new. Serials, \$65.00. OPERA HOUSE, Millbridge, Me.

FOR SALE—FEATURES, SHORTS, 8MM., 16MM., 35MM. Sound and Silent. New Columbia Art Film, 10c. NARROWWIDTH FILMS, 7238 7th Ave., New York City. my7x

MOVIE ROAD SHOW BARGAINS — 35MM. Sound Portables, complete, limited quantities. DeVry, Weber, Universal, with Amplifiers, Speakers. Every equipment fully guaranteed. From \$189.50 up. Special bulletin, Also 16MM. Sound Projectors. CONSOLIDATED THEATER SUPPLY CORP., 1600-B Broadway, New York, N. Y. my28x

ROAD SHOW SOUND SPECIALS—WESTERN. Action, Features, \$15.00 up. Write APOLLO EXCHANGE, 117 S. 9th St., Newark, N. J. my14

SOUND 35MM. LATE 1936 FEATURES — Serials, Shorts, new and like new condition. Free May list, \$10.00 up. GUARANTEE FILMS, Box 914, Cincinnati, O. my14

SPECIAL—NEW 2000 DEVRY 35MM. Portable Outfit, complete with Sound. Cost \$525; sacrifice \$495. POWERS, 1620 Jackson, Sioux City, Ia.

TALKIE ROADSHOW RENTALS AND SALE— Rental complete program weekly, 16MM., 35MM., \$20.00. Silent, either size, \$10.00 weekly; Talkie Shorts, every description, \$5.00 reel outright sale; Timely Exploitation Specials, China at Front, \$35.00; Barbary Coast, \$50.00; Sound Birth, Medicals, Venerable Lecture Reels, \$50.00 to \$100.00; Smoker Stage, \$100.00; 100 Western Talkie Features, \$35.00 each; Action Dramas, \$25.00; used Portable Projector bargains, \$200.00 up. Any make new Portable Projector, 35MM., 16MM., 20% discount cash. Installation terms to honest business people not fly-by-nights. WALDO FILMS, Suite 6, Waldo Bldg., Cincinnati. x

UNUSUAL BARGAINS IN USED OPERA CHAIRS. Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projector Machines repaired. Catalogue 5 free. MOVIE SUPPLY CO., LTD., 1518 S. Wabash, Chicago. my28

WRITE FOR 35MM. FILM AND EQUIPMENT Rental Bargains! Type B, C, A. 35MM. Sound Outfits. ZENITH, 508 W. 44th St., New York.

35MM. FILM DEVELOPED AND PRINTED — Sound recording, reasonable rates. PACIFIC FILM LAB, Akron, O. my17

PARTNERS WANTED

WANTED AT ONCE—PARTNER WITH OR without capital with Vandyville Picture Show, under carnival. DR. MACK, St. Stephens Church, Va.

PHOTO SUPPLIES AND DEVELOPING

FOR SALE—4 FOR A DIME STRIP PHOTO Outfit complete, dark room attached, like new. ANTHONY'S PHOTO SERVICE, 73 E. Broad, Bethlehem, Pa. x

REGULAR \$275.00 STRIP PHOTO OUTFIT— Makes 4 for dime; also 3 for quarter size photos, \$125.00 complete. HASSAN, Box 973, Parkersburg, W. Va. my7

ROLLS DEVELOPED — TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMMERS' STUDIO, Unionville, Mo. my7

SNAPSHOTS IN COLORS—ROLL DEVELOPED. 8 Natural Color Prints, 25c. Natural Color Reprints, 3c. NATURAL COLOR PHOTO, C-141, Jamesville, Wis. my28x

4 FOR 10c OPERATORS—NEW, BEAUTIFULLY Colored Composition Photo Slip-in Ring, water light. Sample 20c, tells own story. COLEMAN PHOTO CO., 1611 Brester Ave., Cincinnati, O.

4-FOR-DIME OPERATORS—NOW READY. A new horizontal 1 1/2x2 outfit at a price that will astound you. Don't buy any outfit until you receive our announcement! Write for information. MARKS & FULLER, INC., Dept. BC-11, Rochester, N. Y. my28x

4 FOR DIME PHOTO OUTFIT—LIKE NEW. Has plate glass front, velvet curtains, platform, canvas top. Complete ready to operate, \$250.00. L. K. ST. CLAIR, Buena Park Hotel, Chicago, Ill.

SALESMEN WANTED

SALESMEN — SELL BUSINESS STATIONERY, Book Matches, Advertising Gummed Tape, Advertising Pencils, Sheet Moulding, Labels, Salesbooks, Rubber Stamps. Business Cards, \$1.50 thousand, 15% commission daily. Free seats. Sales portfolio free. DAVID LIONEL PRESS, 312 S. Hamilton, Dept. E, Chicago. x

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Sideshow Banner Pairfairs. Duvoking out time serving the showman. MANUEL'S STUDIO, 3544 North Halsted, Chicago. my14

BEST CARNIVAL AND SIDE SHOW BANNERS an Earth. Positively no disappointments. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill. my14

TENTS—SECOND-HAND

SIDEWALL BARGAINS — 7.65 OZ. DRILL. Hand Reeled, clean, white, good as new. 7 ft. high, \$18.00; 8 ft. high, \$21.00 per 100 ft. long. Concession Tent Bargains. WEBER COMPANY, 1954 Grand Ave., Chicago.

TENT—KNAKI, 20x30, HAND HOPED, EIGHT Ft. Wall. Slightly used, bargain. MAX CAMP, 6 M. P. Ogechee Rd., Savannah, Ga.

USED TWO SEASONS—ANCHOR 10x10 KNAKI Tent, 10 Oz. Top, 7 Ft. Snap Wall with Poles. Tent in canvas bag, \$25.00. MAE LITHGOW, West Monroe, N. Y.

THEATRICAL PRINTING

COLOR HANDBILLS — 3x8, 1,000, \$1.25; 5,000, \$3.25; 6x9, 1,000, \$2.00; 5,000, \$5.00. Flat Tickets, 10,000 \$6.00, 200 Letterheads, 200 Envelopes, \$1.50, prepaid. STUMPFPRINT, South Whitley, Ind. 3930x

WINDOW CARDS—14x22 ONE COLOR, 100, \$2.50; 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Pa.

200 6-PLY 14x22 WINDOW CARDS, \$6.00; 1,000 Ticket Sellers' Reports, \$1.50; 250 Letterheads, Envelopes, \$3.75. DOC ANGEL, Ex-Trouper, Lewisville, O.

WANTED TO BUY

WANTED TO BUY—TRICK BICYCLE. Low and price, condition, dimensions (20" wheel). GEO. ENNIS, 34 N. Fitzhugh St., Rochester, N. Y. my21

WANTED CHEAP FOR CASH—BIG TOP, SEATS, Trained Parties, Dogs, Small Animals; also Acrobats, High Trapeze and Tight Wire. CIRCUS, Box 34, Roosevelt, L. I., N. Y.

WANTED TO BUY—SMALL LIGHT PORTABLE Ride, Tell age and price. LEO A. SAUM, 1411 Maryland St., Evansville, Ind.

WANTED TO BUY—SHORT RANGE SHOOTING Gallery. State lowest price and all details in first letter. J. BARBO, 972 Stebbins Ave., Bronx, N. Y.

PRODUCERS OF LAUGH—Years of experience. Best of Acts. All white wardrobe. Lots of red noses. Go anywhere. Three regular crews. Address RIDICULOUS TRIO, Billboard, W. Louis. my21

PROF. FLANCK—(Original) Bluffing Ventriloquist, Florida. Walk in topknot. Patent Society Music, Radio, Entertainment, Lectures, Radio. Can duplicate any kind of musical instrument. Just born young. P. FLANCK, 221 Deau St., Brooklyn, N. Y.

AT LIBERTY

COLOR PEOPLE

DRUMMER—SWING, SWEET, EXPERIENCED. Read some. Young, reliable and sober. Would prefer to get on location. New outfit. Have been working as a specialty. Age 20. Go anywhere. Prefer small combination. KENNEY NORTON, 214 1/2 Sixth St., Charleston, Ill.

RANDOLPH'S FAMOUS Dark Wonders of Hypnotism of Chicago, at liberty for summer engagement. Plenty of features and novelties. All classed and four with "Widius Casper" of reference. Will an anywhere. Write CHAS. T. RANDOLPH, 224 Argle Ave., Baltimore, Md. my2

SENATIONAL 14-PIECE COLORED BAND—Sweet, hot and using. A real drawing card. State full particulars. Only reliable bookers and managers. Contact STUBBY JORDAN, 655 Jefferson Ave., Buffalo, N. Y.

AT LIBERTY

DRAMATIC ARTISTS

EXPERIENCED COMEDIAN OR STRAIGHT—Know all bits and Acts. Plenty of material. Sober and reliable. State and TROUPER MURDOCK, Augusta, O.

STAGE MANAGER-ACTOR WOULD LIKE TO JOIN Dramatic Company for summer. Finishing tour with "Widius Casper" next week. STANLEY POSE, 5223 Bay Parkway, Brooklyn, N. Y.

AT LIBERTY

MAGICIANS

FEATURE MENTAL ACT—Mindreading, Crystal Ball, etc. for 1st. percentage on private parties. PRINCE YORE, 230 Franklin, Buffalo, N. Y.

MAGICIAN—Can you give a first class Magician in your show? Absolutely sober and reliable. Reputable and ability. Can arrange act for any type show. Change for two weeks if desired. Work in act. Straight and Comedry MAGICIAN, Gettysburg, Ind.

AT LIBERTY

MISCELLANEOUS

YOUNG FELLOW, 22, WISHES ANY POSITION connected with theater, circus or carnival. Not experienced but willing to work. DONALD COOK, 60 New Park, Lynn, Mass.

EXPERIENCED Union Music Artist and Technical Director for Show. Will an anywhere. Can furnish best of references. P. LEIGH LANGRISH, P.O. Box 123, Hotel 300 W. 42d, New York, N. Y. Phone Langrish 3-0114.

LECTURER-TALKER—Two years World's Fair, one year San Diego, two years Dallas. Can talk on medicine, food or any kind of show. Free to go. Sober, reliable. BOX C-418, Billboard, Cincinnati. my24

AT LIBERTY

M. P. OPERATORS

PROJECTIONIST—With Powers, Sound. Will furnish equipment, service for road show, specialty shows or permanent location. Illinois, Michigan, Iowa, Kentucky, or if you have location, transportation or territory with HARRY BENSON, Chesham, Ind.

AT LIBERTY

MUSICIANS

A-1 LADY TRUMPET PLAYER—LOCA, one place, for summer only. Experienced. BOX C-506, Billboard, Cincinnati.

ALTO, TENOR SAX, CLARINET, ARRANGER—Consider anything reliable June 1. Thoroughly experienced all lines. All transportation. Write ART INCWALSON, 832 E. Dayton St., Madison, Wis. my14

ARRANGER—TENOR SAX AND CLARINET. Experienced in styled arrangements. Three years in last location. All essentials and willing to work hard. Location east of Mississippi preferred. Available April 23. BOX C-496, Billboard, Cincinnati. my7

AT LIBERTY—TRUMPETER, EXPERIENCED in all lines. Troupier. Address MUSICIAN, 308 First St., Albany, N. Y. my21

DRUMMER—PREFER LOCATION, FIVE YEARS' experience. Young, reliable, strictly in for business. Good equipment. Will join unless if necessary. BOB CARBERG, Box 703, Washburn, Wis. my7

DRUMMER—SWING, YOUNG, EXPERIENCED. Pearl outfit, bells, etc. MUSICIAN, 912 Walnut St., Bayersburg, Pa. near Philadelphia.

DRUMMER—YOUNG, HAVE VIBROPHONE and Xylophone, desires summer engagement in Adirondacks or Catskill Mountains. All correspondence will be answered. DRUMMER, 421 Joseph Ave., Rochester, N. Y.

DRUMMER—DOUBLES MARIMBA, VOCALS. For small band, location. Join immediately. Young, reliable, union. Feature Marimba in soft, sweet band. BUD FLETCHER, 402 1/2 Market, Parkersburg, W. Va.

DRUMMER AVAILABLE JUNE 1—YOUNG, union and reference. GEORGE ROBINSON, JR., 104 Spence Place, Knoxville, Tenn.

MUSICAL DIRECTOR—LEADER—DOUCEL company, stage manager. MUSICIAN, 430 Ocean St., Brooklyn, N. Y.

SWING BASS FIDDLE AND ARRANGER. H. W. WILLIAMS, 259 Pleasant St., Benton Harbor, Mich. my7

SWING DRUMMER—PLENTY DIXIELAND, ride. Young, union, arrange. DRUMMER, 4 Union Ave., Danbury, Conn. my14

SWING GUITAR—VOCALS, DOUBLING SOME Trumpet. Experienced, union, 23. State at. MUSICIAN, 1427 W. Mitchell St., Milwaukee, Wis.

TENOR SAX—DOUBLING CLARINET, YOUNG and experienced. DON REED, Race and Rice Sts., Stowe, Pa.

TROMBONIST—MAY 20, OR BEFORE. Experienced all lines. Plenty doubles, sing. work P. A. system, car and trailer. Congratial work more important than salary. Satisfaction guaranteed. DOC GRANIRON, Billboard, Cincinnati. my7

TROMBONIST—AVAILABLE IMMEDIATELY. Experienced, good reader, good tone and range. Young, single. Go anywhere. JACK LEZETTE, 1802 Church St., Flint, Mich.

TROMBONIST—AVAILABLE IMMEDIATELY. Am considered excellent dance man. Sober, dependable, age 29, married. Have own transportation. If band is loud and uncontrolled or pay less than twenty-five, am not interested. ROY FERGUSON, Orangeton, Md.

TRUMPET—DOUBLING VIOLIN, read, phrasé, range, tone and fair take-off. Good Violin for trio or solos at mike. Experienced dance and concert. Young, neat, dependable, sober, union and married. Prefer location. Write, don't write. State all. BERT ADAMS, 5 Sherrard Ave., Greenville, Pa. my7

TRUMPET—EXPERIENCED BAND ORCHESTRAL. Write particulars. F. BELL, 106 Howard Ave., Altoona, Pa. my4

VIOLIN AND PIANO TEAM—POPULAR AND Classic. Hotel and restaurant experience. Want job at once. High-class references. FRANCINE FRAZIER STUDIO, 1712 Connecticut Ave. N. W., Washington, D. C. Phone Decatur 3528.

UNION—TENOR, ALTO, CLARINET, MODERN tenor young, experienced. EARLE WILLIAMS, 1604 Elm Ave., Portsmouth, Va.

UNION TRUMPET—YOUNG, SOBER, FINE tone. Strictly modern. No picnic. SAM JONES, 226 W. 20th St., Norfolk, Va.

VIOLINIST—GOOD SMOOTH TONE, EXPERIENCED. Refuse \$15.00. 22. Have car. Go anywhere. STEPHEN STADNYK, 1613 Lyons Ave., Lansing, Mich.

ACCORDIONIST—Double Piano and Sing. 23m Top Dancer would like connection with good, profitable show or orchestra. Both young, neat and good workers. Experienced on stage and radio. Very little experience. Will an anywhere. JACK MANNING, General Delivery, Allentown, Pa. my14

AT LIBERTY—Trombonist. Experienced in orchestras and carnival. MR. CURT BARBER, one Wall Street Inn, Mt. Carmel, Ill.

AT LIBERTY MAY 7—24 Trumpet, Union, First-class style. Good phrasé. Let a large band. Refuse anything. No habits, single. No Hamilton contract. State all in first letter or via BILL BETTS, N. Broadway, Salem, Ill. my14

JACK W. WHITE—A-1 Steel Standard Guitar. Uke, Lead or Baritone. Tip in solo. No contract. Published in General Delivery, One B. my14

MODERN GUITARIST—First night music with Curly Richards Orchestra. Can join at once if you send ticket. All essentials, young, union and a \$400.00 guitar. References exchanged. FRIDRICH STEINER, 836 W. Sawyer St., Detroit, Ill. my14

NOVELTY ENTERTAINER—Guitar and Harmonica. Considerable. Also singing and dancing. DON PEDRO, the Mexican Cowboy, Box 853, Billboard, 1564 Broadway, New York City.

STEEL GUITARIST—Union, 24. Yellow, stage solo and studio experience. Young, Hawaiian, fair. Played Electric Guitar last fall. Back home. Write with studio and references. AL MONTI, 2473 N. 24th St., Milwaukee. my21

STRING BASS—Doubbling Bass Band. Also can doubling Clarinet. Double change. Prefer low salary, but will consider any reliable offer. Will perform in dance and radio work. Both young, clean-cut, union, reliable. If your proposition isn't one please don't answer. LOUIS MORAN, General Delivery, Shenandoah, Ia.

TENOR SAX-CLARINET—Union, twenty-five, other add. reliable. Tone, range and good phrasé. Will join immediately. Write AL RICE, Broadway Hotel, Galveston, Ill.

TENOR SAX—Baritone, Clarinet, Violin, Band, trumpet, improvise. Neat, reliable, willing worker. State all. Know there's a description. Write to JOE WENSTON, 823 Market St., Baltimore, Md. my21

TROMBONE—White, single, 21, musical, good appearance, well educated, no weak characteristics or bad habits. Prefer individually stated street with full future. Foreign range to G. alone. Ref. Double add. bring to you, preferably. Send both state will transpire, arrange double, etc. For further information address ANTON SOLA, 111 Pillsbury, Minn. my21

TRUMPET, TENOR SAX, PIANO—Three sections. Will join immediately. Write or wire. CHARLIE CANTANARO, 402 E. 26, Pittsburgh, Pa. my21

AT LIBERTY

PARKS AND FAIRS

AERONAUTS — BALLOON Ascensions by Lady or Gent. Established 1911. Write or wire. JOHNSON BALLOON CO., Clayton, N. J. my28

At Liberty Advertisements

In WORD, CASH (First Line Large Black Type). In WORD, CASH (Small Type) (No Ad Less Than 10c). Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

BAR PERFORMERS — Aerial and Ground Bars. Height or Comedy. LOUIS OCEVIRIK, 302 W. Wall St., Scranton, Pa.

AT LIBERTY AGENTS AND MANAGERS

AT LIBERTY—MANAGER WITH TENT OUTFIT for small show. C. F. CROSBY, Carlin, Mich.

ADVANCE AGENT—Live wire, experienced. Will book small or large stage work. Western or Hill-billy act or any good hot-off attraction for theaters. Considerable experience, union making territory. Will consider consideration or top show under certain. Salary or percentage. Write or wire. BOX CH-47, The Billboard, World Bldg., Chicago, Ill. my21

EXPERIENCED BUSINESS MANAGER — Publicity, advertising, advance or general business. Prefer large band or small show, or would like to join staff of large show, circus or road show. Outside from two-week-end times, also, also, available, see. Do anywhere. HARRY WENK, 101 Sherman, Reno, Nev. my21

CONTRACTING AGENT, Publicity Director — Twenty-two years. Circus, Vaudeville, Theatrical experience. Close contracting expert. James need. Make inquiry. Box 69, the official staff position. Join me or wire. CINCUS AGENT, 149 N. Water St., Adrian, Mich. my24

CONTRACTING OR BILLING AGENT at Liberty. Write. Business. For circus, carnival, tent show, radio. Know animals setup and promotion. Twenty years M. and small show experience. Will travel. Plans or for traveling. Mail, wire forwarded. Address BOX C-008, care The Billboard, Cincinnati, O. my24

AT LIBERTY BANDS AND ORCHESTRAS

EDDIE HOLT'S DIXIE Swing Music, Trumpet, Clarinet, Sax, Piano, Bass-Vocals, Drums. All special arrangements, union. Young. Go anywhere. 141 Laurel St., Fitzhugh, Mass. my14

AT LIBERTY AT ONCE—6 TO 8-PIECE BAND, 3 Saxes, 2 Trumpets, Piano, Drums, Bass. Radio and floor show experience. Young, free to travel, well organized. WIRE ORCHESTRA, 1103 Jenny Lind St., McKeesport, Pa. my14

AT LIBERTY—EIGHT-PIECE NAME BAND FOR summer clubs, ballrooms or hotels. With or without organized floor show and girl singer. A-1 set-up, library and appearance. Wire offer at once. BAND LEADER, Suite 1205, Hotel Edgelyne, Detroit, Mich.

AVAILABLE—SMOOTH SWINGING 10-PIECE Orchestra. P. A., flashy stands, uniforms, up-to-date library, etc. Features Electric Guitar, Doubles, Vocalists, Novelists. An asset to any manager. Why? Because we cooperate. Address BOX 305, Billboard, Chicago, Ill.

COLLEGE DANCE BAND WANTS SUMMER Work. 7-9 Pieces. Complete library with special arrangements. Equipment includes stands, uniforms. Can furnish public address. Available after June 20. CHUCK WELLINGTON, 1511 Golden, Ann Arbor, Mich. my14

FIVE TO TWELVE-PIECE ORCHESTRA—FINE library Sacred or Concert Music. No jazz. Vocals. Available June 1. LEADER, 213 Kenzie Bldg., Lincoln, Neb. my14

MODERN 8-PIECE ORCHESTRA—SWEET AND Swing. Modern arrangements. Large library. Well uniformed, novelties, vocalists. Absolutely fast. Can cut anything. Own transportation. Northern Michigan preferred. Open for location June 1. Available for summer resorts, hotels, ballrooms and night clubs. All write. LEADER, 615 E. 2d St., Flint, Mich.

ROY SANDERS' SYLVANIANS—UNION, 11 men, desire summer location. Now on location. DEL EDWARDS, 1017 N. 9th, Reading, Pa.

SMART 4-PIECE DANCE AND ENTERTAINING Outfit. Piano, Clarinet, Sax, Guitar and String Bass. All doubling Violins and Vocals. Prefer clubs and hotels in East. BERNARD MOUSHURE, 221 Main St., Athol, Mass.

TOP-NOTCH TEN-PIECE BAND—SMOOTH, sweet or swing out. Plenty personality and what it takes to pack them in. State all, ask all. Only reliable managers and bookers. Contact RAYMOND DAAR, 14 Colliston St., Buffalo, N. Y.

ALL GIRL BAND—Open for clubs, hotels, fairs, parties and theaters. Twelve pieces, including orchestra and dance. Union. Write or wire. J. J. DIXON, 200 W. 103 St., New York. my21

FIVE-PIECE UNION BAND—Can end it. Doubling and specializing. Will join anywhere. Will work shows, night clubs or what have you. DAN GARR, 1401 S. 4th St., Reading, Pa.

LESSE LAYNE AND HIS ORCHESTRA—Five to ten-piece name for ballroom or dance. Available for good summer engagement. Also singles. Reliable and well known. Union. Write or wire all particulars in your first letter to LESSE LAYNE, 41 Grand Ave., Brooklyn, N. Y. Phone Evergreen 3-1517.

RED HOT Five-Piece Entertaining Band—Men's Hot vocal, singing, kidding, comedy, etc. Instrumental: Clarinet, sax, accordion, piano, organ, violin, electric guitar and Spanish guitar, string harmonica, and electric bass—only one like it anywhere. Complete band, good summer music. Address: New York and New Jersey only. State all in first letter. JIMMIE MACK, 80 Cedar St., Springfield, Mass. my21

SMOOTH, SWEET Six-Piece Swing Orchestra—Double several instruments. Union. Working. Available June 1. Director, James need. Address BOX C-310, Billboard, Cincinnati. my24

THE THREE HOLLICKERS—Now playing which week at Hotel Southack, Louisville, available for first-class musical nights at resorts following the New York Hotel. For further information contact JACK KURTZ, at Hotel Southack, Louisville, Ky.

TRIO—Dinner, Dance, Violin, Saxophone, Piano, Singing and dancing. Union. Prefer permanent location. New Orleans, New York. Address BOX C-509, Billboard, Cincinnati. my21

YOUNG, WELL ORGANIZED 10-Piece Band—Consisting of 4 Saxes, 3 Drums, 3 Clarinets with Fiddle double, desire summer resort work. Vocalists, complete library, nice arrangement. Location near and room and salary negotiation. Write or wire ART SOLOMON, 815 15th, Kansas City, Mo. my24

AT LIBERTY

CIRCUS AND CARNIVAL

AT LIBERTY — A NO. 1 TATTOO ARTIST. Write or wire SAILOR JACK BAILEY, 24 Robison St., Creer, S. C.

AT LIBERTY MAY 10, 1938—ANN MIX AND Her Ranch Boys. Four Men and one Woman. Act consists of Whip Cracking, Trick Pistol Shooting and Lady Roper. Five-Piece Hillbilly and Modern Band, two Singers. Troupe travels in trailers and cars. Sound trucks all round country. Nothing too big or too small. Play parks, night clubs, theaters and concerts. Write or wire complete details in first to ANN MIX, Pittsburgh, Pa., till May 7; then Hershby, Pa.

A YOUNG MAN desires to work with a carnival with a Monkey Show. Experienced with a Monkey Show and can handle Monkey and also trained Monkey. WILLIAM STEIN, General Delivery, Baltimore, Md.

AT LIBERTY—Indiana from Oklahoma. Family of ten, including a young one, seven of which perform. Do all kind of Indian dance and song and many other Indian performance. Have very beautiful, shabby costumes. Available for parks, circuses, fairs, etc. Address: mailing full particulars to, contact CHIEF SUGAR BROWN, care General Delivery, Columbus, O.

BALLOON ASCENSIONS for Fairs, Parks and Celebrations, covering the United States and Canada. Write JACKSONVILLE BALLOON CO., Jacksonville, Ill. my7

BALLOON ASCENSIONS, Parachute jumping. One to five drops. Fairs, parks, celebrations, new ideas, any time, any place. Claude L. Shafer, 4704 West Washington St., Indianapolis, Ind. my28

BALLOONISTS AND AIR-PLANES Parachute jumpers. Go anywhere for reliable committees, fairs, parks, etc. Established 1903. THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill. my21

TUMBLING AT WOODS—Duo, Raggedy Ann, Felling House. Billboard, Cincinnati, O. my28

AERIAL ACT FOR ALL OUTDOOR EVENTS—High Swaying Pole and Trapeze. Appearance guaranteed. BOX C-144, care Billboard, Cincinnati, O. my27

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. my21

BALLOON ASCENSIONS FURNISHED FOR ALL occasions. HENDERSON BALLOON CO. Hickory, O. (Formerly of Toledo). my28

CARMEN'S CIRCUS REVUE — FOUR complete and distinct Free Attractions. Price and literature on request. Address BOX 21, Williamson, Mich. my21

EDUCATED MULE ACT — 2 COMEDIANS, Cowan Numbers. Now playing night clubs. H. OTIS, Billboard, Cincinnati. my14

FOUR HIGH CLASS ACTS — WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobatic Act. BINKS CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis. my7

ACTOR-DIRECTOR—15, some experience in each. Books, legitimate, radio, reputation. Reliable. Salary \$200 to \$300 with work. Salary secondary. Write BOX NY-82, Billboard, New York.

AERIAL CLOWNS — Three Standard Acts. First Double Trapeze, Comedy Revolving Ladder and Climbing. Swinging Ladder, Literature and more on request. Address The Billboard, Cincinnati, O. my28

AT LIBERTY—Four separate Acts. Wire Walker, Novelty Juggler Act, Balancing Trapeze Act, Dog Act. Something new and different from the rest. CHATHUR HURCH, Wabasha, Minn. my7

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GLOWING, COMEDY ACTS—America's foremost. Air and celebration Clowns. Clown Motorcycle Cop. Comedy Juggling, Comedy Wire, General Clowning. Guaranteed on 24 months. etc. ART ATHLA, Chicago, Ill. my28

DASHINGTON'S ANIMAL CIRCUS—Ten Days. No Monday. Two days open for fair attractions, theaters. Go anywhere. We never disappoint. Now playing Police Circus, St. Louis. Starting May 8. Kelvin Theater, Chicago, May 12 to 14.

FRED AND MARIE GUTHRIE — Four separate Acts. Novelty Juggler Act, Dog Act, Novelty Wire Act, Novelty Trapeze Act. Lady Butterfly from Jay Act and Double Trapeze Act. Reasonable. Broadway, Ohio. my21

SALE YORK—For Indoor or Outdoor. Appearance guaranteed. With this act never a dull moment. On 24 Mts. etc. 212 W. Superior St. Fort Wayne, Ind. my7

HIGH CLASS FREE ACT—Original and the only one of its kind. Novelty Juggler Act, Novelty Wire Act, Novelty Trapeze Act, Novelty Dog Act. Now playing night clubs in Kansas City, Mo. Write Mrs. M. L. W. BRADFORD, 1854 Maecor, Kansas City, Mo.

LICENSED PARACHUTE and Hunt Men. Let us be the first to bring you a new idea. We are experienced. Training. Guaranteed All Seasons. Also Free Ground Acts. Now Booking. STEWART PARACHUTE SERVICE, Elgin, Ill. my21

O'NEILL BROS. AND SKIMMILK—Combination Clown and Trained Male Acts. Big smile, funny and good natured. For any attraction. Write for complete literature. O'NEILL BROS., General Delivery, Parma, Ohio. my21

PLEASED DOG ACT—With "Cocker," the High-Flying Dog. 10-foot high. Also good Trampoline. Fairs, celebrations, etc. Attention, you must see. Complete will draw crowds on the lot. EDGAR BRYANT, Red Lake, Minn.

"SUN SHINE"—The Hollywood Clown, puts real fun in your recreation. Class A act, also the best. Complete. Performance. Day. Two separate acts. Write for details. Care Billboard Office, Chicago.

THREE ACTS—Tight Wire, Slack Wire and Bull-baiting. All acts first class. Write for complete literature. RALPH AND SYLVIA BRUNY, Rock Hill, S. C. my21

TWO ACTS — Russian Wire and High Trapeze. Colored costumes. Special lighting equipment. Complete appearance. Send if desired. BOX C-144, care Billboard, Cincinnati, O. my27

WHITESIDE TROUPE AT LIBERTY—A high-class, well-organized troupe. Presenting Eva May Moore and her sensational Clown Wagon and Loop Trapeze Act. This Wire Act, Single Trapeze Act, Swing, Loop Ladder and Two Clowns at Liberty with dog and lot. We want our fairs at Toronto, Calif. Write J. W. White, 112 Pennsylvania Ave., Wichita, Kan. my21

YOUNG ACTOR—Desires to contact for Summer stock, opening late May or early June. Age 23, 5-10; height 155. Dark hair and eyes. Experience in dramatic, industrial, literary, dramatic, light characters, general business, repertoire. Send back book specimens. WITHOUT HOLDUP. Billboard, New York.

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST—READ, FAKE, ETC. Reliable, all essentials. BOX C-505, Billboard, Cincinnati, O.

PIANO PLAYER—EXPERIENCED DANCE MUSICIAN. Sight read, rhythm. Sober, reliable, young. All essentials. Also experienced with all types of shows. Write or wire details. EDDIE FELLOWES, 3962 Wallace St., Philadelphia, Pa.

PIANIST—SOLOS, SONGS. EXPERIENCED. Appearance—Excellent Reader. MAURICE LUCKETT, Eddyville, Ky.

PIANIST—EXPERIENCED, ABILITY, ALL ESSENTIALS. Young, modern, union, sober, appearance and dependable. Write all details in first. REG COFFENHAVER, Utzville, Pa.

PIANIST AND DIRECTOR—FRENCH HORN. Well schooled, experienced all lines, band orchestra, band, improviser. Accredited teacher all instruments. Prefer location but will travel. All offers considered. WM. SHONE, East 11th St., Chico, Calif. my14

CONCERT PIANIST—Trained musician. Distinguished professional experience. American, desires refined opportunity. Soloist, accompanist; also recitals. No evening. State particulars. BOX C-199, Billboard, Cincinnati, O. my27

HIGHLY TALENTED PIANIST — 20-21, who work in mountain resort of New York State or New England for entire summer. Excellent soloist, pianist and orchestra player. Ten years of wide and thorough experience. Trapeze, take all bookings. Fairs. Has solo and varied repertoire. Nonunion but will join if necessary. Ready to relocate. Write for details. DAVID SILVER, 33 Tremont Ave., Bridgeport, Conn.

MAY 8 — Experienced Sight-Reading Pianist. Fairs, trapeze, recitals. Don't double stage. Nonunion. For information, write to: J. H. HALL, 822 N. S. Dakota, SELLAR ROGERS KATON, care Warren's Comedians, Bingham, La.

PIANIST — Non-union. Consider any reasonable offer with dance band. Read, solo, rhythm. Write to: DONALD KING, 14 Collin St., Buffalo, N. Y. my21

PIANIST—Double College. Would like to join girl show or small road show. Experience in setting up and taking down. State all. HARRY McKENNEY, General Delivery, Charlotte, N. C.

RHYTHM PIANIST—Modern talent, young, reputation for entertaining. Trapeze, take all bookings. South or east. Consider all. Join immediately. PIANO MAN, Rankin Hotel, Columbus, Ga.

AT LIBERTY SINGERS

LYRICO TENOR (Trained Voice)—Also play Accordion. Good singing. Would like to join show or night club circuit. Will travel. WALTER STEELE, 145 Brook Ave., Bronx, N. Y. Morningside 9-1540.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY — FRENCH STREET SINGERS. Male and Female. BOX 304, Billboard, Cincinnati, O. my14

3 VERSATILE PERFORMERS FOR MID OR TONIGHT. Comedians, Singers, Dancers, Magic, Contortion, Escapes, Comedy, Hillbilly Singing. Play own music. Change 2 or 3 weeks or longer. Produce one or two-hour show. Paid Dog for acts. Best wardrobe on and off. Sober, reliable. Go anywhere. Answer by Western Union. WALTER MOLLY & PAT KING, Chadbourne, N. C.

AT LIBERTY—Team for Mid or Vaude Show. Female Impersonator, specialists in Characters in Acts, Singing, double Piano and Striped Man. Irish Tenor, feature voice and work as M. C. Have our best of wardrobe. Both can work female for 24 hours. SACH FEW, 222 Broadway, N. Y.

GUSSIE FLAMME AT LIBERTY—Lady, singer, Dancer, Trained Voice, 19 shows, 15 nights, A-1 in acts. Middle-aged. Join at once. Max. Pay. Trust. Need ticket. General Delivery, Columbus, O.

VERSATILE MEDICINE TEAM — Paid Comedians. Good songs, double good piano. Party strong changes. Go anywhere. Best prefer shows playing the north. FRANKLIN B. WHITE, General Delivery, San Antonio, Tex.

ST. LOUIS POLICE

(Continued from page 61) Hamiter Jr.: Travel-Air, football horse, handled by Vivian Ferrin; loop-the-loop novelties, Misses Dolly and Thelma; Holland-Doekrijl riding troupe; Romig and Rooney riding troupe; Hobo Jim, European panto novelty; double and single trapeze, the Solts, Winnie and Dollie, the Ricardos, the Ruals, Miss Cotter and Miss Patskowski; Whiteside Troupe, Cereve Trio, Rooney Troupe, wire acts; Gerogetto Brothers, hand stands and upside-down dancing; Mills and Mills, sensational high wire, featuring the "Human Elephant"; Police Quartet, 10 minutes of harmony, Sergeant Eugene Martineau, announcer; Russ Kettler, pianist; Walter Imhoff, first tenor; Fred Johannmeyer, second tenor; Jack Lehr, baritone; John Tudor, bass; menage horses, Trot, presented by Mr. Leonard; Major, presented by Miss Leonard; Pat, presented by Mr. Hamiter; Great Dalbanie, equestrian novelty, "the man on the wagon wheel"; Mona, Oriffin, dropping from roof of the Col-

iseum while suspended by his teeth; Living Water Fountains, posing act, Elsie and Herman; Ebenezer, January mule, presented by Sidney Rink; Hamiter's Military Ponies; Contrary Tommy, January mule, presented by Carl Fay; Winifred Collesano, flying trapeze, one of the hits, offering double somersault to heel catch; Gerogetto Brothers, upside-down bosing; Captain LaGard, 200-foot slide for life by his teeth; elephants, Ring No. 1, Vern, presented by Betty Leonard; center, Will Hill's Baby Elephants, presented by Will Hill; No. 3, Big Burma, presented by Eva Huntley; Great Fuserner, aerial spiral act, the same hit he was at the 1937 circus; the Danwills, six men, and the Gauchos, seven men, in fast featherboard performance; Prof. Fred K. Leonard's black and white stallions, liberty act; Flying Sensations and Flying LaVans.

Clowns Are Veterans Kenneth Waite, who has his clowns in new wardrobe, has played every St. Louis Police Circus with clowns since 1924. Chester Sherman and Whitely Harris, who work the come-in to many laughs, have worked in every Police Circus here since 1924. Other clowns are Jack Kennedy, Jim Thompson, Bob Gow, Larry Owen, Billy Ashton, Abe Kaufman, Will Howard, Grace Owen, Bobby West, Frank Black, Erie Black, Jack Klippel, Charles Derer, Victor and George Gerogetto, Ed Delmar, Ben Evans, Walter Weber, Charles Baker, Manie Evers, Ferris Phillips, Herb Shelly, Willie Paulsen, Tommy Whiteside, Robert Coultis, Ben Collier, Len Hauser, Bill Bentlage, Charles Hart, Harry Holmes, Sam Westman, Ray Bond, Harry Cohen, Fred Sloan, Leon Weir, Sammy Walters, Eddie Taylor and Jim Parker.

CELEBRATION SEASON

(Continued from page 61) celebrations in this district will include Humboldt (Tenn.) Strawberry Festival, Clarkdale (Miss.) Spring Cotton Carnival, Newport (Ark.) Bridge Celebration, Stuttgart (Ark.) Rice Carnival and Martin (Tenn.) annual celebration. Royal American Shows will be on the midway at Memphis Cotton Carnival and John Ward Shows in Humboldt.

SAN ANTONIO FETE

(Continued from page 61) Queen, arrival of the King and the Manufacturers' parade. Fifty concert and marching bands from every section of the State added pomp and pageantry to the events. About 50 State, civic and national organizations staged meetings, conventions and banquets. The celebration was again given considerable space in Texas dailies, and the Beckmann & Gerety Shows, playing the downtown plazas, came in for an unprecedented amount of publicity. Station KMAC broadcast a daily program plugging the midway.

P. L. BROWN, former showman, will direct this year's two-day McComery (Tex.) Rattlesnake Derby, featuring midway entertainment, dancing and competitive events.

ANNUAL Merchants' Industrial Show in Enid, Okla., on April 18-23, had satisfactory business. Vaude show, with 40 people under direction of H. C. Truax, Truax Attractions, was held in Convention Hall, which seats 3,000. Broadbeck Shows furnished rides.

COMMITTEE chairmen for the annual Milwaukee Midsummer Festival on the lake front are Morris Oesterreich, amusement; William L. Pieplow, publicity; Alfred Hiles Bergen, music; C. U. Smith, aquatic Venetian night; H. A. Propp, bike races; Eugene Bickett, fire safety; Joseph W. Nicholson, fireworks; Robert Hansen, Government Service League cooperation; Howard Digner, illumination; Jerome Dretzks, landscaping, seating, staging; William Knuth, motorcycle hill climb; A. J. Obenberger, parade; Deputy Police Inspector Hugo Goehlen, traffic safety.

MAFA BODY

(Continued from page 43) second vice-president of MAFAs. L. B. Boston, Hampden Improvement League, reappointed chairman of the judges' board, will select the other members.

At luncheon, served at 12:30, William Casey, State commissioner of agriculture, and Eugene M. McSweeney, State commissioner of public safety, were to have been guests. Mr. Casey, who was ill, wired regrets. Unable to attend because of a previous engagement, Mr. McSweeney sent Lieutenant George O. Mansfield, State chief fire inspector, who

declared that if baseball turnouts the past few days were a criterion, then fairs are in for a good season. He expressed the willingness of State police to cooperate with fairs in handling crowds and in highway travel. Largest details are sent to Eastern States Exposition, Brockton and Topfield.

President Stevens praised co-operation The Billboard has given Massachusetts fairs thru its columns and thanked Sid Paine, The Billboard Boston correspondent, for copies and notebooks distributed at the meeting. Earle S. Carpenter, Massachusetts State College, Amherst, chairman of the classification committee, reported on the revised 1938 suggested premium list for community and orange fairs. Committee consisted of Grace B. Gerard, Marion E. Purbes, Grant B. Snyder, Mr. Carpenter and Leroy Sabin. Three County Fairs, Northampton State College, United States department of agriculture and county extension services in agriculture and home economics co-operated.

Short Talks on Problems

Five-minute presentations on solving local problems were given by President Bodurtha, Blandford Fair; H. W. Kingman, Plymouth County Fair, Bridgewater; David A. Millard, Bristol County Young Farmers' Show, Ferrisburgh, and others. Secretary Kingman said that at Brockton directors made a budget and "put it on ice," not to be looked at until July 1. At that time, depending on business indices, it will be sliced or added to. Their one desire is to get more people thru the gates. Last year they revamped and localized departments. They have looked to their publicity scrapbooks for aids. They find it increasingly difficult to get publicity in metropolitan papers. So they are going after local angles. They will run a cattle show of their own for local interests. A program of nationally buildings is under way. Last year, he said, among attractions billed were a railroad head-on collision and a balloon race, later forced out due to high winds. He stressed importance of merchandising and using showmanship in programs. General Manager Nash said the ESSE plans to run a New England saddle horse championship.

Fred B. Dole, Franklin County Agricultural Society, Greenfield, said a successful venture was advance sale last year of 16,000 tickets for \$4,000. He reported booking for the 15th consecutive year of George A. Hamid attractions, thru the Boston manager, Paul N. Denish, and rebooking American Fireworks Co. for displays. The fair board has reduced a \$20,000 indebtedness to \$8,000. Elmer O. Olds, Littleville Fair, said attendance problem there had been solved by more merchandising. Mr. Sparrell, president Marshfield Fair, and a former MAFAs president, said he was proud to note that he is the president of the first Massachusetts fair to take advantage of pari-mutuel betting. Secretary Pease, Middlefield, said the board there will advertise the scenic locale of the fair, advertising in newspapers, heretofore reluctant. He called for more co-operation between the four hill-top town fairs in adjusting items to abolish controversies among the fairs in Littleville, Middlefield, Blandford and Cummington.

George H. Bean, a former MAFAs president and former secretary of Three County Fairs Association, said he did not know whether it was inability, unwillingness or neglect that resulted in some fairs not getting worth-while attractions. He urged showmanship. He has gone after a beet sugar exhibit, as Northampton is to celebrate the 100th anniversary of beet sugar manufacturing. The industry and department of agriculture are co-operating. Mrs. Pearl Holcom, Southwick Fair, felt that not enough women are helping in fair work. Robert P. Trask, manager of Essex County Agricultural Society, Topfield, said that with a \$75,000 investment, the fair group is going in for increased outside income and not relying too much on the fair, since weather cuts deeply into the gate. In two years they have boosted revenue from \$300 or \$400 to \$3,000. A one-fifth mile track for midget auto racing within the regular track is used for weekly races. Clarence A. McComery, Inc., sponsoring Secretary Lombard said that last season there were 78,000 agricultural exhibits and he called for an increase of from 7,000 to 10,000 more. Fifteen member fairs and four non-member fairs were represented. Paul N. Denish, Boston manager of George A. Hamid, Inc., attended. President Stevens is delegate to the New England Conference in November.

# Wholesale Merchandise

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## Disney's Folk Steal Toy Fair

Snow White and Dwarfs decorate items of 117 toy manufacturers

NEW YORK, April 30.—Snow White and the Seven Dwarfs stole the show as completely as any item or group of items has ever stolen it at the Toy Fair here this week.

The pretty maiden and seven little men decorated about every conceivable type of item, such as picture puzzles, coloring sets, table lights, drinking glasses, story books, dolls and toy furniture.

According to Kay Kamen, exclusive representative for the Walt Disney enterprises, 117 manufacturers have been licensed to use Snow White and the Dwarfs in the toy industry alone. Of course, there are further scores of manufacturers in other fields also tying in the Disney characters' popularity with their own items.

H. Fishlove Co., for instance, is offering live lucky turtles with Snow White or any of the Dwarfs painted on the animals' shells.

Other items on which the Disney folks have been featured are the lamps and shades produced by La Mode and the Doris Lamp Shade companies. Oak Hubber Co. also features the appealing girl and her dwarfs on their balloons to good results.

## BINGO BUSINESS

By JOHN CARY

FEATURE OF the Ladies' Social Club Bingo held every Wednesday afternoon at the Continental, "Newark's most luxurious ballroom," is the Dark Horse Mystery Special. It's a fascinating name and some afternoon we're going to run over there and see just how it works. The ladies award 25 attractive merchandise prizes for a 25-cent general admission. Game is managed by Walter Ferry in co-operation with the club women. And Ferry drops us a flattering little note, saying: "Your column is swell." Thanks, Mr. Ferry!

WE WERE PRESENT at an interview between Ed Lowe and a reporter from The New York World-Telegram the other day. The reporter came into Lowe's office with a distorted and anti attitude toward bingo. After a half hour of listening to Lowe, however, the reporter cursed the short-sighted, bigoted, blue-nosed politicians who are using the game as a political football with all the vehemence which we ourselves use in denouncing that type of public official. Lowe merely pointed out facts about the public's viewpoint toward the game and the reasons why action against it must be termed "ridiculous."

BINGO BUSINESS NEEDS more boosters like Ed Lowe. Too many persons engaged in the business spend too much time knocking others in the business and taking a bitter attitude toward everything. If they spent more time in "educational work" among public officials and other outside parties; if they made an effort to present their side of the story to the newspapers they would do the industry and themselves some good. Perpetual squawking never got (See BINGO BUSINESS on page 71)

## After the Battle

A Direct-Selling Editorial

By MAYNARD REUTER

The many financial bigwigs are moaning in doleful tones of the ravages the government and the recession have made on their businesses, there is one group of business men who still go about whistling a merry tune. You're right! It's the direct-selling people. Thousands and thousands of men and women for whom industry has no work



M. REUTER

leading direct-selling firms decided in the last few months of 1937 to roll up their sleeves and do something about the wave of ordinances that were springing up all over the country and interfering with the normal operation of their businesses. They started a concerted campaign for repeal of Green River ordinances. The Billboard lent its support, too, and several editorials were published showing the folly and injustice of such laws. Results of the campaign were shown on this page in the April 23 issue in the report that three high courts had decided that laws brought forth by the opponents of direct-selling were unconstitutional.

### Why All the Fuss?

Now that the battle is over and won, the whole question of the direct-selling industry and its right to exist seems to have been revived. One of the big questions seems to be, "what's caused all the fuss anyway?" When you come right down to it all of the opposition to the direct selling industry is silly. Some retail merchants have made a mountain out of a molehill which in 1935 did only \$125,000,000, or four-tenths of 1 per cent of the total retail sales of the country during that year. In other words, the 6,200 firms which were engaged in the direct-selling business during 1935 all together sold enough goods to the American public to amount to about \$1 per head. With such figures before them those retailers who view the direct-selling industry as an all-consuming dragon that will some day swallow their business lock, stock and barrel are as foolish as the merchants who some years ago cried out against the vending machine for fear that all business soon would be done with the aid of a coin chute and clerks would no longer be necessary.

### Direct-Selling Needed

The truth of the matter is that the direct-selling industry fulfills several important functions in the economic world. One of its priceless contributions to the field of merchandising is that it is a proven way of pioneering a new product cheaply and quickly. Many an article that sells at a profit from the shelves of hardware, variety and novelty stores today was sufficiently popularized by direct salesmen to make it worth while for the retail merchant to handle.

One direct-selling hosiery company, soon followed by others, popularized silk hosiery in this country to such an extent that it became an item of daily wear rather than one of luxury. It was the agents of direct-selling firms who educated the farmer's wife and her daughter to the use of cosmetics and toilet articles. They also did the bulk of the job of building up a demand for spices, condiments and flavoring extracts. When aluminumware was first introduced merchants had a hard time selling it off the counter until direct-sellers took hold of it and by means of various promotions made it a common household article. Yet today the bulk of the hosiery, cosmetic, extract and aluminum business is enjoyed by the retail store.

### Other Reasons

Of course, there are many other reasons that can be cited to prove the value of this industry. Filled with sociological importance is the fact that the extra dollars most of the 3,000,000 to 5,000,000 house-to-house pick up thru either full or part-time selling represent the difference between their eating and not eating. The majority of sales persons give only part time to the business on account of having other occupations or being subject to conditions which will not permit full time operations. Many housewives sell during the time which they can take away from their household duties. Others with underpaid jobs or physical disabilities give what time they can to selling. Regular professional salesmen give most of his business time to selling and these persons usually average as much money as that enjoyed by skilled or unskilled labor.

This industry is also one of the very few that gives employment to people over the usual employable age. The average age of the direct-seller is 41 years, which is much higher than the usual age of the industrial employee. Then, too, this industry is a godsend to the person who does not have the capital with which to start a business of his own. Literally thousands of persons have started out with direct-selling and have accumulated capital with which to go into business for themselves.

Of course, the same group of local merchants who oppose the carnival, circus and pitchman say that direct-selling takes money out of the community. This, however, is true only to the same extent as is the case of retail merchants. Seldom do they buy goods from a local distributor or manufacturer. Usually the purchase price goes out of town. Same is true of the direct-seller's wholesale price. He usually buys out of town. His profit, however, is spent where he lives and a recent survey has disclosed that 82 per cent of all direct sellers live in the community in which they work.

### An Average American

When you look at the average direct-seller you find he's pretty much of the usual type American citizen. A survey made last year disclosed that the average (See AFTER THE BATTLE on page 71)

## Pick-Up Noted In Sunglasses

CHICAGO, April 30.—With the coming of sunbiny weather and its attendant increase in automobile traffic the demand for sunglasses and goggles is beginning to pick up. In fact, several leading makers have opined that the season's big will be the best in a half-dozen years. Intensive safety campaigns emphasizing the need for elimination of glare from headlights and proper deflection of sun's rays are one factor in the anticipated record demand.

Counter card men have been particularly active in placing goods with filling stations, garages and stores. Pitchmen, too, are taking note of the trend and are beginning to stock the lower-priced glasses.

Certain concessionaires also report plans to feature sunglasses this season, using glasses in all available colors and prices. While none in this group plans to feature the item exclusively, it is certain that the boost given will be the biggest in history. And by properly merchandising the safety and comfort features of the sunglasses there seems to be no reason why everyone concerned should not be able to share in liberal profits.

## DEALS

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Except for deals similar to the Trading Post, which are still going strong, legit deals, it seems, are about all washed up. We refer to the small 20-item affairs which hit the market a few months ago in such abundance and with such apparent success. It was claimed that these deals were 100 per cent legal and could be worked everywhere and, because they were small and gave away something with each purchase, could be turned over rapidly for handsome profits.

For a while they did click and operators had no trouble placing them. But a basic weakness of the legit deal seems to have finally caught up with it and, looking back, that weakness doomed the deal from the start.

Because 20 items had to be distributed on a small take operators were forced to keep their merchandise cost down to an absolute minimum. As the deals were run on 1 to 39 cents per purchase more often than not the player found he received an item worth as much and in many cases worth less at regular retail than what he paid to win it. This, probably more than anything else, finally caused John Public to desist. Greatest appeal a salescard has for the player is the chance to win an item worth much more than what he pays to play. And unless a deal has this appeal it will last only as long as it takes the public to get wise.

Jimmy Cante infos that he will soon announce a new jar deal along the same lines as his Bingo-Ball Gum Jar Deal, but with a baseball twist. Baseball jar will not have a card system, but will use a straight pay-off feature.

We understand that some operators have been concerned about sending a card along with their mailing pieces. An operator who uses the mails extensively tells us they needn't be. "So long as they do not try to pull any fast ones like the layout mentioned in Deals several weeks ago," he says, "and so long as the card carries this statement, 'Contents, Mail' (See DEALS on page 71)

# 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.

## Balloon Hits

New and popular items in Oak Rubber Co.'s new catalog are the Spiral, Serpentine and Nobby balloons. In the spiral balloons the various segments inflate one after another. The Serpentine balloon during inflation provides many curves, twists and turns, while Nobby balloons furnish the novelty and thrill of inflating a long string of separate balloons. Another section of the catalog creating unusual interest is that pertaining to Walt Disney's Snow White and the Seven Dwarfs. Characters from the famous picture are presented in a variety of numbers. Then there are the Soappy Suzie and Tumbling Dummy tow-ups, Mickey Mouse prints, heads, tow-ups and stratosphere balloons; Donald Duck tow-up; nursery rhyme, holiday, emblem and lodge, patriotic, party, park, fair, circus, wild animal and the regular line of squawkers and noise makers. Catalog also features popular card assortments for retailing at 5 and 10 cents.

## To-Na-Coustic Radio

Reported to be reaching a new high in popularity with salesboard operators, push-card men, premium users and



bingo games of the new 1938 model is the Silver To-Na-Coustic Radio.

Silver Manufacturing Co. states the set comes with giant-size cloisonne dial and is equipped with five RCA tubes, including the new beam power tube, which is said to increase the efficiency of the set considerably. Beauty of cabinet design and true tone reproduction, it reports, are fast making this set one of the leaders in its class.

## Sail-Me Plane

An item expected to go big at parks and fairs this season is the Sail-Me Co.'s Flying Aeroplane. Number is available at a very low price with the cost of imprinting included in quantity lots. Firm is also marketing the Toy "Parashoot," which is propelled aloft by means of a rubber band and comes gliding down to earth in the same manner as a regular parachute. Firm expects this number to be a natural for outdoor concessionaires and reports it has priced the number within their range. Both aeroplane and parachute should prove real hits, according to the firm.

## Sparklite Signs

With the addition of business signs to the popular secret motives, Sparklite House reports that its line of tinseled cards offers direct sellers a chance to

make up to 400 per cent profit in 100 lots. Signs are said to be of unusual design and fashioned by one of the foremost show-card writers in the Middle West. Addition of business signs

makes the firm's lines one of the most complete an agent can carry. Cards should be an attractive full-time or sideline proposition for house-to-houses as merchants throughout the country are said to offer a ready market for them.

## World's Fair Walnut

Goldfarb Novelty Co. specializing in souvenir items, announces it has received a license from the New York World's Fair (See POPULAR ITEMS on page 71)

## BOUDOIR DOLLS



\$24.00 Dozen WINDOW BOXED

Beautiful Dolls attract business. This Doll is exceptionally large and elaborately dressed in fine silk and lace. It contains anything ever offered at this price. 25¢ with Dodes.

STANDARD DOLL CO. Inc. 24 E. 22 St., N.Y.C.

WEX'S POCKET WATCH — WALTHAM OR ELGIN, 12 Size, 7 1/2 Ounces or round shape. Recommended Movements. Ex. \$3.25 with W.M.H. Co. Lts. of N. York. 10-11. Ex. \$4.25. 16 Size. Ex. \$2.75; 18-J. Ex. \$3.25. Also big assortment of Swiss Ladies' and Men's Watches from \$2.00 up. 50¢ Extra for Gemstones. 25% Drop. Sat. C. O. D. Send for New Spring Catalog.



KANE WATCH CO. 155 Canal St., NEW YORK, N. Y.

\$10000 PER WEEK Guaranteed

It is as clearly defined your money. Our men work up to \$100 per week profit with The New Life-Of-Flame vapor lighter. Business reports have paid to pay with an additional investment, an unlimited field. Great demand. Send open territories. Pleasant work among high class business men. A money maker without equal for you. Get full facts today.

14 W. 42 St. Dept. B-5. Aurora, Missouri

## VENTRILOQUIST DUMMIES EACH 18c

No. 32 - "GABBY PETE" 15 1/2 IN. HIGH

Dressed in Brilliant Two-Color Costume, with Glistening Tinsel Bow-Tie and Stud. Trimmings with Sparkling Metallic Tinsel. Black Shouled High Hat. Packed 12 to Carton.

No. 7469 - "KADETTE" DOLL

Made of Fine Quality Silk Plush, Two-Tone Colors. Composition Head with Removable Major Type Hat. Height 17 Inches.

SAMPLE \$ .70 Each (in dozen Lots) \$ .65

WRITE FOR OUR LATEST CATALOG — READY SOON

WISCONSIN DELUXE CORPORATION 1302-12 NORTH THIRD ST., MILWAUKEE, WISCONSIN



# HOLD EVERYTHING!

## OUR BIG NEW CATALOG No. B130

WILL SOON BE READY FOR MAILING

Nearly 1,200 Pages Featuring

- Larger Selections
- Lowest Prices
- Leading Sellers
- Better Profits
- Newest Novelties
- Biggest Flashes

Showmen, Concessionaires, Pitchmen, Streetmen, Carnivals, Parks and Fairs

START YOUR SEASON RIGHT —

THIS BOOK IS YOUR BEST BUYING GUIDE

WATCH FOR OUR ANNOUNCEMENT WHEN BOOK WILL BE READY FOR MAILING

N. SHURE CO. Adams and Wells Sts. CHICAGO

# FREE! OUR NEW CATALOG

162 PAGES OF

## OUTSTANDING VALUES

- Chrome Goods
- Glassware
- Bingo Merchandise
- Blankets
- Clocks
- Lamps
- China Goods
- Plaster Novelties
- Candy
- Fur Monkeys
- Canes
- Slum
- Celluloid Dolls
- Whips
- Balloons
- Parasols
- Flying Birds
- Cowboy Hats

and thousands of other popular novelties

SEND FOR THIS FREE CATALOG TODAY!

Independent Stores, Write

## G. DE CICCICO, Inc.

115 Washington Street BOSTON, MASS.

## BINGO!



## MONEY-MAKERS IN MODERN CHROME FURNITURE

Get the crowds with chrome furniture . . . Made by HAMPDEN, one of the country's largest manufacturers . . . Featuring a complete line of flashy models in non-tarnishable chromium, upholstered with Masland Leather in all the leading colors. Write for FREE catalog and "inside" factory prices.

HAMPDEN SPECIALTY PRODUCTS, Inc. Easthampton, Mass.



## BEANO!

# Concessionaires... NOVELTY SUPPLY FOR

FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC.

Catalog with New Low Prices

THE TIPP NOVELTY COMPANY TIPPECANOE CITY, OHIO

## CARNIVAL GOODS - Large Assortment - Lowest Prices.

Write for our No 937 Catalog today. Be sure and mention your line of business. All orders shipped same day received.

## MIDWEST MERCHANDISE CO.

1006-08 BROADWAY, KANSAS CITY, MO.

## EXTRA PROFITS DAILY-FOR YOU!

- U. S. MADE GOGGLES—Carded and Boxed. Dozen, \$1.00.
- IVORY CHARMS—Large Assortment. Gift, 70c.
- Lowest Prices—Items for LIVE Waggoners—Pitchmen—Streetmen—Home and Office Contractors . . .
- Salesboards, Premiums, Notions, Lotions, Perfumes, Carded Goods, Fly Swatters, White Shoe Polish, Slides, Soaps, Ballons, Fountain Pens, Raw Electric Cords and Lamps.
- Write for Catalog and FREE SAMPLE CASE OFFER—Right Now!

THEY SELL—THEY REPEAT! Pop Your Price Sales! Highly Finished GENUINE BRIAR PIPES—Many Popular Shapes and Sizes. 12 on Attractive Directory Card, only \$1.50. 25¢ Disp. on C.O.D.

CHAMPION SPECIALTY CO., 514-R CENTRAL ST., KANSAS CITY, MO.

# DIRECT SALES STUFF

By WALTER ALWYN-SCHMIDT

One of the most remarkable families I've ever met was the Sve Nilsens. No, they were not a team of acrobats, and there were really six of them, but the sixth member was still too young to show the talents of the five senior partners. Pete Nielsen, head of the family, made his living by selling paints, roofing material and similar supplies to farmers in his neighborhood. His wife, Greta, conducted a small chicken farm and sold her own and neighbors' eggs to home owners in the near-by county town. Arnold, oldest of the boys, did a good business with flashlights and scout knives and was a wonder in trading stamps for a cash profit attached. Other youngsters, a boy and a girl, sold magazines. They moved away from the neighborhood some years ago and I often wonder whatever became of them. Perhaps one of them will see this and if so I hope they'll drop me a line.

Moral in the above: If you happen to be in the direct-selling business don't rely entirely on yourself. Sometimes a member of your family may show unusual talent for the work you are doing. Give him a share in it. You can't tell where it will lead.

There is something exciting these days over opening one's mail. Manufacturers of direct-sales merchandise are becoming alive to the fact that it is not always their merchandise that interests prospective representatives, but how it can be sold. So, one finds more good advice in one's mail just now than has been the case for some time. Your mail really offers a liberal education in sales methods.

Steady work often counts more in direct selling than accomplished salesmanship. Experience of Mrs. Nina Duroso, who is working a fairly large territory with a line of household linen goods, proves this. She calls on her customers at least once every four weeks. Knowing that she will call, her customers wait for her and do not buy anywhere else. She generally has at least one new article each trip. Her main business is repeats for outdoor articles.

Curt Berents: Selling an item you make yourself may click once in a while. As a general practice I do not advise it. The better plan is to buy from a manufacturer and concentrate on selling. The manufactured article generally responds better to the needs of your market, otherwise the manufacturer would not be turning it out in large quantities.

K. S. Coasting: Recent Spring Special issue of The Billboard contained several advertisements featuring the article you mention.

Jep Jepson, super-salesman, says: "Work hours are shoe hours. Make sure your shoes fit well."

## ANOTHER EVANS SCOOP!

The Most AMAZING SENSATIONAL LOW-PRICED PREMIUM IN TEN YEARS!

Just What You've Wanted! NEW... red hot... in big demand! Priced so low you'll be astounded... You'll find it hard to believe... Here's your opportunity to make the biggest "killing" of the season. Wire or write NOW for complete details.

EVANS NOVELTY CO. 946 W. DIVERSEY -> CHICAGO, ILL.

**Our NEW 1938 CATALOG is NOW Ready for You**

SEND FOR YOUR FREE COPY TODAY!

- CONCESSIONAIRES • NOVELTY WORKERS
- PITCHMEN • AUCTIONEERS • PARKMEN
- SPECIALTY MEN • STREET WORKERS

You can't afford to miss the hundreds of "money-making" values to be found in our New 1938 Catalog. It presents the most extensive lines of merchandise we have ever offered—at Prices That Defy Competition. Hundreds of illustrated pages featuring thousands of clever, original novelty creations. Don't fail to send for your copy of this big "Buyer's Guide" today.

**GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.**

**TODAY'S HEADLINER!**

**LEVIN'S NEW CATALOG NOW READY**

Are You Interested in Bargains?

If you want a copy of LEVIN BROS.' NEW 1938 CATALOG... it is bristling with the Biggest and Best "BUYS" the market offers!

Watches, Jewelry, Carnival Goods, Leather Goods, Novelties, Cutlery, Sporting Goods, General Merchandise and Electrical Goods of All Kinds.

**LEVIN BROS. Terre Haute, Ind.**

**BUY DIRECT FROM OUR FACTORY AT LOW PRICES**

WE SPECIALIZE IN CHROME TUBULAR FURNITURE FOR PREMIUM SALES BOARD, SINGO AND CARNIVAL TRADE.

This item is SURE FIRE WINNER. You will get lots of money with this Flashy Chair... It is new on the market and useful everywhere. THE PUBLIC DEMANDS CHROME FURNITURE... We use the best Colored Leather on all the leading styles. You can have any color you like at an extra charge. Weight 15 lbs. each chair, packed two to a carton. Write for free Catalogue and Jobbers' Price List of other items. 1/3 Discount on All Orders.

Every Jobber is Buying Chrome Furniture—Let Us Hear From You. WE MAKE THE BEST AT THE LOWEST PRICE IN AMERICA.

**SUPERIOR CHROME MFG. CO., Inc. Phila., Pa.**

5110 Germantown Ave.

**NEW CATALOG NOW READY**

Send For Your FREE Copy--TODAY

Compare our merchandise and prices with the rest. Convince yourself that we are giving you the best. Orders shipped same day received. Complete lines for Concessionaires—Carn Games—Parkmen—Specialty Men—Pitchmen.

**LOUIS L. SCHAFER, INC. CLEVELAND, OHIO**

1257 WEST 3RD STREET

**IF YOU WANT REAL FLASH OUR BRILLIANT, LIVE HAND PAINTED BABY TURTLES**

ARE YOUR BEST SET.

5 Colors, including our exclusive "GLAZED" finish, 10 attractive decorations, lettered with any name desired.

50 TURTLES, Selling for 25c Each... \$6.00

50 PKGS. OF FOOD, Selling for 10c Each

50 MAILING CARTONS, Complete, for \$6.00

Total Selling Price, \$17.50. Shipping Charge Prepaid. Cash With Order. Prompt Deliveries.

**CLEVELAND PET TURTLE CO., 224 High Ave., CLEVELAND, O.**



**NEW 1938 MODEL! \$10.54**

HERE is the 1938 version of the famous Silver Tone-coupled radio with new Cicoanne Dial and 5 GENUINE RCA Tubes— including one 8-AM POWER Tube. Size 15x 2 1/2x 6 1/2 inches. Best Tabletop and Premium Item in Radio History. Money-back guarantee.

Sample \$10.54 Extra. Send \$2 Deposit. Bal. C. O. D.

**NEW CATALOG—Just off Press!**

Write for this new catalog, showing home, farm and auto radios at low as \$9.34.

Send 10c for Sample Push Card.

**SILVER MANUFACTURING CO., Inc.** 2868 Elston Ave., Dept. 123, Chicago, Ill.

**Snow White and the Seven Dwarf Dolls**



Cash in on this Walt Disney movie sensation. Groups and children alike are crazy about them.

D18X105—Original 15" Dwarf Doll, Snow, Doc, Grumpy, Happy, Sleepy, Grumpy and Baubel. Dressed in gayly colored reproducible clothes. Each \$1.05

D19X106—18" Original Snow White Doll, Each \$1.44

D20X107—Flashy 14" Dwarf Dolls, 7 popular characters only... \$ 8.00

D21X108—14" Baby Dwarf Dolls... 4.00

D22X109—Dumpy, 8 1/2" Dwarf Dolls... 2.00

D23X110—14" Snow White Dolls... 4.00

D24X111—Comp. Hi-Hat Dumpy Dan... 3.95

D25X112—21" Hi-Hat Dumpy Dan... 5.00

D26X113—27" Hi-Hat Dumpy Dan... 18.25

D27X114—33" Hi-Hat Dumpy Dan... 24.00

D28X115—24" Gobby Joe... 7.80

25c Deposit on C. O. D. Jewelry, Novelties and Premium Cat. No. 321 or Sporting and Home Goods Cat. No. 322 sent on request. Mention you business. We do not sell retail.

**JOSEPH HAGN CO.** Wholesale and Importers Since 1911. 217-225 W. Madison St., Chicago, Ill.

**Extra Value! \$2.25 Each**

**5 for \$10.50**

No. 88 8883—Ladies' Bracelet Watch... Established 1870 10% L. Chrome case to attract mirrored designs with beautiful link bracelet to match. Guaranteed jeweled movement. Each in attractive gift case. An amazing Big Value and wholesale premium item. Save money NOW by ordering five watches for \$10.50.

**ROHDE-SPENCER CO. Chicago**

223 W. Madison St.

**Flashy Rings - Crosses CHARM BRACELETS**

Send \$2.00 for 18 samples

Laurence M. Weisberg Co. Transportation Building 122 E. 7th St., Los Angeles, Calif.

**HORSES..HORSES..HORSES**

NEW! RACE Game is winning the country. Big money to be made... a guaranteed to start each race... the longest street race... a different winner each time. \$1.10 per 100 or 24 per 1,000. Samples 10c. (Check Catalogs, Publishers and Booksellers \$1.00 for 25 Samples. Catalog 25c. T. B. PAYNE, 25 Cardinal Plaza, New York.

# REMINGTON

The New SPRING-O-MATIC Pen.



A Life Saver for Pen Workers.

JOHN F. SULLIVAN  
423 Broadway, NEW YORK CITY.

## SELLS

**ON SIGHT DEMONSTRATIONS!**  
New, Sensational Kitchen Necessity Cuts Food Bills!

Every housewife, cafeteria, restaurant, delicatessen will buy our sensational, new patented kitchen necessity. Newly invented material cuts food bills, keeps refrigerators odorless. Retail \$25. Average sale over dollar. Pays excellent profits. Write for selling plan.

**KITCHEN FOOD SAVER COMPANY**  
Dept. B., 1775 Broadway, N. Y. C.

## NEW LOW PRICES!

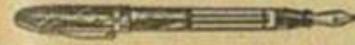
**Tumbling Mouse**  
LARGE SIZE  
Giant Feet. Cross..... **\$3.25**

**Tumbling Cat**  
Giant Feet. Cross..... **\$3.00**

25% Deposit with Orders, Balance C. O. D.

**BENGOR PRODUCTS CO.**  
875 BROADWAY, NEW YORK, N. Y.

## UNDERWOOD



**PLUNGERS—Special \$18.00 PER GPO.**  
PENS • PENCILS • COMBOS

**GRODIN PEN CO.,** 328 Broadway, New York City.

**ELGIN & WALTHAM**  
**WRIST WATCHES \$3.95**

In New Cases,  
Send for Circular, showing the Biggest Bargain in Watches and Wristwatches in the country.

**H. SPARBER & CO.**  
118 North 7th Street, St. Louis, Mo.

We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.



**SOUTHERN PEN CO.**  
Manufacturers Since 1913.

14 N. Union St., Dept. B., Petersburg, Va.  
Send \$1.00 for Samples. Prompt Shipments.

## MED. MEN OPPORTUNITY

See G.P.I. Quality Preparations. A complete medicine show, private label and office special line. Home-aid service. Reasonable prices. Wholesale quantities on request.

**GENERAL PRODUCTS LABORATORIES**  
Manufacturing Pharmacists  
127 E. Spring St., Columbus, O.



**YOU WILL MAKE FRIENDS SELLING OUR MERCHANDISE**

Write us your needs.  
**ARGO PEN-PENCIL CO., Inc.**  
320 Broadway, NEW YORK CITY.

## ACE BLADES

FACTORY PRICES. FREE DELIVERY.  
Details FREE. (Samples 10c).

**ACE BLADE CO.**  
27 South Avenue, Dept. 102, Rochester, N. Y.

## CLOSING OUT

Emulation Glass Casket, Knife and Silver Sharpener, 10,000 on hand. Special price for quick disposal.

**NOVELTY MFG. CO.**  
54 W. 7th Street, St. Paul, Minn.

# PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

**GEORGE BLAKE** . . . is reported to be working to fair turns with the razor paste in North Carolina.

**REPORTS DRIFTING** . . . in to the Pipes desk from Louisville indicate that Charles Martin and Harold Thompson are working their sad layout to lucrative business in Kentucky territory.

**PRETENDERS** always wind up becoming defenders of their voracity.

**SERGEANT YOUNG** . . . is working to fair results in North Carolina.

**FRENCHY THIBAUT** . . . blew into Cincinnati last week from Louisville, where he has been working med to okeh business. During a visit to the Pipes desk the affable Frenchy intoned that he plans to go to Milwaukee to visit relatives for a short time before resuming his med-purveying activities in the Blue Grass city.

**DOG SPERRY** . . . well-known med-show operator, was in Kansas City, Mo., last week making arrangements for an early opening in Missouri.

**MERE CONVERSATION** will not make a new idea function. Action and financing are what get results.

**"JUST RETURNED"** . . . from a prosperous tour of Indiana, Illinois and Wisconsin," letters Fred Piker from Toledo, "Met many sheeties and pitchmen and they all seemed to be doing okeh. The Hub, under direction of Jim McGraw, is the pitchman's headquarters here."

**RED GUTERIDGE** . . . and his brother, Fred, who have been working Ohio territory to fair-to-middlin' business, were welcome visitors to the Pipes desk last week. They intoned that they plan to remain in the Queen City for several days and that they worked Springfield, O., on a Saturday recently to good results.

**THE SUCCESSFUL pitchman** is cool headed, sanguine and confident. He proceeds deliberately and carefully and does not propose to let anyone or any circumstances confuse or stampede him.

**BOB POSKY** . . . comes thru with the following from Fort Smith, Ark., under date of April 21: "Got in here a little early, as the spinach gathering began today. Hennes Bros.' Shows are held here this week. I haven't

seen a pitchman for 60 days. I've been finding it a shade rough, but I'm opening here with a new layout and I'm gonna try to make it click. Would like to read pipes from Jim Corburne, Al West, Glen Bernard, Roundy Carruthers, Tom Sigourney, Doc Golby, Don McNeely and Al Cover. What has become of Jack Bruner and Charlie (Chuck) Eldert? And how about a pipe from Indiana?"

**HARRY MAHES** . . . writes from Reading, Pa., that he will head for Detroit soon. Now that we've heard from Harry, let's have a pipe from Morris Kahntroff.

**RED MCCOOL** . . . blew into Cincinnati as med purveyor, blew into Cincinnati from Indianapolis last week and took enough time off from his labors to visit the Pipes desk. Red advised that he plans to return to the Hoosier State after a few days' visit in the Queen City.

**WE KNOW MANY** men who in their march of progress have stepped off on the wrong foot but had common sense enough to get in time with the pace-setting majority. In other words, they adapted themselves and their interests to the governing conditions.

**CHIEF TWOHOUSE** . . . cracks from Akron, Colo.: "Twohouse & Lyon Show is clicking here. We're preparing a new program and expect to play Oregon and as far south as Arizona, where we will winter. Garth Twohouse, serialist, will join the show May 7."

**NAT K. MORRIS** . . . tinks from Asbury Park, N. J., that he is working kitchen gadgets on the boardwalk there to fair results. He recently perfected five appliances which he claims will get the long green.

**PRAISE** after the first pitch in a town means but little when compared to what is meant comment after you have finished your stand and left the town; that is, first from a judgment of merit standpoint.

**J. H. McCASKEY** . . . scribes from Clarksville, Va.: "Have made a 12-week trip thru Pennsylvania, Maryland and West Virginia and find business in those territories ready for the hospital. If an operation is contemplated an anesthetic won't be necessary, because business is already numb."

**SHORTY TREADWELL** . . . is working North Carolina court days and stock sales with soap and med to good results.

**MR. AND MRS. CARROLL** . . . have been collecting some lucre with can openers, according to word from North Carolina.

**MEMORIES:** Remember when Wayne Garmon worked cement in Allentown, Pa.? Wayne had a red devil painted on his car as a sort of ornamental decoration. One day he happened to park in front of the local Salvation Army barracks and as he was alighting from the car the captain of the barracks stepped up and said: "I say, my friend, you can't park here. We don't want that red devil parked in front of our meeting place. It might give us a bad reputation." Those were the good old days.

**QUESTS AT** . . . Doc Murray's recent doughnut party at the Washington Hotel, Binghamton, N. Y., according to Horace Van Camp, included the following pitchmen: Joe Hall, Tommy and Mary Barrows, George Wilson, Doc Hughes, Mr. Ketchen, Doc McLain, Slim Zitta, Alice Walker, Cotton, George and Martha Barry, Maurice Cohen and Izzy Frank.

**"SEEMS AS THO"** . . . there are more pitchmen here than I've ever seen at one gathering before," blasts Kid Carrigan from Chicago. "They are coming in from all sections of the country, and there were 21 in one block on Maxwell street Sunday. I must say, however, that they are all real workers, no heat or trouble, which is a real

# MICKEY MOUSE



**STEP UP** your sales and profits with Oak's exclusive Mickey Mouse Toss-ups and many other Walt Disney numbers.

Be sure you get OAK-HYTEX in the Blue Box with the Yellow Diamond label. Sold by the leading jobbers.

**OAK RUBBER CO. RAVENNA OHIO**

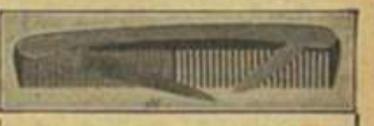
**CROSSES and RINGS**  
For Sales Promotions! BUY DIRECT AND SAVE!!! See OUR PRICES BEFORE Placing Orders Elsewhere!!  
Send \$1.00 for line of CROSSES or \$2.00 for line of Games and Whiststone rings in gold and rhodium finish. New Catalog.

**OLYMPIC BEAD CO.,** 501 5th Ave., New York City

## NATIONAL

Plunger Pens — Pencils — Combinations  
**LEAD THE FIELD**

LOW Prices — Prompt Service.  
Send \$1.00 for 5 samples or write for details.  
**NATIONAL PEN CO.,** 210 West 5th St., Kansas City, Mo.



Presto Comb, File Knife and Comb Combination. Samples 95c.  
**WALLENBECK MFG.,** Sandwich, Ill.

The only Pen just like a Banker. Is another Banker. Streamlined Bullet Shape. Combinations-Plungers Vacuumark . . . Get my low Price List.



**JAS. KELLEY,** The Fountain Pen King.  
487 9th St., CHICAGO, 180 W. Adams St.  
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## NO MORE INK BOTTLES

800% Profit!  
**JUST FILL WITH WATER**  
A Bottle of Ink in Pen.

\$1.00 Brings Complete Sample Assortment. REFUNDABLE.  
**EYR-INK PRODUCTS, INC.**  
515 Broadway, New York.

## REX HONES

Now Less Than 3c Each  
**\$4.25 a Gross**  
Send \$1.00, S. C. O. D., Plus Postage.

Each Hone in Safety razor has, tested 50c. A real fast-cutting shaver done of good quality. Wonderful demonstration for Pitchmen. Home men are clearing \$8.00 profit. Samples, \$2.00.  
**ACT QUICK, REX-HONE MFRS.,** 1500 West Madison, S. S. Chicago, Ill.

## PITCHMEN — STREETMEN

(276)282725 (57)432,1845  
(8413)4,7210 (99)904,90024  
**THESE PROBLEMS DO NOT MENTALLY.**  
New Magic Calculating Book taking country by storm. Ideal, scientific method, ever discovered. Sell on sight. One-minute demonstration gets the sale every time. 100% profit. Samples, \$2.00.  
**ARITH-MAGIC, Dept. B, Elmhurst, Ill.**

Send your correspondence to advertisers by mentioning The Billboard.



**HERE ARE FOUR OLD WARRIORS** of the pitch fraternity still going strong after a score of years on the sheet, as they were photographed recently in Antlers, Okla. Left to right: Mrs. Topsy Austin, Hot-Shot Austin, Mrs. Madge Dawson and Kenneth Dawson.

"JEWELRY HITS" For Promotions and Fairs

Jewelry sales are going over... Harry Pakula & Company Chicago, Ill.

Pitchdom Five Years Ago

Mary Hagan was in Chicago waiting for warmer weather before hitting the road... Count Golden was collecting the long green in Dallas, Pa...

"Can you spell it?" Jim said: "I guess I ought to, I drink enough of it."

FAMOUS LAST WORDS: "That's a lot of stuff and nonsense. Who ever heard of my giving anyone a bum steer."

"HERE'S MY FIRST..." scribbles Ed-pipe in several months... scribes Ed-pipe in several months...

MRS. R. E. MOON... tells from Seneca, Mo., that Doc R. E. Moon is critically ill in the United States Veterans' Hospital, Fayetteville, Ark...

WILLIAM H. LeROY... letters from Kansas City, Mo.: "Have been working with Dr. J. M. Pierce for the last three months and I believe he is one of the best money getters, cleanest and fairest workers I've ever seen..."

PITCHMEN'S SAYINGS: "Not weeks, but years, and still going strong."—Ricks, "Barnum of the sticks."

INCLUDED IN THE... stripes and keister fraternity working Syracuse, N. Y., are William C. Perry, Penn; Lydell, gummie; Al Fisher, skinner; Charles Gunter, stropes, and Carragher, glass cutters...

DAVID L. MATHEWS... scribes that he is still working his Lord's prayer-on-a-penny layout in Brooklyn.

HUSTLER'S TIPS: "A good supply of picture frames of the stand variety should prove a lucrative side-line item for the boys who are working the studio coupons..."

TO DISPEL ANY DOUBT... about the death of Dr. James F. Williams, who was reported to have passed away last summer...

NEW SENSATIONAL SMOKE FILTER... eliminates over 70% nicotine

G. E. Sells... Simple scientific way of removing tar and nicotine and tars from cigarette...

GORDON MFG. CO. Dept. NF-9 110 E. 23rd St., New York, N. Y.

CHEWING GUM 15c... High Quality Chewing Gum in Spearmint, Peppermint, Fruit, Dental and Gooey Flavors...

ELGIN & WALTHAM REBUILT WATCHES \$1.75... 7 Jewel, 18 Size, in E. H. Engraved Case...

treat after seeing some of the smart slicks fight and close towns."

CHARLEY THE FENMAN... from Detroit, is mailing out a novel card, the front of which depicts him wearing only a high silk topper and a palm leaf...

THE BEST WAY TO understand things is to talk them over. That's what the Pipes Department is meant for...

MICKY WALKER... pencils from 3420 South Ninth street, Terre Haute, Ind., that while working a sale in Illinois recently he lost a list of sales days and some valuable papers...

THIS PILLAR has and always will do everything in its power to gain prestige and due recognition for members of Pitchdom...

CARL HEERON... fogs thru some notes on New York: "As the World's Fair draws near here the streets are getting hotter and hotter..."

JIM BARBEE... wigwags from Los Angeles that he is still banging away on Main street to good results...

MAKE GOOD with the natives and they in turn will start questioning and getting busy with the discriminatory methods of their local lawmakers.

H. B. MAXEY... generally accepted as one of the best med showmen in the profession, has opened a wax figure exhibit in the downtown business section of Cincinnati...

SLEEPY WORTHY... pipes in that he is anxious to read pipes from Dr. John Steen.

Hustler's Hymn Dear Lord, send us the people, I don't want a pest; Please just send us the people—We'll take care of the rest!

BANG! WELL! Here We Are! FREE! BACK AGAIN! 3000 FAST-SELLING SPECIALTIES! MAJESTIC ELECTRIC SHAVERS \$1.98... FREE CATALOG AND SPECIAL GINOLABER

BLADES... DREXEL... 20 Million DREXELS sold in 1937.

FREE: 100 Advertising Folders, including Sample Blades, with every Order of Ten Cards.

REGENT MFG. CO. 134 W. 32d Street, NEW YORK CITY.

50c VALUE FOR 4 1/2c... Sample Prepaid 10c WORLD'S FAIR GIFT

NEW WONDER BANDAGE... Write for FREE DETAILS. MODERN NECESSITIES. 737 W. Randolph St., CHICAGO.

MEDICINE MEN... BAR-TONE & COMPANY 1214 Linn Street, Cincinnati, O.

BAREBACK GLASSES... 2.50 Dec. Exp. For Large Glasses, 6 in dia. Exp. 3.40 Dec. Exp. BULK per 1000, Small, 15.00!

MAGIC RACE GAME (8) Horses, who is the winner? Par 1.00, 1.10; per 1000, 2.00

Tell the advertiser in the Billboard where you got his address

since show and later headed a small circus, died here today after a two-year illness."

**Events for 2 Weeks**

(A New Weekly Service)

(Week of May 1-7)

- CALIF.—Hanford, Rodeo, 6.
- Ind. Legion Fairs, 7-8.
- Cosan Beach, Boy's Club Expo, 2-8.
- Somers, Rodeo, 7-8.
- ILL.—Chicago, National Premium Expo, 3-8.
- IND.—Huntingburg, Merchants' Celebration, 3-7.
- Rockville, Auto Races, 8.
- MICH.—State College, May Festival, 4-6.
- MO.—Clayton, Dog Show, 7.
- St. Joseph, Apple Blossom Festival, 5-7.
- K. J.—Trenton, Dog Show, 8.
- K. Y.—Buffalo, Food Show, 2-5.
- LA.—Erie, Dog Show, 7-8.
- Philadelphia, Dog Show, 7.
- TEX.—Humboldt, Strawberry Festival, 4-6.
- VA.—Hristal, Dogwood Festival, 4-5.

(Week of May 9-14)

- CALIF.—King City, Stampede, 14-15.
- IND.—Bates, Dog Show, 14-15.
- ILL.—Aurora, Celebration, 11-14.
- IND.—Fl. Wayne, Dog Show, 13.
- Hammond, Auto Races, 15.
- IL.—Pella, Tulip Time, 9-14.
- MICH.—Ann Arbor, May Festival, 11-14.
- Rockton Harbor, Museum Festival, 7-13.
- K. J.—Atlantic City, Horse Show, 13-14.
- South Orange, Dog Show, 14.
- O.—Greenville, Auto Races, 15.
- OKLA.—Oklahoma City, Horse Show, 13-14.
- Tulsa, Dog Show, 13.
- PA.—Petersburg, Celebration, 9-14.
- Madison, Anniversary Celebration, 9-15.
- Nash, Dog Show, 13.
- IND.—Muncie, Cotton Carnival & Textile Show, 10-14.
- TEX.—Strahan, Market, 12-13.
- WASH.—Richmond, Dairy Show & Rodeo, 13-14.

**POPULAR ITEMS**

(Continued from page 67)

authorities to use the official emblem on an exclusive item known as the World's Fair in a Nutshell. Incidentally, it ran into over 2,000,000 sales at the Chicago Fair. It consists of 30 principal scenes of the fair in colors, all folded in accordion fashion in a walnut shell. Pictures of the Perisphere and Trylon appear on a mailing tag attached to the walnut.

**World's Fair Needle Book**

Pilgrim Needle Co. has received a license from the World's Fair Corp. to use the official insignia Perisphere and Trylon and have ready for the market a beautiful Needle Book with a six-color cover with a picture of a section of the fairgrounds. Books are marked New York World's Fair, 1939, Pilgrim Needle Co. Copyrighted. Needle book is changed from the old style. It is an elaborate affair, cut modernistically in place of the old shapes. Books also contain rust-proof, gold-eye needles. Firm will furnish circulars describing the item.

**Water Pen**

Ever-Ink Products, Inc., is introducing a Water Pen which it claims has a new feature—it is not necessary to take the pen apart to refill. The refill is inserted like a lead in a mechanical pencil. Ever-Ink water pen writes with water but can also write with regular ink if preferred. Each inkstick lasts from six months to a year, depending upon the amount of use it receives. It supplies a blue black ink.

**New Moto-Scout Line**

New line of 1938 Moto-Scouts has been announced by the Moto-Scout Manufacturing Co. Firm reports that even it has been surprised with the way Moto-Scout has taken the public's fancy. Since its introduction, the firm reports, the public has found a wide variety of uses for the Moto-Scout. It is being used for light delivery purposes, as a ride concession at parks and fairs and for general sports use. Moto-Scout is a two-wheeled scooter, much like a child's sidewalk scooter but substantially

heavier, larger and motor driven. Comes in sport, rear trunk and side-car trunk type in standard and de luxe models. Mechanical features include aeroplane pneumatic tires, re-enforced spring fork and cushion seats. It is capable of speeds up to 35 miles per hour and will travel over 100 miles on a gallon of gasoline, according to reports.

**Tattletale Pen**

John P. Sullivan (Fast Service Sully) announces a new version of his well-known Remington line, the name of the new pen being Remington Tattletale. He presents a new idea in showing when to refill and reports considerable success thus far with the new pen. Sully also would like his friends to know that he is caught up on Spring-o-Matios and is making immediate deliveries.

**Radio-Phono Combo**

A portable radio and phonograph combination has been introduced by Playland Supply Co. Radio is RCA licensed and contains a powerful dynamic speaker, and selectivity is hairline. Phonograph will play 8, 10 or 12-inch records and works with the top either open or closed. Set comes in black fabricoid finish. Walter Spiegle, of the company, says "the price is exceptionally low and is ideal for concessioners, bingo, offices, clubs and boats."

**Metal Summer Furniture**

Hampden Specialty Products, Inc., is introducing to the concession and bingo trade low-priced metal summer furniture. Concern carries a complete line of flashy, colorful, chrome, modernistic chairs and tables of all kinds. Among feature items are bridge table chairs. Firm has a catalog showing all the varied items it manufactures.

**Gas Tank Cap**

A new item on the market is the Stop-Thief Keyless Automatic Gas Tank Cap. It slips open at the touch of a button on the dash, but cannot be opened when the ignition is locked. Beautiful and modern in design, item should help stop gas thefts and stolen gas tank caps. New tank cap is manufactured by the Faith Manufacturing Co.

**DEALS**

(Continued from page 66)

chandise. Postmaster: This parcel may be opened for postal examination if necessary; they can use the mails without any trouble."

And speaking of the mails, we are informed that the biggest outlet for the Kal-Klok has been the consumer on a direct-mail solicitation. One of the cards used has 44 holes, 1 to 29 cents, with a \$1.05 take.

Abner Jacobs, of the Abner Rose Corp., is working on several new deals which he expects to spring soon.

M. Hanfield, of the Standard Doll Co., tells us he received a fine response from operators on the doll cushions he announced in the Spring Special issue of *The Billboard*.

Happy landing.

**BINGO BUSINESS**

(Continued from page 66)

anyone anywhere and it will only harm those in the business and the business itself, if the squawkers persist.

A NOTE FROM PAUL WINKLER tells us that he and E. D. Kelmans, working as Kelwin Enterprises, have taken over the concession at Woodbridge Speedway, Woodbridge, N. J., and that all things point to a successful season.

HOW ABOUT some of you bingo concessioners with the outdoor shows? Let us hear from you.

**AFTER THE BATTLE**

(Continued from page 66)

age is 41. Sixty-one per cent are married and 77 per cent are church members. Fifty-two per cent own their own automobiles and 69 per cent have bank accounts. Eighty-two out of a hundred are registered voters, and 95 per cent support local activities, pay local taxes and buy from the merchants in the communities in which they live. So all in all, to paint a picture of the average direct seller is to paint the portrait of an average American. He's a good citizen made of sound timber. No knots. No wormholes. He's hewn from the same stuff as those who fought at Bunker Hill, Bull Run and Belleau Woods. So why not let him conduct his business as he sees fit instead of trying to legislate him out of business!

**Alton-Babcock Combine Shows**

C. H. Alton and F. H. Babcock launch season—Doc Hall general agent

LOS ANGELES, April 30.—The Alton-Babcock Shows were combined three weeks ago. Both parties had operated their own outfits for a number of years. F. H. Babcock Shows playing around Los Angeles area, while C. H. Alton's Silver State Shows had been playing Northwest for past few seasons.

The new combination started the season at Terminal Island, a fishing community with a population of 7,000, mostly Japanese. Opening April 18 was for a nine-day engagement under auspices of Spanish War Veterans and was very good first four days, but then out of a clear sky came a "bomb," a strike at Ford assembly plant, which employs 2,000 men, and then to make the shock complete the fishermen went out on a strike. These strikes ruined business for rest of engagement.

Show moved to San Pedro, opening there Monday, April 25, for the Annual Harbor Days Celebration under auspices of Chamber of Commerce, with very desirable location in downtown business district.

**Visitors and Rides**

Visitors at opening were Ben Dobbert and wife, of Downie Tent Co.; Frank Downie; Elmer Hancock and wife, of Crafts big show; Bob Winslow and wife; Buddy Cohen and wife; Harry Banard, manager Crafts No. 3 show; Jack Peabody, secretary Frank H. Babcock's hotel; John Morris, attorney for Babcock; George Cohen, secretary Cherry Festival, Beaumont, Calif.; Harry Peerless, manager Pioneer Days Celebration, El Monte. Rides: Merry-Go-Round, Frank Babcock, owner; Bill Howery, foreman, and Will Wood, assistant; Elsie Ray, cashier. Big Eli Wheel, Babcock, owner; Ed Wright, foreman; George Cox, cashier. Mix-Up, Babcock, owner; Ray Thornton, foreman; Ed O'Neil, cashier. Tilt-a-Whirl, C. H. Alton, owner; Frank Martin, foreman; Mrs. Alton, cashier. Loop-o-Plane, Alton, owner; Fred Jones, foreman; June Pickard, cashier. Pony ride, Roy Kinsley, owner and manager. Kliddie Airplanes, Babcock, owner; Bob Norton, foreman. Kiddie Autos, Jack Elhart, owner; John Barber, manager.

**Shows and Concessions**

Shows: Follies of 1938, Phil Perry, manager; Mrs. Eva Perry, producer; Leon Keeler, talker. Athletic, Cyclone Gans, manager; Mrs. Gans, cashier; Big Boy Maney and Wild Cat Jenkins, wrestlers. Platform, Pink Eye, Jack Osborne, manager; Mrs. Osborne, cashier. Snake, Bill Larzens, manager; Roy Stein, cashier. Concessions: Candy floss, J. L. Cooley;

photos, G. Pickard; watch-la, Mrs. Rockwell; milk bottles, Joe Oase; balloon game, Mrs. Tom Gathery; ham and bacon, Harry Phillips; Arkansas Funks, Vic Johnson; pop corn, Mrs. George Weller; candy apples, Charles Holt; hoop-la, Mrs. C. H. Alton, owner; Lee Rishel, agent. Cookhouse, Johnnie Miller, owner; Mrs. Miller, cashier; Ted Dowell and Cy Croton, griddle. Gun Club, Louis Minter. Milk bottles, Tom Gathery. Dart gallery, Mrs. C. H. Alton, owner; Smokey Hagg, agent. Bingo, Mrs. C. H. Alton, owner; Jack DeSalvo, agent. Spot-the-spot, Spot Blair and Charles Blair. Girl in Bed, C. A. Dalton, owner; girls, Sylvia West and Eleanor McDonald; Helen Steel, Alton Weekly, agents. Charley McCarthy, George Weller, owner; Lucky Foreman, agent. Ball game, George Weller, owner; Chris Murneke, agent. Croocrees, Nig Dobbert. Big cats, Jack Elhart. Blankets, Louis Rockwell and Mrs. Louis Rockwell. Penny pitch, Mrs. Bath. Boats, D. L. Collard.

**Moves Trucks and Trailers**

Staff: Alton and Babcock, owners; F. H. Babcock, president; C. H. Alton, general manager; Doc Hall, general agent; Walt Tanner, secretary; J. Ryan, promoter; B. Burke, lot and transportation; Ivan Ripple, advertising truck; Jack Osborne, electrician. Show moves on trucks and trailers. Reported by Doc Hall.

**Performers' Club**

By CHRIS CORNALLA

CHICAGO, April 30.—Will G. Hill and his elephants left for St. Louis to play the Police Circus.

Among new arrivals last week were Con Collesano, Hazel Manganen Girls and the Cordova Troupe.

Velma Griffin and her acrobatic gypsies are slated for early fairs.

Boer Brothers, midgest acrobats, spent a few days around the club en route to join a show.

Bert Lambert, clown, joined Cole Bros. Circus.

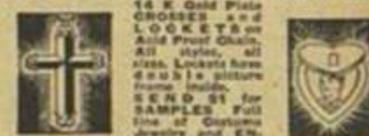
Aerial Matthews and Mann Brothers left last week for Toronto.

**FISHING TACKLE OUTFIT NO. 638**



THE FASTEST ONE-SHOT ITEM. Steel Box, filled with standard Fishing Tackle, including Steel Rod with full guides, Ball-bearing Reel, Silk, \$3.15. Line, 50 yds., 100 yds., Each. 100 yds. in Lots of 12, \$3.15. 10 Lots of 6, \$3.25. Sample \$3.50. TERMS: 1/3 Deposit, Balance C. O. D. Zenith Sales Co., 539 S. Franklin, Chicago

**HOT MOTHERS' DAY NUMBERS**



LA MODE BEAD & NOVELTY CO. 42 West 32nd Street, New York City.

**FREE! 1938 WHOLESALE CATALOG**

Max 200 pages of World-Wide Wholesale, 4,500 selections, 15 selling plans, new creations, outstanding value — at rock-bottom wholesale prices. This catalog is FREE. Send for a copy today. SPORTS CO., 5-28 Superior St., La Crosse, Wis.

**ELGIN and WALTHAM**  
Reconditioned Pocket and Wrist Watches  
As Low as **\$3.35**  
No Extra Charge for Sample Order.  
Send for FREE Extra Money Saving Watch and Diamond Catalog.  
**NORMAN ROSEN**  
WHOLESALE JEWELER  
361 LANSLOW ST., PHILADELPHIA, PA.



## Hartmann's Broadcast

**DESPITE** a clause in the billers and billposters' union agreement with circuses calling for an assessment of a fine of \$100 against any union man covering another union man's paper, the practice of covering paper and sloughing lithos seems to be every bit as bad this season as in any previous year. We refer especially to territory east of the Mississippi River, where brigades and advertising car crews are slapping paper right and left over that of other circuses, which in turn naturally slap back when in a position to do so. All, of course, in their madness to outdo one another and with no regard for ethics.

So far as we can learn there are only two circuses, Ringling Bros. and Barnum & Bailey Combined Shows and Cole Bros.' Circus, both railroad shows, where the advance managers have a gentlemen's agreement forbidding the covering of paper of their respective crews of billers and billposters. This naturally means that the gentlemen's agreement has the approval of the management of each show.

Which causes us to wonder if the employers of these billers and billposters who are guilty of covering paper and sloughing lithos of their competitors really know that such practices are resorted to. If they don't it would be well for them to investigate immediately and take the necessary action to put this work of circus billing on a business basis.

A gentlemen's agreement seems to be the only solution to this problem. Let's see other shows fall in line with Cole Bros.' Circus and Ringling Bros. and Barnum & Bailey Combined Shows.

† † †

IT WILL be interesting to watch the outcome of the tie-up made between

the Beckmann & Gerety Shows and the Nevelo Co., of Memphis, national distributors and advertisers of Nevelo for Nerves, claimed to be the only nerve sedative sold nationally thru drug stores without a doctor's prescription.

The hook-up involves a heavy national advertising campaign on the part of Nevelo, featuring, testimonial style, personalities of the midway. It is pointed out, for instance, when Zeke Shumway turns over an automobile in a blaze of fire he must have steady nerves—the slightest miscalculation would result in a serious injury. So to insure steady hands and bright eyes he takes Nevelo before retiring.

In citing another instance, it is pointed out that after a strenuous day at a State fair on the stage of Gay Paree, Nancy Miller is another performer of the B & G midway who finds immediate rest thru the use of Nevelo. It is believed that this will make celebrities of the people concerned and will publicize the show from Coast to Coast.

The Nevelo people are paying the show an appreciable sum of money for the sponsorship privileges in regard to radio and publicity releases.

Altho understood to have been attempted before, but with little if any success, it is believed that this is the first real tie-up ever made between a national advertiser and a carnival.

Walter Hale, press representative of the show and who represented the show in making the deal, envisions a golden vista of advertising and publicity on a national scale if this reciprocal agreement is the success which he thinks it will be.

## Winston-Salem Gives Sheesley a Break

WINSTON-SALEM, N. C., April 30.—The Mighty Sheesley Midway broke the "jinx" on carnivals in Winston-Salem by having the first real crowds seen at a carnival here since the law against carnivals was repealed.

The show selected a new lot in the Wauhtown section of the city and did not try to draw the people to the 28th street grounds.

Another reason for the increased attendance was the splendid job of billing done by John E. Lampton, this being the first real job of billposting this city has seen in many moons. Tickets were distributed very freely for the main gate and this created much interest from the local patrons. Bus drivers, policemen, deputy sheriffs and others distributed the passes.

Floyd Newell secured radio programs galore. However, the newspaper space was very limited. His tie-ups with local merchants were too numerous to mention.

The weather was ideal with the exception of a light shower Saturday afternoon. The midway was crowded most of the time, but money seemed a bit scarce. The show was sponsored by the VPW Post No. 134.

An interesting item of this week's carnival was the number of political posters covering the midway. The sheriff now in office seemed to have the greatest number posted.

One of the best looking groups of trailers seen here in a long time housed the many members of the show. The girl show still unnamed furnished the best flash of the midway. However, business seemed way below normal.

Altho the Mighty Sheesley Midway broke no records on business here, it was gratifying to know that Winston-Salem is still carnival conscious and that a show billed properly and using a good lot can bring out the crowds.



## National Showmen's Association

Palace Theater Building,  
New York.

### NSA'S FIRST

(Continued from page 3)

logical date inasmuch as it closely follows the end of 1938's outdoor show season, yet does not conflict with the annual and long-established Showmen's League of America Banquet and Ball in Chicago. SLA party usually falls early in December and practically every NSA officer and committeeman has always attended the Windy City conclave.

As reported in last week's issue, campaign will be conducted thru three major committees, members of which have not been designated as yet. Jack Lichter temporarily heads the committee for New York City, with Fred Phillips, assistant. Chairmen have not been appointed for the World's Fair body and third committee consisting of representatives on all major carnivals and circuses.

Hamid announced yesterday that to date the following members have pledged sale of tickets for the banquet: World's Fair, 200; Frank Miller, 50; Fred Phillips, 100; Jack Lichter, 50; Pat Valdo, 25; Joe Hughes, 50, and Ladies' Auxiliary, 600.

The following outstanding fair, park and theatrical men have pledged their support, Hamid said: Charles Somma, Virginia State Fair; Paul Smith, New York State Fair; Will Davis, Rutland (Vt.) fair; Edward A. Hughes, Canadian National Exhibition; M. H. Beery, Allentown (Pa.) fair; Charles Swoyer, Reading (Pa.) fair; Jack and Irving Rosenthal, Palisades (N. J.) Park; Herbert F. O'Malley, Playland Park, Rye, N. Y.; Harry C. Baker, park engineer and president of National Association of Amusement Parks, Pools and Beaches; Billy Rose, operator of the big Broadway theater-restaurant Cass Manana, and Sam Grisman, legit producer, who made his big mark with Tobacco Road.

Hamid plans to call another temporary committee meeting before permanent working bodies are appointed. Session will take place within the next two weeks and at that time details of promotion campaign will be worked out. Officers contacted by your correspondent this week expressed firm belief that the event will go over the top with a bang, especially due to the date, November 19, New York is usually the mecca of many outdoor men at that time of the year, many of them stopping briefly en route to Chicago's annual park and fair meetings and SLA banquet.

### Ladies' Auxiliary

By the time this appears in print the auxiliary's second major fund-raising specialty will be a thing of the past. A few weeks ago auxiliary realized a sizable profit from a bingo game at Bossoff's Restaurant, and on May 3 it is scheduled to conduct a card party and strawberry festival. Dorothy Packman, president, announced this week that the ticket sale is good and that she expects the Palace Theater Building clubrooms to be overflowing Tuesday evening.

Midge Cohen, chairman of the entertainment committee and in charge of the party and festival, will have the following members as hostesses on the floor: Peggy Landry, Leah Greenspoon, Flo Lewis, Helen and Clara Rothstein, Dede Allen, Marjorie Hughes, Edna Lazures, Bella Brevig, Magnolia Hamid, Madge Block, Irene Green, Edith Devany, Mildred O'Done and Dorothy Packman. Edythe Hamburg will have charge of the checkroom and Anita Goldie the door.

Donations include 20 pounds of candy, Pearl Meyers; orangeade, Mrs. George Hamid and Ida Harris; playing cards, Ida Harris and Anita Goldie; 1,000 chips, Marge Gutman and Flo Lewis; paper tableware, Leah Greenspoon, and tickets and reminders, Peggy Landry.

Cake donors will include Dorothy Packman, Helen Rothstein, Madge Block, Irene Green, Edith Devany, Pearl Meyers, Magnolia Hamid, Edna Lazures, Midge Cohen, Mabel Schoonmaker, J. Cohen, Martha Wagner, Lillian Brooks, Mildred O'Done, Vi Lawrence, Palmina Fantino, Ruth Robbins and Anita Goldie.

There will be three door prizes, con-

sisting of a men's leather set, Howard's credit slip and three pairs of silk hose.

An unintentional error in this column last week stated that because of other pressing duties Anita Goldie had been forced to resign as secretary of the auxiliary. Item should have read that Miss Goldie relinquished duties in other organizations in order that she could devote more time to NSA. She is still secretary and one of the most active members in the org.

## Ringling-Barnum Biz On Par With 1937

NEW YORK, April 30.—Altho attendance figures were not available as this issue went to press, the Ringling-Barnum circus apparently played to business about on a par with last year during its 23-day run at Madison Square Garden here. Show closed its New York engagement tonight and moved to Boston for a week at the Garden.

Show played to excellent business during Easter week, several complete sell-outs being registered while school children were on vacation. Final week has been good, altho usual large amount of paper had to be taken care of during the final days.

John Ringling North, head of circus, is not overly optimistic about prospects for the 1938 season. "With general economic conditions as poor as they are and our daily nut increased considerably over other years, we obviously can't expect a really big season," he said.

Show has received tremendous publicity since it moved into the Garden, most of it concerning the workmen's strike, Gargantua (gorilla) and Frank Buck. Hardly an evening passed that one of the local papers did not carry a feature yarn on the show. And Beverly Kelley succeeded in obtaining radio tie-ups almost daily.

## Mix Show Nearing St. Louis Territory

ST. LOUIS, April 30.—The advance crew of Tom Mix Circus billed Alton, Ill. for May 7; Belleville for the 8th and Centralia the 9th.

At Holla, Mo., where show exhibits May 5, the billers were treated well by the merchants, not a business place in town refusing to place the window posters. This attests the good will of the people of Holla, which are indeed circus minded and have nothing but high praise for Russell Bros.' Circus folks who make Holla their winter quarters.

The Mix show is now using four new styles of cutouts in colors, while the schools and business houses are covered by multi-colored blotters carrying a good likeness of Tom Mix and his famous horse.

Like the show, the advance has experienced every kind of weather from hurricanes to hailstorms since opening.

Newspapers along the line have been very generous with publicity and stunt tie-ups arranged by Edw. L. Couray and Dan Fyne, who has been successful in getting many schools closed for afternoon performances.

Several new styles of lithograph paper have been added, as well as banners.

Billy Walsh is handling press back with the show.

## Dennison, O., Church, Civic Groups Against Sunday Show

UHRICHSVILLE, O., April 30.—A concerted effort to halt two scheduled performances at near-by Dennison Sunday, May 8, has been started by church and civic groups, which point to a statute prohibiting circuses from showing on Sundays. Robbins Bros.' Circus is contracted to appear here under auspices of the fire department, the first time in years that a show has been granted a Sunday permit.

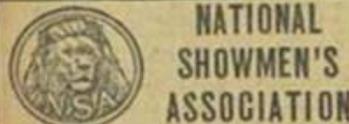
So far administration officials have made no comment on the Sunday show protest, and no action has been taken to prevent the circus from filling its engagement here. Last year Ringling-Barnum Circus exhibited at near-by Dover to excellent Sunday business, with little or no opposition being voiced.

## JEFFERSON CITY

(Continued from page 3)

several new rides as well as side show, opened for a week's stand that conclude tonight. A particular feature is the DeLyle Chappelle aerialist troupe.

On Thursday Bella-Sterling Circus played to fine crowds despite cloudy weather and carnival competition.



## NATIONAL SHOWMEN'S ASSOCIATION

An Organization by and for Showmen and Allied Fields.

**BENEVOLENT-PROTECTIVE-SOCIAL**

(Cemetery Fund, Hospitalization, Relief Bureau)

Dues \$10 Initiation \$10

Sixth Floor, Palace Theater Bldg.,

1564 Broadway

New York City

## THE OPPORTUNITY OF A LIFETIME!

A COMPLETE AMUSEMENT PARK AT ONE-FIFTH THE COST.

Modernized and Rebuilt in 1936-37. Can Be Made Ready To Open in 10 Days. Only \$3,000.00 Cash Necessary, Balance on Terms.

Area 100x90. Huge Casino, Dance Hall 90x120, Restaurant, 2 Chairplains, Merry-Go-Round, Auto Wheel, Swimming Pool 200x50, Bath House, Lake, Magnificent Scenery, Large Drawing Population. On Main Highway U. S. 122. Good reasons for selling. Apply

**HOWARD F. HOBBS, Agent**  
Pottsville, Pa., at once.



# Notes From the Crossroads

By NAT GREEN

THE indifferent business done by both Cole Bros. Circus and Col. Tim McCoy's Wild West in Chicago cannot be taken as a reliable criterion of what other show will do on the road. While general business conditions were none the favorable, there were other factors that militated against both shows. The McCoy show, being entirely new, could not hope to equal the business of an established show. It was further handicapped by its location. The International Amphitheater is an excellent building and there are plenty of free parking facilities, but a large percentage of Wild West show patronage comes from people who travel by street car or the elevated, and the elevated service is very poor. The Cole show publicity department got off on the wrong foot with some of the newspapers and as a result did not get its usual quota of stories. Both shows were glad to hit the road.

The McCoy show equipment presented a beautiful appearance at the initial stand, Columbus, O. The blue and white striped canvas showed up like a million dollars on the grassy fairgrounds lot. Night house was about half filled. There were some minor mishaps in the show, such as the p-a system going bad when it was most needed and the jumping boxes shying at the shiny new white rope inclosure, but on the whole the show ran very well for a first time. Tom Keith got some nice story and picture bits in the dailies. The Side Show in its present form isn't set to get money and doubtless will be revamped. Other minor changes are likely and there is not a better man than B. L. Cronin to put the show on a paying basis.

Ruby Cutshall won a \$25 wrist watch in a spelling bee over WBBM, participated in by members of Cole Bros. Circus. Judging from reports, Chicago will have more than its usual share of carnivals this summer. A few of the smaller outfits have already opened on lots. Mr. and Mrs. Guy Reed, Mr. and Mrs. Frank H. Myers and Nick Albanese were among show-biz visitors to the McCoy show in Columbus. Bernie Head also was on hand for the night show. Seen at the Cole show in Chi Stadium, Harold Van Orman and his wife, the former Barret Hodgkin, equestrienne. Looks as if St. Petersburg will be added to the Florida towns having circus winter quarters. I. K. Pond, well-known circus fan, is in St. Luke's Hospital, Chicago, nursing a broken leg and will be laid up for several weeks. He was hit by an automobile. The Legion Theater, where stage and water shows were presented at A Century of Progress, is being razed.

Florence, auto loop-the-loop man on the Cole show, will be out of the running for at least three months because of injuries to his head and shoulder received while doing his stunt on opening night. His sister, Miss Delor, has been doing the stunt thru the remainder of the Chicago engagement. Council Bluffs, Ia., is planning a big centennial celebration for next fall. Shepard Vogelgesang, prominent Chicago designer in architectural color and industrial art, has been made director of the decorative arts exhibit of the 1939 Golden Gate International Exposition at San Francisco. He served in a similar capacity for A Century of Progress. Ernie (Upside-Down) White and Ira Millette have closed their Chicago engagement with Cole Bros. Circus and expect to play Texas during the summer. Both were given special announcements on the Cole show. Mrs. Frank D. Sheen is from New York on her way to Minneapolis. L. B. Hogan and B. L. Lehman in Chicago on business Friday.

# Russell Staff; Other Personnel

CINCINNATI, April 30.—The following pertains to the staff and other personnel of Russell Bros. Circus:

### The Staff

C. W. Webb, owner-manager; Mrs. Webb, director of personnel; Charles Heaton, legal adjuster; A. G. Hardin, assistant adjuster; James H. Webb, secretary-treasurer; Gene Enos, equestrian director; Ernest Peterson, superintendent of transportation; "Hi-Brown" Bobby Burns, radio and press back; Harry Well, 24-hour man.

### Side Show

Jack Sampson is manager; Lew Lyom, Fred Pitkin, on tickets; Jimmy Crouch, boss canvasser with 12 men. Attractions—Stufo Todd, Punch and magic; Clara Sampson, mentalist; Lola Griffin, Hawaiian dancer; Three Marlowes, Scotch Highlanders; Joe Sweet, sword swallower; Pepper Joe, one-man band; Jeff Griffen, human pin-cushion; Zaballo, fire eater; Jo-Jo, African pygmy; Grace Brown, blade box; Trel Cowan, fat boy; Bessie-Bessette, Minstrel — Chick Simmons, band leader; William Tucker, Frank Frost, trumpets; Buddy Hollins, sax; Fred Jones, drums; Chick Jones, comedian; Clara Simmons, Blanch Hopper, Teale Sly, Hannah Beasley, chorus.

### Wild West

Tom Aumann, superintendent, featuring William Noble Jr., trick rider, roper, rifle shot and wonder horse, Flash; Beverly Harriet, trick rider, roper and high-school horse; Buck and Chickie Wells, Australian whip act, assisted by the little Buckaroo and Timber, singing dog; Tommy Hucka, trick rider; Jimmie Groves, rider and roper; Hube (Kid) Esgan, clown.

### The Band

C. S. Brooks, leader; O. E. Foster, Van Vactor, Fred Newall, cornets; John Heins, clarinet; W. R. Robson, baritone; Walter Van Dyck, Lloyd Guyot, trombones; Ralph Horak, bass; Bill O'Brien, drums; Mollie Murphree, soloist and calliope.

ADVANCE—Joe C. Webb, acting general agent; Jackie Wilcox, contracting agent; Justus Edwards, general press representative; W. K. Rose, contracting press. Billposters and lithographers—Francis Kitzman, superintendent; Elsie Kitzman, secretary and schools; Clyde Haskell, boss lithographer, and Harry Hevener, assistant; Harry Jarvis, Harold Gabby, Albert Beland, E. J. Bolyard, Ray Eastman, Albert Whitte, Ray Kern, Jack Oibbons, Abe Newman.

CONCESSIONS—C. V. Crawford, manager; George Thompson, Kenneth McLaughlin, Leslie Grant, sweets; Hershall Mintz, Fred Elsie, seat butchers; Bill Drake, outside stand; Lawrence White, Q. L. McGee, novelties.

TICKETS—Robert O'Hara, superintendent of reserves; E. E. Whetzel, C. H. McKay; Irene O'Hara, Mrs. C. S. Brooks, Mrs. Gene Enos, ticket takers; Gladys McLaughlin, Milton W. Sydow, on front door.

MENAGERIE—C. L. Alderfer, superintendent; Alyn Welch, James Meyers, elephant trainers; Jack Crippen, trainer for Topsy, feature chimp; William Lacy, Albert Story, hay animals; Roy Hart, Harcher Brewer, Hobb Reams, ring stock; Eddie Miller, Al Cooper, Floyd Jeans, ponies.

PROPERTIES—Bennie Gibson, superintendent; Charles (Gentry Red) Somerfield, assistant; Jimmie Salyers, Jack Skilton, Pat Donovan, Frenchy DeMoine, Everett Morgan, Eugene Shulte, Gene Tucker, Joe Pitts, Larry Seaman.

COOKHOUSE—C. M. Crump, chief chef; Earl Welsh, Fred Chastain, cooks; Lewis Woods, fireman; Jesse Decker, stock man; waiters—Charles T. Fritta, chief of staff; James Gaffney, A. E. Bartlett, Sam DeMaria, Joe Polizzi, M. H. Murphy, Arnold Udreth, James Baker, E. J. Wilkins, William W. Davis, Max Holtingworth.

MECHANICAL STAFF—Electrical department; Clarence Carrall, Melvin Reynolds, Robert M. Mathers, Roy Huskey, Roy Dixon; tire man, Murrel Kitchen; master mechanic, Louis Schmidtker; gas truck; Raymond Hardster, carpenter, James Swartz; sign painter, Alexander DeBeers.

BIG TOP—George Werner, superintendent; James Decker, first assistant; Covis Anderson, second; Charles (Holla) Webb, kid worker; Orville Speers, stake and chain; Tom Murray, sailmaker; J. C. Pisker, stake driver; crew of 40 men.

# WORLD ON PARADE

Can place Rolo or any other Fun House that can gillye. Want Boomerang, new Eight-Car Whip and Live Pony Ride. Slover's Riding Pony, please answer. Can place worth-while Grind Shows. Want to hear from Tesca Working World, also Maybelle Mack.

### WONDERFUL PROPOSITION FOR SILODROME

To play best Drome Territory in America. All who wrote and telegraphed us before, please get in touch again. Can place strictly legitimate Merchandise Concessions. Address

## GETLIN & WILSON SHOWS, INC.

Camden, N. J., this week.

# LOOK--WEST BROS. SHOWS HAS

Waterloo, Ia., week May 9; Boone, Ia., downtown, week May 16; Sioux Falls, S. D., downtown, week May 23; Aberdeen, S. D., downtown, week May 30; Fargo, Valley City, Devils Lake; all North Dakota. The two best July 4th Celebrations in the Minnesota Iron Range, International Falls and Ely; a long String of Good Minnesota, Iowa, Mississippi Fairs following. WANT Concessions that want a good season and can put money in the office. SHOWS—Pit Show; if you haven't anything don't take up our time. Girl Musicians; young, attractive, not over 5 feet, 2; also Chorus Girls, same size. Penny Arcade; must be flashy. American Readers for office Mitt Camp; good Ride Help that can Drive Trucks. Quincy, Ill., this week.

# PAN AMERICAN SHOWS WANT

Shows and Show People. Will furnish outfits for Girl Revue, Snake Show or Single Pit Attractions. CAN PLACE Manager and Working Acts for Side Show. WANT Musicians and Nuts Dancers for Hawaiian Show. CAN PLACE Monkey Circus, Drome, Midget Show or any money-getting Shows with own outfits. CAN PLACE Concessions except Corn Came and Popcorn. WANT Diggers, Seales, Lead Gallery, Floss and Merchandise Concessions, all kinds. CAN PLACE Agents for Wheels, Grind Stores and Ball Games. WANT experienced Waiters, Griddle Man and Crab Joint Man for Cook House. Address this week, Carbondale, Ill.

# JOHN R. WARD SHOWS WANT

FOR MEMPHIS COTTON CARNIVAL WEEK MAY 31; OSCEOLA, ARK., MAY 10; POPLAR BLUFF, MO., OZARK JUBILEE WEEK, MAY 23; OYERSBURG TENN., COTTON CARNIVAL, WEEK MAY 25.

Real Hawaiian for completely trained Hawaiian outfit. Have complete outfit for Two-in-One for Managers with Punks. WANT Talker and Musicians for Musical, high-class Girl Revue. Have outfit. PLACE all kinds Jewish Concessions. Will sell Earbuds Novelties. WANT Side Program for Merry-Go-Round, Tilt-a-Whirl, Champagne and Twin Woods. Must be able and reliable and can get rides open Monday nights. WANT Electrician who can light show Monday night. This show has only two will dates balance of season. Long season Celebrations and Fairs. Address Humboldt, Tenn., Strawberry Festival, this week.

# COTE SHOWS CAN PLACE

Legitimate Concessions of all kinds, reasonable rates. Good opportunity for Cook House. CAN PLACE first-class Shows. Want to hear from sensational Froe Act, Mt. Clemens, week May 2; Royal Oak, week May 9; Owosso, week May 15; all Michigan. This Show has a real route of Michigan territory with Fairs and Celebrations. Address per route.

# WANTED—JOHN H. DUANE SHOWS—WANTED

BLOSSOM FESTIVAL WEEK AT BENTON HARBOR, MICH., WEEK MAY 3; NILES, MICH., TO FOLLOW.

RIDES—Till, Loop or any Flat Ride with or without transportation. CONCESSIONS—Want Stock Concessions of all kinds, reasonable prices. SHOW with or without their own outfit. Must be up to date. Bill Chalkley wants Man who can handle inside of Side Show. Good proposition. Also Local Agent, Benton Harbor, Illinois Show and Wind Header. Dr. Mid-Roy covers. Give for Girl Show. WANT Electrician and worked People in all lines.

JOHN H. DUANE SHOWS.

Attica, Ind., this week; Benton Harbor, Mich., week May 9. Fair Secretaries and Celebration Committees in Indiana and Michigan, we have some open work. Get in touch with us.

# WANTED TO JOIN ON WIRE

Fresh, Working Acts, Mind Readers, Talkers and Grinders for big Circus Side Show. Will PRACHER MONROE. Del Crouch would like to hear from capable Man to handle Monkey Show and Trained Monkeys. Monk Hill, formerly with Ira Watkins, also Henry Lee Johnson, wire immediately.

Care WORLD'S NEXT WEEK SHOWS

This week, Sunbury, Pa.; exhibition week, Williamsport, Pa.

# Loos in Hospital But Show Goes On; Grateful

SHAWNEE, Okla., April 30.—J. George Loos, general manager of Greater United Shows, who has been confined in the Municipal Hospital here for the past 30 days with a serious case of pneumonia, expects to be out in two weeks.

He has had daily visits from Prof. Baley, president of the Baptist University; Rev. Hyde, City Manager Thompson, members of the Shawnee Rotary Club, and has had daily messages from

members of the Rotary Club, Laredo, Tex., as well as from friends at other distant points.

Loos, in speaking of his plight, said to a reporter for The Billboard: "The comfort of friends near and messages from distant ones have helped me materially. The show is going on under the fine direction of C. N. Hill and Jack Edwards, general agent. I am deeply grateful to them and all members of our organization for this laudable loyalty and co-operation and I hope to be back in harness with them at an early date."

# POPCORN

SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO ALL KINDS PAPER BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC.

A Flavor Postal Card to us will bring you our 16-page Descriptive Booklet, Price List of Popcorn Supplies.

**PRUNTY SEED & GRAIN CO.**  
14 S. FIRST STREET, ST. LOUIS, MO.  
"Over Sixty Years Distributing Popcorn."

## Out in the Open



Roger Littleford Jr.

**NEW YORK, April 30.**—It's preview time in New York this week—and the year-in-advance ballyhoo stult by the 1938 World's Fair. The big exposition is scheduled to open its gates officially exactly one year from today, and New York is celebrating in colorful fashion.

Creating and developing world's fairs are momentous tasks—unwieldy, wasteful and usually a politician's delight. But somehow all that is overcome in time and the shows operate fairly close to pre-arranged schedules. A World of Tomorrow, like Chicago's Century and other recent expos at San Diego, Dallas, Cleveland, etc., has had its share of criticism from the outside—part of it just, but most blinging on a "sour grapes" attitude on part of would-be participants.

When the public treks to the Flushing site today and tomorrow it will witness a city partly built—the groundwork of probably the most extravagant fair this nation has ever known. They will visit half-constructed monstrosities that will house magnificent exhibits of all sorts, and they will see 200-odd acres of brown expanse tabbed "Amusement Zone" with nary a building on it. As usual at fairs of this sort, it seems apparent show business will take the rap—very few concessions will realize reasonable profit, some will just break even and the rest will drop plenty.

But that seems to be the story of all big fairs these days; and what can be done about it? It's almost impossible to overcome one-sided contracts, over-emphasized regimentation and, most important, a strictly secondary location on the exposition grounds. That's what the preview means to the show business.

About town . . . Bert Nevins, publicity chief for Palisades (N. J.) Amusement Park, has started this year's campaign with several swell newspaper stories and cuts, a couple of broadcasts and a Universal newsreel. . . . Fred H. Ponty, new managing director of Atlantic Beach Amusement Park, Atlantic Highlands, N. J., a visitor this week and reports plenty of concession interest thereabouts. . . . Arch E. Clair, manager of Norumbega Park, Auburndale, Mass., in town for two days to contact band agencies. His ballroom opened a couple of weeks ago to best business in five years. . . . Henry Rapp, head of American Fireworks Co., here on business recently and to look over the World's Fair. Almon H. Shaffer, general assistant to the director at Cleveland's expo, also a World's Fair visitor. He attended the circus with Earl W. Brown, director of Florida, Inc., which will operate the Florida exhibit at the fair. They'll remain until after the preview. . . . Billy Dickson, of National Crochet Bureau, reports that the org has nearly twice as many fairs as last year lined up for 1938. NCB runs a national crochet contest in conjunction with State, district and county agricultural shows.

Henry Cogert, outdoor emcee with Hamid shows, writes from Pittsburgh that he is busy producing a kiddie production titled Talent on Parade. . . . Captain Billy Menke, showboat personality, appeared on We, the People radio show last evening. He departs immediately for St. Louis and his Goldenrod boat there. . . . Art Lewis, carnival op, expected in shortly while his show plays New Jersey spots. He's been in Florida and the South two months. . . . L. H. (Doc) Cann, World of Mirth Shows agent, a brief visitor this week between jumps out of town.

Stanley Watton, well-known talent booker working from Europe, here to look over American circuses and theatrical projects. With him is Henry Hagenbeck, of the famed German circus family. Hagenbeck was off to Nashua, N. H., and John Benson's wild animal farm there, while Watton follows next week. Benson represents the Hagenbeck animal farm in this country. . . . John Robinson IV attended the Ringling show early in the week and left immediately afterward for his home in Cincinnati.

Combining business with pleasure, Harvey Mayer, Joseph Mayer Publishing Co., leaves today for Louisville and the Derby May 7. Will also do business with the Mammoth Cave people and some Kentucky breeding farms. . . . Floyd King, general agent of the new Coley-controlled Robbins Bros. Circus, in town and off again for New England. Plans to work out of New York for a couple of weeks, tho. . . . Jerome Harriman, general agent of the Downie show, and James M. Beach, contracting agent, stopping for a few days at the Claridge and have been constant visitors around the Garden.

Frank Buck Enterprises will probably have a jungle show at the World's Fair next year. . . . H. B. Dean, p. a. with Robbins circus, writes that they are all set for the opening April 30 at Kokomo, Ind. . . . Paul Gallico, former well-known sports editor who turned freelance, is writing a book on the circus business. . . . John Powers, former associate of Col. Tim McCoy, back from Chicago and resting here for a while. . . . Vernon Beaver, Hagenbeck-Wallace, departed recently for parts unknown.

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### Many Serious Complaints

In answer to a question about the nature of the complaints to be made against outdoor show managers the following cases were quoted:

Some outdoor shows that closed their last year's season after September 30 have completely failed to make reports or tax payments which were due for the last weeks of their season.

Tax payments and reports have been made for only a small number of employees of a show, "forgetting" completely about the others. This applies especially to those employed only for a short time by a given show. The law requests that taxes must be paid even if an employee worked only one day and received wages for this time.

A few show managers are accused of having collected taxes from their employees but failed to turn all or part of it over to the government. This is a very serious offense. For instance, the second man of a Merry-Go-Round on a carnival worked last season for 32 weeks and earned a total wage of \$512, on which the owner of the riding device collected taxes from the man. This employee wrote to the Social Security Board at Baltimore, Md., where the bookkeeping is done, and asked how much wage earnings were credited to his account. He received the answer "210.00." What happened to the balance of \$300 the government is now going to find out about.

### "Sloppy Bookkeeping Records"

"It is surprising how some show owners can tell from their records and bookkeeping systems whether they are losers or made money," continued the official who is thoroughly familiar with outdoor show business. "I remember having heard from circus people years ago that old man Wallace, of the Wallace show, carried a little black book in his hip pocket which was the entire bookkeeping system he had. Well, it seems to us that some show owners even today employ the same hip-pocket system. We realize that we cannot expect certified accountants as office men on smaller shows, but books and records should be kept clear and clean enough so that we can make head and tail out of them. Remember, the law requests that certain accounts and records must be kept in a way to make a check-up possible at any time and without any trouble."

### E. Liverpool Best So Far for Barnett

**EAST LIVERPOOL, O., April 30.**—Barnett Bros. Circus apparently has shaken off the poor weather, bad business jinx which had trailed it from the South here, only Ohio stop played so far this season. Show attracted nearly three-fourths house at matinee, mostly school children at a special 15-cent admission tie-up, and a slightly better house at night. Show again played under the Elks and it was the best day since opening at York, S. C., according to O. C. Cox, manager and operator of show.

Show has a very good program and is clicking under direction of Tommy Burns, equestrian director.

Mr. Cox informed The Billboard representative here that the show's itinerary out of here was rather indefinite, that routing was being done cautiously after careful survey of territory. Show did not fare near so well coming up thru West Virginia as a year ago, and Western Pennsylvania, where the Barnett show in recent years has played for weeks at a time, is in a bad way industrially and money is scarce, he said, with executives of the show anticipating that grosses in this territory will be much under last season. Much the same Pittsburgh district territory usually played by show has been contracted for next two weeks, after which it may switch to any section of the country where reports are more encouraging. Cox added.

### GOVERNMENT'S TAX

(Continued from page 3)  
intentions of some of the show managers.

### "Ask Collectors for Advice"

"The best advice we can give is ask revenue collectors for advice about doubtful questions in regard to the set when they come on the showgrounds for a check-up."

"However, from our reports it looks as if some showmen consider the revenue collector as public enemy No. 1. They do not seem to realize that the Treasury Department has not made the law, but has to enforce it. It will be well to remind show managers that revenue collectors have not only the right to inspect the books and records of a show, but also the right to question any employee, if employed by or an individual contractor on the show, in regard to Social Security Act questions. Instead of co-operation we find that employees are told to keep out of sight or to leave the grounds until the collector or investigator has gone and that everything is done to hamper the work of our men. That will have to stop, and stop quickly, if drastic measures are to be avoided. We are tired of the condition prevailing on a number of outdoor shows, and we are not going to stand for it. Either the showmen will come to their senses and do what is right or

it will be up to us to show them that they will have to do just that."

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### Report System Simplified

The official directed attention to the fact that the reporting of wages and tax payments has been considerably simplified by new regulations. The monthly tax returns and the six-month information return filed by employers for 1937 are not necessary any more. A new quarterly form, known as SS-1a, takes their place. The first return for January, February and March should have been filed with local collectors of internal revenue not later than today (April 30) to avoid a penalty. Other quarterly returns for 1938 on this form will be due on or before July 31, October 31 and January 31. Any collector has these new forms and will explain how to file reports correctly.

### Tickets Must Be Numbered

Another question of interest, especially to circuses, has been raised in the Treasury Department. This concerns admission tickets on which a federal admission tax is to be collected. The Billboard last fall published a very explicit order issued by the commissioner of internal revenue, but it is claimed by treasury officials that the outdoor show world is not paying any attention to these regulations. All tickets on which a federal admission tax is due must be numbered and cannot be resold at any time. Ticket numbers of tickets sold must be kept in the show office to allow a check-up. Circuses still using so-called "hard" tickets for general admission are advised to get an official ruling from revenue officials. Unofficially, it is learned that the unnumbered "hard" tickets are against treasury regulations, provided they are liable to federal admission taxes.

JOPLIN, Mo., April 30.—Jack E. Doherty, press agent-photographer, arrived here this week from Cuba and started work taking 200 "shots" of scenes at Henries Bros. Shows.

# CATERPILLAR FOR SALE

THIS RIDE HAS NEW TRACK, NEW JACK-STAND AND TUNNEL, UP AND OPERATING IN A-1 CONDITION. WILL TRADE FOR ELI NO. 5 FERRIS WHEEL OR OTHER RIDE. CAN BE SEEN AT NEWPORT, KY., WEEK MAY 2 TO 7; READING, O., MAY 9 TO 14.

J. F. DEHNERT, Mgr.

# GIRL IN THE GOLDFISH BOWL LENS - \$15.00

COMPLETE. Shipped Parcel Post with instructions and Diagram To Make Your Own Fishbowl, or We Can Furnish Complete. 15 New Ideas. Write for Free Literature.

STANCO STUDIOS, Pa.'s Theatre Bldg., Philadelphia, Pa.

# MILLER BROS. SHOWS WANT

Talkers for Shows. Free organized Minuted with band. Opening for Women Contests, all Legislative Commissions. Can use Ride Help, Indulger who. Use special attraction for Omaha Festival on street—10-day celebration. MILLER BROS. SHOWS, Emporia, Kan., this week.

# WORLD OF FUN SHOWS

WANT—Legitimate Commissions of all kinds. Fish Tank Shooting Gallery, Bowling Alley, Long Range Shooting Gallery, Spring Gun, or any other Legitimate Commissions. SHOWS—5 to 1 or 10 to 1. Snake Show, Illusion or any other money getting Show. Have been and soon to be in New York, Newark, N. J., and other cities. Tins-A-Whirl, Octopus, Caterpillar and Kiddy Ride, or will buy or lease same. Joe Anthony, End Hill, let me hear from you. North Yorkville, Va., this week. Directed to follow: Show Pennsylvania. Address all mail and wires to J. J. SYBLAR, North Towson, Va.

# WANTED

Rides of all kinds and Commissions. Permanent or short period. Cross Country Club between Joplin and Pittsburg, Kan. Address J. D. WINKLAND, Picher, Okla.

# WANTED

DOUBLE DRUMMER AT ONCE. For SAUB EXHIBITION SHOWS. Write AL KADEL, Hamburg and Nantuxka Sts., Baltimore, Md.

# Grimes Greater Shows

Palisades Park, N. J., May 2-May 9  
WANTED Grind Stores, Kiddie Ride, Shows.  
We Work Sunday

# WANTED

EXPERIENCED PAINTER for CONKLE'S SHOWS in Canada. One who can really produce can do well. Apply  
MRS. NORA RADTKE  
P. O. BOX 31, HAMILTON, ONTARIO.

# SUNSET AMUSEMENT CO.

Have complete new Frisco-Cos, Banners and all things for Dancers and Glee Clubs. West Joplin, Mo. Phone 1-1000. Streeting Alley, Medina, Mo. this week; Mendota, Mo. next.

# Robbins Bros.' Circus Gets Hearty Send-Off at Kokomo

**Matinee light but house three-fourths full at night—thousands greet parade**

KOKOMO, Ind., April 30.—Several thousand people gave the new Robbins Bros.' Circus a hearty sendoff here today when the show made its debut to the accompaniment of clear skies and chilly breezes. Business was only fair, a light house at the matinee and about three-quarters at night, but those who came were highly pleased with the performance and went away stinging its praises.

On the lot the show looked like a 25-car outfit. A beautiful spread of canvas, laid out in the old John Robinson style. Physical equipment splendid. Wardrobe is colorful and makes a great flash. Performance at night show ran remarkably well for a show that had not had a single rehearsal, and in a few days should be working smoothly. There is a lot of show, excellent talent, and the general opinion is that the Robbins Bros.' Circus is going to be a "money show" that will give its larger competitors something to shoot at.

Show arrived here in good time and the parade reached downtown about 11:30 and was greeted by thousands of people who thronged the line of march. Led by Emma Malcy and Cyse O'Dell on horseback and with many brightly painted and gold-leaved wagons in line, the parade was extremely colorful and beautiful, making a great flash. It is going to be a great asset to the show.

Joe Adkins, manager of the show, was in hand for the opening and well pleased with the way the show worked. The act, Argentine, produced by Rex de Roswell, with dances by Betty Jones, is truly. Full of color and beautifully staged. Big top is well lighted.

### Many Showmen Present

Many showmen were present and congratulated Manager Atkins on the splendid showing of both performance and physical equipment. Show opened for the matinee with absolutely no rehearsal, which naturally caused a rough performance, but the night show moved with speed and precision except for a few rough spots, which will be quickly ironed out. A big high-school rally in the afternoon undoubtedly kept many people away from the matinee. In addition the town is in the midst of a hot political fight and there were a number of political meetings Saturday night. In view of these handicaps the circus made an excellent showing.

### The Program

- Display 1—Inaugural pageant, *Le Argentina*, staged by Rex de Roswell; music arranged by Rodney Harris; wardrobe by Josephine McFarlan; dances by Betty Jones; electrical effects by Louis Scott; H. J. McFarlan, equestrian director. Done in Roswell's usual brilliant style, the spec was a pleasing pot-pourri of music, song and dance, colorfully costumed and nicely presented. Excellent vocals by Ella Harris, prima donna. The announcements by Milt Robbins, in both the spec and the show proper, were clear and distinct.
- Display 2—In Ring 1 the Velarde Trio, comedy acrobatic act in pantomime and gymnastics; Ring 2, fast comedy juggling by the Marcellis; Ring 3, the Nippon Troupe in characteristic Jap acrobatics.
- Display 3—Educated seals in Rings 1 and 2, presented by Albert Fleet and Richard Entley. The usual juggling, ladder-climbing, etc.
- Display 4—Aerial bars. The Alpine Brothers gave a pleasing performance of straight and comedy bar work.
- Display 5—Equilibristic number, Ring 1, the Oriental Wongs; Ring 2, the Karljos; Ring 3, the Aljos Troupe. Clever balancing feats.
- Display 6—Lady principal riding acts. Juanita Hobson, Rose Waiet and Georgia Sweet. Graceful and agile riders. Mrs. Hobson was particularly good in her spectacular fire jumps.
- Display 7—Parade of clowns on track in the usual tomfoolery.
- Display 8—Aerial numbers. In center ring the Great Moreens, double trapeze. In end rings Emma Wilson, Ella Harris, Jan Evans and Ida Voles; single traps.

On swinging trapeze Senorita Velosa and Armila Velarde, doing a specially announced heel catch. On the swinging ladders Marie Harding, Edna Sullivan, Doris Swisher, Jeanne Teeters, Ida Mills and Mabel McGrath. Altogether a highly entertaining display.

Display 9—High-pole acts in end rings.

Display 10—Elephants. The John Robinson troupe of elephants presented a series of entertaining tricks. Feature was elephant in center ring walking a plank and making front and hind-leg stands on the plank. Acts are paced more slowly than usual circus elephant acts. Result was a much better opportunity for the audience to appreciate the tricks and many favorable comments were heard.

Display 11—Clown band on track and in center ring.

Display 12—Wire acts. In center ring a clever bounding rope routine. In end rings Mexican tight and slack-wire artists.

Display 13—Mlle. O'Dell, aerial gymnast, in graceful and pleasing feats of strength and endurance.

Display 14—Center ring, an entertaining Liberty horse act, worked by John Smith, trainer, who skillfully put the equines thru their paces. In end rings educated ponies, worked by Clarence Canary and Frank Schmidt.

Display 15—Iron-jaw acts. The Sisters Rita, Sullivan Sisters and Tacoma Sisters.

Display 16—The Hobson Family of riders, seven people in a varied display of bareback riding skill that was nicely received. Herbert Hobson does some spectacular jump-ups and the entire troupe gives an excellent performance.

Display 17—Gymnastic exhibition. The Moreen Family in equilibristic balancing; the Toyama Troupe, difficult hand balancing, and the Arcadian Family, clever Riskey work.

Display 18—High-school horses. Robbins Bros.' Circus has some splendid stock and excellent riders, and the display of skill on the track was exceptionally good. Special feature was a high jump by Mrs. John Smith, whose mount cleared an unusually high hurdle with the greatest of ease. Riding the high-school horses were Jeanne Teeters, Ella Harris, Peggie Leonard, Jean Evans, Frances Gilbreath, Doris Parker, Ida Mills, Louise Swisher, Edna Sullivan, Marie Harding, Anita Velde, Juanita Lopez, Emma Malcy, Cyse O'Dell, Mabel Kline, Elsie Graham, Mabel McGrath, Alston Love and Shelby Bruce.

Display 19—Clown walkaround. Tooner-ville Ganda Dancers on parade.

Display 20—Flying acts. The Flying Thrillers and the Aerial Bebees. An excellent exhibition of flying.

Display 21—Finals: Races, Jockey race and riderless horse against jockey rider.

### The Concert

In the concert or after show Hoot Gibson and his band of cowboys and cowgirls gave an entertaining exhibition of trick and fancy riding, roping, bucking and shooting. In Gibson's troupe are Hal George, Maurice De Wilsie, Georgia Sweet, Ida Mills, T. P. Lewis, Frank Gilbert, Mrs. Frank Gilbert, Clarence Canary, Marie Harding, Billy Hammond, Mabel Kline, David Gilliam, Wild Bill Asal, Estelle Clark, Estelle Tatam, Edward Hornett, Billy Pickett, Earl Downing, Frank Gilbraith, Al Stevens and Miles City Joe.

### The Staff

Staff of show: Jess Adkins, manager; Fred H. Seymour, legal adjuster; Floyd King, general agent and traffic manager; Harry Harrel, treasurer; Al Bartley, secretary; Harlan Burkhardt, auditor; Stanley Dawson, superintendent of tickets; Harry McFarlan, equestrian director; Fred C. Kilgore, general contracting agent; Bernie Head, contracting press; Al Wilson and Raymond B. Dean, advance press agents; Arnold Maley, white wagon; Rodney Harris, bandmaster; H. J. Lawell, advertising agent; Harry Mills, banners; Mrs. H. J. McFarlan, wardrobe mistress; Charles Luckey, superintendent canvas; Leo Loranger, boss property man; Joe Wallace, superintendent ring stock; P. H. McGrath, trainmaster; Manny Malman, superintendent concessions; John Bolcourt, light superintendent; Charles Land, superintendent ushers; Clarence Adolph, lot superintendent; Bert Googins, com-

missary and dining care; Milt Carl, superintendent cockhouse; William Backall, manager Advertising Car No. 1; Artie Welch, manager Advertising Car No. 2; Pat Murphy, manager opposition brigades; Stanley Beall, manager distribution brigade; L. C. Gillette, checker-up; Frank Taggus and Elmer H. Jones, 24-hour men.

### Side Show

Milt Robbins is manager of the Side Show. P. O. Lowery has the band and Bill O'Day the canvas. Show has a nice line-up of attractions.

### Clown Alley

In Clown Alley are Happy Kellema, Leo Kerns, George Reid, Van Wells, Leo Smith, Melin Hinkle, Charles Graham, Stanley White, Freddie Freeman, Joe Yale, Art St. John, Bob Marks, George Healy, Herb Adair, John Misco, Joe Esposito, Bart Scully, Toots Engle, Frank Morris, Joe Consolvo, Sylvester Cain, Whitley Flanagan and Alex McBride.

The managerie, while not large, has a pleasing array of cage animals and elephants, including three baby bulls.

### Notes

Rex de Roswell and Betty Jones were down from Chicago to supervise the first showing of *Le Argentina*.

Billy Benter, performer and booking agent, is with the show temporarily, supervising some of the details.

Al Burroughs, of Chicago, caught the opening show and also rode in parade.

John Robinson IV and his mother came on from Cincinnati by auto, caught the first two shows and drove to the next stand, Minster, O.

Harry A. Atwell was on hand getting some picture shots.

William Sooper Sneed, to whom the boys have given the moniker "Band-box," drove down from Chicago to wish Jess Adkins luck.

In the Wild West announcement the announcer got a laugh when he credited Hoot Gibson with being an expert poker player when he meant to say "polo player."

LIMA, O., May 2.—Because of a crowded condition on the show train, John Robinson's Elephants are leaving Robbins Bros.' Circus here today and returning to their winter quarters at Terrace Park, O.



## Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, April 30.—Monday night's meeting attracted 51 members. First Vice-President Harry Hargraves presided, with Ross H. Davis, treasurer, and H. C. Rawlings being the other officers present.

Communications: President C. F. Zeiger lettered about the conditions in the territory his Zeiger United Shows have covered. Harry Seber wrote some interesting notes on matters pertaining to Cooklin's All-Canadian Show. He opined that he, with the new World's Fair Dancers, should have a big season. Joe Olney lettered that the Huggins West Coast Shows' opening at Spokane, Wash., was one of the biggest he had seen in years. M. Lee Barnes, of Foley & Burk Shows, lettered thanks for the beautiful good-will banner sent that show by the club. Louis Wald advised that he has joined Beckmann & Gerety Shows.

There were no important reports from standing committees. Recess for the weekly award and lion's head went to Bud White.

After recess the matter of sending out good-will banners, as yet undelivered, came up for discussion. In a few cases there was a bit of delay due to the fact that they were not completed in time to catch some of the openings. Others were not sent out because the club did not have the information as to the date and location of the openings. The banners have evoked many complimentary remarks and it appears that sending these banners instead of wires and flowers was a rather sensible thought.

Reports from the fields from chairman of membership committees are encouraging. All express the opinion that this will be a banner year in obtaining new members.

The selection of a chairman for the next annual Charity Banquet and Ball is a bit hard to decide, there being many who are qualified for that important assignment. President Zeiger and First

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Vice-President Harry Hargraves, however, are working on preliminary plans on the selection, and the appointee will be announced soon.

Organization seems to be the thing at this time. There is no reason why the vast horde of outdoor showmen should go along blindly in their business with no definite plans, aimlessly directing their efforts and with little or no success. Showmen's organizations have definite objectives and stand on their records of past achievements. If you are eligible the sensible idea is to think seriously over the matter of being in the distinctive class of showmen who are members of showmen's organizations. We want you here. The latchstring is out.

### Ladies' Auxiliary

President Peggy Forrestal presided over Monday night's meeting. Chaplain Mother Fisher, Secretary Ruby Kirkendall and Treasurer Inez Walsh were in their respective chairs. Invocation and salute to the flag, led by the chaplain, were given.

Members present included Minnie Fisher, Ethel Krug, Marie Morris, Minnie Vernon, Mrs. Burke, Pearl Jones, Rose Rossard, Josephine Foley, Edith Bullock, Ruby Kirkendall, Mora Bagby, Margaret Welch, Stella Linton, Anna Metcalf, Mabel Bennett, Jenny Rawlins, Vera Downie, Regina Pink, Etta Hayden, Alfreda Barnes, Blossom Robinson, Aetna Henry, Nettie Pauley, Inez Walsh, Martha Levine, Ester Carley, Stella Braks, Lallie Pepin and Peggy Forrestal.

Under communications was an Easter card from Sister Marie LeFors, of the White City Shows; also a heartening letter from Second Vice-President Marie Jessup, of the West Coast Amusement Co. She told of plans already under way to swell the auxiliary fund and interest new members. She and Edith Walcott pledged their loyal support and sent greetings and best wishes to all. Letter was enthusiastically applauded.

Sister Tilly Farmer was reported recovered from a recent illness, as was Sister Millie Dalbert.

Beautiful new desk and chair purchased last week was installed and added much to the clubroom. Its selection was highly praised.

Plans for the card party in the men's clubrooms April 28 were reported complete and a good time was promised all. Several ladies responded to the invitation of the president to speak on plans for the good of the order. Mora Bagby won the bank award.

After adjournment bingo was played and a delicious lunch served by Mother Fisher and Etta Hayden. Reported by Inez Walsh.



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JUNE 5-10-11, 1938.

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*Off My Chest*

Is a Newspaper Background a Requirement for Press Agents?

By LEONARD TRAUBE

OUR recent and current preoccupation with the subject called publicity and the practitioners thereof has brought an interesting letter from one of the nation's best known ballyhoosers and surgeons. His name is practically a household word in all of outdoor showdom and in many indoor parts.

Of course he wishes to remain anonymous—all conscientious p. a.'s interested in their craft do not seek personal publicity. It is incumbent upon the writer to respect this confidence and the man shall therefore be nameless. The cloak does not hurt the prestige of what we are about to quote. Readers have absolute assurance that the gentleman quoted has one of the best publicity averages over a period of many years. He is an ex-newspaper man, a colorful personality, a hard and thro' worker in his chosen field.

He writes: "Actual newspaper men do not have trouble with their copy when they become press agents, altho' not all good newspaper men are good planters. However, as long as some shows, fairs, circuses and other attractions pick up low-priced scrubs that try to crash newspapers with bunk copy, the stigma they create is going to be a shroud for the higher class pressmen.

"Boys working up from journalistic schools, warned against press agents and taught to know copy, but tho'roly unfamiliar with the show world, can be made or spoiled by their first contacts with press agents. I can name you 50 good press agents that leave newspapers sweet and I can name you 50 that leave them sour.

"What I am really trying to get at is that any show that puts out a press agent that has never worked on a paper and gained the proper experiences is not only sacrificing its own prestige but is a terrific detriment to every fair, carnival and show in the business.

"A few ingenious boys have come up

to be crack press relationship men without newspaper experience, but they are not writers—rather they are good idea men who peg features and can make contacts. There is no bunk in their make-up."

Many people will not go all the way with the nameless correspondent, whom they will call "nameless" and mean something else. It is agreed that p. a.'s with legitimate newspaper experience make better publicists, but it so happens that many press-relations men with little or no experience on a newspaper possess other attributes lacking in the two-way brethren, such as color, personality, imagination, resourcefulness and the like.

Yet it is my honest opinion, honestly arrived at, that the turnover boys generally shape up better. They may give off less presumed color and that thing called swing, but that may be because they've played on the other side of the street. Of course, it is also possible that the newspaper man p. a. becomes hardened by his former work, but that's another story. Personally, I'll take the p. a.'s vanilla with a dash of newspaperman lemon.

The subject is open to discussion, my lids.

**Seils-Sterling Opens at Aurora**

AURORA, Mo., April 30.—Seils-Sterling Circus opened here last Saturday under auspices of high school band. Program is under direction of Fred Ledgett, and among acts are Miller Family, Thresa Morales, Kit Kitchie, Rose Heller, Orval Lindermann, Tiger Bill Snyder and his two boys, Irene Ledgett, Will Walleit and wife and Nellie Schrader. Band is directed by Mac Heller. Show has gone back to the four-pole top instead of six-pole top which had been used for several years. Management has a new trailer light truck.

King Belle again is in charge of Side Show, which has 10 platforms. Kid show band of seven directed by Joe Higgers.

JEFERSON CITY, Mo., April 30.—The first circus here this season, Seils-Sterling, played to big crowds at matinee and evening performances April 28.

Equipment and performance appear to be greatly improved over last year. Such old equipment as hasn't been replaced has been renovated and show in general seems a bit better, making nice appearance and giving clean performance.

At Sedalia, Mo., where show went from here, it picked up Art Mix and his troupe of horsemen and Indians.

**ROUTES**

(Continued from page 23)

Pierce, Magellan; Westfield, N. J., 4; New Brunswick 5; Easton, Pa., 6; Wilkes-Barre 9; Nanticoke 10; Pottsville 11; Shamokin 12; Princess Ethna Show; Kerrville, Tex., 2-7; Hickox's Show; Roerika, Ga., 9-7; Miller 9-11; Hollinger 12-14.

Smith, Frank Show; Benton, Ky., 2-7; Valentine's Flyers; Clarksville, Tex., 2-7.

**CIRCUS AND WILD WEST**

James-Sells-Pietoc; Colfax, Calif., 3; Brock, Nev., 4; Sacramento, Calif., 5; Oakland 6-8; Marysville 9; Reading 10; Modford, Ore., 11; Roseburg 12; Salem 12; Marshfield 14; Eugene 15.

Code Bros.; South Bend, Ind., 3; Ft. Wayne 4; Muncie 5; Connersville 6; Indianapolis 7-9; La Fayette 9; Terre Haute 10; Anderson 11; Richmond 12; Hamilton, O., 13; Cincinnati 14-15.

Hagenbeck-Walker; Zanesville, O., 4; Xenonville 5; Warren, Pa., 6; Allegheny 7; Pittsburgh 9-12; Washington, D. C., 11; Parkersburg, W. Va., 12; Huntington 12; Beckley 14.

J.E. Henth Roden; Pittsburgh, Pa., 2-7.

Kelley, Al O., & Miller Bros.; Argonia, Kan., 3; Altma 4; Medicine Lodge 5; Isabel 6; Ocala 7.

McCoy, Tim, Wild West; Washington, D. C., 2-4; Baltimore, Md., 2-4; Wilmington, Del., 7; Reading, Pa., 8; Allentown 10; Williamsport 11; Williamsport 12; Altoona 12; Allegheny 14.

Mix, Tom; Holla, Mo., 9; Alton, Ill., 7; Belleville 8; Ocala 9.

Newark, E. Bros.; Chambersburg, Pa., 4; Carlisle 5.

Parker & Watts; Stockton, Kan., 5; Detroit 6; Minneapolis 6; Ashburn 9; Herington 7; Junction City 9; Clay Center 12.

Pulask Bros.; Cador d'Alton, Ida., 2-7.

Stingling Bros. and Barnum & Bailey; (Boston Garden) Boston, Mass., 2-7; Brooklyn, N. Y., 9-14.

Roehms Bros.; Marion, O., 3; Wooster 4; Akron 5; Youngstown 6; Salem 7; Dennison 8; Newark 9; Marietta 10; Cambridge 11; Wheeling, W. Va., 12; McKeesport, Pa., 13; Johnstown 14.

**CARNIVAL**

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo; (Nelson & Walker sta.) Atlanta, Ga. American Expto.; Charleston, W. Va.; Fairmont 9-14.

American United; Walla Walla, Wash. Anderson-Brader; Wichita, Kan.; Hutchinson 9-14.

Bach, O. J.; Newark, N. Y. Bailey's All-American; Do Bois, Pa.; Pottsville 9-14.

Barford's Cosmopolitan; Erie, Penn.; Kingsport 9-14.

Barford Bros.; (Cherry & Beaverdt sta.) Toledo, O.; Monroe, Mich., 9-14.

Bayinger; Carlisle, Pa. Beckmann & Gerry; St. Louis, Mo., 2-14.

Bee, P. H.; Frankfort, Ky. Billie Simon; Decatur, Ala. Birtz Am. Co.; Advance, Mo.; Lutesville 9-14.

Boswell, Fred C.; Beckley, W. Va. Bright Light Expto.; Washington, Pa.; Colburn 9-14.

Brooklyn Shows of Amer.; Newport, Ky. Brown Novelty; Cordite, Ga. Buck, O. C.; Kingston, N. Y. Buckeye State; New Albany, Mich.; Ripley 9-14.

Burdick Am. Co.; Bessemer City, N. C. Burdick's All-Terrist; Bryan, Tex. Dushay Am. Co.; Clinton, Mass. Evers & Beach; Streator, Ill. Campbell United; West Felser, S. C.; Piedmont 9-14.

Central States; Hastington, Kan. Collins & Wilson; Camden, N. J. Christ United; Mt. Vernon, O. Clark & Clark United; McDonald, Pa.; Dravestown 9-14.

Clepe's United; Johnston, W. Va. Colman Bros.; Hartford, Conn. Cooley, J. J.; Cambridge City, Ind. Cuts, Shows, M.L. Clements, Mich.; Royal Oak 9-14.

Crafts 20 Big; Bakersfield, Calif., 2-8; Visalia 10-15.

DeWent Am. Co.; Okla.; Shelby, N. G. Crowley's United; Lawrence, Kan. Crystal Expto.; Conover, N. C.; Statesville 9-14.

Cumberland Valley; South Pittsburg, Tenn. Cunningham's Expto.; McConnellsville, O. Curt, W. S.; London, O., 7-14.

Dick's Paramount; Ansonia, Conn. Dixie Palace; Owensboro, Ky. Dixie Expto.; Cullman, Ala.; Sheffield 9-14.

Douglas Greater; Seattle, Wash. Dunn, John H.; Aitkin, Ind.; Benton Harbor, Mich., 9-14.

Dyer's Greater; Walnut, Miss.; St. Marks, Fla., 9-14.

Elite Expto.; Augusta, Kan.; Eldorado 9-14.

Emley Bros.; Chester, Pa. Evergreen; De Queen, Ark. F. & M.; Everson, Pa. Fair at Home; South River, N. J., 2-14.

Fairly & Little; Belleville, Ill. Ficker's United; Jerseyville, Ill. Frier Greater; St. Paul, Minn., 7-14.

General Am.; Bonham, Tex.; Sherman 9-14.

Gibbs, W. A.; Mearns, Kan. Gold Medal; Shadygrove, Ind. Golden West; Fair, Ala., Calif. Gooding Greater; Dayton, O.; Lima 9-14.

Goodman Wonder; Muskegon, Oia.; Wichita, Kan., 9-14.

Great Superior; Marion, Ky. Greater United; Blackwell, Okla. Grull, Al C.; Bridgeport, Conn. Groves; Madison, Ill. Happy Arts; Cochenon, O. Haystack; Lincoln Park, Mich. Harris; Shelby, O.; Newark 9-14.

Hartback Bros.; Vermont, Ill., 7-14. Heart of America; Kansas-City, Mo. Heller's Arme; New Brunswick, N. J. Herks Bros.; (J. S. H. & Viet sta.) Milwaukee, Wis., 25-May 4.

Humbler Bros.; St. Louis, Mo. Hilderbrand's United; Marshfield, Ore.; Medford 9-14.

Hippodrome; Du Quoin, Ill. Hodge, Al O.; Columbus, Ind. Howard Bros.; Atlanta, O. Hurst, Bob; Garbage, Tex. Hyde, Eric B.; South Boston, Va. Ideal Expto.; Baltimore, Md. Imperial Grand Rapids; Mich. Isler United; Deater, Mo. Jones, Johnny J.; Evans; Cumberland, Md. Jordan; Peshaw, Mich. Joyland; Sacramento, Calif. Kaut Expto.; (Hamburg & Nanticoke sta.) Baltimore, Md. Kane, W. C.; Columbia, Pa. Keystone; Lehigh, Pa. King's Greater; Gary, Ind.; Hammond 9-14.

Landes, J. L.; Junction City, Kan.; Kansas City 9-14.

Lang's, Doc; Painesville; Iowa City, Ia.; Manchester 9-14.

*April—and No Foolin'!*

Who said "depression" or "recession"? Listen to this: The Billboard Circulation Department entered more subscriptions (paid in advance) during April than ANY other month in the history of The Billboard—and that dates back to 1894.

The circulation records (verified by Audit Bureau of Circulations) show 3,268 subscription orders entered in April.

More copies of The Billboard are being sold on news stands than last year.

More copies of The Billboard are being bought on outdoor shows than EVER BEFORE.

So what? Just this. The Billboard sales records prove that The Billboard MUST be a better paper—that more people are getting back into show business—that showfolk, optimists that they usually are, realize full well that the public wants and needs professional amusements, recession or no recession.

Largo: Oakland, Miss.  
 Leesport, Pa.; Harrisonburg, Va.; Front Royal 5-14.  
 Lewin, Art; Lynchburg, N. J.  
 Liberty National; Lexington, Ky.  
 Livingston: Coon Rapids, Ia.  
 Litchfield: Johns, Prichard, Okla.  
 Louisville: Kropp, Cookeville, Tenn.  
 Lyons: Frederick, Md.  
 Madison: Fulton, Ga.  
 Madison: Jackson, Mich.  
 Major Bros.: Emporia, Kan.  
 Major Amusement: Baton Rouge, La.; Kretz Springs 5-14.  
 Major Model: Pottstown, Pa.; Phoenixville 5-14.  
 Major: Athens, Tenn.; Knoxville 5-14.  
 Major Amusement: Manchester, N. H.  
 Major Exps.: Bremen, G.  
 Major City: Overt & Miller road; Detroit, Mich.; (Vernor Highway & Waterman) Detroit 5-14.  
 Major, C. W.; Cotton Valley, La.; Springhill 5-14.  
 Major: England; Poughkeepsie, N. Y.  
 Major: Northwestern (Michigan & Lovett ave.); Detroit 2-8; (W. Davison & Linton ave.); Detroit 5-12.  
 Major, J. S., Exps.; Johnson City, Tenn.; Appleton, Va. 5-14.  
 Major-American: Carbondale, Ill.  
 Major Am. Co.: Alexandria, La.  
 Major: Wallace, Ida.  
 Major: Hillsboro, Ill.; Shelbyville 5-14.  
 Major Exps.: Hagerstown, Pa., 7-14.  
 Major State: Mountaineer, Pa.  
 Major, R. D., Amusement: Asheville, N. C.; 5-14.  
 Major: West Point, Va.  
 Major: Mt. Pleasant, Tenn.  
 Major: Oakland; Hagerstown, Okla.  
 Major & Powell: Calhoun City, Miss.  
 Major: Hot Springs, N. C.  
 Major American: Atlanta, Ga.; Memphis, Tenn. 5-14.  
 Major Exps.: Franklin, Pa.  
 Major Midway: Mt. Vernon, Ill.  
 Major & Cherry: Champaign, Ill.; Decatur 5-14.  
 Major Ex Expo: Pratt, Kan.  
 Major Bros.: Van, Okla.; Stillwell 5-14.  
 Major Exps.: Center, Okla., 5-14.  
 Major Greater: Windsor, Ont., Can.  
 Major Bros.: Mims, Okla.  
 Major's Liberty: Olney, Ill.; Mattson 5-14.  
 Major, J. F.; Lebanon, Ky.  
 Major: Ogden, Utah.  
 Major: Hagerstown, Pa.  
 Major, Fred R.; Anderson, Mo.  
 Major Am. Co.: Bedalia, Md.; Marshall 5-14.  
 Major Longhorn: Clarksville, Tex.  
 Major, T. J.; Hobbs, N. M.; Carlisle 5-14.  
 Major: East Florida, Ill.  
 Major: John; Carthage, Mo.  
 Major E. S. Greater: Collinsville, Okla.  
 Major: Hagerstown; Elroy, O.; Lorain 5-14.  
 Major: Lakeview, Tex.  
 Major, W. O.; Pontiac, Mich.  
 Major: Hagerstown; Centralia, Ill.; St. Charles, Mo. 5-14.  
 Major, John R.; Humboldt, Tenn.  
 Major, M. R.; Dewaglas, Mich.  
 Major: Atlanta; Hagerstown & State, Brighton; Indianapolis, Ind.  
 Major: Hagerstown, Ill.; Waterloo, Ia., 5-14.  
 Major Coast Am. Co.: Clarkston, Wash., 5-8; 5-14.  
 Major: 19-19.  
 Major, W. E. Motivated: Olathe, Kan.  
 Major: New State; Austin, Tex.  
 Major: World's Wonder; Wilmington, Del.  
 Major Productions: Soudley, Pa., 7-14.  
 Major City: Callisto, Nev., 3-4.  
 Major, S. B.; Garber, Okla.  
 Major: Carnegie, Pa.; New Brighton 5-14.  
 Major of Fun: North Tazewell, Va.  
 Major of Fun: Alexandria, Va.  
 Major of Fun: Wash., N. H.  
 Major, Warren; Clay City, Ill.  
 Major Model: Medfield, Mass.  
 Major, C. F.; United; Trinidad, Colo.  
 Major Greater: Vincennes, Ind.; Washington 5-14.

## Spring, the Big Show, Is Coming

By KARL PFAUSE

That mistress of showmanship, Mother Nature's greatest show, Spring, is coming soon. I know, for yesterday I saw her general agent, Mr. Robin. He is in town now making the preliminary arrangements for the big show's three months' stay in our city. He reports that the contracting agent, Mr. Lark, will be here soon.

Next week the No. 1 car will arrive with its crew of warm sunshine rays. Each city street will be covered, as will the country routes. Every tree, every shrub, every lawn, every field will bear a verdant testimony to the big show's wonders. Each green bud will be a living herald and a growing banner, shouting to the world, "The Big Show is coming soon—wait for the big one."

Miss Wren will bring a full quota of press agents to aid her in her publicity efforts. Each bird will set up his own broadcasting station in some high place to sing to the awakening world of the coming attractions. The honey bee will begin a house-to-house canvass. She will visit each yard, front and back, and in an intimate way will buzz, "Don't miss the Big Show." Some of the agents will penetrate even the house itself. The fly and the mosquito, in their small way, will aid in informing the waiting world that Spring is coming.

The No. 2 car isn't long in arriving. Its crew of master painters will start work at dawn and with a lavish hand will begin to decorate the landscape with pictures of the magnificence to come. The cherry blossoms, the early blooming violets, the budding roses will all about the date, "It won't be long now."

A young couple hand in hand go wandering over green-covered hills and, finally, find a seat under the low-hung branches of a laden tree. As they look into each other's eyes they are unaware of the bird-song symphony or of the clownish antics of the frisky colts in the barnyard below them. They idly pick the fruit from the branches of nature's own self-service candy butcher and then sink back into the unconscious bliss of each other's presence.

What?  
 The Big Show?  
 Why, heck, it's here NOW.

### Model Builders' Activities

ST. JOSEPH, Mich., April 30.—Charles L. Stern, Austin, Minn., attended Shrine Circus at Minneapolis. Verne Pussell, Cedar Rapids, Ia., has joined Model Builders.

Harold U. Moore, Reading, Pa., has completed several more wagons for his model circus. Recently visited Frank R. Updegrave Jr., Boyertown, Pa., and saw his model circus, also visited Robert D. Good, Allentown, Pa. Updegrave recently visited Good. George B. Hubler, Dayton, O., has built several more wagons for his circus.

Charles H. Bennett, Berwyn, Ill., and John R. Shepard, Chicago, recently spent a day with George H. Graf, Peru, Ind.

## Milling Metropolitan Thousands Are Out for N. Y. Fair Preview

NEW YORK, May 2.—New York City sized up its 1939 World's Fair this week-end in a three-day preview celebration that brought hundreds of thousands of citizens to the 42 acres of the site open to inspection. So great was the crowd on Sunday that police were unable to estimate its size, altho experts stated that at one time 500,000 people were on the grounds.

Preview ceremonies officially started Friday night with a brilliant Ball of Tomorrow, sponsored by the society-minded Junior League. Paul White-man's Band played and a large delegation of New York's 400 danced and enjoyed themselves.

On Saturday a motorcade of several hundred motorized boats and a large army unit traversed Manhattan Island. Program was cancelled following arrival of motorcade at the fairgrounds. Theat-

**Now BIGGER + BETTER than Ever**

CONCESSIONAIRES!  
 Write Today for Your Copy of Our New 1938 Catalog.  
 250 Pages of Outstanding Up-to-the-Minute Values.

FLASH — COGN CAME ITEMS — CHROME WARE — CANES — PASTER — SLUM and NOVELTIES. — READY SOON —

**Continental PREMIUM MART**

3RD. + WELLS ST. MILWAUKEE, WIS.

### DIXIE EXPOSITION SHOWS WANT

For two of the Best Spots in Alabama: Cullman Elk's Strawberry Festival, this week; Gulf-Field Legion Convention, week May 9; then Tennessee, Kentucky and West Virginia. Guaranteed territory, as we know the spots. WANT Octopus Ride or Scooter, Grand Shows, Droms, Man to take charge of new Turn-Over Crazy Hoops, Legitimate Concessions. Diggers open. Long Range Gallery, Hoop-La, Photo, Cigarettes Gallery, Dumper. Ride Help come on. Ernest Hampton wants Agents. Address C. D. SCOTT.

### CELEBRATION SHOWS JASPER, INDIANA, THIS WEEK

Want good Shows. Want legitimate Concessions. Want Sign and Scenery Painter. Write or wire CELEBRATION SHOWS. All people knowing H. J. SMITH, Asst. Mgr., write.

Looked over Graf's many fine wagons and visited quarters at Peru and Rochester. Bert Backstein, Decatur, Ill., and Gordon M. Potter, St. Joseph, Mich., also visited Graf and saw his model wagons and went to Peru and Rochester quarters.

Walter W. Matthee, Long Beach, Calif., spent several days visiting the Barnes show. Charles E. Doelker, Harrisburg, Pa., visited Clarence E. Pfeiffer, Johnstown, Pa., and saw tableau wagons he is building.

Charles N. Sateja, Camden, N. J., has made a hand wagon, complete with musicians, for his circus, also a new hippo cage. Ralph H. Miller, Memphis, Tenn., has been working on many new items for his circus. Bennett has finished another cage for his H-W circus.

Kenneth Audibert, Littleton, N. H., had a picture showing himself and his model circus in an art exhibit at Washington, D. C. Had several circus features in a program at high school in his city. Those interested in the association should write Secretary-Treasurer John R. Shepard, 440 N. Parkside avenue, Chicago.

KOKOMO, Ind., April 30.—William M. Tucker, general manager Al O. Hodge Shows, announced here yesterday that he booked the Peerless Potters, flying and return presentation, as free attraction. This act recently returned from Europe and will appear twice nightly during the season.

BECKLEY, W. Va., April 30.—When Downie Bros.' Circus appeared here today an elephant was borrowed from the show for the Youth Week parade.

### Call! Call! GOLD STAR RANCH AMUSEMENT PARK

Open May 1, Sassafras, Ga.—7 Days Weekly  
 Write: Bill Brothers, 10000 1/2 Ave. S.W., Atlanta, Ga.  
 Weekly performances. Must be able to pay for shows. Outdoor Free Arts Club draw. "Weekly entertainment." Photo, Flower, Midget and Frank Shows. R. T. CARLYLE, Mgr.

### GET YOUR SUMMER BANK ROLL WITH US B & W GREATER SHOWS and B & W AMUSEMENT CO.

No. 1 Unit leaves May 4 on the same bill with The McCoy's Real Wild West Show, starting for 12 weeks in and around Baltimore under strong fraternal auspices.  
 No. 2 Unit is now playing the streets in Baltimore. We own and operate all our shows.  
 C.A.V. P.L.C. Shows: Core Gators, Photo and Shooting Gallery, Diggers, Frown Contard, Soules, Candy Show, Novelties, Ball Games, Fashioned, Hoop-La, Kettle Back, Cato, Gator, Grocery Wheel, High Roller and other legitimate Concessions. Write us today. Write or wire MACK WILLIAMS, Mgr. No. 1 Unit; BILL BROTHERS, Mgr. No. 2 Unit, 1035 S. Charles St., Baltimore, Md.

### WANTED

Old Show, Side Show, Gawk. Any others with own equipment. Concessions of all kinds, see Flat. Bill, Leon, F. H. JOHNS, YORK, Pa. Carthage, Mo., this week; Bolla, Mo., next. Paying only pay-off towns.

### WANT CIRCUS ACTS

With Own Transportation, For All New York Areas. State very broad. Open Indiana, April 12. Concessions all over. Offer any other legitimate Secretary-Treasurer. Mrs. Mae Newton shows. Use Royal Truck, Po Show, Monkey preferred. Play Concert. Ticket Sales, Side Show, Hierarchy Shows, Write O. R. EAKIN, English, Ind.

### Delevan Rumored Ill

LOS ANGELES, April 30.—Rumor in circulation here says Eddie Delevan, who has the front door on the Al O. Barnes-Sells-Photo Circus, has been very ill.

HARRISBURG, Pa., April 30.—If a pending ordinance passes city council a mercantile tax of \$200 would be levied against carnivals, circuses and menageries: \$100 against skating rinks; \$100 against theaters having more than 500 capacity, and \$50 against theaters having less than 500 capacity. Present ordinance taxes road shows \$100.

DONALDSONVILLE, La., April 30.—H. J. Young, secretary-manager of South Louisiana State Fair, announced here that he closed contracts with Ralph H. Miller for the midway. Miller Amusements will be the attraction, and event is to be held in October, Young further stated.

**RIALTO ASSORTMENT**  
 Extension, Elms, Hat, Assorted Colors, Wrapped in Colored Cellulose. Packed with Layers of Cellulose. No Gum. In Case, not wrapped in wax paper. Candy guaranteed to stand up in all weather. We do know what we advertise—no substituting.  
 4 Doz. to Carton.  
**DOZEN, \$1.20**  
**CARTON, 4.80**

25¢ Deposit with Order, Balance C. O. D.  
 Send for Free Illustrated Catalog.

**MARVEL CANDY CO., Inc.**  
 101-103 Wooster St. New York City

### BRIGHT LIGHT EXPOSITION SHOWS

CAN PLACE Shows, Hides and Concessions of all kinds. Good opening for Old Show. Write or wire via Western Union, JOHN GEOMA, Manager, Washington, Pa., this week; California, Pa., week May 8.

LEY—FRISK GREATER SHOWS—CALL  
 410 Grand Ave., N. Minneapolis, Minn.  
 ALL SHOWS accompanied with Free report of Winslow Quarters, 2100 Col. Ave., Minneapolis, on or before May 5. CONCESSIONS—Can use Pony Rides, Country Show, Hoop-La, Photo and other features. Concessions—50 BACKY. RIFLES—Can use one of our non-manufacturing Hides. WANT Photo Wood Foreman. Opening Colorado Fairgrounds, St. Paul, May 7.

A Real Red One, Come and Get Your Show. Circus Date in Baltimore. We have show locations facing Ringling Bros. Circus main entrance, starting Baltimore Mar 19, 24 and 31.  
 Want to buy from Shows and legitimate Concessions. Write or call. We own and operate our shows. Write or call for best prices. B & W AMUSEMENT CO., 1035 S. Charles St., Baltimore, Md.

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.

## PERCENTAGES

Critics of coin-operated amusement games like to tell how the percentage odds are stacked against the player, how the percentage may be changed, how little screws inside the machines do the trick, how the percentage of awards to the players is very low, and so on.

A Pittsburgh newspaper delivered the "master stroke" in this field not long ago by publishing on its front page a picture of the little mechanism that supposedly regulated the all-important matter of percentages.



WALTER W. HURD

Books have been written about the percentage odds in all games of chance, from racing bets to dice, and every now and then some publicity seeker gets into print by showing mathematically that "the odds are all against the player." Newspapers find it very profitable to publish the percentages on racing bets.

The most amusing thing about what the critics say of the odds in amusement games is that, if you read between the lines, they seem to want to tell the operator he should buy expensive machines, place and service them, all for the amusement of the public without any returns for himself. That amusement games form the basis of a definite business for professional operators, with buying risks, hard work, profits and losses just as any other business, does not seem to count with these critics.

What these critics never seem to consider is that this matter of percentages runs thru all business and thru life itself. In the coin machine business long experience has shown pretty well what percentages the operator can pay to the merchant, what awards can be paid to the player, and still make the machines a paying investment. That is just what happens in any other line of business.

We remind the critics of amusement games that business itself is a game of manipulating percentages. The merchant who gets a commission from the coin machines in his place of business changes prices on his goods so that a fair percentage of profit may show up at the end of the year. The operator must vary his percentage of awards to the player so as to attract players and at the same time have a margin of profit left.

The business of manipulating percentages runs thru the basic industries of the country. Amusement machines have turned mostly electrical in the last few years and all the machines taken the country over use considerable current. And there is a game of percentages in the electrical utilities. On the front page of The New York Times, April 25, 1938, is an item showing that rates for electric current in similar towns in New York State may vary as much as 358 per cent. It would be much easier to give good reasons why the operator must vary his award percentages on his games than to explain a variation of 358 per cent on electric rates in similar cities in the same State.

The manipulation of percentages in many lines of business affects the lives, happiness and daily bread of masses of the people, while the percentage of awards on amusement games is so trivial that one wonders why critics of the games

bother about it at all. As long as the New York and London stock exchanges continued to be the gambling centers of the world, the daily bread of millions of people depended upon the manipulation of percentages on these gambling boards. If anyone is inclined to weep over the variation of percentages in amusement games, he might better turn his attention to the human misery that has followed stock market gambling.

Even so necessary a thing as life insurance is a game of percentages, if you want to look at it that way. The mathematicians can produce figures to show that such a thing as life insurance is one of the biggest legalized rackets in the country—or they can produce figures to show that life insurance is a legitimate form of protection yielding a good percentage of profit to the insurance companies.

Likewise, figures can be produced to show that coin-operated games are "fixed" against the players, or figures can be presented to show that the games offer the player a legitimate amusement value for his money.

Big business plays the game of percentages for all it is worth. Rumors have it that the statisticians in a prominent university have figures on percentages that will astound the country once they are explained to the public. These statisticians have the figures to show that this game of percentages is ruining the country as fast as it can be ruined (much faster than coin machines can ruin it), if you want to look at it that way.

These statisticians have the figures to show that big business enterprises have been taking out, or draining off the highest percentage of profits the traffic will bear for the past several years. If the government dumps billions of dollars out to start trade again, these statisticians have the figures to show that business can drain off this surplus money in short order by raising the level of prices about 10 per cent. These statisticians also have the figures to show that if big business, instead of raising prices, would generally lower prices as little as 5 per cent, it would start business humming again. Thus, this game of percentages goes merrily on, while millions are out of work and many people are beginning to wonder whether the machine age is worth saving or not.

These comments on how the game of percentages runs thru all forms of business are given in order that reasonable people may base their thinking upon intelligent information.

The amusement games business is based on a system of percentages, it is true. It pays a percentage of earnings in commissions to merchants and owners of locations where the machines are placed. It pays a percentage in awards to the players, because all people who play games, whether it be bridge, golf or pinball, expect either a chance to make bets or to win some kind of an award. The operator of games knows that the more liberal in awards his games are the greater will be the patronage of his games. But in order to have a profit left for himself, he has learned that the percentages must be changed according to conditions, just as the merchant must vary prices, use loss leaders, change displays, etc., all for the purpose of inducing people to buy more goods.

The professional operator of coin machines has learned many things by experience and that is why he is able to continue in business. He employs the matter of percentages just as it is done in all other lines of business.

# NACOMM Announces Next Show At Stevens Hotel, December 12-15

(The following bulletin was released for publication by the National Association of Coin Machine Mfrs. on April 28, announcing the dates and other details of the next Coin Machine Show to be held under the auspices of this organization):

Arrangements were made this week by NACOMM to hold the next coin machine show in the Stevens Hotel, Chicago, the largest hotel in the world, and selected universally as the finest convention hotel. This marks another step ahead in the growth of the coin machine industry, which now finds it necessary to go to the world's largest hotel for suitable show accommodations.

Every consideration has been given to visiting operators, jobbers and distributors in formulating these new plans. Visiting coin machine men have complained that the coin machine shows have been held at the wrong time of the year, and that it would be more appropriate and convenient to hold the show some time in December. This request has been fulfilled by selecting the dates of December 12, 13, 14 and 15, 1938, for the next show. It has been reported by operators that merchants usually order their machines down just before the Christmas holidays to make room for Christmas merchandise and, therefore, it is a dull time of the year for them but an ideal time for them to transact their business with the manufacturers in Chicago at the annual show.

Another request that has flooded the offices of various manufacturers as well as NACOMM is the selection of the hotel. This request has also been fulfilled by NACOMM in the selection of the Stevens Hotel. With its 3,000 rooms, a visitor at the Stevens could sleep in a different room every night for eight years and still have 78 rooms left to sleep in.

### Fifth Annual Show

Celebrating the 5th anniversary year of NACOMM, the directors of this organization have decided to produce the most elaborate coin machine show ever held in the history of the industry. This, of course, takes in the elaborate banquet, which will be held in one room under one roof in the largest banquet hall in the world.

The Stevens Grand Ballroom, the largest and most beautiful of its kind in the world, is large enough to accommodate the enormous attendance at the coin machine banquet in a single room.

At the next coin machine banquet, a performance second to none will be produced. For the benefit of all visitors, the show will consist of the very best known talent available at the time. In fact, many surprises are in store already, which will make the banquet most outstanding.

Another feature will be the quality of the dinner served at the banquet. The committee in charge will outdo themselves to furnish the most delicious, delectable meal ever served. An outstanding swing band will furnish the music, and music it will be on this gala night celebrating the 5th anniversary of NACOMM and the inauguration of the growth of the coin machine industry in the selection of new, bigger and better quarters for the annual show. December 12, 13, 14 and 15, 1938, will be memorable in the coin machine business.

### New Show Manager

The growth of the coin machine industry, automobile industry, the steel business and any other progressive industry makes it necessary to seek the very best talent available to manage the show. It is a big job and many people must be satisfied. NACOMM has selected from the key convention managers of the United States, A. B. Coffman, who will have complete charge of the show management.

Mr. Coffman has managed the Automobile Service Industries Show for the past 19 years, as well as many others for 5 to 10 years or more, including the National Premium Exposition, the Atlantic Coast Premium Buyers' Exposition and shows for the aeronautical, confectionery, engraving and other industries. The Automotive Service Industries show is the largest booth show in America, with 1018 booths at the 1937 show held last December. Mr. Coffman is considered among hotel managers and other industries holding conventions to be the best fitted for this work of anybody in his line of business. Mr. Coffman is a man of many years of experience in operating shows successfully—has a pleasing personality and knows how to handle a show from start to finish without the least difficulty.

Arrangements have now been made with Mr. Coffman to spend the remainder of this year up until show time to build the biggest and finest coin machine show ever held in the history of the world.

Mr. Coffman will work under the direction of an experienced show committee of NACOMM members, headed by N. Marshall Seeburg, of J. P. Seeburg Corp., who has been chairman of the NACOMM show committees which have supervised the successful shows of the past four years, assisted by W. E. Bolen, of the Northwestern Corp.; J. E. Broyles, of the Rudolph Wurlitzer Co.; D. W. Donohue, of Mills Novelty Co.; E. Gebert, of Advance Machine Co.; R. E. Greene, of Howe Mfg. Co., Inc.; F. H. Parsons, of Buckley Mfg. Co.; David C. Rockolis, of Rock-Ola Mfg. Corp.; W. J. Ryan, of O. D. Jennings & Co.; T. M. Stoner, of Stoner Corp.; W. A. Tratch, of A. B. T. Mfg. Co., and F. H. Vogel, of the Columbus Vending Co. All members of NACOMM, as well as exhibitors, distributors, jobbers and operators will be asked to contribute their suggestions for making the next coin machine show the finest ever.

## Lieberman Reports Increased Sales

CHICAGO, April 30.—Encouraging notes are sounded from the offices of the Century Manufacturing Co. these days by Bud Lieberman, Century executive. He reports marked sales increase of Century's new penny vending machine during the past week.

"This definite upward surge in sales is due to a number of factors," he stated. "The first, of course, is the dependable vending service of candy, nuts, confections, charms, etc., day after day. This service is backed by a one-year unconditional guarantee of mechanical performance. Secondly, many operators who placed these new machines in various locations and under various operating conditions have been so firmly convinced of the possibilities of this machine that they are replacing entire routes with them. Thirdly, improved weather conditions have helped operators open many new outside spots in addition to making old ones more appealing. We could go on with 'reasons why,'" concludes Bud, "but we feel it would be boring. The fact remains that for greater profits operators are switching to the new Century penny vending

With successful operators,  
with men who know  
coin games the best—

## It's Keeney, 2 to 1

**KENTUCKY CLUB & SKILL CLUB**  
4-dial, 7-play console game with \$10 all cash top award

**1938 TRACK TIME & SKILL TIME**  
3-dial, 7-play console game with \$7 top award

**KEENEY'S DERBY CHAMP**  
7-play, 3-dial, 1-ball payout table. \$7 top award

**KEENEY'S FREE RACES**  
Legalized 5-ball pin game, now in its 11th production run

## J. H. KEENEY & COMPANY

NOT INC.

*"The House that Jack Built"*  
CHICAGO

machine—and that's the biggest 'reason why.'"

## City Councilmen Weigh Vender Tax

HARRISBURG, Pa., April 30.—Owners and operators of vending machines in this city were walking around with their fingers crossed this week. The reason is that an ordinance is now before city council to tax the owners and operators of vendors \$1 a year as a mercantile levy. At present there is no such tax on vending machines.

## Who Wants Vender A Bit Different?

"To the Editor: Can you suggest any vending machine manufacturer that you think might be interested in something a bit different in merchandise vending machines?—G. O., Ohio."

Editor's Note: We had to tell this Ohio reader that about all we could do would be to publish his letter and if any manufacturer of vending machines is interested in new ideas we will be glad to supply the address upon request.

## Popmatic Executive On Eastern Tour

ST. LOUIS, April 30.—Popmatic should begin to sprout up in many Eastern locations, according to officials of the Popmatic Manufacturing Co., for Walter Gummershimer, general sales manager of the firm, is now reported to be at the Hotel New Yorker in New York City on the first leg of a six-week tour of Eastern key cities. Gummershimer expects to procure a big stack of orders on this trip, for he believes Eastern ops are really "becoming Popmatic-conscious."

From New York Gummershimer will journey to Boston, Philadelphia, Buffalo, Baltimore, Birmingham, Providence, Hartford, Pittsburgh, Wilmington, Cleveland and many other cities. "On this trip Gummershimer will contact distributors

### BARGAINS

WIRE 1/3 IMMEDIATE SHIPMENT

12 Rotary Merchandisers	\$45.00
5 Rotary Vendors	
8 Pismo De Luxe Bells	
18 Clean Ray's Tracks	
5 Pismo Races—A-1	
14 Pismo Races (Over 3000)	.55 88.00
16 Brown Paces (Over 4500)	143.00

ALL SOLD SUBJECT TO MONEY-BACK GUARANTEE IF NOT ENTIRELY SATISFACTORY ON ARRIVAL.

Wire Your Best Offer on Fairgrounds, Engraving, Quinlan, AtterBons, Dentines, Bantails, Tracticons.

UNITED AMUSEMENT CO.

310 S. Alamo, San Antonio, Tex.

### BARGAIN LIST MAILED WEEKLY

SLOT MACHINES, ALL Makes and Sizes, Automatic Payouts, Novelty Games, Phonographs.

S. D. McC. Cig. Machines. We Buy, Sell and Exchange.

COIN-O-MATIC CO.

1022 Cathedral St., Baltimore, Md.

on the new deluxe model Popmatic popcorn machine," stated President Greenbaum. "If present orders are any indication of what we might expect from this trip it looks like we'll have to figure some way of getting in more than 24 hours in each day."

### Wrong Address

In the advertisement of Sanaphane, Inc. appearing on page 88 in the April 30 issue of *The Billboard*, the address of the New York office was listed incorrectly. It should have read 110 West 40th street, New York City.

## SPECIALS

SLOTS

50—Milly Blue Front, No. 10s	\$47.50
25s. Light Cabana	
50—Jewelry Chiefs, No. 10s	42.50
25s. Lax Serials	
25—Paso Comets, No. 10s	39.50
Late Serials	
5—Cavita Commanders, No. 10s	42.50
50—25c. Lax Serials	
5—Waltling Rotators, No. 10s	39.50
Late Serials	

All Slots Rebuilt and Reinspected. Factory Reconditioned Like New.

NEW DEUCES WILD

Newest Penny Counter Game.

\$27.50

Lots of 10—\$27.75

AUTOMATIC

Barley Day \$	37.50	Racing Form	\$ 20.50
Fishes	17.50	Leland, Tex.	32.50
Entry	104.50	River	39.50
Guinella	139.50	Evans Kono	37.50
Tops	22.50	Bang Tails	129.50
Tops Ltd.	22.50	Favella	100.50
Pooking	30.50	Club House	95.50
Quinlan	129.50	Ray's Track	99.50
Dark Horse	12.50	Exhibit Room	72.50
Dominola	39.50	Oleale	25.00
Fast Track	89.50		
Wines	22.50		
Turf Change	32.50		

5 Rotary Merchandisers . . \$67.50

PHONOGRAPHS

2—Wurlitzer P-20	\$ 34.50
Wurlitzer P-12	79.50
30—Wurlitzer 412s or 312s	404.50
2—Sanbury Selectophones	49.50
1—Milly Queen Master	44.50

Terms 1/3 With Order, Balance C. O. D.

AUTOMATIC AMUSEMENT CO.

1000 Pennsylvania St., Evansville, Ind.



**U-POP-IT**

EQUIPPED WITH A. B. T. SLUG REJECTOR

ELIMINATES ALL SLUG EVILS

GUARANTEED FOR A SOLID YEAR

A PRODUCT OF DAVAL

*The ONLY thoroughly perfected automatic corn popper and vendor*

**RANEL, INCORPORATED**

325 N. HOYNE AVE. • CHICAGO, ILL.

**MERCHANDISE MACHINES**

**Trading Post Is New Bulk Vender**

DETROIT, April 30.—A new type of selective candy or similar small bulk merchandise vender is being prepared for the market by the Henze Machine and Tool Co., of Detroit. This new product has been under development for a considerable period of time, and is expected to be ready for active sales, at least in this territory, within about three weeks.

The company is headed by Paul Henze, who has headquarters at 280 Harmon avenue, where all experimental work upon the machine has been done. The company itself has been building vending machines for several years, usually developing vendors for other companies, doing the development and styling at its own plant. In at least one case one of these machines became a national success, proving the sound experience in vending machine construction that is back of the present organization.

The new machine will be a four-unit selective-type vender, to be known as the Trading Post. It has attractive polished chrome case with glass compartments, and is furnished with an exceptionally neat name plate.

About a hundred of these machines have been on location in Detroit for several months, and the various problems—"bugs" to the trade—that inevitably occur on new machines have been ironed out, so that the machine is now ready for successful commercial operation.

The tools and dies for the actual line production of the Trading Post in quantity are being prepared now at the Henze plant, and the company will be ready to go into quantity manufacturing as soon as these are completed.

Distribution is now being handled thru the Michigan Vending Service, organized some months ago. Final sales plan has not been completed but will be announced shortly.

them into dollars and cents we were up the creek.

"Model D Sel-Mor," declares Bowen, "has a world of features that eliminate most of the grief operators experience. It is practically slug proof and tamper proof and is finished in heavy crinkled baked enamel and chromium. All inside working parts are heavily nickel-plated and are guaranteed against defects for a two-year period. We have had few complaints in the thousands of machines we have manufactured and sold during the past few years.

"We not only intend, but do give complete satisfaction," concluded Bowen. "We've taken the bugs out of coin vendors to cure those headache operators can get so easily. Model D Sel-Mor's triple modernistic base is fully covered by design patents. This is another precaution we have taken for the protection of our customers. We make our own styles and let the slugs fall where they may"

**Popmatic Built To Last, Claims Exec**

ST. LOUIS, April 30.—The Popmatic automatic pop-corn merchandising machine should last indefinitely," states George Delf, works manager and chief engineer of the Popmatic Mfg. Co.

Delf further stated: "The stetting process which is used on valve hooks and lifts of Diesel and Corlies engines is also included in the manufacture of the Popmatic machines. It is common knowledge that Diesel and Corlies engines not only operate smoothly, efficiently and economically but also last for extremely long periods of time.

"This stetting process is only one of the many modern processes by which Popmatic is built, and we emphasize this point because it clearly shows that neither time nor expense is spared in giving our customers the finest product that can be manufactured. Incidentally, the stellite material costs \$30 per pound," he concluded.

**Cadillac Vending Closes**

DETROIT, April 30.—Cadillac Vending Machine Co., manufacturer of a four-unit vending machine, has discontinued all operations, Tony Jacobs, who headed the company with Gattas Ammar, said this week. Plans for the company have been indefinite for some time, but dies and patterns have now been sold to a Chicago manufacturing organization, and the company finally liquidated.

**Theaters Making Change for Venders**

NEWARK, N. J., April 30.—Smaller theaters in this area have adopted a change-making system which is reported to be helping operators realize greater revenue from their merchandising machines. Large quantities of nickels are kept at the box office, one manager reports, and the cashiers are instructed to make change in nickels whenever possible. As a result the machines located in the lobbies of the theaters are reported to be realizing greater play.

The average theater owner claims to keep the merchandisers solely for the convenience they are to his patrons. It is understood that some of the smaller movie houses are realizing fine revenue from these machines. Some of the machines are reported to be serviced by the operators three and four times a week.

One operator reports that the public still has not become accustomed to the smaller bars of nationally advertised chocolates used in the machines, but they seem to accept them good-naturedly. Chocolate raisins and other candies seem to be the most popular.

**King of Mdrs. Is Popmatic Pledge**

ST. LOUIS, April 30.—The tools from which the new de luxe Popmatics are made are cut from Tungstite-Carbide, report officials of the firm. This material is the hardest and sturdiest known to the engineering profession, it is claimed, and costs \$800 a pound, which is practically twice as much as the present market value of gold.

"The use of Tungstite-Carbide in the cutting of our tools," stated R. E. Greenbaum, president of the firm, "is another example of how we use only best of materials obtainable in manufacture of Popmatic machines. We want to insure all our customers that they not only will obtain a unit that will make tremendous profits for them but also a unit that is built in such a manner that will last for many years to come. In keeping with this idea we have spared neither time nor expense in fulfilling our pledge to manufacture the king of automatic merchandisers."

**LOW PRICES ON USED CIGARETTE MACHINES**

THOROUGHLY RECONDITIONED FULLY GUARANTEED.

NATIONAL No. 2	\$ 3.50
NATIONAL No. 4	5.00
NATIONAL No. 5	5.00
NATIONAL No. 6	5.00
ADVANCE—4 Columns	7.50
MASTER—6 Columns	12.50
NOBREL—4 Columns	5.00
HOWE ARISTOCRAT—4 Columns	22.50
UNEEA-PAK—8 Columns, En- closed Stand	27.50
NATIONAL—No. 6-20	37.50

F. O. B. New York City.

Terms: 1/3 Cash, Balance C. O. D.

**HENRY WERTHEIMER**

331 Fourth Ave., New York, N. Y.

**PEANUT & GUM VENDING MACHINES**

NEW, DIRECT FROM FACTORY

Only \$2.40 and up

Over 60,000 Sold

Write for Full Information Today

5/8 Ball Gum at New Low Price.

**ROY TORR**

2047-A So. 68th St., Philadelphia, Pa.

**U-SELECT-IT**

Candy Bar Venders, 54 bar capacity, slug proof, tamper proof, 3 colors to choose from, precision built, absolutely selective, minimum space. Write for circulars and price.

**MILLER VENDING COMPANY**

615 Lyon St., Grand Rapids, Mich.

Michigan Distributor

\$200 Weekly Profit WITH EACH 2 IN 1 VENDOR YOU OPERATE

DAVE ROBBINS' STIMULATION PLAN DOES THE TRICK

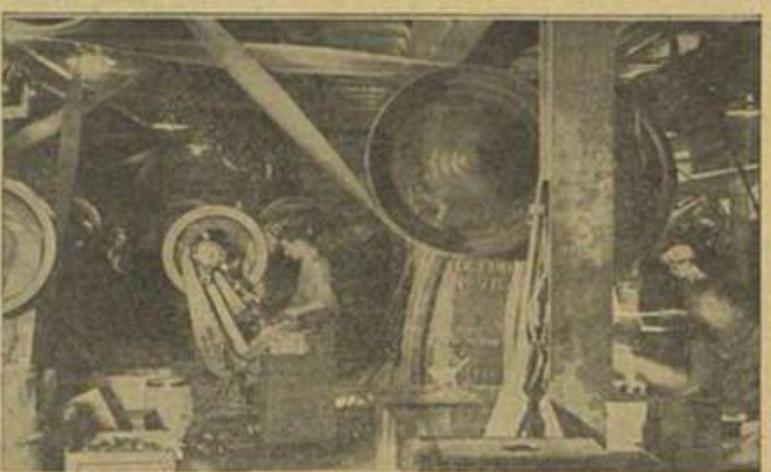
Write for details today

**D. ROBBINS & CO., MFRS.**

11416 DEKALB AVE., BROOKLYN, N. Y.

**Sel-Mor Vender in Full Production**

KANSAS CITY, Mo., April 30.—The Star Mfg. and Sales Co., Kansas City, reports full-scale production on the new 1-cent vender, Sel-Mor Model D. L. S. Bowen, Star's manager, states: "We have already received over 400 orders from foreign countries thru advertising in *The Billboard*, altho Model D has been on the market only a short time. In fact, the orders were of such varying languages that we had to call upon the foreign department of a local bank for translations. We could read the figures all right, but when it came to turning



HERE'S ONE OF THE POWERFUL PUNCH PRESSES used in the production of the Popmatic automatic pop corn vending machine.

**NUT VENDOR**

5¢ Coins Money FOR YOU!

HUGE DEMAND BY MERCHANTS

MARKET DRUG STORES, TAVERNS, BARS, RESTAURANTS, CLUBS, CIGAR STORES, WAYSIDE STANDS.

Establish a permanent paying business in your community with **Coastline**. Millions of dollars spent monthly for 5¢ nuts and candies. Merit stands eager to put **Coastline** fresh displays on their counters. They pay only for the **Coastline** cost of merchandise. You keep **Coastline** filled—and collect your regular **WEEKLY INCOME!** Start today! rights protect your growing business. Write **COASTLINE BROS.**

1016-1528 Sunnyside Ave., Dept. 88, Chicago, Ill.

**PERFECT PAC ASSORTMENT**

FOR VENDING MACHINES . . . \$1.25

New! Exclusive! **PERFECT-PAC** contains 250 Chances, Novelties, Includes Editions, Jewelry Charms, Flags of Nations, All Birds, Dogs, Gamblers, Novelty Displays, Soured Charms. Order TODAY!

COLONIAL SALES & NOVELTY CO. 2901 Wayne, Kansas City, Mo.

**CHARMS** Not the Ordinary But an Extraordinary Assortment.

Gross Assorted \$1.00 As Low as 75c Gross. All Best Grade Charms—No Metal.

IDEAL SALES, INC. 1510 Market St. St. Louis, Mo.

### Co-Operation

By W. R. GREINER

Northwestern Corp., Morris, Ill.

"We must all hang together or assuredly we shall all hang separately." So said Benjamin Franklin on July 4, 1776, but those words are just as true today. Show me the business, large or small, which is not kept thriving by the co-operation of all concerned.

Take the bulk vending industry for example. From the time a machine enters the assembly line until it is on location there is one round of co-operation—manufacturer, distributor, operator and location owner all do their part to keep the wheels of the bulk vending industry turning smoothly and profitably. The success of one means the success of the other; likewise when one partner falls down everyone suffers.

#### Consider Others

The operator who has designs of really going places in this field should mind well this business of co-operating. Carry on your work in a manner which would be pleasing to all concerned. Keep in close contact with your distributor, for he can give you helpful hints on operating and excellent advice in situations which may be puzzling to one not so familiar with the field. Show the location owner you're a regular guy. Keep your machine sparkling and filled with fresh, inviting merchandise. Make him

realize that the most profitable spot in his establishment is right where your machine is located.

Treat your brother operator as you want to be treated. Stick to the unwritten laws of bulk operating. Don't try to beat him out of a location by offering higher commission which is completely out of line with the bulk vender. Too late you'll realize you were only cutting your own throat. Don't sell machines to location. If they will not have a vender on a commission basis you're not their man.

Put your confidence in the manufacturer of your equipment. He has constructed the machines to the best of his ability, and should you have some slight difficulty with a particular machine take the matter up with him directly, don't go around voicing complaints to those who can't do anything about it.

So take heed. Remember you are a member of a large organization which owes its success to the individuals who compose it. Your efforts will mean bigger profits for you and better business for the entire industry.

### Stewart & McGuire Buy Out Vendrink

DETROIT, April 30.—Stewart & McGuire, Inc., vending machine distributor with offices in New York and Detroit, has taken over the Vendrink Corp., manufacturer of a vending machine under the name of Vendrink. The entire plant has been transferred to Long Island City, N. Y., where Stewart & McGuire, Inc., will continue the manufacture of the machine. The machine is for vending any kind of drink, altho it is being made primarily for Coca-Cola, which is in the greatest demand. The customer inserts a nickel and out comes a paper cup filled with a full size drink. Each drink is individually carbonated and electrically cooled. The first display of the machine in Detroit is expected to take place shortly as the machines are now en route.

The drink costs 1.8 cents, including the syrup and the cup, commission usually given the location owner is 1 cent, which leaves the operator 3.2 cents profit on every drink.

### New Angle Seen In Service Field

DETROIT, April 30.—An important but little known field for vending machine operation is typified in the field of service machines manufactured and distributed by the Swansdown Sanitary Garment Co., Inc. This company, located in Detroit, merchandises its products on a national basis.

Machines distributed by this company are placed on location solely in ladies' restrooms and similar locations and prove a steady source of revenue.

Because of the unusual nature of the service this type of machine is ordinarily distributed directly to the building or industrial operator, rather than to a coin machine operator. As far as reported no operators in the trade sense are specializing in this field despite the examples of steady business to be found in other types of washroom service machines, as the Nik-o-Lok, whose franchise for several States has been operated for many years by Frederick E. Turner.

### Appliances Placed By Detroit Firm

DETROIT, April 30.—Eimer Bower, manager of the meter division of Hurley Machine Division (Electric Household Utilities Corp.), reports business in its field as being good and quite consistent. Company places coin-operated washing machines and ironers on a percentage basis.

Mr. Bower states while there have been quite a number of changes in users by reason of removal of tenants and new tenants coming into apartments, the decrease has not been more than 8 per cent below the normal expectancy.

Willard Lapham is in charge of the wholesale division of the branch here. Several of the new 1938 models have been placed on locations. These have white tubs and all safety wringers. This new wringer carries the approval of the Underwriters Laboratories, and the first wringer to be approved by them, according to Mr. Bower.



### LOOK AT THESE FEATURES!

★ POSITIVE SLUG REJECTOR

The same drop type as used on the best cigarette merchandisers. 95% slugproof.

★ AUTOMATIC HEAT CONTROL

Corn cannot possibly burn as heat is automatically shut off at high temperatures.

★ AUTOMATIC POP-CORN RELEASE

Popped corn will automatically trip into delivery chute even if purchaser walks away from machine.

★ POPS CORN IN LESS TIME

Tests have revealed that the POPMATIC pops a brimming bagful of popcorn in less time than any similar machine on market.

★ AIR CONDITIONING

Insures crisp, mammoth grains.

★ GLASS ENCLOSED POPPING UNIT

Prevents leakage and makes cleaning easy.

★ ACCURATE SEASONING—Compound Levelling System

Insures owner that the right amount of seasoning compound is always in compound compartment. Also insures a clean, healthful popcorn aroma and definitely eliminates unsavory oil odors.

★ SIMPLIFIED, DEPENDABLE OPERATION

★ SANITARY CORN CHUTE AUTOMATICALLY CLOSED WHEN NOT IN USE

★ SUPERIOR CONSTRUCTION THROUGHOUT

Neither time nor expense has been spared to produce the finest popcorn merchandiser money can buy.

★ PRICED LOW

The selling price of the new POPMATIC is extremely low when compared with its high earning power and excellent construction.

★ 100% LEGAL

When you operate POPMATICS you are in an automatic merchandising business and will not have any trouble whatsoever from legal sources.

★ 4 YEARS IN THE MAKING

It has taken over 4 years of research and development to bring the new POPMATIC to its high degree of perfection. That is why we say FIRST AND BEST.

★ REQUIRES ONLY TWO PHYSICAL OPERATIONS.

The POPMATIC is 100% more efficient than any other similar machine on the market.

★ FULLY PATENTED.

### READY FOR IMMEDIATE DELIVERY

Hundreds already on location! A very few days after you place your order your POPMATIC machines are on location, ready for business. That's the moment your income begins! DON'T DELAY ANOTHER DAY! ACT AT ONCE! PHONE—WIRE—OR WRITE FOR COMPLETE DETAILS AND PRICES.

By all means obtain a demonstration at your distributor's show rooms.

# POPMATIC MANUFACTURING CO.

5147 NATURAL BRIDGE AVE.  
ST. LOUIS ++ MISSOURI

### UNIVERSAL VENDORS

THE FINEST TOY AND BULK MERCHANDISER OF ITS KIND. INTRODUCTORY PRICE!

Cash \$6.95 With Order Vends Everything

★ MASTER Merchandiser For Bigger Profits. 1¢ Single, \$6.00. 1¢ and 2¢ Cans—\$11.00

★ PEANUT AND GUM VENDING MACHINES NEW FROM FACTORY. \$2.40 UP

Write for further information. Cash with all orders less than \$10.00.



RAKE COIN MACHINE COMPANY, 1815 Woodland Ave., Philadelphia, Pa.

### PROVEN Money Makers!



Be an independent operator. Place Tom Thumb Vendors in stores, waiting rooms, taverns, restaurants, bars—where you know Tom Thumb vendors candy, peanuts, gum, juice, paper tobacco. Why get rich on penny gum. Make Tom Thumb operators more independent. Start small, grow big, have a chain of your own. Tom Thumb works while you're away. You keep key, collect your profits daily. Handmade, compact Tom Thumb sets in where ordinary vendors are shut out. Magnificent "Tobacco" - Yale "Tobacco" - back. Available—get set the credit. (Tom Thumb) be kid-back. Money-back guarantee products you while you grow the trade. Write today for inside story of chain operation, full details of your own business opportunity. Many good openings now open. Don't wait. Write today. FILDING MFG. CO., Dept. 19, Jackson, Mich.

### IRON STANDS

FOR ALL TYPES OF VENDING MACHINES, INCLUDING FLANGES FOR STEWART & MCGUIRE MACHINES. AT NEW, LOW PRICES!! WRITE FOR PRICE LIST TODAY!!

SUNFLOWER VENDING MACHINE CORP. 558 W. 183rd ST., NEW YORK

### "TRINKETS"

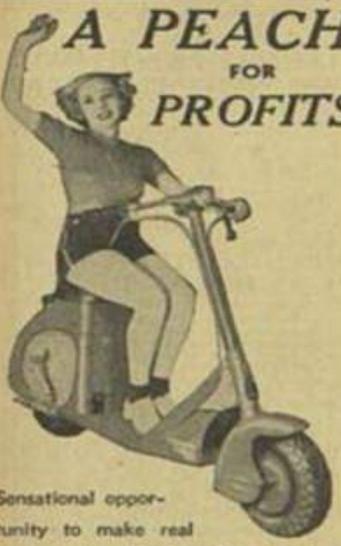
FOR YOUR VENDING MACHINES. New, original, beautiful. Very large assortment. Increase the play 100%.

225 Pieces — \$1.00

1350 Pieces — \$5.00

M. T. DANIELS 1025-1027 University Ave., WICHITA, KAN.

## A PEACH FOR PROFITS



Sensational opportunity to make real profits with MOTO-SCOOT. Dealers and concessionaires everywhere are "cashing in" renting and selling. Rents just like a bicycle. Take advantage NOW, and write or wire immediately for special dealership offer.



209 So. Western Ave., CHICAGO

# cigarette merchandisers' association

Address Communications to The Billboard, 1564 Broadway, N. Y. C.

**CIGARET** price maneuvering is still a bit indefinite in spite of the fact that the New York tax deadline has passed. Philip Morris & Co., usually the first to show co-operation with retailers, refused to absorb the tax on the grounds it would encourage similar taxation in other cities since it took away the responsibility of the consumer paying the tax. . . . The American Cigarette and Cigar Co. announced it would absorb the tax on Pall Mall, and P. Lorillard announced a similar policy for its new brand, Dieties, altho they will not absorb the tax on their other brands including Old Golds. . . . Axton-Pfizer dodged direct reference to the tax by announcing a general price readjustment on their Spud brand. The previous allowance of 25 cents per thousand on Spuds has been suspended in favor of a general allowance of 10 per cent. In other words, each 1,000 Spuds will be billed as \$90. . . . Brown & Williamson have not, and probably will not, announce a price change. . . . The big three, of course, are taking an independent attitude and definitely will not absorb the tax.

Taxation is the newest of our obstacles in the path to profit and success. For weeks now we seem to have pushed petty suspicions and grievances into the background, all of us anxious about the taxation problem.

Well, it has happened. And it's my opinion that whether it be taxation, high commissions, bonuses or non-member competition—any or all of these difficulties can be overcome if we will only brush aside those of our complaints which are minor, those of our difficulties which are relatively too unimportant to interfere with a broad program of progress.

Personal grievances, petty slights, whether they are real or imagined, small individual problems can well afford to be sacrificed if in our fight against major obstacles we can attain harmony.—Will R. Golden.

There are few associations that have the esprit de corps of the CMA of New Jersey. Just by way of citing how much they recognize the rights of the minority the meeting of April 12 was held in Trenton, N. J., even the journeying there was a great inconvenience to the majority of the members. Seventy-five per cent of the members were on hand, 500. . . . Another interesting sidelight of this meeting was President Malkin's institution of a "good welfare period." The idea of this period was to secure expressions of opinion from members who previously had more or less sat on the sidelines during the discussions. The president told those who usually lead the discussions that their opinions were not wanted and to keep still while the "listeners" had their inning. The result was that for more than an hour the "quiet" members gave voice to their opinions and the group sat up and took notice of the interesting and constructive criticism that these discussions brought forth.

Undaunted by the success of the First Annual Banquet and the Exhibit of the Evolution of the Cigarette Merchandising Machine, which the Cigarette Merchandisers' Association of New Jersey just concluded, the association is forging ahead on its new program of progress in New Jersey. It has appointed a ways and means committee, whose purpose is to seek and maintain the complete co-operation of the manufacturers of cigaret machines to the end that stabilization in the industry insofar as New Jersey is concerned may be hastily attained.

An organization meeting of Cigarette Merchandisers' Association of Massachusetts was held on January 13, 1938. The meeting was addressed by Mr. Stein. The members wanted to know why the Jersey association was so successful, and Mr. Stein told them that his organization was patterned after the Cigarette Merchandisers' Association of New York. They therefore decided to engage a paid manager. Eighteen members were present, which represented 90 per cent of the operators in that State. A. Sharenov was elected president. They will pattern their association after that of New York.

The association movement was also started in Baltimore, Md.; Aurora, Ill.; and Milwaukee, Wis. Any assistance they wish will be gladly furnished by the New York and New Jersey associations. . . . J. Goldenberg is president of the Ohio association.

## Times Change

—By SANAPHANE, Inc.

Times change. Old taboos are forgotten. What was yesterday talked about behind closed doors and in hushed whispers is today given fullest publicity without shocking anybody. Thus the U. S. Public Health Service, together with other forward-looking institutions, is today spending millions to make the public familiar with the dangers of social diseases and allied infections. Newspapers and magazines are contributing millions of dollars' worth of space in this crusade to make the public recognize the dangers of innocently catching disease, and to point out important safeguards.

Thus, free publicity on an unprecedented national scale is creating a public interest and receptivity for any products that vending machine operators may purvey which will decrease the danger of toilet-room infection.

We offer Sanaphane, a self-disposing seat cover of fine tissue, as the obvious answer to the vending machine operator's prayer. The cover is so arranged that the flushing action carries away the entire cover. The cabinets take up small floor space, are handsomely finished in a beautiful brown crackle effect, and it will enhance the attractiveness of the most modern restroom.

Most locations welcome a service such as this, since it means a saving in supplies now used by many buildings. As 90 per cent of the patrons of public restrooms are inveterate "nesters," con-

sistent sales can be made at a good profit almost anywhere.

To better facilitate the handling of Eastern business, Sanaphane, Inc., has recently opened a New York office at 110 West 40th street, which will be under the direct supervision of William Novack. The home office of the firm is at 3423 Franklin avenue, St. Paul, Minn.

## CMMA Meeting

CHICAGO, April 30.—The officers and directors of the Coin Machine Manufacturers' Association held an enthusiastic meeting at their headquarters, Suite 323 and 324, at the Hotel Sherman here, on Wednesday evening, April 27.

A unanimous decision was reached to continue the active drive for membership. What was said to be an important step was the decision to make arrangements whereby operators could have annual membership privileges at an extremely low fee.

H. W. (Dick) Hood was elected as vice-president. The resignation of J. H. Keeney as vice-president was also accepted with regrets.

## Grenner Appoints New Distributor

NEW YORK, April 30.—Bob Grenner, of the Mechanical Sales Corp., announced the appointment of a new distributor this week for the new perfume vender known to the trade as the Perfume Bar.

"The States of Ohio and Michigan will be handled by the Champion Vending Co., of Detroit," Grenner stated. "This firm is headed by two well-known experts in the vending machine trade, Louis and Philip Berman. They are enthusiastic over the potentialities of the Perfume Bar and believe that it will become one of the leading merchandisers in their territory. This firm expects to make immediate contact with leading ops in their territory and are also formulating plans for presenting this machine to ops in outlying territories," he concluded.

## Charms Score With Ops

LANSDOWNE, Pa., April 30.—According to officials of the Candy Crafters, Inc., the assortment of charms they are offering at this time are proving to be quite popular with bulk vender operators. "This assortment contains 144 different items," they explain, "and that means no two pieces are alike in each assortment. For many years our firm has been popular with members of the vending trade as a manufacturer of bulk vending and specialty candies. We cater to operators," they concluded, "and maintain jobbing outlets in various parts of the country to give our customers the best service at all times."

## Robbins Buys Cig Machines

BROOKLYN, April 30.—Dave Robbins, of D. Robbins & Co., has just purchased a large stock lot of Howe Aristocrat cigaret machines. He purchased the machines at a reasonable price and claims he is passing the bargain along to operators. Machines have staggered coin slots and a capacity of 150 packs.

**FOR VENDING MACHINES**

## HARD SHELL—

CANDIES

- Boston Baked Beans
- Smooth Burnt Peanuts
- Fruit Dibs
- Black & White Licorice Dibs
- Rainbow Peanuts
- Dainty Cup Eggs
- Licorice Petites
- Mint Patties

**PANS DE LUXE ASSORTMENT**

200 Charms—40 Varieties.  
No lead—No junk.

(Fill in Coupon for Price List.)

PAN CONFECTION FACTORY  
(Incorporated Candy Co.)  
345 W. Erie St.,  
Chicago, Ill.

Customers: Please send no full particulars and samples of your Hard Shell Candies.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

10th Floor, 144 West 57th St., N. Y. C.

## The NEW STREAMLINED SEL-MOR DeLuxe

ABSOLUTELY GUARANTEED AGAINST DEFECTIVE PARTS FOR 5 YEARS

\$7.25 SAMPLE

Write for Quantity Prices

The Best and Most Complete Vender at HALF THE PRICE! Rich Machine, lowest amount and Cheapest. 50¢. Capacity, ready CHARM CONFECTION perfectly. Discard your old-fashioned vendors, go Modern with SEL-MOR!



GREAT STATES MANUFACTURING CO.

1601-09 East 39th St., Kansas City, Mo.

## A Real Buy!—ROE 15c

ARISTOCRAT CIGARETTE VENDORS

SLUG PROOF COIN SLOT

8 Columns Capacity 150 Packs Vends Book Matches Automatically

PRICE—\$27.50

Lots of \$ 225 Each Metal Floor Stand \$3.00

Furnished with 200 Coin Slits at \$2.00 Extra. Mechanism and Finish GUARANTEED Like New. Terms: 1/3 with Order, Bal. C.O.D.



D. ROBBINS & CO. 1141-B DEKALB ST. BROOKLYN, N.Y.

## WHY HAVE WE SOLD MORE DE LUXE CHARM PACKS THAN ANY 5 OTHER JOBBERS IN THE U. S. A. COMBINED?

LEARN WHY—MAIL 75c TODAY FOR SAMPLE GROSS CHARMS POSTPAID TO YOUR DOOR!

# EASTERN

350 MULBERRY ST. NEWARK, N. J.

# THE COIN CHUTE LEAGUE

INVESTMENT • CONVENIENCE • EMPLOYMENT • CHARITY

Address THE COIN CHUTE LEAGUE, 404 Woods Building, Chicago, Ill.

### Greater Needs

The *New York Times*, April 19, 1938, explains how the needs of private charitable agencies are constantly increasing, as follows:

"Private social welfare and health agencies in New York City spend about \$60,000,000 annually. From various sources, including capital funds, they receive about \$60,000,000 a year. They must depend on annual contributions for the remaining \$25,000,000. These contributions have fallen off as the needs for social services have increased, so that an additional \$10,000,000 will no more than keep the services solvent. This money will go to approved organizations to care for the sick, at home and in hospitals, and to provide health education and advice; for family welfare and emergency relief; for the care of children and old people; for vocational adjustment in the cases of young people and handicapped adults; for recreational facilities, and for study and research.

"There are many reasons why these services cannot all be rendered by public agencies. The private agency fills in gaps, can dispense with red tape and can meet pressing human needs which no relief law, however ingeniously drawn, could cover. Private agencies, such as the Greater New York Fund will help, as expressions of the spirit of the good neighbor. This will be something worth bearing in mind next month. We will be giving, in form, to institutions, but in reality to people in trouble."

A similar story could be told of every other city and town, where members of the coin-operated machine trade live and work and make their contributions to local charities. The need for private charities increases in all cities and towns, regardless of size.

### Community Chests

Community Chests have provided some sort of systematic way of contributing to charitable agencies in many cities. Members of the coin-operated machine trade contribute in their respective cities to the general fund. The head organization, Community Chests and Councils, Inc. (New York City) reveals that during the recent community fund campaigns, 9,000,000 donations were made to private agencies thru Community Chests in 467 cities. These gifts, it is said, reached a total of \$43,500,000. Since the World War donors in the nation have given a total of \$1,200,000,000 to the Community Chest funds.

The comparatively new profession of social work is becoming an important factor in all public and private charities in recent years. Walter S. Oiford, head of the Charity Organization Society in New York, says that trained social workers who can recognize facts and conditions affecting people in need are just as essential in the field of charity as trained engineers in industrial fields.

### Eyes for the Blind

Since the possibility of contributing to the blind was made known a year or so ago the coin machine industry has shown more interest in those who have lost their sight.

The Chicago *Evening American* recently made an editorial appeal for the blind, as follows:

"This is Be Kind to Animals Week and the plea gains significance in the story of the first Seeing Eye dog, now starting a 11th year of serving her master, a blind founder of the organization which has furnished 350 sturdily trained dogs to fortunate blind persons, 12 of them in Chicago.

"Even as the man and his dog celebrated their 10th anniversary by a visit to the Seeing Eye office here, the dog, again saved her master's life. A car, skidding out of control, bore down upon them at Adams and Wabash.

"The dog jumped backward to safety, saving her master to do likewise, and the auto missed them by inches.

"Grateful as you are that the fortunate down here have their dog companions to give them sight, what of Chicago's other 8,000 blind? The Chicago city council has passed an ordinance limiting use of white canes with red bases to blind or partially blind persons.

It has provided fines of \$1 to \$100 for motorists and others who fail to give the right of way to bearers of such canes.

"Every blind person in the city can obtain one of the canes, furnished without charge by the Lions' Club, by applying to a police station. The rest of us can do no less than lend a helping hand when we meet a blind person carrying one of the canes."

### Mrs. Roosevelt Records

The voice of Mrs. Franklin D. Roosevelt was added to "the library of talking books for sightless readers" recently when she read from the first chapter of her book, "This Is My Story," for the American Foundation for the Blind. The Foundation asks as many authors as possible to make at least one record of books they have written. Then professional readers complete the recordings.

Several agencies for the aid of the blind can use old phonograph records for making these "talking books" and are always glad to receive gifts of such records.

## Plenty Experience Behind Abbott Work

CHICAGO, April 30.—Altho the Abbott Sales Co. is in name a new company, yet in experience it is an old one, for that experience is made up of over 20 years of slot machine work—over 20 years of reconditioning and rebuilding slots so that they may again be put into steady profitable use. It is reported, "All work done by the Abbott Sales Co. is done by experts, by factory-trained slot machine men," state officials of the firm.

"In addition to offering coinmen the service of rebuilding and reconditioning slot machines, we carry in stock a complete line of used slot machines—machines that have been rebuilt and carry the Abbott guarantee of quality workmanship and dependable performance," they concluded.

## Jungle Is Name Of Genco's Latest

CHICAGO, April 30.—The Genco, Inc., plant this week introduced another new novelty game to the coin machine trade. This newest game is titled *Jungle* and, according to Meyer Gensburg, Genco official, is appropriately named, for "it incorporates all the weird fascination and interest of the jungle, even to the backboard and playing-field decoration and action.

"Jungle is the most beautiful novelty game you've seen in years," he stated. "Actual jungle scenes decorate the playing field. The player's score is indicated on the light rack, where 100 points are recorded for each bumper hit; 1,000 points when the ball rolls over one of the 1,000 switches. The player is rewarded for achieving certain high scores, and as a double appeal awards are doubled if the jungle picture in the back rack is completely lighted up.

"When a player steps up to the game the center back rack is mirrored. When a ball rolls between one of the six pairs of bumper springs in the playing field a corresponding section of the *Jungle* picture will be illuminated on the transparent completely mirrored surface. There are six sections to the picture, so in order to light up the picture completely the balls must roll between every pair of bumpers. It is possible to complete the picture with just two of the five balls. This feature will keep the player's interest at high pitch at all times.

"While we now offer coinmen a brand-new idea in a coin game on which they may capitalize, our latest success, *Gay Time*, is going greater than ever," Gensburg went on. "Each day sees more and more orders arrive for this outstanding high-score novelty game—the game that incorporates both the bumper spring and kicker progressive scoring systems. Operators throughout the country express their enthusiasm for this powerful profit earner, not only in the unusually large number of orders they are placing for it but in their many comments as well.

## N. Y. City Cig Tax Regulations

Regulations relating to the local law imposing a tax on the sale of cigars in the city of New York as applied to cigaret vending machines.

### Permits

A permit in the form of a disc approved by the comptroller and required for each cigaret vending machine. Such permit disc will be furnished by the treasurer and must be affixed to the inside glass on the face of the vending machine in such a manner as not to cover the federal stamp. In no event should the glass in front of a vending machine be transferred from one machine to another, nor may a disc permit be transferred from the glass of one machine to the glass of another. The disc permit is evidence of the licensing of a specific machine at a specified location and is issued to the person named in the application only.

When a machine is removed from one location to another the vending machine owner or operator must notify the treasurer of such a change and make application for a new permit. A statement must be submitted to the treasurer, showing that the old permit was removed and destroyed. When a disc has not been obtained for a vending machine the treasurer reserves the right to seal such machine promptly. The seal may not be broken without the treasurer's permission. In the case of temporary stands or other places where cigars are sold for a limited time, permits must be secured for the term of business, and when business is discontinued the permit must be surrendered to the treasurer.

### Purchase of Stamps

Stamps are to be paid for by currency, money order or certified check, week days from 9 a.m. to 3 p.m.; Saturdays from 9 a.m. to 12 noon, at the office of the city collector, Room 100, Municipal Building, New York City. Checks, drafts or money orders must be made payable to the city collector. The treasurer, in his discretion, may permit the purchaser of stamps to pay for such stamps within 30 days after date of purchase, provided a surety bond satisfactory to the treasurer is filed with him. All persons are prohibited from transferring, selling, lending or borrowing stamps.

### Use of Metering Machines

The treasurer, in addition to the sale of stamps, may permit agents to stamp packages of cigars by means of a metering machine to be approved by the treasurer. The right to use such metering machine is restricted solely to agents who sell cigars at retail directly to the consumer. Payment of tax shall be made either in cash at the time the meter is set or on 30 days' credit on the same terms as above.

## Bally Game Starts 3-Day Marblethon

CHICAGO, April 30.—"With apologies to Hippy," says Archie Berger, "you can believe it or not, but I recently saw with my own eyes what I'm positive is the longest continuous marble-game session on record—a dignified elderly gentleman who played Bally's *Alderly* from Friday morning until 1 a.m. Saturday, stopping only to grab a sandwich two or three times during the day; then back on the job at 9 a.m. Saturday until 1 a.m. Sunday, and from about noon Sunday to 1 a.m. Monday."

Berger is field assistant to Jack Fitzgibbons, Eastern regional distributor for Bally Mfg. Co. "Naturally I didn't spend all day watching him," Archie explained, "but he was there every time I came into the spot—which was the drug store in the hotel where I live—and the clerks told me he practically never got more than a few feet away from the game. The operator tells me he is going to install a Bally *Reserve* in the spot, and I suggested it would then be necessary to furnish a cot for the old gentleman."

And that players are enthused over *Gay Time* does not need to be told by them, for the operators' reports of earnings and orders for games speak for themselves.

## 500 BRAND NEW 3-WAY DE LUXE GRIP TESTERS FOR IMMEDIATE DELIVERY

JOBBER AND OPERATORS WIRE YOUR ORDERS



USED PIN GAMES		Each
1 Pacific Phantom, S. U., like new		\$17.50
1 Palooka Jr., S. U., perfect		20.00
2 Tuff Cheater, S. U., perfect		25.00
1 Mills Post Time, S. U.		20.00
1 Bally Club House, S. U.		30.00
1 Western Deputy, S. U., like new		25.00
1 Bally Krazy, S. U.		27.50
1 Storer's Air Race		17.50
3 Red 21, perfect		3.00
1 Bally Classic, S. U.		17.50
3 Bally Bulls Eye, S. U.		27.50
1 Mills 1-2-3, like new, S. U.		30.00
1 Goldfish, Hershey's, F. & G. F.		25.00
1 Palace Rummage, S. U.		25.00
1 A1 Star Gun Multiple, S. U., like new		30.00
2 Mills McGee, milky check, perfect		20.00
2 Bally Carsons, S. U., perfect		16.50
2 Mills Big Race, S. U.		30.00
1 Gostfried Derby Ray, ticket model		35.00
2 Bluebird, ticket model		25.00
1 David Bad Silver		15.00
6 Jennings Deluxe Sportsman, perfect, cash pay		27.50
4 Miss America, like new, cash pay		25.00
2 Arlington, cash pay, like new		22.50
5 Peaches, cash pay, like new		30.00
1 Royal Race, cash pay, perfect		15.00
1 Macintosh, cash pay		15.00
1 Gallopino Domino, cash pay, perfect, original model		35.00
PHONOGRAPHES		16 rec. brand new
2 Bally-Ola Rhythm Master, 16 rec. brand new		\$175.00
2 Gabal Jr. Multitraction selection		27.50
2 Seeburg Symphonio-A		30.00
2 Bally-Ola Night Clubs, perfect		22.50
2 Gabal Jr. Six, not multitractor		22.50
6 Bally-Ola 12 Record Multitractor, perfect		60.00

**MAY'S TRACKS**  
 Ray's Tracks, brand new, 50 cash model, direct from factory... \$107.50  
 De Ol. Six, direct from factory... 70.00  
 Se Tr. Mod., direct from factory... 175.00  
 4 Ray's Tracks, slightly used, for check correspondence, serials 2547-4501-4416-4571... 75.00  
 We have available for delivery Bally's *Millwheel*, *Reserve*, *Kalbitz's Tuff Time*, *Paul Bennett's Double Wild* and others. All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order. All used machines are offered subject to prior sale. Write and ask us to put you on our mailing list. These prices effective May 7, 1938.  
**MOSELEY VEND. MACH. EX. Inc.**  
 60 Royal St., Richmond, Va.  
 Day Phone 3-4511 Night Phone 5-5222

## SELLING-OUT 357 Rebuilt Slot Machines

Mills Blue Fronts, 50 Play	\$ 41.50
Mills Blue Fronts, 10c Play	42.50
Mills Blue Fronts, 25c Play	43.50
Jennings Chiefs, 5c and 10c Play	39.50
Walling Nak-A-Tops, 10c and 25c Play	39.50
Four Royal Twin Consoles, 5c and 10c Play, Brand New	185.50
Four Royal Twin Consoles, 5c and 10c Play, Used two weeks	149.50
Four Conets, 5c and 10c Play	34.50
Columbia Slots	33.50
Jennings Little Ducks, 1c Play	14.50

Terms: 1/3 Deposit with Order, Balance C.O.D.  
**IMMEDIATE DELIVERY — Every Machine Guaranteed Mechanically Perfect.**

## OHIO SPECIALTY CO.

(Plenty of Stock at Edder Office)  
 715 E. Broadway, Louisville, Ky.  
 129 W. Central Parkway, Cincinnati, O.



**SLUG REJECTOR**  
 Patented Check and Check Separator give extra protection. Individual checks available for each operator—no added income required! See your Jobber or write  
**A. DALVIN CO.**  
 4311-13 Ravenswood Ave., Chicago.

## Cooper Plans To Modernize Phonos

CHICAGO, April 30.—Larry L. Cooper, distributor of parts for Wurlitzer phonographs in the Central States, has announced the opening of new offices at 3420 South Parkway, Chicago. The firm will bear the name of Chicago Simplex Distributing Co. Since the opening of the new offices Cooper states that everything has been humming with activity.

At the same time Cooper also announced a "simple, inexpensive idea for modernizing various models of Wurlitzer phonographs which is proving to be a big success from every standpoint." He said that every operator who has investigated the new replacement unit has been very enthusiastic about the way it improves the appearance of the machines and drags in the nickels.

"This new idea consists of an attractive grille for the front of the machine," Cooper explained, "which is made of Lucite bars, thru which color in run and reflected from a back plate of Apollo mirror metal, giving a weird and beautiful lighting effect. The installation of such a unit gives any model Wurlitzer exactly the same lighting as the new 1938 models at a very low installation cost. The unit is adaptable to all Wurlitzers, but particularly models 412, P-13 and 400."

Cooper has traveled over the United States for six years as service engineer for the Wurlitzer firm and is said to be well equipped to conduct this new business enterprise. His wide knowledge and acquaintance with music operators' needs enables him to offer special services. He invites operators of the Central States to visit the firm.

## Liked Editorial On Commissions

To the Editor: I take pleasure in congratulating you for your splendid and well-written editorial, "Commissions," in the issue of April 23. You have made a complete exposition of facts concerning phonograph operators and location owners.

"Every location owner indeed is taking advantage in trying to see how far he can go in squeezing higher commissions out of the operator. The operator, as a matter of prudence, takes the word of the location owner and gives away part of his commission just to avoid changing his machines from one location to another. The operator after all, besides his investment, risks, service costs, etc., has to stand for any kind of extortion."

"I know locations where the latest model phonographs have been delivered against a guarantee of \$4 per week. The location gets the cash-box key. The result is that the location gets (1) a new-model instrument; (2) it adds to the attractiveness of his place; (3) increases his income, and (4) all money over \$4 per week goes into the location owner's pocket."

"The only safety is a music operators' association, which is in embryo as yet. Such an organization could put a stop to this painful system of doing business, which in the long run is very detrimental to the operator.—F. M. Co., Chicago."



## "Cry, Baby" Takes Air Leads; "Memory," "Gold Mine" Thru

By DANIEL RICHMAN

NEW YORK, April 30.—Cry, Baby, Cry is fully living up to its expectations, climbing this week into the top air spot and bowing in as a best seller. Like its predecessor from the same writers and publisher, I Double Dare You, it has shot into the higher brackets in a short time. It hasn't reached the limit of its possibilities as a hit either, and now that what seemed to be a couple of perennials on the sheet sale list have given up the struggle, thereby leaving room for younger ditties, look for Baby to make full use of that opportunity. If you don't grab it quick you will be losing plenty of nickels.

Thanks for the Memory and Gold Mine in the Sky are finally thru as important songs, and it won't pay to keep them on the turntables any longer. There are too many up-and-coming tunes that people want to hear to allow these die-hards to take up space in the machines. The same applies to numbers which, altho traveling in fast company, have shown that the public's attitude is only lukewarm. Tunes like Some Day My Prince Will Come, At a Perfume

Counter and Let's Sail to Dreamland, which break into the big time only because certain sections of the country go for them, fall into this category.

Concentrate instead on songs like Something Tells Me, So Little Time; Joseph, Joseph, and Where Have We Met Before?, which, altho far from big, have risen steadily on the air waves to a point where they can be rightly classified as potential winners. You Couldn't Be Cuter and Bewildered have also proved themselves in this direction. Do more than watch these tunes climb; have them around right now.

It may be a bit early to do any predicting, but The Girl in the Bonnet of Blue looks very good. It hits the networks for the first time this week and the song is slated for plenty of heavy plugging. You'd better go out and stock it immediately, for it was one of the biggest hits of the winter in Europe, and nobody can forget how well Red Sails in the Sunset; Dinner for One, Please, James and other European numbers did here. By next week Bonnet of Blue may be a must on every operator's list.

Don't Be That Way is continuing its march to the top this week and, altho it doesn't appear likely that it will ever be a Ti-Pi-Tin, you should have it on hand now. Benny Goodman has another one due to make its debut soon, Lullaby in Rhythm, and it might be a good idea to hold on to it if it comes your way. There's no hurry, tho, right at the moment.

Altho there's no sheet music call for it, and the number of radio plugs is nothing to write home about, it is advisable to stock up on some of the newsworthy versions of old Scotch tunes, principally Loch Lomond, if you haven't done so already. People have been listening to and hearing about this craze for Scotch ewing and there should be enough demand to make it worth your while to have one or two of these recordings on tap. In addition to Loch Lomond, they may be interested in getting an earful now and then of the new streamlined Annie Laurie.

A good one to have around in case a few beers make the crowd nostalgic and mellow is The Old Apple Tree. It's popular enough to merit machine consideration anyway and it's the kind of tune the boys can sing along with, both of which rate it attention.

### Record Buying Guide

#### Going Strong—Keep 'Em Around

- Ti-Pi-Tin
- Please Be Kind
- Love Walked In
- Heigh Ho
- On the Sentimental Side
- Goodnight, Angel

#### On Way Up—Better Stock Them

- Cry, Baby, Cry
- So Little Time
- The Girl in the Bonnet of Blue
- Where Have We Met Before?
- You Couldn't Be Cuter
- Bewildered

#### On Way Down—Not Worth Pushing

- Thanks for the Memory
- There's a Gold Mine in the Sky
- Toy Trumpet
- One Song
- Moon of Manakoora
- I Can Dream, Can't I?

## Rock-Ola Op Tests New Type Location

CHICAGO, April 30.—An outlet just being established for Rock-Ola phonographs is beauty shops, according to A. M. Weinand, of the phonograph division of the firm, who has just been in the East on a business trip. He reports that one of Rock-Ola's aggressive operators is placing phonographs in certain beauty shops in New York City. "To date 14 phonographs have been installed in shops along this operator's route, with six in immediate prospect as soon as the new-model phonographs can be shipped to the operator from the factory," Weinand stated.

"Women enjoy the music while they wait a few moments for their appointment and afterwards while they are having their beauty work done," he continued. In one establishment the phonograph is placed in the reception room near the cashier's desk. A patron may send her request for a popular number to the desk and the cashier will play the machine. She keeps a record of the customer's requests, then when the customer pays her bill she also pays for the playing of her request numbers. The volume of the phonograph can be controlled so that the music can be heard even above the whine of the driers, according to the operator, and still not be too loud for those who are not sitting under them.

"The experiment is working out with surprising results, this operator tells me," he continued. "The phonographs in the shops are being played nearly all the time from 9 a.m. until 9 p.m., which means a sizable profit for both the operator and the shop proprietor at the end of a week."

"One shop owner felt that the phonograph music stepped up the efficiency of her own workers. The girls didn't chat so much because both the customer and the beauty operator listened to the music and naturally they speeded up their work. Business was increased in another spot because customers stayed longer and were unconsciously more susceptible to sales suggestions for additional beauty work. Another shop owner said that she set the phonograph near her large display window, and not only did people stand outside and watch but her customers, too, clustered around the machine to watch the record-changing mechanism. The music could be heard outside the shop, and the owner said it drew new customers into the establishment," he concluded.

## Graham Sees Hope In Music Business

DETROIT, April 30.—"Conditions in the music business today are dormant, but not hopeless," Harry Graham, general manager of the Marquette Music Co., said this week. As head of the largest and oldest operating company in the territory—30 years in business, with 1,000 machines now on location—he is

## Sheet-Music Leaders

(Week Ending April 30)

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

Position	Last Wk. This Wk.
1	1. Ti-Pi-Tin
3	2. Love Walked In
2	3. Heigh Ho
4	4. Please Be Kind
6	5. Whistle While You Work
5	6. Goodnight, Angel
7	7. On the Sentimental Side
9	8. I Love To Whistle
11	9. You're an Education
..	10. Always and Always
8	11. The Old Apple Tree
..	12. Cry, Baby, Cry
..	13. Moon of Manakoora
12	14. Some Day My Prince Will Come
14	15. At a Perfume Counter



PHILADELPHIA MUSIC OPERATORS ENJOY BANQUET given by Sam Kressburg, of East Coast Phono Distributors, Inc., at the Hollywood Cabaret, Philadelphia, April 7, 1938.

in an excellent position to value the possibilities of the immediate future. While not exactly optimistic, Graham's realistic analysis of conditions is one of the soundest presented in the trade in some time.

"If the man with money will co-operate with labor, good business for all can result," he said—referring to the Roosevelt-Ford conference of last week.

"U. S. Steel's quarterly report shows a drop of 22 per cent—largely because there is little demand for autos, and Detroit is still practically a one-industry town.

"This condition directly affects the music business, so that volume is off 65 per cent from a year ago. It is unfair, however, to make comparison with the 'Big Depression' of 1932. There are today 3,000 more locations for music machines in Detroit than we had then because that was in the days of Prohibition. However, this present depression, in terms of loss in net earnings per machine, is the worst I have seen in 14 years in business.

"The small merchant or operator buying on time payments must have a reserve of capital today to get along. This reserve must be used for payments on new machines, which the earnings today will not cover.

"I am more firmly sold on the Wurlitzer policy, announced the first of the year, of curtailing production 40 per cent, than ever before. This works out perfectly in contacting operators. Of course, this is not a normal condition and I look for conditions to 'break' in the next 90 days. We believe we have the finest phonograph on the American market and that it will be the first to net a real profit."

### Distrib Suggests Price Remedies

"To the Editor: It is with pleasure that I have read your comments on used phonograph prices and trade-ins.

"Several months ago while I was employed by a large manufacturer of phonographs it was noticeable that if something was not done by the manufacturer to make some concession to the operator for his used equipment, the saturation point would soon be reached, or the operator would be as dead broke as last year's bird nest.

"Before entering the coin machine field I was employed by one of the largest manufacturers of office equipment in the country. While I was there a situation arose which made it evident that the saturation point in that field was fast being reached. At the suggestion of their managers, this firm formed a separate company for the sole purpose of disposing of their second-hand equipment after it had been put in first-class condition. Even competitive equipment was handled by this separate firm. Business houses looking for cheaper equipment could buy from this firm at a saving which still enabled the equipment to be disposed of at a profit. Often we were in direct competition with the parent firm, but it was a matter of who was the best salesman, a letter or a personal call, as they did not have salesmen.

"It was proposed by the writer to this large manufacturer of phonographs that some allowance be made on every machine for which they traded. This allowance to be figured on the resale value of the machine after it was overhauled



W. C. MOSSBARGER, Wurlitzer district manager for Minnesota, and I. Alpert (right), prominent Wurlitzer op of Duluth, talk things over.

and reconditioned. By doing this (if they all did it) the manufacturer could make arrangements to form a separate company to take these machines, rebuild them with parts purchased from the original manufacturer of these phonographs. The cost of running such a place would be based on the number of phonographs sent in by each manufacturer. Such a shop would completely rebuild these machines. An operator who wished to purchase a rebuilt phonograph for a location which would not permit putting out money for a new machine could buy a rebuilt from the rebuilding company.

"What arrangement would be nicer! An operator who wants new machines gets them for his old ones, and the small operator who wants rebuilt machines can get what he wants at a price he is able to pay. This rebuilt stuff would be cash-on-the-barrel-head and there would not be a vault full of 'paper.'

"I do not know of a kindred line which does not make some sort of arrangement for trade-ins. Typewriters, cash registers, sewing machines, refrigerators, stoves, adding machines, and a long list of other products can be bought on the trade-in plan. Some day the automobile manufacturers will adopt a plan similar to the one I've outlined, and it will create new jobs for the unemployed and give an outlet for factory rebuilt equipment.—MAW, Atlanta, Ga."

### McCormick Foresees Big Phono Season

GREENVILLE, N. C., April 30.—From the phono men he has contacted during the past few weeks L. B. (Mac) McCormick, head of the McCormick Machine Co., states opinion is that this season is going to be a profitable one for all operators of phonographs.

"There has been a decided pick-up in optimism among phono ops at this time," he stated. "Many leaders in the music field have told us that they are making arrangements to place more machines in roadside stands and other places of summer amusement than ever before. Every spot they have approached seems to welcome them with open arms. Location owners seem to appreciate the value of coin-operated phones as far as increasing their receipts is concerned and want to have them on hand thruout the summer months.

"Due to this demand for phonographs, many of the necessities which we are manufacturing are in greater demand. The orders we receive for phono covers, and especially to reprint needles, are a pretty accurate barometer of conditions within the phono field. Right now that barometer indicates one of the best summers in years," McCormick concluded, "so we are preparing for a mighty busy season."

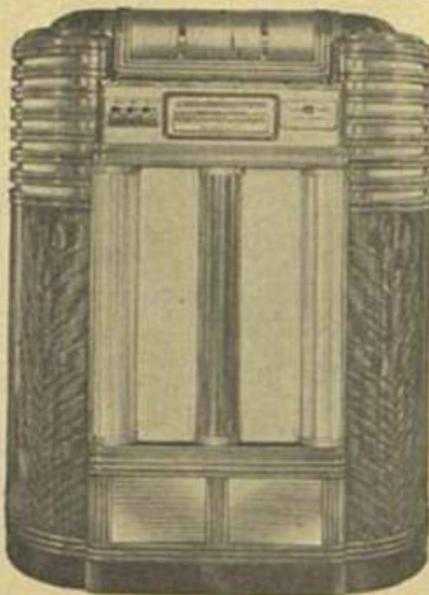
### Seeburg Ops Laud Their Symphonolas

CHICAGO, April 30.—"Each day in the west music innumerable communications from music operators, jobbers and distributors in all sections of the country, and in foreign countries as well, arrive at the offices of the J. P. Seeburg Corp., manufacturer of the famous Seeburg Symphonolas, Concert Grand, Regal and Gem," report officials of the firm.

"It is extremely interesting to note the many different ideas these Seeburg operators, jobbers and distributors express. Not only do they report the high profits they are earning with the Concert Grand, Regal and Gem, and how such mechanical improvements as triple tone flow and the new compensated bias amplification have helped to make the reproduction of these new Symphonolas even more perfect than before. They report as well how patrons have expressed their favor over the convenience of the new selection panel. And how with complete colored cabinet illumination the true value of the Concert Grand, Regal and Gem has been so appreciably enhanced.

"We realize that first in the music operators' minds is profits," they continued, "and that it is up to our organization to provide those qualities in the Seeburg Symphonolas which will help operators earn outstanding profits. From the reports of music men we believe that they have been built into our phones. It's the earning records of Seeburg operators that are selling more operators on the idea of operating the Concert Grand, Regal and Gem. Once

## Seeburg Original COMPLETE CABINET ILLUMINATION



THE CONCERT GRAND

\*Design and mechanical construction of Seeburg Symphonolas fully protected by patents issued and pending.

## \* SELLS MORE MUSIC

20 RECORD MULTI SELECTOR SEEBURG SYMPHONOLAS CONCERT GRAND—REGAL—GEM



J. P. SEEBURG CORP.

1500 DAYTON STREET CHICAGO, ILLINOIS

## Seeburg Selectophones \$35<sup>00</sup> Each 3 for \$100

Green, Red or Walnut Finish. Excellent Condition. Perfect Working Order. These machines will save money for you for many years. Supply limited, so rush your order. TERMS: 1/3 Cash With Order, Balance C. O. D.

SOUTHERN AUTOMATIC MUSIC CO. 420 W. 7th Street, Cincinnati, O. 542 So. 2nd Street, Louisville, Ky.

sold, it is the absolute dependability—the trouble-free mechanisms of our Symphonolas that makes these operators lifetime Seeburg operators."

### Kresberg Fetes Philly Phono Men

PHILADELPHIA, April 30.—Sam Kresberg, Seeburg's Eastern distributor, was host to the Seeburg operators in this area on April 7 at a party in the Hollywood Cabaret of the Hollywood Hotel. Over 50 guests were present at the gala affair which lasted into the wee hours of the morning.

Among the coinmen present were Jerry Thorne, Mr. and Mrs. Tippy Klein, Mr. and Mrs. Frank Viscidi, Mr. and Mrs. Field, Miss S. Goodman, C. Juniewicz, S. Hinden, A. Feldman, B. Hopkins, S. Widrow, B. Yanks, L. Yanks, Harry Scherdtorf, H. Elkins, B. King, J. Melwig, Frank Harmsmond, H. Lederer, M. Margolia, M. Finkel, Ben Fireman, S. Stern, E. Leopold, M. Bushwick, J. Sheppard, W. Schneider, S. Myers, B. Murphy, M. Spector and the host and hostess, Mr. and Mrs. Sam Kresberg.

### Detroit Music Op In New Location

DETROIT, April 30.—Marlong Music Co. has moved to a new location in northwestern Detroit at 5345 Ward avenue. The new location is more conveniently arranged for operating purposes and servicing of routes.

Mrs. Mary V. Long, owner of the business, is one of the few women operators in this field but is finding conditions such that she is continually expanding

PRODUCED BY SCIENCE and SKILL

## PERMO POINT

THE WORLD'S MOST PERFECT LONG PLAY PHONOGRAPH NEEDLE

MORE THAN 3000 PERFECT PLAYS

Only PERMO POINT is standard equipment on ALL new phones. Is recommended and sold by all record distributing companies. . . . Accurate high fidelity reproduction—longer record life—true tone—undistorted volume output.

Insist on PERMO-POINT

The Only Needle for Dependable Performance

IT'S ALL IN THE PATENTED ELLIPTICAL POINT!



PERMO PRODUCTS CORP.

Metallurgists—Manufacturers 6015 BAYVIEW AVE. CHICAGO, ILLINOIS

the route slowly but steadily thru sound operating principles.

Lucius M. Carr is the service manager for the organization. He is a nephew of Mrs. Long and familiar with the mechanical operating end. In addition to his work for the Marlong Co., Carr has a small route of phonographs of his own which he operates "in his spare time."

## MUSIC OPERATORS CUT EXPENSES

### New Process Saves Money by Renewing Worn-Out Phonograph Needles

GREENVILLE, N. C., May 7.—A new process for renewing worn-out phonograph needles is helping music operators save hundreds of dollars annually and thereby show greater profits from their operations than ever before.

This process of bringing new life to used needles is being acclaimed by operators who have already tried it as the "greatest money-saving invention in all music-machine history."

It actually gives old needles up to 2,000 additional perfect plays, saving operators from 96c to 45c per needle. Or, what is even more impressive, from \$4.32 to \$5.40 saving on each dozen needles.

All that any phonograph operator has to do to save this kind of money is to wrap up one dozen used needles in a dollar bill, include his return address, and mail to L. B. ("Mac") McCormick, McCormick Machine Company, Greenville, N. C. Advt.

## FOR SALE PHONOGRAPHS

**GUARANTEED PERFECT AS TO CONDITION AND APPEARANCE!**

3 ROCK-OLA RHYTHM KING, Late Series, Each	\$35.00
1 ROCK-OLA No. 2 REGULAR, Late Series, Each	\$9.50
5 WURLITZER P12, Each	\$ 65.00
WURLITZER 412, Each	\$ 20.00
WURLITZER 616, Emb., Each	\$ 105.00
WURLITZER 616A, Emb., Each	\$ 185.00
2 SIMPLEX DEBUTANTES, Each	\$ 25.00
5 MILLS (Model 501), Each	\$ 15.00

**TERMS:** One-Third with Order, Balance C. O. D.

## HANKIN MUSIC CO.

238 PRYOR ST., S. W., ATLANTA, GA.

## EXPERIENCED MUSIC MEN Insist ON PERMO POINT

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# WURLITZERS—412

(Late New) EACH ..... \$90.00 F. O. B. N. Y.

1/3 Deposit.

## L. HERMAN

17 West Prospect St., N. Y.

## New Orleans

NEW ORLEANS, April 30.—Merchandise venders operators report a marked pick-up in play in the New Orleans area and the majority are convinced that the city is becoming more and more machine minded. For many years it was a hard proposition to get Southerners to take kindly to the nut venders, although candy and gum were persistently good producers, but with better looking machines and more information on how to properly place machines, operators are doing a much better job. There are no less than a dozen important downtown locations that were sans machines at the beginning of the year.

More good reports on operations of pin games and slots in the strawberry belt are reaching here. The crop looks like a money maker and that means plenty of cash for the farmers and residents of that section of Louisiana that lies between New Orleans and the Mississippi State border—east of the Mississippi River. Operators at Hammond, Independence, Gonzales, Covington, Ponchatoula and Kentwood are particularly pleased with increased play since the berries began to move unusually early in March.

The Star Amusement Company reports further good demand for its specially marketed counter games throughout this section of the country. Ed Kramer is busy these days supervising his rapidly growing business.

Partaking of a recent chicken and spaghetti dinner at the invitation of the New Orleans Novelty Co. were several prominent figures in the professional world, including Horace Bradford, writer of *Green Pastures* and other Negro dialect plays, and his wife; Lyle Saxon, historian and novelist whose *Succowater* was recently brought to the screen; Ray and Bob Bosworth; Mr. and Mrs. Hank Friedberg, of the Crescent Novelty Co.; Adam Eason, well-known cigar manufacturer of Chicago; Louis Boasberg, head of the firm, and

## WURLITZER'S

1936—412  
P 12 ..... \$64.50

## ROCKOLA'S

1936—Regulars

If Boxing Necessary \$4.00 Extra. 1/3 Deposit, Balance C. O. D.

### EAST COAST PHONOGRAPH DISTRIBUTORS, Inc.

625 10th Ave. (Phone, Long 5-4577) New York City

several others. The dinner was to formally "house warm" the new East End sportland opened recently by the New Orleans Novelty Co. under management of Vincent Casertano.

With Ponchartrain Beach set to reopen on May 1 this season, General Manager Harry Batt is all set to open with a bigger and better machine sportland this summer. Free outdoor acts, a finer swimming beach and many new rides and attractions at the beach will evidently enable Batt to again break attendance records at the resort and at his playland. The beach is a favorite haunt thruout the warm season for the coin machine colony of New Orleans and surrounding sections.

Jack Sheehan, well-known sportsman and at present manager of the Sport Center, downtown playland, is contemplating the erection of a big hotel down at Grand Isle in the Gulf of Mexico. One of the finest slices of paradise ever seen, Sheehan says he has further discovered that the little island with its salty air is a sure cure for rheumatism and other ailments. His favorite way of going away with his bodily ills down there is to sit in a rocker in the surf and wiggle his toes to keep crabs and other sea life away.

The three R's are back again, but this time they are not for school children, but for the modern pinball player. Yes, we refer to the Bally new triple threat of the 1938 spring and summer season, Racer, Reserve and Rocket. All three

## MUSIC OPERATORS!

Save money! We repoint old phonograph needles for 11.00 per dozen! Up to 2,000 extra plays per needle! Send a dozen old needles with 11.00! Results will amaze you!

### Operator's Service Supply Co.

2045 Carroll Ave. Chicago

machines are on display this week at the Dixie Coin Machine Co., and the Racer has been so popular with attaches of the firm that it is hoped that nobody buys it. That is, everybody hopes so but the boss himself.

Complete rearrangement of the office and display rooms of the Bell Distributing Co. is under way. Desks have been shunted around, merchandise moved out and new stock taken in, wall decorations shifted and changed and new equipment installed to make the place look real homey. In the meantime Emile Iacoponi, head of the firm, reports continued steady demand for the new chromium and "red skin" Dixie Belle slots, reporting that sales have included machines playing all the way from a penny to a dollar.

Everybody in the coin and slot machine game in the New Orleans area will be glad to hear that a certain "pulpit filler" has left for a three months' vacation on the Continent. Several who have already learned of his going away for such a long time are busy these days "washing down that bad taste he left in their mouths."

Among recent visitors to New Orleans distributing houses from out-of-town were Joseph Lucis, head of the Capital City Novelty Co., Baton Rouge, who is now on pins and needles awaiting the opening early in May of the Louisiana Legislature. The lawmakers are some of Joe's best customers and business is always at its best in Baton Rouge when the State body is in session. And, best of all, it looks like a prolonged session.

## Varied Line Is Oriole Ambition

BALTIMORE, Md., April 30.—"The greatest safeguard for the operator today," maintains Eddie Ross, president of the Oriole Coin Machine Corp., "is a varied line of operations. Most of the oldtimers have proved that the most money can be earned consistently from a line of different types and kinds of machines. Specializing in any one amusement device or merchandising machine has become a thing of the past. Many of the manufacturers realize this and have been making machines of various types which naturally tie in with one another.

"Especially is this true in the merchandiser field," he went on. "Many manufacturers realize that for some operators the small machines pay the overhead while the larger ones contribute the profit to the business. Consequently they are making both large and small machines of such a type as to complement each other.

"Varied operations are needed in the case of the amusement machine operator," he continued. "Here is a division of the industry that exists solely on the immediate whim of the public. Therefore the amusement machine operator must have three or four different types of bait dangling in front of his catch to get a good profit. The successful operator of amusement and service machines has a well-diversified line these days. To cater to ops of this type we plan to carry machines of all kinds on hand so as to help our customers in every way possible," he concluded.

## 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

**GUY LOMBARDO**  
Victor 25818  
*Where Have We Met Before? (you'll want to meet up with this sweet song), Let Me Whisper (one of the newer songs that has a tango twist. And as the Royal Canadians play it, it's tantalizing).*

**HORACE HEIDT**  
Brunswick 8110  
*Levlight in the Starlight (make the lights soft for this sweet music. The song is from Dorothy Lamour's Her Jungle Lovers), Where Have We Met Before? (the same delightful ditty Lombardo used to split his number).*

**JAN GARBER**  
Brunswick 8111  
*On a Rainy Day (this will keep 'em satisfied to stay inside), In a Little Dutch Kindergarten (it's not a novelty song that Jan dishes out so nicely).*

**ROY SMECK**  
Decca 1750  
*Love Walked In and There's a New Moon Over the Old Mill (a couple slow songs that're reserved for those phono that get the electric steel guitar fans).*

### SWING MUSIC

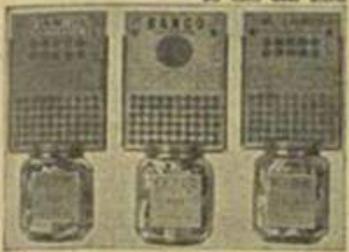
**TOMMY DORSEY**  
Victor 25821  
*When the Midnight Chop-Chop Leaves for Alabam' and Everybody's Doing It (not the full band for these two daddies. It's the Claribke Seven, the cream of Dorsey's dandies, with Edythe Wright doing right by the song stories).*

**BOB CROSBY**  
Decca 1747  
*Yancey Special (a special stomperoo in what is known as the "boogie woogie" style. And that's just the way it makes you feel), At the Jazz Band Ball (the torrid dixieland style for this sockeroo. In fact, these hot notes were originally written by members of the Original Dixieland Jazz Band).*

### VOCAL

**ANDREW SISTERS**  
Decca 1744  
*Shortenin' Bread (those Bel Mir gals are bel mir again, their voices blending in swing style for this Negro folk ditty that'll make 'em hungry for shortenin' bread), ooo-oh BOOM! (the trio, and not forgetting the solid band tooting behind them, gives this ditty a better treatment than it deserves).*

**3 Complete New \$888!**  
**JAR DEALS** ALL THREE  
 at \$3 each deal alone



**Get a Natural**  
 2,280 Tickets @ \$0.5114  
 Average Pay-out, \$71  
 Ac. Profit, \$42.50

**Bonus**  
 2,280 Tickets @ \$0.5114  
 Average Pay-out, \$71.40  
 Ac. Profit, \$42.60

**Half a Hand-dred**  
 2,280 Tickets @ \$0.5114  
 Average Pay-out, \$71.50  
 Ac. Profit, \$42.70

**\$24.00 Per Dozen**

Get in the money-making class. Throw out your old deals and operate the great deals in the country that give you a lot more for way less. COMPLETE Deals \$29.40 per dozen. Profits and costs \$24.00 per dozen. If 2,520 tickets are desired, add \$25 on each deal.

Just off the press, 4 brand new 2,280 Ticket, 1 and 2c Cigarette and Cash Award Jar Deals, each \$2.00 complete, or \$8.00 for all 4. Send only \$1.00 with order. Pay balance on delivery. Full refund guarantee if not satisfied and deals returned unused within 7 days' time.

**WINNER SALES COMPANY**

Pick a "Winner" with Winner!  
 3157 ARMITAGE AVE., CHICAGO, ILL.

**More Opinions on Annual Trade Show**

A lot of opinions have been advanced since the 1938 Coin Machine Show on how to improve the annual show, where to hold it and when, etc. The following opinion was written by John Goodbody, staff contributor to *The Automattic Age*, and published in the April issue of that magazine:

"First, you will never have a 100 per cent operators' attendance at the show until advertisers advertise in magazines that are circulated to operators only. At the time of writing any storekeeper can pick up a magazine in his store and not only see the price of the pin tables that are in his store but at the same time he can figure out what profits the operator is making on the machine, especially if this machine should be a good one and stays in the store for a long time. The storekeeper not only gets an education out of this same magazine but at the same time (at show time) the magazine will tell him to write in advance and tell the committee that he is an operator, then he will receive a badge and full co-operation at the



**MEYER MARCUS**, of Markepp Co., Cleveland, is fascinated by the scrambled marble action of *Bally Mfg. Co.'s* new counter game, *Mill-wheel*.

show. I saw many a storekeeper at the last show. I know of one man who is president of a closed club who had several slots and other machines in the club; he came to the show, borrowed a badge and now owns his own slots.

"It seems that the committee just takes things for granted. It would be another source of revenue if the operators had to first prove that they were operating machines and then have their photo taken by one of the many photographers scattered around the lobby of the Hotel Sherman. It would do some operator a lot of good and no one would object to 10 cents a shot to get his picture on his passport to the show. It's not a hard thing for one to prove that he is an operator of machines; any manufacturer would give a certificate to the effect that he had sold some 10 or more machines to a man, thereby establishing him as a legitimate operator of machines. All this can be done without much cost and at the same time the man in the booth who talks to the prospective buyer could easily tell whether he is talking to an operator, a jobber or a distributor by his passport button. A different-colored button could be given to operators, another color to jobbers and still another color for the distributors. The manufacturer could vouch for the man as to what he is on the manufacturer's books. I venture to state that no one is an operator any more; every man to whom one talks in a booth is a distributor, and even if he is an operator when he enters the show he is a distributor before he leaves the show.

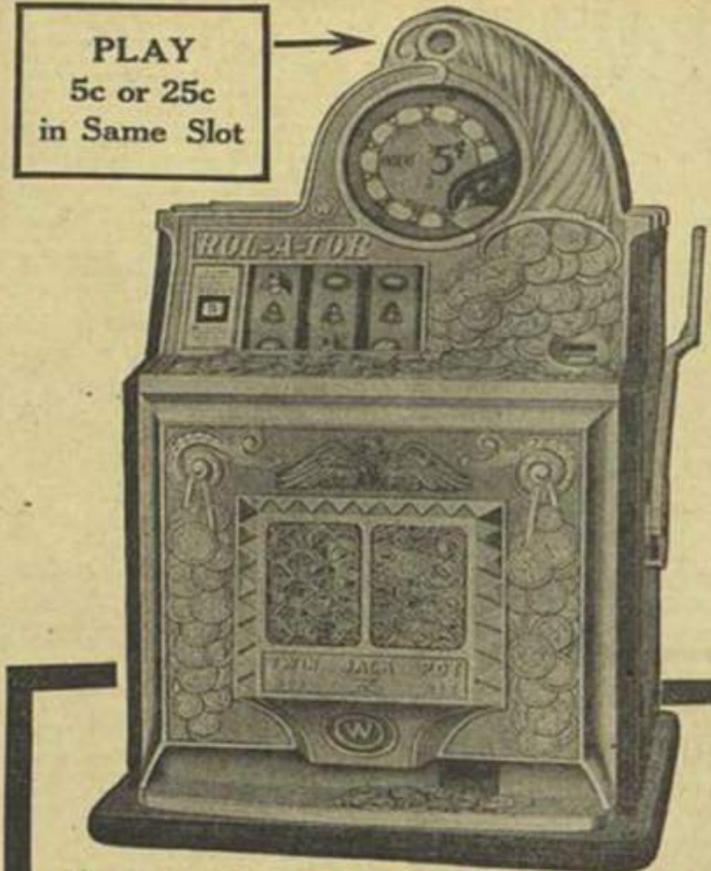
"When I asked you at the beginning of this article to leave all blue pencils alone you will perhaps remember that at different times I have suggested that the show be held at some other time than in the dead of winter, because I know perfectly well that twice the attendance would be there. Parties would get together and drive down for a few days, but at the same time care would have to be taken as to who did and who didn't get into the show after they arrived there. If anyone has ever stayed in one of these booths day after day talking himself hoarse he will realize that it's a man's job and that one does not like the idea, after speling your guts out for half an hour on some stranger, to find that he is waiting for someone or that he runs a gas station somewhere in Maine and was just visiting Chicago and thought he would stop in and see the show.

"The committee could go even further than this; it could charge \$25 admission, said \$25 being in the form of a credit memo. Said credit memo could be cashed in by any manufacturer of the show. No operator would object to this, because if he did not intend to spend this amount while at the show he has no earthly use there whatsoever in the first place.

"I don't know how many shows have been held in Chicago, but I do know that a statement has never been made public as to the total money taken in, the cost of the various items and who got the balance. I do know that there has never been a shortage and that the show has never been in the red, otherwise there would have been plenty of publicity about it. Not that this matters at all; I don't care who makes a few thousand out of the affair, but to publish some figures would stop the stories about a certain clique running the show for a profit. Every man is entitled to his hire and if anyone can make a profit out of this sort of thing he is entitled to it. Don't get me wrong on this—I hope that someone gets a nice bundle out of it—but I hate to see profits go to some great big concern (on paper) when the profits could be divided evenly to all so that some small exhibitor could get back a rebate.

"There is a vast difference now between the show of the present day and those we used to have back in the days when we held it at Cleveland. I remember well one show there where two factions buried the hatchet that they had been warring for years, and right after that the show was opened with a prayer from the regular minister. The show was orderly and well conducted. It wasn't necessary for naked women and what have you to sell pin tables and peanut machines. All this sort of thing is unnecessary. I realize that all conventions mean a good time. I go for a good time and I have a good time, but when business is going on it should be all business, and no monkey business at that. Any convention is held for a good time; the Shrimers have theirs, the

**PLAY**  
 5c or 25c  
 in Same Slot



**For 5c You Get 1 Play, For 25c You Get 5 Plays**

Yes you can do exactly what it says above. You can play a nickel in the machine and you get 1 play. You can deposit a quarter in the same slot, mind you, and get 5 plays.

It pays out in nickels or in checks, whichever you set the machine for.

**50% INCREASE IN PROFITS**

What is the advantage of having a machine where you can play in nickels and quarters? Well, put your hand in your pocket, what do you come out with? Nickels and quarters, don't you? All right, what is the result? The man will play his nickels in the machine and when they are gone he will put a quarter in, but that same man possibly would not go up to a machine and play a quarter in for only 1 pull. About 50% of the coins in the cash box will be quarters.

**15-DAY MONEY-BACK GUARANTEE**

Write for circular and prices

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Est. 1899 — Tel., Columbus 2770

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**USED MACHINES Like New!**

**EXPERIENCE** counts in this business. We are operators ourselves and we know operators' needs. Our games when unpacked are all ready for location; nice, clean and working perfectly.

- BALLY BUMPERS—First-class condition... \$10.00
- Slizzer... \$44.00
- Rolling Basketball... 25.00
- Mr. & Mrs... 14.00
- Pin Crazier... \$7.50
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FREE—Get our Machine List for Weekly Price Bulletin, 1/2 Cash With Order, Sat. C. O. D. NATIONAL NOVELTY CO., Merrick, L. I., N. Y., Cable Address: "NATNOVCO."

**EXPORT**  
 We Ship to All Parts of the World

hardware men have theirs, the druggists theirs, the radio men theirs and hundreds of others have theirs. But go to a radio show, the hardware show or any respectable show and you will find everything on the up and up while business is being conducted. They don't have half-dressed, half-baked women selling screw drivers, and it's not necessary to have some gawky, lean-legged, overpainted trollop to sell the newest radio tubes. Everything is orderly, but after the show—ah! that is another story and it should be. There are places for he-men to go, and they do go, and there is absolutely no reason why there shouldn't be places to go at the show, but it should be after the show, please."

## Baseball Fever Aids World Series

CHICAGO, April 30.—With "Dizzy" Dean in the Chicago Cubs' fold and with baseball "fever" reaching epidemic proportions, operators are storming Rock-Ola distributors and the Chicago plant for more World Series coin-operated baseball games, officials of the firm report. "Patrons wherever World Series is on location are playing the game," states N. L. Nelson, head of the games division. "because 'Dizzy' Dean is the robot pitcher in Rock-Ola's game. Introduced by 'Dizzy' Dean at the national Coin Machine Show a year ago in January, World Series immediately caught the public fancy and its sales volume from that time up to the present shows a steady increase. Operators say that baseball fans are season-round enthusiasts and they claim its steady play appeal is unparalleled. Because earnings from World Series have been so steady operators in many instances have found it possible to place the machine on location for as low as 25 to 30 per cent commission for the merchant."

"World Series was recently declared a legal amusement machine by Judge William H. Brothers," remarked Jack Nelson, vice-president and general sales manager of the firm. "Ever since this decision was handed down in the Chicago courts distributors in this city have besieged us with their requests for immediate deliveries of the game to meet operators' demands."

## Sunflower Reveals Free Delivery Plan

NEW YORK, April 30.—Besides offering his ball gum to operators at an unusually low price, Harry Krain, of the Sunflower Vending Machine Co., states that he is now guaranteeing free delivery of all orders within 1,500 miles of this city. "This brings our product to ops at the lowest price possible," he states.

"For some time we have been known as one of the leading firms for vendors and merchandisers. Besides this we have a complete stock of supplies for merchandisers. In a few weeks we intend launching a campaign which will release a huge collection of used vendors at a low price to introduce our supplies and service to members of the merchandiser operating fraternity. The opening gum in this campaign is our present ball gum special with its 1,500-mile free delivery feature," he concluded.

## Taksen Proud of New Repair Dept.

NEW YORK, April 30.—The opening of his new offices is not the only thing of which Leon Taksen is boasting these days. According to reports, he is justly proud of the new repair department which he has installed.

"With two of the best men in town to take care of reconditioning and repairing used equipment," Taksen stated. "I believe I've every reason to throw my chest out a few extra inches. We use new parts everywhere and all the machines that leave our place are gone over and thoroughly cleaned, repolished and painted in the original color scheme. We use spray guns and a new polish that has been developed for the machines plus the latest methods of rejoining and repairing the wood cabinets."

"Many of our customers report that it's difficult to tell one of our machines from a new one," Taksen concluded. "with all the equipment plus experienced men on hand, it's easy to see why such reports come in."

## Mutoscope Exhibit Attracts at Expo

NEW YORK, April 30.—How photographic conscious the American public is becoming was proved last week by the crowds which thronged the first annual International Photographic Exposition, held at the Grand Central Palace. Over 7,000 people are reported to have passed thru the turnstiles the first day. School teachers took their classes to the exhibit to show pupils the advancement in photographic art. Camera clubs as well as many unattached fans who make photography their hobby visited the various booths.

One of the most popular of the booths

at the exposition is said to have been that of the International Mutoscope Reel Co., Inc. "Crowds hovered around the two Photomatic machines all day long," Bill Rabkin, president, reports. "Dime after dime dropped into the machine as the photography fans watched in wonderment how the Photomatic took their picture, developed it, printed and framed it all in the space of a few seconds."

Interest in the machine was so great that editors of Life magazine requested and were granted permission to reprint pictures of the machines and the many snaps it took, according to reports. These pictures may appear in an early issue of the magazine and result in some widespread publicity that would benefit Photomatic operators in particular and the industry in general, several coinmen stated.

## Gottlieb Firm Has A New Day of Days

CHICAGO, April 30.—"There's Mother's Day, Father's Day, Decoration Day and many other special days," so says Dave Gottlieb, of D. Gottlieb & Co., "but April 26 turned out to be Grip Scale Day at our plant without any planning whatever. It seems that day proved to be something entirely new in a sales record breaker for those well-known strength-testing machines."

"Tuesday Hy Greensfeldt, of Hy-O Games Co., Minneapolis, came to Chicago," said Gottlieb, "and he started the day off by ordering 500 De Luxe Grip Scales. He spent the entire day at our plant, most of it in showing us reasons why he ought to get extra speedy delivery, as the machines are in heavy demand in his territory. While he was convincing us how important those machines were to many of his customers in came Henry Lemke, of Lemke Coin Machine Co., Detroit, who also placed an order for 500 of them. He explained that as an old-time operator and distributor he made more money on penny machines in the old days than he made at any time since, and now he is again largely concentrating on them. Lemke was followed by three other distributors who ordered 100 machines each. Their experience likewise proved the old principle still holds true that people spend five pennies more readily than one nickel. The next five orders each called for 200 machines, so a steady stream of distributors filed into our office during almost the entire day, placing a record-breaking total of orders that seemed to run mostly in lots of 100, 200 and up."

"I don't know what made Tuesday so phenomenal in the number and size of orders, but it certainly topped all records for one day. Of course, every day couldn't be as brisk as that. We wouldn't be able to produce Grip Scales fast enough. However, sales have been more than satisfactory day after day, even without Tuesday's rush. These little penny harvesters are showing the operators how to keep profits coming in, and as they find that out in their own locations they're ordering them more and more. But what a day was Tuesday!"

## It's Batter Up for Western's Baseball

CHICAGO, April 30.—"Right now it's batter up on baseball diamonds throughout the country," states Jimmy Johnson, head of Western Equipment and Supply Co. "It won't be long, tho, until it's batter up on coin machine locations in all parts of the land if orders for our new low-priced console-type baseball game keep pouring in at their present rate. This game is really one of the lowest priced baseball games ever to appear on the coin machine market."

"Operators who have seen this creation of ours," he continued, "say that the novelty of seeing lighted men running the bases as hits are made will prove to be one of the strongest appeals ever built into a game. This, coupled with the fact that a player continues to play until three outs are made, cinches operators' chances for profits with Baseball everywhere."

"What's more," Johnson added, "the game is 100 per cent legal and can operate everywhere. On the beautifully colored playing field we've incorporated the kind of action that takes place in a regular big league game. There are singles, doubles, triples, sacrifices, home runs, etc. Players like the action of a real pitched ball and this is one game that gives it to them," he concluded.

## Pick-Up in Pinball Sales Is Reported

DETROIT, April 30.—A sudden pick-up in sales of new pin games in this territory is reported by Michael A. Angott Jr., of the Angott Coin Machine Exchange. This is the most encouraging report received in the trade here in many months and appears to justify the optimism of most operators who have held on to their trade during several months of bad business, to find conditions improving today in this line, despite generally bad industrial conditions still prevailing.

"Much of the success is due to one machine," Angott said. "Bally's new Reserve is proving very popular with Detroit operators and players. The idea of the reserve is one that seems to appeal well to players."

"There is one trouble to this, however: we can't get delivery on machines fast enough. Look at our store today—there are almost no machines in stock on the floor just because we can't keep them in when we do get delivery. We have sold 350 games in three weeks and we could have sold plenty more if we could get them."

The secret back of this little success story appears to lie in the development of a new playing principle in a radically different type of game—the answer to the operators' prayer of many months for something new to save the industry. From Angott's experience the Reserve appears to answer this need, as far as Detroit is concerned at least.

## Keeney Looks for Big Season Ahead

CHICAGO, April 30.—"We've been sitting on top of the world in a business way all winter and from the signs of things I don't think we'll be doing any falling act as spring gets under way," states Keeney's sales manager, Ray Becker. "Operators in the vacation areas and summer places are already beginning to line up their equipment, and we are getting substantial orders from those who want to be going full force by Memorial Day and likewise from those in sections already getting the vacationing crowds."

"Fortunately," he continued, "all of our games are ideal for the summer spots, as both of our console games, Kentucky Club and Track Time, provide that quick and exciting play thrill which the vacationing pleasure seeker wants. And that also goes for Derby Champ if the operator uses payout tables or for Free Races if he wants to put out legalized pin games."

"That's why we look for even bigger business during May and June, because those spots with Keeney games on locations are certainly not going to move them, and now we'll be shipping additional orders for many spots just opening up. Last winter broke all existing sales records as hung up by this concern to date, and I'm betting our spring sales volume will even top our winter business," he concluded.



ANOTHER U-POP-IT pop-corn machine on location at the Lakeview Billiard and Bowling Parlor, one of Chicago's prominent recreation buildings.

**Exhibits**  
**NEW!**  
**BASEBALL GAME**  
**PLAY BALL**

TRADE MARK REG. U.S. PAT. OFF. MAR. 11, 1931

**NO PINS • NO BUMPERS • NO BALL PLUNGER USED.**

*The Greatest Amusement Table Ever Created*

**YOU PLAY REAL BASEBALL**

Player Actually Bats Ball with Bat

Player Pitches Ball at will from Pitcher's Box

**LARGE, ROOMY (22" x 44") BALL PARK TO BAT HOMERS—TRIPLES—DOUBLES—SINGLES—FOUL BALLS AND STOLEN BASES**

**LIGHTED BASE RUNNING ACTION ON FIELD**

**PLAYERS ACTUALLY RUN BASES WITH LIFELIKE SPEED AND ACTION ON LARGE (11" x 21") COLORFUL LIGHT-UP BACK PANEL**

**3 ACTUAL.....OUTS BY PLAYER ENDS PLAY**

**FAST-SUSPENSE—HIGH SCORE APPEAL**

**DOES EVERYTHING 3389 AND 3489 BASEBALL GAMES CAN DO**

**ONLY 129.50 F.O.B. CHGO.**

**ACT NOW!**

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**EXHIBIT SUPPLY CO.**  
4222 WEST LAKE STREET CHICAGO, ILL.

# N. Y. Constitutional Convention May Liberalize Basic Document

ALBANY, N. Y., April 30.—The coin machine industry is keenly watching the liberalizing tendencies at work in the Eighth Constitutional Convention, which brought 168 delegates here to re-vamp the State constitution in keeping with present-day needs. A flood of proposals for this modernizing process have been presented. Almost at the beginning it was made clear that leading members of the convention would press for changes in the basic law which would permit the Legislature to legalize lotteries, betting and other forms of gambling for revenue purposes. As in many other States, the present constitution is so strict that it is difficult to frame bills to derive revenue from lotteries and games of chance that will comply with the basic law.

A thorough re-examination of the present ban on lotteries and pari-mutuel betting on horse and dog racing is assured. The first proposal of this kind came from Irwin Steingut, Democratic leader of the Assembly and a delegate to the convention, who announced that he would submit to the convention a proposal to authorize the State to operate lotteries for relief purposes.

Mr. Steingut's intention to bring up lotteries recalled the fact that during the closing days of the Legislature influential Republicans, such as Joe H. Buckley, a minister and a recent Republican keynote, called for reopening the whole question of the ban on gambling.

It is known that several Democrats, headed by John J. Dunningan, the party's leader in the Senate, are determined to pass on the question of pari-mutuels for horse racing at the convention. Moreover, Governor Lehman, in vetoing the dog-racing bill, suggested that it was a concern of the Constitutional Convention.

A reading of the agenda for the convention, prepared by the Poletti committee, shows that the arguments for and against gambling in the State to be advanced at the convention are not new.

### Lottery Situation in 1821

The first constitutional ban on lotteries was written into the instrument in 1821, when its proponents argued that the State could not consistently ban private lotteries, as they had been banned by statute for many years, and still permit public lotteries. Those in favor of lotteries considered them a painless way of obtaining revenue for the State.

Present-day advocates of lotteries point to the Irish sweepstakes and the big sale tickets have in this State. A similar argument was made at the convention of 1821, quoted by the agenda as follows:

"Mr. Young, one of the delegates, pointed out that lottery tickets from other States which authorized their sale would seep into New York, and the evil of gambling would exist, the advantage of obtaining funds for New York State would be lost."

Lotteries were run by the Colonial government, beginning in 1748, and the State government continued them, almost every year until 1821, despite maintenance of the Colonial ban on private lotteries, according to the agenda.

### Relief Lottery Plan

Mr. Steingut, in his statement, said: "The revenue realized from these lotteries shall be earmarked exclusively for relief purposes."

"The State will be the only one authorized to operate the lotteries, and no individuals, firms or corporations, charitable or otherwise, will be permitted to engage in the same. This will assure a maximum of protection to the public and a minimum of cost in the administration thereof."

"The number of lotteries to be held every year shall not exceed two and the Legislature shall pass appropriate laws to carry out the purposes of the proposed amendment. In no event shall the State, however, divest itself of the management or operation of these lotteries."

"The loud hue and cry raised in any attempt to levy taxes for relief purposes has once more focused the attention of the people to find new sources of revenue which would not be painful."

### First Consideration

On April 26 it was clearly indicated by the Committee on the Bill of Rights that the first problem to be dealt with on the convention floor would be the revision of the anti-gambling clauses of the present constitution. It was announced that all five of the proposals now before the committee dealing with lotteries and gambling in general would be the subject of a hearing on May 10 in the Assembly Chamber at 2 p.m.

An early decision can be made on the subject of gambling, since the problem is hardly technical, but rather a simple question as to whether the State is going to continue to bar gambling or permit it and profit by it thru taxes.

One of the principal proposals before the committee came from District Attorney Henry Hirschberg, Republican of Orange County, which would eliminate prohibition against the Legislature's legalizing gambling. This, in the words of the official convention analysis of the Hirschberg proposal, would "dump the whole subject of gambling into the lap of the Legislature."

### Pari-Mutuel Proposal

There are three proposals legalizing lotteries for relief purposes, introduced by Irwin Steingut, Nicholas A. Rossi and James B. McNally, all Democrats. A fifth proposal, also by Mr. Rossi, would make lotteries for slum clearance purposes lawful.

A sixth proposal, expected to be introduced, will be a pari-mutuel amendment from John J. Dunningan, Democratic leader of the Senate.

It became apparent that very few if any proposals, outside of the one dealing with gambling, will reach the convention floor before May 25, the deadline set for introduction of proposals from individual members except by unanimous consent.

## Chicoin Swing in Tune With Times

CHICAGO, April 30.—Sam Wolberg, executive of the Chicago Coin Machine Mfg. Co., took time out during the past week to point out the parallel which he claims exists between his firm's latest game, Swing, and the present vogue in the music world.

"Ever since swing became our national music craze," he stated, "it has done a lot to help unknown bands, singers and other entertainers to rise in the entertainment world. The same has been true to a great extent with our latest coin machine creation which we appropriately christened Swing. For this game has boosted the earning power of many locations and brought a revival of earnings to operators in all parts of the land. Like a mushroom which springs from the ground overnight, this game has skyrocketed to popularity in the coin machine world."

"The success of this game," he went

on, "is not due to any freak type of construction. It has risen to its present status solely because of the fact that it has a powerful appeal plus interesting action that makes the player feel he has received more than a nickel's worth of fun for his money."

"Perhaps some of the success of this game might be attributed to the fact that it took its cue from Snappy, the high-powered novelty game which was Swing's predecessor. This game is still much in demand by ops, who are realizing big profits from its operation in many spots," Wolberg concluded.

## Munves Arcade Biz Bright, Is Report

NEW YORK, April 30.—"Our arcade business has almost doubled within the past few months," reports Max Munves, of the Mike Munves Corp. "It seems that the modern arcade is again capturing the fancy of the public and ops are beginning to set up more arcades than have been in existence for some time past."

"The demand for arcade machines has been heavier in the past few months than for many years," he continued. "The turnover of the stock of new and used equipment which we keep on hand has been stepped up considerably. In fact," he concluded, "the demand for some machines has been greater than we can take care of. Such a brisk spurt in business naturally causes us to believe that the arcade biz faces one of the best years in its history."

## License Boom on Pinball Machines

FREDERICK, Md., April 30.—A brisk demand for licenses for pinball machines marked the first week of issuance of licenses for the next tax year beginning May 1. Reports say that the demand for pinball licenses has been heavy since the 1937 Legislature legalized them to help provide funds for relief.

The tax is \$35 each. License Commissioner O. Ed Myers said one man came to his office recently, purchased licenses for 65 of them and paid by check. During the first month of pinball legalization last year revenues in Frederick County from that source were \$3,821.14.

## London

LONDON, April 23.—Sportlands in London continue to increase. Total now is 312. Majority of new ones are elaborate with smart schemes of decoration. One in Whitechapel, known as American Sports Saloon, has glass front with sky-scraper in frosted effect. Equipment at these sportlands, better known in Britain as arcades, consists chiefly of American bumper games, crane (American, English and French with first named predominating), rotary merchandisers (American, English and Swiss), with here and there a punchball and shooting machines. Largest sportlands make feature of shooting gallery.

One London Chamber of Commerce antagonistic to sportlands asked Home Office to intervene, but reply was that amount of alleged gaming too small to warrant interference.

Practically certain that Amusement Trades Exposition will take place again as such in 1939. This means that coin machines and other amusement devices will be shown under one roof. If held, date will be during British Industries Fair, towards end of February. New hall will probably have to be found, as that used this year is not likely to be available on date specified.

Hannen Swaffer, famous columnist, attributes to George Black, of London Palladium, suggestion that television sets would be equipped with coin chutes. For ordinary transmissions one switch covered by license fee would operate; for more elaborate transmissions, such as plays, second switch would operate after insertion of shilling in slot.

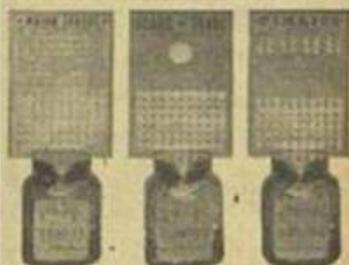
Grandma Holloway is seriously ill. This grand old lady, 90 years of age, is mother of late Jack Holloway, founder of Samson Novelty Co., agent for Mills; Charlie and George Holloway, grandmas to their sons and daughters, and great-grandma to their offspring.

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Complete Deals, \$50.00 per Doz.  
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Four Grounds.....75.00	Claxton.....15.00	Chicago Express.....50.00
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Portland Vendors	4.00
Friday Colors, Jr.	5.00
Head & Draw	5.00
Red Sunk	15.00
Red Sides	11.00
Red Dog (New)	2.50
Punchless	4.50
Turf Flash	4.50

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Ed. Mills Q. T.	\$22.50
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**Monarch Presents Electric Machine**

CHICAGO, April 30.—Ever since the coin machine show it has been evident that penny equipment of an amusement nature is staging a big comeback. Some attribute this demand to revived interest in the old-time penny arcade. Others to the fact that present economic conditions have restored penny machines to the pedestal of popularity which they once occupied. Whatever the reason, Monarch Coin Machine Co. announces that it is helping out the comeback of these machines by announcing a new variation of the old-time coin electricity machine so popular with arcade fans years ago.

"Any way you look at it this machine of ours is a money maker," claims Roy Bazelon, head of the firm. "It may take but little space on a counter, yet it has sufficient flash to compel attention. This device produces a harmless electric vibratory current which can be increased at will and which is indicated by a pointer on a dial in plain view of the patron. Expense is practically nothing, for one dry battery is all that is needed and this is good for 1,500 to 3,000 plays. Machine is automatic, too, and rewinds at each play. It also has a cut-off and means of regulating the time from one-half to one minute.

"Crowds have gathered about this machine every place we have put it on location," Bazelon concluded, "and from all indications it's a real winner."

to you. The machine sells to operators at over \$150, tax included, but we are giving you a sample without cost. We want you to convince yourself by actual operation in your own location that Triplex will actually earn two to three times as much as any other machine.

"During the month of May we will give any operator or jobber a Triplex Chief with every order of 10 Silver Chiefs, Red Skips or Dixie Bells. With an order for 20 machines the customer will get two Triplex Chiefs and so on. If you can only use five Silver Chiefs, etc., you get a Triplex for half price. On an order of three machines you can get a Triplex for 75 per cent of the operator's price. Your distributor will give you the same deal also."

**Lemkes Enjoy 19th Honeymoon in Chi**

CHICAGO, April 30.—Mr. and Mrs. Henry C. Lemke came to Chicago recently to celebrate their "19th anniversary honeymoon" and before going back to their home city of Detroit they had visited a number of the manufacturers and had also bought some large orders of machines.

When interviewed the demure couple between blazes explained how they had always taken a honeymoon trip as each anniversary rolled around. "We've been married 19 years and we have been in the coin machine business 17 years," Henry explained.

Lemke said that his biggest purchase on this trip was an order for 500 of the Gottlieb grip scales, which he has found to be profitable under present conditions. "I'm turning to pennies as fast as I can," he said, "because fast pennies are better than a slow nickel. I recently converted a well-known nickel table game into a penny-play machine. The location checked carefully with me to see the results and we were astonished to find that play made a pick-up of about 400 per cent."

Lemke stated that he and his bride would spend the summer in Northern Michigan and that he planned to place a lot of machines in that territory for the summer.

**H. Drollinger and G. Wrenn in Deal**

DALLAS, April 30.—On April 27 Harry I. Drollinger and George Wrenn entered into a deal whereby Drollinger purchased Wrenn's interests in the Wrenn Sales Co. and Wrenn took over Drollinger's phonograph interests in Houston.

Both men are well known in Texas music machine circles. The two organized the Wrenn Sales Co. in April, 1937, with a capital of \$17,000, which has grown to a sworn statement reported to be \$87,000. Their specialty has been music machine and vending devices.

For the time being the office here will be operated under the name of the Wrenn Sales Co. A change in name may be made later on.

**Jennings Has Deal On Triplex Chief**

CHICAGO, April 30.—"Triple your profits with a Triplex is more than a slogan—it's a reality," according to W. J. Ryan, of O. D. Jennings & Co., who said that actual tests show that more than half the coins in the cash box of the machine are dimes and quarters. This assures an increased income better than 100 per cent, he said.

Then Ryan went on to explain a new offer by the Jennings firm by saying: "We'll prove it to you and make you a present of Triplex. We are not trying to sell you a sample Triplex; we'll give



J. A. DARWIN, special representative of the Rudolph Wurlitzer Co.; Mrs. Darwin; their son, Edward, and guide (right to left) enjoy the view from the second tier of the Pyramids of Mexico

**NEW Sparks** Ball Gum Vender with Automatic Token Payout

Insert this marvelous new Sparks machine at your nearest jobber. Positive Token payout from one to ten tokens on winning combinations eliminates all controversy with Operators, gives you full profits you are entitled to.

Large size Model, rugged mechanism which is removable from cabinet. 300 Ball capacity Gum Vender.

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Penny play in Cigarette Style only.

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Boost your batting average with the brand new Waldemar Knife and Chain Deal. Coupons under each Knife and Chain ranging from \$1.00 to \$5.00. There are two \$5.00's on hand.

**BRAND NEW AND RED HOT — GET IT NOW!**

2000 punches with one-third of the punches free. Takes in \$64.80 and pays out \$26.10, leaving \$38.70 profit. Operators' price \$7.50 for sample, \$7.00 in lots of 10 or more. The best money-maker of the year! Order now.

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Shoggers	Stoner Races	Turf Kings	Beamite
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# Many Plans Under Way To Collect And Maybe Simplify Maze of Laws

(Reprinted From the United States News)

**Editor's Note:** Legislative mills have been grinding for years. The result is a vast accumulation of laws. The coin machine business is kept spotted by this conglomeration of laws, differing in States and cities. The following article is reprinted simply to show what is being done to simplify laws. Other important matters are under way, such as the present constitutional convention in New York State.

A survey just inaugurated by the Works Progress Administration may profoundly influence future business development in the United States.

The objective, briefly, is to record all the rules business must abide by in the respective States. Those rules have increased manifold in recent years. They were changed in 46 States in 1937 alone and are being changed almost constantly

as Legislatures meet.

As a result many business men find it practically impossible to keep abreast of the rules—the laws. Important trade associations have set up staffs in an attempt to do so for them. In no case, however, has a really comprehensive, correlated summary been prepared.

Business men and economists long have stressed the desirability of such a study. The increasing tendency toward erection of interstate trade barriers re-enforced the demand. Variance between State laws, especially in regard to taxation, caused President Roosevelt and other leaders years ago to support movements to promote uniformity. But nothing substantial resulted.

Corrington Gill, assistant administrator of WPA, who will supervise the study, said in an interview there was no special reason for its being undertaken just at this time.

"Others have been talking about it," he added. "We considered it and decided to act. That's all."

### A Relief Project

A good deal of discussion preceded the decision. WPA economists concluded that information on all laws designed to increase or curtail the flow of goods was a prerequisite to an effective study of unemployment, because those laws affect employment, pay rolls and prices. They believed the business man would want the information, that it might benefit consumers, that all government agencies would find it useful and that lawyers and teachers should have it.

A handful of economists are beginning to work out a program in almost bare offices five flights of stairs up one of the WPA buildings in Washington. They hope to be able to complete it by July, after which the broad work will begin.

The research will be done by members of the white-collar class on relief. Estimates of the time required range from a year to two years, of the expense, up to \$100,000.

A tentative list of subjects chosen and the method to be followed would seem to indicate they will write a history of "the rise of American economic civilization." The subjects include taxation, advertising, "fair trade" acts, child labor, quarantine regulations, ports of entry, price discrimination, trademarks, labor relations, etc.

The laws of each State will be surveyed individually. In one State, for example, they say that eggs imported must be painted red while eggs laid in the State must be labeled "fresh." That item would be listed under the State laws.

After that, under the plan, there will be cross-reference pamphlets or books about commodities. All laws and regulations affecting oil or nuts or steel would be listed.

No interpretations or recommendations

are planned. Rather the listings will be purely factual reporting.

### Citizen Can't Know

An explanation by Mr. Gill illustrates the potential effects of the survey on future legislation affecting business.

"The business man faces a complicated system of laws governing marketing," he said. "The trend toward those laws together with passage of the Robinson-Patman and Tydings-Miller Acts in Congress make it necessary for them to adjust old merchandising policies.

"To do it they must await clarifying court decisions; they must understand the legal implications of the laws themselves, and also they must know about the present and probable future impact of those laws upon trade and the consuming public.

"Many State laws are not in harmony with existing federal statutes nor with similar laws in neighboring States. Any proposal to revise either State or federal laws affecting the marketing of goods to bring them abreast of modern business techniques must take into account the legal and economic implications found in all the State laws now on the books."

A number of trade associations and individual business men wrote to WPA welcoming the survey and offering cooperation. An advisory committee of representatives from 10 government departments is to be formed to promote co-operation there.

### Value to Retailers

The American Retail Federation has attempted something along the same line, but so far has reviewed only the 1937 State legislation affecting retail businesses. It discovered that 42 States now have resale price maintenance laws, resulting in part from the Supreme Court validation of the California and Illinois laws and subsequent legalization by Congress of interstate price contracts.

The Bureau of Foreign and Domestic Commerce of the Department of Commerce also has concerned itself with the subject. A report prepared there by James L. Brown showed the six States without these laws were Alabama, Delaware, Mississippi, Missouri, Texas and Vermont. He remarked on the similarity between many of the State statutes.

In the WPA study, to use a State price maintenance act as an example, the following information would be given: The law's text and an explanation for the layman; digest of all court decisions; digest of legal articles written about it; an analysis of enforcement machinery, and the legislative history.

The possibility that the survey will serve as an impetus toward a codification or simplification of both national and State laws affecting business is plain. If that should eventuate and result in a help to business men or increased employment, the officials responsible doubtless would be pleased. So far, however, they say that their interest is "only in getting the facts."

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CHARLIE PARKER, production manager of the Rudolph Wurlitzer Co., signs releases for materials to be supplied the production lines for the new Wurlitzer phonographs.



SWING PROFITS with

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CHICAGO COIN'S newest novelty game sensation with such profit-building features as GORGEOUS PLAYING FIELD . . . TUNNELS . . . SWING GATES. NOW made even more appealing with the 3 new MYSTERY LANES and other exciting features galore!

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If you are in the market to purchase New or Used Coin Operated Machines, write us! We carry a complete stock of all types of Machines at prices which you can afford to pay. WE GUARANTEE YOU 100% SATISFACTION on all purchases. What more can we say? JOE HUBER, Pres.

**SPECIAL—WURLITZER 412 PHONOGRAPHS \$97.50**

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## Banner Business Shows Big Boom

PHILADELPHIA, April 30.—J. H. Rothstein, of the Banner Specialty Co., reports that the business done by the home office during this past month will better the 1937 mark approximately 28 per cent and top the 1936 April figures by 22 per cent.

"We attribute this increase to the fact that more and more operators are joining the list of Banner customers," Rothstein stated, "because they know they can rely on us to protect their interests. Our branch offices in Newark and Pittsburgh are also hanging up new sales records. One reason for this is the able management of these branches by the respective managers, plus the fact that they must adhere strictly to the policies of the main office.

"We believe our customers are in much better position to keep on increasing their profits, since they hardly ever have non-productive equipment, since Banner indorses only the best and because all Banner employees do everything possible to co-operate with their customers in every possible way," he concluded.

## Winner Sales Co. Relates Policies

CHICAGO, April 30.—It has been the custom of some companies selling high-priced equipment to give a limited time guarantee in which ops may return the equipment and receive their purchase price should they be dissatisfied with their purchases.

Winner Sales Co. reports it is making this same guarantee in the jar-deal field. "We are offering our Get-a-Natural, Banco and Half-a-Hundred jar deals, also Pik-a-Pak 1-cent or 2-cent ticket cigaret deals," reports Hy Salkind, sales manager of the firm. "Other deals of ours are the Jar-a-Jak 1 or 2-cent cash ticket deals. All of them are available now on a seven-day money-back guarantee. So far not a single request for return of payment has been recorded. In fact, ops are reordering constantly."

## Royal Features Watling Scales

NEWARK, N. J., April 30.—"Since this is one time of the year ops can expect a boom business on scales," state Dave Stern, of Royal Distributors, "we are making a drive on Watling scales.

"Once the women put their heavy winter clothes in storage," he went on, "they begin to worry about their figure

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WURLITZER P-12 . . . . .	109.50
WURLITZER 400 . . . . .	129.50
ROCK-OLA No. 2 . . . . .	75.00
MILLS DANCEMASTER . . . . .	37.50
MILLS DANCEMASTER (New and Wood) . . . . .	47.50
1/2 Dupont, Bellone G. O. D. Cable & Street "Edison" Phonograph . . . . .	100.00

IDEAL NOVELTY CO. 1100 MARKET ST. PHILADELPHIA, PA.

## SKEE BALLS

1938 WURLITZER SKEE BALLS in good condition. Cost \$250.00. Will sell for \$40.00. Contact, F. O. B. Buffalo. Should pay for themselves in a few weeks. H. L. BARBER, 310 Liberty Bank Bldg., Buffalo, N. Y.

and seem unable to resist the lure of a scale to find out how much they have lost. As a result scale profits soar. Outdoor scales get a bigger play, too, since the average person has less clothes on his back and consequently can get a truer estimate of his weight.

"The Watling scales we are featuring have won the confidence of the public. They are springless, and the new fortune-telling scales which we have are going over big. We believe that many operators are interested in getting a route of the new Watlings started. As a result," Stern concluded, "we intend making a feature of the line for the rest of the outdoor season."

**DOLLARS from HEAVEN**

A new "GLOBE" STEP-UP BOARD consisting of 2470 combination tickets, beautifully made up with a rainbow of colors.

**170 Winners—From 25c to \$25.00**

Board Taken In . . . . .	\$125.00	PRICE
Average Payout . . . . .	75.00	<b>\$4.60</b>
Average Profit . . . . .	\$ 45.44	plus 10% tax

**GLOBE PRINTING CO.** 1023 Bank St., Philadelphia, Pa.  
SEND FOR LATEST CIRCULAR

**WANTED**

## 500 SLOT MACHINES

LATE SERIAL NUMBERS AND IN GOOD CONDITION

For the past ten years we have served the trade throughout the country. We intend keeping up this policy and would like to hear from our many patrons to whom we attribute our success.

**PIONEER NOVELTY DISTRIBUTING CORP.**  
6127 GEORGIA AVE., N. W. WASHINGTON, D. C.

**NO MORE CHISELING**

POLISHED ALUMINUM SLOT GUARD COMPLETE

WITH SCREWS, **\$1.00** EACH

**CENTRAL DISTRIBUTING CO.**  
105 West Linwood, KANSAS CITY, MO.



PACKING AND SHIPPING DEPARTMENT of Star Mfg. and Sales Co., Kansas City, Mo., hustles to get Sebnor vendors out to the trade.

**You Must Be Satisfied  
Guaranteed Bargains**

62 Grippers, 3-  
way, used only **\$9.95**  
2 weeks .....

**ONE BALLS**

Carom .....	\$18.50
Preview .....	18.50
Classics .....	22.50
Turf Champ .....	26.50
Golden Wheel .....	26.50
Racing Form .....	29.50
Foto Finish .....	29.50
Sportsman De Luxe .....	39.50
Preakness .....	39.50
Arlington .....	39.50
Clocker .....	49.50

**SLOTS**

Watling Rolatop, 5c. .	\$29.50
Paces Comet, 10c. 25c	
Ser. over 320,000. .	34.50
Chiefs, 5c., 10c., 25c.	39.50
Columbia .....	34.50
Reliance, 5c., 25c. .	22.50
Mill Dice Game, 25c.	97.50

**MISCELLANEOUS**

<b>PACES RACES</b> (20 to 1) .....	\$119.50
<b>PACES RACES</b> (30 to 1) .....	129.50
Serials over 3700	
Stewart-McGuire	
7-Col. Cig. Machines	59.50
17 A.B.T. Targets. . . .	19.75
<b>PHONOGRAPHS—Every Make</b> over 500 in stock.	
Write for Prices.	
Bowling Games 9, 12, 14 Ft.	

**GERBER & GLASS**  
914 Diversey Blvd.  
CHICAGO

**\$400 Monthly Income  
from PENNIES!**

**Dropped Daily  
Into the  
HAMILTON  
Person Weighing  
SCALE**

(New 8th Anniversary Model)  
You can't beat Hamilton Scales for moderate investment and prompt profits. Build your own business and have it paid for in 6 to 10 months. Get your first "Hamilton" at our special introductory price, with the right spot for it and complete the "deal" on the best of your own kind. Any town, large or small, will produce \$4 or better average monthly profits per scale. Experience necessary. We give you all the suggestions needed for successful operation.

Shipping To Pay After First Out. We Guarantee Every Hamilton Scale Against Repairs for 1,000,000 Operations.

**WRITE FOR THE FACTS TO  
America's Largest Exhibitor Makers of Person-  
Weighing Machines.**

**HAMILTON SCALE CO.**  
Dept. B, 1910 Vermont Ave., Toledo, O.

**LOOK! AT THESE  
LOW PRICES!**

CHICO BASEBALLS .....	\$24.50
WARS .....	24.50
DUZ .....	18.50
STONER PACES .....	18.50
NICE AMERICAS .....	18.50
HILLS FLASHERS .....	24.50

Orders Filled in Notation.  
1/3 Deposit.

**WRITE FOR COMPLETE LIST,  
AUTOMATIC SALES CO.**  
227 Second Ave. N., Nashville, Tenn.

**Dallas**

DALLAS, April 30.—W. F. Emerson, of Greenville, Tex., is reported to be operating almost every kind of coin machine here and has been in the business long enough to know how to operate on a business basis. On a recent visit to Dallas he was kept busy showing his new patented base for holding automatic phonographs. W. F. is manufacturing this base in his own plant in Greenville.

Steve Salach, Cameron (Tex.) operator, was in the city recently to purchase new merchandise and visited quite a number of local jobbers.

That wonderful pair of boys, Milam and Brown, who have been successful operators in Corsicana for 25 years, were in Dallas recently. It was the third trip with their own beautifully decorated truck, which they load each trip with new automatic devices.

Earl Roundtree, of Abilene, bought a number of cigaret and other vending machines from the Wrenn Sales Company recently. Mr. Roundtree reports business good in West Texas and says that section is prosperous due to excellent crop conditions.

Marvin McLarty, of Lubbock, Tex., one of the largest operators of West Texas, has been ill for several weeks but is now convalescing at Mineral Wells, Tex., and is reported on the road to recovery.

H. B. Poor, of Trent, Tex., was in Dallas recently and purchased equipment for his music business in that East Texas city.

Mrs. Ed Morris, of Kaufman, Tex., just won't give up but stays on with the automatic amusement business. Ed Morris, her husband, who was one of the old-time operators of that section, passed away last December. Mrs. Morris is now in Dallas taking training for the operation of the new automatic beauty machines under the tutelage of Harry Drollinger's staff and will operate her own automatic beauty business in Kaufman.

Ed Brown, one of the best established operators and distributors of cigaret vending machines in the Southwest, recently moved his sales office and plant to 4606 Lindsey street.

Among South Texas operators who have wired Harry Drollinger for equipment and installations of his new automatic music machines were Dick Warnke, of Santone Coin Machine Co., San Antonio, and L. R. Gardner, of Houston.

Mike Akeman, from the service department of Wrenn Sales Co., spent several days recently in Shreveport, La., teaching Joe Carroll and J. K. Theo the operation of new automatic beauty machines and helping them with the installation of a line of these machines for their automatic beauty service in Shreveport.

Church Hay, of Greenville, Tex., and E. R. Whittle, of Paris, Tex., were out-of-town operators who purchased cigaret machines and phonographs from local jobbers recently.

**Columnist Writes  
On Phono Slang**

NEW YORK, April 30.—Louis Sobel, whose column, "The Voice of New York," has taken the place of Odd McIntyre's "New York Day by Day," set off some fireworks the other day when he stated that in the new Harlem slang a "joy box" meant a nickel-in-the-slot phonograph.

One of his readers replied: "Referring to your Harlem jargon in which you described a nickel-in-the-slot phonograph as 'joy box,' you might add that among the Negroes of the Florida west coast—and by absorption from household servants among the school kids—a neighborhood dance hall or roadhouse is a jook joint, hence to jook or go jook-ing—and the automatic phonograph is a jook organ."

Perhaps operators in other parts of the country can contribute other terms used to describe the phone which we can forward to Sobel. Down in the Carolinas we have heard that some colored folk call the phone a piccolo.

**FREE**  
**YOU CAN GET THIS**  
*Triplex* **CHIEF**



**WITHOUT  
COST**

takes  
**NICKELS  
DIMES  
QUARTERS**  
GIVES ONE FREE  
FOR EACH 24

"Triple your profits with Triplex" is more than a slogan—it's a reality. Actual operation shows that more than half the coins in cash box are dimes and quarters, assuring an increased income better than 100%. Many testimonial letters prove this. We'll prove it to you—and make you a present of a TRIPLEX.

That's true—we're not trying to sell you a sample Triplex—we'll give it to you. Triplex sells to the operators for \$163.35, tax included, but we're giving you a sample without cost. We want you to convince yourself by actual operation in your own locations that Triplex—the machine that takes nickels, dimes and quarters—will actually earn two to three times as much as any other machine.

During the month of May, we will give any operator a Triplex Chief FREE OF CHARGE with every order for ten Silver Chiefs, Red Skins or Dixie Belles. With an order for twenty, you receive two Triplex Chiefs, etc. If you can use only five Silver Chiefs, Red Skins or Dixie Belles, you get a Triplex for half price; if three is your capacity, the Triplex will be yours for only 75% of the regular operator's price. Your distributor will give you this same deal.

This offer is limited—don't wait. Write or wire at once.

**O. D. JENNINGS & COMPANY**  
4309 WEST LAKE STREET • CHICAGO, ILLINOIS

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# BALLY RESERVE

THOUSANDS ON LOCATION 4 TO 8 WEEKS EARNING MORE THAN EVER!

Yes, here's a 5-ball novelty game which actually earns more money each week—and first week collections often equal earnings of pay-out games! BALLY RESERVE is the only novelty game ever operated in batteries of 2 and 3 per location! Why? Write for CONFIDENTIAL details—and act quick to get in the big money.

Pat. Nos. 2063108 and 2082708.

\$99.50  
FREE PLAY  
MODEL 111.31  
F. O. B. Chicago

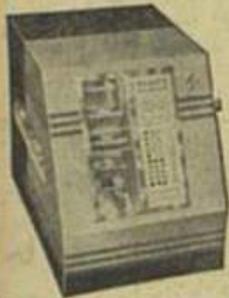


# SPORT PAGE MULTIPLE ONE-SHOT

Collections actually 10 to 20 per cent better than Fairgrounds. Also NEW MECHANICAL REFINEMENTS, NEW ADJUSTMENTS AND ANTI-CHEAT FEATURES add many dollars to your net earnings. For the biggest multiple profits you've ever known, order SPORT PAGE today.

\$194.50

Ticket Model  
\$206.50  
F. O. B. Chicago



# MILLWHEEL

1-5-10-25-CENT COUNTER GAME

Fascinating new "Scrambled Marbles" action gets immediate attention. Repeat play guaranteed by: (1) FREQUENT WINNERS, (2) BIG WINNERS ALWAYS IN SIGHT, (3) ENTIRE ACTION VISIBLE, (4) EVERY GAME COMES CLOSE

Write for AMAZINGLY LOW PRICE.

**BALLY MFG. COMPANY**  
2446 Belmont Ave., Chicago, Ill.

## Plans To Build Second Sportland

DETROIT, April 30.—The large new sportland at Jefferson Beach Amusement Park, described in last week's *Billboard*, is being operated by Stanton Welsh. Welsh, a well-known Detroit showman, was manager of the ballroom at the park for several years but has found the coin machine business even more interesting than show business directly—alho he believes closely enough in their connection to keep his major location right in one of the biggest amusement parks in this section of the country.

Welsh also operates a route of Rotary diggers in Macomb County locations, northeast of Detroit. These machines are especially popular thru this county, and Welsh is finding plenty of opportunity to put them to work profitably during the winter when the arcade is closed.

Chauncey Reynolds, Detroit operator, who used to manage the arcade at Eastwood Park, is managing Welsh's arcade for him now. This includes digger stands as well as the arcade. Future construction will give another location for a sportland on the west side of the park when it opens in full force for the season proper.

## Aronson Seeks Foreign Markets

BROOKLYN, April 30.—Charley Aronson, of Brooklyn Amusement Machine Co., revealed that his firm is interested in establishing foreign markets to dispose of the various used machine stocks it has accumulated. "We believe," Aronson stated, "that the foreign market offers the best chance in the world for the sale of this type of equipment."

"Right now," he concluded, "we are making arrangements with several foreign buyers for immediate disposal of this equipment of ours in wholesale quantities."

## Callahan Popular With Uptown Ops

NEW YORK, April 30.—Since taking over the uptown office of the John A. Fitzgibbons Co. Gene Callahan is reported to have won a fine following among ops in this section of the city. Ops who have dropped in at these uptown offices since they were installed have remarked to John Fitzgibbons, he reports, that Callahan really believes in giving them service and attention. "Coinmen like Gene so much," Fitz stated, "that they are making a habit of dropping in at our uptown offices to look over what's new in games."

"We are trying to give the boys every possible service to keep them earning the largest profits," Callahan declared. "Not only are we repairing their games just as we do at the Bally Building but we are getting the games to them first and

## SLOTS

Completely Rebuilt - Repainted Castings Replated

5c Mills Blue Fronts, D. J.	542.50
10c Mills Blue Fronts, D. J.	45.00
25c Mills Blue Fronts, D. J.	50.00
1c Mills Blue Fronts, S. J.	49.50
5c Mills Blue Fronts, S. J.	54.50
10c Mills Blue Fronts, S. J.	57.00
5c Cherry Bells	64.50
10c Cherry Bells	67.00
25c Cherry Bells	70.00
10c Juvvings Chief	32.50
10c Walling Relatop	51.50
25c Walling Relatop	54.00
5c Pace All-Star Comet	37.50
10c Pace All-Star Comet	39.50
50c Pace All-Star Comet	41.50

## PAYTABLES

Fleetwood	997.50
Stables	71.50
Arlington	44.50
Fairgrounds	89.50
Golden Wheel	27.50

Write for list of 250 Paytables, Novelty Games, Counter and Slot Machines.

**SPECIAL** Write for descriptive literature on outstanding show-out bargains.

**WANTED** To buy for cash or trade - the CON-SOLE. Send list of names and quantities.

**ATLAS NOVELTY CO.**  
1901 Fifth Ave., 2200 N. Western Ave.,  
PITTSBURGH, PA. CHICAGO, ILL.  
1826 W. Flagler St., MIAMI, FLA.

## HOT OFF OUR PRESSES! BOX SCORE A BASEBALL JAR DEAL

Introductory Offer  
**3 DEALS \$10.00**  
Complete Taxes in 2,250 Tickets  
@ 5c ..... \$114.00  
Average Payoff 75.00  
Average Profit 39.00  
Don't Wait—Order Now—See the Fund in Your Territory  
We also have another timely Deal called "Daily Double" with a picture of a real home race on the Jackpot Card that we also offer 3 complete Deals for \$10.00

All Prices F.O.B. Louisville, Ky. by Deposit of Postal or Express Money Order Must Accompany All Orders.  
Write for illustrated literature of other quality Jar Deals we are at present manufacturing.

**LOUISVILLE NOVELTY MFG. CO.**  
Manufacturers of Quality Jar Deals and Trade Stimulators.  
330 E. Brookridge St., Louisville, Ky.

aiding them in getting the games on their routes in a hurry so that they can start earning money from the machines the moment that they appear in town."

**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's seat in itself, so get yours now and enjoy the fight!

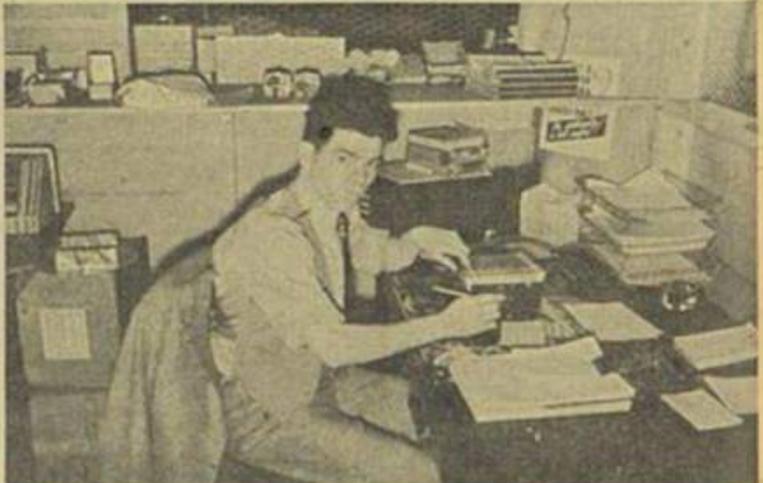
FORM 3810-G—600 Holes.  
Tickets in ..... \$20.00  
Pay Off ..... 14.50  
Print ..... 1.10  
Plus 10% Federal Tax.

Write for our Catalog of Money-Making Boards, Cards and Die-Cut Sheets.

**CHAS. A. BREWER & SONS**  
6320-32 Harvard Ave. Chicago, U. S. A.  
Largest Board and Card House in the World.

**THE BIG FIGHT**  
IS BOUNDS \$10.00 IS THE WINNER

JOE LOUIS vs. MAX SCHMELING



**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 Huntington Sts. PHILADELPHIA, PA.

**ANOTHER KEENEY WINNER**—William (Bill) Fraser, of J. H. Keeney & Co., is a member of the Chicago Sparta Soccer team which defeated St. Mary's Celtics, of New York, for the National Professional Cup.

## Dewey Goes After Big Gamblers Rather Than the Little Fellow

NEW YORK, April 30.—The strong hand of Thomas E. Dewey, as seen in the conviction and sentencing of Richard Whitney, former president of the New York Stock Exchange, to 5 to 10 years in prison for stock frauds, indicates that Dewey intends to go after big gamblers rather than make a grandstand play by "cruading" against petty gambling.

Incidents connected with Whitney's conviction recall an editorial published in *The Billboard* December 11, 1937, which is reprinted in full because of the underlying truths affecting the amusement-game industry:

### "Reformers"

"It seems there is an inborn instinct in every human being to try to reform something. Even those who are forever cursing 'the reformers' have their own pet reforms in which they are just as intolerant as the most professional reformer.

"The chief mistake of all reformers seems to be that they spend so much time, money and ability on petty evils but do little to help in eliminating major evils. They become so absorbed in drives against petty evils that often they show surprising ignorance of what the major evils confronting the nation may be.

"It is to those few reformers who have ignored petty evils to concentrate on the major reforms of history that the civilized world today owes its debt of gratitude. In fact, the multitude of reformers who are always worried about petty evils have come to be little more than pests at a time when serious major problems are of real concern.

"A good working policy is in the fact that petty evils tend to take care of themselves as the major evils of society are brought under control.

### Dewey's Future

"The temptation to let our reform instincts be led astray into petty fields is aptly illustrated in a splendid tribute to Thomas E. Dewey, recently elected district attorney in New York City. The tribute to Mr. Dewey is written by Jay Franklin, one of the few liberal columnists of the time.

"Concerning Mr. Dewey's brilliant rise to prominence, Franklin says:

"He has won respect and popularity by his fearlessness and his success in striking down some of the slimier parasites of his community. . . . But the real test lies before him. It is always popular and exciting to smash vice rings and clean up market racketeers. . . . But just as it is more exciting to wage a campaign against venereal disease than against the diseases of stum overcrowding and malnutrition, so it is easier for a city prosecutor to strike at a "Public Enemy" than to attack the big industrial and respectable rackets which levy a far heavier toll on a community's income and welfare."

"The picture which Mr. Franklin attempts to draw is that of many a young and brilliant man who finds himself in public office and who must make the choice between reforms that go to the root of the rackets and ill that inflict society today. Or whether he will give way to the temptation to make a campaign against superficial and petty evils that immediately make a man a newspaper hero.

### Officials Tempted

"All over the country there are public officials, mayors, prosecutors, high police officials and others, many of them still young enough to render a distinctive service to the people, who face the dividing of the ways. They must either take the slower way to real success or use the more flashy way of waging clean-up drives against petty evils at regular intervals.

"From newspaper accounts it would appear that about half of the public officials in the country have yielded to the temptation to get periodic publicity and headlines by staging a clean-up on some petty thing. In 8 out of 10 of all such campaigns it is soon discovered that such drives are staged to 'cover up' evils of a much worse nature. Newspapers help to deceive the public by giving full publicity to the petty drives. In fact, it may be said that in the average city the newspapers often serve as the chief protectors of major evils and rackets by making a paper hero of the

man who stages a periodic clean-up for public consumption.

### Newspapers Guilty

"If anyone desires proof as to what extent newspaper publicity has gone in shielding the big rackets by its sensational ballyhoo about petty clean-up drives let him ask any reporter who makes the beats and knows all the ropes.

"Some of the newspapers are making an honest effort to reform their own racket. They are beginning to recognize that such public institutions as newspapers, enjoying valuable constitutional privileges, have a heavy obligation to play fair with the public. Such newspapers recognize that there is a rapidly increasing number of voters who question everything published in a newspaper and have to a large extent lost confidence in newspapers as reliable mediums of public information. Such newspapers are beginning to frankly puncture some of the drives staged for publicity.

"The *Indianapolis Star* (October 29, 1937) called attention to a petty thing that is periodically attacked by some public official in half the cities of the country. 'Perhaps it is time to cease the perennial agitation over operation of these marble machines,' said *The Star*. 'Some of them unquestionably are used for gambling small sums. The majority perhaps supply harmless diversion.'

"Apparently here is a newspaper staff that has realized there are a lot worse evils in the average city than pinball games. It is apparent, too, that the staff has recognized the usual motive behind the drive against pinball games. In 9 cases out of 10 it is either for publicity or to 'cover up' for some other thing that needs reform.

### Publicity Seekers

"In any discussion of reform the highest respect must be expressed for all honest and sincere reformers. They have made civilization what it is. But only contempt can be held for the publicity seeker and the person who wastes time and money on petty evils when civilization itself is threatened by major dangers. The amusement games business at its worst can only be a petty evil. In fact, if anyone is sincerely interested in reforming the coin-operated machine industry the quickest way to do it is to support and encourage its national and local programs for charity and employment.

"In view of the major economic and social dangers of the time, the coin-operated machine industry feels that public officials, newspapers, civic and church leaders can find much worthier causes than fighting petty things like pinball. The industry itself is willing to go far in cleaning its own house as it concentrates on the national problems of charity and finding jobs for the unemployed."

EVERY SINGLE MANUFACTURER, JOBBER, OPERATOR and DISTRIBUTOR

**ADMITS**  
THAT THE BIGGEST  
**PROFITS**  
In All History Are Being Earned  
**TODAY**

With the World's Greatest Game

**BALLY'S**  
**RESERVE**

"BANK NIGHT" NOVELTY HIT!

**\$99.50**

**DAILY**  
**DOZEN**

The latest model of our Bally Reserve. Single Cash Box—Armor Proof—Double Meters—Perfect Checking System.

APPROVED AND RECOMMENDED BY BOARD OF DIRECTORS OF AMALGAMATED VENDING MACH. OPERATORS ASSN., Inc.

and GREATER NEW YORK VENDING MACHINE OPERATORS ASSN.

IMMEDIATE DELIVERY GUARANTEED—RUSH YOUR ORDER TO . . .

**JOHN A. FITZGIBBONS**

453 WEST 47th STREET  
NEW YORK CITY

362 MULBERRY ST.,  
NEWARK, N. J.

2178 AMSTERDAM AVE.,  
NEW YORK, N. Y.

**DISCRETION**

Resourceful operators are changing to a new type of Columbia, which is the essence of DISCRETION. No money, no checks are paid out through the front payout cup. Instead these rewards are directed towards a separate, locked cash box in rear, for which location has the key.

This "concealed payout" idea has done wonders in opening territories.



Supplied with Cigarette Reels, but changeable to Fruit Reels and Front Payout. All Columbias are instantly convertible from Nickels to Dimes, Quarters, Pennies.

NO BULK, NO NOISE, NO RESTRICTIONS. Just continuous, comfortable PROFITS.

GROETCHEN TOOL COMPANY  
135 N. Union Street Chicago, Ill.

**GUARANTEED for LIFE!**  
Metal Slotted Coin Counter  
**Sample 75c**  
10 or more 66c

Get the Best for Least Buy the STAR Slotted Coin Counter. Polished aluminum indestructible. A new one if one ever wears out! Stays easily detached through slot. Stamped gauge marks; wide throat for tubing coils. (For Pennies Only.)

**STAR MANUFACTURING COMPANY**  
3001 Wayne, Kansas City, Mo.

**FINAL CLOSEOUT OF RECONDITIONED GAMES**

Fleetwood	\$79.50
Fair Grounds, packs	69.50
Preskness	29.50
Arlington	29.50
Photo Finish	19.50
Golden Wheel	19.50
Key's Track, Paces Races	50.00

1/3 Deposit With Order  
**MT. ROYAL NOVELTY, Inc.**  
306 E. Baltimore St., Baltimore, Md.

**SALESBOARD OPERATORS**  
Read  
**"DEALS"**

A column about new salesboard ideas, deals and personalities. In the

**Wholesale Merchandise Department**

**THIS WEEK and EVERY WEEK**

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



JIM BUCKLEY, left, Bally sales manager, and BILL MARNER, of Sicking Mfg. Co., Cincinnati, take time out to enjoy a bag of pop corn from Bally's Hot-Vender.

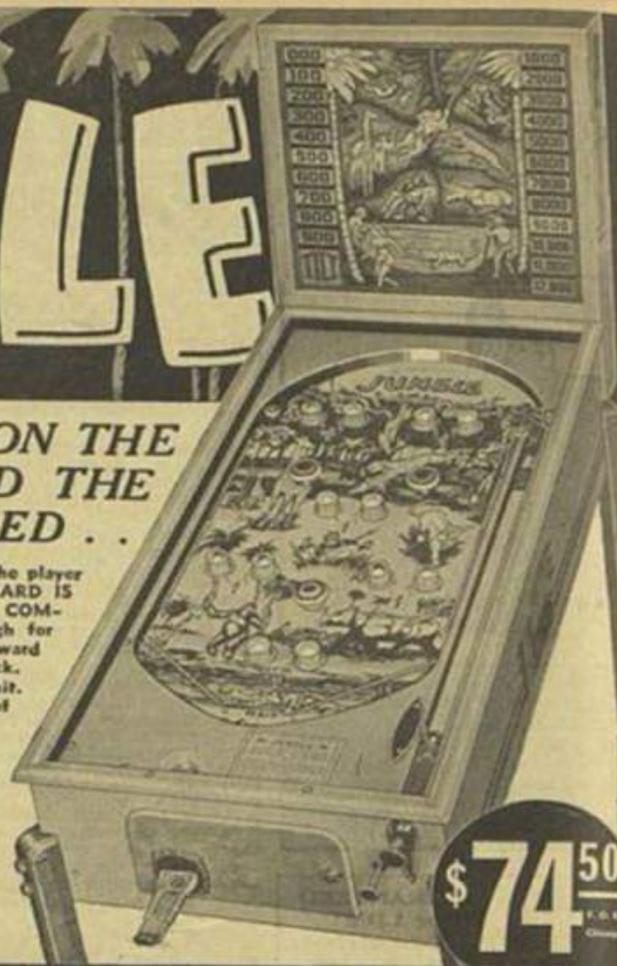
# GENCO'S JUNGLE

COMPLETE THE JUNGLE PICTURE ON THE BACKBOARD AND THE AWARD IS DOUBLED . .

## How Jungle Picture Is Completed . . .

Before played the center of the back rack is mirrored. When a ball falls between 1 of the 6 pair of bumper springs on the board, a corresponding section of the jungle picture is illuminated on the mirrored section of the back rack. There are 6 sections to the picture, so in order to complete the picture the balls must fall between every pair of bumpers. It is possible to complete the picture with just 2 of the 6 balls.

A new novelty game with a double appeal! The player may win an award for high score—THIS AWARD IS DOUBLED IF THE JUNGLE PICTURE IS COMPLETED. Even if the score isn't high enough for an award the player receives a 2 free game award for completing the Jungle Picture in the back rack. 100 points is recorded for each bumper hit. 1,000 points when the ball rolls over one of the skill switches.



ORDER TODAY—QUICK DELIVERY!

**GENCO, INC.**  
2621 N. ASHLAND AVE., CHICAGO, ILL.

**\$74<sup>50</sup>**

## 21 YEARS OF LEADERSHIP

is our reward for adopting and maintaining a policy to ENDORSE ONLY THE BEST coin-operated machines and protect operators' investments with all the care and vigor at our command. This shall always be OUR policy—which is the only OPERATORS' safeguard.

**BANNER SPECIALTY CO.** 1530-32 PARRISH ST. PHILADELPHIA, PA.

BRANCHES 1840 Fifth Ave., PITTSBURGH, PA. 1125 Broad St., NEWARK, N. J.  
Mr. Harry Rosenthal, Mgr. Mr. Jack Kay, Mgr.

—> BUY FROM OFFICE NEAREST TO YOU <—

## Gets Patent on Play Ball Game

CHICAGO, April 30.—Exhibit Supply Co. reported this week that notice had been received from the U. S. Patent Office of the granting of a patent to the firm on an important feature of the new Play Ball table game recently put on the market.

The patent will cover the feature on the scoring board whereby the illuminated runners are shown advancing from base to base, it was stated.

Production is being rapidly speeded up on the baseball game, it was said, since a widespread demand has already been felt for a game that capitalizes on the national sport as this one does. It is said to offer many features of the real game, so that the public naturally turns to it for diversion when baseball is so much in the air. Instead of the usual plunger the table game has a bat which the player can "swing" at the balls for home runs, etc. The player releases the balls from the pitcher's box as he desires by pressing a button.

Leo J. Kelly, of Exhibit, returned from a trip to New Orleans this week, reporting that Exhibit diggers were being operated in large numbers in the New Orleans area. He said he especially enjoyed talking with Messrs. Stevens, LaHane, Quillian and Centos, of the Arcadian Amusement Co., which operates between 400 and 500 diggers and is also planning a big expansion move in the digger field.

in sight at all times—another repeat-play stimulator. Third, winners are quite frequent, encouraging the player to stick with the game. Last but not least, the player can see what goes on inside the machine—the continuous agitation of the marbles is fully visible. This creates confidence in the player's mind and gets play from those who are skeptical of ordinary machines. These four stimulator features are piling up fast profits for operators, as a result of which Millwheel will unquestionably be the biggest summer seller in the counter-game class."



## WIN A RADIO

THE SENSATIONAL BOARD THAT IS MAKING REAL MONEY FOR SMART OPERATORS. TRY A SAMPLE BOARD, 2625 N. 4th St., Phila., Pa.

Takes in . . . \$191.25  
Last 50¢ Free Payout . . . 26.25

Total Take in . . . \$165.00  
Pays Out in Cash . . . 13.00

1—50.00, 2—\$1.00, 4—50¢, 10—25¢, 22—10¢. 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.**

119-125 N. 4th Street, Philadelphia, Pa.

## MACHINE CLOSE-OUTS

- |                                   |  |
|-----------------------------------|--|
| 46—HOME STRETCH . . . . . \$13.50 | 16—HOME RUN . . . . . \$ 9.50          |
| 27—LONG BEACH . . . . . 13.00     | 15—DAVAL BASEBALL . . . . . 10.00      |
| 14—BATTER UP . . . . . 36.50      | 21—PRAKNESS . . . . . 34.50            |
| 5—SKI HIGH . . . . . 35.00        | 6—ARLINGTON . . . . . 39.50            |
| 3—VOCUE . . . . . 32.50           | 5—SPORTSMAN (Ironings) . . . . . 34.50 |
| 4—BOBS . . . . . 27.50            | 96—MILLS BLUE FRONTS . . . . . 94.50   |
| 3—CHICAGO EXPRESS . . . . . 27.50 | 4—TOM MIX RIFLES . . . . . 94.50       |

**12—BALLY ENTRY'S (Brand New - in original crates) 84.50**

1/3 Dep. With Order. Ref., A. P. SAUVE, Detroit; GENCO, INC., Chicago.  
**ROBINSON SALES COMPANY**

2005 GRAND RIVER DETROIT, MICHIGAN

## Bally Millwheel Has Repeat Play

CHICAGO, April 30.—Discussing the popularity of the new Bally Millwheel, 1, 5, 10 and 25-cent counter game with "scrambled marbles" action, Jim Buckley, general sales manager of Bally Mfg. Co., attributed the success of the machine to four so-called stimulator features.

"First of all," Buckley stated, "every game comes close." That always results in repeat play. Second, big winners are



CELIA PHYLLIS JONES, 8-year-old daughter of Herb Jones, Bally Mfg. Co. advertising manager, is following in the footsteps of her dad as a word stinger. She was a prize winner in a recent radio contest to suggest a name for the island on which Orville's Orphan Annie was marooned.

# Evans' HIALEAH <sup>Twin</sup> 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 (5" 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**

**RECONDITIONED and GUARANTEED!!**

- BALLY FLEETWOODS.....\$79.50
- BALLY FAIRGROUNDS..... 75.00
- MILLS BIG RACE..... 75.00
- WESTERN PADDLES..... 65.00

WRITE OR WIRE FOR ANY OTHER EQUIPMENT THAT YOU MAY WANT! WE HAVE IT IN STOCK!

All Prices F. O. B. Baltimore.  
 1/3 Deposit — Balance C. O. D.

**SAVOY VENDING CO.**  
 406-B W. FRANKLIN ST.  
 BALTIMORE, MD.

**Rock-Ola Equipment Pleases Canadians**

TORONTO, Ont., April 30.—George H. Pickett, head of the P. & H. Coin Machine Co., Canadian distributor for Rock-Ola, reports that sales of Rock-Ola phonographs and amusement equipment have far exceeded the high quota they had arbitrarily set up for themselves for the first part of the year.

"Our people are thrilled with the new 1938 streamline phonographs," Pickett stated. "They appreciate the good music and the true-to-life tone. The borealis light-up grille appeals, too. It is somewhat reminiscent of the aurora borealis we see up here once in a while. And do they like to watch the records change! Locations say that there are patrons who feed the machine nickels just to get a kick out of watching the mechanism work."

"A short time ago the P. & H. Coin Machine Co. was host to Canadian operators, at which time plans were laid for an intensive campaign," he continued. "Ever since then our personnel has been busier than a Canadian Mountie dispatching orders for phonographs, games and scales."

Pickett, a native of Toronto and well known thruout the entire dominion of Canada, is also proprietor of Parliament Electric Co., which has for 20 years handled electrical contracts under license and approval of the Hydro Commission. This wide experience has been invaluable in his capacity as Rock-Ola distributor, he reports, and Rock-Ola's phonographs are fully approved by the Hydro Electric Power Commission.

"Thousands of people from the States visit Canada every summer," says Pickett. "Besides our unsurpassing beauty of natural scenery and other attractions, these vacationists like wholesome entertainment as they travel. That's why so many of our Canadian operators have been showering orders upon us. They want to be all set when the tourists—Americans and Canadians—start to visit our great summer playground. They know Rock-Ola music in the States and they feel right at home the minute they walk into a strange place and see a Rock-Ola there."



**ZEPHYR \$18.75 TAX PAID**

Two Machines in One—Cigarette Vender or Ball Fruit Vender, Visible Ball Gum Vender, Cigarette or Fruit Symbols, 4 Reward Cards. Entirely new Mechanism designed for this machine. Really spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken.



**BALL GUM**

15¢ a Box (100 Pieces)  
 Case Lite (100 Boxes)  
 \$12.00

**MINTS**

100 Balls, 75¢ Case (1000 Balls)  
 \$8.50

**GINGER TOKEN PAYOUT \$27.50 TAX PAID**

Finest automatic payout machine in lowest price field. Tokens call for 1, 2, 3, 5 or 10 packs of Cigarettes. Operator inserts tokens in payout tube, thus controlling payout percentage accurately to its full retail price of Cigarettes.

**SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO**

Stoner's Races .. \$25.00	Royal Races .. \$15.00
Homestretch .. 15.00	Penny Backs .. 5.00
Scoreboard .. 6.95	Koeney Free Races .. 77.50
Skooky .. 10.00	Fleetwood .. 100.00
How & Hound 35.00	Ak-Sar-Bem Free Game .. 85.00
Big Game	Track Times, Life Needs .. 165.00
Hunter, Life Model .. 9.95	Rosement .. 35.00
Bally Bumper 6.95	Bally Balls .. 35.00
Auto Derby .. 15.00	Ray's Tracks .. 75.00
Chico Derby .. 12.50	Tanferan .. 65.00
See How .. 12.50	Derby Day Consoles .. 75.00
Bally Booster 7.50	Derby Day .. 25.00
Bally Derby .. 6.00	
Center Smash .. 15.00	

**Cleveland-Chicago Amusement Sales**  
 2729 Prospect, Cleveland, O.

**WANTED TO BUY**

KEENEY TRACK TIME  
 LIBERTY BELLS  
 MILLS BLUE FRONTS  
 BALLY FAIR GROUNDS

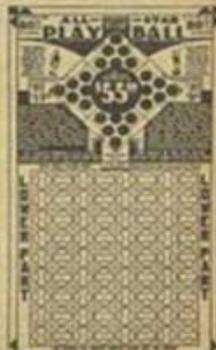
The Billboard, Cincinnati, O. Write BOX D-125.



**"Sock it out of the Park!" "All-Star"**

The newest sensation in Barrel Board Deals! Made in either 2250-holes or 2520-holes size. Shows \$40.31 profit on 5¢ board; \$69.15 on 10¢. Base hits touch proper bases. Made in thick and thin. Sold to operators only. Write for details.

**SUPERIOR PRODUCTS, INC.**  
 Dept. X  
 14 N. Peoria St., Chicago, Ill.



# DE LUXE REGISTER

LOWEST PRICED BIG GAME!

A red-hot 5-Ball Novelty that scoops everything in playing interest and buying value! Coin inserted in slot lights up Mystery Star on colorful backboard. When player scores award score, a colored Circle is illuminated on the backboard. Matching the color of the Star with the color of the Circle doubles the award. Play is visible at a distance. New invisible plug enables change of awards to suit location. New Spiral Bumpers—pure gum live rubber Bumpers—airplane dial Recorder—chrome fittings—Award Cards furnished—dozens of other features!



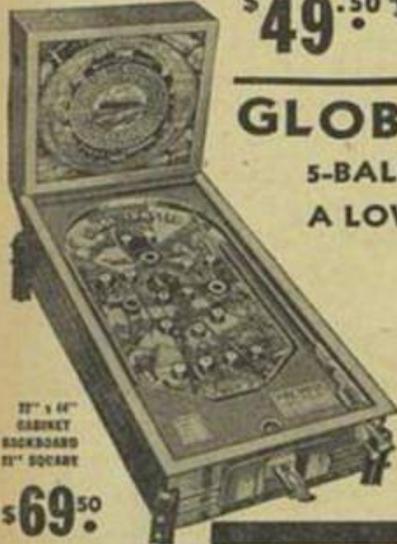
\$49.50

22"x44" Backboard, 22"x8" A. C. Current.

# GLOBE TROTTER

5-BALL NOVELTY THRILLER  
A LOW-PRICED SENSATION!

Get this money-making express and clean up! Has everything you'd ask for in a high-priced game, yet sells at a record-breaking low price! New Odometer Mileage Totalizer; new-type Bumper Springs; New Simplified Mechanism; Mystery Slot revolves Twin Spinner Discs. Top disc shows miles player must travel to win. Lower disc shows destination, which represents odds. Award cards furnished.



17" x 14" CABINET BACKBOARD 11" SQUARE

\$69.50



The Greatest Little Machine to Make Friends With the Store-keeper.

# DE LUXE 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 THROUGHOUT! • 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 GOTTIEB-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

## MORE PROFITS THAN EVER!

NEW LOW PRICES NOW IN EFFECT

HIT THE BALL—A SENSATIONAL PROFIT-MAKER

Now Only \$1.78 PLUS 10% TAX

Write today for our new illustrated catalog and price list. Ask for NC-15.

HARLICH MFG. CO.

1413 W. JACKSON BLVD. CHICAGO, ILL.



## Imperial Popular In Sunny South

BIRMINGHAM, Ala., April 30.—Maybe it's due to the fact that operators in the South have learned that they are better off with legal equipment; maybe it's because the common belief of the Mason-Dixon line are closer to our display room; whatever it is, however, we're thankful to the operators of the Sunny South for the business they've been sending our way," states Max and Harry Hurvich, of the Birmingham Vending Co.

"The greatest demand for our Imperial coin-operated billiard table has come from the South," they continued. "In practically every instance we have reorders for the machine. One operator from Mobile after thoroughly testing one of our Imperials phoned us to ship him 10 more immediately. Southern ops have found that the profits from this modern table compare favorably with those of any other amusement device, with the added feature that this table will last for years and years.

"As the word continues to spread throughout the South about the Imperial," they concluded, "we believe it will be but a short time before the demand for this game will be nation wide. That's why we expect sales on the Imperial to soar sky high this year."

## New Game Peps Up Modern's Staff

NEW YORK, April 30.—The entire staff of the Modern Vending Co. is all agog these days over Daval's new bowling game, U-Bowl-It, according to reports. The firm is making plans for a one-week festival, states Nat Cohn, in which it intends to introduce this new game to New York, New Jersey and Connecticut operators.

"The fact that this game has true bowling action is reason in itself to get excited about it," maintains Cohn. "There are nine pins on this game, and whenever any one of them is knocked

## NAPOLEON

did us a favor

Good old "Nappy" did us a favor when he met his Waterloo. He proved you just can't get TOO BIG! And we operate on that basis. Small enough to meet you personally and give you real service. Big enough to get you the BEST at the LOWEST and get it for you FIRST!

NEXT TIME TRY....

# ORIOLE

COIN MACHINE CORP.  
Oriole Bldg., BALTIMORE, MD.

—ALSO AT—  
Pittsburgh • Washington • Buffalo

## THIS WEEK'S CLOSEOUTS

EVERY PIECE GUARANTEED PERFECT CONDITION AND READY TO SET IN OPERATION. OFFERED AT HERETOFORE UNHEARD-OF LOW PRICES—FIRST COME, FIRST SERVED. "PHONE, WIRE OR WRITE FOR PRICES TODAY!!"

- |                   |               |                     |
|-------------------|---------------|---------------------|
| FAIRGROUNDS       | GOLDEN WHEELS | PACES RACES, Checks |
| FLEETWOODS        | RACING FORMS  | and Cash,           |
| BALLY ENTRIES     | STABLES       | BALLY RAY'S TRACKS  |
| ARLINGTONS        | CLOCKERS      | SKILL FIELDS        |
| DE LUXE SPORTSMAN | RACING CLUB   | FLASHERS            |

75 ASSORTED ONE-BALLS—90 AMUSEMENT GAMES.

THE VENDING MACHINE CO., 205-15 FRANKLIN ST., FAYETTEVILLE, N. C.

## WURLITZER \$159.50 ea.

— 616 — (Lots of 10)

SINGLE MACHINE—\$169.50. 616A—\$189.50. P12—\$249.50. 716—\$189.50  
ROCK-OLA, Late 1936 Model, \$79.50.

- |                          |                          |
|--------------------------|--------------------------|
| USED CIGARETTE MACHINES. | KEENEY'S                 |
| HOWE ARISTOCRAT          | BOWLETTE \$49.50         |
| (6 Columns)              | (PRACTICALLY NEW)        |
| STEWART & McGUIRE        | MUSIC, (CIRCLE           |
| (6 Columns)              | CORP. 6-1642)            |
| NATIONAL 1937-6-30       | 250 W. 54th St., N.Y. C. |

BABE KAUFMAN

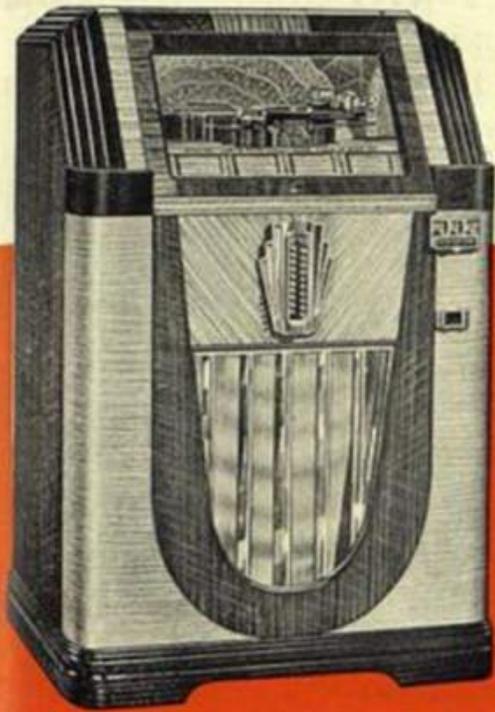
down it registers on the electric scoreboard. A regular bowling game can be played on this game, with the score being chalked up in the same strike-and-spare fashion.

"It is one of the first games ever to bring a sport to the business that is perfect in every detail," he concluded. "All the thrills of a regular game have been built into this machine. That's why we expect it to score such a hit with ops in this territory. And, of course, it is the prospect of these sales to come that has all of us here so pepped up."

**ROCK-OLA'S**

# "Monarch"

**OF THE MUSIC WORLD**



What do customers want from a phonograph? **MUSIC** — their favorite melodies. Rock-Ola's phonograph offers them glorious, true-to-life music. The streamline cabinet, full-vision record-changing mechanism and the brilliant light-up grille abet its popularity. Operate Rock-Olas — Watch real money flow into the new 99% slug-proof coin-chute (standard equipment). Profit from the Nation's Choice.

*Rock-Ola*

MFG. CORP., 800 N. KEDZIE AVE., CHICAGO

**G R E A T E S T   O F   A L L   P H O N O G R A P H S**

*In*  
**CANADA**

*It's*  
**P. & H. COIN MACHINE COMPANY**

128 DUNDAS ST. W., TORONTO, CANADA

In our vast country, rich in tradition and resources, we know the importance of offering the best there is in music—Rock-Ola's superlative phonographs — Fully approved by the Hydro Electric Power Commission. When you are in Toronto, visit our modern offices and look over the complete line of Rock-Ola phonographs. Ask us about the money-making possibilities of operating Rock-Olas, scientifically created to meet Canadian needs. Get into this big, dependable and profitable business.



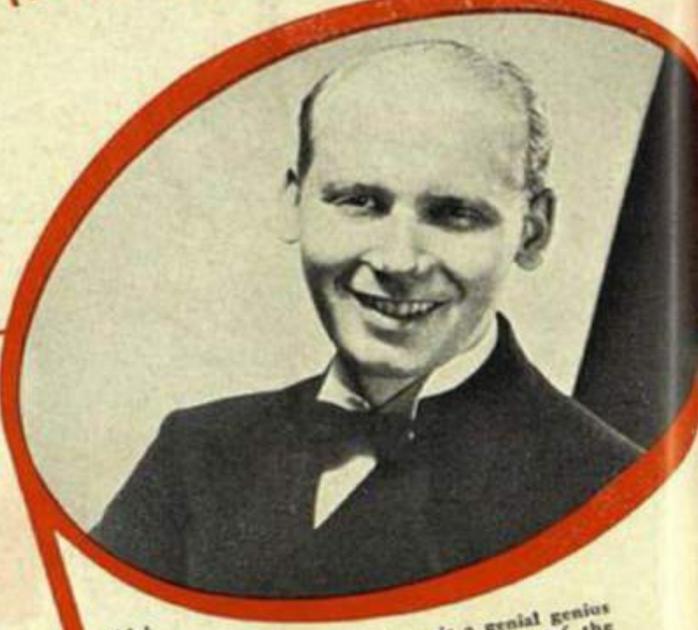
**MR. GEORGE H. PICKETT,**  
head of the P. & H. Coin Machine Co., says: "Long experience qualifies us to offer, in addition to superior products, our continued co-operation in aiding you to increase your profits."

**EXCLUSIVE ROCK-OLA DISTRIBUTORS IN  
THE DOMINION OF CANADA**

**MILDRED BAILEY and RED NORVO**  
 are the "Mr. and Mrs. of Swing" — nightly favorites of Mr. and Mrs. America  
 on tens of thousands of **WURLITZER Automatic PHONOGRAPHS**



**MILDRED BAILEY** "The Rockin' Chair Lady", sings hot and sweet in an unforgettable, plaintive style that tugs the hearts of millions.



**RED NORVO** is a genial genius — master of the "woodpile", his flashing sticks giving the xylophone a delightful, rhythmic lift.

To the millions who prefer swing that's played "lightly and politely", there are no brighter stars in the world of music than Red Norvo and his Orchestra, with Mildred Bailey.

And to the millions who want to hear every top-flight orchestra in every neighborhood, every night, there is no simpler, more enjoyable, more popular way than to listen to the rich, colorful, life-like music as reproduced on the Wurlitzer Automatic Phonograph.

In tens of thousands of restaurants and taverns from coast to coast whose limitations make automatic music the only possible entertainment, Wurlitzer music is overwhelmingly preferred by owners and patrons alike. Naturally, alert music operators have lost no time converting this preference into substantial, permanent profits!

**THE RUDOLPH WURLITZER COMPANY**  
 NORTH TONAWANDA, N. Y.

Canadian Factory: RCA-Victor Co., Ltd., Montreal, Que., Can.



**WURLITZER COUNTER MODEL 51**  
*Sold Only to Operators*

**MILDRED BAILEY and RED NORVO** add to their long list of hits with these latest **BRUNSWICK RECORDS**

- 8068 "I Was Doing All Right"  
"Love Is Here To Stay"
- 8069 "It's Wonderful"  
"Always and Always"
- 8085 "More Than Ever"  
"A Serenade To The Stars"
- 8088 "Please Be Kind"  
"The Week End Of A Private Secretary"
- 8089 "There's A Boy In Harlem"  
"How Can You Forget"

**OPERATORS!** These new hits mean increased play appeal on your Wurlitzer Phonographs.

# WURLITZER

**AUTOMATIC PHONOGRAPHS**

REG. U. S. PAT. OFF.

**Bring the Music of Modern Masters to Millions**