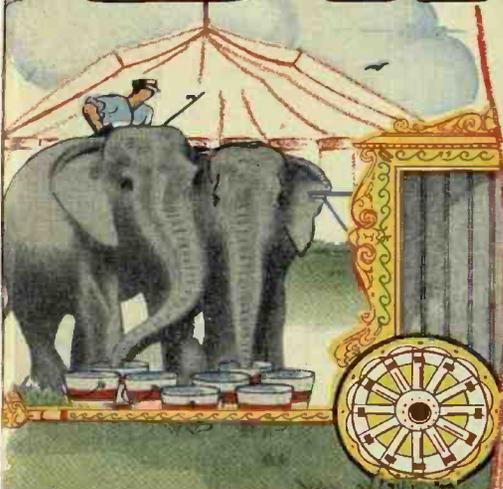


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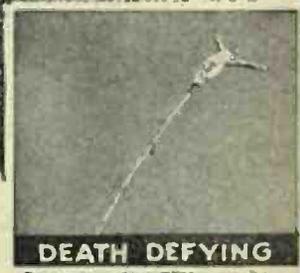
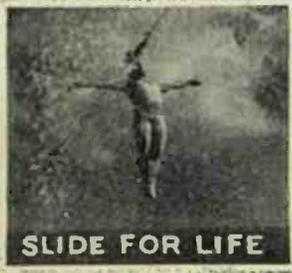
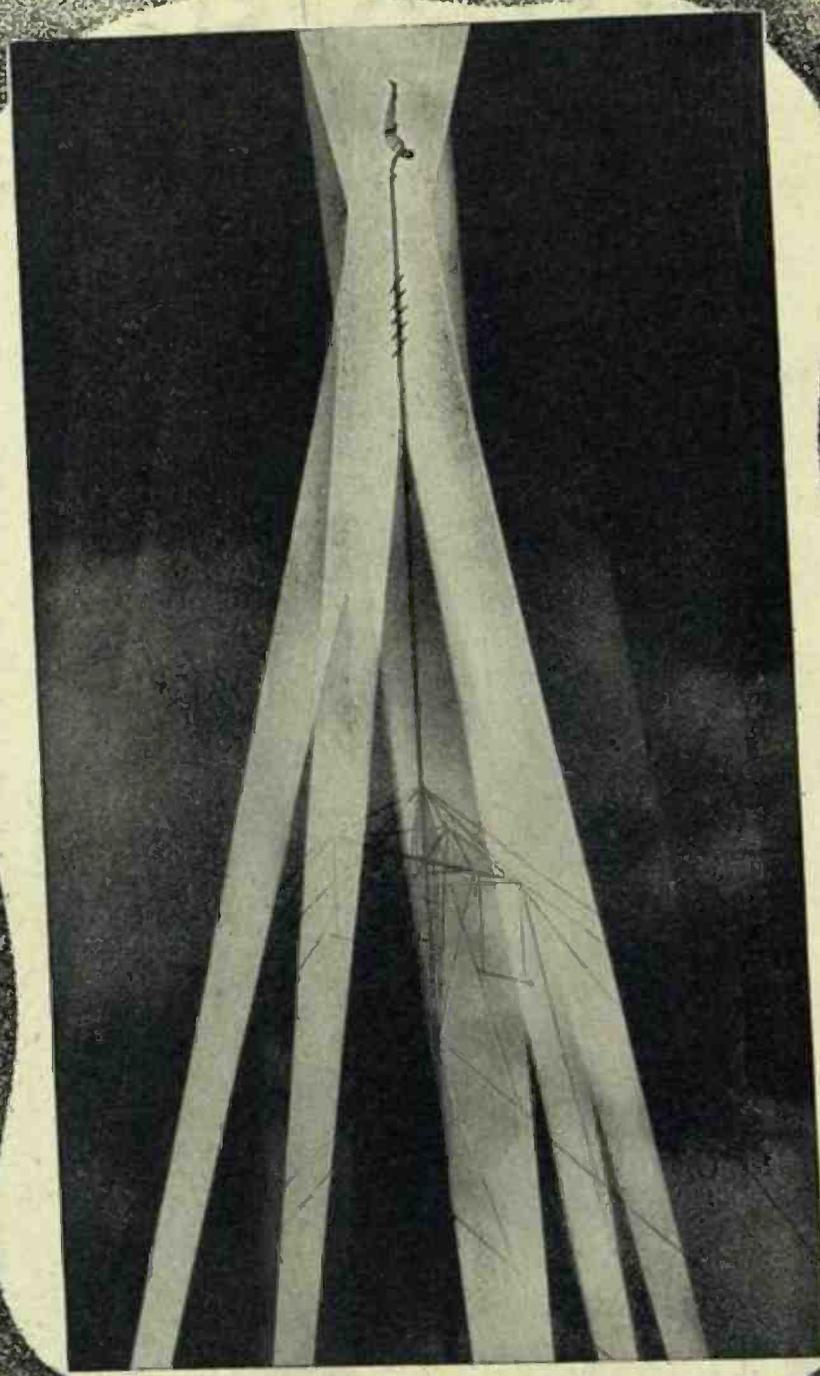


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A spectacular exhibition of daring and fearlessness on the highest swaying pole, it is thrill packed from beginning to end—and proclaimed the greatest drawing attraction ever presented to the public. Beautifully lighted at night, it makes an indelible impression on those who see it.

Big enough . . . sensational enough . . . and strong enough to do the complete job for both the small and largest promotions. Some time is still available for Fairs, Parks, Celebrations and Special Promotions. Write for descriptive and pictorial folder and details.

Selden
**THE STRATOSPHERE
MAN**

TRADE MARK
WORLD'S HIGHEST AERIAL ACT! NO NETS! NO SAFETY DEVICES!
TRAPEZE—SWAYING POLE—500 FT. SLIDE FOR LIFE

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Care of The Billboard
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Physical Culture Magazine for the splendid story, April issue.
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The Billboard

Vol. 51
No. 14

The World's Foremost Amusement Weekly

April 8,
1939

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OUTDOOR PROSPECTS GOOD

Club Bookers Await Tax Rap

800 to get first warnings on unemployment and old age levy—may try a switch

NEW YORK, April 1.—Tax letters, indulged in by several bookers this week, will become more widespread next week when over 800 of them, big and small, will receive first warnings from the local Bureau of Internal Revenue office to put themselves on record for both divisions of the Social Security Act. Bureau's move marks close of government's educational procedure and beginning of round-up which will resort to litigation if necessary.

In bureau's letter next week, bookers will be asked to fill out a form describing in detail manner in which offices are operated and types of contracts used. Bookers will have about a month in which to make returns. Failure to answer will bring bureau's usual severity—charges of tax evasion.

Officials interpret the returned contracts and submitted information as expression of good faith on part of bookers and willingness to establish their position and liability under the Old Age Insurance and Unemployment Insurance taxing provisions. If found liable as an employer, bookers will have to pay the employers' share of 1 per cent for OAI and 3 per cent for UI for past three years, as well as pony.

(See CLUB BOOKERS on page 12)

Chi Agents May Go To Ind. in Protest Over License Laws

CHICAGO, April 1.—Agents are contemplating action against the impending 500 per cent hike in license fees in this State by asking the Department of Labor's Private Employment Agencies Bureau to try to release the theatrical booking division from the general private employment agency set-up.

As it stands every measure affecting a private employment agency in Illinois automatically involves theatrical booking offices since they fall under the same classification. During previous meetings, W. Frank Walkowiak, chief inspector of the private agencies, made it clear to bookers that he would do all he can to help the theatrical profession operate independently of any other employment offices, whose problems are vastly different from those in the show business.

Tommy Secoo, local booker, is planning to move his business into the State of Indiana should the new license fee bill pass the Legislature in Springfield. A reply to a request for information from Secoo, supplied by Indiana's Department of Labor, indicated that theatrical booking offices in the State operate as independent units and the license fees levied on private agencies do not affect theatrical bookers. Secoo stated that he may move the office to Gary, Ind., should the current \$50 license scale jump to \$500, as demanded by the pending measure.

It is doubtful, however, whether many offices will take similar action. It will probably result in consolidations, should the measure become a law, and the larger offices will kick in with the new fee.

REGINA, Sask., April 1.—Conversations at moving pictures often reveal the skeptical depths to which the present age has sunk. When 7:17 Moonlight Sonata with the great Paderewski, was being shown here one of the audience was heard to remark, following the playing of Huszark's Rhapsody No. 3: "I'll bet he wasn't the guy who played it. None of them actors can play that well."

"Cue" Service Has Sold 4,402 Ducats

NEW YORK, April 1.—In two and a half months, theater ticket service instituted by Cue magazine under supervision of Lorella Val-Mery, sold 4,402 tickets up to March 27, and established a branch office in Greenwich, Conn., for suburban trade (not subject at American Theater Council sessions).

During the first week of operation, starting January 16, about 300 tickets were distributed at the 25-cent service charge. Sales increased to an average of 125 a day until March, during which 110 daily averages prevailed. Since service is restricted to subscribers, Cue is expecting substantial increase in sales when out-of-town readers come in for the New York World's Fair.

The Greenwich branch charges a 50-cent service charge because of the greater cost of operation, and the customers must give 24-hour notice, suburban business has made opening of office forth with. Catering to Westchester and Fairfield counties, Greenwich will handle all year-by summer theaters and Westchester community bill attractions. Main Manhattan office has extended its scope to include tickets to Madison Square Garden, Waldorf Astor and concerts. Federal Theater Project has permitted Cue distribution of Spring Milano tickets on assurance that the service is a non-profit-making brokerage. Management hopes to handle all attractions in the reserved-seat category by next season.

New promotion being visualized for the department plugs theatergoing in New York visitors and will be released at about time of opening of the Fair.

Bill Restricting Outdoor Advertising in Ohio Killed

COLUMBUS, O., April 1.—The House judiciary committee on March 28 by unanimous vote killed the bill designed to establish drastic loading restrictions for the placing of billboards along highways. It was sponsored by Rep. William Strick (R), of Cleveland.

The fight against the bill was led by Rep. J. Harry Gregory (R), of Cuyahoga County. House majority leader on ground that it would seriously injure home industries in his county. Many products going into the outdoor advertising industry are manufactured in and near there.

Leading Fair, Park, Carnival And Circus Men Voice Opinions

Fair execs quite hopeful, believing World's Fairs will help them—some park managers feel same way, others don't—carnival and circus operators anticipate pick-up

CINCINNATI, April 1.—Outdoor showdom, apparently not appreciably retrenching financially, is facing with fortitude what the coming season may have in store and notes of timidity or pessimism are difficult to hear. Operators of fairs, parks, circuses and carnivals canvassed by The Billboard quite generally see a favorable outlook. Leaders in these fields declare that the summer and fall amusement period should forge ahead of the rather so-so season of 1938 and most of them appear to be taking ways and means to make certain that it does.

Equity Protest On Upped Rentals Brings Sympathy

NEW YORK, April 1.—Petition of Actors' Equity Association, protesting the raising of rentals and inevitable wholesale eviction of several hundred actors so midtown hotels can realize profits from World's Fair transients, won sympathy of the Independent Hotel Association and the Theater Authority. City Housing Authority has also communicated with Equity, tho their mission has not yet been revealed.

In answer to the letter addressed by Equity to Mayor F. H. La Guardia, Grover A. Whalen, the Hotel Association of New York, License Commissioner Paul Moss and Edward G. Mulrooney, administrator of the Hotel Association, Secretary Henry Goldfrank of the Independent promised there would be no cancellation of weekly rates, increases or evictions. Those in the know, however, are not taking the reply seriously, claiming rates are already 100 per cent higher than those in effect last year.

Theater Authority threatened to block benefits and charity entertainments in hotel ballrooms and thus make inroads in hotel rentals, if hotels persist in announced plans to raise rents. James A. McCarthy, executive secretary of the Hotel Association of New York, which covers the larger hostelrys, justified the increases on grounds that economic conditions warranted them. Actors, he (See EQUITY PROTEST on page 12)

Business pick-up, public reaction to the two World's Fairs, anticipated government spending for preparedness and unusually satisfactory crop prospects are all taken into consideration in the opinions expressed as to what is ahead. Industrial centers are declared to be on a better basis and conditions and morale in agricultural territory are seen as being on a much higher plane than prevailed a year ago.

Sid W. Johns

"Prospects look particularly good for show business this year," declared Sid W. Johns, president of the International Association of Fairs and Expositions and secretary-manager of Backstage (Sask.) Exhibition. "Spring conditions are very favorable. Attendance at Horse Shows in Wisconsin and Begins the past two weeks exceeded our expectations by far. Our people are hungry for real live entertainment, notwithstanding rumors of war, recession, runnings of radicalism and easy-money theories. Give us good weather and crops and we will show a considerable increase for 1939."

Raymond A. Lee

Secretary Raymond A. Lee, Minnesota State Fair, St. Paul, said: "An increase of two days in the duration of the fair, setting dates ahead one week; the National Percheron Show, opening of a \$500,000 4-H Club building and general optimism among farmers and business men bring assurance to the management of Minnesota State Fair that new high records in receipts and attendance will be achieved this year."

Maurice W. Jencks

"The wheat territory has had plenty of moisture and prospects are excellent for a big crop in Kansas," said Secretary-Manager Maurice W. Jencks, Kansas Free Fair, Topeka. "Pasture conditions are unusually good. Five-stock breeders are unusually optimistic. Business men and farmers agree that conditions will be better than for several years, providing there is no war in Europe. Kansas Free Fair will complete a new \$60,000 brick Temple of Agriculture for the 1939 fair. We expect to break all records if weather is right during our fair week."

Mike Benton

President Mike Benton, Southeastern Fair, Atlanta, declared he is an optimist on the business outlook in general and fair business in particular for 1939. "My opinion is that the World's Fairs will stimulate public appreciation for entertainment and educational exhibits through (See OUTDOOR PROSPECTS page 13)

The Index

Will Be Found on Page 37

SOCIETY FOLKS SNUB SWING

Feeling Is Mutual as Bands Find Party Dates Are Tough

400 switches back to Meyer Davis and other units accustomed to its demands—Benny Goodman asking \$4,500 for deb dates—grind n. g. for groovers

NEW YORK, March 25.—The mutual affection displayed by swing bands and the social world a year ago has cooled perceptibly, and the big trumpet-and-sax men have officiated maddily at far fewer coming-out parties and other upper-crust functions this season, according to Uriel Davis, brother-manager of Meyer and his top society one-night booking office. Last year previously impervious-to-jazz socialites took their cue from the ultra-DuPont clan and suddenly went overboard on hiring heated swingsters of the Goodman, Lunceford, Dorsey, Waller school for the music making at their glittering shindigs. Prior to a Wilmington affair given a couple of years ago by the DuPonts, who started to break down the long-held class-consciousness against "unrefined" music by bringing in Glen Gray and the Casa Lomaites for the party, the 400 cared only for the velvet skins of Meyer Davis units and similar outfits, with none of the so-called popular bands getting a glance at the heavy sugar accruing to a society date. The swing-over to mainline bands during the 1938 season, however, proved to both the maestro and their blue-blooded employers that there is more to playing a Park avenue date than meets the eye. Both bands and party guests discovered that public-playing orka, however great musically and as an attraction in their own side, are not properly equipped for the rhythmic rigors of a whole evening of class tooling.

First out-of-the-ordinary requirement forces the boys to remain on the stand from early in the evening (sometimes from late afternoon) until dawn starts lighting up the Waldorf towers. That's a tough grind for musicians used to quarter-hour rests between sets. Item No. 2 is the necessity of having a repertoire that includes everything from schottisches to Jerome Kern. It's not (See SOCIETY FOLKS on page 12)

N. J. Billboard Tax Law Is Up For Clarification

TRENTON, N. J., April 1.—Enforcement of New Jersey's 1931 billboard taxing act against posters of theater advertising "snipe signs" was postponed today pending clarification of the law by the attorney-general. Representatives of AFL union billboarders claimed that 270 men would be thrown out of work if the billboard tax were imposed against theater advertising posted on buildings and walls.

P. Thomas Paronnet, counsel for AFL, represented the International Alliance of Billboarders and Billers of United States and Canada at a conference with Robert Chapman, supervisor of billboard taxing division of the State tax department. Approximately 50 persons, including union members and theater owners, were in attendance. Paronnet claimed the language of the 1931 taxing act excluded signs posted on buildings and other objects because there was no taxable billboard structure involved.

Criticizing the move to enforce the act after eight years, Louis D. Marcante, president of the State Federation of Labor, declared that members of unions located in Newark, Jersey City, Paterson, Trenton and Atlantic City would be "forced on relief" and declared, "we have enough headaches trying to find jobs." Chapman explained the action was being taken because of complaints of licensed billboard operators.

The conferees agreed to withhold any further action until the attorney-general decided on the meaning of the 1931 law. Paronnet said he would present the views of the union in the action. The union, he declared, now operates as a contractor for the billboard advertising to exclude theaters from the possible penalties for violations of the billboard act.

Breitbart Bill Up Again

ALBANY, N. Y., April 1.—Assemblyman Charles Breitbart has again introduced in the Assembly his bill for the regulation of theatrical-booking agencies as entitled apart from other types of employment agencies.

In cities of a million population or more authority to license and regulate booking is vested in the city commissioner of licenses. In smaller cities authority is reserved to the Department of Labor. Reported bill has better chance to survive this time because Department of Labor may endorse it.

Previous opposition, by employment agencies will be repeated, it is expected, because other bills deal with them more directly.

Gallo Suing Ballet Russe

NEW YORK, April 1.—Fortune Gallo filed a \$51,500 breach of contract suit last week in the New York Supreme Court against Universal Art, Inc., owner of the Ballet Russe; S. Hurok, Hurok Attractions, Inc.; Julius Fleischmann; Sergei Denham and Rene Blum, and at the same time issued a writ of attachment against properties of the ballet. Gallo's suit is based on an alleged contract made on January 3, 1938, under which he was employed as tour director of the ballet with a 10 per cent cut on the profits.

Plaintiff contends that he booked the ballet at the Metropolitan Opera House and other locations and that the Ballet netted \$500,000. In addition, he said, he made a loan of \$1,500 to Universal Art which allegedly has not been repaid. No answer has been filed as yet.

Customers Act as Agents for Night-Club-Owning Sister Act

NEW YORK, April 1.—Women have tossed their bonnets in every niche of show business—but now comes a new wrinkle. Tucked away in East 54th street are Cora and Irene Stephens, probably the only local sisters team operating a night club. They are about to observe their second anniversary as proprietors of the Whirling Top. But for the grace of only one liquor firm that would extend them credit, they might still be holding hats for ransom in check rooms. The only outfit that would write it on the ice for 60 days was, ironically enough, McKesson & Robbins. Out of

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, 1544 BROADWAY.

For NIGHT SPOTS

STUBBY KAYE—young and stout comic caught with the Kampus Kapors, vocal and harmonica act at the State Lake, Chicago. Has a clean and pleasing personality, and seems made to order for the late-hour intimate spots. Can tell a gag in excellent fashion and also displays real talent in selling songs during which he cleverly mimics radio and screen notables.

For RADIO

MIMI MURIEL—soprano now singing at Marie's Crisla, Greenwich Village night spot, where she has been a long-term holdover and repeat attraction. Blond, French and vivacious, she has a real voice and knows how to use it in both sprightly French songs and American torch ballads. Gets plenty of personality into her delivery of both types. Also recommended for operetta.

Unemployment Ruling

ALBANY, N. Y., April 1.—Even the receiving union relief fund payments, a performer is entitled to Unemployment Insurance benefits, the Insurance Appeal Board held, reversing a referee who had stopped payments on ground that the union's relief payments represent earnings. Under the law a claimant's benefits stop when he earns more than \$2 a week.

Grand, Ciney, Coming Down

CINCINNATI, April 1.—Grand Opera House here, long the home of the Klaw & Erlanger productions in years gone by, is to be razed soon. In its place will be erected a \$500,000 grand picture house to be known as the Grand Theater. The old Grand has been showing pictures in recent years. The theater has been leased by the RKO Midwest Co.



ONE of the most disorganized amusement industry branches is that of booking ballrooms and one-nighters. In various parts of the country of late men engaged in operating ballrooms and promoting dances have made efforts with uneven success to bring order out of chaos; to unite the various potentially blendable elements and to further the progress of the band-booking business generally. It is regrettable that in connection with these various attempts at organization on the part of buyers of bands, bookers have either thrown a monkey wrench into the works without the slightest attempt at concealing their motives or they have been apathetic to the extent that the harm done to the organizing move has been just as effective.

There are bad and good in every field of endeavor; in every walk of life. There are also smart and stupid—short-sighted and far-visions. In the ballroom field this holds true as in other branches of the show business. There are gypping, crooked promoters and ballroom men who have not encouraged the organization movement. This was to be expected. And there are also unimaginative, obviously ignorant bookers who fear to encourage ballroom men and promoters in their efforts to bring order out of chaos in a division of amusements that despite its lack of homogeneity and organization has managed to hold up favorably during the worst of the seasons we have encountered since 1931.

A booker who seeks nothing more than a fair profit; who is a business man rather than a plunger or speculator; who looks forward to remaining in the band business for many years—he will, if he also has imagination and brains—not oppose efforts made by ballroom men to organize. Neither will he stand by apathetically hoping for the worst. It is to his advantage as well as that of the band business that the promoters and ballroom men become organized as strongly as practical considerations permit. Such an achievement will protect the buyers primarily, of course, but its guaranteed by-products will be protection and greater security for the musicians and for bookers seriously concerned with conducting their business scrupulously.

In the organization movement interest is now centered in the efforts of El Brendel Jr., Philadelphia operator and son of the screen comedian, to form a Pennsylvania group. Brendel's aim is to promote the mutual business interests of the operators and promoters and to stabilize the business thru the formation of similar organizations along State lines.

Tom Archer, who manages a string of ballrooms thru Iowa, has the distinction of being the pioneer organizer of ballroom men and promoters. He brought into being the Iowa Ballroom Operators' Association, the first of its kind in the country, which last month held successfully its first annual convention. The Archer group has made a good start in the 18 months of its existence. It has exposed and to some extent corrected the evils in the ballroom field in its territory. Its influence, as witness the Brendel project in Philly, has extended beyond the borders of Iowa.

New York bookers—according to a careful canvass that has been made by our own Nathan Hale—are not looking with any perceptible degree of favor on Brendel's move. Yet this doesn't favor Brendel and his efforts because they have received far too much encouragement from their colleagues to permit them to take the New York bookers' angry glare too seriously. It is of especial interest to note that in response to Brendel's appeal operators in the New England States and Ohio have signified their intention to attend the Philly group's organizational meeting late in April or early in May. Most of the ballroom men from other States will concentrate their efforts on gathering angles that will be of use to them in forming similar organizations in their own States. It's hardly possible in view (See SUGAR'S DOMINO on page 12)

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| SPECIAL PRINTED ROLL OR MACHINE | TICKETS | STOCK |
| | | ROLL TICKETS |
| 100,000 | RESERVED SEAT—PAD—STRIP COUPON BOOKS—RESTAURANT CHECKS—SALES BOOKS AND ALL ALLED ORMS | ONE ROLL \$ 3.00 |
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AL KAVELIN
BILTMORE BOYS
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JOLLY COBURN
CARL "Deacon" MOORE
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ISHAM JONES
CHARLIE BARNET
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CHICK WEBB & ELLA FITZGERALD (by arrangement with Gale, Inc.),
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| 10,000..\$6.85 | 50,000..\$12.75 | 90,000..\$18.55 | 250,000..\$41.75 |
| 20,000.. 8.40 | 60,000.. 14.20 | 100,000.. 20.00 | 300,000.. 49.00 |
| 30,000.. 9.85 | 70,000.. 15.85 | 150,000.. 27.25 | 500,000.. 78.00 |
| 40,000.. 11.30 | 80,000.. 17.10 | 200,000.. 34.50 | 1,000,000.. 150.50 |

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 30c. No order for less than 10,000 tickets of a kind or color.

FOR DUPLICATE COUPON ROLL TICKETS DOUBLE ABOVE PRICE

STOCK ROLL TICKETS

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|---------------|-----|
| 1 ROLL..... | 50c |
| 5 ROLLS..... | 40c |
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WELDON, WILLIAMS & LICK
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TICKETS OF EVERY KIND AND DESCRIPTION SINCE 1899

LOW COST MONEY ORDERS FOR MAILING

People in show business are finding this Postal Telegraph service a simplified and inexpensive way to make remittances, pay bills, etc. All you have to do is go to the nearest Postal Telegraph Office, purchase the Money Order and mail it yourself. And the cost is surprisingly low—as little as 5 cents.

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When speed is essential telegraph money orders at low cost.

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CARNIVAL—BASEBALL—AMUSEMENT
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WANTED! WANTED!! WANTED!!!
FOR THE WORLD'S FAIR
ALSO ALL OTHER OUTDOOR AMUSEMENTS, THEATERS, NIGHT CLUBS, ETC.
YOUNG AND BEAUTIFUL GIRLS
TO BECOME DANCERS AND STRIP WOMEN.
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WHY PAY 5 CENTS

For a glass when you can make a gallon of delicious and refreshing Orange Fruit Drink with a 10-cent package of Galt's Orange Powder, sugar and water. Just fill for home use and to serve at parties, dances, games, buffets, etc. Send 5c for catalogue now. Money back if not pleased. Joseph P. Galt, 4536 N. Maplewood, Chicago, Ill.

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If you suffer from Constipation, Kidney or Stomach Trouble, Torpid Liver, Irritability, Nervousness, Tired Feeling or a Head-Dazed Condition, send for a free trial package of our Herbs. Joseph P. Galt, 4536 N. Maplewood Ave., Chicago, Ill.

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With MILES newly patented "FILMOGRAPH"—mechanical SOUND-ON-FILM RECORDER and REPRODUCER. No dirt from wax, no record grooves. Special models to make "TALKIES" in combination with standard or SILKNET as well as silent projectors. Also models for use with our without recorders. 64 minutes of recording. Fully automatic. Costs only \$100.00. Send for literature. Write to MILES FILMOGRAPH—only system for making SOUND-ON-FILM. MILES FILMOGRAPH CO., 612 E. Broadway, N. Y. City.

Penn. Agents Fight Five Per Cent Bill

PHILADELPHIA, April 1.—Booking agencies thruout the State are organizing to defeat the Mc Lester Bill just introduced in the legislative hopper at Harrisburg, forbidding agents in the theatrical field to charge performers more than a 5 per cent fee for their services in obtaining employment for any act.

Florence Bernard, president of the Entertainment Managers' Association, is soliciting support of bookers and managers in an effort to create a lobby designed to kill the bill in committee. Miss Bernard claims that the passage of this measure would mean the end of the industry in the State.

If the measure is passed a possible alternative would be the necessity of charging the purchaser of talent a fee in addition to the 5 per cent legally obtainable from the performer.

Montreal Poison To Flesh; Legit And Vaude Brody

MONTREAL, April 1.—Show business, so far as "18-in-the-flesh" productions here are concerned, is looking for a super-psychiatrist who might, if he's something a trifle more than a genius, figure out the mental state of local theatergoers. Following a lull of several seasons, the legitimate and vaudeville houses became active once again last fall, and there was every reason to hope for financial success. Helen Hayes, Sir Cedric Hardwicke and Gertrude Lawrence came to town and scored heavily. Then all of a sudden dollars and box-offices became utter strangers.

The general result is that variety locally has gone by the boards. His Majesty's, the sole legit house, has gone dark, and everybody's trying to analyze why good stuff has been given the cold shoulder.

A fortnight ago *The Flashing Stream*, London Critic Charles Morgan's first dramatic opus, had its North American premiere, with a cast well known to Montrealers. Since it included Godfrey Tearle and Margaret Rawlings, if it hadn't been for the last day's business, *The Flashing Stream* would have dried up. Then followed the revival of Oscar Wilde's *The Importance of Being Earnest* with Clifton Webb, Estelle Winwood, Hope Williams, Aynsworth Arnold and Florence McOee. They pulled out of Canada's metropolis with slightly less than a week's gross of \$2,500!

Loew's, the one valiant vaudeville emporium, has gone into pictures indefinitely.

The old cry of "second-hand productions and casts" won't hold water. Odd-fishers are wagging their heads and trying to think, but it's not doing one whit of good.

Just as showmen here are expressing their fed-up feelings in no uncertain terms, along comes an inquiry as to the possibility of opening up a stock company. James Edmonds, a New Yorker, is casting about for an available house wherein to put a repertory outfit, the plan being to re-enforce the idea with guest stars each week. At the moment it's all pretty nebulous and strictly in the discussion category, although owners of a neighborhood film chain have been approached; it is understood, with a view to turning one of these houses into a legit venture.

Nebraska Cleans Up Showbiz Legislation

LINCOLN, Neb., April 1.—Amusement scene has been pretty well cleared of legislation during the past week here, the film slate especially having been polished off without a casualty. Walkathon and endurance show promoters were given a vicious slap; a bill authored by Senator Dick Johnson and, with film business backing passed by a vote of 36 to 0. It provides 10 days to six months in jail and \$1,000 fine for any promoter who stages or advertises an endurance in Nebraska.

Bills to divorce theaters from producer ownership and to regulate sales and license exchanges to do business in the State at \$1,000 per year were both killed in committee. Labor's demand for toilet facilities in all theater booths in towns of 1,000 population or more was passed over in committee and seems indefinitely pigeonholed.

Three radio bills are given no chance; one seeks to stop special event broadcasts away from the polls for color broadcasts on election nights, another to empower city councils to pass ordinances to regulate interference mechanisms which bother city radio reception, and one aimed at WQW, Omaha, which forbids a life insurance company operating a station in Nebraska.

Nebraska State Fair's reorganization is up for hearing tomorrow (28), but little is expected to happen to it. It may win a favorable report out of committee, but the session may close before anything gets done to it.

FL Worth Ice Plans Out

PORT WORTH, Tex., April 1.—Ice skating shows will not be seen in Port Worth for a while yet, since the local city council took too long in making up its mind to lease the Will Rogers Memorial Coliseum to a group of local business men, backers of the venture. Backers offered to pay the city a rental

Football Blues

PITTSBURGH, April 1.—Maybe nitery promoters ought to manage college football teams. Jack Sutherland's resignation as coach of Pitt's football Panthers brought gloom not only in athletic circles but also to financial centers and entertainment managers. Couple of days after announcement of his quitting bonds of Pitt Stadium fell more than 10 per cent in market price, with few takers. Theater and night club folks viewed Oakland grid turmoil as evil omen, because they've come to depend on crowds attracted by Sutherland's grid giants to swell Saturday night crowds in autumn that have carried weak week nights into profit columns. With Jack gone they're bowailing future fall business.

of \$1,000 a month for the building from October 25 to April 10 of each year for a 5-year period and to bear most of the cost of installing a concrete floor and freeing pipes. Sponsors want to organize Port Worth Ice Hockey and Skating Association. Plans already had been completed for incorporating the association at \$75,000.

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LADIES YOUR SAGGY JOWLS YOUR CREPEY NECK

Appearance is IMPORTANT today! Be so glad to give medicine as you are to your face. Correct those saggy jowls and loose skin younger by using this new modern CHIN-TITE preparation. Harmless, yet works wonder. Don't miss with full instructions. 9¢ postpaid in plastic wrapper.

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Single Rooms, \$8.00—Doubles, \$7.00 per Week (incl. Breakfast). Rates subject to change. Newly Decorated and Polished Through.

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Broadway Beat

By GEORGE SPELVIN

THE KINGDOM OF SWING and the King of Swing make a joint appearance this week; former is the autobiography of Benny Goodman that comes off the printing press, and the latter is, of course, BO himself, coming in for a recording date. . . . Russ Andre, maestro at Childs' Paramount Grill, is probably the only maestro on the Main Stem who hasn't blossomed forth from under another leader's baton: from the day he felt qualified to wave a wand he's had his own band, using the name leaders only as a source of inspiration—Rudy Vallee in this instance, since Russ was a shipping clerk in a recording studio where Rudy used to work. . . . Air Features, Inc., publicizing the Wells Time program on NBC Red, makes a valiant bid for the **Blurred Eyebrows Dept.**; says a release: "Current number one man to Abe Lyman's affections is Bing Crosby." . . . Faith Bacon says that the letter F is tremendously important to her; when she changed her first name from Yvonne to Faith she graduated from the chorus; the importance of the Follies is obvious—and so is the importance of Faithers; Flowers come in, because she does two dances using flowers; she's played a lot of Fats recently; and her newest dance is called **The Fawn**—all of which information she divulged at a press stunt for—the **Priests' Frolic**. . . . Mel Adams, a. a. for Hal Kemp, pulled a cute gimmick for Kemp's Waldorf opening, at which Hal will play **The Chestnut Tree**; Mel sent chestnuts to a lot of newspaper, men and others.

A jitterbug's paradise may be found atop the Hotel Belmont-Plaza, in the Casino-in-the-Air, every Friday from five to eight in the evening. Here the waltzes of swing are hymned by a gathering that chooses to call itself the Hot Club, for which the only admission requirements are '33 and a love of the subject under discussion. The "club" was started by two swing fans, Eric Anderson, of True Story magazine, and Paul Smith, art director of Kenyon-Eckhart ad agency, both of whom are self-dedicated to preservation of the current musical mode. Each week different swing musicians—Tommy Dorsey, Fats Waller, Bobby Hackett or others who happen to be in town and willing to appear—indulge in an impressive jam session to the delight of the assembled Hot Clubbers. It's not a benefit as far as the swingsters are concerned, for they work at scale, paid by Anderson and Smith, who attempt to cover the expense thru the \$1 admission fee.

George Ross, of **The World-Telly**, evidently thought he'd discovered something the other day when he wrote, "There's an actor in the Katharine Cornell vehicle, **No Time for Comedy**, named **Geo Geo James**." But Geo Geo James is an actress, not an actor—and her name is hardly news now because she was seen earlier this season in **Michael Drogas** in. . . . Charlie Barnet recently received a note from an inmate of the State Insane Asylum in Pittsburgh; the writer represented a group and wrote to tell Barnet that they had been listening to him frequently—and thought that his band was the nuts.

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CUT RATE PRINTING COMPANY
7015 Forest Ave., Detroit, Mich.

"NEVER SEE'D THE LIKE OF IT!" spat a native



"Tont shows 'been comin' to this town for years. Ain't never been one of 'em stayed more 'n a few days. Well, now this here troupe's been around night on t' three weeks' and still packin' 'em in. Cracky. I never seed the like of it! Reckon it must be that there newfangled amply-tying system doin' the trick. It shore 'tracts the folks!"

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ONE ROLL... \$ 5.00
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ROLLS 1,500 EACH.
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FOR ANYWHERE FOR ANYTHING
THE TOLEDO TICKET COMPANY
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SPECIAL PRINTED
Roll or Machine.
10,000... \$ 6.95
30,000... 9.25
50,000... 12.75
100,000... 20.00
1,000,000... 150.50
Double Coupons,
Double Price.

LIST OF DAILY RADIO EDITORS AND PIX NEEDS

THE list below gives the names of radio editors on daily newspapers in the United States and a number of Canadian newspapers. The list shows, in comparison with the list published last year in connection with the first Billboard Radio Publicity Survey, that fewer papers are today using radio, with California dropping most. There are now, however, some indications that California dailies may ease off on their anti-radio policy.

Following the names of those radio editors who said they used pictures are code symbols explaining what their art requirements are. When no code symbol follows the editor's name it means either that no information was given or that no information was available to the Survey. Where it is stated that the publication does not use radio material, it is, generally, indicative that the paper may have used radio hertzoforo. Code symbols and their meanings follow ("No" indicates paper uses no radio art):

"P"—uses Photos. "M"—uses mats. "S"—uses standard shots (posed head, full length or other standardized type pose). "C"—uses candid camera shots. "G"—uses gag shots. "A"—uses all type shots.

ALABAMA

Turner Jordan, Birmingham News; P, M (1/2-col.), A
M. H. Potter, Birmingham Post
Alice Lawson, Mobile Press
Caro Lee Borden, Mobile Times

ARIZONA

David Hanes, Tucson Citizen
Fitz Turner, Tucson Star; M, S, C

ARKANSAS

Kent Rush, Hot Springs New Era
Harlan Hobbs, Little Rock Democrat

CALIFORNIA

Homer Carlfield, Alameda Times-Star
Helene Peters, Berkeley Gazette
Arthur Walter, Fresno Bee; P, M, S, C
Zuma Ballinger, Hollywood Citizen-News; P, M, S
Immie Allen, Long Beach Press Telegram
Rag Watten, Pasadena Star News and Post; no
ROY MacBride, Sacramento Union; no
Sylvia E. Ryan, San Diego Sun; no (no radio material)
Maurice Savage, San Diego Tribune
Elmer Hayes, Santa Barbara News Press; M
Ross Reynolds, Stockton Record
Lucille Evans, Woodland Democrat; no
Walt Bandick, San Francisco Chronicle; no (no radio material)

CONNECTICUT

Rocky Clark, Bridgeport Post; M, S, C
Leo Miller, Bridgeport Herald; P, M, S, C
Frederic Thoms, Bridgeport Times-Star; no
Karl Nash, Danbury News-Times
John Reitmeyer, Hartford Courant
Julian Tushill, Hartford Times
Leonard Mansell, Stamford Advocate; occasionally uses M, C
E. Christy Ek, Waterbury American

DELAWARE

Henry L. Sholly, Wilmington Sunday Star
District of Columbia
Bernie Harrison, Washington Herald
Katherine Smith, Washington Daily News; no
Charles Moore, Washington Post
Chris Mathison, Washington Star; no

FLORIDA

Marion E. Stevens, Miami Herald
Barman Byrd, Miami News
Jack Deub, Pensacola Journal
Donald Cole, St. Petersburg Times
L. B. Smith, Tampa Times
Harry Schaden, Tampa Tribune

GEORGIA

Wayne Jones, Atlanta Constitution; P, M, S
Keefer McCartney, Atlanta Georgian (also Sunday American)
Ernest Rogers, Atlanta Journal

ILLINOIS

John H. MacAneay, Chicago-Urbana News Gazette
Lorrie Nystrom, Chicago Herald-Examiner
P (type not specified)
Joe Gorg, Chicago News
William Irvin (Don Roster), Chicago Times; P, S, C
Larry Walters, Chicago Tribune; P, A (no mats)
H. C. Gibson, Danville Commercial News
Dick Lea, Elgin Courier News
Grace Leone Barnett, Freeport Journal-Standard; M, S
R. M. Shephardson, Peoria Journal-Transcript; P, M, S
William Oakley, Peoria Star
Jean Conklin Gibbs, Rockford Register Republic; P, M, S
Curtis West, Rockford Star
Harry W. Moody, Illinois State Journal (Springfield); P, M, S

INDIANA

Beatrice Riggs, Clintonian (Clinton); no
J. C. Martin, Evansville Sunday Courier and Press; P, M, A
Clifton Brooks, Evansville Press
Chester Browner, Evansville Journal-Gazette
Charles Kessler, Fort Wayne News-Sentinel
Herb Swartz, Coshen News Democrat; M, S, C
Paul K. Demal, Hammond Times; M, A (1-col., 3/2-col. mats)
Harbert Kannev, Jr., Indianapolis News; no
Robert Tacker, Indianapolis Star

INDIANA

James Thrasher, Indianapolis Times
Richard M. Greenwood, Lafayette Journal and Courier
Carl E. Zimmerman, South Bend Tribune; P, M, S, C

IOWA

Ina B. Wickham, Davenport Democrat and Leader; P, M, S
Mary Little, Des Moines Register; P, A (indicated can use plenty pix)
Carl C. Ochs, Dubuque Daily Tribune; M, S, C
H. B. Hook, Mason City Globe-Gazette; M, S, C
Willis Forbes, Sioux City Journal
John Babb, Sioux City Tribune

KANSAS

Ruth Kendall, Kansas
E. D. Keilman, Topeka Capital; P, M, A
George Hillier, Topeka State Journal; no
Sidney A. Coleman, Wichita Beacon
Walter Owens, Wichita Eagle

KENTUCKY

Dick Ferguson, Lexington Leader; P, M, S, C (matings occasionally)
James Sheehy, Louisville Courier-Journal
L. L. Ludwig, Owensboro Messenger

LOUISIANA

Al Allemand, Baton Rouge Advocate
C. P. Luter, Baton Rouge State Times; (Publishes no radio material)
W. R. Lastrapes, Jr., New Orleans Item-Tribune; P, M, A
Oleonia Stafford, New Orleans States
Tom Ashley, Shreveport Journal; P, M (types not specified; uses a few pix)
Berling Canada, Shreveport Times

MAINE

Mrs. Ina Somerville, Portland Express
Hal Cram, Portland Sunday Telegram

MARYLAND

J. Hammond Brown, Baltimore News and Post (also Sunday American)
Robert Snyder, Baltimore Morning Sun
George H. Stewart, Jr., Baltimore Evening Sun; P, S

MASSACHUSETTS

Newcomb F. Thompson, Boston American
Elizabeth L. Sullivan, Boston Globe
Howard Fitzpatrick, Boston Post; P, S
Frederick W. Hobbs, Jr., Boston Evening Transcript; M
Ethel Billings, Lowell Leader; P, M, S, C
Charles S. Sempas, Lowell Sun; P, C
Hazel Anderson, Lynn Item
Benjamin Buxton, Springfield News
Frank Murray, Springfield Union; no
Fred Rushton, Worcester Sunday Telegram; P, M, S, C (uses few mats)

MICHIGAN

William B. McClaran, Grand Rapids Herald
Evelyn Kruse, Grand Rapids Press

MINNESOTA

James T. Watts, Duluth Herald
Muriel A. Nelson, Minneapolis Journal
Dave Silverman, Minneapolis Star
Phil Shipley, Minneapolis Tribune
Kathryn Conner, St. Paul Pioneer Press

MISSISSIPPI

Thomas Becker, Tupelo Daily Journal; P, M, A

MISSOURI

A. B. Jackson Jr., Jefferson City News and Tribune; P, M, C
John Carreon Swayne, Kansas City Journal (prefers local pix); P, S, C, G
V. S. Batten, Kansas City Star
Harry LaMertha, St. Louis Globe Democrat

MISSOURI

IP L. Spencer, St. Louis Post Dispatch
Dick Tracy, Springfield Leader and Press

NEBRASKA

Lynne Fenstermacher, Fremont Daily Tribune; M, B, G, C (prefers G, C)
Bruce Nicol, Lincoln Journal; P, M, S, C
Keith Wilson, Omaha World-Herald

NEVADA

Job McDonald, Reno Gazette; no (no radio material)
Jack Rutledge, Reno Journal

NEW JERSEY

Justin Gilbert, Hackensack Bergen Evening Record; M, S
C. J. Ingram, Jersey City Journal; M (type not specified)

NEW JERSEY

Jack Schafer, Newark Ledger (column) syndicated, appearing also in Staten Island Advance, Long Island Press. Address 25 Eastern Way, Rutherford, N. J. P, S, G
Robert Sida, Newark News
Al Mohr, Newark Star Eagle
Alfred E. Sonn, Newark Sunday Call; P, M, A (uses radio pix in foto)
Will Ballin, New Brunswick Home News; M, C
Carl Ek, Passaic Herald-News; M, A
Symond Greenwood, Paterson Morning Call; no
Honey C. Schwartz, Paterson News

NEW YORK

Leitia Lyon, Binghamton Sun; M, S
George Oliver, Buffalo Courier-Express
George Olivas, Elmira Advertiser
P. Hapdonhan, Elmira Star Gazette
Don Seely, Elmira Sunday Telegram
Murray Rosenberg, Brooklyn Citizen; M, G, C
Jo Ranson, Brooklyn Eagle; no
Charles Butterfield, Associated Press (N. Y.); no
John Bogart, N. Y. Herald Tribune; P, S
Tom Bekpas (Radio Editor), N. Y. Journal; no
Dinky Doyle (Radio Columnist), N. Y. Journal; no
Nick Karry, N. Y. Mirror
Ben Gross, N. Y. News; R, S
Leonard Carlson, N. Y. Post; no
E. L. Bragdon, N. Y. Sun; P, S
Orin E. Dunlap Jr., N. Y. Times; P, S
Alvin Cook, N. Y. World-Telegram; P, S, C (wants girl pix mostly)
Don Yerger, Rochester Democrat
Mike Dwyer, Rochester News
Robert Hoffman, Syracuse Herald
Ronald Graham, Syracuse Journal
Jack S. Baker, Syracuse Post-Standard

NORTH CAROLINA

Robert B. Bingham, Asheville Times
Fred Hays, Durham Herald
Wyatt Dixon, Durham Sun
Stuart Rabb, Winston-Salem Journal and Sentinel; P, M, S, C

NORTH DAKOTA

William S. Mosler, Bismarck Tribune; M, S (uses art only occasionally)
Alma Riggle, Fargo Forum

OHIO

Dorothy Doran, Akron Beacon Journal
Frank Anderson, Ashabula Star-Beacon
Clifford Grass, Canton Repository
Jack Rogers, Cincinnati Enquirer
Paul Kennedy, Cincinnati Post
Francis M. Rains, Cincinnati Times-Star
Elmore Bacon, Cleveland News; P, C
Robert S. Stephan, Cleveland Plain Dealer
Norman Siegel, Cleveland Press; P, C
Florence E. Walden, Columbus Citizen; P, S, G (wants seasonal gag shots)
Carl DeBloom, Jr., Columbus Dispatch
Harold Eckart, Columbus Journal
Jack Cady, Dayton Herald; P, G
Charles Gay, Dayton News; P, S, G
F. W. Spencer, Newark Advocate and American Tribune; no (no radio material)
J. Richard Wolbert, Springfield News
John Cristy, Toledo Blade; P, S (5/2-col. also uses art for picture page)
Arthur Hargensen, Toledo Times
E. H. Mendenhall, Wooster Record
Caroline MacDonald, Youngstown Vindicator; M, S, C
O. B. Litchick (Mng. Editor), Zanesville Times-Recorder and Signal (no radio material)

OKLAHOMA

George M. Hamaker, Daily Oklahoman—City Times (Address care WKY); P, M, A (candids must be sharp)
Harmon Phillips, Tulsa Tribune
Harry La Ferte, Tulsa World; P, M, A

OREGON

Lawrence Critcherson, Portland Journal
Edward Golick, Portland News Telegram

PENNSYLVANIA

Paul LeRoy Lamasa, Altoona Tribune; P, M, S, C
A. J. West, Erie Dispatch Herald
Charles Wells, Erie Times
William S. Robbins, Lafrobe Bulletin; M, A (wants all kinds of pix)
Elmer Cant, Philadelphia Bulletin
Frank Rosen, Philadelphia Inquirer
George Opp, Philadelphia Public Ledger

PENNSYLVANIA

Raymond Cathers, Philadelphia News
George Lilly, Philadelphia Record
Differ Martin, Pittsburgh Post-Capper; St. Steinhauser, Pittsburgh Press; P, C
S. G. Kennedy, Pittsburgh Sun Telegraph; no
Thomas Connors, Scranton Tribune; no (no radio material)

RHODE ISLAND

Ben Kaplan, Providence Bulletin; P, A

SOUTH CAROLINA

Caldwell Withers, Columbia Record
John Montgomery, Columbia State

TENNESSEE

Walter Kinley, Chattanooga News
Ralph Sanders, Chattanooga Free Press; M, S
Leslie Brooks, Jackson Star; P, M, A
Frank J. Berlin, Knoxville Journal; M, S, A
Cham McNeill, Knoxville News-Sentinel
Robert Gray, Memphis Commercial Appeal
John Rogers, Memphis Press-Scimitar
Robert Seals, Nashville Banner

TENNESSEE

Charles Kelly, Dallas Dispatch Journal
Victor Davis, Dallas News; P, G, C (also some S shots)
Douglas Hawley, Dallas Times-Herald
Bill Poets, Fort Worth Star-Telegram
Mildred Stackford, Houston Chronicle
Lola Cain, Houston Post; P, A
Tony Triolo, Houston Press

VIRGINIA

Ernest McIver Jr., Fredericksburg Free Ledger
Charles Hoofnagle, Norfolk Ledger-Dispatch
H. G. Tighman, Norfolk Virginian Pilot; P, M, A
Elizabeth Copeland, Richmond News-Leader; no
Norman B. Rowe, Richmond Times-Dispatch; P, A
Carl Anderson, Roanoke Times
Shields Johnson, Roanoke World-News

WASHINGTON

Edward J. Mitchell, Seattle Post-Intelligencer
Roy Ryerson, Seattle Star; P, S
Robert Helman, Seattle Times

WEST VIRGINIA

A. R. Knapp, Charleston Mail
H. G. Rhawn, Clarksburg Exponent
Katherine B. Enslow, Huntington Advertiser
Bill Estler, Huntington Herald-Dispatch

WISCONSIN

K. F. Schmitt, Madison Capital Times
William L. Doudna, Madison Journal; M, S, C
Edgar A. Thompson, Milwaukee Journal
Armin Towns, Milwaukee Leader
Vivian Gardner, Milwaukee News
Paul Ferry, Racine Journal-Times
E. Zufelt, Sheboygan Press; no

CANADA

Harold Hodgson, Halifax Chronicle-Star; M, S, C
Miss J. Brown, Hamilton Spectator; M (only occasionally)
Thomas Archer, Montreal Gazette; P, M, S
Owen Channon, Montreal Herald
Jack Cottingham, Oshawa Daily Times; no
Robert Southam, Ottawa Journal
Monty Tascheras, Ottawa Journal
Charles Jenkin, Toronto Globe and Mail; no
James Arnan, Toronto Star
Ilen Hunter, Toronto Telegram
F. Fairley, Regina Daily Star
G. Johnson, Regina Leader Post
Jack Scott, Vancouver News Herald
J. C. Stepler, Vancouver Province
Don McKim, Vancouver Sun; no
Frank Walker, Windsor Star; no
Harold E. Spencer, Winnipeg Free Press
Denny Brown, Winnipeg Tribune; P, M, C

TERRITORY OF HAWAII

Paul Finsdalen, Honolulu Star-Bulletin
Notes: The American and News, Aberdeen, S. D., uses no radio. Watertown, (S. D.); Public Opinion, uses no radio, either in tag AP logs and news stories on outstanding special events of national interest. P. J. Albrook is managing editor of the Watertown paper.

FORD'S OWN TALENT SHOW

JWT Says Vallee Will "Improve"

NEW YORK, April 1.—For once an advertising agency has admitted that one of its programs—and a long-time leading program—has not been faring so well lately. J. Walter Thompson agency, according to one of its staff, believes that when Kate Smith leaves the air for the summer the Rudy Vallee program, which Thompson produces, will probably "come back strong."

Rumor has been around some time that Standard Brands was dropping the Vallee program, which it has backed almost a decade, with Vallee to go on another program for the same company. Program's ratings have been dropping for some months now, with some radio columnists pointing out that Vallee's low budget and competition from higher budgeted shows make it tough for the Thursday night spot.

Belief that Vallee will probably come back strong is regarded not only as an admission of tapering but also a spike to the folding rumor.

Zenith Corp. Tele Test Is Successful

CHICAGO, April 1.—Zenith Radio Corp. made a successful television broadcast here Thursday night direct from its manufacturing plant to three receiving sets in the homes of Zenith officials. Talent was supplied by WLS, and although no public announcement was made of the test, it was understood from a reliable source that the picture transmitted was nearly perfect in reception.

It was a quarter-hour broadcast over a range of 12 to 15 miles. Despite test, however, Zenith still maintains television for commercial use is another two years off.

Coast Air-Press Situash Perks Up

HOLLYWOOD, April 1.—Coast radio circles have been considerably encouraged over the newspaper situation since two Portland (Ore.) papers restored their radio columns this week. Hags are The Oregonian and The Journal. Both dropped radio last year when Coast papers went on an anti-radio purge.

Radio men now hope that other papers will follow the Portland example. More optimistic say that restoration of radio space is inevitable.

The Billboard Gives Scrolls to Winners In Publicity Survey

The Billboard, during the week of April 10, will present parchment scrolls to the winners in the Radio Publicity and Exploitation Survey, details of which were published in the March 25 and April 1 issues.

There will be a total of 18 scrolls presented. The list of recipients follows:

For first place in network publicity—CBS.

For first place in advertising agency radio publicity—J. Walter Thompson Co. Second place—Young & Rubicam. Third place—Benton & Bowles.

For first place in press agent publicity division—Earle Ferris. Second place—Tom Fisdale. Third place—Ken Lyons.

For first place in network exploitation—MRS.

For first place in station exploitation—WSM, Nashville. Second place—WKY, Cincinnati. Third place—WHN, New York.

For first place in press agents' exploitation division—Tom Fisdale. Second place—David O. Alber. Third place—Irving Lehrer.

Honorable mentions will also be presented in the press agents' exploitation division to Alfred Cook, George U. Evans and Joe Clifton.

Arty Comptonites

NEW YORK, April 1.—Spiritual side of advertising agencies coming strongly to the fore these days, with Compton Agency the latest to show that its boys are really longhairs after all.

Agency's personnel over the weekend held an art exhibit, men from the media, radio and art departments coming thru with 37 pictures—ranging from sketches to oils.

Theme song is "On the Beach at Dali-Dali."

Paley in Attempt To Calm Air-Show, Film Controversy

HOLLYWOOD, April 1.—Attempt by William S. Paley, CBS prexy, to calm the ruffled waters between radio and film was noted this week when Paley stated that the two mediums have never suffered any incompatibility, and it seemed unlikely that flicker producers would want to break up a profitable partnership. Paley said, "The same producers who have expressed pleasure over a radio dramatization of a screen play have been quoted the next day as reassuring exhibitors that stars under contract to them would not be permitted to broadcast in the future. Presently the same producers arrange for featured performers to participate in another air show."

Paley's statements put a spotlight on the confusing situation whereby producers are patting exhibitors on the head and shaking hands with radio at the same time, while Paley seemed confident the rift would develop into nothing permanent. He has decided to confer with flicker execs before returning to New York. The CBS prexy went on to state that, if stars who first won recognition in radio would refuse to participate in air shows in the future, broadcasters would be able to develop new personalities to fill the breach.

Paley stated CBS is preparing to construct two new studios on its Sunset boulevard property within the next few weeks.

9th District NAB Hears Miller, Mulls Problems

CHICAGO, April 1.—Ninth district of the NAB met here this week in a routine discussion of common problems and listened to a talk by NAB President Neville Miller. Tone of meetings and topics taken up were not particularly optimistic, as could be seen from the point of attack taken on the old press-angle angle. Instead of the usual comparisons of expenditures from advertisers with each medium the subject discussed was a comparing of mortality rates of advertisers in each.

Second day was taken up by the sales managers confab, comprising shop-talk on rates, selling problems, etc. Part of discussion was given over to selling technique for landing Montgomery Ward and Sears-Roebuck and other department stores.

Gene Dyer, of WGES, in Chi., was elected as the new director for the Ninth District. Twenty-five of the 31 stations in Wisconsin and Illinois were represented at the meeting.

Faulkner Near MGM

NEW YORK, April 1.—George Faulkner, recently producer of The Circle for J. Walter Thompson and formerly producer of the Rudy Vallee program, reported set for a picture job with Metro-Goldwyn-Mayer.

CINCINNATI, April 1.—E. G. (Jimmy) Krautter, sales promotion manager, here today as March 1, resigned as assistant general sales manager of WLW, where he was head of the continuity department for 10 years before transferring to sales

Auto Firm May Follow Example Of Wheeling Steel; Union Angle

DETROIT, April 1.—Ford Motor Co., due to drop its Sunday Evening Hour after some years on CBS, may, it is said, replace this series with an institutional program of the same type as that sponsored on Mutual by Wheeling Steel. While the Wheeling show is largely institutional, there is an equally important angle involved in that the company feels the program helps employee relations. Ford program will have the same angle, but in a stronger sense, because of Ford's union troubles for the past several years.

Only talent on the Wheeling show is recruited from the ranks of its employees or their families. Only exceptions are some of the musicians in the band. Walter Paterson, who composes and produces the show, is now a Wheeling employee, hired by that firm from WWVA, Wheeling station.

Ford program, using the same ap-

proach, will have the thought in mind of showing the public—and union officials—that "Ford employees are a happy family." At the same time, of course, it will propose to sell Ford products or sell the Ford company institutionally.

Understood that Ford has commissioned writers to work on scripts, with tentative scripts arriving in Detroit this week. Program will be tested on a local station before going network.

Griffin Looking for Name MC; Kemp Set

NEW YORK, April 1.—Griffin Mfg. Co. (also Polish), bringing Hal Kemp and his orchestra back to the air on CBS starting May 2, is looking for an emcee, preferably a name, to pace the show. Kemp was on last year for the same advertiser. The Smoothies, Charlie Ryan's harmony group, have also been set.

Mentioned as possibilities are Tony Martin and Fred Keating, latter favored since Martin will run to more than budget allows. Martin budgeted at \$1,500 per program.

El Cashman is producing the show, with Birmingham, Castleman & Pierce the agency.

REGINA, Sask., April 1.—Gerry Gaetz, former manager of CJOC, 100-watt Lethbridge (Alta.) station, has taken over the management of CKCK, 1,000-watt Leader-Post station, Regina, replacing M. V. Chestnut, who has been appointed manager of CROC, Hamilton, Ont.

TOM FIZDALE WINS EXPLOITATION AWARD

Tom Fisdale Selected As Leading Publicity Organization In Radio Exploitation.

THE BILLBOARD in announcing the Award said: "RADIO'S EXPLOITATION METHODS BECOME INCREASINGLY IMPORTANT. . ."

FIZDALE IS ONLY NATIONAL RADIO PUBLICITY ORGANIZATION

"Fisdale was responsible for a topnotch stunt in the Gracie Allen 'Surrealist Painting Exhibit,' that not only drew space in news columns of newspapers but also in art columns, radio and picture columns and a flock of pictures—including photo sections. . . . Other stunts worked by this office: Radio gossip scripts to stations; press books to radio editors on shows handled; press books giving publicity material to stations; Benny Goodman Carnegie Hall swing concert; publicity manual for stations."

Tom Fisdale takes this opportunity to thank The Billboard Award Committee, his clients and his staff of 41 in

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| NEW YORK 485 Madison Ave. Eldorado 5-5580 | CHICAGO 360 N. Michigan Ave. Central 7571 | HOLLYWOOD 8532 Sunset Blvd. Bradshaw 2-3101 |
|--|--|--|

NBC's Weekly Tele Production Costs 5G's Starting April 30; Live Talent To Get Good Break

NEW YORK, March 31.—Studio production costs for National Broadcasting Co.'s television series, slated to start April 30, will put a \$5,000 per week dent into NBC's pocketbook. Special events pick-ups, via mobile television units, will raise this ante considerably, and should the net do as many hours per month of field tele as studio tele it will mean an additional weekly out of \$3,000. Figures were revealed by W. C. Farrer, NBC television co-ordinator, who pointed out that cost of NBC's two one-hour, evening studio programs will come to \$2,500 each, with total weekly talent fees figuring at \$1,400. This includes rights to scripts as well as salaries.

Two studio tele shows, each one hour, mean a total of 10 hours per month. Figures on field tele are very uncertain, but should the mobile unit pick up 10 hours per month the weekly cost will be equal to that of studio production minus the talent item. In other words, \$3,600.

Owing to physical restriction inherent in moving the mobile transmitter, field tele will be limited to one special event per day, but time on special events will, of course, vary widely.

Studio programs will use mostly live talent. They will include a dramatic sketch with from two to 10 actors, other types of performances, news, scientific subjects and sports. Music will be used for the greater part as accompaniment—experiment having shown that the visual music appeal is limited.

Some film will be used, but the amount will be very likely be small—one reason being that film people are rather dubious of the effect tele will have on exhibitors.

According to Farrer, the net will not set up a stock company, but will hire talent on an individual basis and will cast programs separately. He added there was a superabundance of talent and that the network would try out a greater range of material than is available on film.

Much special event material will be in connection with the World's Fair, and Farrer now is negotiating with fair authorities for this purpose. RCA-NBC will have a tele exhibit at the fair.

In Farrer's opinion there will not be much use of television in picture theaters, this phase of tele presenting a very serious and difficult research problem. Production of apparatus for this type of theatrical exhibition is in status quo, and NBC will spend no money on it until a good market appears likely. Apropos of much publicity given to use of tele in English theaters, Farrer regards the phenomenon as currently creating a stir thru its novelty angle but said the true answer would come when the novelty were off.

NBC has received sponsor nibbles but has turned them down—angle being that such sponsors would cash in only on attendant publicity. Farrer expects no serious commercial use of television; that is, commercial use which would support tele operation—before three years—and perhaps five.

Radio Corp. of America, General Electric, Philco and other manufacturers will be selling sets for the NBC series. Costs will vary from \$135 to perhaps \$600. In England sets are on the market for \$135 up to \$1,000. No improvement affecting receivers is expected within the

next few years, but changes in the transmitters are expected.

Apropos of television production, Farrer said that 21 hours of rehearsal time were necessary for one hour of telecasting. This is about three times as much rehearsal time as is necessary in radio, where the proportion is three to one.

Vincent Jacobs, business agent of Local 1, International Alliance of Theatrical Stage Employees, expects to confer with NBC on television either today or Monday (3) regarding a scale for IATSE men working in production.

Analysis of theatrical union set-up with reference to likely fracas over jurisdiction of performers in television was given in last week's issue of The Billboard.

Judge Rutherford Seeking Air Time

NEW YORK, April 1.—Attempts were being made this week to obtain broadcast time for Judge Rutherford's Watch Tower Society, scheduled for a meeting at Madison Square Garden June 25. Understand the networks approached will refuse point-blank, and it is expected many independent stations will do likewise.

Broadcaster's reason for turning down is that when Rutherford last broadcast he caused a considerable commotion because of the anti-Roman Catholic nature of his statements. Acorn Advertising Agency is said to be trying to get the time. Last year 125 stations carried the talk.

Concert Pack Is Signed; Coast Settlement Due Soon

NEW YORK, April 1.—Five-year contract, establishing licensing authority of the American Guild of Musical Artists over concert managers and agents, was signed Thursday by the Columbia Concerts Corp., artist bureau, of the Columbia Broadcasting System and the NBC Artists' Service. Deal is being held in escrow, however, by the American Guild, until Association pending completion of licensing negotiations between the artist bureau and Screen Actors Guild on the Coast. Letter deal is expected to go thru within a week or 10 days. Should it collapse, the AGMA-NBC-CCC pact will not be valid.

Agreement provides for reduction of manager and agent commissions, joint advisory committee and arbitration of disputes.

WTOL Staff Changes

TOLEDO, O., April 1.—M. E. Kent, Jack Steglin and Estelle Cecile Scott, respectively station and commercial manager, chief announcer and assistant program director and secretary to the manager, have resigned from WTOL here. Fraser Reams, president of the Community Broadcasting Co., has appointed Sterling Beeson Jr. as acting manager and Mildred Gerbie as secretary to the manager. No appointee named yet to fill Steglin's post.

Mary Burge, recently with WJR, Detroit, and WLW, Cincinnati, has joined the station's announcing staff.

CHARLIE BASCH now New York office head for Aerogram Corp., Coast transcription firm.

CANTON, O., April 1.—Paul B. Morgan has resigned as manager of WHBC. Successor not yet named.

Radio Talent

By JERRY LESSER

CHARLES WEINSTEIN will portray the Savior on WMAC—for the week starting Monday-April 3. This is on the *Are Maria Hour*, depicting the Passion of Jesus Christ. Program is sponsored by the Greymane Priars, Garrison, N. Y. Charlie is conceded to be the best *Are Maria* Lincoln on the air. On a recent program, however, he had to relinquish the role to another actor, due to a conflict. Funny thing, but when the other actor read his first line, the mike went dead. Just wouldn't take it from any other than Charlie. . . . Nora Stirling's hobby since childhood has been origins of customs and speech, and she will appear on *Hobby Lobby* next week discussing her pet subject. . . . Claire Wilson now plays Juliet Worthington on Margaret Anglin's *Orphans of Disgrace*. Balance of the cast includes Richard Gordon, Minnie Dupree, Viva Ogden and James Greig. . . . Jackson Beck enters the *Dick Tracy* script on April 11 as E. J. Croft; a heavy. . . . Mary Lou Foster captured the mind double championship of the Jackson Heights Badminton Club with Jerry Lundgren. . . . Cast of *Sheriff Bob*, new NBC show, includes Willem Waller, Jay Jostyn, Gretchen Davidson, Roy Pant, Jack McBryde and Dick Barrows. It is directed by Norman Sweetser. . . . A new show was auditioned by Lord and Thomas last week for *Franchot Tone*. It is another doctor story, now called *Heaven Is Here*.

The following shows leave or have left the air: Seth Barker, March 19; "The Shadow," March 19; "Terry and the Pirates," March 19; "Those We Love," March 27; *Kevin O'Hill*, March 22; *Tom Mix*, March 24. . . . Joe Fox, who helped write the *Freddie and Lucylee* series, is now writing the

continuity for *Home Rodeo* Cooper's Gospel Song. . . . Mary Cecil, who plays the role of *Miranda Chaffler* in *Life and Love of Dr. Susan*, is a descendant of James M. Cuthell, who, with Horace Greely, founded *The N. Y. Tribune*. . . . George Herman, radio actor and father of Sammy Herman, crack xylophone player, is quite a hand at machine work. He does it for relaxation, but is so successful at it that he is acquiring quite a clientele for his products. . . . Joan Tompkins, featured in *Your Family and Mine*, slipped and fell on the icy pavement about a year ago. A tall young man with a mustache and blue eyes picked her up brushed her off and disappeared in the passing throng. Recently, Keith Wallace, director of her broadcast, told her she was getting a new leading man. His name—Raymond Edward Johnson—didn't mean much of anything to Joan. That is, until she met him the day of the first rehearsal. Of course, he was the young man who helped her a year ago.

ENOCH LIGHT is fast reaching the top with his orchestra. He performs a unique service for top-flight song writers when he previews their new musical scores each day in the Hotel Taft Grill Room for a group of NBC's and CBS's sustaining artists. Those fortunate enough to hear the initial tryout of Rodgers and Hart's new musical score for a forthcoming Shubert play include Dorothy Drealin (NBC), Andrew Marsh (CBS), Brick Hotten (NBC), Lucille Linwood (CBS), Ralph Blaine (NBC), Bob Byron (CBS) and Bob Carroll (Chicago program).

Advertisers and Agencies

By PAUL ACKERMAN

COMPTON AGENCY is putting the Gospel Singer on a batch of central Southern stations, in the majority of cases about April 15. About 15 stations will get the discs. . . . Morton Downey renewed on Fall Mall program. . . . Lum and Abner, who were renewed in June, 1938, will have been on the air nine years when the time expires. . . . Jimmy Saphier hopped back to New York suddenly last week, filling in for Hal Hackert. Music Corp. of America exec, who is sailing. Saphier due here for four weeks. . . . Mutual's new promotion book a hoagy.

A Rubicon producer of the Screen Guild show, to Palm Springs, Fla., to recuperate following an operation. Tom Harrington, Y&R, back from the Coast. . . . Felix Knight has been released for the fifth time for his Thursday night WBAP commercial sponsored by Schaefer beer.

Raymond F. Sullivan, vice-president of Rutherford & Ryan, and John Gordon, producer of "Professor Billie," left for Chicago Thursday. "Big Sister" has expanded its network to include KYUC, Tucson, and KOY, Phoenix. . . . Writer Ed James' real name is Eddie Cantor (Edward James Cantor). Has sold a dramatic script to Sidde Cantor, whose real name is Izzy Inkowitz. . . . Nat Levitt, Young

PAUL J. SENFT has joined the sales force of WQXR. He was formerly with NED&O and newspaper reps. . . . Procter & Gamble placing a batch of laundry ads in newspapers. . . . William Koska replacing Julian Street, who leaves NBC to become secretary of the Museum of Modern Art—Wallace West temporarily replaces Koska. . . . B. F. McClancy, NBC traffic manager, goes to San Francisco from Hollywood, thence to New York. . . . Vicki Voss New to *Howie Wing*. . . . Frank Headly, Kelly-Smith, sailing. . . . David A. Munro, publisher of *Space and Time*, has appointed William J. Harris business manager. . . . Gertrude Bly is "imprisoned" in her new WHN job.

Chicago Air Briefs

By HAROLD HUMPHREY

SLICK tie-up was made this week by WLS promotional man Don Easley with *Chicago Daily Times*. Every Sunday Kelley reads off a synopsis of the sheet's comic section via the WLS mike, then follows with a dramatization done by five kids chosen each week thru auditions lined up by answering a daily coupon in the Times. . . . Eddie and Fannie Cavanaugh, WGN radio gossipers, toasted their 17th anniversary on the air Friday, making them the oldest team in radio. . . . William Eddy & Co. took announcements on WBBM's *Chicago Hour* for Baum's Bengue. . . . General Foods bought 18 weeks more of *The People* starting May 23. . . . WGN's Frank Schreiber is back from New York where he toured the town with the *Wheeling Steel* execs and laid the ground-work for a week's tour of the N. Y. World's Fair for the cast of the company's MBS air show.

now that she is current in the *Colony Club*. Only hitch was, that the end is supporting a WGN tele—WBBM's rival. . . . CBS is taking ad space in all the local dailies to remind the public of the *Amos 'n' Andy* switch. . . . WJJD's staff entertainers hopped out to *Illness Veterans' Hospital* Thursday to put on one of their semi-annual shows. . . . Stella Kerr, the "most kissed" model, was in town and WGN had her guest on their "Inside Story" show, but when they wanted shots for the press of Stella's engaging someone, she asked it, claiming that J. Walter Thompson agency had a no-kiss clause in her contract. Wags are cracking that Stella's heart now belongs to J.W.T. . . . Virginia Payne, local AFRA prank hopped off for New York Saturday for confabs with the national execs.

PAUL SMALL, radio singer, has gone back to the music publishing biz, lining up with *Reeco Vocco* here. . . . Most of the local radio g. a. a. are trim. (See AIR BRIEFS on page 12)

BILLY SWANSON and his MUSIC Inc. CONSOLIDATED RADIO ARTISTS

HILDEGARDE Singing Star of "99 MEN AND A GIRL" Wednesdays 10 P.M. (EST) Over CBS. Appearing Nightly SAVOY PLAZA HOTEL, N. Y. Inc. Rep.: JACK BERTELL. Per. Mr. L. ANNA SOSENKO.

Program Reviews

EST Unless Otherwise Indicated

"Arch Oboler's Plays"

Reviewed Saturday, 10-10:30 p.m. Style—Dramas. Sustaining on WEAJ (NBC-Red network).

This reviewer recalls no other radio playwright who has given the equal of what NBC is giving Arch Oboler. Network is giving the writer a half hour, musical support (mostly organ), actors, complete charge of production and direction—but above everything NBC is giving the recognition all these things connote. For once a radio writer is getting those things customarily in the theater or, more rarely, pictures. The first play in the series was the excellently titled *The Ugliest Man in the World*, a superbly written, tense and absorbing radio drama. It appears that Oboler can direct as well as write radio's outstanding dramatic material, for keen direction played as much in the success of *Ugliest* as did Ray Johnson's fine performance in the lead and the script itself.

The stream-of-consciousness motif in which the play was written is an ideal dramatic device for radio. Using this method Oboler told the story of his ugly man, an incredible fright-puss, whose life passes before his mind's eye as he prepares for suicide. His tragic childhood; his career as a side-show attraction and the heartbreak occasioned by a gold-digging flooze; and finally meeting the girl with whom he falls in love. She is blinded in an accident, and when she is about to marry her eyesight he loses her. Later, as he is on the verge of taking his life, she finds him telling him that she knew of his face all the while—others had told her. In the synopsis the story may not seem exciting, but punch after punch in this specific flashback, aided by canny music support, the acting and direction, made it the excellent piece it was. Use of a flat monotone for the first person narration was another good device, and only for a brief spell in building the love story was there any drug. The ending was really a trick, since the story seemed headed for almost inevitable suicide.

Ann Shepard did an understanding and tender job as the girl lead, and Betty Gaine played a good flooze. Only overly theatrical device is the opening and closing reference to "nightblind"—bringing the story to the audience's attention as the play ends.

Catherine Whitehill

Reviewed Wednesday, 8:30-8:45 p.m. Type—Musical. Sustaining over WCAP, Asbury Park, N. J.

Program features local songstress with Faith Moore at the piano, well known in Asbury Park. Numbers are intended to please more settled listeners and not, in any way, the jitterbug.

Miss Whitehill has fair voice which broadcasts very well. Her rendition of *Deep Purple* shows lack of judgment. Voice is not at all adapted to this type music. With others Miss Whitehill displayed real talent. Accompanist does excellent job.

Broadcast is during slack time on chain and also satisfies an audience wanting music a little more sedate. Time on air is excellent for type of program.

"Guess Where?"

Reviewed Friday, 8-8:30 p.m. Style—Quiz. Sponsor—Philip Morris. Agency—The Blow Co. Station—WOR (MBS network).

Strictly speaking, Philip Morris's new quiz show is new in name alone. Slight variation afforded by guessing what the place is instead of who it is fails to offset the fact that the entire idea is beginning to wear thin from excessive use.

Budd Hulick smoozes and does a competent job, resuscitating quizzes and getting in an occasional good crack. A few significant lines are read by members of the cast to help the person selected from the audience imagine the scene of a certain famous event. Sound effects in conjunction with Johnny Green's music supply appropriate notes to give the victim additional hints about the set-up. What's it impossible to suggest very clearly the situation, an "unwieldy

device is used that requires Charlie Cantor and Juke Walker to chime in with rather stogy comments designed to clarify everything. This is probably the weakest part of the show.

The problems seemed to be gauged just about right for the ordinary audience representatives, who guessed correctly on an average of the second out of three chances. Only a few finished altogether. Places described were fairly familiar, such as the sinking of the Titanic, Niagara Falls, Grant and Lee at Appomattox.

Commercials are in P. M.'s usual formal type, plodding and dull. Program's predecessor, *What's My Name?*, which had clocked for 52 weeks, called for a \$250-a-week raise if renewed, so jiffy sponsors decided they'd better change the style a little anyhow. Hence the "new" show.

Guess Where? will probably continue to sell cigars, but it would be wise for Philip Morris to look for something new, since the public is due to go sour on the less entertaining quiz shows.

Schmitt.

"Your Chicago"

Reviewed Friday, 9:30-10:00 p.m. CST. Style—Civic Cavalcade. Sustaining on WBBM (Chicago).

This was a one-shot proposition, a very elaborate civic program, and worth mentioning since it is indicative of the present trend of self-exploitation by outlets and their kowtowing to political circles.

Opus opened with the Chicago fire and the spirit of the population in rebuilding. Drama of one family, and their troubles were brought in here, but it was drawn out too long for the desired effect. There's a short-wave hook-up with a plane flying over the city, the time was then brought up to the present, with a commentator verbally pointing out burg's industries parks, large buildings, etc. It's too slow overhead. Listener was then brought to the ground for a series of eight plums, including a man-of-the-street, chorale singers from a student body to plug the schools, a trip to the stockyards, a police car demonstration and a visit to town's new subway under construction.

Last few minutes were taken up by Mayor Kelly indirectly taking credit for the whole fix. Show being timed just a week before election made the political tie-up even more evident.

There's no doubt, the that programs of this nature have their place and do a lot to promote a town, its industries and the station.

Humphrey.

"Betty and Her Boy Friends"

Reviewed Friday, 4:45-5 p.m. CST. Style—Comedy and music. Sustaining over KWK (St. Louis, Mo.) and KWOZ (Jefferson City, Mo.) by direct wire.

Betty Barrett, 13 years old, is on her way to being a real song stylist in the popular field. She's toby and has a good deal of like presence in addition to being a really fair showman.

On the show caught she and one of the "boy friends," members of a studio orchestra, were getting off a little pat on the side and that unity they worked in a song title. Then the boys provided the musical background, and Betty went to work on *I Cried for You*. Moments later, after the same type of introduction, she went thru *Good for Nothing* and followed with *Jeepers Creepers* in the same style.

Comedy was tilted all the way thru, script weak and almost pointless. But the little lady was all wool and a yard wide when it came to putting her tunes over.

Jackson.

"Fights of Yesteryear"

Reviewed Wednesday 10-10:30 p.m. Style—Fight broadcasts. Sponsor—Erie Brewing Co. Agency—Yount Advertising Co. Station—WEBR (Buffalo, N. Y.).

Glaver idea, using a blow-by-blow description of a famous ring match, together with sound effects to simulate crowd noises, general hubbub and so on. Peter King does the punch-by-punch stuff as excitedly as tho he were watching the actual match. There is even between-the-rounds comment by Bob

Comment

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

Lifeforce program, with DICK POWELL replacing Al Johnson as master of ceremonies, shaped up as just fair Tuesday (28). Aired over WABC 8:30 to 9 p. m., program was the second since Powell replaced the old master. Show had plenty of talk with Powell, MARTHA RAYE PARKYAKARKOS and guest JOAN BLONDELL (Mrs. Powell) passing the gags around. Some of the chatter was okeh, but undoubtedly the script could have been sharpened up.

Powell's emcee job was like his singing—straight snug with the frills. Certainly showed enough to keep the show at a good rating provided good material is forthcoming.

Lud Ottakin Band still handling the instrumental assignment okeh. P. A.

Pop music's Top Time, sponsored by KDKA, Pittsburgh, by Port Pitt Brewing Co. thru BBD&O, has been repeated for a second year, indicating that MAURICE SPITALNY'S augmented steel band, whistler FAYE PARKER, soprano MARY MARTHA BRINEY and crooning tenor BILLY SIEMAN are ringing the song. Half hour of dance melodies, punctuated by spot specialties, are no colossal contributions to modern music, but are nicely listenable.

Frank.

The RCA Magic Key is folding for the summer and perhaps this has something to do with the broadcast of March 26 being pretty much below the show's customary high standard. Talent had FRANK BLACK and his excellent orchestra; NANCY CARROLL and NED WEAVER in a stupid sketch; the COMEDIAN HARMONISTS; ANIA DOREMANN, pianist, and special pick-ups from Paris and London. This last idea was much better on paper than it worked out. GEORGE HICKS, speaking from the Tryon at the New York World's Fair, held brief chats with NBC reps in the Eiffel Tower, Paris, and the Tower of London.

The brief exchanges of remarks were beautifully framed and a smart idea went to waste.

Miss Dorfman is a first-rate pianist and in a solo and concerto with the orchestra distinguished herself. Equally good are the Comedian Harmonists, a choral group who not only harmonize well but do what may be called a partial satire on the vocal tricks used by solo and personality singers. It is an interesting and unusual—and frequently laugh-provoking—effect they achieve.

Miss Carroll and Weaver played in a little sketch about woman getting, losing and getting man. It had absolutely nothing, neither freshness of plot nor freshness of dialog. Performances were anything but impressive—especially Miss Carroll's.

It is probably quite safe to say that BOB HOPE'S show for Popodent sets and maintains the fastest pace of any 30-minute program in radio, seemingly ending before it's well under way. At the same time, to avoid misinterpretation, it is also maintaining a laugh quota that explains the program's success. Hence shows the value to a radio comic of years of stage work. With a chuckling delivery that makes laughs perfectly timing that can't be topped and the always valuable comedy point of being willing to stooge for laughs, Patsy Kelly's tough guy handling of lines is another good comedy angle, while JERRY COLONNA is undoubtedly the most wonderful person in the world. Colonna's imitable and undecipherable delivery—aided by "fossilization"—is the star.

Guest star LUPE VELEZ offered a few drama free than nothing in the program in question. SKINNAT DOWNS vocalism in his whispering, asthmatic style and many people like it. BILL GOODWIN does a good announcing and stooging job; but the commercials are circa 1936—the program is circa 1941.

Stations Again Seethe as MGM Stresses Newspaper Ad Budget

NEW YORK, April 1.—Picture producers' attitude of "no advertising budgets for radio stations," largely responsible for precipitating the radio "war" recently, has come up again in a statement made by Howard Dietz, Metro-Goldwyn-Mayer ad head. To make matters worse from the stations' angle, the fact that MGM is spending \$2,500,000 on its next season of pictures was stressed in MGM's special plea to broadcasting stations. The release specifically named every advertising medium but radio.

Last year, when the picture industry started its business drive on the Motion Pictures Age, the Greatest Entertainment Week, broadcasters hit the ceiling when, with a huge advertising budget, none of it went to radio. The situation was given official recognition by the National Association of Broadcasters. Only recently NBC sent Niles Trammel out to Hollywood to try to pour oil on the troubled waters.

MGM release is called "Hollywood on the Air" and is designed to get MGM publicity on stations' movie gossip programs. Dated March 24, the release burning broadcasters said, in part: "The

largest appropriation for advertising in the history of MGM was announced . . . by Howard Dietz. Over \$2,500,000 will be spent. Newspapers will receive greater emphasis than last year, when over \$1,000,000 was spent in that medium. There will also be campaigns thru magazines, direct-by-mail, billboards and trade journals.

What burns the stations is not only that MGM rubbed salt into their non-quiet-healed wounds by spreading this announcement before their eyes, but emphasized it by stressing that newspapers will get even more than before.

Sell Yourself!

Perfect recordings of your efforts are your best salesman. We will take your program off the air from any station in the country, or you can make your recordings in our studios when you are in New York.

Write today for FREE (50¢) A. A. RECORDING COMPANY "The best in off-the-air recordings." 2543 Broadway, New York City. Telephone 4-7000.

PHOTO REPRODUCTIONS

Like Originals—In All Sizes. 100 2x10, 25.75—40 for \$3.25. Write for Complete Price List. MOSS PHOTO SERVICE 1545 Broadway, New York City. References: MCA, CMA, Wm. Baylis, RCA, Victor, Etc.

Clement, who gives the color attendant on the particular famous fight, being recreated. One caught was the historic Dempsey-Tyrro embroglio. Because of the shortness of this match, after it was "over," broadcast "returned to the studio" for an interview with Jimmy Goodrich, former-lightweight champ.

The fight fan's good market towards whom a beer sponsor can direct his advertising program, then, should do a good job in this case. Practically all sport fans like to talk about past events and this one should feed the hot stove league fight talk.

Program written by Al Blank, who does a good writing and research job. Warner.

Radio Needs a Honky Tonk

The author of this article is a program official associated with a prominent Eastern radio station. For obvious reasons, his name cannot be disclosed.

actor. But today, as acting has become more and more of a business, paying more and more to its satellites, this apogee has decreased and scarcely exists. Radio is largely responsible for this.

Can't Expect Polished Performers
But when the Bennys and Allens broke into show business they were not expected to walk on a stage as finished performers. Vaudeville, the field in which they started, had its honky tonks and break-up dates, providing the best schools imaginable. Or if they broke into the theater there was the stock company or the little theater group.

It may be argued that radio, with its many small stations, offers a field for talent to break in just as the honky tonk or little theater did. This, however, is not true. Most small stations do not pay for talent. The performer goes on without benefit of satisfactory musical support from an orchestra; without a producer to advise, counsel and help. And, of course, most such stations depend mainly on network and transcribed programs rather than live talent.

What Can Radio Do?
The national networks and their key stations, with their available resources, are in a position to take the rather simple steps necessary. And the first of these is the most important. It is to make sure there is an individual staff capable of recognizing potential talent. It is fairly easy to listen to an audition and say, "This man is good—or bad—or wonderful—or hopeless." The trick, however, is to have men who can say, "This man can be good," and then know what to do to make him good. In other words, the work must be a constructive one—eliminating the unworthy and developing the worthy.

There should be an appropriation in the budget for talent discovery and development. More or equally as important, there should be an appropriation in the human equation to insure a supply of patience in the work of building the talent.

Nothing catastrophic to radio or its programming will happen if all of this is not done. But it is to the advantage of the advertisers who support radio, and the stations and networks which are radio, if talent development became an integral part of operations. Those who have no place in the business will be better off to learn it as soon as they can; potentially important performers will be aided, and in helping them radio programming will benefit.

AIR BRIEFS

(Continued from page 10)
ning their staffs for the summer lull. . . . Actress Angelina Orr is getting tough about shop-talk sessions in her home and slaps a fine on those violating the code. . . . Bill Ray has increased the size of his photo gallery in the NBC press office. . . . Carolyn McKay, air actress, announced her engagement to a Wayne (H.) socialite. . . . WBBM is reading a new one to be called *The Man Under the Bed*. Interviewing old maids, no doubt. . . . According to reports from Hollywood, that radio ban edict put out by the cinema producers was merely a smoke screen to blind the exhibitors when the quickie salesman make the rounds with their brief cases.

CLUB BOOKERS

(Continued from page 3)
tip for the 1 per cent to have been deducted from employees' salaries. Recent Internal Revenue raid on local night clubs, together with frequent and consistent tax rulings being handed down by the Federal Bureau and the State department of Unemployment Insurance, has given the bookers the jitters. One booker indicated tax assessment would hit a \$18,000 mark if the government catches up with his business. Accrued tax liability might put others clear out of business, it was declared. Complaint of some bookers that those

Re P. A. Listing

Following letter concerns the Radio Editor Publicity Survey story published in *The Billboard* last week. "Editor, *The Billboard*:"

"I wish to call to your attention an oversight in the listing of press agents as named by radio editors in your Publicity Survey. In the tabulated results of the poll I am listed separately, and Gale, Inc., which I represent, is also listed.

"Very truly yours,
"AL WILDE."
Editor's Note: Press agents were listed as they were named by the editor. *The Billboard* could not undertake to change the editors' lists of press agents or allocate any press agents to any accounts they might handle. Thus, credits for Bureau of Industrial Research were credited to that firm, not Young & Rubicam, altho BIR is merely press subsidiary for Young & Rubicam. The list would be useless if it did not show exactly how the editors reported.

A similar situation has existed in Philadelphia for years; everybody seems to know about it but nothing can be done to remedy it under present disorganized conditions in the buying end. The short-sighted booker wants to "continue to dictate to the industry and thus serve his own immediate purposes rather than those of the promoters who make it possible for him to sell and profit from his band wars.

Aside from considerations already discussed there are other advantages to the organizing of promoters—particularly along State lines. Firm exhibitors learned long ago the benefits to be derived from State organizing organizations from the angle of fighting adverse legislation and unfair or discriminatory taxation. In such matters as legislation and taxation the bookers should be as much interested as the promoters—and the same goes for band leaders. When excessive taxes are levied they drain the box-office take in which all factors share. When laws are passed that restrict or otherwise impede the operation of ballrooms and dance promotions, bookers suffer as well as the local operators and promoters.

Sooner or later bookers will witness the day when there will be a national convention of ballroom men representing all the States. For their own good; for the good of the business the bookers should hasten the day by pitching in with all their might and main. Not tomorrow or next week—but right now.

CUSTOMERS ACT

(Continued from page 4)
the theory that if the customers like them, they'll come back many times to see them. One act engaged that way was Hingo and Harris; who were booked for two weeks and stayed for 70. George Morris and his band, a five-piece combo, have been there over a year. She claims she'd rather direct her own entertainment policy than get tangled up and involved with agents. The acts like it better, too, she says, because of the no-commission angle.

The sisters Stevens not only run a night club, but also a restaurant on the side. Comes lunch time and the dance floor is hidden under a layer of heavy carpeting. When evening approaches, the carpets are removed and you have a night club. Because of this policy, the place attracts all kinds of customers. It is taken over almost exclusively Saturday nights by the young "400," whom Irene Stevens is pleased to describe as the "cinnamon toast and tea customers." Gives the place class, she figures.

SOCIETY FOLKS

(Continued from page 4)
enough for a Goodman or a Dorsey to deliver the brand of dissipation that has made him famous during an entire social evening. Straight swing to all night at intervals—more frequent after midnight when the older crowd goes home and the debs and their boy friends have the floor—but the musketeers will be able to fill any request that comes along and they're many and varied as these affairs.

This is primarily the reason, according to Uriel Davis, that socially prominent hostesses have reverted to brother Meyer and other orks making a business of providing party rhythms exclusively. And the name band Biggles, despite the extra money attached to society work, are not in the dither to perform for the ermine coats and white ties that they were a year ago, now that they've had a taste of what it's like.

Mike Markels, club department head of Music Corp. of America, has booked fewer of MCA's leading lights into the mansions of the elite this year than last, but ascribes different reasons than Davis for the decline. Markels claims the call for the services of the swing boys is just as great but the smart set hasn't been so anxious to part with the requested stipends. Goodman won't play a society date for under \$4,500, which sizable figure has knocked the musical plans of many a potential buyer askew, with the socialites doing the next best thing and matching their budgets with names like Bunny Berigan, Jess Excelsior Spachally but just as fervid musically. Markels asserts that MCA bands most in demand for coming-out brawls, etc., are EG, Dorsey, Berigan, Red Norvo and Leo Reisman.

who maintain bookkeeping records would be easier prey for the investigation than the office-in-hat agents will be answered with information that the government knows a lot about gyp agents thru performer applications for Social Security benefits. In applying for either old age or unemployment insurance, performers have to list their employers, and so reveal club bookers' names.

Some have been laboring under impression that the 1 per cent tax was perhaps unavoidable, bookers could complicate contracts and deal so as to give the Unemployment Insurance division headaches enough to dislodge the whole thing. The State has not yet decided of allowing the trade's complexities, as evidenced by the many rulings being issued.

So far as can be determined, employers can collect employees' share of the back taxes if performer is still in their employ. It is expected that many agents will resort to that means of meeting the drain. Others are mulling idea of revising contracts, so that wording thereof gets club booker up as agent rather than the employer. As an agent, in strict interpretation of that word, bookers would be exempt from the tax burden.

EQUITY PROTEST

(Continued from page 3)
held, don't have to live in the heart of the town and could find inexpensive accommodations in other parts of the city. Equity letter pointed out that the increases fall more heavily on actors' shoulders in spring and summer because of seasonal slack in legit employment.

SUGAR'S DOMINO

(Continued from page 4)
of the wide interest manifested that the same thing will happen, to Brendel's group that was the fate of the premature organization move made recently by a group of Southern operators headed by Tommy Thompson, of Birmingham. As soon as certain New York bookers got wind of the Thompson move, they threatened to sell their bands to competitors of those who would attend the organization meeting. The cause died a sudden and tragic death. Thus far war has not been declared openly against Brendel by the New York owners of band properties, but it is very evident that the New York offices are not falling over themselves to help El Brendel in his commendable project.

What the bookers fear most in connection with the organizing of ballroom operators is that such a state of affairs would deprive them of excessive profits in the one-night booking field. It is to the advantage of bookers who are geared to excess-profit methods to keep the buying field disorganized. In his state of disorganization the promoter depends for his livelihood on the good graces of the key-center-booker holding the desired bands. Under present conditions a booker can make or break the promoter; he can keep aspiring promoters out of business in certain territories by refusing to sell them bands.

GOING BROKE ON BROADWAY

Decca and Deka Phonos Sued by Decca Records

NEW YORK, April 1.—Suit to restrain use of trade-marks "Deka" and "Decca" for phonographs was filed this week by Decca Records, Inc., in the Federal Court here against Max Sussman, trading as Sussman's Radio Service, and Jack Bernstein and Max Sussman, trading as Deka Radio Appliance Co.

Decca claims a national reputation for its recordings and phonographs and a wide use of the trademark "Decca." In its suit it asserts that the defendants, in an effort to benefit by the plaintiff's reputation, are manufacturing and selling phonographs under the name "Deka" and "Decca." In addition to an injunction, the suit seeks damages and an accounting. Answers have not been filed to date.

Whiteman Called on Touring Wage Scale

NEW YORK, April 1.—Paul Whiteman has been ordered to appear Tuesday (8) before the trial board of the local musicians' union for interrogation regarding wages paid to his men on out-of-town one-nighters. Union started the case several weeks ago, tabling the matter until Whiteman returned from his road trip. Issue will take the proportions of a test case to get a clarification on the present scale. At Tuesday's quiz three or four men will prefer charges against the maestro.

Point at issue has never been clearly settled and involves clarification of whether Whiteman should have paid the New York or the out-of-town scale on his one-nighters when his touring was less than a week (five days' work considered a week). Angle which confuses the issue is that legitimate cancellations often bring the engagement down to the less-than-one-week category, in which case the New York scale is called for. Ruling will not only affect Whiteman but all other leaders taking local card holders out on tour.

AFM Exec Board in Convention Parley

NEW YORK, April 1.—Executive board of the American Federation of Musicians, slated to meet here late this month, will line up and discuss artillery pertinent to the Federation's annual confab to be held in Kansas City in June. Issues likely to figure prominently will be a review of the band booking business, practices of agents and ways and means of keeping them in line, and alleged monopoly of network wires.

James Petrillo, president of the Chicago local, will bring up the jurisdictional dispute between his local and the American Federation of Radio Artists' Chicago branch. Petrillo will also press his complaints—set before the board some time ago—regarding Decca's waxing of race records.

Kyser a B.-O. Killer in \$4,950 at Niagara Falls

NIAGARA FALLS, N. Y., April 1.—Kay Kyser did extremely well last Monday at the Armory. At an open dance sponsored by the local Harmon Club 3,000 turned out. Armory hall has a capacity of only 2,200 and the fire department stopped ticket sale early in the evening. Club Chairman William Bolles was certain that they might have reached a 4,000 mark had they been able to accommodate such a throng.

Ducats were scaled at \$1.50 in advance and \$1.75 at the door, and with 1,200 buying early the advance take totaled \$1,800. Box gross amounted to \$3,100, 1,800 paying the extra two bits. Total gross was a healthy \$4,950. A fat profit of \$1,250 is reported. A good deal of money was spent on this dance for advance promotion.

Swing Left Back

WHITEHALL, N. Y., April 1.—The adolescent halls of learning at the local high school are not to be desecrated by the reverberation of anything as "unscholarly as *Heepers Creepers* or *Hold Tight*. So stated, in effect, a petition signed by leading civic minds and presented to the school board, which in turn placed a ban on all pop songs at school assemblies. Whitehall students can have swing, as long as it doesn't show.

Kyser Sets New Moonlight Mark With 3,400 Turn-Out

CANTON, O., April 1.—All-time record for a dance-band attraction was shattered here last Sunday when Kay Kyser stopped off at Moonlight Ballroom on his return to New York. Carl Sinclair, managing director of the dance, recognized as one of the best stop-over Sunday spots in the Middle West, reported paid admissions were 3,400, slightly better than a hundred more than were attracted by Cogan-Banders Original Night-hawks at the same spot several years ago and which attendance record has stood until Kyser beat it.

Out-of-town draw was the heaviest in recent years, with advance sale of \$110, including State tax, and \$1.25 at the box office, which also included, with a socko intake of about \$1,800. Kyser gave a great show despite the jam and crowd was regarded as unusual in the face of a steady rain which began early in the evening and lasted through the night.

Polkas Pay for Chi Hall

CHICAGO, April 1.—Old-time schottisches are paying off here for Harry Rice, operator of the Merry Garden dancehall. Spot is turned over to the officers every Friday eve when Freddie Henkel's Ork takes over to pound out the polkas. Turnstiles clicked off a healthy 1,029 customers last Friday and Rice reports this figure to be about average over the year. Admish is 40 cents for the ladies, 50 cents for the gents. Boys usually bring their own wives, so it's even up on the gender.

Fat Prom Profit on Wylie

BUFFALO, April 1.—Austin Wylie, presiding at State Teachers' College Senior Ball last Friday at the ballroom of the local Conventory, drew 1,900 persons, crowding the place to capacity. Ducats were sold at \$3.50 per couple, and with the gross \$1,750, a fat profit of \$1,250 was realized. Dance was strictly a school affair.

Not Raiding MCA Band Roster, Says W. Alexander on Leaving

NEW YORK, April 1.—Town talk that a string of name bands headed by Benny Goodman, Count Basie, Harry James, etc., were severing their contractual ties with Music Corp. of America to remain under Willard Alexander's wing was poohed by the former MCA exec. While Alexander's resignation from a vice-pres post with the agency last Tuesday hit the trade with sudden surprise, status of the bands he brought into the organization and nursed along remains status quo.

While his own plans are in a nebulous state, it is highly probable that he will return to the industry as a personal manager representing band attractions. It is also likely that he will return to the booking field, either on his own or with another agency. It's no secret that he can write his own ticket at practically every other office in town. And there is a remote possibility of his taking up an offer in an industry entirely removed from the entertainment field. However, there is little likelihood of that. "I've contributed many things to MCA,"

Not Even Pennies for Peanuts After Big City Hotel Pay-Offs

Lean pay checks for fat payrolls—Broadway-or-bust, mostly bust, fame fleeting, but memory of financial losses still lingers on

NEW YORK, April 1.—While the music maestri fail to agree among themselves as to the virtues and vices of swing and sweet styles, and altho their opinions may be diversified as to the capabilities of star instrumentalists or the qualities of arrangers and composers, the wand wavers seem to be in accord on one single point. Each heart harbors the same fond and cherished hope—the ambition of climaxing their careers with a job on Broadway. Just as old vaudevillians of the three-shows-and-three-squares-a-day era hitched their wagon to the Palace Theater, so have the enterprising and ambitious band leaders become enthused over that Broadway-or-bust credo.

Band and Booker Behind 8-Ball on Canceled Dates

CHICAGO, April 1.—An increasing headache in the band booking field is the attempt to cancel early booked one-nighters for a band that lands a steady and more profitable engagement. Offices get into hot water and in most cases are threatened with suits, the buyers demanding the original article or "satisfactory" compensation.

Latest case involves Music Corp. of America and the National Association of Retail Druggists, whose unit in Minneapolis contracted for Ted Weems to play at its annual banquet April 14. Agreement was made some weeks ago and only the other day Weems was signed for a four-week engagement at Drake Hotel here, opening April 14. MCA is trying to substitute a different band, but the NARD office will take Weems only (who was signed for \$1,750 for that night) or else.

Loa Breeze recently signed to appear in a West Side ballroom and the date coincided with his opening at the Chestnut. Mix-up cost him a couple of hundred dollars before it was straightened out. In similar cases name leaders had to rush in to fill dates and fronted outside bands.

Krupa Crowds College Inn

CHICAGO, April 1.—Gene Krupa brought life back into the College Inn, playing to more people than all attractions since Ben Kerner's World's Fair days. The jitterbugs congregated Fridays, Saturdays and Sundays in particular, attracting an average of 2,200 people week-ends. While there is a no-minimum and no-cover policy, management figures it is better to get many small changers than a handful of \$5 and up customers.

However, once the bright lights are dimmed and no longer blind the eye, one is face to face with the stark reality that not only has Broadway—as a general rule—failed to boom any appreciable number of bands to stardom, but has mostly been a frightfully expensive proposition with the net result that the band must hide itself in the hinterland for another year or so to recoup its losses. Sure enough, an engagement on the Main Stem with the all-important network wire will boost the band's asking price when it takes to the road or locates in other localities. But such fame, for the most part, has proven itself to be only fleeting. The wider wand waver waits until he is really ready for Broadway—when the Big Town stretches out its arms and reaches for him—instead of forcing himself on the town.

No "Big Money"

That there is "big money" in playing a New York hotel, which is undoubtedly the cream of band bookings, is untrue. Most of the salary is in the expectant glory—which often isn't quite as nourishing as the "peanuts" they pass up on the road.

As a general rule, bands playing the New York hotels—and that doesn't mean the neophytes—get about one-third to one-half of their usual theater price. A classic example of the why and wherefore of a Broadway booking is the case of a "name" band that pressured its booking office to place it into a hotel here—a forced sale. And after six weeks of "glory" left town a sadder and wiser, but penniless, band.

Band in question had no trouble getting \$3,000 a week in theaters or earning almost as much as that on one-nighters. For the hotel stand here, the pay check totaled \$1,800—scale. The leader's pay-roll on union scale for his entire personnel of 16 came to \$1,550. And being a travelling band, he had to pay the usual 10 percent tax into the union, amounting to \$155. While these figures are based entirely on the prevailing hotel scale, it must be remembered that in each band there are a few top notch men whom the leader is obliged to pay way above the scale as all times in order to hold on to them.

Network Wires Costly

Getting a good location, it is only natural for the leader to grab as much air time as he can possibly get. The hotel had always been paying for two weekly network shots, but with three other shots available on another net—
(See GOING BROKE on page 17)

9C Dipsy Doodle No Dandy

YOUNGSTOWN, O., April 1.—Clinton, at Nu-Ems Ballroom last Thursday, attracted around 1,000 paying dancers. While there wasn't as much ballyhoo on Clinton as on many of the other name acts offered at the local dance, however, was secondary in eyes of the customers, songstress Bea Welch being the center of attraction. Advance ticket price was 85 cents, tax paid, and 91 at the box office, which also included tax, and furish gate topped \$900. It was Clinton's first appearance in the territory and only stop for a dance date in Eastern Ohio. Out-of-town draw was only fair.

THAT no man can serve two masters is a granted truism. But, when the philosopher first scribbled this adage, they failed to reckon with the one-night booker. In fact, it is only by serving two masters—the band leader on the one hand and the ballroom operator on the other, that the one-night booker can and does better serve the industry. The band leader has soon learned that only by close co-operation and explicit faith and confidence in the booker can he realize the best returns and greatest profits on his one-night tour. The same holds true for the ballroom manager and dance promoter. But, unfortunately, they are slow in realizing it.



Billy Shaw

Booker a Medicine Man
I like to think of the one-night booker as a doctor. Not that he can cure or will cure

all your ills. And your business is certainly fraught with many. However, by the same token that you choose a doctor in whom you place explicit faith and trust before you take the medicine he prescribes, in like manner do your business and buying only with a one-night booker in whom you have that same faith and trust.

Do not wait until you are almost beyond repairs, after failing to cooperate with him, and then expect him to perform miracles for you. Not that he can't do it—he won't do it. And you have no right to expect such treatment after fighting him and working against him and then wadding up your season with empty pockets and outstanding debts that press for immediate payment.

Work along with him at all times or not at all. The advantage of his interest in you—a means a healthier and more profitable box office for you.

This, of course, is all predicated on

Dear Mr. Ballroom Manager:

By BILLY SHAW

(Head of the One-Night Booking Department at Consolidated Radio Artists, New York City)

the assumption that you will work hand in hand with your booker and not pull strings with one hand while the other hand knows nothing about. If you can't have complete faith and trust in the booker who sells you bands, do not have any dealings whatsoever with him. Pass him by just as you would pass by a quack doctor.

Repeat Business Counts

At all times bear in mind that the one-night booker for you is the one who is not interested in your business alone—rather the one who is as much concerned in the continuance of your business. Making a one-time sale is the least of it. It's your repeat sales—getting you to come again to his office for additional band attractions—that count. And honest dealings and complete understanding between booker and promoter spell repeat business for both.

After all, a booker can "drip" a promoter once. Or even twice. But he'll never come back. And once the promoter stops coming back, that spells finish for the booker's one-night business. Thus, it is as much to the interest of the booker as well as to the promoter to see that he never "short changes" you. In fact, if you work with him and not against him, he'll even go out of his way to give you special "bargain" buys.

Price Fluctuations

In order for the promoter to have complete confidence in the booker, it is most important that he have a clear and clean-cut picture of one-night bookings and full understanding of the booker's problems. Too often the promoter fails to appreciate why a repeat date on the same attraction will cost him \$50 more than the original date. And maybe three months later he will get a "hurry" date from the booker offering him that same attraction at \$100 less than the

original price. Again he will fail to understand why he has to give a 60 per cent privilege of the box office against his guarantee while another promoter in a near-by community only gives the band leader a 50 per cent privilege. And, sometimes, it may be confusing to learn that while he gives the same percentage privilege, he has to guarantee \$750 for the band while the next promoter is only asked to give \$500 of his first money.

True, it may appear on the surface that the booker is overfilling you or perhaps that he's trying to "milk" your box office dry. However, if you would only put all your cards on the table

and understand why he has to give a 60 per cent privilege of the box office against his guarantee while another promoter in a near-by community only gives the band leader a 50 per cent privilege. And, sometimes, it may be confusing to learn that while he gives the same percentage privilege, he has to guarantee \$750 for the band while the next promoter is only asked to give \$500 of his first money.

True, it may appear on the surface that the booker is overfilling you or perhaps that he's trying to "milk" your box office dry. However, if you would only put all your cards on the table

before the booker when you make your first buy and profit by his experience in your future buying and follow his advice implicitly, these same advantages would be available to you as well.

Don't Buy Too Soon

One of the biggest mistakes made by the ballroom manager and dance promoter is in buying his band attractions too far in advance. And it's no trade secret that the booker profits handsomely from such mistakes. If the local fire department is designating you to promote its July 4 dances, don't shop around for your band now. And by the same token, do not start buying your August ballroom attractions in May or June.

There isn't a single one-night booker in the business, if he's honest in his dealings with you, that can faithfully promise the appearance of the band you desire three or four months in advance of your date. Remember that radio engagements, hotel or night club stands, theater bookings and even college and society dates, get first preference over ballroom stands.

It is by far the wiser to wait eight weeks, or even six weeks, before you dance to start buying your band attraction. The legitimate booker never knows within six or eight weeks just what bands will be available at the time. And when the time is short the asking price for the band is never as high as it is three or four months ahead.

Bear in mind that even if a booker, in order to grab your date, signs contracts so far in advance when he knows down deep that he can't be absolutely sure of delivering the band, his contract—and every other legitimate contract for that matter—carries the "act-of-God" clause.

Perhaps you never thought it was so simple but for only \$3 it is possible to break any legitimate contract. For \$3 the band leader promised you months ago can get a doctor's certificate that he is not well enough to travel to your stand. And for the \$3 an "act of God" is possible and the band leader is not (See DEAR MR. BALLROOM on page 26)

THREE important factors have contributed to the tremendous growth and present strength of the orchestra booking business within the past 15 years. These three factors have also been primarily responsible for raising the business of booking bands from the near racket which it was to the legitimate business which it is today. The three factors are: (1) Radio, (2) The American Federation of Musicians and (3) Music Corp. of America.

The part which radio has played in the development of the orchestra booking business is so evident that it is not necessary to elaborate thereon, other than merely to state that radio has delivered to orchestras hundreds of millions of listeners to replace what prior to radio had been an audience of hundreds or thousands of listeners.



Stan Zucker

because of those large audiences. Radio has improved orchestras because of its increasing competition—which meant either better musical programs or oblivion.

The American Federation of Musicians, by virtue of its intelligent leadership and direction, has been a most important factor in the development of the orchestra business. Because practically 100 per cent of the good musicians of this nation are members of the federation, employers, employees and bookers alike all realize what their responsibilities and duties are.

The federation's progressive step of 1935, when all band-booking activities were licensed, has probably been more

Stan Zucker entered the band-booking field in Cleveland, his hometown, where, after serving the legal interests of band leaders, he organized the Universal Feature Service. He took a fancy to that business, gave up a career of law which he studied at the Ohio State University and joined Consolidated Radio Artists when he sold the UFS office to CRA in 1935. He was named general manager and moved to New York. From there he went to Chicago to take charge of the office, a duty he is still performing. Stan, one of the best liked boys in the business, is married and has two children, a boy, age four, and a girl, eight months old.

responsible for the elimination of abuses in the orchestra-booking business than any other single step in the history of the business.

Band Biz Big Biz

To Music Corp. of America goes the credit for making the band-booking business a big business. Jules Steip was first to recognize the tremendous possibilities of the orchestra field. Because of his magnetic personality and his organizing ability, he has built what is perhaps the largest and best organized agency for artists' representation of all time. He and his associates have built Music Corp. of America to a point where those of us who have entered the business during recent years have found a competitor whose achievements might truly inspire us, as well as a competitor

Dear Mr. Music Buyer:

By STAN ZUCKER

General Manager Chicago Office, CRA

whose success we might well strive to emulate.

In the music-booking field today five major companies—maintaining a score of offices here and abroad—are the chief competitors for the patronage of music buyers. In addition to the five major booking companies, there are hundreds, perhaps thousands, of small independents who make for healthy and usually wholesome competition. With this highly competitive situation prevailing, ours is indeed a business where the rule concerning the survival of the fittest must prevail.

Service as Well

In my opinion the same sound business principles which prevail in any other field must prevail in ours as well. Gone is the day when high-pressure and strong-arm sales arguments will achieve the lasting results for which we all strive. Today as never before the music buyer insists on the agency delivering—not only appointing an orchestra which will deliver on the band stand, but at the box office as well. So in the band-booking business today we have got to deliver not only an orchestra but also quality and service as well. If one agency fails to deliver in every respect, some alert competitor is on the job to do so.

Because of the highly competitive situation the wise business salesman always studies his situation carefully even before making any submissions. One is the day when superlative adjectives like " terrific," " colossal " and " sensational " will impress the smart music buyer. The swing band which may be " terrific " in

awing mad New York will (as recently happened) " lay an egg " in " Mickey Mouse " minded Chicago. So the salesman's first important duty is to study his situation so as to know the type of music best suited to a particular room. That in my opinion is the first real service which the conscientious band booker renders his customer.

Having determined the type of band or bands best suited to a particular situation the salesman's next duty is to submit the orchestra or orchestras most likely to deliver a real job both on the band stand and at the box register. If the salesman has no such band available for a particular opening date, it is far better to miss the sale than to hurry the customer. The wise band salesman is not interested in how many sales he can make in one week but in how many weeks he can continuously render service. And if he is careful to pick the right bands, and to deliver them at the right place, and if he follows up his sales with service the wise salesman will hold his customer no matter how great the competition may be.

Band Opportunities

Those of us engaged in the band business, artists and agents alike, should be grateful that ours is a fast moving, fascinating work.

We should give thanks each new day that ours is a vocation where there is still plenty of room on the top. The recent successes of such fellows as Artie Shaw, Larry Clinton, Blue Barron, Sammy Kaye, Skinny Ennis and Gene Krupa should serve as an inspiration to the artists who are working so hard for a place in the orchestra world. And the current progress of fellows like Jan Savitt, Lawrence Walk, Joe Sady, Gene Gordon, Glenn Miller and Orrin Tucker should convince some of the youngsters now building bands that there are still

(See DEAR MR. MUSIC on page 26)

Let's DANCE DANCE DANCE

SPRING PROMS

BROADCASTS

These six great dance orchestras are available for
Spring functions, beginning April 1st!

**VINCENT
LOPEZ**

Suave Swing Orchestra
featuring
BETTY HUTTON
America's No. 1 Jitterbug

**EDDIE
DeLANGE**

and his Orchestra
ELISSE COOPER, vocalist
Featured on CBS with
PHIL BAKER radio show!

**DEL
COURTNEY**

and his Orchestra
with his
CANDID CAMERA MUSIC
Featured on NBC network

**INA RAY
HUTTON**

and her **MELODEARS**
The glamorous blonde
bombshell of rhythm, with
her swinging sweethearts!

**DON
BESTOR**

his console vibraharp
and his **ORCHESTRA**
featuring **NEIL BUCKLEY**
and **DUCKY YONTZ**

**JACK
DENNY**

and his Orchestra
Favorite of the air lanes,
known from coast to coast
for smooth dance rhythms!

Future commitments now being made for
BOB BAKER • **ARCHIE BLEYER** • **BEN CUTLER** • **OSCAR DE LA ROSA** • **EMERY DEUTSCH** • **EMBASSY FOUR** • **BOB GRANT** • **RAY NOBLE** • **PANCHITO** • **RAMON RAMOS** • **JACQUES RENARD** • **JOE RINES** • **NOBLE SISSLE** • **JOHN PHILIP SOUSA III** • **PINKY TOMLIN** • **VINCENT TRAVERS**

DANCING PARTIES

BALLROOM OPENINGS

HOLLISTER MORRIS AGENCY INC.
Chicago 9-2100



ROCHESTER CENTER, N. Y.
RKO BUILDING

NEW YORK • CHICAGO • HOLLYWOOD • LONDON

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

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—caf ; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; r—road house; re—restaurant; s—showboat; t—theater.

- Asking, Carleton; (Ranch San Pablo) El Centro, Calif., no.
- Alexander, Harold; (City Dump) NYC, no.
- Andrews, Jimmie; (Pineapple Inn) Providence, R. I.
- Angelor; (Berlioz) NYC, no.
- Alvarado, Joe; (Lido) Victoria, B.C., no.
- Apollon, Al; (Onodaga) Syracuse, N. Y.
- Austin, Harold; (Oven Park Casino) Buffalo, N. Y.
- Baker, Billy; (Schmoo) Milwaukee, W. Va.
- Barnes, Charles; (Polo) Philadelphia, Pa.
- Barr; Dick; (Neville-Wildfire) Los Angeles, Calif.
- Bartal, Gene; (Piccadilly) NYC, h.
- Baum, Charles; (St. Regis) NYC, h.
- Beecher, Edna; (Yankee Garden) Chi., no.
- Berlek, Joe; (Riviera) Pittsburgh, Pa.
- Blake, Lou; (Ches Paro) Omaha, Neb., no.
- Blanco, Archie; (Earl Carroll) Hollywood, no.
- Bloom, American; (Ches Ann) Buffalo, no.
- Bloom, Al; (Pineapple Garden) Hollywood, no.
- Boroff, Mueh; (Chs-Ami) Montclair, N. J., no.
- Bradford, Forest; (Glen) Newport, Ky., h.
- Bradshaw, Tiny; (Savoy) NYC 8-14.
- Brasell, Vincent; (Ambassador) NYC, h.
- Braslow, Max; (Knox House) NYC, h.
- Braslow, Irving; (Jack Stamp) Phila., no.
- Brent, Mike; (New Colonial) Singe, N. J., no.
- Brigada, Ace; (Merry Chard) Chi., h.
- Brooks, Billy; (Queen's Terrace) Woodside, N. Y., no.
- Brown, Rudy; (Log Cabin) Atlanta, no.
- Bryson, Jack; (Tait) New Haven, Conn., h.
- Bundy, Rudy; (Henry Grady) Atlanta, h.
- Bush, Eddie; (F. Best) Hollywood, no.
- Buss, Henry; (New Yorker) NYC, h.
- Buteau, Herb; (Melody Mill) Riverside, Ill., no.
- California, The; (Congress) Chi., h.
- Callaway, Chk; (Pl. Armstrong) Rock Island, Ill., h.
- Calloway, Chk; (Cotton Club) NYC, no.
- Candella, Harry; (Atlanta Biltmore) Atlanta, Ga., h.
- Cappy, Mike; (Wonder Bar) Union City, N. J., no.
- Carle, Frankie; (Seven Gables) Minford, Carlyn, Tommy; (Bill Green's Casino) Pittsburgh, no.
- Casner, Matty; (Blue Hills Plantation) Dunellen, N. J., no.
- Carter, Benny; (Savoy) NYC, h.
- Chiles, Regis; (Raymore) Boston, h.
- Claridge, Guy; (Chambers) Madison, Wis., h.
- Clark, Buddy; (Armando's) NYC, no.
- Coe, Jay; (Governor Clinton) NYC, h.
- Colman, Eddie; (Waldorf-Astoria) NYC, h.
- Collins, Bernie; (Avalon) Atlanta, h.
- Columbus, Christopher; (Plantation) NYC, no.
- Conroy, Sam; (Belmont) NYC, h.
- Conn, Irving; (Arrowhead Inn) Riverdale, N. Y., no.

- Conti, Eddie; (Ohio) Youngstown, O., h.
- Corwall, Joe; (Newhouse) Salt Lake City, h.
- Costa, Joe; (Chase St. Louis, h.
- Coonan, Ned; (Coronado) Worcester, Mass., h.
- Crosby, Mel; (Red Room) Stouenville, O., h.
- Crosby, Bob; (Blackhawk) Chi., no.
- Commish, Bernie; (Wm. Penn) Pittsburgh, h.
- Custer, Sam; (Brook-Cadillac) Detroit, h.
- Daley, Jack; (Cortown Tavern) Detroit, no.
- Dana, Terry; (Metro Studios) Hollywood, no.
- Danora, Bobbie; (Gay 900) Chi., no.
- Davis, Eddie; (Larson) NYC, no.
- Davis, Frankie; (Tower Inn) Chi., no.
- Davis, Paul; (Mad-A-West) Muncie, Ind., no.
- De Angelis, Harry; (Copley-Square) Boston, h.
- Dea, Eddie; (Conco) Boston, no.
- Decker, Paul; (State) Columbus, O., no.
- Dickman, Harry; (Hesson) Rockford, Ill., h.
- Drummond, Jack; (Hill-Village House) Lake George, N. Y., h.
- Duchin, Eddy; (Palmer House) Chi., h.
- Dudley, Bill; (Green Haven Inn) Macomb, Mich., N. Y., no.
- Durr, Ralph; (Green Derby) Cleveland, no.
- Duke, Jules; (Tutwiler) Birmingham, no.
- Dunham, Don; (Topper) Cincinnati, h.
- Durand, La Congo; (Hollywood) no.
- Durant, Ray; (Red Kat) NYC, no.
- Elbridge, Roy; (Arcadia) NYC, h.
- Elliot, Jack; (Paradise Cave) Detroit, no.
- Ellis, Joe; (Queen Mary) NYC, no.
- Engel, Nappa; (Garden) Chi., no.
- Engle, Freddy; (Red Ye Inn) Albany, N. Y., no.
- Enzle, Skinnay; (Victor Hugo) Los Angeles, no.
- Ernie, Val; (El Morocco) NYC, no.
- Evans, Frank; (O'Leary's Barn) NYC, no.
- Fellon-Happy; (State) Hartford, Conn., h.
- Fledd, Shrp; (Roosevelt) New Orleans, h.
- Fidler, Max; (Club Versailles) Hollywood, no.
- Fledd, Irving; (Crossings) Fairburg, N. Y., h.
- Fisher, Jack; (Victoria Room) Boston, no.
- Fisher, Buddy; (Old Vienna) Cincinnati, no.
- Fisher, Freddy; (Rose Bowl) Chi., no.
- Fisher, Mark; (Royal Palace) Chi., no.
- Podor, Jerry; (Franklin) Toledo, no.
- Fonzo, Basil; (St. Moritz) NYC, h.
- Franklin, Morton; (Netherland Plaza) Cincinnati, h.
- Franko, Marving; (Cosmopolitan) Denver, h.
- Freeman, Al; (Savoy Best) Pittsburgh, no.
- Freeman, Bud; (Kelly Stable) NYC, no.
- Freudberg, Leo; (Knox House) Newark, h.
- Gasper, Frank; (Adelphia) Phila., h.
- Gasparre, Dick; (Ambassador) NYC, h.
- Gates, Mammie; (Royal Palm Club) Miami, no.
- Gates, Bill; (Mason Inn) Mason, Pa., no.
- Geard, Gerry; (Windsor Casino) Atlanta, no.
- Gill, Joseph; (Sed House) Columbus, O., h.
- Gill, Emerson; (Ma Elma) Youngstown, O., h.
- Gillette, Frank; (Northwood Inn) Detroit, no.
- Golden, Ned; (Stuyvesant) Buffalo, h.
- Gonyea, Leonard; (Pine Lodge) Eau Claire, Wis., no.
- Gordon, Roy; (Edison) NYC, h.
- Gordon, Lloyd; (Michigan) L'Anno, Mich., h.
- Grafoller, Frenchy; (400 Club) Wichita, Kan., no.
- Grania, Gerry; (Garde) New-Haven, Conn., h.
- Grant, Bob; (Book-Cadillac) Detroit, h.
- Green, Jimmy; (Ball-Ball) Chi., no.
- Griffin, Benny; (Marvin) Buffalo, no.
- Hamilton, Dave; (Palace Garden) Lansing, Mich., no.
- Hamilton, Bob; (Statette) Long Beach, Calif., h.
- Hardy, Bob; (Flamingo) Boston, no.
- Harris, Phil; (Wildfire Bow) Los Angeles, Pa.
- Harris, Ken; (Stork Club) Providence, no.
- Heldt, Horace; (Biltmore) NYC, h.
- Henderson, Fletcher; (Grand Terrace) Chi., no.
- Hesbeck, Ray; (Biltmore) Dayton, O., h.
- Herman, Pete; (Casa Manana) Boston, no.
- Herman, Woody; (Famous Door) NYC, no.
- Hernandez, Frank; (Royal Palm) Miami, Fla., no.
- Hertz, Milt; (Lincoln) NYC, h.
- Hoke, Pat; (Riverdale Club) Ulen, N. Y., no.
- Holt, Ernie; (Belmont Plaza) NYC, h.
- Holmes, Herbie; (Fis-Mor) Kansas City, Mo., h.
- Hughson, Dave; (Derkey-Carteret) Asbury Park, N. J., h.
- Hugo, Victor; (Little Rathskeller) Phila., no.
- Hunter, Bob; (Wonder Bar) Cincinnati, no.
- Ivatt, Jack; (Ocean) Baltimore, no.
- Irish, Moe; (Chaotique) Millbrae, N. J., no.

- Jahna, Al; (Biltmore) Providence, h.
- Jama, Harry; (Pennsylvania) NYC, h.
- Jordan, Art; (Philadelphia) Phila., h.
- Jurgens, Dick; (Trianon) Chi., h.
- Klips, Sammy; (Commodore) NYC, h.
- Kemp, Hal; (Waldorf-Astoria) NYC, h.
- Keen, Jerry; (Flagship) Union City, N. J., no.
- King, Wayne; (Orphe) Chi., h.
- King, Jay; (Brook Summit) N. J., no.
- King's Sisters; (Adolphus) Dallas, h.
- Kirby, Ray; (Knox) NYC, h.
- Kirby, John; (Oaky Club) NYC, no.
- Kramer, Ray; (Hitz) Superior, Wis., no.
- Krupa, Gene; (College Inn) Chi., no.
- Kuba, Dick; (Astor) NYC, h.
- Kyote, Ray; (Harris) Washington, D. C., h.
- Lang, Ed; (Hi Hat) Chi., no.
- Lang, Teddy; (Club Cavalier) NYC, no.
- Le Reina, Eddie; (Rainbow Room) NYC, no.
- Legg, Wade; (Royal Arms) Buffalo, no.
- Leonard, Harland; (Roseland) Kansas City, Mo., h.
- Lucas, Clyde; (Beverly Hills) Newport, Ky., no.
- Lyons, Milt; (O'Clock) Baltimore, no.
- Louis, Ted; (Palace) Cleveland, h.
- Long, John; (Gladier) Buffalo, h.
- Lopez, Joe; (Stork Club) NYC, no.
- McCune, Will; (Murray) Tuckahoe, N. Y., no.
- McDowell, Adrian; (Andrew Jackson) Nashville, Tenn., h.
- McFarlane, Frank; (Chateau Moderne) NYC, no.
- McGraw, Dick; (Holla Hut) Hollywood, no.
- McKenna, Red; (Greenwill Terrace) Louisville, no.
- McPhee, Jimmy; (Torch Club) Los Angeles, no.
- McRae, Brock; (Havana Casino) Buffalo, no.
- McShann, Jay; (Martini) Kansas City, Mo., no.
- Maule, Sam; (Club Casino) NYC, no.
- Mandella, Frank; (Embassy Club) West Orange, N. J., no.
- Mann, Don; (Old Calleson) Peoria, Ill., no.
- Mansueto, Jose; (Coney Club) Chi., no.
- Mapes, Nelson; (Webster Hall) Pittsburgh, h.
- Marjo, Ray; (Singer Club) NYC, no.
- Marsala, Joe; (History House) NYC, no.
- Marshall, Jack; (Flax) NYC, h.
- Marsico, Al; (New Penn) Pittsburgh, no.
- Martin, Dave; (St. George) Brooklyn, no.
- Martin, Lou; (Leon & Eddie's) NYC, no.
- Martin, Freddy; (Arango) Chi., h.
- Master, Freddie; (Nui Club) NYC, no.
- Master, Franklin; (Roosevelt) NYC, h.
- Maule, Herbie; (Silver Moon) Pueblo, Colo., no.
- Mayer, Monte Carlo; NYC, no.
- Messner, Johnny; (Melpin) NYC, h.
- Meyers, Vic; (Trianon) Seattle, h.
- Milinder, Lucky; (State Palace) NYC, h.
- Millington, Bassor; (Black Cat) NYC, no.
- Mills, Jay; (Edgemoor Beach) Chi., h.
- Mills, Floyd; (Chamberlin) Old Point Comfort, Va., h.
- Mojica, Leon; (El Patio) San Francisco, h.
- Monaco, Hugh; (Deshler-Walker) Columbia, O., h.
- Moore, Carl; (Lobby) St. Paul, h.
- Morrin, George; (Whirling Top) NYC, no.
- Morton, Gerry; (Savoy Plaza) NYC, h.
- Morton, Ruffie; (Anchorage) Pittsburgh, no.
- Muro, Hal; (Athletic Club) Milwaukee, no.
- Murphy, Francis; (Ten Eyck) Albany, N. Y., h.
- Murray, Charlie; (Moe Paris) NYC, no.
- Negel, Harold; (Pier) NYC, h.
- Naylor, Oliver; (Hickwick) Birmingham, no.
- Newman, Ruby; (Rainbow Room) NYC, no.
- Newton, Frankie; (Cafe Society) NYC, no.
- Nichols, Red; (Netherland Plaza) Cincinnati, h.
- Nichols, Paul; (Moonlight Gardens) Saginaw, Mich., h.
- Noel, Leighton; (Blatter) Boston, h.
- Noel, Carl; (Rivole) Muncie, Ind., h.
- Norvo, Rod; (Ben Franklin) Phila., h.
- Northage, Al; (Village Cellar) NYC, no.
- Northham, Gary; (Bal Tabarin) San Francisco, no.
- Nory, Mitha; (Casino Rates) NYC, no.
- Oakes, Billy; (Main Central) Asbury Park, N. J., h.
- Olsen, George; (Palomar) Los Angeles, h.
- Olsen, Chik; (St. Walker) St. Paul, N. C., h.
- Orosco, Ladislas; (Bal Tabarin) NYC, no.
- Ortogo, Al; (Belviders) Salt Sts. Marie, Mich., h.
- Osborne, Will; (Park Central) NYC, h.
- Owens, Harry; (St. Francis) San Francisco, h.
- Owens, Freddy; (Truze-Mile Inn) Monroe, La., no.
- Osanbaugh, Leon; (Pepper Tree Inn) Riverside, Calif., no.
- Pablo, Don; (Palm Beach) Detroit, no.
- Pacheco, Joe; (St. Francis Drake) San Francisco, no.
- Palmer, William; (La Marguerite) NYC, no.
- Pallmer, Stanley; (Seneca) Rochester, N. Y., h.
- Panchlor; (Versailles) NYC, no.
- Parit, Ray; (Ole Harry) Chi., h.
- Pardavik, Paul; (Palace) San Francisco, h.

- Peres, Chuyi; (Club Zarape) Hollywood, no.
- Phelps, Jimmy; (Piana) Pittsburgh, no.
- Phillips, Ray; (Orchard House) Boston, h.
- Piermonte, Vic; (Warwick) NYC, h.
- Pierro, Ross; (Lootout House) Covington, La., no.
- Pineda, Juan; (Moore Cristo) Chi., no.
- Pooley, Bob; (Manor) Worcester, Mass., h.
- Powell, Murray; (Rockwell) Olean Falls, N. Y., h.
- Frank, Ark; (Merry-Go-Round) Newark, no.
- Pratt, Al; (New Windmill) Notch, Mass., no.
- Quartel, Frankie; (Toon Club) Cicero, Ill., no.
- Ramarafo, Ray; (Le Mirage) NYC, no.
- Ravel, Arthur; (Arabian Nights) NYC, no.
- Ravel, Don; (Greenwich Village Casino) NYC, no.
- Rachman, Joe; (Mark Hopkins) San Francisco, h.
- Ralpa, Al; (Lenox) Troy, N. Y., no.
- Raven, Chica; (Continental) Detroit, no.
- Rickard, Don; (Casin) Detroit, no.
- Rick, Ray; (Lido Hour Club) Atlanta, no.
- Rickardson's Barbers; (Rockledge Inn) Rockledge, Va., no.
- Riley, Bob; (English Tavern) Richmond, Va., no.
- Riley, Mike; (Nick's) NYC, no.
- Riswell, Clark; (Glady's) Sunnyside, L. I., no.
- Rio, Rita; (Syracuse) Syracuse, h.
- Robinson, Chik; (Alabama) Chi., no.
- Rodriguez, Rando; (Ravana-Madrig) NYC, no.
- Rosenfeld; (Belvedere) Baltimore, h.
- Rosen, Harry; (Half Moon) Coney Island, N. Y., h.
- Rothman, Adrian; (Belmont Plaza) NYC, h.
- Romandil, Light; (King Edward) Toronto, Ont., h.
- Romoff, Ronny; (Clinton Feed Pavilion) Rosedale, N. Y., h.
- Ruhl, Warnay; (Lincoln) Hancock, Mich., h.
- Sachs, Paul; (Van Cleve) Dayton, O., h.
- Sachs, Coleman; (Bristol) Birmingham, Ala., no.
- Sanders, Hal; (Montparnasse) NYC, no.
- Savitt, Jan; (Lincoln) NYC, h.
- Schiff, George; (El Tunnel) Dallas, no.
- Scott, Nasser; (State Palace) NYC, h.
- Sharon, Sam; (Swing Club) NYC, no.
- Shaw, Bob; (See Line) Dothan, Ala., no.
- Shaw, Maurice; (Dunaway) NYC, no.
- Shelley, Lee; (O'Brien) Cincinnati, h.
- Shelley, Irving; (Cotton) Miami, Fla., no.
- Simmons, Arde; (Southern Mountain) Knoxville, Tenn., no.
- Slade, Noble; (Paramount) NYC, h.
- Skinner, Fred; (Caper) Hollywood, no.
- Smith, Joseph C.; (La Rue) NYC, no.
- Smith, Ray; (Stone Grill) Marion, O., no.
- Smith, Paul; (Highland Park) Birmingham, Ala., h.
- Smith, Staff; (La Salle) Chi., h.
- Southern Centennial; (Music Box) Omaha, no.
- Spade, Dick; (Star) Cleveland, h.
- Steele, Guy; (Brook Summit) N. Y., no.
- Stewart, George; (Coc Ross) NYC, no.
- Stevens, Dale; (Arabian Club) Columbus, O., no.
- Stewart, Billy; (Gaffney's Grove) Seattle, h.
- Sugar, Eddie; (Wild's Gardens) Toledo, no.
- Strong, Benny; (Brown Derby) Boston, no.
- Stutz, Dick; (Brown Derby) Boston, no.
- Sudy, Joseph; (Nicolas) Minneapolis, h.
- Swan, Joe; (Car Club) Hollywood, no.
- Sulkens of Swings; (Old Mill) Salt-Lake City, no.
- Suna, Three; (De Witt) Clinton, Albany, N. Y., h.
- Sylvia, Don; (Bertolotti) NYC, no.
- Sylvester, Bob; (Club Real) Birmingham, no.
- Tabella, Steve; (Hi-Hat) Bayonne, N. J., no.
- Teagarden, Jack; (Roseland) NYC, h.
- Thompson, Grant; (Washington) NYC, h.
- Thurley, Bob; (The Casino) Chi., no.
- Thule, Leo; (Coc House) NYC, no.
- Town, Carl; (Troika) Washington, D. C., no.
- Town, Loren; (Hi-Ro Club) Wichita, Kan., no.
- Tucker, Tommy; (Rosa) Dallas, h.
- Tucker, Orrie; (St. Francis) San Francisco, h.
- Turk, Al; (Royal-Profit) Chi., no.
- Tye, Bill; (Roy) Columbus, O., no.
- Van Gelder, Leon; (Melody Club) Union City, N. J., no.
- Vargas, Jacinto; (Club Tivoli) Juarez, Mex., no.
- Varnoe, Eddie; (225 Club) Chi., no.
- Versailles; (William Penn) Pittsburgh, h.
- Ven, Vivian; (Cafe Venice) Galveston, Tex., no.
- Vonnie, Nick; (Coc House) NYC, no.
- Wagner, Eddy; (Midnight NYC) NYC, no.
- Wald, Jean; (Pl. Hayes) Columbia, O., h.
- Wallon, Jack; (Eldorado) Pittsburgh, h.
- Wallon, Vern; (The Tavern) Reno, Nev., no.
- Waver, Ernie; (Coc Gloria) Columbia, O., no.
- Weber, George; (Henry) Pittsburgh, h.
- Webb, Nancy; (Club Mayfair) Boston, no.
- Weeks, Anson; (Mushbush) Kansas City, Mo., h.
- Weldon; (Armando's) NYC, no.
- Wells, Lawrence; (St. Paul) St. Paul, h.
- West, Ray; (El Cafe) Hollywood, no.
- Wharton, Harry; (Village Inn) Phila., no.
- Whitely, Jimmy; (Cagayan) Rochester, N. Y., h.
- Widner, Gus; (Trindle Springs) Colorado, no.
- White, Sam; (Hoffman) San Diego, Calif., no.
- Williams, Ray; (Chez Marquis) Dallas, no.
- Williams, Ernie; (Sutrup) Kansas City, Mo., no.
- Williams, Ozzie; (Sutrup) Toronto, Ont., no.
- Winton, Harry; (Rainbow Grill) NYC, no.
- Wintz, Julie; (Top Hat) Union City, N. J., no.
- Woods, Howard; (Village Barn) NYC, no.
- Worsh, Bobby; (Orchard Village) San Francisco, no.
- Young, Johnny; (Etcheller House) Snyder, La., N. Y., h.
- Young, Arthur; (Bill Green's Casino) Pittsburgh, no.

Smartly DISTINCTIVE

THE Strand
A New HOOVER Tuxedo

With a skin coat for economy, or all in white, this new Herring brand tuxedo is the one you'll see in every smart and sophisticated dressy occasion. It is all in white. Choose it to get the maximum effect. It is the only tuxedo with a skin coat. It is the only tuxedo with a skin coat. It is the only tuxedo with a skin coat.

1939

HOOPER Tuxedo

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

- Mansueto, Jose; (Coney Club) Chi., no.
- Mapes, Nelson; (Webster Hall) Pittsburgh, h.
- Marjo, Ray; (Singer Club) NYC, no.
- Marsala, Joe; (History House) NYC, no.
- Marshall, Jack; (Flax) NYC, h.
- Marsico, Al; (New Penn) Pittsburgh, no.
- Martin, Dave; (St. George) Brooklyn, no.
- Martin, Lou; (Leon & Eddie's) NYC, no.
- Martin, Freddy; (Arango) Chi., h.
- Master, Freddie; (Nui Club) NYC, no.
- Master, Franklin; (Roosevelt) NYC, h.
- Maule, Herbie; (Silver Moon) Pueblo, Colo., no.
- Mayer, Monte Carlo; NYC, no.
- Messner, Johnny; (Melpin) NYC, h.
- Meyers, Vic; (Trianon) Seattle, h.
- Milinder, Lucky; (State Palace) NYC, h.
- Millington, Bassor; (Black Cat) NYC, no.
- Mills, Jay; (Edgemoor Beach) Chi., h.
- Mills, Floyd; (Chamberlin) Old Point Comfort, Va., h.
- Mojica, Leon; (El Patio) San Francisco, h.
- Monaco, Hugh; (Deshler-Walker) Columbia, O., h.
- Moore, Carl; (Lobby) St. Paul, h.
- Morrin, George; (Whirling Top) NYC, no.
- Morton, Gerry; (Savoy Plaza) NYC, h.
- Morton, Ruffie; (Anchorage) Pittsburgh, no.
- Muro, Hal; (Athletic Club) Milwaukee, no.
- Murphy, Francis; (Ten Eyck) Albany, N. Y., h.
- Murray, Charlie; (Moe Paris) NYC, no.
- Negel, Harold; (Pier) NYC, h.
- Naylor, Oliver; (Hickwick) Birmingham, no.
- Newman, Ruby; (Rainbow Room) NYC, no.
- Newton, Frankie; (Cafe Society) NYC, no.
- Nichols, Red; (Netherland Plaza) Cincinnati, h.
- Nichols, Paul; (Moonlight Gardens) Saginaw, Mich., h.
- Noel, Leighton; (Blatter) Boston, h.
- Noel, Carl; (Rivole) Muncie, Ind., h.
- Norvo, Rod; (Ben Franklin) Phila., h.
- Northage, Al; (Village Cellar) NYC, no.
- Northham, Gary; (Bal Tabarin) San Francisco, no.
- Nory, Mitha; (Casino Rates) NYC, no.
- Oakes, Billy; (Main Central) Asbury Park, N. J., h.
- Olsen, George; (Palomar) Los Angeles, h.
- Olsen, Chik; (St. Walker) St. Paul, N. C., h.
- Orosco, Ladislas; (Bal Tabarin) NYC, no.
- Ortogo, Al; (Belviders) Salt Sts. Marie, Mich., h.
- Osborne, Will; (Park Central) NYC, h.
- Owens, Harry; (St. Francis) San Francisco, h.
- Owens, Freddy; (Truze-Mile Inn) Monroe, La., no.
- Osanbaugh, Leon; (Pepper Tree Inn) Riverside, Calif., no.
- Pablo, Don; (Palm Beach) Detroit, no.
- Pacheco, Joe; (St. Francis Drake) San Francisco, no.
- Palmer, William; (La Marguerite) NYC, no.
- Pallmer, Stanley; (Seneca) Rochester, N. Y., h.
- Panchlor; (Versailles) NYC, no.
- Parit, Ray; (Ole Harry) Chi., h.
- Pardavik, Paul; (Palace) San Francisco, h.

BROADWAY HOTEL
315 TREMONT STREET AT BROADWAY, BOSTON, MASS.

Conveniently Located in the Heart of Boston's Theatrical and Shopping District.
ATTRACTIVELY PROFESSIONAL RATES. WEEKLY WITH BATH, \$5.00 UP.

BOSTON'S HOME FOR TRAVELING BANDS
COURTESY AND HOSPITALITY. PIGNINI, MANAGER.

BOOK YOUR BANDS NOW!



Rockwell
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GENERAL AMUSEMENT CORPORATION

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- | | | |
|-----------------|---------------------|----------------------|
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| GUS ARNHEIM | DUKES & DUCHESS | GLENN MILLER |
| RALSTON AYERS | FREDDIE FISHER | "SPUD" MURPHY |
| BILLY BAER | CHUCK FOSTER | RUBY NEWMAN |
| BILL BARDO | FOUR SQUIRES | RED NICHOLS |
| HAL BORNE | JACK FULTON | VAL OLMAN |
| RAY BRADFORD | MAL HALLETT | RON PERRY |
| SOL BRIGHT | BUSTER HARDING | BEN POLLACK |
| EDDIE BUSH | WOODY HERMAN | CARL RAVAZZA |
| JESS CARNEOL | CLAUDE HOPKINS | ARTIE SHAW |
| BENNY CARTER | HOWARD JACOBS | MAURIE SHERMAN |
| TOMMY CHATFIELD | TEDDY KING | SOUTHERN GENTLEMEN |
| LARRY CLINTON | RAY KINNEY | HENRY THEIS |
| JAY COE | GERARD WM. MARSHALL | JOHN & EDNA TORRENCE |
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Reprieve for Club Agents

NEW YORK, April 1.—Local musicians' union will attempt to restore licenses to club agents who promise to obey all union regulations, especially as to the wage scale. Situation is an aftermath of recent drive against club bookers, more than 40 of whom were axed on charges of chiseling. Local is in receipt of letters from Dan J. Harrington, Frank Sherman and Eddie Armstrong, of United Entertainment Bureau; Mike Hammer, Al Rogers and Eddie Luntz, all asking, reprieves and all promising to co-operate with union. Restoration of licenses must come via the Federation, with the local recommending.

GOING BROKE

(Continued from page 72)
work, the maestro digs down deep into his pay check for \$300 to cover the three additional wire charges. Nor does the drainage stop there, since the local musicians' union exacts a 63 per cent per broadcast fee on remotes, it means \$3 for each of the 16 men five times a week, amounting to \$240.

Being on Broadway and doing so, the Broadwayites do, it was also necessary to hire a press agent, paying a space

grabber \$50 per week. This does not take into consideration extras for photographers, special promotionals and picking up the eating and drinking checks of columnists, newspapermen, friends and relatives. Yet, without any extra trimmings, the basic payroll amounted to \$2,285 against the weekly salary of \$1,600. And this maestro was quite a conservative. As a rule, he can safely be estimated that a name or band on location here can count on a loss of 25 to 30 percent of the salary accepted for the stand.

That's so, however, one redeeming feature after counting out your losses. Thanks to the musicians' union, the booking agency can no longer chalk up commissions against the band, deferred commissions being taboo.

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Modern Dancing In the Barnyard

By HARRY KNOTTS

(A Rural Case)

IF YOU'RE planning a little trip to the country this summer to study old-time dancing, stay in the city. Old-time dancing, like the horse and buggy, is becoming a thing of the past in the barnyard country. Slowly, but quite definitely, it is passing into oblivion to make way for modern dancing and ultra-modern rhythms.

Indeed, old King Korn has been driven deep into the backwoods country, where, of course, he will continue to rule for generations to come. The backwoodsman, like the hillbilly, will never swap his fiddle, jern-harp, banjo and harmonica for even the most terrific brand of swing-rod. He is musically isolated, so to speak, from the modern musical world. He is that quaint person whom people in the cities often confuse with the farmer when they speak of "hick" or "rube."

Actually the backwoodsman is a poor renter, in a way like the Southern share-cropper. And as he is very much in the minority in the barnyard country, let's forget him.

The first noticeable change in rural terpsichorean tastes came when Glen Gray and the Casa Loma boys first started heading the ether. Glen seemed to wake ruralites up to the fact that there were other ways of dancing than the square dance; that this modern method of terpsichore carried a more terrific kick than the hoo-down. Furthermore, it was the latest thing in dancing, and country folk have a fervent desire to be "up with the times."

However, it was when Goodman, Dorsey et al. flashed across the swing horizon that rural youth really began burning up the dance floors.

Increased interest in swing music naturally brought a demand for a better brand of swing. Local leaders were quick to realize this demand and immediately set about cleaning out their corn cribs. It is surprising indeed how quickly the rural gate mastered the fine points of swingology. This may be attributed to three things: devotion to big music, musical ambition and the fact that he studies and practices an-

adequately. And today there are bands in the barnyard country that can bring it out with some of the ace bands in the cities.

The Square Dances

Before swing penetrated the barnyard country the old country square dance was the fave terpsichorean pastime. These dances were usually held during the winter when there wasn't much to do on the farm and the evenings long and monotonous. Then, too, if a farmer needed a little extra coin to keep the wolf from the door he could move the furniture out of two or three rooms, roll back the rugs, hire his music and pass word around the countryside that he was having a square dance Saturday night. He usually collected a dime a dance, and sometimes a substantial cut from the bootlegger who was generally on hand to supply the liquors. These dances were well patronized, since they afforded the farmer and his family their only real entertainment in the winter.

With the coming of swing and the exit of prohibition, the square dance took a nose dive in popularity. In every community dance, halls, taverns and just plain beer joints were springing up. Ruralites, having tasted of modern music and dancing and finding them very palatable indeed, visited no time in booting the square dance downstairs.

Oldtimers still shake their heads and say that swing and modern dancing will go the way of all fads, but the youngsters, the patrons of swing, have a far different idea on the subject. They insist that modern music is not a fad at all and will continue to rule for generations to come. And the oldsters are beginning to wonder if the kids aren't right after all.

Quite a few barnyard terpers still favor the more conventional forms of modern dancing. Indeed, there are more who favor the slower tempo numbers than those who lean to the swing-inspired steps. Such numbers as "I've Got a Pocketful of Dreams" and "Small Fry" top the rural terper's hit parade, while the torrid swingers like "Running Wild" and "Flat Foot Floogie" are quite a ways down the list. Being accustomed to the simple things in life, he usually prefers simple tempos. He wouldn't appreciate a killer-diller that rode in a terrific groove. He doesn't understand it and doesn't like it.

No Barrelhouse for Barns

Another thing that doesn't appeal to the rural terper is the "jam session." To

him a jam fest is "mutilated music," and if a leader wants to lure a favor with his rural audience let him stray too far off the melody. In some rural sections leaders steer clear of swinging the old-time favorites. In these sections people, old and young alike, regard the oddies as sacred.

The barnyard leader usually shapes up his program with a swingaroo to every three or four numbers of slower tempo. For instance, he will play in order "Moonlight, I Married an Angel," "Music, Maestro, Please" and "Round the Mulberry Bush." He knows that while some of the dancers go for killer-dillers, most of them prefer their swing simple and sweet.

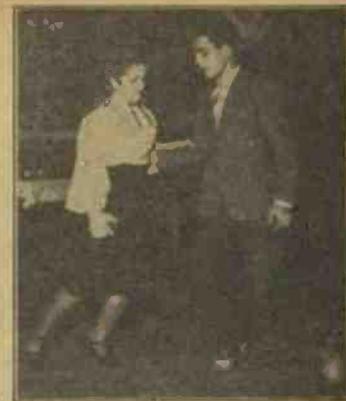
Embryonic Jitterbugs

The barnyard jitterbug is still in an embryo stage and from all indications will remain so for some time. Unlike their city cousins, the country terpers go in for a more sedate type of dancing. In fact, some of the more staid terpers look upon the jitterbug dance as a "dance of the fool."

"Certainly no person in his right mind would pull off such crazy antics in a public place," they tell you. This is probably because the average barnyard terper dislikes doing anything that might attract too much attention. Where a city jitterbug could step out into the spotlight with the grace and assurance of a professional, the rural terper would be lost. He isn't the exhibitionist his city cousin is and is inclined to be a bit self-conscious, especially of his dancing.

Even in the larger country towns where terpers proudly call themselves "jitterbugs" the real jitterbug instinct is missing. Compared to the city bug, his terping is insipid. He will give out with a rather weak version of the Suse Q, trucking of the antiquated hop and sugar feet to a torrid swinger, but so far as improvising on his steps as the real jitterbug does he just isn't there. He calls himself a jitterbug because he thinks it is stylish to "be one." He is merely trying to imitate something he usually knows nothing about.

Altho' the barnyard is rapidly becoming



RURAL JITTERBUGS rug outting at Lotus Gardens, Dover, Del.

modern dance conscious, it will be some time before the square dance and all other forms of old-time dancing throughout the rural section pass into complete oblivion. In the backwoods country, where people are less influenced by city ways, old-time dancing still flourishes. Having for the most part no access to the modern music and terpsichorean world, the backwoodsman must content himself with the dancing and music of his ancestors. He doesn't frequent the dance halls in the community and knows or cares little of modern dancing. It is here that old-time dancing will be kept alive for perhaps generations to come.

However, the younger generation of today, with its decided preference for modern dancing, will sound the death knell of old-time dancing in the country. And King Korn will find his once mighty barnyard kingdom swept from under his royal throne of corn cobs—by a mere kid who in a few years has become a sensation—a kid named SWING.

Old-Time Dancing In the Big City

By H. F. REVEL

(A City Ickey)

THE dances of yesteryear have enjoyed a remarkable revival of popularity in Detroit in recent years. While many factors have contributed to this, a principal one was the great interest in old-time dances displayed by Henry Ford, highly publicized both locally and nationally.

Detroit ballroom managers have been familiar with this demand for a number of years, and many have adopted an old-time dance policy for one, two or several nights a week.

The most successful of these is the Roseland Ballroom, managed by Whitefield P. Jackson. The first of Jackson's old-time ballrooms was started in a small third-floor hall connected with his Hollywood Ballroom. Other ballroom managers were skeptical of the policy, in fact, the first night's crowd was just 10 people.

Ultimately the present Roseland, until recently known as the Garden Center, was opened about three years ago—devoted exclusively to the old-time ballroom art of terpsichore—and is now drawing an average of about 15,000 dancers a month. The Roseland is a medium-sized hall, capable of holding about 900 people, and near-capacity crowds are common, particularly on the nights when the more specialized old-time dances are presented.

A Box-Office Success

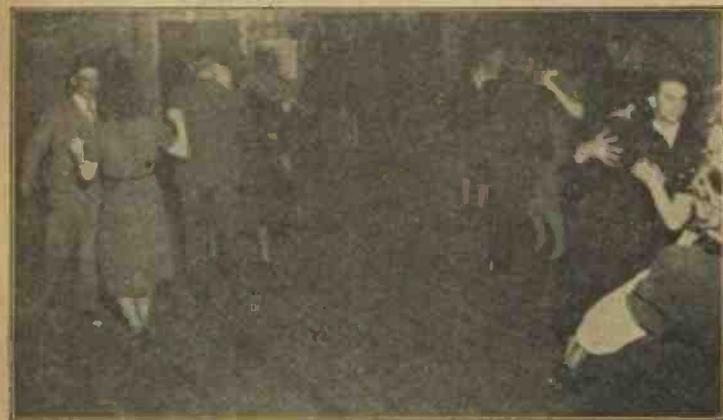
That this policy pays well at the box office is shown in an average week's attendance figures, given by Jackson as: Tuesday, 460; Wednesday, 450; Thursday, 700; Friday, 875; Saturday, 850, and Sunday, 665, making a total average weekly attendance of 3,700. Admission is 25 cents for ladies and 35 cents for the men, giving an average weekly gross of more than \$1,100. And because of the relatively small overhead costs, this gross figure represents a substantial profit.

The invasion of swing and the jitterbug has not affected old-time dancing here. It has had a definite effect upon modern dance policies, of course, but those who prefer the grace of dances that have survived the competition of years are unlikely to fall for the latest gyrations of the eccentric youngsters—not that old-time patrons are all older people either. The addition of eccentric steps by would-be jitterbugs on the old-time floor is definitely frowned upon. Most of these dances follow an accepted pattern and tradition, and the pleasure of well-timed sociable dancing is spoiled by any departure from these steps.

The basic theory of the Roseland is the presentation of old-time dances in a style adapted to modern times. This does not mean just jacking up some old music, but a careful arrangement of the

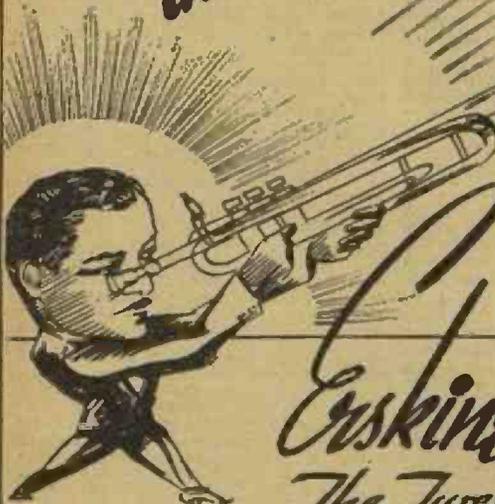


HARRY KNOTTS



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old score to contemporary conditions. Occasionally it means using some modern music arranged as older music might have been. Fox trots, for instance, are played in the normal tempo of a two-step, and no music played in the ballroom is faster than this tempo (2/4) for round dancers.

The Band Boys

The orchestra used is typically a six-piece band, considered exceptionally large. After all, much of this music, in American folk tradition and that of typical gatherings in European countries, did not use more than two or two musicians.

That any group of well-trained, adaptable musicians can handle this type of music is proved by the band here—Dave Wilborn and his six-piece colored band, a type that seems remote from old-time styles. But his men are all good musicians, all except one having been with the famous McKinney Cotton Pickers. Instrumentation includes drums, piano, guitar, violin, trumpet and sax doubling on clarinet.

The arrangements, of course, must be specially provided. Some of the music played was originally written 200 or more years ago—the classical masters do get a hearing in these ballrooms. Other music is out of print, and for some there are no orchestral scores available.

Dance Program

A typical evening's program will indicate the wide variety of dances—and you seldom find any wallflowers among these dancers. Program is standard because patrons like variety in their old-time dance steps. Tuesdays and Thursdays are devoted to waltz nights when the three-quarter time predominates. And on Sundays Robber's two-steps are the heavy feature.

Basically, a program of old-time dancing follows this pattern:

ing follows this pattern:

1. Two-step.
2. Waltz.
3. Badger gavotte.
4. Quadrille.
5. Circle two-step.
6. Polka.
7. Hop waltz.
8. Waltz quadrille.
9. Robber's two-step.
10. Waltz.

INTERMISSION

11. Robber's two-step.
12. Quadrille.
13. Schottische.
14. Rye waltz.
15. Quadrille.
16. Two-step.
17. Waltz.

On special request a Viennese, or three-step, is inserted in the program.

Practically all the special music used for these dances, aside from the standard compositions, has been compiled in an album of old-time dance music published a few years ago with the sponsorship of Henry Ford and popularly associated with his name.

The Caller

An important figure at these dances is the "caller," who must not only be able to handle the crowds but also sense the tempo for each type of dance. Without a caller the dances are all too likely to fall flat. At Roseland much of the credit for the continuance of a successful policy rests squarely upon Oscar Howell, who has 40 years of professional calling experience.

Many would-be dancers of the old style do not know the steps, and teaching them is an important adjunct at the Roseland. Instructions are given during the afternoon and the early-evening hours, and so great is the interest that the lesson classes average 30 to 35

dancers a day. Many dance teachers have come here to learn the old-time steps.

Familylike Atmosphere

The familylike atmosphere is fostered by the very nature of the old-time dancing policy at this ballroom. Aligned to the entire patronage on any single night is known personally to the management and the personal difficulties of much ballroom operation is largely eliminated here by the high percentage of repeaters.

The groups that come to the Roseland are especially noteworthy—mostly family parties as a rule. Youngsters with parents are frequent attendants. It is common to have a girl introduce her dancing partner as her uncle or for an entire family to come in together. This is reflected in the age composition of the patronage. Two groups leads, those very young—up to 20 or a bit over—and those in middle age. Among the in-betweeners, in the 20s, there is a dropping off of interest, but as the younger generation grows up this gap will probably be filled in gradually. And there are a goodly number of elderly people—fight into the 70s—who come regularly. And dance regularly.

Each couple tends to follow the style of dancing that its own native tradition calls for. Half a dozen different styles of polka may be seen at once—different positions for the couples, different steps, different holds—yet all done perfectly to the same music. Polish, German, Italian, Spanish, English and other groups may be represented by these variations, reflecting the manner in which the same type of music has been adapted to local and individual dance purposes by each nationality.

It is this divergence in routine perhaps that offers one of the strongest inducements to patrons—who can each find

the style of dancing they personally want at the ballroom and occasionally find the experience of learning something new.

ANDY KIRK

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Howard Woods and His Celestial Music

(Reviewed at Village Bar, New York)

WHAT Woods lacks in the way of really exciting music-making he makes up for in a generally capable rhythmic performance and a sincere attempt to please dancers and sit-inners. Band numbers—nine men—three reed, three bass, piano, drums, and French horn—bass fiddle double—plus Woods on celeste for contrast and color rather than solos, and the boys get as much out of some attractive arrangements as the limited instrumentation will allow. Rhythm is always well-sustained and the dance incentives are there in their own quiet way.

Ork's strong point is showmanship. Ensemble vocals all carry plenty of listenability. Balladizing is well handled by Lou Valera (no instrument) while Woods takes the wordage on the rhythm tunes. Band's appearance is clean-cut and in a modest, unassuming way it turns in a very creditable all-around job.

Richman.

Dutch Groshoff

(Reviewed at Filer Club, Spokane, Wash.)

GROSHOFF's gang has been the starting place for many of the band biggies. The maestro content to remain a territorial name herabouts, Bob Crosby stepped out, from Dutch's Band. In fact, he still uses *Strange and Haunting Melody* as a theme, Crosby having contributed the lyrics and introduced it back in 1930. Brother Bing might also have put in his apprenticeship with Groshoff, excepting that he lacked confidence in his ability to pass the drum test and changed his mind about taking it when Dutch took him before the musicians' union.

His current band is tuned to sweeter stuff, emphasizing the melody and achieving an intimate style by keeping the tones soft and muted. Arrangements, fashioned by the maestro, are full-fashioned for the force on hand. Piddling out front, Groshoff has no trouble coaxing 'em out on the floor and keeping 'em there.

Behind Dutch are three sax, trumpet, piano, drums and guitar, Mildred Melody is a diminutive canary, and the drummer, Bob Skok, handles the male voice parts.

Conrad.

Joe Frassetto

(Reviewed at Jack Lynch's Roof, Hotel Walton, Philadelphia)

BOUNCING around town for a dozen seasons or so, Frassetto has finally taken to trade-marking for this bouncing—using a staccato-styled "Bouncing Rhythm" in the Kemp tradition. Effect is pleasant enough on the ears and stimulates the toes.

Alternating between his fiddle, baton and tabor voice, maestro works hard to sell his now crew. Instrumentation takes in three fiddles, two trumpets, trombone, sax, piano, drums and bass. Later, Finley Shugard, does the arrangements. Cumpy Comfort, off the fiddle desk, splits the vocal assignment with Frassetto.

Melodically, the boys are solid, having to their credit a workmanlike knowledge of their instruments. However, they lack sock on the showmanship side, Frassetto mainly concerned in selling his style and music rather than any individual, including himself. A femme chirper might help and could be profitably employed.

Cohen.

Rudy Bundy

(Reviewed at Turnpike Casino, Lincoln, Neb.)

ON THE same day in 1926 two men came to try out with George Olsen's Orchestra. One was a runaway high school kid, Dick Gardner, and the other was Rudy Bundy. New with the outfit, they were roommates and stayed together thru the Olsen run in Good News. Bundy was first to leave by a year and a half, altho both lads have orchestras of their own now, after extensive tutoring with the Olsen outfit.

Bundy has always been sold on the value of novelties with an orchestra, having been with Benny Meroff, associate owner of a band with Walter (Money) Powell, and with the Frank and Milt Britton outfit. For the last

four and a half years he has been under his own steam. Bundy's rhythms are sharp under a polished front, creating a soothing, danceable music. He gets it out of three sax, three brass and four rhythm, himself coming in for clarinet feature on which he's very handy.

His aggregation is strictly male, a very particular high point being Bob Pace (once with Jack Denny), who is a baritone giver-outter with personality and a handsome kisser. He dots dancers of the band stand every time he gets up. He, with Bundy and Paul Kelvey, constitute the band's trio, the Melody Men. Dick Kirby, helping in the novelties, is the other voice heard.

Oldfield.

MCA Sues Travers For Back Commish

NEW YORK, April 1.—Altho he has since been released by the agency and is now under the wing of William Morris office, Vincent Travers, ork leader currently at Paradise Restaurant, is being sued by Music Corp. of America for \$1,400 back commissions on earlier bookings. Case was first brought before the local musicians' union. Travers countered with a counterclaim claiming MCA already collected that money and more, and matter is now in the laps of the national exec board of the American Federation of Musicians.

Commissions claimed date back to Travers' stand in 1935 at the Ona Manana, then the French Casino, before the Federation outlawed deferred commissions. Altho job was paying above scale, MCA deferred commission collections so that Travers could straighten out his financial affairs with the extra coin. Now MCA is asking the long due kale.

Travers, on the other hand, contends that MCA collected more than its share in commissions during the three years he was signed with the office. Charges that altho his contract called for a 10 per cent payout, MCA was allowing off 20 per cent. Travers had also claimed that MCA booked him into a nitery at scale and had taken commissions—which is against union rule, since the take-off puts the pay check under scale.

Charges of collecting commish on the scale job was the original plaint of Travers before the local musicians' union, but Jack Rosenberg, union proxy, failed to sustain the maestro's charges because of lack of evidence.

Off the Records

Swing Diva

ABSENT too long from the wax offerings, Chick Webb with Ella at al out fancy musical capers for three dandy Decca couplets—enough to satisfy the gourmets who like their hitting in a groove. A tonal tease, amearing the songs scallike with her customary professional ecst, Ella Fitzgerald makes 'em all the more desired sides—especially "Tain't What You Do, doubled with I Can't Stop Loving You; My Heart Belongs to Daddy being all Ella and having it over its plattermate, It's For; and decidedly, Undecided, backed by a groover, It's the Groove at the Groop.

Dolly Dawn makes it a lullaby in rhythm for I Promise You on the Vocalion label, with post valiant, outpourings on its backer. Side is a specialty that tempers the classical and casual moods. Decca's *White It But It Swings*. George Hall's Ork, per usual, provides the musical setting, with special attention commanded by those guitar pickings behind Dolly's Promise chore. For the from-Memphis blues warbling, there's plenty food in the wordage and warbling of *My Worried Mind Blues*, on Decca's Race listing by Georgia White. Completes like couplet with *The Blue Ain't Nothin' But . . . 7 7 7* And for a choice bit of double entendre—that ain't so double—tho same label, the same list gives *Old Model "A" Blues*. Flip-over, *If I Was the Devil*, is unspiced race singing. Leroy's *Buddy* (Bill Gaither) making most of the "A" side. See *Off the Records* on page 150.

Response

THE response to this department's request that those daring to be a little unusual by presenting a remote with a bit more thought to it than a succession of unrelated pop tunes tell about their ideas—proved the correctness of the suspicion, that prompted the request in the first place. It didn't seem possible that the general level of dance remote in all parts of the country could be as 'low as the majority of programs this listener has caught seemed to indicate. Hence the request to "listen" to any good remote stunts that might be around, thru the medium of the mails, since wave-length coverage of the entire country is a slight impossibility.

The "listening" has been good thus far, and the most heartening part of it is that a good many unknown maestri have the ambition and the nerve to attempt something, if not brand new, at least thoughtful and showmanly in their remote staging. So a standing invitation is herewith offered to send in any and all new ideas, thoughts on what constitutes a good remote, or anything at all constructive on the subject.

Canadian Capers

ONE of the more fertile stunts delivered by the mailman comes by way of Canada, specifically the Brant Inn, Burlington, Ont. Bob Lyon, presiding on the spot's podium, offers as a subtitle for his *Serenade in Blue*, a descriptive phrase that only partly conveys a clever idea. *Melodies in Medleys* is Lyon's way of picturing his formula of arrangements in medleys of three tunes that have related titles, all of which the maestro explains in an informal manner as the program moves along.

Lyon amplifies his novel touch by listing in his communique four sets of songs illustrating the idea. One group combines *Two Cigaretts in the Dark*, *Love Is Like a Cigaret* and *While a Cigaret Was Burning*; another eulogizes *Diane*, *Charmaine* and *Marie*; a third asks *Have You Ever Been in Heaven?*, *When Did You Leave Heaven?* and *Did An Angel Kiss You?*; while the fourth states *I Only Have Eyes For You*, *I Have Eyes and I Couldn't Believe My Eyes*. All of which may seem a scrawny unoriginality, but at the same time it makes for plenty of extra listenability on the receiving end of a radio set.

A Tip to SMART AGENTS and BOOKERS

Get hot leads for band and act engagements from the list of outstanding fairs and events appearing in The Billboard the last issue of each month.

Read the Fairs and other Outdoor Departments regularly. Outdoor spots are selling more bands and acts now than ever before.



MUSICAL GLASSES

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 4 Weeks, Beginning April 14
 NBC Networks—4 Times Weekly

Dir.:
 CONSOLIDATED
 RADIO ARTISTS, Inc.

CAPITOL THEATRE, Washington
 Week May 19
 FLATBUSH THEATRE, Brooklyn
 Week May 26
 VICTOR-BLUEBIRD RECORDINGS

Band Reshuffle
Hikes Chi R-O'K

CHICAGO, April 1.—Rockwell-General Amusement Corp. is reshuffling its deck of bands to end a lull in the local office here, which has been in a position to knock off some of the cream in Chi. but was lacking the ammunition to close the deals. Within the past couple of months the office could have squeezed into three top spots here, now being serviced by NCA, but when it came to getting a release for the tentatively sold bands from the New York office, the answer was "sold out." Bob and Art Weems trekked into the big

town recently to iron out this situation and were promised to get the call now on some of the R-O'K names.

Meanwhile Weems boys have been putting the buzz on surrounding territory to keep the balance sheet in shape and knocked off a plum this week in the Claridge Hotel, Memphis. Manager Lawrence Levy was filled up for 12 weeks of R-O'K orks, tee-off starting May 5 with Glen Miller. Hostelry had been serviced between Consolidated and MCA. Other placements culled from the recent drive are the Greyhound Club, Louisville, Ky., with Red Nichols opening April 14; spotting of Maurie Sherman, Southern Gentlemen, Ramona and Charlie Age, new in the rejuvenated and renamed Arcadia Ballroom in St. Louis (now called Tame-Town), and a series of dates for the Chase Hotel in St. Louis with Jack Fulton, Will Osborne and Larry Clinton.

Sam Tabak Quits
Union Exec Board

NEW YORK, April 1.—Sam Tabak, who recently resigned from the executive board of Local 802, AFM, stated he did so voluntarily, denying reports that he allegedly used his post to advance himself in jobs at the National Broadcasting Co. Union officials, queried as to whether the reports are true, were very reticent, but stated they are essentially correct.

Tabak, who had been one of the board's most active members, says the reported reason is definitely untrue and that anyone who asserts otherwise will have to prove it. He also drops out as delegate to the annual convention but is still retaining his union card.

Childs Restaurants Make
Settlement on Kickbacks

NEW YORK, April 1.—Childs Restaurants' kickback case involving \$24,000 has been settled by the local musicians' union. Restaurant chain will pay \$7,500, and further agrees to use live music at the three restaurants in question for a period of one year. Present bands will remain at the spots for at least three months, and must be given two weeks' notice if let go.

HARRY JAMES

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Case was cracked by 802's trial board recently, testimony showing that kickbacks had been going on for a period

of two years at Childs' Papamouck, Childs' 89d Street and Childs' 103d and Broadway. Harry Sadler acted as attorney for the local in the settlement.

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Orchestra Notes

By M. H. ORODENKER

Broadway Banter

WHILE it doesn't affect Sea Wain's status with the band, expect to find another casualty when Larry Clinton takes over the Park Central Hotel stand next month . . . the dipsey-doodler has inked a binder with Marjorie Dugan to do singing chores . . . gal is currently with Don DeVito's Ork at Berkeley Bar of Berkeley, Carteret Hotel Asbury Park, N. J. . . . when and if Eli Oberstein gets his waxwork under way, it'll be without Glenn Miller's music for his label, tho the band was one of the first signed by Oberstein . . . rather, expect Glenn to remain on the Bluebird listing . . . his contract with Oberstein called for a recording date by April 1 with the records on sale by the 15th of this month, so Miller feels free to resign with Victor . . . Spud Murphy is the newest addition to the Rockwell-General Amusement Corp. swellish band roster . . . Mills Artiste has designed on grooming Nat Jaffer, former piano pounder for Charlie Barnet, as a maestro . . . the Equires, swingy foursome, into Bert Frohman's, new 52d street tipping post, join Benny Goodman mid-way in Los Angeles at the Coconut Grove . . . Woody Herman's gang found themselves, which is about time, at the Famous Door and are being rightly boomed as swing street's newest sensation . . . so much so that the management is trying to angle out of their promise to preem Teddy Wilson and hang on to Woody for another month or so . . . Jimmy Dorsey has changed his mind about switching recording in-'els and signed a new binder to remain with Decca.

In the East

GRAY GORDON starts the dancing season at Rocky Glen Park, Scranton, Pa., on the 10th and tees off the carpets at Necumbege Park, Boston, on the 20th, remaining on the stand for three days . . . the tick tick footlers are set to return to Hotel Edison, New York, by May 24 . . . the bigger bands will be stopping off at Sylvan Beach, N. Y. this summer . . . smart's Hotel Russell is enlarging the dance hall to double size, renovations to be ready for a Memorial Day starting . . . EMERSON GILL opens Saturday (8) at New Penn Club, Pittsburgh, remaining a fortnight and maybe more . . . there'll be plenty of rug-cutting Easter Monday at Philadelphia's Convention Hall . . . Reese Duffree's dance promotion brings JIMMIE LUNCEFORD and BRISKIN HAWKINS together but on opposite stands . . . MURDOCK CHILDS, now flying the MCA herald, takes in the April 8 week at Raymor Ballroom, Boston, with Charlie Barnet on the follow.

Gotham Cab

FRANKIE MARTERS stays put under MCA's wing for the time being, being

uppressed by the bill to follow Guy Lombardo into Roosevelt Hotel this week, remaining for three weeks . . . however, his MCA binder unwinds by December 30 of this year and it's a good guess that he'll move over then to Rockwell-General Amusement Corp. . . . MERCER ELLINGTON has designs on following the steps of his dad, Duke . . . the youngster is ganging together a band up in Harlem . . . ADRIAN ROLLINI TRIO will outgrow its proportions by summer and blossom forth as a full-fledged band, the threesome remaining the feature unit until a Goodman . . . JOE MARSALA is another giving way to growing musical pains . . . on leaving the Hickory House May 20, Marsala goes under CHARLIE SHIRDMAN management, enlarging his barrelhouse band of seven to 15 . . . remains teamed with ADOLF OKERARD to give bandom a "Sweethearts of Swing" billing . . . altho the musicians' union hasn't received contracts on a single band booking at the World's Fair as yet, DON RODRIGUE has the inside track for the Cuban Village stand and VINCENT LOPEZ for Billy Rose's Aquasade . . . SONNY JAMES makes another try for an ork career, being set for Playland at Bays, N. Y. for three weeks, starting May 13.

Notes Off the Cuff

WITH Pats Walker and Duke Ellington touring Europe and Jimmie Lunceford getting ready to cross the pond, Teddy Hill is another being set for overseas . . . E. V. (Sam) Baldwin has the SOUTHERN GENTLEMEN, fronted by Grady (Moon) Mullina, for the season's starter at his Beken Park, Rapid City, S. D. . . . Gentlemen start the stand for the April 15 week . . . VINCENT SORBY opens this week at Child's 50th Street Restaurant, New York . . . GRAY GORDON, winding up a run at Hotel Edison, New York, marks his fifth annil in bandom this Sunday (9) . . . BENNY STRONG still going strong at the Brown Hotel, Louisville, running into his third consecutive year . . . Jack Balasoo continues LOUIS PANICO and CHARLES STRAIGHT at his White City Ballroom, Chicago . . . Jack has liked Wednesday night biz by giving dancers with vocal aspirations a chance to sing with the bands on stand . . . it's a free for all and the would-be canaries go for it . . . BASIL POMERIN off to California, returning to New York mid-May to unshutter the St. Morris roof . . . and so we send our cuffs to the cleaners.

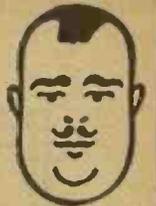
PHILADELPHIA Musicians' Union sponsors a charity show and dance May 9 at Bellevue-Stratford Hotel in that city, proceeds going into the local relief fund, visiting acts and bands will chip in their services in addition to the home talent.

COLLEGIATE AMERICA ELECTS
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Their Favorite Dance Bands And Vocalists (both male and female)

Are the wide-pants guys still suffering from swing bites or does their dancing diet call for a side order of the schmandy stuff?
Do the collegians still get in a groove for Goodman or does Shaw send them... or are they finding Dbussey a delight?
Do jitter-bugs measure up to collegiate standards or are they just so many ants in the pants?

BE SURE TO READ NEXT WEEK'S ISSUE FOR THE FIRST OF A SERIES IN WHICH "THE BILLBOARD" CUTS A CROSS-SECTION OF THE COUNTRY'S LEADING COLLEGES AND GETS AT THE CORE OF COLLEGIATE MUSICAL TASTES.

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ALL-AMERICAN BAND

SENSATIONAL EVERYWHERE!

FORT WORTH—Sroko all attendance records at Southwestern Exposition & Rodeo, March 10 to 19.

BOSTON—Played to 47,000 at Candy Show, Mechanics' Hall, March 30 and 31—15,000 turned away.

ATLANTIC CITY—Picked to Open Season Hamblet's Million-Dollar Pier, Atlantic City, Easter Sunday, April 9.

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Ban on Novachord Spikes Grofe Job

NEW YORK, April 1.—Plan to have Ferde Grofe appear at the Ford exhibit at the World's Fair with a small band plus a Novachord, new electrical instrument, has been abandoned. Ban has been placed upon the Novachord instrument that reproduces the tone of a dozen instruments, by Joe Weber, American Federation of Musicians presy., causing the penciling out of Grofe. Ban was first felt by radio station KHX, Hollywood, which was told by the AFM to discontinue use of the instrument with Eddie Dunstetter's seven-piece band, on the Hornet program.

Musicians' union will undoubtedly go sharply into the subject of electrified instruments capable of simulating orchestral tones at its next annual convention in June. At last year's meeting a resolution against the Hammond electric organ was proposed, and since then the introduction of several other types of instruments which the AFM feels keeps makers out of work due to their many-sided functions with a band has made the matter a vital one to the Federation.

Coincided with the Novachord ban this week was the previewing of an all-electronic orb by its creator, Tom Adrian Cracraft, theatrical scenic designer. Band is made up entirely of electrically controlled instruments, Cracraft inventions based on principles advanced by Benjamin F. Miesner. Two electronic pianos are currently being used by Horace Heidt and Ralph Webster to augment their regular instrumentation.

Whiteman Sweet Draw At Boston Candy Show

BOSTON, April 1.—Paul Whiteman and his Chestnut Street Orchestra broke all existing attendance records at the Candy Show at Mechanics Hall Thursday and Friday nights. FW attracted 24,000 Friday night, with 5,000 turned away.

On Friday night more than 25,000 attended the two performances, and Boston police estimated that 15,000 were trying to get admission when the doors of the hall were closed.

The Candy Show had a 25-cent admission, with Paul Whiteman's Band as the attraction.

Becker Adds Broadview B.

CLINTONVILLE, Wis., April 1.—Joe Becker, operator of Daneland and the Riverside ballrooms, Green Bay, Wis., will operate the Broadview dancing pavilion, two miles south of here, this summer. Spot has been operated the past several years by Fred Koeb.

Sheet-Music Leaders

(For Week Ending April 1)

Acknowledgment is made to Maurice Richmond's Music Dealers Service, Inc., Music Sales Corp. and Ashley Music Supply Co., of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co. and Western Book and Stationery Co., of Chicago.

| Position Last Wk. This Wk. | Title | Publisher |
|----------------------------|--------------------------------------|-------------------|
| 1 | 1. Deep Purple | Robbins |
| 2 | 2. Penny Serenade | Rennick |
| 3 | 3. Umbrella Men | Robbins |
| 4 | 4. I Get Along Without You Very Well | Shapiro-Bernstein |
| 5 | 5. Little Sir Echo | Berlin |
| 6 | 6. Heaven Can Wait | Famous |
| 7 | 7. Could Be | Bregman, V. & C. |
| 8 | 8. The Masquerade Is Over | Sandy-Joy-Select |
| 9 | 9. God Bless America | Exchange |
| 10 | 10. You're a Sweet Little Thing | Miller |
| 11 | 11. Come, Get Some Shut-Eye | Crawford |
| 12 | 12. Hold Tight | Chappell |
| 13 | 13. I Promise You | Chappell |
| 14 | 14. I Have Eyes | Fed |
| 15 | 15. The Funny Old Hills | ABC |

R-O'K Booking Surf Beach

NEW YORK, April 1.—Surf Beach Club, Virginia Beach, Va., account goes to Rockwell-O'Keefe this year, after last summer's servicing by Music Corp. of America. R-O'K schedule has Al Donau opening the season May 27; staying eight days. Will Osborne goes in June 18, with Mal Hallett following June 25. Red Nichols, July 2 week; Jimmy Dorsey, July 22 week, and Larry Clinton, seven days starting August 22. Smaller R-O'K combos will fill in the remainder of the time. Surf season closes September 4.

New Wis. Local for AFM

OCOONTO FALLS, Wis., April 1.—Oconto County Musicians' Protective Union has been organized here as an AFM affiliate. Paul Peterson and J. O. Payk, both of Oconto Falls, have been elected president and secretary-treasurer, respectively, while Marlyn Hickok, Oconto Falls, Lewis Peterson, Gilliet, and Ralph Hall, Lena, have been named trustees. Michael Tomko is sergeant at arms.

Song Inspires Toy

NEW YORK, April 1.—Arthur Jones has created a toy based on the title of his recently published song, "Penny Little Blues," which is being manufactured by Bellam Products. Exploitation tie-up has a free miniature copy of the song attached to the toy. Mills Music publishes the number.

HOT OFF THE PRESS! HOT ON THE PIANO!

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Songs With Most Radio Plugs

It's "Deep Purple" Again; "Heaven" in Second Slot

Songs listed are those receiving 10 or more network plugs (WJZ, WEP, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Friday, March 31. Independent plugs are those received on WOR, WNEW, WCMA and WNN. Film tunes are designated as "F." musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

| Position Last Wk. This Wk. | Title | Publisher | Plugs | Index |
|----------------------------|--------------------------------------|-------------------|-------|-------|
| 1 | 1. Deep Purple | Robbins | 33 | 41 |
| 2 | 2. Heaven Can Wait | Rennick | 29 | 18 |
| 3 | 3. The Moon Is a Silver Dollar | Robbins | 27 | 17 |
| 4 | 4. Penny Serenade | Shapiro-Bernstein | 24 | 12 |
| 5 | 5. Getta Get Some Shut-Eye | Berlin | 23 | 16 |
| 6 | 6. I Get Along Without You Very Well | Famous | 23 | 12 |
| 7 | 7. Little Sir Echo | Bregman, V. & C. | 22 | 10 |
| 8 | 8. Could Be | Sandy-Joy-Select | 19 | 15 |
| 9 | 9. Hold Tight | Exchange | 19 | 15 |
| 10 | 10. I Cried for You | Miller | 18 | 13 |
| 11 | 11. The Masquerade Is Over | Crawford | 17 | 23 |
| 12 | 12. Our Love | Chappell | 17 | 22 |
| 13 | 13. This Is It (M) | Chappell | 17 | 12 |
| 14 | 14. We've Come a Long Way Together | Fed | 16 | 23 |
| 15 | 15. I Promise You | ABC | 16 | 10 |
| 16 | 16. I Long To Belong to You | Red Star | 15 | 9 |
| 17 | 17. Good for Nothing | Witmark | 15 | 12 |
| 18 | 18. You're a Sweet Little Thing (F) | Paramount | 14 | 14 |
| 19 | 19. I Have Eyes (F) | Paramount | 11 | 12 |
| 20 | 20. Little Skipper | Bliss | 11 | 0 |
| 21 | 21. Umbrella Men | Harna | 11 | 5 |
| 22 | 22. Begin the Beguine | Harna | 10 | 10 |
| 23 | 23. Tears From My Mind | Harna | 10 | 8 |

Sepia Swingsters Still Paris Rage Tho' Work Is Light

PARIS, April 1.—More and more of the public are listening to more and more music, but unfortunately it can't be said that more and more musicians are getting jobs. During the last few years the trend has been just the other way, more and more musicians have put their horns and fiddles in lock, to see nothing of the singers, who didn't have anything to put in lock.

When Negro jazz became the rage in Paris any colored boy could get a job. At one time there were over 400 American Negroes playing in jazz bands in Paris. There are now fewer than 100. For most of these Paris is home. Many have taken out citizenship papers so that they may continue working. Engagements may call them to London or elsewhere on the Continent, but they always return.

At present there are five masters: Maceo Jefferson at the Big Apple, until that spot folded; Harwood Chase at Villa d'Este; George Johnson at the Bobot sur le Toit; Joe Frisco in his own club, Frisco's; and Willie Lewis at the Coliseum. Lewis has the only All-American band in Paris. Other well-known names are Adelaide Hall, Roblin Smith and Arthur Cairns; singers; Valaida Snow, one of the best swing singers; Una Mae Carlisle, the Parisian Maxine Sullivan; the Mackay Twins; the Three Duke-Dray-

ton and Lucille and many other entertainers.

Chinese make the best cheap booze. Scots distill the best whisky, and, according to the Paris public, the American Negro provides the hottest and smoothest jazz music. For this distinct talent there will always be a place in Paris for the colony of American Negroes.

Shaw Smash 35C in Conn., But Flop \$700 in Philly

BRIDGEPORT, Conn., April 1.—Well-known home Connecticut's famous son, 3200 Artie Shaw worshippers pushed their way into Ritz Ballroom last Tuesday to pile up the largest gross of the season. Ticket prices were jacked up to \$1.10, the highest scale of the year, making a beautiful intake of \$3,520. Auto-graph sounds were out in full force, but three husky cops kept them at a distance. Dancing was pretty difficult, but nobody turned away.

PHILADELPHIA, April 1.—Ray Hartenstein, operator of Near-by Sunnyside Ballroom, Pottstown, Pa., made an inauspicious try as dance promoter in the local area in spite of the fact that he had Artie Shaw on the stand. Playing last Monday at Penn. A. C. Ballroom, capacity of which is almost 3,000, only about 500 admissions turned out. With tickets scaled at \$1.40, gross hovered around \$700 mark, a terrific letdown for Hartenstein. Usually a shrewd promoter, reasons for flop can be ascribed to the ticket price, which is above the reach of the average jitterbug, and to the lack of organized advance bally.

Warner Bros. Reported as N. J. Stock Company Angel

Arrangement provides for Equity company at Montclair under lead of J. Ellis Kirkham—open April 10—Warners deny tie-up

NEW YORK, April 1.—The Warner Brothers deny having any interest in the new Montclair (N. J.) Stock Co. other than the renting of the Montclair Theater to the enterprise. It is reported on good authority that a Warner subsidiary is subsidizing the company as a laboratory for new writing and acting talent. If reports are true, it marks the first such tie in many a year, raising trade hope that agitation for such ventures by Paul Duggan, executive secretary of Actors' Equity Association; by Frank Gillmore, president of the Associated Actors and Artists of America; and by the American Theater Council are bearing fruit.

J. Ellis Kirkham, former director of the Maplewood Theater and the Kirkham Players of Elizabeth, N. J., is fronting this new resident stock production. He announced Actors' Equity conditions will prevail, including the posting of \$1,000 bond. Contracts entered into set April 10 for the opener, with following set for the company: Helen Craig, Roslyn Ivan, Orandon Rhodes, Hugh Naughton, Alex Campbell, Richard Beach and Patricia Mallinson. First show will be Somerset Maugham's *The Circle*, with Miss Ivan in the lead. Following will be *Mrs. Moonlight*, with Dorothy Burgess, motion picture actress, in the title role, with *The Depression Is Over*, now play, for the third week.

Present plans call for two matinees and six evening performances, weekly, with a special matinee Easter Monday. Matinee prices will be 55 cents and \$1.10; evening, 95 cents, \$1.10, \$1.25 and \$2.20. Revivals and new scripts will be used. Just how long company will run is not yet set.

UNION CITY, April 1.—One-hour, dramatic productions have been installed in the Lincoln Theater here as substitute for vaudeville and in conjunction with regular picture policy. Run sporadically, two or three performances every few weeks.

New Talent Factory; Woolcott, La. Parker To Be Given Chance

NEW HOPE, Pa., April 1.—Work on the new talent factory in the center of the Bucks County literary colony, is expected to be completed by June 1, in time to house the first series of plays, which includes *Our Town*, with Alexander Woolcott; *Hedda Gabler*, with Dorothy Parker, and *Lilith*, with Joan Bennett. Alterations are now being made on a 239-year-old grist mill, which is to be known as the Bucks County Playhouse. A dramatic school is to be contained in the project.

This newest addition to the straw hat circuit was made possible thru a \$40,000 fund raised by Richard Bennett, who will be the director. Ground-breaking ceremonies were held last Sunday, with Bennett the first to yield the spade. Burgess Meredith addressed the audience, while St. John Terrell acted as emcee.

Among those expected to appear this season are George S. Kaufman, John Barrymore, Moss Hart, Walter Huston, Brian Aherne, Margaret Wychert and Myron McCormick. Burgess Meredith is expected to direct, as well as appear. A class in playwriting will be conducted by Katsuyo Nicholson. Many of those connected with the enterprise have summer homes near by.

Barrymore Crossing Plenty

NEW YORK, April 7.—Return of John Barrymore to the stage, and debut of his wife, Elaine, are grossing for the Aldrich & Myers office, producer of *My Dear Children*, a take which isn't exactly peanuts. Statistics thus far are \$2,500 for one opening performance at Princeton, N. J.; \$4,000 for two performances at Wilmington, Del. (which is reported to be \$400 more than George M. Cohan did in his bid, I'd Rather Be Right, drew at the same spot), and \$19,000 for week's stand in Washington. Production goes to Baltimore next in its six-week tour before hitting Broadway.

rights to *O'Flce and Men* on percentage basis was begun.

Contract committee is now considering obstacle raised by film reps in recommendation that purchase of picture rights by optional at fixed price established with financing of the show. A Broadway flop would then mean backer would not take up his picture option. Guild is expected to oppose the proposition, but may compromise on terms wherein angel forfeits the advance royalty payments. Problem then is to set a fair forfeit minimum.

Louise Silcox, Robert E. Sherwood and Sidney Fleischler conferred yesterday on the several clauses of minimum that the contract will call for, using as basis box office and royalty scores for past few years.

Understood that Guild will give serious thought to concessions which would give new writers easier opportunity to gain picture subsidies for legit showings.

CHICAGO, April 1.—Federal Theater will revive three Shakespearean dramas starting April 11 at the Blackstone, each to be directed and played by Ian Keith. *Othello* will be the initial offering, to be followed by *Hamlet* and the tentatively scheduled *Macbeth*. John Connor, of the FT group, will play *Othello* with Keith's Iago.

New Pix-Dram Pact Progresses Slightly

NEW YORK, April 1.—Negotiations for the alternate basic agreement between Dramatists' Guild and motion picture producers progressed a few clauses this week. At the same time deal to sell film

From Out Front

By EUGENE BURR

This is going to be a column of quotes—all of them from a splendid article that Sir Cedric Hardwicke wrote recently for *Theater Arts Monthly*. Sir Cedric calls his essay *The Moribund Craft of Acting*, and in it he offers some pretty painful truths concerning the decline of outstanding acting talent developed by what is sometimes euphemistically called the American stage. As a matter of fact, of course, "the American stage" is no such thing. Go down the list of outstanding performers of the current season as Sir Cedric did (in the male division, at least) and count the number developed by the American system. As this corner has howled unintermittently, until there are great regional repertory companies there can be no American acting tradition.

Sir Cedric, however, sees many other reasons for the decline of the actor as a force in the theater, and his reasons happen to include a number of points upon which this corner has been insistent only on a limb. They were never related here to the downfall of the actor, but Sir Cedric connects the two, convincingly and eloquently.

For one thing, there is the growing modern confusion between the realities of life and those of the theater. The difference seems almost too fundamental to mention, but producers, actors, playwrights, directors and critics constantly fail to take it into account.

Says Sir Cedric: "Before the footlights there exists another world, not the 'real' world, and it has its own laws and meanings, its own spatial and temporal limitations." And he goes on to connect the growing confusion between the realities of life and those of the stage with the growing insistence that no latitude be left to the imagination of the actor, that everything he worked out according to "real" standards. It is a point well taken. That such "reality" often kills theatrical belief is a fact that few moderns realize.

Then there is this column's constant fight against underdone acting, against the modern voodoo that considers a full and honest expression of emotion something of which the actor should be ashamed. That, too, according to Sir Cedric, has pulled the actor down from his pinnacle; and he ties it up with another modern manifestation that has been duly straddled in this precinct—that he calls the cult of the inarticulate: "Since the theater began striving for realism, the actor, always an humble fellow, began striving for lifelike effects, too. His voice fell from the declamatory to the sweet, sugary tones of crooner. Instead of gesturing and posturing, he now limits himself elegantly to flicking the ash from a cigarette or adjusting his shirt-cuffs under his jacket. It is of course perfectly true that there is no longer any necessity for the excessive gesturing of yesterday, when stages were poorly lit and acoustics bad. But here is another instance where progress has hurt the craft. The result is that today an audience must comprehend a play entirely with its ear; and, since it has given up adequate gesture as being too theatrical, acting has tended to become more and more inarticulate. The cult of the inarticulate reaches its height in Tchekov, and it is not surprising that the modern actor is always a little less than perfect in the Russian plays."

This, incidentally, indicates that Sir Cedric is another potential member of the Tchekov-Tchekov Society.

Recall, itself, that combined bugaboo and fetish of the insistent moderns, that thing's knot beneath the throat of the theater, also comes in for its slap. "The fallacy behind the realistic theater, I think," says Sir Cedric, "is that there is no reason to go to the theater if it must consist only of the drab and the commonplace, of events that could occur to any individual in a multitude."

Columna have been written trying to get that point across—but never, I think, has it been put more briefly or more cogently.

And, too, there is the self-conscious cultism of acting, seen in many dramatic schools and in most would-be "art" commentators. The only theory of acting, this column has always maintained, is to give as effective a performance as possible of the play at hand. Speaking of the acting theorists, Sir Cedric says: "What I distrust in all of them is their tendency toward cultism, toward forming special little groups which they give lip-service to 'studying life,' do nothing more than function as circles where one may talk shop inarguably. For after an actor has mastered the few principles of his trade, the place for him to study is in the world."

And, as Sir Cedric later suggests, in the professional—as distinct from the "artistic" or "theoretical"—theater.

For, despite all the angles Sir Cedric brings up, the one fundamental cause for the downfall of the American acting tradition is the appalling lack of any training ground for the actor. And Sir Cedric has some very good things to say about that, too:

"Does the American theater hinder the development of the craft insofar as it offers no training for the very young actor? . . . An actor will never gain the experience he needs by interviewing managers, playing before cameras or lunching in the right restaurants. . . . Today the only way a young American actor can gain experience is to be the perfect 'type' for a play and, luckily, find the play a hit. . . . Where—lacking a system of touring companies, stock companies, repertory theaters—is America to recruit its leading actors 10 or 15 years from today?"

Where, indeed?

Guild Invades Shubert B. O.

TMAT claims breach of pact—both crews remain in b.o. pending arbitration

NEW YORK, April 1.—Dispute over interpretation of one section of the basic agreement between Theatrical Managers, Agents and Treasurers' Union and legit producers flared this week when the Theater Guild sought to install its own box-office employees at the Shubert Theater, where the Guild's *The Philadelphia Story*, starring Katharine Hepburn, opened Tuesday night. Union opposed the move on grounds that it displaced crew already there, and that it was contrary to the basic agreement. All employees involved are members of the unions. Dispute is in arbitration now before Alexander Maysler. Temporary compromise retains the Shubert crew as stand-by, while Guild's own crew does the work. Understood Shubert is paying its men for the five-week subscription period.

According to Gustave A. Gerber, attorney for the union, Guild raised the same issue at the signing of the basic agreement, reserving by the Guild the right to install its own employees in other houses. To give other producers the same concession, union added clause allowing other producers to transport their own staffs on condition they do not displace others already employed. Offer to float the three Shubert b.o. men among other theaters was not accepted by the union, with result that their work consists chiefly of answering telephone while Guild's three handle tickets and money. Guild on Tuesday had obtained from Supreme Court Justice Samuel H. Hofstadter an order preventing the Shubert staff and the union from interfering with the Guild's box-office staff.

Prior to the court order Guild had to sell the tickets eight blocks away from the Shubert at its name house.

OUT-OF-TOWN OPENING

"Skylark"

(Shubert Theater)
BOSTON

A play by Samson Raphaelson. Staged by the author, with settings by Donald Oenslager. Presented by John Golden with the following cast: Gertrude Lawrence, Donald Cook, Gilbert Anders, William David, Walter Gibson, Lee Patrick, Ann Driessell, Robert Burton, Olga Hanson, Horace Shadler.

Gertrude Lawrence is back in what seems certain to score another hit! Formerly hard-billed, Hib audiences have taken to her like the proverbial duck takes to the pond, and at the world premiere of *Skylark* a capacity house gave her and her cast 11 encores and then sat in its seats for five minutes until Miss Lawrence was forced to return to the footlights while the audience rose to its feet and cheered her.

Skylark, as her vehicle for coming Broadway appearances, has been a most fortunate selection. It is happily suited to her talents and offers a light but interesting and entertaining story of modern married life in such manner as to make it both enjoyable and believable.

Skylark stars Miss Lawrence playing the role of Lydia Kenyon, wife of a young advertising man, who realizes that after 10 years of what might have been perfect relationship, her husband's business holds his attention to such a degree that he has no time left in which to love his wife. What makes the situation more untenable is the servile attitude she has been forced to adopt toward Paulette Valentine, niece of the chorus but now the wife of Kenyon's chief client. Bill Blake, a romantically inclined lawyer who is drunk a good share of the time that he may forget he is the pet diversion of Paulette, strikes a responsive chord in the heart of Lydia when he suggests a life of gaiety with gay people far from the scene with which she is so familiar. But it all ends well and the play rings down its final curtain upon a new scene of domestic happiness.

The role of Lydia is a sharp contrast to the shallow-brained Susan in Miss Lawrence's most recent success. Miss Lawrence endows it with her flair for humor, bringing it into sharp and fine (See OUT-OF-TOWN on opposite page.)

Stage Whispers

The Theater Guild has finally found itself a hit—and so has Philip Barry, who deserves one even more than the Guild. It is, of course, Mr. Barry's *The Philadelphia Story*, which erupted Tuesday at the Shubert Theater in the midst of a flurry of bravos and a fight with the T.M.A.T. Despite the latter, which forced early purchasers to buy their tickets at the Guild Theater—which is eight blocks away from the Shubert—the advance was well over \$30,000. And in the five and a half weeks that the show was on the road, it managed to pull in \$131,071. The great Golden Boy search, which threatened for a while to take on (Theatrical) the proportions of another Scarlett O'Hara hunt, is settled. The lad who'll play the fiddle-scraping prizefighter in films is Richard Carlson, who is now coveting as the juvenile lead in *Stars in Your Eyes*, and, according to this column's prize Pinkerton, George Raft will play Fuselli, the gangster, and Adolph Menjou will do the fight manager. . . . The talk recently—and there's been plenty of it—about lowering the legit top in New York, will crystallize when Max Gordon brings his road company of *The Women* to town some time in May. He'll try here the same experiment that has been tried successfully on the road, notably in Philadelphia—\$1 top. The show is now in Detroit, and there are Toronto and Boston engagements thereafter. . . . Speaking of the Theater Guild (see the start of the paragraph) a report from a playwright trying to get his brain child uncovered by the Guild may just possibly explain why the organization is still shy two shows to fulfill its seasonal promise to subscribers. John Gassner, Guild president, says in when our hero arrived at the Ivory Tower on 83d street; but his secretary was, and she said, "I'm not sure that Mr. Gassner is interested in reading any new plays." . . . Our hero didn't leave the script.

Kiss the Boys Goodbye isn't the only show that has received World's Fair reservations so far. *Pins and Needles* also claims a few—totaling \$2,100, no less, most of them for the month of June. . . . An interesting note, says *Pins and Needles*, is the fact that quite a few deft-fingered, overpaid greenbacks have been received with the orders, indicating that the good folk out of town, not trusting banks, had the money stuck away in the ground. . . . *Kiss the Boys Goodbye* won't be playing in Salt Lake City, because the Mormon Church has banned it—a somewhat inexplicable decision, since *The Women* and *Tobacco Road* were allowed to play unopposed. Instead, *Boys* will show in Ogden, 36 miles away, with billing spread all over SLC. . . . The three companies of *K.T.O.C.* incidentally, have grossed over \$750,000 to date. . . . *Miss West*, cold-shouldered by Mr. Whalen's Jamboree in Flushing, will be around anyhow; she'll be seen on Broadway some time in July in a little something called *Up the Ladder*, described as a comedy with music. Miss West of course will have a hand in the writing (the original is a foreign play) and Leo Shubert will be implicated in the production. . . . Incidentally, Miss West's manager, James Timony, will be doing a bit of producing on his own. He's reached the casting stage with an item called *Clean Red* (it's about a flop house) which he did two or three years ago on the Coast. The author is (hold your hat, professor!) Youaces G. Satovsky, and the Shubert office is implicated in that one too. . . . Ben Kamler has a yarn coming out in Screenbook in July or August called *Sinking for Stars*, dealing with his adventures as a talent scout for Paramount.

"Story" Breaks Hub Record

BOSTON, April 3.—Katharine Hepburn established a new record with *Philadelphia Story* at the Colonial Theater here. More than \$23,000 passed thru the wickets in eight performances of the second week of the show. It would have been even more except for the American Theater Society angle of the run—this providing for a solid block of seats for each performance on which there is an appreciable difference in price. The final three days standing room was at a premium and the specs did a great curb business. The week set a new record, exceeding by \$5,000 the previous one held by *Lunt and Fontaine*.

Gertrude Lawrence, over the Shubert in *Skylark*, grossed \$15,000, with the competition of a blizzard, Miss Hepburn and the Metropolitan Opera. The figure was considered a real tribute to Miss Lawrence's popularity in Boston.

BROADWAY RUNS

| Performances to April 1, inclusive | | Opened | | Perf. | |
|--|---------|--------|-----|-------|--|
| Dramatic | | Perf. | | Perf. | |
| <i>Abe Lincoln in Illinois</i> (Philo) | Oct. 21 | 105 | 105 | | |
| <i>American War</i> (The) | Oct. 21 | 81 | 81 | | |
| <i>Family Party</i> (Moros) | Mar. 8 | 80 | 80 | | |
| <i>Family Party</i> (The) | Jan. 8 | 100 | 100 | | |
| <i>Group</i> (The) | Jan. 8 | 100 | 100 | | |
| <i>Awake and Sing</i> | Mar. 24 | 51 | 51 | | |
| <i>Booker</i> (The) | Jan. 24 | 126 | 126 | | |
| <i>Henry IV</i> (Part 1) | Jan. 24 | 72 | 72 | | |
| <i>I Must Love Someone</i> (Long) | Jan. 24 | 63 | 63 | | |
| <i>Kim</i> (The) | Jan. 24 | 216 | 216 | | |
| <i>Little Women</i> (The) | Jan. 24 | 24 | 24 | | |
| <i>Mamma's Daughters</i> (Empty) | Jan. 24 | 103 | 103 | | |
| <i>Once Upon a Time</i> (The) | Jan. 24 | 302 | 302 | | |
| <i>Outward Bound</i> (The) | Jan. 24 | 210 | 210 | | |
| <i>Philadelphia Story</i> (The) | Jan. 24 | 7 | 7 | | |
| <i>Philo</i> (The) | Jan. 24 | 102 | 102 | | |
| <i>Tobacco Road</i> (The) | Jan. 24 | 304 | 304 | | |
| <i>White Street</i> (The) | Jan. 24 | 412 | 412 | | |
| <i>White Street</i> (The) | Jan. 24 | 95 | 95 | | |
| Musical Comedy | | | | | |
| <i>Boys From Syracuse</i> (The) | Nov. 23 | 152 | 152 | | |
| <i>Hellaspora</i> (Winter) | Nov. 23 | 225 | 225 | | |
| <i>Kiss the Boys Goodbye</i> (The) | Mar. 23 | 12 | 12 | | |
| <i>Love Me (The)</i> | Nov. 23 | 155 | 155 | | |
| <i>One for the Money</i> (The) | Nov. 23 | 55 | 55 | | |
| <i>Pins and Needles</i> (The) | Nov. 23 | 503 | 503 | | |
| <i>Ret to Music</i> (The) | Jan. 18 | 98 | 98 | | |
| <i>Stars in Your Eyes</i> (The) | Feb. 9 | 60 | 60 | | |

Buffalo Legit Making Money

BUFFALO, N. Y., April 1.—Eringer Theater, only professional legit house in town, has shown 16 plays since the beginning of the fiscal year and reports some six to eight tentative bookings for the near future. Last year had 20 shows in all. Business, so far, has been a little below last year's figures, which were tops since 1928, but is expected to even out with the remaining half dozen guest appearances. House is taking no licking, and has made money on practically all stands this season.

Best booking, financially as well as in attendance, was *George M. Cohan in 'Tis Better to Light*, which was here for three days, taking in the week-end. Prices were scaled from \$1.50 to \$3.85, and every performance drew capacity.

Second best was, strangely enough, *Tobacco Road*, back in town for the fifth time in three seasons. Prices were moderate, 50 cents to \$1.50. Other shows that did well included *Susan and God*, with Jessie Royce Landis taking over Gertrude Lawrence's part for the first time, which she did splendidly, and *Kriegerbocker Holiday*, with Walter Huston, which hit Buffalo for three days the early part of the week and did very well. It would probably have topped all shows had it been here on a week-end. Both plays sold tickets for \$1.10 to \$3.20.

A disappointment to local theatergoers as well as the management was *Katharine Cornell's Herod and Mariamne*. On all previous occasions Miss Cornell has packed the house, especially since she is a home town girl. This year, however, she did rather poorly, with plenty of seats vacant for each performance.

Opening show of the season was *Missouri Legend*, which did nicely. Next booking is *My Dear Children*, with John Barrymore and Elaine Barlow.

"Abe" Compromise Set

NEW YORK, April 1.—Continuance of *Abe Lincoln in Illinois* thruout summer was arranged for this week when Robert E. Sherwood, author, and Actors' Equity, which had criticized original plans to interrupt run for filming the play, compromised on an understudy for Raymond Massey for the Broadway showing. *Massey* will go to Hollywood to make the picture as originally planned, but play run will not be interrupted.

OUT-OF-TOWN

(Continued from opposite page) relief and making the role human and sympathetic. The supporting cast in excellent. On the whole it appears that Gertrude Lawrence has done it again—shown a play more than likely to have a long run and to establish itself as one of the real bits of the waning season.

Floyd L. Bell

New Play on Broadway

Reviewed by Eugene Burr

SAM S. SHUBERT

Beginning Tuesday Evening, March 28, 1939

THE PHILADELPHIA STORY

A comedy by Philip Barry. Directed by Robert S. Sinclair. Settings designed and lighted by Sinclair. Edmond Jones. Settings built by T. M. McDonald and painted by Studio Alliance. Press agent, Joseph Heldt. Stage manager, Karl Nathan. Assistant stage manager, Maydon Burke. Organized by the Theater Guild, Inc.

Orchard Lord Lorence Lonergan
Margaret Lord Vera Allen
Tracy Lord Katharine Hepburn
Alexander Lord Dan Tobin
Thomas Owen Con
William Tracy Forrest Orr
Elizabeth Inghis Shirley Booth
Macaulay Connor Van Heflin
George Kittredge Frank Fenton
C. K. Dexter Haven Joseph Cotton
Edward Philip Foster
Seth Lord Nicholas Joy
Myrtle Myrtle Taruhall
Elaine Lorraine Bass
Mac Hayden Rorke

The Action of the Play Takes Place in the Course of Twenty-Four Hours at Seth Lord's House in the Country Near Philadelphia. Time: Late June last year.

ACT I—The Sitting Room. Late Morning, Friday.

ACT II—Scene 1: The Porch. Early Evening, Friday. Scene 2: The Porch. Early Morning, Saturday.

ACT III—The Sitting Room. Late Morning, Saturday.

Philip Barry, the greatest living playwright, tossed a flash to the critics Tuesday night at the Shubert Theater. The flash was named *The Philadelphia Story*, and, since its scales were brightly glittering and its flavor was undeniably obvious, it was gobbled up with relish.

It must not be thought, however, that *The Philadelphia Story* is a bad play. Until Mr. Barry himself proves the contrary, I shall labor under a firm conviction that he is incapable of writing a bad play; but *The Philadelphia Story* is far from a good one. It has an obnoxious and obviously constructed plot; its writing, the polished and witty, is far from meticulous, and its characters often seem to be dabbed with greasepaint upon cardboard. After the brutal and appalling unintelligent reception accorded his magnificent *Help Come the Clowns*, one can see Mr. Barry dashing it off quickly and with surface facility in an effort to give the boys the obviousness that they so obviously want. His own Macaulay Connor, in the play, is a post forced to write for the slick-sheets to earn his keep.

But, even when writing down to the mental level of the critics Mr. Barry seems unable to exclude entirely the sensitivity and insight that are his attributes. The writing of *The Philadelphia Story* is slick and hilarious, but there are a couple of thoughts beneath for those who care to find them.

The tale is of Tracy Lord, a Philadelphia Society girl divorced from one man and about to marry another. She is cool, contained and wise, almost congenitally impeccable, and intolerant of all faults in others. The society playboy she divorced was a tight guy; the self-made go-getter, compact of all the "virtues" of middle-class America, is not.

A hard-boiled reporter and a gal photographer from a magazine get into the house for the wedding—and nothing much happens until the second act, when Tracy's ex-husband tells her a few things about herself. He calls her a "mar-

ried maiden unwilling to unbind within the stiff mental corselet of her calm, chaotic egotism; her father unknowingly corroborates the information and so does her husband-to-be. So, a bit worried about herself, she takes a few drinks too many, gets a play from the reporter, and goes swimming with him in both innocence and the altogether, a situation that somewhat upsets her militantly bourgeois fiancé. It fails, however, to boost her first husband, who sees in it a sign of the awakening of the girl within the coat of mail.

That awakening is accomplished suddenly and completely, unbelievably so, as a matter of fact. The next day, her wedding day, Tracy is imbued with humanity and a realization of what has been wrong with her. So she jilts her stuffy lover and remarries her husband number one.

It is all, despite its definite defects, head and shoulders above anything else of its type since Mr. Barry's last one; but it poses a problem. To pan it merely because it is infinitely inferior in both aim and achievement to the glorious *Glorious* would be obviously unfair, but to rave it might be another small nail in the critical fence that threatens to confine Mr. Barry to this sort of work.

The thoughts beneath the glitter include a fine and sorely needed suggestion that hearts just as pure and fair may beat in Belgrave Square as in the lowly air of Seven Dials—the first time, I believe, since *Iolanthe* that the upper classes have been defended against the snob-class-consciousness and demands for class privilege that emanate from the left wing. And the play also contains another examination of Mr. Barry's favorite problem, the tyranny of woman over man—but written this time from the woman's angle. "Married maidens" like Tracy go a long way toward explaining that tyranny; but it seems to me that Mr. Barry fails to go quite far enough, stressing only the impracticability of the breed. In most cases the maidenhood—even mental maidenhood—is not constant, but intermittent; and the husband, forced, by a balefully chaste resentment that carefully checks up on his offerings, is made to pay obediently and in every possible manner, is made to pay for the mere fact of the married maiden's interrupted virginity.

In any case, however, it looks like a hit for Mr. Barry—and for the Theater Guild, which gave the piece an admirable presentation. The cast is generally excellent, with Van Heflin, who's rapidly becoming one of our finest performers, doing the best job of the evening in the grateful but tricky role of the reporter, and with Joseph Cotton, another top-ranking young actor, offering fine work as the best husband. Also excellent are Dan Tobin, Vera Allen, Forrest Orr, Frank Fenton and, of course, Miss fine actress, Shirley Booth.

As for Katharine Hepburn, who plays Tracy, she still has a painfully long way to go before recovering the fine competence she had at the start of her career. Stiff, mannered and posing, she shows few and brief flashes of her own intrinsic qualities—but there's still a faint hope. If she keeps her head and dismisses the inevitable praise of those who confuse a fine part with the ability of the performer lucky enough to play it, if she sees the long road ahead and honestly tries to follow it, she may yet be one of our greatest actresses! As present, however, she is merely an inordinably lovely and painfully inadequate amateur.

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It Shouldn't Happen to a Dog

By SHERLING OLIVER

THE always surprising but ever-recurring spring heralds another open season on the "ills of the theater." Accusations fly thick and fast. Producers blame conditions imposed by actor, stage-hand and scenic artist unions; stage-hands blame authors, actors or ticket agencies, who in turn blame the high prices; while the TMAT looks down its nose and ignores it could make it much better job of running the whole thing. In the distance we heard the low rumble against the New Deal, radio, pictures, the stock market, burdensome taxes and a thousand other ills which, like the poor, it seems we will have with us always.

Comes the spring, every fellow is entitled to a pot shot at whomsoever he feels bitterest against at the moment. Since there is a certain amount of truth in each of these complaints, there is no concerted attack against any particular ill; only a case of everybody talking about the weather but nobody doing anything about it.

All the while the number of theaters open and the number of successful and hit plays fall at an alarming rate. So much so that it has been estimated that seven years from now there will be only 12 legitimate shows on Broadway, and of these eight will be actors' cooperatives.

However, anyone can—and generally everyone does—at some time give way to his baser nature and attract attention by sounding a theatrical note of alarm. Suggestions for reviving the patient are therefore more in order than bloom on the road.

Dear Attempt To Sell

The theater's real reason for existing is to sell entertainment to the cash customer. And there is no serious illness that more and better cash customers cannot cure. Yet, with one exception (ticket regulation), no attempt has been made to gain new customers or even to hold those the theater now has.

To those in other lines of business, the absence of organized business principles in the theater is astounding. There is reason for much of this. There is, however, no reason for refusing to apply common-sense business principles to customer relationship. To one capable of an objective view it would seem that the theater makes it as difficult as possible for the cash customer to buy its goods.

It is accepted that the majority of customer complaints are directed against shows in the hit class. Since it costs us much to see a failure as a hit, the burden of customer relationship falls on the hit show. Yet the management of a hit is the first to adopt, or to permit its employees to adopt, a take-it-or-leave-it policy. Any merchandising expert knows there is no quicker way to drive a customer to the nearest competitor than this short-sighted treatment. No well-run shop or store allows an unsupplied customer to leave without a politely phrased regret that his needs are not in stock and the hope that he will return. Thus is good will created and the ground broken for adding another steady customer to the books.

No less than any other buyer, the theater customer, after several doses of the take-it-or-leave-it policy, is likely to decide the theater doesn't want his support. He will not blame a particular box office or show but the theater as a whole, and then his himself to the theater's nearest competitor.

Poor Box-Office Tactics

The box-office man's job is not a happy one. His cubby hole is small for his needs and his hours are trying. He is accused to that. The buyer who approaches with a clasp on his shoulder and distrust in his eyes is the treasurer's chief misery. But that is his cross and he must bear it, since he alone is to blame. Remember, only a burnt child dreads fire. That same customer will buy at Washington's or Saks' with a



Born in Mobile, Ala. Educated in military schools and colleges in native State and Virginia. Handed for an army career. Lost appointment to West Point when family backed the wrong political horse. Commissioned second lieutenant, U. S. Reserves. Short career as reporter on papers in Tampa, Asheville, Washington and Philadelphia. Left rewrite desk on The Philadelphia Public Ledger to go on stage in 1926. Served apprenticeship in stock and road tours in over 200 roles. In recent years active as playwright and director. Prefers stage to pictures or radio. Ultimate plans lead to career as actor-manager.

mutual expression of confidence and good will.

Of the theaters on Broadway, the Music Box and the Plymouth seem, at present writing, to be the chief proponents of the take-it-or-leave-it policy. Both are bobbing hits. A half hour spent recently in the lobby of the Music Box revealed that approximately one-third of the customers were turned away. There were no explanations offered and no attempts to create good will in the hope of future sales. Prospective buyers at the Plymouth were being turned away with a curt "Sold out," spoken in an annoyed tone. This is definitely bad salesmanship and hurts the theater as a whole. The Shubert-controlled houses, while somewhat better in this regard, are generally indifferent in their attitude. Sam H. Grisman seems to keep a weather eye on his house, but with the exception of the Windsor and the Hudson there is plenty of room for improvement. With regretful apologies to some not checked, the Little and Center theaters seem to be on the right side of the ledger, being carefully staffed with intelligent, courteous salesmen.

The manager's responsibility does not end at the box office, however. He should regard the customer as a guest to be suitably entertained during his entire visit, not forgetting that every ticket taker, checkroom boy and usher has salesmanship responsibilities.

Out-of-town customers expect the Broadway theater to be a well-groomed institution. They must experience something of a shock when they gaze upon the amazing display of headgear generally affected by ticket takers. Gray, green and brown hats are definitely improper for topping off a dinner jacket. That green one at the Little is of a particularly violent shade.

The Disagreeable Checkroom Boys

Between the box office and (sometimes) the stage, the most disagreeable thing visited on the customer is usually the checkroom boy. He plants himself directly in the path of the patron and literally demands that coats be checked with him. The customer, "no" rarely has any effect beyond making him more firmly insistent. (Sorry to have to sock it you twice, Mr. Harris, but the checkroom boy at the Music Box is particularly offensive in this regard.) The attendants at the Vanderbilt and almost all other houses will refuse to check hats, explaining that there is a rack under the seat. Unfortunately this is not always true.

Generally speaking, ushers cannot be scored in any particular way, but all pass up opportunities for good salesmanship. Ushers in radio's free broadcast theaters are pastmasters at helping to sell the sponsor's product. The theater usher should score less.

The souvenir program seller when used presents another problem in good management. He approaches the customer in the lobby with the definite inference that no other program is available. When the customer is handed a free program on arriving at his seat he knows he has been the victim of a piece of legal "tripping," which doesn't add

to his pleasure when theater-going. The depredations of the souvenir program boys during the run of the D'Oyly Carte Co. at the Martin Beck was sufficient to bring down the ire of one critic who scored them heavily in his review.

Such policies do untold damage in keeping cash customers out of the theater. Yet it would not cost one cent to remedy them; only intelligence and a sense of fair play and courtesy on the part of the individual owner or manager.

New Merchandising Methods Needed

The American system of merchandising has undergone vast changes in recent years. Where it contacts the public directly, it is based on the most elaborate and careful rendering of personal services. The customer has come to expect and demand this as his right. New customers will come to the theater only when the theater recognizes the value of these new merchandising methods and offers at least as much as its competitors.

Nor should the theater stop with its present competitors in mind. New ones are on the way up. Television is but a short distance away. The theater cannot hope to hold its own against this vast amount of free entertainment unless it makes itself the most delightful and pleasant way to spend an afternoon or evening. It can only do this by offering its customers the most courteous, considerate treatment possible, plus the maximum of personal service in the entertainment world.

The New York World's Fair offers a magnificent opportunity for the theater to sell itself to the American public. Let the wire services carry the story that the Broadway theater is ready to welcome the visitor with the intention of proving that it has mended its ways, put on its merchandising ding pants and come out of the backwoods of salesmanship. Believe it or not, it won't cost a penny.

DEAR MR. BALLROOM—

(Continued from page 14)

responsible for not showing up.

However, if you place full confidence in your booker, such "acts" need never be your concern. And even if you wait four weeks before buying your band, you need never worry about being stuck for an attraction—and the right kind of attraction—for your dance.

Breaking Jumps

One of the best examples of co-operation between booker and promoter, to the advantage of the promoter in most cases, is in breaking jumps when routing a tour for a band or when routing a band to an out-of-town location. It is the fondest hope of every one-night booker to fill in every single night of the week for a band; with the stops being short distances along the line. However, that is only a fond hope that seldom materializes.

Another time it is necessary for the booker to get the band to a far-away city for a hotel engagement. And on short notice he must fill in with single stands to defray the traveling costs for the band. It is in those cases that the

promoter gets the best breaks on band attractions. But for those dates it's the promoter who has always worked along with the booker that gets the first call.

For example, a band has a string of dates in North Carolina and the next cluster of stands is in Florida. Along the line, depending on how many days the band has open before the first Florida date, promoters in other Southern States are going to get good buys on the band. While the asking price in North Carolina may be \$750 for the night, a promoter in Georgia will have the opportunity to buy the same attraction at perhaps \$500 or \$600. And it works both ways, for in bringing a band back to New York from Texas the promoters in North Carolina will have the same opportunities to make the same buys. But again it's the promoter who works in full confidence with the booker that is going to get the call. Short dates and dates to break jumps is your extra measure of profit and you can be sure that the right booker will do the right thing by the right promoter.

Incidentally, it is because of this traveling distance factor that the asking price for bands on straight tour fluctuates, depending on how many miles the band must travel to make your stand.

Band Leaders Co-Operate

In more ways than one, and many more than there is time and space to mention here, the band leader will do the booker's bidding to the advantage of the promoter. No promoter who has trusted the welfare of his business to a booker has been known to be so hurt that he would have to leave the business. Due to circumstances beyond the control of all parties concerned, even the biggest name bands have failed to bring enough money into the till to meet the promoter's guarantee. But cases are many where the band leader, at the instance of the booker, has returned part of his guarantee to match the promoter's loss. And there are just as many cases where a \$750 band that failed to meet expectations played a repeat date for the same promoter at \$400 to give him a chance to recoup his losses.

Many times the difference between a 50 per cent privilege and a 60 per cent privilege spells profit or loss for the promoter, especially when the ballroom concessions are not his own. Here again the understanding booker will see to it that the band's percentage privilege is just right.

In passing, Mr. Ballroom Promoter, now that the New dancing season is getting under way, make every effort to deal with a one-night promoter in whom you can place complete faith and trust. For once he wins your confidence he will do all the necessary worrying for you—and gladly.

DEAR MR. MUSIC—

(Continued from page 14)

plenty of great opportunities for the hard worker and for the artist with a new and original idea.

Yes, sir, this business of booking bands is as fascinating as it is fast. Those of us engaged in it, I am sure, are high up there among the men who are happy in their chosen work. I for one am completely absorbed, and my world revolves around my associates, the artists with whom we come in contact, our competitors and our customers. And, believe me, they are all one great bunch of humanity!

Alviene SCHOOL OF THE THEATRE

164th Year! 2-1-1 Course—Stage, Screen, Radio, Chorus, Drama, Dance, Opera, Each Department a Graduate—See Marjorie Lee Tracy, Fred Astaire, Peggy Shannon, Etc. Specialties in discovering, developing and explaining new plays, screen and radio talent. ALVIENE THEATRE A STUDENT STOCK CO. offering New York appearances while learning, plus moving picture filming, voice recording and radio. (Separate Stage Children's Series Acting Dept.) For Catalogue Apply Secretary, J. H. L. L., 64 W. 88th Street, New York.

CLUBS EYE FAIR SHEKELS

68 Night Clubs In Milwaukee Use 133 Come-on Gals

MILWAUKEE, April 1.—The common council has sent to the city clerk for engraving a proposed ordinance which provides that any female entertainer, waitress or employee of a tavern who stands or sits at or behind the bar (except for the specific purpose of receiving food or drink orders, for delivery to patrons, not at the bar) or who sits at a booth or table with a male patron, shall be subject to a \$25 fine.

A tavern keeper or bartender permitting such action is subject to a fine of from \$5 to \$50.

Proponent of the measure, council action on which is tantamount to passage, is Police Chief Kluchensky, who declared that there are 68 come-on girl places in Milwaukee, and that 133 come-on girls were employed in them.

Cafe Owners Get Sense of Humor

CHICAGO, April 1.—In an attempt to increase reader interest in their ads, night club ops are turning to comedy copy, hallyhooping their wares in a humorous vein.

It started with the opening of the El Dumpo for which Manager Jimmy Lane devised gag ads, and the idea has lately been followed by such spots as Harry's New York Cabaret and Ball Ball.

Usually these spot ops see the funny side of current newspaper headlines and, by the use of the imagination, the good in with their respective niteries. A good example is the recent foreign policy talk employed by Lane in one of his El Dumpo ads. Some of the copy reads: "Jimmy Lane, ex-barrel house painter, now Der Phooiee of this joint, says 'I don't know nothin' about furrin' affairs and if I did I ain't no stool pigeon; but I got a 'rum-bourbon axle that will put you in a mood for getting dictatorial.' Then 'the stormy trouper' in the show were listed.

This new style of advertising has been getting attention and adds a novel note to the theatrical pages of the dailies.

AFA Elections May 9; N. Y. Staff Enlarged

NEW YORK, April 1.—AFA will hold its annual elections May 9, Tuesday, in the College Room of the Hotel Edison. Eight councilmen are up for re-election.

The AFA Council has elected two members of the five-man nominating committee, Eddie Orr and Frank E. Lynch. The other three will be elected from the floor of the next AFA meeting, 7 p.m. Monday, April 3, at the Edison Hotel.

AFA is reorganizing its local organizing staff. Tom Senna Sr., Boston representative, has been assigned to the local hotel field formerly covered by Al Wells, brod, who has moved to checking World Fair concessions. Jack Kramer has been put in charge of New Jersey area, and Harry Laughlin is a new organizer who is covering Kramer's former territory. Andy McLaughlin has been added to the staff as WPA contact man. Charles Mosconi remains on night clubs and theaters.

Perfect Setting for a Binge

BRIDGEPORT, Conn., April 1.—The Hollywood Restaurant here has introduced a novel idea for Wednesday nights which has proved a great success.

They call it "Silver Dollar Night." Patrons are allowed to drink as often and as much as they can for only one buck for the whole evening.

There is no catch to it; the best brands of liquors are served. Spot is jammed on that night.

Chris Ruge and his Hollywood Serenaders furnish the music. No floor show.

Woof! Woof!

SPRINGFIELD, O., April 1.—Bob Shaw, general manager and chief booker of the Gus Sun office, with headquarters here, was approached this week by would-be showman with a brand-new novelty. Latter had a trained dog "that walks 'up and down the street with a loaf of bread in his mouth," and wanted Bob to arrange a booking over the Sun Circuit.

Shaw thought well of the loaf of bread idea, but there was one drawback. With conditions for the dog, Bob was afraid the pooch would never get as far as the stage with the loaf of bread.

Club Talent
New York City:
PRINCESS SALMA, mentalist, is now in her fifth week at the Casino Room of the Essex House. . . . MARY BURTON is booked for Ben Marden's Riviera, Fort Lee, N. J.

Chicago:
GEORGE JESSEL wants Frank Fayman, the dancer, for his Old New York show at the World's Fair. . . . HARRY WHALEN, formerly of Jansal and Whalen, will be the new emcee at the Hi Hat next week. . . . MARYA AND MARTIN are back to fill a fortnight run at the Elmarok.

GLENDIA HOPE, the former Gladys Crane, has moved into the Rose Bowl. Inaobay Hutton closed there last week, and Solly Wagner returned to the band stand until Freddie Fisher's arrival April 7. . . . PERE MARQUETTE Hotel, Florida, Ill., has pulled out shows for the spring and summer.

Here and There:
SHEILA BARRETT currently occupies the spotlight at Beverly Hills Country Club, Newport, Ky. The Lathrop Brothers and Virginia Lea, Bob Williams and "Red Dust," dog performer, are also on the bill. . . . GEORGE AND MARVA KING are appearing with the Maxine Sullivan show at Rancho San Pablo, El Cerrito, Calif. . . . AL PRICE, accordion-

Hollywood, Int'l Casino and Others To Open for Gold Rush

NEW YORK, April 1.—The imminence of the World's Fair and the resultant shakels night club owners expect to find in their pockets when it gets under way have caused night club activity to perk up considerably, with darkened clubs on Broadway set to reopen and heavily talented entertainment policies slated for those now running.

Prior to the fair Broadway expects to see a wave of major clubs unshuttering. Including the Hollywood Restaurant, International Casino and the old Harlem Uproar House, which has been taken over by Mario Tosatti, formerly of the Havana-Madrid. He will reopen it as La Coniga, to which title he is supposed to have secured the rights.

Hollywood Restaurant is set to reopen in May with a vaudeville show, somewhat on the style of Billy Rose's old policy of top vaude acts and name bands, and will also include a line of girls. It is understood that a completely new management, with the possible exception of Nat Moss, will operate the spot. Rockwell-O'Keefe General Amusement Corp. will book, with Milton Pickman, of that office, booking the bands. Amer-

ican Federation of Actors has a lien against the old management for \$1,078 for actors' back salaries, owed them when the spot folded last January. International Casino is also getting into tune, with a May opening scheduled, and will run an elaborate girls show now being staged by Georgia Hale. Charlie Washburn has already been hired to press agent, and Jack Yarnov will act as personal p. a. to Joe Moss, manager. No signs of bands have been yet. Tosatti is scheduled to open his new La Coniga on April 20. He pulled out of the Havana-Madrid after alleged differences with the owners and immediately shopped around for the spot he now has. Diana Costello's Cuban Band is the first booking that the new niterie has made.

Abandoning his year-long vaudeville policy at the Casa Marana, Billy Rose will reopen his Broadway emporium Thursday, April 6, with a book show staged by John Murray Anderson and featuring James Barton, late of Tobacco Road. Also in the cast will be Don Barclay, Charles King, Yola Gail, Harry Washburn, Jack Cole and his Ballerine Dancers, Allen and Kagit, the Debonairs; Jack Johnson, former World's Heavyweight champ; the Purelys, the Yacopi Troupe, Sylvan and Christian, Art La Fleur, Tiny Kline and Lucienne and Ashour, Ozma Nelson's and Jay Freeman's orchestras will provide the music.

Ben Marden's Riviera, after being dark all winter, will have its seasonal reopening May 4, headlining Joe E. Lewis, the comic, and featuring a girl show produced by Chester Hale. The Plantation Club in Harlem will also install a new revue beginning April 16, called *She Harlowe First*, and will include Barrington Guy, Joyce Beasley and Paul and Sally Goding.

Along with all the other announcements of revival of activity in the night club field is the fact that Greenwich Village clubs have organized into the Greenwich Village Hosts' Association to popularize the Village for the World's Fair trade. Milton Rubin and Irving Gussman have been retained to publicize the outfit, and more than 30 clubs, restaurants and hotels in particular, Jackie Osterman has also suggested to 52d street night club owners, now that he has become one himself, that they form some sort of an organization to keep 52d swing dens in the front of entertainment activity during the fair.

let, has left the Blackstone Hotel, Miami Beach, Fla., and is now in New York, where he is slated to work clubs. . . . JOE LITTLE is emceeing at the Silver Slipper, Louisville, booked by Jack Middleton, Cincinnati. . . . FRANCES PARKS' Debutantes, after a fortnight's run at the Paradise Club, Findlay, O., opened at Club Joy, Lexington, Ky. Vera Foster is now in the line, replacing Helen Gummings, who has joined the line at the Roxy Theater, Cleveland. . . . BERT VAN DEUSEN and Arzovof have finished a two-week stay at the Glass Bucket, Kingston, Jamaica, L. I., and are now at the Dixie Inn, West Palm Beach, Fla., with Bruce Paris, Louis Ross, Ossie and Joan. . . . PONDA AND ST. CLAIR are in their fourth week of a third return engagement at the Southern Dinner Club, Houston.

Maisie Just Can't Get Started; She's Always Working at a Cut

By PAUL DENIS

Dear Paul:
It's two months now that I've been teamed with Hal-Hazy, but we haven't worked a single date.
Really, I'm awfully discouraged. The closest to a date that we got was when we did an audition for the Walter Balter office. We hired the hall for two hours and were pleasantly surprised when Mr. Balter showed up with about 20 other people. We thought it was nice of him to bring so many night club owners with him, but it wasn't until we finished our four numbers that we discovered they were other performers. Balter let them audition, too, using our pianist, until the two hours had expired.

We were mad, but what could we do? Balter said he liked our work very much, especially our waltzes. We didn't do a waltz, so now I'm wondering if, the audition was worth while. We visited the Balter office later and found Mr. Balter doing out *The Racing Form*. Now we discover that Mr. Balter was not, Mr. Balter at all. He was Mr. Balter's office boy.

MORE troubles. Hal's old partner, Daisy Dale, is back in town and she wants him to do the old act again. She's been coming to our rehearsals and telling us what to do. She says Hal doesn't hold me right. (The truth is that sometimes I can't understand why he has to hold me in a certain way, either.) She told Hal that since he has dark hair I ought to be a blonde. And now Hal wants me to dye my hair.

Really, Paul, I've been a brunet all my life and I don't see why I have to change now. Daisy says I must reduce, too, because I'm too heavy for Hal. The truth is that Hal ought to take on some weight. Anyway, I know that when I fall below 102 pounds I get dizzy spells. Now, what am I going to do!

HAL's doctor told him to take it easy because he has fallen arches—and now we got to make the rounds of the agents' clubs. I've used to it, but I don't know what to say when an agent says, "Why don't you bring in your partner and let's take a look at him?" I can't very well say, "He's home with fallen arches," can I?

Well, it's tough, Paul, and if it wasn't for Joe Parent, my agent, I don't know what I would do. Joe says he will positively get us a week at the Scer Salon. Of course, since we're breaking into the new act, we're not going to get our regular salary.

P. S.—Now that I think of it, Paul, I don't ever remember getting my regular salary. Anyway, it's nice to have a regular salary even tho you never get it. You can't dream of the money you should have made if you weren't so willing to take a cut.

ican Federation of Actors has a lien against the old management for \$1,078 for actors' back salaries, owed them when the spot folded last January.

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Chi Bookers Get AFA Ultimatum

CHICAGO, April 1.—American Federation of Actors office here set May 1 as the deadline for agents to secure their AFA franchises. Ultimatum was mailed out this week by Guy Magley, local head, and was directed toward all offices. While many of the smaller agencies are already in, some big ones have as yet failed to apply for their AFA agreements.

In the meantime, the Entertainment Managers' Association of Chicago, which includes a membership of 37 club date bookers, reached an agreement with Magley whereby the AFA office will be notified of all contracted club dates and the performers employed. Special forms will be filled out and submitted to the AFA office in time to check on the membership standing of the involved acts. Twenty-five additional club agents who are not members of the EMA have also been notified to submit to similar action.

More Detroit Bookings

DETROIT, April 1.—There has been quite a pick-up in business in the past couple of weeks, according to Jack Davis, of the Gus Sun Office. He says the office is booking seven acts into the Capitol Theater, Wheeling, and a colored unit into the Roxy, Cleveland.

Cotton Club, New York

The World's Fair Edition of the Cotton Club debuted March 24 in Hollywood premiere style (huge lamps, autograph bounds and everything) and the first-night crowd went for the new show in a big way.

The show stars Bill Robinson and Cab Calloway, the biggest colored attractions any night club can get, and they are backed by a lively, colorful, tuneful production show that should satisfy the World's Fair crowds.

Robinson, doubling from the Broadhurst Theater, where he is being featured in The Hot Mikados gives the show that added something. He works in a few bits, including a couple of amusing numbers with Calloway, and then puts on his "symphony of soft shoe dance," followed by a variety of ultra fancy hard taps. Proves again he is still the greatest tap dancer today. That, along with his genial personality and his talents at singing and comedy, makes him a thoro delight.

Calloway is dynamic, as usual. He leads his 15-man band for the dancing and then works in several spots in the show, exhibiting his versatility and vital personality. His best bit is his rendition of The Ghost of Smokey Joe. The Calloway Band is terrific, as usual, but that is what patrons expect in a colored night club and Calloway gives it to them.

A pretty young chorus of 16 girls and a group of eight tall, shapely showgirls form the basis of the production numbers (dances by Clarence Robinson assisted by Al Richards), along with the Will Vodery choir (12, mixed) and six chorus boys. Costumes by Veronica (designed by Frances Field) are okay but not especially outstanding. Julian Harmon designed the sets, with the stage above the band stand. Sets are the best ever here.

As with most Cotton Club shows, there's a hotcha act and this time it is The Beachcombers (boy with a girl and immoral intent and frightened girl with a fancy shape). The boy craves her, around something fierce and finally knocks her out, the brutes! That, naturally, paves the way for tom-toms and the chorus girls cooching all over the place in feathery costumes. Tanya, a lithe, tall and shapely gal, provides the other sex sock with her contentions and wiggles.

Glenn and Jenkins, first talk act to play the Cotton Club since it moved to its present site, did fairly well. Their talk is amusing, but the club is too big and the opening crowd was too noisy. Myra Johnson and Glenn and Jenkins sing Easy Bidin' Papa, a double entendre

ditty that has been done before in other shows.

Son and Sonny, two slender boys, have a tough time following the repeated dance successes of the Nicholas Brothers here, but they managed all right. Their duo work is not outstanding, but their fast acrobatic toe and tap solos are something to see.

Katherine Perry has the feature singing spot, but her low emotional control could not dominate the noisy opening night crowd. Edna May Holly, a cute slender gal, uncorks nifty tapping in a specialty with the six chorus boys. Sister Sharp, held over from the last show, was a definite sock with her swinging of spirituals, accompanying herself on the guitar. She leads a Sunday Morning in Harlem number.

Music for this show is good; with Smokey Joe and Jitterbug Jambores impressing us as the most tuneful. Ted Koshler (who conceived and directed the entire show) wrote the lyrics and Rubie Bloom the music. Will H. Vodery handled the orchestrations. Socarras Band does relief music when Calloway's Band is off the bandstand.

Dean Healy emceed the introduction of celebrities opening night.

Harry Sobel is still the p. a. and did a grand job getting the new show off to a flashy start. Herman Stark is still fronting.

For the pop prices this spot is a terrific bargain.

Colosimo's, Chicago

A notable holdover in the new show is Harry Rose, the Broadway jester, who is finally at home here, doing a strong emcee job and making an impressive showing in his spot with special lyrical songs. A highlight is his George M. Cohan cavalcade, which strikes a stirring note in song entertainment. He employs his vast experience advantageously, getting attention and pleasing with talented efforts.

George Fromast's production numbers include an old-fashioned routine of the Music Hall variety and a beautifully costumed Hawaiian finale. The former is presented by the 12-girl line in bulging outfits, featuring Natalie and Howard in a dance satire. Team use balloons under their costumes for some amusing effects. Closing spec features Ada Leonard, the shapely stripper, in a song and parade concoction that is soothing to the eye.

Natalie and Howard also have a colorful Indian adagio turn, but it suffers

by its spin finish, which is about the same they use in their earlier appearance. They should either ease it for this showing or change it enough to avoid any repetition. Betty Robin, cute blond songstress and tapper, is another hold-over, coming on in two spots with rhythm work.

Bill Baird, personable and youthful magician, highlights his season with some speedy finger work, handling coins and balls most dexterously. He makes a swell appearance in a full dress suit and his tricks are suitable for the niteries.

Lulu Goulde, French prima donna, is not a strong feature for a room as large as this, her voice not projecting and the type of material she employs not dramatic enough for this informal atmosphere. She should do better in smaller cafes and also where a less voluminous delivery of passionate songs is desirable.

Roy Rogers, the veteran vaudevillian, did all right in his initial showing here, the drunk bit a pinch for the after-dark customers and the acrobatic stunts looking very strong in the intimate surroundings of a night spot.

Henry Gendron's OKK holds over and Lyle Foster continues the production and band singer, Sundays, Frank Farnum and his guest stars are an added feature.

Sam Honigberg.

Midnight Sun, New York

Sure to become a favorite visiting place for out-of-towners during the World's Fair run, NTO's Broadway club is holding on nicely and is gradually working out its organization problems.

Current show is okay. NTO emceed, as usual, and is still razzing the showgirls and entertainers he introduces—buff he is not overdoing it, as he used to. In fact, he was all right the night this show was caught.

The floor show opens nicely with the girls as kids who romp around and get the customers to wear paper nursery bonnets. This nice warmer-upper enables Fred Stell, tenor, to sing a couple of ditties to fair applause, followed by Chiquita, a luscious little brunette, who wriggled thru a lively rumba which interpolated toe work. She returns later for a toe-can can combination in charming costume. Makes a fine impression.

The eight choruses are spotted for a cute minuet in swingtime, returning for a pulchritude display number in peck-a-boo sleeve costumes, closing with a Park Avenue Strut (version of Lambeth Walk) number. They are a very pretty lot. Sylvia McKaye, blonde, steps out of the line for a cape now-you-see-now-you-don't affair. Evelyn Rainey does a lively tap number.

Corlaine Ross, tall, handsome gal who has been here since the club opened, is still amusing the customers with her comedy acrobatics and singing. She has a refreshing comedy style—in addition to being a swell acrobat—and should develop into a swell comedienne. Kenneth Clarke and Mary Carroll do a stirring routine that is typically fast and nutty. Tall and young Irene Mauseth sings a couple of pops in lively, vigorous rhythm style.

Current feature is Yvette Dare, a small shapely brunette who does one of those exotic nude numbers. Dances in Oriental style and then has parrot pluck off her Gower brassiere, the act reaching its climax when the parrot picks off her earplug. An original routine, smartly presented.

Buddy Wagner (max, accordion and marimba) leads the seven-piece band and accompanies the show nicely. Diana Cosgello leads the Echoes of Cuba male band for relief. She is a sexy wiggler and singer.

Eden Wendel emceed the 10 o'clock show. Joe Russell is the p. a. Book, from \$1.50, is good. Swedish dishes are featured. Paul Denis.

Club Mayfair, Boston

Club Mayfair, where Alex Finn has succeeded in restoring pre-panic prosperity, is presenting the hit show of the season. And it's—most of it, at least—due to Estelle Taylor. The acclaim for her has been so great that the Mayfair has held her over. Miss Taylor's voice has a peculiar, throaty quality which has made an instant hit here.

She is supported by an excellent and well-balanced show show. Estelle and Leroy are top in a new type of artistic dances.

The Four Feminine Notes are just

what the name proclaims them, four dainty bits of pulchritude who sing and dance exceedingly well.

Ranny Weeks leads his band in popular dance music and then obliges with two or three songs in his profound bass voice, always a delight to Bostonians. Ranny is a homo-sexual lad who made good. However, Weeks need not depend upon sentiment for applause, for he is a talented performer.

The Mayfair broke all records for gross and for attendance last week. For the first time in many a moon it was forced to turn away patrons. Floyd L. Bell.

Palomar, Los Angeles

Entertainment in this mammoth dining and dance emporium is okay for this type spot.

Current attraction is George Olsen and music, carrying their own show. Olsen dishes out danceable music that seems to satisfy the terp bounds. Lacking the flash of Krupa and the corn of Clyde McCoy, Olsen does an adequate job.

His band carries several good warblers who sell their stuff okay. Gloria Hart, small in stature but heavy on the vocal, did a fine job warbling Erenally. She has plenty of pep working before the mike and seems to please the crowd. Jimmy Bristly dished up a nice chorus on They Say.

Tanner Sisters are three personable gals whose voices blend on some of the swing numbers. Their best was Jeppers Creepers. Have voices and looks.

Jeffy Hudson does his rany Whirling Dervish number that scores. He also does another comedy number that was okay. Mickey Tanner, of the trio, did Jitterbug Lullaby with the trumpet player. Imogene Coca did a screwy strip tease number that was used for plenty of laughs. Dressed in an overize coat, she does her bit capably.

Kirk Allen did a couple of novelty dance numbers that went over.

Early the top spot of the entertainment was Tommy McKinley and Jo Ann Miller, who presented a rumba tap number that had all the elements of a class performance. Their second number was Dirty Doodle. Dance steps are average, but their teamwork is tops. Given the proper exploitation, this pair should hit the top brackets.

Org Olsen pulled was having contestants crawl under her without knocking it down. Winner received a quart of champagne. Bar was lowered bit by bit until contestants had to crawl slip on the floor. Crowd got plenty of laughs out of this one.

Palomar big is average during Olsen's engagement, with plenty of exploitation being cooked up for adveny of Artie Shaw next month. Dean Ocean.

606 Club, Chicago

This is the miracle spot of the city, small in size, unpretentious in atmosphere but packing a whale of a business wallop. Operators from other cities would do well on visits here to stop in for a look-see of the healthy trade condition and study the ways and wherefores. Booked by the active Sammy Clark, the nitery furnishes the longest and one of the most racy bills in town, using some 16 specialties, with the majority of the strip-tease variety.

The talent is definitely responsible for the biz and the scene after each show resembles an exciting theater crowd at the end of a play. Only drinks are served and full blast activity is on from late in the evening until morning.

When caught Al Zimney, emcee, was pinch-hitting for the vacationing Billy Carr, who carries on from year to year. Al walked into a tough job but turned in a favorable performance introducing the various acts and doing a brief song session himself. Works in a straightforward manner and possesses a good voice.

Margaret Faber's four-girl line (including Margaret and Anabella Faber, Deedee Jennings and Ruth Foster), open and close the endurance bill with sippy routines, freshly costumed and performed with generous animation.

Included in the stripping parade are Dolores Del Ray, Pat Perry, Jeff, Connie Panslau, Collette, Dagmar, Ruby Bennett and Princess Aloha. Each works in a different style but the class are essentially the same. Most different of them all is Ruby Bennett, whose half-and-half contribution is a particularly strong sight for the stage. Some of these girls have been here for many weeks, creating a following among the frequent visitors in the neighboring hotels and the local night rounders.

Better dance talent is contributed by Ina Scott, and her flashy acrobatic

13th Consecutive Month
Atop ROCKEFELLER
CENTER, N. Y.

It is with great pride and pleasure that we make this announcement, and we wish to extend our sincere thanks to all who have made our success possible at the RAINBOW ROOM and GRILL.

MARLYNN & MICHAEL



DOROTHY LEWIS

Outstanding Dancer on Ice

STARRING 24th WEEK

Iridium Room

ST. REGIS HOTEL, N. Y.

Dir. Music Corp. of America



number, the Dietrichs, youthful tap team, and Sonny Carter, attractive little tap dancer. Joel and Anette come on late with their impressive apache dance that stands out well in a bill of this kind. Singing department is capably handled by Jessie Rosella, hefty blues singer, and Dolly Sterling, who goes in for the blues type of ditties.

Tripoli Trio are still around for intermission music, and Sol Lake's four-piece band continues to play a good show and peppy dance music. New acts expected in Monday will include Joan Dare and Franco McAvoy.

Osterman's Little Club, New York

Jackie Osterman, who bought an interest in the Little Club six weeks ago, is now its sole owner and seems to have an excellent chance of making a success of it.

The club has already taken its place among 524 street spots that provide a chorally amusing informal good time. Osterman's humor is especially good for those in the trade. The strip tease rehearsal, the satire on a special arrangement singer, etc., are really swell. Osterman's humor is especially good for those in the trade. The strip tease rehearsal, the satire on a special arrangement singer, etc., are really swell.

Williams proves she is still a swell singer. She mixes torch songs with comedy ditties and rhythmic numbers, passing from one style to another with great ease. Among her numbers are Great Day, Remind Me of You, Take Me Back to Manhattan and Annie Doesn't Live Here Any More, As Time Goes By, Get Out of Town.

Scat Powell is a chubby fellow who sings-shouts rhythm numbers in dynamic style—a sort of male Betty Hutton. Sings with his whole body, practically shadow boxing each song. A good novelty singer. Luscious blond Patsy Ogden provides the girls interest with a couple of nice tap numbers that enable her to wear leg display costumes.

Roger Steele (pianist) leads a five-piece combo that is o.ked.

Lester Nelson, who knows everybody, is at the door. Jackie's mother did, around every night nowadays and she is her son's severest critic and greatest admirer. Spot seats—120. Minimum is \$1.50.

Paul Denis.

Walton Roof, Philadelphia

Current bill necessitated the layout of quite a few shakels by impresario Jack Lynch, but from the number of stayouts the show is paying big dividends. Lynch was comfortably in the black after the first two nights.

At the opening session the tariff was hyped to a \$5 minimum. After that the place reverted to its original policy with no basic charge except Saturday nights.

The show is one of the biggest ever gathered together in any local club, with Harry Richman being the attraction that necessitates the crowding of tables on the dance floor. Richman's clowning, songs and all-round amiability give the customers their money's worth. After his come chore are over he gives a nifty illustration of how entertainment should be dispensed. His turn at the miniature piano marks the high spot of his appearance, the interpolation of pawdy bits amusing, no end.

Head of the bill is also of standout quality. Well-publicized ballroom team of Chaney and Fox start the proceedings with routines above standard. Opening with Begin the Beguine, in a sophisticated manner, they swing into more elementary dances with Jeppers Creepers and a waltz version of Deep Purple. A big hand sends them into an encore with a couple of cakewalks. Georgie Tappes is another name that delivers high entertainment. The boy

can work in more hoof beats per second than the average dancer. In addition, he can proussite and turn with the grace of a ballerina. His deliveries are stylized in the semi-classical manner, best number being his version of Kern's Waltz in Swingtime.

Lillian Carman's pipes are only fair. However, the arrangements made for her by Phil Ellis put her into the upper brackets. She can handle the arrangements elegantly, skillfully weaving together song groupings into rhythmic patterns. Her F. O. R. Jones is one of the best heard locally.

The Jack Lynch glamour girls (12) open the show with a parade of Ziegfeld hits and close with a Gay Nineties tune parade. Joe Prusotto's Oak handles the music end capably.

Barney Zeeman and Herb Dubrow are being retained as the piano team at the adjoining Tropical Bar, while Mary Cotrey does a wandering minstrel stint with an accordion and Mona Reed and Charley Sutter supply vocals.

Joe Cohen.

Bert Frohman's Club, New York

Offering by far the most elegant night spot on 52d street's maddening habitat of holes-in-the-wall and 2nd saloons, Bert Frohman has come thru with a really classy looking place, a good (but informal) show and a personable brand of showmanship that promises to offer some heavy competition to the heavily populated swing belt.

Frohman debuted his new club Tuesday night after four and a half months of wooing the carpenters, plasterers, electricians and affiliated theatrical unions. The result was a pleasant surprise to all of his well-wishers and the usual opening night crowd who turned out and saw a plushy atmosphere, rich looking and well lighted night club.

Entertainment, of which there is an adequate supply, headed by Frohman, is of an informal variety and can be found going on most any time. Frohman, whose reputation as an emcee and entertainer is established, turns on the showmanship here.

He has a seemingly endless repertoire that includes pop and novelty tunes, which he sings with zest and personality rather than attempting to sing with a capital S. Of course, he uses his trademark Cry Baby Cry as an opener and continues thru at a fast clip.

The Valero Sisters, two charming girls who sing with their eyes as well as their chords, put over Latin numbers very nicely. (But, oh, how that mike is badly in need of a good carbon-spraying job). Another looker is Patricia Lynn, singer and accordion player with a lot of personality and a good voice. (Puh-lease, that mike again).

Deserving of special mention is the "orchestra." The Toppers, a swing quartet that dishes out a brand of rhythm and swing that the addicted will flock to hear. They're an excellent group of instrumentalists (accordion, guitar, bass and viola) and give forth with good musical quality for a small combo.

In addition to everything else, Frohman has inaugurated the "Fire-side Room" on the second floor, a huge living room with fireplaces of all for informal drinking and chatter, with the entertainment doubling on downstairs.

Mike Kramosy is press agent.

Sol Zett.

Century Room, Neil House, Columbus, O.

Thru careful planning and untiring efforts on the part of Tom Sabroy, general manager of the Neil House, the Century Room has been developed into one of the more exclusive night spots of Central Ohio.

For many weeks now this niterly has been offering the best available floor show

talent and middle-bracket bands. Heavy newspaper and radio exploitation in recent weeks has helped a lot.

Current show is on par with those of recent weeks and offers diversified entertainment. Ray Parker is an unusual ventriloquist, and Porthole is an unusual dummy who not only talks and rolls his big blue eyes, is also a mentalist. Parker strolls among the tables; the dummy answering his questions and rolling his eyes and moving his arms all the while. Left by himself, Porthole also does a mental act, while Parker turns stogie.

An unusually clever dance team, Collette and Betty do some really good comedy numbers. A well-groomed good-looking couple who seem to enjoy dancing. The Homsey Three, strollers, are proving popular with their soft musical voices and the soft blending of the violin, accordion and guitar.

Joachim Oll and orchestra, who have registered big with patrons since the opening several weeks ago, are giving up the band stand next week to Gene Beecher's combo. Besides playing one of the two pianos featured in the band, Oll handles the emcee duties with much exactness. He plays danceable music and mixes in frequent waltzes for the elders. Deborah Claire, easy-to-look-at songstress with the o.k., is a better than average warbler.

Res McCowen.

Crisis Cafe, New York

Marie Dumont's intimate club on Sheridan Square is holding its own, with Marie still giving the place its personality. Marie greets old friends and when coaxed enough will sing My Man and Just Plain Bill, in tearful manner.

Mimi Muriel has returned and is again bewitching patrons with her expressive soprano. She sings French ditties and American torch songs with excellent delivery. Has a fine voice and uses it, too.

New pianist here is Brunet Olga Sylvan, who ripples off request numbers, accompanies the entertainers and when a highbrow ventures into the place obliges with knowing rendition of classics. Micky is still pushing the accordion and Johnny Pavel lends a pleasant wide-ranging tenor voice to requests. Ruth Weston, Venetian singer, was off the night this show was caught.

No dancing. You just sit and listen to the piano or the singing.

Paul Denis.

Charles Room, Belvedere Hotel, Baltimore

Disproving the theory that name bands would not pay in this city, Albert Fox, manager of the Belvedere Hotel here, has made Morito Alger seem tame for a success story.

For many years Baltimore night club operators have had an aversion for name bands. Fox, taking over the Belvedere only two months ago, renovated the Charles Room, which hadn't been used in some 12 years, into a beautiful atmosphere spot for dancing and drinking. The Eddie Rogers and band were brought in with a last NED hook-up, four nights a week. This was a bold venture since all previous attempts at a dance spot in the Belvedere ended in disaster. Not this time, however, as the combination clicked from the start and the spot, exceeding its mark by 50 per cent, is crowded almost nightly.

His original booking extended until May 13, Rogers is now a favorite here, sounding far better in person than over the air. He could improve his act by rearranging the instruments during the broadcasts. As a result of this success Fox reports that the Green Room, closed for many years, will be refurnished for use as a cocktail lounge this summer with the possibility of the adjoining Terrace being used for dancing to a name band.

Charles Room policy is minimum of \$1 week nights and \$1.50 week-ends.

Phil Lehman.

Chi Hotels Stall; AFA Signs Clubs

CHICAGO, April 1.—American Federation of Actors here is holding up further negotiations with the hotels until the return of several vacationing managers. Charles Aaron, attorney for most of the leading hotels, reported to Guy Magley, AFA chief, that he will discuss AFA contracts with the operators as soon as he can get them together.

Latest spots to sign AFA agreements here, according to Magley, include Bar o' Music, Louis' Buffet and Cave o' the Winds.

CHICAGO CRITICS ACCLAIM CRAWFORD AND CASKEY

JUST CONCLUDED 9 WEEKS HEADLINING EMPIRE ROOM, PALMER HOUSE, CHICAGO

"THE MIRRORING WALLS of the Palmer House Empire Room, which have so often reflected in scenes and the rhythmic creations of galvanized dancers, look down once more upon notable practitioners of the art of terpsichorean. . . . The show affords a sensational climax with the brilliant performance of Crawford and Caskey, occupants of the ballroom mode. . . . Top marks were given to the dynamic team of Crawford and Caskey, specialists of the Ball Room. . . . New York. Franklin Grove first class dancing, hotels and spots in the hands of Joseph Caskey and Frank Crawford. A week, complete with lightning bolts and scolding hairpins, hits the nation." Chicago Herald-Examiner (Feb. 4).

"The climax of the show comes when Miss Franklin Crawford and her partner, Joseph Caskey, wave their great individual talents into one exciting and beautifully balanced scene of dance presentation. Waltz, rumba, fast waltz and a rumba and good-natured imitation of a Fred Astaire routine are in their repertoire." Chicago Tribune (Mar. 12).

"The new revue is as breezy as any you've seen in the KUMMER ROOM in the past and requires the dancing of MISS FRANKLIN CRAWFORD and JOSEPH CASKEY, who are called as 'America's Divorced Dancers'—which they certainly are!" "The original ballroom and night club creations of Miss Crawford and Mr. Caskey are truly youthful and brilliant over their personality. Their waltz opened the program, followed by a rumba in which ran a light bit of comedy. Then came their 'mask dance' in which Caskey, slipped in between by a masked Madame de Fred Astaire, indulged in steps reminiscent of Astaire's screen work." Chicago American (Feb. 3).

"Team of Crawford and Caskey take more than their share of the spotlight, resulting in the widest, customers' approval to let them off their dancing is lined with a small crowd of women which give a long and toward making the pair outstanding. Opening with a fast number with plenty of good turns, they come back for a repeat of less natural rumba, a Rumba-Astaire take-off, and two more specialty created numbers. They work in smooth and unobtrusive difficult passages in a good taste." The Billboard (Feb. 11).

DANCE BALLOONS PER UP YOUR "RAY-O-BUBBLES" ACT WITH Are standard with the notable Freddie Dumore, both in U. S. A. and abroad. Their Pearl Transparency and Feather-like Weight makes them easy to use and gives in dancing. They beautifully reflect the colors of Spotlights and Footlights. Two people sizes and each Balloon comes individually packed in a Cellophane Envelope. Ray-O-Bubble Balloons are always in stock. We ship the same day order is received. 3-Foot Size 75c 5-Foot Size \$2.75 Our Balloons Are Always Strong and Safe. THE TOY BALLOON CO., Inc. 202 East 28th Street, New York, N. Y.

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

Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

a-auditorium; b-ballroom; c-cafe; cb-cabaret; co-country club; h-hotel; mh-music hall; nc-night club; pb-amusement park; ro-road house; r-resturant; s-showboat; t-theater. NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Adams, Gay (Le Mirage) NYC, nc. Adams, Robert (McAlpin) NYC, nc. Allen, Ted (Globe) Chi, nc. Allen & Kears (Capital) Washington, D. C. Alton, Princess (Jimmy Kelly's) NYC, nc. Arnold, Charles (Oriental) Chi, nc. Arnold, Jimmy (Gay '90s) Chi, nc. Aspinall, Albert (Cris Society) NYC, nc. Aspinall, Ted (Allen Palmer House) Chi, nc. Andrea, Julie (Marie's) NYC, nc. Andrews, Joanne (Baltimore) Providence, R. I. Anthony, Allyn & Dodge (Royale Proles) Chi, nc. Arden, Dorothy (Mirrors) San Francisco, nc. Arden's, Don (Artist Models (Lookout House) Covington, Ky., nc. Arena, Joe (Lookout House) Covington, Ky., nc. Aron, Kay (Ball-Ball) Chi, nc. Armstrong, Harry (Diamond Horseshoe) NYC, nc. Aron & Bepstreck (Earl Carroll's) Hollywood, Ca., nc. Ash, Paul, Orch. (Boxy) NYC, t. Ash & Ware (Hal Sabarin) NYC, nc. Atkinson, Betty (Hi-Hat) Chi, nc. Auer, Mische (Paradise) NYC, t.

Baird, Bill (Colosimo's) Chi, nc. Baker, Julie (House of Marjory) Hollywood, Ca., nc. Bakwin & Bristol (Olympic) Miami, Fla., t. Ballou, Monte (Clover Club) Portland, Ore., nc. Bacha, Sadio (Old Roumanian) NYC, nc. Barber & Gray (Club Tivoli) Juarez, Mexico, nc. Barclay, George (La Fonda) Hollywood, nc. Barrett, Sheila (Beverly Hills) Newport, Ky., nc. Barlow, Dick (Palmer House) Chi, nc. Barlow, Lubin (Palmer House) NYC, nc. Barlow, The (Cotton Club) NYC, nc. Barclay, George (Pal.) Chi, t. Baruch, Pierre (Monte Carlo) NYC, nc. Baruch, Arthur (Gay Nineties) NYC, nc. Bar, Carolyn (Queen Mary) NYC, nc. Bar, Gray (Corkin's) NYC, nc. Barstow, Boris (El Regal) NYC, nc. Barstow, Elmer (Old Roumanian) NYC, nc. Berg, Alphonse (Riverside) Milwaukee, t. Bergman, Herman (Koubishin Village) NYC, nc. Berghard & Graham (Seventh) Chi, t. Birch & Courtney (Jerkins Club) Kansas City, Mo., nc. Birch, Paul (Radio Franks) NYC, nc. Birche, Jeanine (Paradise) NYC, nc. Birger, Art & Andriella (Beacon) Vancouver, B. C., t. Bird, Inez (Jimmy Kelly's) NYC, nc. Birrell, Conna (Cotton Club) Chi, nc. Birson, Baby (Capitol) Washington, t. Bowen, Margo (World's Fair House) Stanley Pittsburgh, Pa. Bowtell, Bernice (Bradford) Boston, t. Bowyer, Bruce (Pan-Pacific Rink) Los Angeles, Calif., nc. Bowyer, Alan (Leon & Eddie's) NYC, nc. Brooks, Arlie (Chateau) Rochester, nc. Brooks, Johnny (Bradford) Boston, t. Brown, Jeanine (Commodore) NYC, t. Brown & Anna (Pal.) Cleveland, t. Brown, Don (Club) NYC, nc. Bryant, Ralene & Young (State) NYC, t. Burke Sisters (Rose Bowl) Chi, nc. Burke, Irene (Misses) Chi, nc. Burnett, Denise & Louise (Earl Carroll's) Hollywood, nc. Burns, Jeanine (Radio Franks) NYC, nc. Burns, Bernice (Pennsylvania) NYC, nc. Byron, Dorothy, Girls (Beverly) Chi, nc. Byron, Dorothy, Girls (Lyric) Indianapolis, t.

Caldar, Emma (Harry's New York Bag) Chi, nc. Campbell Trio (Santa Rita) Tucson, Ariz., nc. Campbell, Bobby (Merry-Go-Round) Dayton, O., nc. Canale & Mercedes (888 Club) Chi, nc. Carlson, Joyce (Club Tivoli) Juarez, Mexico, nc. Carson & Shalla (Five o'Clock Club) Baltimore, nc. Carmichael, Hoagy (Lyric) Indianapolis, t. Carraway, Andy (D & B Nut Club) Brooklyn, nc. Carpenter, Imogene (Warrior) NYC, t. Carr, Billy (888 Club) Chi, nc. Carroll, Sisters (Leon & Eddie's) NYC, nc. Carroll, Dorothy (The Book); Summit, N. J., nc. Carroll & Gorman (5 o'Clock) Miami Beach, Fla., nc. Carroll & Dale (Nixon Cafe) Pittsburgh, nc. Carroll & Howe (Palmer) Youngstown, O., t. Carter, Betty (Jimmy Kelly's) NYC, nc. Carter & Bostie (Barney Galbran's) NYC, nc. Carter, Benny (888 Club) Chi, nc. Carter & Debus (Jimmy Kelly's) NYC, nc. Carver, Joan (Rainbow Room) NYC, nc. Casler, Three (Paradise) NYC, nc. Cass & Lydia (Havana-Madrid) NYC, nc. Chiquita's Mariquettes (Merry-Go-Round) Dayton, O., nc. Chisler, Eleanor (Beverly) Chi, t. Chuck & Ophelee (Hilverside) Milwaukee, t. Claiborne, Dorothy (Blackhawk) Chi, nc. Clark, Jane (Belmont-Plaza) NYC, t. Clark, Lew (Walt) NYC, t. Clark, Muff (Moo Paris) NYC, nc. Clarke, Jean (888 Club) Chi, nc. Collins & Bradley (Plantation) NYC, nc. Collins, Mickey & Vivian (Colonial) Dayton, O., t. Collins, Mimce (Club Nomad) Atlantic City, nc. Condo Bros. (Strand) NYC, t. Connor, Hughie (Lido Cafe) Worcester, Mass., nc. Cook, Ralph (Ball-Ball) Chi, nc. Cook, Art, Joe (Bradford) Boston, t. Cooper, Ed (E-K) NYC, nc. Cooper & Dixon (Music Box) San Francisco, nc. Cooper, Bert (Leon & Eddie's) NYC, nc. Cornell, Betty (Florentine Gardens) Hollywood, nc. Corser, Sammy (E-K) NYC, nc. Cortez, Madeline (Russian Art) NYC, nc. Corlies & Palmer (Chris Quinzio) London, nc. Court & Reed (Waukeg) NYC, t. Craly, Reginald (Earl Carroll's) Hollywood, nc.

Cross & Dunn (Ches Paree) Chi, nc. D'Avolio, Rodolfo (Versailles) NYC, nc. Dabidoff, Gregory (Penthouse) NYC, nc. Dale, Slim (Barley's) Brooklyn, nc. Daily, Cass (Pal.) Cleveland, t. Daniels, Jimmy (The Robin Hood) NYC, nc. Daniels, Billy (Mama's Chicken Farm) NYC, nc. Dara, Trelle (Midnight Sun) NYC, nc. Davidson, Gregory (Kentucky Club) NYC, nc. Davis, Doby (Longton) NYC, t. Davis, Rufe (Palmer House) NYC, t. De LaPlante, Peggy (Jimmy Kelly's) NYC, nc. DeLong, Edith (5 o'Clock Club) Baltimore, nc. Delahany Sisters (Raven Cafe) Meadville, Pa., nc. De Lya, Donette (Florentine Gardens) Hollywood, nc. De Rio, Diana (Midnight Sun) NYC, nc. Devin Helen (Bradford) Boston, t. De Voogdt, Johnny (Beverly Hills) Newport, Ky., nc. Diamond Brothers (Haley) London, t. Dietrich, Roy (Hi-Hat) Chi, nc. Dimes & Anita (Clover Club) Portland, Ore., nc. Dingley, Duke & Band (Colonial) Dayton, O., t. Dominguez, Popula (El Chico) NYC, nc. Donahis, Walter (Hilverside) Providence, R. I. Donohue, Ralph (Merry-Go-Round) Dayton, O., nc. Donatello Bros. (Carmen (State-Lake) Chi, t. Donnelly, Harry (Gay Nineties) NYC, nc. Doree, Princess (Barley's) Brooklyn, nc. Dorn Bros. & Mary (Lookout House) Covington, Ky., nc. Dorsey, Bob & Lynn (State-Lake) Chi, t. Doyle, Buddy (Diamond Horseshoe) NYC, nc. Dracken, Russell (Whirling Top) NYC, nc. Drayton Sisters & Jack (Palm Gardens) Okla.ahoma, O., nc. Dunn, Jerry (Hawaiian Gardens) San Jose, Calif., nc. Duval, Sunny (Leon & Eddie's) NYC, nc. Dwyer, Agnes (Lido Club) NYC, nc.

Egline & Barrie (Edgewater Beach) Chi, t. Elard, Jimmy (Indigo Cafe) North Hollywood, nc. Ella Patricia (State-Lake) Chi, t. Emerald Sisters (Coco, Leed, Mass., 888, t. Evans, Bob (Tavern Club) Boston 10-14, nc. English, Marjorie (Blackstone) Chi, t. Estenia, Johnny (Geo. Washington) Jacksonville, Fla., t. Eve, Marie (Le Robin Hood) NYC, nc. Farley, Billie (Orlando Tavern) Kansas City, Mo., nc. Farrell, Bill (Pace Elegance) NYC, nc. Farr, Vivian (Earl Carroll's) Hollywood, nc. Faye, Gladys (Jimmy Kelly's) NYC, nc. Faye, Princess (Palmer Dore) NYC, nc. Fears, Kay (Diamond Horseshoe) NYC, nc. Fellows, Midge (Two o'Clock Club) Baltimore, nc. Ferguson, Bobby (Dede) Beach) Berwyn, Md., nc. Fiddling Pete & His M. Rhythm Hillbillies (High School) Elm, Va., t. (Fifth Hall) Standardville, W. (Doravilla Court) Standardville, W. Florentia & Boyette (Billmore) Providence, R. I. Florenton, Consuelo (Queen Mary) NYC, nc. Fols, Jean (Frontiers) Detroit, nc. Ford, Mickey & Marlon (Leon & Eddie's) NYC, nc. Forrest, June (El Moritz) NYC, t. Foster, Cass, Girls (El Regal) Washington, t. Foster, Cass, Girls (Roxy) NYC, t. Fox, Dave (Hilverside) NYC, nc. Fox, Vivian (Hilverside) NYC, nc. Francis, Emma (Diamond Horseshoe) NYC, nc. Francis, Ann (Coo Roger) NYC, nc. Francis, Maxine (The Nite Spot) Ft. Worth, Tex., nc. Francis, Rudy (Florentine Gardens) Hollywood, nc. Frasier Family (Oklahoma City), French, Eleanor (Beverly Hills) NYC, nc. Freckley, Ruth (Nixon Cafe) Pittsburgh, nc. Frost, Jack (Hilverside) North Hollywood, nc. Fuller, Howard, & Esther (Ocey Wolf Tavern) Mary, O., nc. Fulton, Jack (Riverside) Milwaukee, t.

Night Club and Vaude Routes may be received at the Cincinnati offices not later than Friday to insure publication.

Gentry, Tex (Chateau Moderne) NYC, nc. Gentry, Dorothy (Earl Carroll's) Hollywood, nc. Gerda, Paul (Earl Carroll's) Hollywood, nc. Gilbert, Ethel (Radio Franks) NYC, nc. Gilbert, Paul, & Arlene (State-Lake) Chi, t. Gilbert, Raymond (Oriental) Chi, t. Gilchrist, Paul (Cotton Club) NYC, nc. Givens, George (Colonial) Dayton, O., t. Glen & Jeanina (Cotton Club) NYC, nc. Glover & Lamsie (Coppeban) Rio de Janeiro, nc. Gomez, Romero (El Chico) NYC, nc. Gomez & Moore (Beach) Buffalo, t. Gonsale, Lulu (Colosimo's) Chi, nc. Gower & Jeanne (Rainbow Room) NYC, nc. Grace, Teddy (Oxy) NYC, nc. Grace & Scotty (Vivian) NYC, t. Graham, Bernice (Gay Nineties) NYC, nc. Gray, Jack (Park Lane) NYC, t. Gray, Jack (Bergen (Harry's New York Bar) Chi, nc. Gray, Gary (Mayfair) Kansas City, Mo., nc. Green, Michael (El Regal) NYC, nc. Green, Al (Beverly Hills) NYC, nc. Green, Bernice (888-Q) Chi, nc. Grey, Betty (Bismark) Chi, t. Grey, Joan (Leon & Eddie's) NYC, nc. Guy, Harrington (Plantation) NYC, nc. Gydemkron, Maren (Hilverside) NYC, nc.

Hager, Clyde (Diamond Horseshoe) NYC, nc. Haines, Tala & Simpson (Leon & Eddie's) NYC, nc. Hale, Chester, Girls (Pal.) Chi, t. Hale, Sunny (Mayfair) Kansas City, Mo., nc. Hale, Johnny (New Town Casino) Miami Beach, nc. Hale's Tige, American Band, Calhoun, Ga. Hale, Ed (Minkler's Town Casino) Miami Beach, nc. Hall, Melvin (The Nite Spot) Ft. Worth, Tex., nc. Hammond, Earl F. (Balmo Troupe (Ice Palace 1937) Atlantic City, nc. Hank, Ed (Royal-Town Casino) Kansas City, Mo., nc. Hanover, De (R. G. B. Nut Club) Brooklyn, nc. Hans, Erna (Nixon Cafe) Pittsburgh, nc. Harrington, Pa' (Club 181) NYC, nc. Harris, Harry (Nut Club) Miami, nc. Harris, Mary (Barley's) Brooklyn, nc. Harris, Val (Indigo Cafe) North Hollywood, nc. Hartman, Spike (Gay '90s) NYC, nc. Harrison & Fisher (Earl Carroll's) Hollywood, nc. Hartmann, The (Plaza) NYC, t. Harvey, Edward (Village Brewery) NYC, nc. Hayward, Seabee (Hisco (Carmen) Rocky Mountain, N. C., t. (Carmen) Burlington, t. (Carmen) Ocala, t. (Gem) Kennapack, t. (Carmen) Asheville, t. Heber, Florence (HIS) NYC, nc. Heider, Savoy (Plaza) NYC, t. Hill, Ruby (Cotton Club) NYC, nc. Hillard, Jack (Royale Proles) Chi, nc. Holiday, Billie (Cafe Society) NYC, nc. Holmes, Joanne (Savarin) Buffalo, nc. Holt, Lou (Hi-Hat) Chi, nc. Hopkins, Bob (New Villa) Toledo, O., nc. Houston & Harden (Royal Palm) Miami, nc. Hoveler, Winnet, Girls (Harry's New York Cabaret) Chi, nc. Howard, Joe (Diamond Horseshoe) NYC, nc. Howard, Bob (Diamond Horseshoe) NYC, nc. Howell, Beatrice (State-Lake) Chi, t. Hoyt, John (Rainbow Room) NYC, nc. Hoyer, John (Fifth Ave.) NYC, t. Hudson, Wanda (Cotton Club) Washington, t. Hudson, Lyseth (Bismark) NYC, t. Hunter, Alberta (Carmen) NYC, nc. Hutchinson, Hal (Billmore) NYC, t.

Imhoff, Steve (HIS) NYC, nc. Isomlin, George (Russian Art) NYC, nc. James, Dorothy (Greenwich Village Casino) NYC, nc. James, Harry (Pennsylvania) NYC, t. James, Jacquelyn (Martin's Tavern) Lima, O., nc. Jane, Gertrude (Theodore's) NYC, nc. Janney, Five (Pal.) Cleveland, t. Jarvis, Sam (El Regal) NYC, t. Jarvis, Johnny (Hilverside) NYC, t. Jenkins, Bill, & Her Floorboys (Village Barn) NYC, nc. Jennings, John (Florentine Gardens) Hollywood, nc. Johnson, Lucile (Le Mirage) NYC, nc. Johnson, Myra (Cotton Club) NYC, nc. Jones, Owen (Leon's) NYC, t.

Kapova, Klavdia (Russian Kitchina) NYC, nc. Karavassil, Simon (Russian Kitchina) NYC, nc. Karoly, Billmore (Beal) Los Angeles, nc. Karoly, Ed (Hilverside) NYC, nc. Kay, Dolly (Royale Proles) Chi, t. Katson's, Maria, Musicals (Orlando) Canton, O., t. Kay, Beatrice (Diamond Horseshoe) NYC, nc. Kay, Evelyn (Hilverside) NYC, nc. Kemp, LaRae (Orlando Tavern) Kansas City, Mo., nc. Kemper & Magerty (Lyric) Indianapolis, t. Kerdis, Benny (Book-Cadillac) Detroit, t. Kennedy, Paul (Aramco's) NYC, nc. Kenney, Billy (Cotton) El Paso, Tex., t. Keegan, James (Leon & Eddie's) NYC, nc. Kim Leo Sisters (Pal.) Chi, t. King, Carol (Paradise) NYC, nc. King, Lew (Gay '90s) Chi, nc. King, Maxine (Harry's New York Bar) Chi, nc. Kola, Horace (Russian Art) NYC, nc. Kramer, Sammy (Blue Mirror) Newark, N. J., nc. Kross, Carl (Oxy) NYC, nc. Kruger, George (Night Buni) NYC, nc. Kyeer, Ed, & Orch. (Earle) Washington, t.

Lamb, Gil (Lyric) Indianapolis, t. Lamoar, Dorothy (Paradise) NYC, t. Lane, Lovelida, Jack (Paradise) NYC, nc. Lane, Mary (Hilverside) NYC, t. Lane, Lovelida (Royal Palm Club) Miami, nc. Larue & Carol (Gay's) Providence, t. Lathrop Bros. & Virginia Lee (Beverly Hills) Newport, Ky., nc. Laurie, Jera (Club) NYC, nc. Law, Billy (Vander Bar) NYC, nc. La Zeha, Arnel (Boxy) Cleveland, t. LeBeau, Hug (Havari) Buffalo, nc. LeClaire, Jack & Trudie (Clover Club) Portland, Ore., nc. Leach, Harris (Pan-Pacific Rink) Los Angeles, t. LeClair, The (College Inn) Chi, nc. Lee & Nove (Santa Rita) Tucson, Ariz., t. Leeger, Mable (Pioneer) NYC, nc. Leeger, Hazel (Hilverside) NYC, nc. Leonard, Bobby (Pioneer) NYC, nc. Leonard, Ada (Colosimo's) Chi, nc. Leonard, Harold (La Marguise) NYC, nc. Lester, Max (Lyman's) Los Angeles, nc. Lester, Lee (Hilverside) NYC, nc. Lester, The Great (Cotton) Brooklyn, nc. Leum, Tony (Perkins Club) Kansas City, Mo., nc. Lewis, Meade (Cafe Society) NYC, nc. Lewis, Dorothy (El Regal) NYC, nc. Lewis, Sisters (Hilverside) NYC, nc. Lewis, Y. Van (Paradise) NYC, t. Lewis, Ralph (Little Raintree) Philadelphia, nc. Lewis, Ted & Orch. (Pal.) Cleveland, t. Libuse, Frank (Diamond Horseshoe) NYC, nc. Lind, Della (Diamond Horseshoe) NYC, nc. Lind, Margaret (Hilverside) NYC, t. Little, Joe (Martin's Tavern) Lima, O., nc. Little & Ardo (38 Club) San Francisco, nc. Long, Aven (Plantation) NYC, nc. Lorraine, Billy (Gay Nineties) NYC, nc. Lorraine, Ruth (Hilverside) NYC, nc. Louisa, Leesa (Orlando Tavern) Kansas City, Mo., nc. Love, Violet (Harry's New York Bar) Chi, nc. Lucia, Lyn (Beverly Hills) Newport, Ky., nc. Luciana & Ashour (Walt) Philadelphia, t. Lynn, Perry (Hilverside) NYC, nc. Lynn & Mariah (Chateau Moderne) NYC, nc. Lynn, Patricia (Bert Frohman's) NYC, nc.

McCoy, Eugene (Edgewater Beach) Chi, t. Madeline, Betty (Gay Nineties) NYC, nc. MacFarlane, George (Village Brewery) NYC, nc. Mack Bros., Three (State-Lake) Chi, t. Mahno & Stratford (Book-Cadillac) Detroit, nc. Mainland Sisters (Diamond Horseshoe) NYC, nc. Mair, (Old Roumanian) NYC, nc. Mable & Romola (Club Tivoli) Juarez, Mexico, nc. Marcus, Dr. (Lookout House) Covington, Ky., nc. Marjorie & Michael (Hilverside) NYC, nc. Marsh, Gertrude (Jimmy Kelly's) NYC, nc. Martin, Glace (Box House) NYC, nc. Martin, Tony (Pal.) Cleveland, nc. Mary & Martin (Pal.) Chi, t. Mary, Gil & Bernice (Hilverside) NYC, t. Masters, Charley (State-Lake) Chi, t. Master, Gene (Waukeg) NYC, t. Mercedes, Ellen (Queen Mary) NYC, nc. Merman, Joan (Cotton) Brooklyn, nc. Mermaid, Betty (Hilverside) NYC, nc. Mignone, Jacqueline (El Regal) NYC, nc. Minko in Swing (Chicago) Chi, t. Minko, Joan (Club Nomad) Atlantic City, nc. Minko, Susan (Earl Carroll's) Hollywood, nc. Minko, George (Oxy Wolf Tavern) Youngstown, O., t. Moffet, Adelaide (Oxy Wolf Tavern) Chi, nc. Mobe & Foss (Plantation) NYC, nc. Monday & June (The Nite Spot) Ft. Worth, Tex., nc. Montclair Boys (Jimmy Kelly's) NYC, nc. Mont, Mimi (El Regal) NYC, nc. Moody, Gertrude (Village Brewery) NYC, nc. Moore, George (Minko) Chi, nc. Moran & Wiser (Riverside) Milwaukee, t. Morgan, Johnny (Boulevard Tavern) Elmhurst, Ill., nc. Morgan, Grace (Cafe Society) NYC, nc. Morris, Will & Coffy (Madison Sq. Garden) NYC, t. Morton, Edy (Dede Ranch) Berwyn, Md., t. Morton, Ray (Rainbow Room) NYC, nc. Mory, Lily (El Regal) NYC, nc. Murphy, Dean (Hilverside) Chi, t. Murphy, Larry (El Coo Roger) NYC, nc. Murray & Alan (Old Roumanian) NYC, nc. Murray, Patricia (Florentine Gardens) Hollywood, nc. Murray, Elizabeth (Diamond Horseshoe) NYC, nc.

Nadeau, Fred (Garden) New Haven, Conn., t. Natalie & Howard (Colosimo's) Chi, nc. Naturalis, Three (Nederland Plaza) Cincinnati, t. Nasaruto, Zita (El Regal) NYC, t. Nelson, Leah (Mayfair) Kansas City, Mo., nc. Nestle, Evelyn (Hilverside) NYC, nc. Nicholson, Jane (El Regal) NYC, t. Nishagov, Yasha (Russian Kitchina) NYC, nc. Nolan, Bert (Hilverside) Chi, nc. Noll & Nolan (Village Barn) NYC, nc. Norwood, Mary (Woodside Gardens) Wichita, Mo., t. L. Z. Z.

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Norma, Harriet (Club Alabama) Cal. ca.
 Novak, Wilma (Butler's Ye Old Tap) NYC, no.

O
 Oakes, Jimmy (Club Tread) Juarez, Mexico, no.
 O'Day, Darlene (Diamond) Chi. h.
 O'Day, Anita (Off Beat) Chi. no.
 O'Dell, Duff (Merle) NYC, h.
 O'Hara, Kathleen (Copper Pot) NYC, no.
 Oldfield, Emmet, & Co. (Pal.) Chi. h.
 Orla, Nina (Havana-Madrid) NYC, no.
 Oruga, Eva (St. Regis) NYC, h.
 Orlaga, Norma (Havana-Madrid) NYC, no.
 Orlaga, Poor (Royal) Dublin, Ireland, April 8-16, t.
 Osborne, Will, & Orch. (Haymer) Boston, Va.
 Osterman, Jack (Little Club) NYC, no.
 Oswald, Marianne (Le Jardin Bleu) NYC, no.

P
 Paley, Nellie (Ollant's) NYC, no.
 Palmer, Gladys (Blue Bowl) Chi. no.
 Palmer, Jack (Pennsylvania) NYC, h.
 Palomo, Humberto (Rainbow Room) NYC, no.
 Parker, Murray (Harlequin) Brooklyn, no.
 Parker, Lew (State) NYC, t.
 Parks, Jobby (Diana) NYC, h.
 Patricia, Tom (Diamond Horseshoe) NYC, no.

Patti, Morgan (Nixon Cafe) Pittsburgh, Pa.
 Paul, Fred (Orlando) New Haven, Conn., h.
 Payne, Jeanne (Elysee) NYC, h.
 Payne, Catalina (Club Tread) Juarez, Mexico, no.

Peabody, Eddie (Capitol) Washington, D. C.
 Pedro & Dolores (Harlem Casino) Pittsburgh, Pa.
 Pedro & Luis (44th St.) NYC, t.
 Pego, & Camille (Drugs) Chi. h.
 Pego, Mace (St. Club) San Francisco, no.
 Perry, Katherine (Cotton Club) NYC, no.
 Perry, Cecile (St. Regis) NYC, h.
 Phillips, Jimmy (Billie's Gay '90s) NYC, no.
 Pickett, Jane (Plaza) NYC, h.
 Pierce & Paulette (Hawaiian Gardens) San Jose, Calif., no.
 Plant, Mark (New Yorker) NYC, h.
 Powell, Beat (Little Club) NYC, no.
 Powell, Buddy (Gilbert's Inn) Port Huron, Mich., no.
 Pugh, John (Expo) San Francisco.

Q
 Quentmeyer, Bill (Gay Nineties) NYC, no.
 Quinn, Johnny (B & B Nut Club) Brooklyn, no.

R
 Radson, Esther (Bradford) Boston, h.
 Rambau, Clay (Alma) Cincinnati, h.
 Randolph, Amanda (Black Cat) NYC, no.
 Rane, Victoria (Russian Art) NYC, no.
 Ray, Jill (Chairman Moderns) NYC, no.
 Ray, Ernie (Oriental) Chi. t.
 Ray, Joey (Village Barn) NYC, no.
 Ray & Mabel (Palm Island Club) Miami Beach, Fla., no.
 Ray & Mabel (Ches Parrot) Chi. no.
 Redford & Wallace (National) Havana, Cuba, t.
 Regan, Belle (O'Brien's Cafe) Brooklyn, no.
 Reiter, Eric (St. Regis) NYC, h.
 Renaud, Rita (Radio Frank) NYC, no.
 Reyes, Paul & Eva (Walton) Phila., h.
 Rhyman, Roberta, Sixteen (Capitol) Washington, D. C., t.
 Richardson, Harry (Walton) Phila., h.
 Riggs, Cury (La Fonda) Hollywood, no.
 Rika & Rubens (Arabian Club) Columbia, O., no.
 Riva, Teddy (Nut Club) Miami, no.
 Robin, Betty (Columbia) Chi. no.
 Robins, A. (Earl Carroll's) Hollywood, no.
 Robinson, Bill (Cotton Club) NYC, no.
 Rogers, Roy (Columbia) Chi. no.
 Robinson, Two (Simpson) Newark, N. J.
 Roscoe & Berlie (Ambassador) NYC, h.
 Rose, Harry (Columbia) Chi. no.
 Rosler, Dave (Mayfield) Kansas City, Mo., no.
 Ross, Helen (Wonder Bar) NYC, no.
 Ross, Bruce (Columbia) Dayton, O., t.
 Roy, Bill (Chateau Moderne) NYC, no.
 Royal Riders & Mickey (Hollywood Beach) Hollywood, Fla., h.
 Royce, Oery Ann (Parkin Club) Kansas City, Mo., no.
 Russell, Marjorie (Swing Club) NYC, no.
 Russell & Farrar (Chateau Moderne) NYC, no.
 Ryan, Tommy (Commodore) NYC, h.

S
 Sackley, Mary Fran (Espresso Beach) Chi. h.
 Saint Clair, Mabel (Penthouse) NYC, no.
 Saksonsky, Simoch (Russian Kretcham) NYC, no.
 Sanford-Lewis Singers (Chicago) Chi. t.
 Sanders & Garland (Mayfair) Kansas City, Mo., no.
 Sara, Marcella (Carnegie) NYC, no.
 Saxton, Bea (State) NYC, t.
 Saxe, Harry & Co. (Strand) NYC, t.
 Schaefer, Fritz (Diamond) NYC, no.
 Seaton, Ann (Governor Clinton) NYC, h.
 Sedgwick, Edna (New Yorker) NYC, h.
 Seifert, Arna (Riviera) Syracuse, h.
 Shafer, Eddie (Corktown Tavern) Detroit, no.
 Shanon, Tom (Jimmy Kelly's) NYC, no.
 Shaw, Ralph (Woodland) NYC, h.
 Shaw, Rita (Radio Frank) NYC, no.
 Shaw, Marian (Edison) NYC, no.
 Shayne & Armstrong (Hollywood Beach) Hollywood, Fla., h.
 Sheridan, Gene (Greenhouse) NYC, no.
 Shook, Willie (Blue Bowl) Chi. no.
 Shipstead, Roy (Pan-Pacific Club) Los Angeles, h.
 Silver Star Singers (Wired) NYC, no.
 Simpson Sisters (St. Regis) NYC, h.
 Smart, Dick (Pete's Monte Carlo) NYC, no.
 Smith, Cyril (New Town Casino) Miami Beach, no.
 Smothers, Three (Belmont Plaza) NYC, h.
 Bond & Sonny (Cotton Club) NYC, no.
 Spangler, Dick (Rascal) Phila., h.
 Spaulding, Marie (Armador's) NYC, no.
 Sperry, Frank (Riviera) NYC, h.
 Spivey (Tony's) NYC, no.
 Sted, John (Butler's Ye Old Tap) NYC, no.
 Steife, Edwin (Capitol) Washington, h.
 Stephens, Mildred (Merry-G-round) Dayton, O., no.
 Stone, Paula (Colonial) Dayton, O., t.
 Strong Twins (Venezia) NYC, no.
 Sullivan, Leo (Village Barn) NYC, no.
 Sutherland, Ann (St. Club) San Francisco, no.
 Suzanne & Christine (Continental) Miami, no.
 Swift, Paul & Spotty (Capitol) Washington, D. C., no.
 Sylvia, Frank & Berge (Bradford) Boston, h.

T
 Talbot, Judy (Oriental) Chi. t.
 Tanya (Jimmy Kelly's) NYC, no.
 Tate, Katherine (Queen Mary) NYC, no.
 Taylor, Kay (Ches Parrot) Chi. no.
 Taylor, "Smilin'" Lou (Maxim's) Bronx, N. Y., no.
 Taylor, Harry & Keopie Dolls (St. Club) San Francisco, no.
 Teberkassy, Alexis (New Russian Art) NYC, no.
 Terry, Isabel (Carbo) NYC, no.
 Thayer Sisters (Cotton Club) NYC, no.
 Thomas, Betty, Boris (Rainbow Inn) NYC, no.
 Thornton, Hal (41) NYC, no.
 Three Peppers (Mummy's Chicken Farm) NYC, no.
 Tisdale Trixie-Coo (Rouge) NYC, no.
 Tlan, Tito (Lytic) Indianapolis, I.
 Traynor, Billie (Savarin) Buffalo, no.
 Trace, Mildred (B & B Nut Club) Brooklyn, no.
 Tschler, Susan (Village Cellar) NYC, no.

U
 Underwood & Underwood (Trotador) Boston, no.
 Unadaro, Mischa (Russian Art) NYC, no.

V
 Valera, Lou (Village Barn) NYC, no.
 Valero Sisters (Bert Frohman's) NYC, no.
 Valli, Pedro (Olecho) NYC, no.
 Van Small, Peter (Le Mirage) NYC, no.
 Van, Soape (B & B Nut Club) Brooklyn, no.
 Van, Victor (Village Cellar) NYC, no.
 Vance, Valerie (Jimmy Kelly's) NYC, no.
 Venezia, Chiquita (Midnight Sun) NYC, no.
 Villa, Paschalis (Club Cascho) NYC, no.
 Vedery's, Will, Choir (Cotton Club) NYC, no.
 Velomaska, Vella (Russian Art) NYC, no.

W
 Wallace, Beryl (Earl Carroll's) Hollywood, no.
 Wagner, Wally, Sextette (Leona) Hollywood, NYC, no.
 Warner, The (Pala) Cleveland, t.
 Warren, Richard (Stork) NYC, no.
 Walters, Gene (Jimmy Kelly's) NYC, no.
 Watson Sisters (Oriental) Chi. t.
 Wayne, Bob & Elizabeth (Midnight Sun) NYC, no.
 Weber Bros. & Chastilla (Oriental) Chi. t.
 Weeks, Ida (Village Cellar) NYC, no.
 Weir Bros. (Ches Parrot) Chi. no.
 Wences (Dorchester) London, h.
 Wencil, Ray (Pala Club) Peoria, Ill., no.
 Westcott, Wilma (Clever Club) Portland, Ore., no.
 Westfield, Catherine (Paramount) NYC, t.
 Whelan & Wood (Maxim's) Bronx, N. Y., no.
 White, Ann (Queen Mary) NYC, no.
 White, Jack (41) NYC, no.
 White, Edgie (Royale Frocks) Chi. no.
 White, Billy (Boulevard Tavern) Jamaica, L. I., no.
 Whitney, Gloria (La Marquise) NYC, no.
 Whitney, Dorothy (Radio Frank) NYC, no.
 Whittier, Charlie (Royal Palm Club) Miami, no.
 White, Gus "Poppy" (Radio Frank's) NYC, no.
 Wiley, Lee (Pete's Monte Carlo) NYC, no.
 Williams, Frances (Little Club) NYC, no.
 Williams, Jerry (Le Mirage) NYC, no.
 Williams, Bob (Beverly Hills) Newport, Sp., no.
 Williams, Pearl (Maxim's) Bronx, N. Y., no.
 Williams, Owen (Village Barn) NYC, no.
 Willard, Harold (Gay Nineties) NYC, no.
 Wilson, Charlie (Commodore) NYC, h.
 Winick, Paul (Grandford Station) Boston, no.
 Windham, & Lollie (2 o'Clock Baltimore), no.
 Wittke, Jerry (Maxim's) Bronx, N. Y., no.
 Wilson Bros. (Royale Frocks) Chi. no.
 Wood, Murray (Two o'Clock Club) Baltimore, no.
 Woodson, Gertrude (Copley-Square) Boston, h.
 Wright, Charlie (Beckingham) NYC, h.

Y
 Yero, Vincent (Merry-Go-Round) Dayton, O., no.
 Yost Men, Four (Diamond Horseshoe) NYC, no.

Z
 Zanette & Darrell (St. Moritz) NYC, h.

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DRAMATIC AND MUSICAL

(Dates are for current week unless no date are given)

Baltimore, John; (Ford) Baltimore 8-4.
 Barrymore, Ethel; (Oxy) San Francisco.
 Broom for a Bride (Curran), San Francisco.
 Carol O'Flynn; (Opera Co.) National Wash- ington, D. C.
 Correll, Katharine; (Hartman) Columbia, O., 8-8.
 Ellis, John; (Tip Van Winkler) Chicago school.
 Evans, Maurice; (Horace Bushnell Aud.) Hart- ford, Conn., 8.
 I Married an Angel; (Grand O. H. R. Chi.)
 Knickerbocker-Holliday; (Cam) Detroit 10-10.
 Kiss the Boys Goodbye; (Harris) Chi.
 Kiss the Boys Goodbye; (Temple) Birming- ham, Ala., 8.
 Little School; (Lila) Little Rock, Ark., 8.
 Love and Romance; (Felt) Cincinnati 10-10.
 What a Life; (Stranger) Chi.

MISCELLANEOUS

Brech, Magician; (Five) St. Louis, Ark., 9.
 Rock 6-7; Stuttgart 10; Quetta 11; Poplar Hill 10, 12; Mountain Grove 12; Boyer 14.
 Campbell, Lotie, Magician; (Mittler) Pa., 8.
 Ryan, W. A.; (Lila) La Grange, Ill., 17.
 Dr. Clio, Magician; (Maryville) O., 8-8.
 Harlan Med. Show; York Center, O. (mail address, Richmond), 8-13.
 Kiefa Attractions; New Waterford, O., 8-11.
 Long Leon, Magician; (Alden) Tex., 8-14.
 Look at This Museum; (Monroe, Mich.) 8-8.
 Peuliac 10-15.
 Magran, C. Thomas, Magician; (Kallipill) Mont., 8-10.
 Malloy, J. R. Circus unit; (Columbia) Ark., 8-11.
 Rickon's 8-11; (Albany, Tenn.), 8-11.
 Shou's, L. Verne, Theater Workshop; (Albany) W.M., 8; Chilton 8.
 (See ROUTES on page 124)

Adelphi Theater, London

(Reviewed March 20)

Fifth week of this house presenting vaude under direction of George Black shows little improvement in early house business.

Sharing headline honors, Elaine Dowling's four Tip Top Girls register well in two lively acrobatic routines. Also presentation style is somewhat reminiscent of the speed at which the girls work puts them in a class of their own.

Carlos and Carjo feature snappy Cuban dance numbers.

Given major headline position, the Ambrose swing octet, with Evelyn Dall, Max Bacon, Vera Lynn, Les Carey, George Sandiford and Jimmy Miller, prove vastly entertaining, particularly in comedy work. With so much of this particular quality in the bill, the success of Stone and Lee, American comedians, is a tribute both to their methods and choice of material. The crisp, more measured manner of the man finds effective contrast in the perkiness of the girl. Act includes some trombone playing and dancing.

Typical of the British school of comics, George Doonan finds laughs easy with a flow of quick-fire nonsense, most of it broad in nature.

One of the many entertainers who have graduated into vaude stardom from the concert party platform, Norman Long runs off a string of stories of mixed vintage, sings a cheeky song to his own piano accompaniment, winding up and scoring best with a piano transcription of radio signature tunes.

Diminutive Ivor Vinton works hard as a precocious schoolboy. His sketch is patchy, but he receives able assistance from Molly Vyvyan and Agn Gordon. Also given opening spot, the Three Gazettees make a good impression with their original balancing feats, in which most of the bearing is done by a no means muscular-looking girl.

Comedy and straight singing are admirably blended in the novel act of the Three Musketeers, Hank, Jack and Leo, assisted at the piano by George B. Wood.

Four ponies, five dogs and a monkey are featured in the Singspielman of Arsene Gauthier, a very pleasing example of animal training.

Ekotum and a wealth of knockabout business characterizes the offering of the Three Jokers. Despite the seemingly endless flow of acts of this class, they register well. Musical director at this house is Richard Crean, formerly with the London Palladium.

Edward Graves.

(This review was crowded out of last week's issue. It is being run in this week for the record.)

Roxy, New York

(Reviewed Friday Evening, March 24)

Bill this week, headlining Phil Regan, of Brooklyn and Hollywood, is no great shakes. Although some of the standard turns were up to their usual par in getting the audience off their hands, the letdown created by Regan's automatic non-sharply act helped keep the house at an even temperature.

Somewhat unusual in routine, Allen and Kent, novelty dance act, opened the show and displayed the good standard turn that nets them good applause by any section of the bill. Act is on the "today and yesterday" interpretation and worked up a goodly amount of audience response.

Cyclist Paul Gordon worked his usual act of the high bike on two wheels, plus the headstands and circle riding and then to a three-pedal bike, closing cleverly with a fast change to each pedal while riding on just the back wheel.

First of the production numbers by the Gus Foster Girls in the purple motif is the tune Deep Purple was expertly declaimed and neatly done, with the dancing just a little belabored because of the seeming heavy trains on the gowns of the principals. Melba did a silver paint dance, and while the number was exotic, the dancing was not exceptional.

Phil Regan immediately went into one song after another with mere perfunctory introductions of the tunes and "how nice it is to be in this big house" after a session in front of grinding cameras. Instead of using the showmanship and personality angles, he just went thru his song routines with marked indifference and a mechanical style.

Paul Kirkland and Co. introduced a novel method of exploiting a future Roxy picture attraction. Dressed as a billboard paste singer, Kirkland appears in front of a 24-sheet advertising Alex-

Frank Neal, Tivoli Rep. in N. Y. To Book 100 Acts for Aussie

NEW YORK, April 1.—Frank Neal, managing director of the Tivoli Circuit in Australia, arrived in New York this week for a 10-day stay, during which time he says he is going to book 100 acts to bring back to Australia. Acts that Neal signs up will be guaranteed a minimum of 10 weeks work.

Acts will be broken up into units of 10, which will work with a line of 16 girls and production scenes. Shows will run for approximately three hours. Musical, folk and comedy acts are the favorites of the Australian populace, and in the opinion of Neal, Americans are superior to Aust and British comedians because they work faster and give their routines more snap.

That American acts go over bigger is evidenced by the fact that Neal sometimes goes to England to book acts and usually comes back to Australia with American performers who are working abroad. Neal stated that vaude performers, in addition to working in theaters, have also been making films for foreign consumption. The Will Mag honey unit, after working 32 weeks in Australian theaters, went to work shooting pictures.

Johnny Woods Sues Sam Roberts for Unit Salary

NEW YORK, April 1.—Action against Sam Roberts booker and unit producer, was started last week in Chicago by J. Roberts' brother in behalf of Johnny Woods to get his salaries and expenses act of claims are still due him for engagement with Roberts' Folies d'Amour in Dayton. Contracted salary had been \$300, but Woods received \$138.77.

Woods' suit charges he had been stranded in Dayton without salary January 27 when he refused to continue with cast on grounds that he had never agreed to play more than the one week and because the agent offered him a reduced salary for subsequent booking. Roberts' payment, dated January 30, was sent directly to Woods' agent, Miles Ingalls in New York. Ardness necessitated Woods' borrowing funds with which to return to New York and make date here. Roberts' deductions, agent claims, represent price of act replacing Woods and telephone expenses involved in signing replacement. Woods' bill lists difference between \$137.77 and the \$300 plus price of hot date and expenses.

Springfield Business Men Honor Gus Sun April 29

SPRINGFIELD, O., April 1.—Local business men are formulating plans for a gala stag banquet to be held at the Springfield Country Club April 29 in honor of Gus Sun, head of the Gus Sun Booking Agency, who celebrates his 50th year in show business on that day.

In addition to local business folk more than 100 of Sun's personal show friends have been invited to attend. A name card and ticket show will furnish the entertainment for the affair, which will be aired over Station WHIO, Dayton, O.

Arden to Detroit Hotel

CINCINNATI, April 3.—Donn Arden, after 26 months at Jimmy Brink's Look-out House, Covington, Ky., just across the river from here, closes there with his Arden Models tomorrow night to move to the Commodore Hotel, Detroit. Seven of the night bills will make the jump with Arden. Dorothy Encowser, remaining over here for a few weeks before rejoining the line at the Earl Air Country Club, Chicago. Bing Starr, alternate in the Arden line, also will remain here.

Under Graham Bell, of 24th Century-Fox picture due at the Roxy, Kirkland, assisted by a girl, works a high ladder routine, and some other novelties that are great for getting laughs.

Closer was a pseudo-precision dance done neatly (without the high kick of the Rockettes), and having some merit in its own right, but it is no match for the perfection along these lines attained by the girls in the Music Hall. Paul Ash and his orchestra provide the musical accompaniment in the pit as usual.

He is The Hound of the Baskervilles, a Sherlock Holmes thriller. Rouser just left on opening night. Sol Zell.

Vaude Grosses

Fay Vaude Holds On; B'klyn Does \$15,000; Para Grosses \$44,000; B'way Houses Dive

NEW YORK.—Running into its fifth week and apparently set for a decent run to capture some of the World's Fair trade, Frank Fay's vaude show at the 64th Street Theater grossed \$11,300, which is still under the net. Four matinees set to run for the Easter week are expected to fill the gross much higher. Since the Fay show has been running it has grossed a total of \$48,968.

Second week of the new vaude policy at the Flatbush Theater, Brooklyn, headlined Benny Maroff and the Andrews Sisters, did much better than the initial week, grossing \$18,000. The opening week was \$3,000 under the current figure. House has been running weak pictures, so that the grosses are creditable to the stage attractions. For instance, last week pic on the Flatbush screen was Adventures in Sahara, which couldn't draw files.

Broadway houses didn't do so hot, with the exception of the Paramount, which had as its drawing cards Dorothy Lamour, Michèle Bauer, Charlie Barnett's Band and screenfare, The Man From Missouri. Gross was \$44,000.

Jimmy Dorsey, at the Strand with a poor b.-c. picture, The Con's Get Away With Murder, did a poor \$28,000 in its first week. Bill at the Roxy, headed by Phil Regan and Bounds of the Raakerville, did a fair \$35,000.

State Theater also drew a thin \$19,500 with Happy Felton, Gracie Balfie and the Three Sailors off the stage along with Made for Each Other.

Radio City Music Hall had a top attraction for the past two weeks with the screen smash, Love Affair, and the regular stage show. Second week had a good gross of \$70,000, as compared to an excellent first week with \$96,000. Current attraction at the Music Hall with the picture The Story of Irena and Vernon Castle should be good for approximately \$100,000.

PHILADELPHIA.—Brutal chills all over town, with rain and spring weather keeping audiences out of show shops. The Fox, with Al Donahue's Rainbow Moon Ork paired with a Joan Davis personal, grossed a so-so \$13,500, lowest mark since the house resumed flesh shows. Joe Blackwell's Island, was no help. Joe Venuti Band, Hal LeRoy and Joe Lewis head the new show.

At Fay's manager Sid Stanley claims a \$6,800 figure for Rosita Boyce and a brace of doves. Film, Beauty for the Asking. Phila Bacon moves in next week. Hinda Wasson Broadway Kadeo unit did \$6,500 at Fay's the week ending March 23 with film, Charlie Chan in Honolulu.

The Carman, with six vaude acts headed by Adrienne and Richards Rogers, Kay Hamilton and Tom Rice, was good for \$5,000, with The Three Musketeers (20th Century-Fox) on the screen. For the week which ended March 23, Hal Kemp and You Can't Cheat on Honest Men did a swell \$26,500 at the Fox. Kemp's last trip to town during Christmas week brought \$20,000. Vincent Lopez and The Oklahoma Kid did \$23,500 for the week before Kemp's date.

NEWARK, N. J.—Paramount had the town all to itself week ending March 31 with the Mae West unit, which set a new all-time record. After the seven days the management announced that more than \$75,000 had flowed thru the b.-c. This beats the previous high, Artie Shaw and his crew, by about \$3,000. Bill West did \$43,000 in seven days. Screen fare was Woman Doctor.

Empire Theater struggled along with Lill Dahn and Busy Lizzie and did a fair \$3,000.

CHICAGO.—It was a lukewarm opening yesterday, and strong grosses are not in view for this Holy Week. High hope is for the new Chicago bill which has Harry Rogers' Miedo in Swing unit on stage and Loretta Young in Wife, Husband and Friend. It found acceptable trade may pick up during week despite the flur week. Palace is holding Love Affair a second week and is expected to do all the pulling. In face of last week's strong

\$13,500 figure, bill, including Chester Hale Girls and George Betty on stage, may turn in another \$18,000.

Both Oriental and State-Lake did their average \$14,000 last week. Former with two pictures (including second-run Tullip) and Folies Continental unit. State-Lake had eight good acts and Metro's Four Girls in White. Current session has an augmented stage bill at Oriental, plus twin features, and State-Lake headlines Patricia Ellis in another mighty eight-act bill with a mild Paramount pic (Ambush). Opening grosses point to somewhat lower figures, however.

Chicago had a mild week with Ciro Rinaldi's Ork and James Cagney in Oklahoma Kid. A \$77,000 gross proved that Loop customers are not behind Westerns, regardless of caliber.

HARTFORD, Conn.—Artie Shuba, playing the State for five days ending March 26, cracked the theater's record, with a gross of \$16,800. Previous record was \$18,000, scored by Kay Kyser.

SEATTLE.—Palomar, weekly ending March 26, grossed \$4,250 with Paul Le Paul and pic. A-Won To Remember, and Fighting Through Trade. Figure is \$750 below average.

PROVIDENCE.—Playhouse, with Girls in Celophane unit and pic, films on the Profs, grossed \$3,300 week ending March 23. Average is \$3,000.

CLEVELAND.—RKO Palace, with Vincent Lopez Band and pic, Wife, Husband and Friend, jumped to \$17,100 week ending March 24. This is about \$2,000 better than the house average.

INDIANAPOLIS.—Lyric, with Eddy Duchin Band and pic, Blackwell's Island, knocked off a \$12,800 gross, nearly five grand above average, for week ending March 24.

WASHINGTON.—Loew's Capitol, with Clem McCarthy on stage and pic, Three Musketeers, fell to \$12,500, about four grand below average. Week ended March 25. House, take previous week, with John Boles and pic, Fast and Loose, was \$18,800.

Warner's Barrie, for the week ending March 23, jumped to \$20,500, with Beauty Goodman and pic, Spring Madness. House average is \$16,000. Previous week's gross was \$16,000, with James Barton and pic, Oklahoma Kid.

MILWAUKEE.—Riverside, with Jan Garber and pic, Lone Wolf Spy Hunt, jumped to \$14,250, nearly three times the normal gross, week ending March 27.

PITTSBURGH.—Warm seasonal weather upping retail trade plus usual Lenten lull drove all city's theaters to near-record lows for week ending March 30, with Stanley drawing \$14,000, against \$17,000 average, for Cafe Society on screen and stage variety bill, including Eddie Peabody, the Michigan Brothers, Cass Daley, Janis Williams, and the O-quettes, all-girl band.

Previous week, ending March 23, the Senator, with Blackstone troupe and pic, Everybody's Baby, grossed \$4,300 as against average take of \$3,800.

KANSAS CITY.—Fox Tower Theater, offering the first flesh attraction in six weeks, grossed \$10,050 with Louis Armstrong's Ork on board for the week ending March 30. Armstrong shared the bill with Society Smugglers stemming from the screen.

Keith-Boston Full Week; Koerner Leaves for Coast

BOSTON, April 3.—Full-week vaude returns to the Keith-Boston April 3, so popular has the three-day vaude proved. Buck and Bubbles will head the first full-week bill, which incidentally, also marks the passing from Boston of RKO District Manager Charles W. Koerner, who goes to the West Coast for RKO. The Ogden Theater, an E. M. Loewe house, continues week-end vaude.

Vaudeville Notes

BILLY BURNS and his canary circus set for Leon & Eddie's New York, by Clarence Austin. . . . **ROSITA RIOS** going into the Shubert Mexican musical Taps, opening April 11. . . . **KRISOW** AND **LOUISE**, in England, are booked until June. They return to America in July for the fall season with Barnes & Coltrane. . . . **BOB PARKER**, who guested recently in Olsen and Johnson's *Hellerpoppin* on Broadway, is set for a Shubert musical this spring. . . . **JOAN DAVIS** goes into Low's State, New York, April 8. . . . **SYBIL BOWAN** doing some prime jumping lately. She closed March 14 at the RKO Golden Gate, San Francisco; opened at Shea's Hippodrome, Toronto, March 20. Closed March 23 and went to the Capitol, Washington, for a week beginning March 31. She leaves for San Francisco April 7 to rehearse in J. J. Shubert's *Peppin* at the Prico on fair. . . . **BALLARD AND RAE**, playing the Coliseum, London, recently, are booked for the entire Gramont British pit chain.

GALE AND CARSON were injured in an auto accident on the way to Chicago last week and were forced to cancel their week at the Oriental in that city. They were driving in, with Raymond Wilbert, who escaped injury.

HENRY BUBBS goes into the Paramount, New York, April 20, with Lanny Ross, Shirley Ross, Billy Gilbert and George Hart pic. . . . **BENNY GOODMAN** and Will Osborne orks will play the RKO Palace, Cleveland, in May. . . . **RED NORVO** and Mildred Bailey set for Palace, Cleveland, April 28. . . . **JOAN DAVIS** booked into RKO, Columbus, O., April 21. . . . **ROSEMARY DERING** at the Golden Gate, San Francisco, set for two weeks until April 11. . . . **REDFORD AND**

WALLACE, who recently left the Dot and Dash unit, booked for four weeks in Cuba and set for eight more in South America.

BETTY WOOD contracted for the principal role in Paramount's *Leslie O'Neal* late. . . . **OSWALD**, with a new unit, *Shooting High*, opens in Evansville, Ind., April 9. Unit will include Marie Linden, straight man, Carl Freed's Band and a stooge girl.

GEORGE HANNEFORD, drops out of Frank Fay's Vaudeville at the 44th Street Theater, New York, after his fifth week in order to play previous commitments.

BOB ALTON, vaude line producer, is staging a show for Dorchester House, London. Last show there was staged by Georgia Hale. . . . **CAROL BRIDGE** opens at the Roky Theater, Atlanta, for a week beginning Thursday (5).

NICK LUCAS plays a week's stand at Shea's Toronto, March 27. . . . **THE DEL RIOS** have been signed for two weeks at the Paramount, New York, April 8, with option for a third week.

ARTHUR TREACHER is heading east from the Coast and will do a week at the Fox, Detroit, April 7 and the Chicago, Chi. April 27. . . . **EARLE AND FRANCES** have been booked for the Howard Theater, Washington, April 14 for one week. . . . **FANCHON & MARCO** have installed a line of 16 One Poster Orks in the Palace, Chicago, beginning April 7, for six weeks with options. These four One Poster units will be running simultaneously—at the Roky, Atlanta; Shubert, Newark; Fox, Detroit, and the Roky, New York.

WILLIE WEST and **MAGNIFY** have been booked by Herman Citron to appear in next year's London *Cray Show* after they finish their engagement at Billy Rose's Aqueduct at the World's Fair. . . . **THE THREE SAILORS** sail for Rio de Janeiro April 8 to start an indefinite engagement at the Eureka Casino. . . . **ADELE INGE**, 13-year-old figure skater, will make a short for Warner April 8.

LIONEL STANDER has returned to Hollywood and is set for *What a Life* (Paramount). . . . **SENATOR MURPHY** stayed in New York only two days on his way from London to Chicago, where he played the State-Lake last week. Then he jumped to Los Angeles, where he took the boat for Australia.

THREE STOOGIES have returned to Hollywood to make shorts for Columbia. **LOUIS MOSCONI** has opened his own dance school in Hollywood, and Elsa Newell (formerly of Billy and Ema Newell) is handling his drama department. . . . **FRANK MITCHELL**, formerly of Mitchell and Durand, is breaking in a new act around Los Angeles. Dances staged by Louis Mosconi.

O. SCHROEDER, who has a dog act now touring the South, says Houston neighborhood houses pay "only peanuts" for acts, but that Dallas houses are paying acts \$15 per show, except where the policy is three-a-day.

BERT WHEELER, now in Hollywood, is coming east to pick up the Ernie, Washington, and the Stanley, Pittsburgh, for Warner. . . . **MGM IS PLANNING** to use only former Ziegfeld players for its second *Stagefield* Police. As a result it may give a break to a lot of retired Ziegfeld names. . . . **BOBBY CLARK**, Abbott and Costello, Johnny Burke, Jean Sablon, Yvonne Bouvier, Gloria Gilbert, Redding Twins and Dr. Hoffman will be included in *The Streets of Paris*, revue which Harry A. Kaufman is bringing to Broadway for the Shuberts. . . . **JACKIE HELLER**, added to cast of *Yoked Boy Makes Good*, Broadway production. . . . **TITO GUZMAN** will star in *Double-Dyed Deceiver*, pic to be made this year in Hollywood by Harry Sherman.

Burly Back in Rochester; Leibowitz Gordon in Charge

ROCHESTER, N. Y., April 1.—Burlesque, almost forgotten here since the old Corinthian Theater, now a parking lot, played the Mutual Wheel, returned to town when the Embassy Theater, formerly showing Italian films, changed its policy. Al Leibowitz, owner and manager, and Rose Gordon, producer, are directing.

Stock acts are played, with such names as Lou DeVine, Shuffles Le Van, Jack White, George Corwin, Dagny Lewis, Gene Wade, Hazel Miller, Myrna Dean, Jane Dobbins and Etta Hotcha Dee.

Four shows a day, five on Saturday, with a midnight performance, are played. New principals are brought in every other week. One feature film, and shorts complete the continuous performance. First week's box office indicated that burly was welcomed back, according to Leibowitz. Second week's biz holding up.

Burlesque Notes

(Communications to New York Office)

New York:
PEARL MYLIE, who spent two years in one gallery, Jimmie Lake's in Washington, finally took to the road. Now on the Hirt Circuit and engaged to repeat another tour, along with Marjorie Royce and Wade and Wade, co-principals. . . . **IRMA VOGEL** and Chiquita Venezia, latter billed as Zandra, opened at the Star, Brooklyn, March 31. . . . **LEON DEVOE** started at the Gaiety March 31 on a contract for 20 weeks. Tillie Ward (Mrs. DeVoe), also in town, designed and made a new strip-drop for Julia Bryan. . . . **SUNYA (SMILES)**

BLANK and **BOE KELLAR** replaced Leo Val and Yvonne and Est. Clay at the Republic March 31 when Ohan Mason and his new *Zylophone* migrated to the Triboro. Bob Taylor comes into the Republic April 7. . . . **HANK HENRY**, comic, entrained for the Casino, Toronto, to open April 7.

MARGIE HART'S next three weeks of added attraction tour takes in Philadelphia, Washington and Baltimore. . . . **KITTY CARNEY**, dancing chorine for Paul Kane at the Triboro, bought a new car for better transportation between her Sunnyside, L. I., home and the theater. . . . **NADINE MARSH** and **ADRIANNE** were last-minute bookings at the Ettinge, starting March 24. . . . **ZODIE LYNCH** is slated to produce the ensemble at the Continental when Sam Brickman reopens April 8. . . . **ANN STRIKER**, formerly of the team of Al and Ann Striker, who has been doing extensive studying this winter, left town for a pleasure trip to Mexico and California. Returns in May. . . . **AL-LING POO** heads the list of new principals at the Ettinge March 31 week. Booked by Dave Cohen, who also placed Jean Mode, Ginger Waldron, Mimi Reed and Valda to replace Georgia Sothers, Diane Logan, Bunny Mitchell and Adrienne.

No New Burly Houses Set for World Fair Run

NEW YORK, April 1.—Both License Commissioner Moss and city comptroller, F. X. Masterson denied that there have been applications for licensing of additional burlesque theaters during the World's Fair run. Moss adding that those already in existence are not doing a rave business.

Masterson indicated, too, that there would be no change in present policing policies because of the fair. "No let-up in standards is contemplated," he said. Without the use of the name burlesque, it is pointed out, there is little inducement to invest money in a theater, because the fair trade couldn't be enticed.

Detroit Burly Active

DETROIT, April 1.—Gloria Gayle opened at the National March 11, and Countess Karenova March 18. Paul West closed at the Avenue March 18, to open in Baltimore on the Hirt circuit. Bobby Faye and Irma Vogeler left the National March 17.

The 10-11 Bar, operated by Abo Maine and Beef Sobel, with its walls adorned with photos of burly performers, devotes Mondays to a theater party for burlesque players.

Elsa Sabro, formerly of burlesque, is working niteries in her own revue with hubby, Jim Bengett, doing emcee. Patsy Ginger Johnsons coming from New York Jimmy Rose and Jack Coyle opened at the National Sunday. George Schuler, former straight man, is now manager of the National and tries to make the engagement as pleasant as possible for all performers playing his house.

Avenue's new cast March 17 includes Harry Jackson, Tommy Miller, Harry (Boob) Meyers, Joe DeRita, Leon DeVoe, Evelyn Myers, Mary Grant and Gladys Fox.

Billy Purl closed at the National Saturday.

Capitol, Toledo, Changes

TOLEDO, April 1.—Merrill Sevier and Freda Ford opened at the Capitol Saturday. Eddie Heywood and Renee left March 18 and opened in Baltimore on the Hirt wheel. Dorothy Dellaven and Bert Saunders left yesterday.

Teddy Underwood takes over the concession end for Jacobs Brothers at the Capitol tomorrow.

House did a big week March 17, with the Beef Trust chorus as added attraction.

Pittsburgh Stock Remains

PITTSBURGH, April 1.—Casino will probably operate on burlesque and movie shorts basis until end of June, owner George Jaffe predicted today. "Good units are booked in for a month ahead, with later straddles depending on number of theaters open in Baltimore, Washington, Philadelphia, Newark, Union City and Boston.

If touring troupes are playing in mid-spring Casino will book them. **OKAY** Manager Ed Shafer will probably form a stock company with traveling principals. Some faces show here now about every seven weeks on circuit plan.

MAC DENNISON, comic, celebrated 10 weeks at the Triboro March 25, a record engagement for any performer at this house since the Harry Palmer control. . . . **RUTH FREEMAN**, one of the Gaiety dancers, celebrated a birthday backstage March 24. . . . **JUNE MARSH**, with a record stay of 26 weeks in one house, the Gaiety, moved across the East River to the Star, Brooklyn, last week. . . . **BARBARA BOND** debuted as a principal at the Clover, Baltimore, April 2. Ronald Tavor follows April 16. . . . **RUSSELL TRENT** filed in as a straight man at the Gaiety last week because of the illness of Bert Orant. . . . **CHICK HUNTER**, with eight weeks to his credit as straight man at the Triboro, was rehired by Lou Petal, March 25 and opened at the Star, Brooklyn, March 31. . . . **LILLI DAWN'S** bobby during stage waits is pasting newspaper clippings of babies and others in a large scrapbook.

UNO.

Chicago:
WYNAL Midwest managers' meeting of the season was held in Cleveland last Tuesday. Milt Schuster and N. S. Barger, the Rialto operator, took it in. **ADA LEONARD** has gone into Colostop's for six weeks. . . . **LOUISE MILLER** has moved to the Gaiety, Minneapolis. Marna is the featured attraction on the current bill there. . . . **MEGGS LEXING** opens at the Capitol, Toledo, April 7. . . . **BILL COLLINS**, manager of the aforementioned house, was a Chicago visitor last week, with Frances Parks Debutante, is back in the line at the Gaiety, Chicly.

From All Around:
BILLY (BOOB) REED, who was to have opened at the Palace, Buffalo, March 24, canceled the engagement to remain on the Hirt Circuit. Billy has an offer to make another swing around the circuit with a new show opening next week in Pittsburgh. . . . **ARTHUR CLAMAGES** Gaiety, Cincinnati, switches to a stock policy Friday; Morris Zaidins continues as Gaiety manager. . . . **PATSY LER**, former burlesquer, has opened a specialty store in Rock Falls, Ill. . . . **SALLY WALKER**, until recently with Frances Parks Debutante, is back in the line at the Gaiety, Chicly.

NEW INDIAN show opened this week at Gaiety, Baltimore, with cast including Renee, Eddie Hayward, Guila and Eva. Billy Ansel, Billy Fields and Connie Ryan. **KAY JOHNSON**, Baltimore girl, returned to her home town to appear with *Mrs. O'Quinn's Girls* at Gaiety. Also in same show and returning cast is Paul West and his wife, Marie Texas, who will appear on the Hirt Wheel soon. . . . **LBS SPONSLER**, straight man, has returned to fight promoting at the new sports arena in Baltimore. . . . **HIRSCH'S GAIETY**, Minneapolis, opened March 17 with Ada Leonard, Charles Country, Billy Postef, Pettite Carroll, Louise Miller, Ray Parsons, Danny Jacobs, Mignon and others. . . . **HARRY LEVINE**, comic, is now doing night club work around Baltimore with his wife and daughter.

RONNIE VALOR
JUST ARRIVED FROM THE COAST



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AND TALKER
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EDDIE
"NUTS"
KAPLAN
Current at The Star, Brooklyn.
Direction: DAVE COHN

PEARL MYLIE
FAST STRIPS — SINGING
DANCING — TALKING
In Year HIRTS CIRCUIT
Director: PHIL ROSENBERG

Tilton & Guthrie End Winter Circle

BUDA, Ill., April 1.—Tilton & Guthrie Players, who have been working an Illinois circle since last October, wind up the season tonight and after a brief vacation will launch the tent tour in Iowa. According to M. R. Tilton, winter run was a pleasant one, with weather good and business fair.

A banquet was tendered members of the troupe by Buda merchants last Sunday night, with 60 in attendance. After the banquet and entertainment the remainder of the evening was given over to card playing.

Gus Reed and King Clee will go to LaPorte, Ill., with Mr. and Mrs. Tilton for a two-week vacation. The Guthries will jump into Rock Island, Ill., and the McClures' will depart for Arkansas. About 30 people will be carried for the canvas season. Tilton announces, with all new scenery and all equipment freshly painted.

Chick Boyes Opens In Lincoln May 1

LINCOLN, Neb., April 3.—Chick Boyes Players will open here as usual on their old West Lincoln lot for the fifth season about May 1. Season will run into September if the demand holds up. Has never failed yet.

Chick will probably keep a No. 2 tent out to cover his picnic and fair dates. He was slated to have competition here this year when the Corvill Community Center was doling out a top to appear on its premises as an added attraction. Later seems to have failed in jelling.

Van Arnam's Funmakers

LACOCHEE, Fla., April 1.—As the John R. Van Arnam Funmakers wind up their third week of the new season, they report that while business has not been tremendous it has been satisfactory.

After seeing the show safely out of winter quarters and visiting for three days, Bossman Van Arnam left at Hialeah, Fla., and is up ahead of the advance, looking over territory. Management is thereby left in the capable hands of Roy Roberts, associated with Van Arnam for many years.

Danny (Young Alabama) Owens has been appointed assistant to Stage Manager Mack D. Ferguson.

Incidentally, Libby Mack's name was omitted from the roster in the last report from the show, Libby contributes one of the outstanding specialties in the performance.

The Funmakers are fortunate in having one of the best chefs ever connected with the organization in Joe Dubay. This fact is best attested to by Ralph (Boss) Tooker, who recently consumed 21 hot cakes at one sitting.

Match 16 was lost at Everglades City, Fla., on account of the funeral of Barron G. Collier, founder of Everglades City and the largest landowner in Florida. All business in Everglades City was suspended during the hour of his funeral in New York City, and the show posed up the town in respect to wishes of local officials and citizens.

Clarence (Blackie) Reed, efficient boss campaigner, is as busy as a cranberry merchant these days, what with his arduous duties on the show and his many social activities. Dome Williams and Bill Berkeley manage to keep Reed on the defensive the better part of the time.

Visitors on the show since the opening have included John D. Fitch, Mr. and Mrs. Horde Tucker, Mrs. and Miss Hal Crider, of the Billroy Show; Mr. and Mrs. William Kestow, Mr. and Mrs. Roy Kestow and Frank Kestow, of the Kay Bros. Circus; Hubertson and Denton, Cecil and Virginia Lyle, Eddie DeLoy, Messrs. Beets and Bagge, of the circus of that name; Mr. and Mrs. Billie Woods and Mrs. Berl, of the Opa Locks, Fla., Zoo, and Doc Sampson, postmaster of Opa Locks. The roster of the show was given in

Players Attention!

They work demands a flexible, strong voice, send a dollar for 10 one-to-understand lessons. Design and recognize your voice in three weeks. Voice Coach, Mrs. V. Gange, Box 22, Station A, San Antonio, Texas.

Last report with the exception of our working crew which includes the following: Danny Owens, George Owens, Billy Greene, Hugh Crofoot, Ralph Tooker, Dick Patch, Bob Morris, Martin Dean, Butch Deager and Hutch Russell. MACK D. FERGUSON.

Schaffners Crack Tent Trek May 29

CEDAR RAPIDS, Ia., April 1.—Neil and Caroline Schaffner will continue their radio program over WMT here until time to begin their tent tour of Iowa, Illinois and Missouri. Canvas troupe will open May 29 at Wapello, Ia.

Those already engaged for the coming season are Roy Hillard, director; Scotty Greenhagen, Jean Dixon, Art Cavanaugh, Ruth Cavanaugh, Edward C. Furbush, Billy Chaffin, Caroline Schaffner, Rom Lee and Manager Neil Schaffner. Abo Lowder will again blaze the trail, and Orville Speer will have charge of the canvas.

Hayworth Buys Show Top; New Faces on N. C. Circle

ROCKY MOUNT, N. C., April 1.—"Sea-Be" Hayworth has just placed an order with the Dets Tent & Awning Co. for a new 80 by 110-foot top with marquee and proscenium to house his touring unit, which is slated to crack the canvas season in North Carolina the middle of May.

Carpenters and painters are busy at headquarters here building and decorating the show equipment. Hayworth has an agent out now scouting up a route.

Recent additions to Hayworth's North Carolina merry-go-round are Homer Meschum, comedian; the O'Hara Sisters, harmony singers; and Roy and Eva Kinkle, character team.

Toby Eastman To Direct "Hit Parade" Rehearsals

BROWNSVILLE, Tenn., April 1.—With several days remaining before the start of rehearsals for the canvas road tour of The Hit Parade, many performers have already arrived at quarters here. Toby Eastman, producer, and wife will be in charge of rehearsals.

Fred DeLong is back at quarters after a three-week visit to Miami Beach, Fla. James Tullbee has arrived from his home in Houston.

The billing brigade, in charge of C. Boyd, has arrived and will shortly begin its duties. Four billing trucks will be used in advance.

Howard King and wife have returned after a short trip to Hot Springs, Ark. Ray Marsh Brydon, well-known outdoor showman, was a recent visitor.

Rep Ripples

KING RECTOR, Jimmie Martin, Boob Stone, Zarlippig Twins, Albert Haynes and Al Jackson have signed with the Morgan-Helvey Players now rehearsing in Jacksonville, Fla. RALPH C. BRAY is scheduled to open his Montana merry-go-round early in April. DAVID BRUMMITT, formerly with the Avon Players in the South, was a recent arrival in Kansas City, Mo. HILA MORGAN Players began rehearsals in Arkansas April 3 and will open in two weeks. LEO AND MAXINE LACEY have joined the Wallace Bruce Players in Kansas. DAVID DEMILLE, formerly with Hila Morgan company, left Kansas City, Mo., recently for a visit with friends and relatives in Chanute, Kan. TED HAWKINS has signed with the Dewey Campbell Players for the season. JIM BURNS and Peggy Lomas are recent arrivals in Kansas City, Mo., from the East. DIXIE QUESS Showboat cast is in rehearsal at Kansas City, Mo., and opening is scheduled for April 30. TOL THEATER recently opened a new theater in San Antonio to house musical tab units. Kenneth Cantrell has been signed as chief comic. PAUL AND DIXIE HERBERT, juve team, have joined the Harley Sadler Show in Texas for the tent season. CLEDE J. WHITE is confined in Ward 4-E in Veterans' Hospital, Kecoughton, Va., for kidney stone treatment. He would be very happy to hear from old show friends. W. L. BROWN, of The Cheyboyan (Mich.) Daily Tribune, is writing an article covering the history of the local theater during the years 1880 to 1930 for his paper's Golden Jubilee edition to commemorate Cheyboyan's semi-centennial anniversary and is anxious to hear from performers who played the local theater during those years. Brown is desirous of knowing the name of the attraction, the date it appeared in Cheyboyan and any other information on which he might romance. He is also anxious to know the name of any rep, med, chautauqua, circus or carnival attraction that played Cheyboyan from 1880 to 1930.

PAUL AND DIXIE HERBERT, juve and ingenue who have been in tab stock in Augusta, Ga., have joined the Harley Sadler show in Abilene, Tex. JEROY CRISWELL and Louise Howard, stock and rep leading people, are co-author of a book just released entitled How To Crack Broadway. In a section of the book labeled "After Thought" there is an article concerning tent shows by John Lawrence. SLIM WILLIAMS, until recently with the Boob Braasfeld Players, has articles to do his big show, coming up with Billroy's Comedians, now rehearsing in Valdosta, Ga. RAY (BOZO) STRAIN, for several years with Harry Young's Frivolities, is confined in

a Knoxville hospital. JIMMY BROOKE, saxophonist, has joined the Boob Braasfeld troupe in Rome, Ga. BILL YOUNG, manager of Toby's Comedians, who opened recently in Texas, has moved the layout into Arkansas. Young is rehearsing a number of new plays. TOBY EASTMAN, who moved into the KUBB Ko-Ko-Mo, Dothan, Ala., November 13 last, winds up there this week to join the new Hit Parade tent show as producer. THE THREE REVELERS leave the same office this week to line up with Billy Wehler's Billroy organization. THE MUSICAL VAUGHNS (Aunt Adah, Jerry and Eddie), formerly well known in the tent rep field, are now on Station WHIP, Rock Island, Ill., for an indefinite run. Evelyn Vaughn is operating a dance studio at Ocean Lake, Ore., and Gaylord Vaughn is warbling over the radio from Portland, Ore.

SKIP DEAN, for many years with the M. and M. Motorized Show, will this season again play fair and celebration dates with his Sandhill Billies for the Ernie Young office, Chicago. JOHNNY GALVIN, formerly of the Galvin Players, is working vaude and club dates in the Miami, Fla., sector. KURTZ BROS., Comedians have a new tab bill for their summer show written by E. P. Hannah. CHRIS TATE SHOW reports business only fair in the smaller Nevada towns. BETH AND JEFF UNRUH are closing with the Boyd Holloway Town Hall Players at Monroe, N. C., April 15, and will depart soon after for Fayette, O., to join the Norma Olaniva show for their third season. The Holloway gang appeared for 21 weeks over Station WFTC, Kinston, N. C. NOLAN AND KENNY moved into the Ko-Ko-Mo Club, Dothan, Ala., March 17, for an indefinite stay. Also on the bill there are Toby Eastman, Dorothy Cannon, the Three Revelers and Vickie Belle. DONALD NORTHUP, fuivelle lead, has joined the Avon Repertoire Co., which will tour New England this season. Troupe plans to play 10-day stands in theaters. JOHNNIE AND VERNIE DISJOE, now in their eighth month with the Jack C. Grady show in North Carolina, recently had as dinner guests "Sea-Be" and Marion Hayworth and W. D. McKennie, of the Hayworth North Carolina merry-go-round. Among other recent visitors on the Grady copy were Joe and Bee Burnett, of the Harry Linde show; and Rusty and Dot Williams, and Odell and Stella White, of the Odell White tent troupe. JUDY AND MACGREGG Players, now rehearsing in Newport, Ark., will open their tent trek Easter Monday. EDDIE AND LILLIE PAOLI are producing and touring in Alabama. HARRY MILLER is making arrangements for the opening of the Miller Stock Co. under canvas in Minnesota.

Show Boat Players

WANT money making team that can do most money in least time. For complete list of money making teams, see "Money Making" page that can be made with a small investment. No experience necessary that can give you this in a week-end show. For more info, see ad in Saturday-Bill players. Write: don't miss, stating all and make salary high. You get it. (No pay, no work). At Lakeland, Fla. (Hawkeye) with. Schedule April 24.

CURTISS SHOPPRINT

QUICK SERVICE—LOW PRICES. "Tent Show Headquarters Since 1908." CONTINENTAL, O.

FULL STOCK CAST. Wanted for Summer Month in Central Pennsylvania. Opening May 25th. 16 Weeks. NON-BOOBY. Top Bill. For More. An Ideal. State salary and give details with this photo in first letter. Address: Ellis Kramer, Director, 824 S. 20th St., Philadelphia, Pa.

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In This Issue

Table with 2 columns: Article Title and Page Number. Includes Broadway Beat, Burlesque, Circuses, Possibilities, Routes, and various news items.

SPECIAL ARTICLES

Table with 2 columns: Article Title and Page Number. Includes Radio, Dear Mr. Bathroom Manager, Modern Dancing in the Big City, The Circus at the Crossroads, and other special features.

NEW YORK WORLD'S FAIR

Flushing, L. I.

April 30 to October 31

GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO

February 18 to December 2



Big Pull Ahead To Ready Expo By 30th Gone

NEW YORK, April 1.—Even the most optimistic followers of construction and general preparation at Flushing fair grounds have become resigned to the fact that the fair cannot possibly be 100 per cent complete by its opening day, April 30. For several weeks it has been apparent that the amusement area would not be ready in its entirety and now it seems evident that the larger and more substantial exhibit division, too, will have its empty spaces and uncompleted buildings when President Roosevelt officially opens the gates four weeks from tomorrow.

Altho a survey of the exhibit area this week would show that the exteriors of structures are virtually complete, they represent mere shells in many instances, with preparation on the interiors still far from complete. Foreign participation area is probably farthest behind schedule, followed closely by several State and commercial propositions of smaller nature. Transportation area's massive units will probably be 100 per cent ready in a couple of weeks, together with a majority of commercial exhibit structures.

Construction Hits Snag

In the latter group fair officials have been experiencing difficulty in selling ground space within the buildings to firms allied to the respective industries. Several exhibit areas will not be sold completely by April 30. Marine and Aviation buildings have been hardest in which to sell space, altho late developments indicate that in these instances April 30 will find them completely sold out at rates far below the fair's original asking price. In other buildings such will not be the case unless footage, etc., are further lowered.

Construction procedure has been hit by snags at time to time from labor unions (See BIG PULL on page 135)

Buck's Bali Show Off; Jungland Is Ready

NEW YORK, April 1.—Frank Buck's plans for a second attraction besides his Jungland in the amusement zone fall thru late this week when the Dutch Colonial government refused permission to 24 dancing girls from the island of Bali to appear in Buck's Bali show.

He had signed a contract with the fair to present the South Sea Island production in Plot A-1, adjacent to his half-constructed Jungland and had virtual assurance of the Dutch government's co-operation in making native talent available. Last-minute change of the government's mind canceled plans for the show, however.

Construction on Jungland is proceeding rapidly and fair officials are confident that it will be one of the ready-to-operate attractions when opening day arrives. Animals for the show are expected from foreign ports within the next two weeks.

802 Prez Demands Action on Contract

NEW YORK, April 1.—Jack Rosenberg, president of musicians' Local 802, American Federation of Musicians, stated this week that he would take drastic action if a contract with World's Fair officials covering working conditions for musicians was not forthcoming very soon. He accused fair officials of "juggling."

Statement was made following conclusion of a meeting of the theatrical trades council, to which Rosenberg had appealed for aid. About three weeks ago musicians' union had sent the World's Fair authorities a set of conditions which 802 execs hoped would form the basis of the contract. Trades council voted to try to negotiate a conference with the fair within a few days.

Present at the meeting, in addition to Rosenberg, were Tom Murtha, vice-president of the Central Trades in New York (See 802 PREZ on page 135)

Gate and Take Hit by Weather; Kicks Plentiful

SAN FRANCISCO, April 1.—Cold and rain during the week plugged the expo into its worst slump, with attendance and revenue way down. While drop in revenue can generally be attributed to weather, other reasons for the slow-down are being laid in the laps of expo big-wigs, who are figuratively going to be the target if something isn't done soon to hypo the gate.

Charges of mismanagement are now more frequently heard. Some concessioners have been complaining especially in getting their money. Fair officials announced during the week that Chief Director Harris Conkik is definitely working out a policy which, it is said, will be more effective.

The estimated 15,000,000 total attendance is way off, based on average daily attendance to date, reports show. This figure must be reached for the expo to break even financially, it is said. Only a few main attractions have proven good box-office bets, only expo money makers so far having been the Babe Ruth (See GATE AND TAKE on page 135)

Building Body Wins In Controversy Over Unionizing Workers

SAN FRANCISCO, April 1.—Squabble over jurisdiction of ride men at the expo was settled on Wednesday, dispute ending when the American Federation of Actors withdrew its demands to organize the ride men, thus allowing the Building Service Employees' Union to sign up the workers.

Maintenance union's stand had been that it holds a closed-shop agreement with Whitney Bros., operators of Playland-at-the-Beach, for ride men. The AFA has an agreement with the expo covering entertainers and majority of other workers in midway shows and concessions.

In agreeing to settle, Al Smith, AFA representative, said he took it upon himself to follow such a course because the American Federation of Labor executive board in Washington, D. C., failed to take any official action in the dispute after he had reported the situation. Charles Hardy, vice-president of the maintenance union, said cards would be issued to members as soon as they sign and that he would begin at once negotiating a contract with the expo management.

Liquor License Quota Full

SAN FRANCISCO, April 1.—The expo right now is as liquored up as it's ever going to be. There will be no more liquor licenses issued on the island, said Don Marshall, liquor law enforcement officer for Treasure Island. And that goes for the exclusive Island Club, now building, and for proposed floor show night clubs in prospect. Marshall said there are 16 places serving beer, five serving wine and beer and 17 serving beer, wine and hard liquor. He said all applications to him for submission to the State board of equalization will receive an unfavorable recommendation on grounds that more drinking spots would be contrary to public welfare.

| Paid Attendance | |
|---------------------|------------------|
| Previously reported | 1,254,572 |
| Thursday, March 23 | 16,444 |
| Friday, March 24 | 18,904 |
| Saturday, March 25 | 33,814 |
| Sunday, March 26 | 30,266 |
| Monday, March 27 | 17,272 |
| Tuesday, March 28 | 18,133 |
| Wednesday, March 29 | 20,073 |
| Total | 1,400,670 |

Kids' Nickel Days To Be Given Trial

SAN FRANCISCO, April 1.—Another point, 5-cent days for kids, apparently has been won by the 1939 World's Fair Concessioners' Association. Expo officials announced that the Nickel Day plan, suggested by Harry A. Illions, ride operator and endorsed by the promotion committee of the concessioners, will be tried out on a so-called school tours arrangement with other cities.

Exhibitors are squawking in general to the fair management, complaining that it has allowed demonstrators to erect structures in exhibit palaces not in keeping with best-by expensive displays. Other kicks charge inadequate and inconvenient service to the island and that guard guides and other employees monopolize space in exhibit lounges at lunch hours.

Provided the expo will put up a similar amount, the Concessioners' Association is willing to part with \$500 a month for employment of a half-dozen attendants for the Gayway. Little or no mention of the Gayway in the daily press has soured concessioners. Vice-President Illions, of the association, said he had talked over the matter of employing a press agent with Chief Director Harris Conkik but could get no definite assurance that the expo would go half on expenses.

Exhibitors, Concessioners Work Together for Stunts

SAN FRANCISCO, April 1.—On Wednesday night Harry A. Illions, representing the Concessioners' Association, met with the president and the executive board of the Exhibitors' Association at the Press Club on Treasure Island. After explaining that the endeavors of both groups were parallel in that 70,000 visitors or more per day were necessary for the success of the fair, and that such days as 5-cent kiddie days each week as well as many other promotional stunts were needed, the exhibitors agreed with him and had L. N. Roberts, Exhibitors' Association secretary, write a letter to the exposition officials that they were in accord with the concessioners and would work with them. The story broke on page 1 of the second section of The Examiner Friday.

Illions today is visiting his brother, Rudy, and Harry Hargreaves in Venice on route to Montreal.

Gleanings

By WALTER KESIBLEY

SAN FRANCISCO, April 1.—Jake Newman, former circus agent, is on the Gayway, darning Red White, who has been handling the front of the Gloria show. It is now a talker on Sally Wood's Nude Ranch. Postman who delivers mail on the Gayway has a hard time finding people. He says without my assistance he would be absolutely stumped, what with front men moving from one place to another constantly. J. Ed Brown is still fighting for locations for his company's hamburger and frankfurter stands. Midget Village is doing pending negotiations for a new show. Olive's Palace of Illusions is also dark; he says he is awaiting arrival of his troupe from India. Some of the girl shows are having trouble regarding aftershows. Most (See GLEANINGS on page 135)

On the Flushing Front

By ROGER LITTLEFORD JR. and LEONARD TRAUBE

NEW YORK, April 1.—This section is never complete without a Dufour or Rogers reference because the duo has been adding shows on the fun strip with clocklike regularity. Their latest is Seminole Village, 14,000 square feet, with 50 Seminole Injuna, two alligator pools in the 'gator farm, and plenty of trumped-up atmosphere palms and all two baggage cars with all the works are due in here on April 15.

Scalpers signed by Pop Dunlap are Mack (Doc) Zeitlin, Jack Whyte, Orest J. Davany, Albert Baker, Arnold (Doc) Esche, Rubie Green, Andy Harris, all of New York; Dave Gordon, Al Seltzer, Charles McBride, Art Lovi, Jerome Gottfried, Charles W. Engle, Chicago; R. J. (Doc) Cooney, Johnston, Pa.; Louis (Butch) Hirsch, Ben Himmelman, Miami, Fla.; George Carr, Fulton, N. Y.; Sam Spalla, Detroit. Better operators are David Hoch, Harold Daly, A. A. (Al) Crane, Clifford Whyte, Louis Lustig, New York; James J. Langone, Fred Beckendorf, George Morris, Dave Gordon Jr., Benedict Garmine, Gus Anderson, Nick Buduson, Irving Schenwar, Chicago; George Carr Jr., Fulton, N. Y.; Frank Whyte, Johnstown, Pa.; Jack Leonardson, Cleveland; Sam Spalla Jr., Albert E. Reno, Detroit; Ray Gordon, Miami; C. R. Miller, Canton, O.

Rubber cravers of George P. Smith Jr., of concert bureau, working overtime on amusement area map in his office.

Corporation of Crystal Palace is Palace of Crystal, Inc., with Philip Geib president and designer. P. Benjamin Kaufman is attorney and member of the

board, with Alfred Stern production assistant and H. W. Reiter press rep. Total area is 20,000 square feet. Constructed of glass and iron in manner of predecessors, the first at the 1881 expo in England, second at New York's first World's Fair in 1853. They will present the highlights of past American world expos, stressing entertainment value and changing tastes from 1853 to the present. Two theaters will be used for this purpose. Will contain, among other items, a tintype photographer, old-time soda fountain clerk, postcards of the Gay '90s, the Saturday night scrub in the tub, a printed program in the form of Police Gazette, illustrations of candy-making in the 19th Century, etc.

Wentry! Each passenger on Jordan L. Motth's Parachute Tower will receive a Life Saver free after his descent. Life Savers Corp. has taken contest to sponsor the ride.

Murray Goldberg has arranged for a scale each in Cuban Village and Sun Valley-Winter Wonderland. Publicity department of Railroad Building has moved out to the grounds. John Webber is p. e. i. v. Whispaw row retired rumor for 'seventh time' that Robert L. Ripley will 'oppositon' the fair with (See ON THE FLUSHING on page 135)

Add World's Fair News in This Issue

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Page

Creamless Comfort

Air-conditioned Ringling-Barnum show is figured to cut heavily into receipts from ice cream, soft drinks, etc. A Big Show official suggested that the butchers vending this stuff carry miniature hammers with them on their rounds, aiming same at customers. Reminds some people about those fumigating gadgets used in picture houses in the old days. Maybe the show will decide to beat the big top in like manner. Anyway it looks like a lull of a battle between the cooling system and Old Sol. Vendors are pulling for Solomon.

15 Cars for New Cole Show; Creditors of Bankrupt Corps. Promised 10% of Indebtedness

ROCHESTER, Ind., April 1.—In a statement issued this week to creditors of the Indiana Circus Corp.; Cole Bros.-Clyde Beatty Circus, Inc., and Robbins Bros. Circus, Inc., bankrupt Indiana corporations, Cole Bros. Circus, Inc., with a paid-in capital of \$500, announced that despite the financial setbacks suffered last season, Jean Adkins and Zack Adkins, representing the new corporation, have arranged with the Associates Investment Co. to lease from it equipment for a 15-car circus (not 20 cars, as recently reported) out of the equipment now held by it, which was taken by foreclosure last year.

"With this equipment in the possession of the new Cole corporation and with what money they can obtain from friends—they believe that they can get the new circus on the road and because of the general upturn in business oper-

ate it at a profit," the statement continues.

"These men are willing to work diligently for the success of the new enterprise and because they feel that the creditors of the old corporations extend credit to them because of the confidence of such creditors as Adkins and Torrell they are willing to obligate the new corporation to pay a part of the indebtedness of the old corporations. Therefore the new corporation, thru its board of directors, has adopted a resolution as follows:

"Resolved, that Cole Bros. Circus, Inc., issue five-year non-interest bearing notes in an amount equal to 10 per cent of the unpaid indebtedness to all general creditors of the Indiana Circus Corp.; Cole Bros.-Clyde Beatty Circus, Inc., and Robbins Bros. Circus, Inc., said notes to be discharged before any dividends are paid on the capital stock of Cole Bros. Circus, Inc."

Wagner's Dover Lot Free

DOVER, G., April 1.—Glen Z. Wagner, well-known local circus man and for years identified with outdoor promotions for the American Legion, states that his lot, located within the corporate limits of the city, is available, without charge, for motorized circuses planning on playing here. On numerous occasions in recent years Wagner has interceded for motorized shows, completing practically all necessary arrangements for their showing here.

Russell Bros. Begins Apr. 20

Rolla, Mo., first stand—C. of C. to declare holiday—four new sleepers

ROLLA, Mo., April 1.—Thursday, April 20 will mark the opening of the season for Russell Bros. Circus. As usual, the occasion has been declared a local holiday by the Rolla Chamber of Commerce. Whiffer Jennier will be back on the show with his sea lion, Buddy, Lester Thomas of Bloomington, Ill., will have a five-people flying act billed as the Flying Leaters, in which Danny Gordon, clown, will also work. Madame Bedini will be back with her Liberty horses and comedy pony and dog act.

Charles Cohen, engaged as legal adviser, was a recent visitor at quarters. E. Dwight Pepplo, special agent in charge of promotions, also was a visitor following the close of the highly successful three-day engagement of Fashions and Follies, which he produced in Kansas City, Kan., for the Chamber of Commerce.

Lee Daniels, new side-show manager, spent several days at the Webb home together with William B. Antes, editor of The Evening (Wia.) Review, who was press agent with the circus in 38 and 37. Ted Milligan will be inside manager of the side show. He and his wife are now in quarters. Others also here are the Aerial Ladies and Jim and Cathie Hughes with their Silver King dog and cat race. Otto Gray, former cowboy band leader, has contracted for a pit show with his much-publicized budget cows. O. V. Crawford will again have the concessions.

Work in quarters is progressing at a brisk pace under the supervision of George Warner, general superintendent. Four new sleepers are being constructed, each with a capacity of 8 to 10 persons. Two are for performers, one for the big show band and one for the side-show band. Most of the newly-erected and ornamented cases have been turned out of the workshop. They make a very

WPA Show Has Excellent Biz At Coney Island

CONY ISLAND, N. Y., April 1.—The WPA Federal Theater Project's circus closed its week-end here to excellent business. Friday night was light Saturday and Sunday matinees were turn-aways and capacity houses at night. Show obtained a nice break in Brooklyn papers.

Visitors included Roland Butler, Jerome T. Harriman and Gardner Willson, of the Big Show's press staff. They were accompanied by George Lane. Noting the quaint architecture of Stanton's Arena prompted Willson to describe it "as a choice bit of early Americana."

May 2 has been definitely set by the executive staff as the date of the opening of the tent season. The exact location will soon be decided on.

Walter M. Buckingham, national secretary of the Circus Fairs Association will have the honor of blowing the whistle that will start the canvas season.

R-B Scheduled To Open at the Garden April 5

NEW YORK, April 1.—The Ringling-Barnum show trains arrived in the Mott Haven Yards this morning from Sarasota and equipment and stock are being moved into Madison Square Garden basement this afternoon in preparation for the season's opening there April 5. Should the hockey-league playoffs continue longer than expected, which is considered highly unlikely, (See R-B SCHEDULED on page 131)

Abernathy Asking Unions To Check Traveling Shows

PITTSBURGH, April 1.—For the first time in circus history Central Labor unions thru-out the country this season will be asked by Leo Abernathy, Pittsburgh's CLU head and president of the International Alliance of Bill Posters, Billers and Distributors, to check all traveling shows and advise the Alliance central office at once if the troupe's operators are failing to abide with union conditions.

Co-operation of all AFL locals that (See ABERNATHY ASKING on page 45)

Anderson To Have Elaborate Opening Spectacle, "Borneo"

EMPORIA, Kan., April 1.—Bud E. Anderson's Jungle Oddities and Thro-Ring Circus' opening spectacle "Borneo" will be a magnificent display. Elaborately costumed in radiant colors. Illuminated with ground reflectors, color wheels and Klieg lights. Borneo will make its debut in the big top thru a velvet-draped proscenium arch. The spec is being produced by its originator, Bert E. Rickman, equestrian director. Willard Romer has written the musical score.

The color styling of the interior of

the big top by Marc Marcellus captures the modern mode with interesting effects in contrasting shades of red and blue combined with silver. Red and silver are used on the center poles and blue and silver on the quarter poles. The ring carpets are vivid red centered with large silver monograms and encircled by blue and silver ring curbs.

A mirror-studded band shell, enhanced by an arc of neon lights, will set off Jack Kolron's 12-piece band. During (See ANDERSON TO on page 45)



THIS THOROUGH makes up Dorothy Herbert's hard-riding stars of the Ringling-Barnum Circus. Left to right: Harriet Garner, Estelle Clark, Shirley Byron and Miss Herbert, who returns to the Big One after being with Cole Bros. Circus last season. The horse is the famous jumper "St. George," which Mrs. Herbert has ridden thru a hoop of flames. Photo by Jack Daniels.

Parker-Watts Opens Apr. 21

Ft. Smith, Ark., first stand—sponsored by Chamber of Commerce

SOUTH FT. SMITH, Ark., April 1.—The Parker & Watts Circus will open in Ft. Smith April 21 under the sponsorship of the Chamber of Commerce.

Among feature acts engaged are the Hodgkins riding act; Stan Volera, flying and bar act; Aerial Ortons, Panning Duo, Aerial Zerrados; Four Connors; Andy Calino, the ape man; the Great Stubbins and the Knights.

Crown alley will be headed by Bruce La Farfa, Toby Tyler, Jimmie Thomas, Johnny Delmar, Anthony Mogingo and Raymond Duke.

Among animal acts will be the Parker & Watts elephants, under direction of Jimmie O'Connor, the show's Liberty and manage horses, under direction of Hazel King; the P. & W. ponies and mules (32), trained by Frank Kelso; Hamilton's Liberty Horses and ponies.

A spectacular entry, "Zanzibar," rather than a spec, will start the performance. Wardrobes, turned out by Mrs. Ira Watts and Mrs. Chetley Brady and their assistants, has been copied from the modes and style of that French possession.

A number of Ft. Smith girls, as well as regular performers, are being groomed daily for different acts, as it is the intention to feature youth and beauty through the performance. George Myers, equestrian director, is thoroughly competent in this line.

The horse-drawn parade will be nearly a mile and a half long, with six musical sections, including bands and old-time steam calliops and air calliops, open dens and cages and mounted people.

Scott Hamilton, manager of the Chamber of Commerce, will try out the Mounted Bell Lyre Band in the Ft. Smith parade.

Campbell To Begin April 29; Canvas And Equipment New

KANSAS CITY, Mo., April 1.—Donald M. Campbell's One-Ring Circus will open April 29 close to Yankton, S. D. Show will have two light plants, a, c, and d. e. current; a 35-watt mobile sound system, new canvas and equipment and present circus, radio, vaudeville and animal acts. Show will have flashy paper. Photos of performers will be on display at several stores on show day.

Downie Show Ready For Macon Opening

MACON, Ga., April 1.—Everything is in readiness for the opening of Downie Bros. Circus here April 6, auspices of American Legion.

Art Miller arrived here Sunday from Arkansas. Elmer Myers, H. Allen Carter and Eddie and Jean Allen also are here.

Carl Larkin, of Larkin Trio, who was taken down with lumbago, is about ready for work. Leo Moore, brother of William M. Moore, is here from Electra, Tex. Larry Davis and wife Cora, passed thru on way south.

Billy Hamilton, coming from the Coast, spent Sunday and Monday here. Paul M. Conway, who has been ill of the flu, is about again.

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By THE RINGMASTER

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Secretary JAMES H. GIBSON
1000 14th St., New York, N. Y.
(Conducted by WALTER HOENADEL, Editor "The White Top," one National Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., April 1.—Oscarie Sparks Tent, Norwich, Conn., held its regular monthly meeting at the home of Secretary Felix P. Callahan. It was largely attended. The cookhouse was prettily decorated in the spirit of the day, St. Patrick's Day. The death of Mrs. Charles Sparks caused much sorrow among the fans. A floral piece was sent by the Tent, and also words of sympathy were sent to Mr. Sparks. In memory of Mrs. Sparks the assemblage stood with bowed heads in silence for one minute. National Secretary W. M. Bockingham was back for the meeting and was feeling much better. Guests included Mr. and Mrs. Emil Falkenberg and Mr. and Mrs. James McSheffrey. The annual election took place and the following were elected: Boss canvasser, Felix P. Callahan; assistant, D. Joseph N. Ganey; treasurer, Joseph H. Daley; secretary, Edmund G. Smith. A vote of thanks was given L. Perry Raymond for the way in which he conducted the Tent during his term of office as boss canvasser the past year.

John P. Grace, of Kokomo, Ind., recently put on an exhibition of his circus collection for the first time for public view in the Congregational Church of his city at its Hobby Show. He was visited for an article and some pictures to be used in the Chrysler Auto magazine, The PhotoGram, for the April issue.

Walter Krawiec, CPA artist of Chicago, recently sold one of his paintings, "Six Greys," to the Gary, Ind., schools, showing some baggage horses with big top scenes. This picture received Mrs. F. Logan's prize as Chicago Galleries last fall.

Fans within 150 miles of Chicago are being invited to join with the Atwell Luncheon Club in attending the Showmen's League party to be held at Hotel Sherman evening of April 10. Proceeds from this annual party are used for the league's hospital fund.

International Show Drawing in Mexico City; King Feature

MEXICO CITY, April 1.—The International Circus, which opened here March 18, had the S. R. O. sign out at practically every performance the first week. The circus showed to more than 83,000 paid admissions the first four days, giving 10 shows in that time. Manuel King, the lion trainer, and one of the features, is a big draw and has obtained plenty of publicity. He appeared here last fall with another circus.

The show is heavily billed and advertised. Ads appear daily in nine newspapers here, and three radio stations are used several times each day. More than 15,000 sheets of American lithos are posted.

The show is scheduled to remain in Mexico City and vicinity for 16 weeks. Among other acts with show are Wanda Wenz's wild animal turn, Mla. Harriette's riding lion and seven-lion act, Florence King's rebras, ponies and dancing elephants.

H-W Property Is Being Sold

LOS ANGELES, April 1.—The work of straightening out the Hagenbeck-Wallace Circus property tanglo here and disposing of the property is under way. A legal representative of the American Circus Corporation has been here for two weeks conferring with Ralph Clawson, of the Ringling interests.

So far the A. C. attorney has had trouble disposing of the property at a satisfactory price, as few buyers have appeared. There are still some legal angles to be ironed out, but these are expected to be cleared up soon.

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DEPT. F-4 FORT SMITH, ARKANSAS

A local paper carried story that Frank Chiacarella and W. H. Mallock, circus men, have purchased some H-W equipment, also that it has been announced by them that they will organize a six-truck show, consisting of 10 acts; that the tent will have a seating capacity of 2,000, and show will open at Baldwin Park April 14.

The press also had a story that on March 27 John R. Quinn, county assessor, took control of the H-W show thru attachment for delinquent taxes and that it was stated by Quinn that the show was delinquent \$1,200.45 on personal property tax since March 6. If this is not paid by April 4 the property will be auctioned where it now stands at Baldwin Park.

Included in the attachment was a zoo containing elephants, tigers, lions, leopards, camels, bears, horses, seals and monkeys, together with many items of regular circus equipment. Assessed value placed on the property under the attachment amounts to \$39,000.

IABPB&D Local 120 Elects

TUCSON, Ariz., April 1.—Arizona Local No. 120 of the Billers' Alliance held its meeting here March 28, at which new officers were elected as follows: Fred J. Codd, who runs the snipe plant in Tucson, president; vice-president, Roland C. Miller, of Phoenix; secretary-treasurer, R. H. Bond, Phoenix; recording secretary, T. J. Merrigan, Tucson; trustees, Foy Fanning, Tucson; Pert Emert, of Bisbee; and Manny Gunn, Tucson, who will be on Ringling-Barnum bill car. The local meets once a month in Tucson and Phoenix.

New Cross & Banta Owners

CHICAGO, April 1.—Jack Aulet, whose activity in show business dates back many years, has combined his show printing service with the show printing firm of Cross & Banta. Both Cross and Banta have played away and the new owners of the organization are R. C. Henry, president; Jack Aulet, vice-president and sales manager, and W. B. Wiecek. The firm recently added a lithograph department.

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WRITE OR WIRE JOHN T. BENSON, NASHUA, N. H.

Benson Quits Hagenbeck; Succeeded by Lorenz's Son

NEW YORK, April 1.—John T. Benson, animal showman and owner of Benson's Wild Animal Farm, Nashua, N. H., has resigned as American representative of Carl Hagenbeck Co., famed Hamburg animalists. Benson, just back from Havana, where he had just plans for projected government

been connected with Hagenbeck Bros., title of the American company, for more than a quarter of a century and that pressing business duties which are constantly multiplying forced him to eliminate himself from the firm.

Benson will be succeeded by Erich Hagenbeck, son of Lorenz Hagenbeck, now in New York. Erich was associated with Benson for about a year in learning the American end of the business. A local office will be established.

Animal Demand Up

A survey among leading importers and dealers of wild animals indicates that, despite an outdoor season definitely below par last year, use of animals as attractions on circuses, carnivals, in zoos and allied fields will maintain, and even exceed in many instances, the high level it has held for the last four years. Dealers will tell you, and they should know, that the American public is still just as animal-hungry today as at any time in a generation, even tho' other forms of outdoor attractions have been developed highly and keenly exploited in the last decade.

Prime reason for this continued support of zoological displays and acts must be based on the fundamental appeal trained and untrained beasts hold for the average American. With the assistance of proper exploitation, not only do new types of animals obtain wide publicity, but old and tried attractions land plenty of space as well. Introduction of the giant panda babies last year into the American zoo picture did more for maintaining interest in zoos than any importation in years. Newspapers the nation over ran columns after columns on the cute and apparently rare little bearlike cuties. The Ringling-Barnum circus made Gargantua, a gorilla, its mainmost selling point, and Frank Buck, most publicized animal man, headlined the performance on the same show. Tigrions, tiger-lion hybrids, were recognized prominently by the public prints, and the quintuplets born to Clyde Beatty's cat family just recently received similar attention. All this helped immeasurably to keep animals and animal attractions before the eyes of the public.

Attractions themselves have been made much more appealing in recent years with the introduction of barless cages in many zoos and employment of wider variety of displays on carnival shows and circus menageries. Animal shows have entered the World's Fair spotlight, too, with the big expos at San Francisco and New York sponsoring elaborate presentations of various sorts. On the latter midway, for example, visi-

tors this summer will see Frank Buck's expansive Jungleground, Dufour & Rogers' animal freak line-up and Jeff Wilson's snake show titled Live Monsters. These men have been showmen of the first line for years and all know how to best capitalize on displaying their product. Terrell Jacobs will again present a large cat act as a feature on the Ringling-Barnum circus; Mabel Stark will be with the C. F. Zeigler Shows, and Clyde Beatty (See ANIMAL DEMAND on page 129)

Wild Animals

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Mabel Stark Leads in Artist Contest's Quarterly Summary

Behrs, Blondin-Rellims, Concellos and Beatty in first five as contest goes into coupon form—rules amended to permit performers to vote.

First 25 Listed

As the Favorite Outdoor Performer Contest ended its first-quarter period, Mabel Stark, the wild animal trainer, was found in the top spot in vote gathering with 490 points scored. The next four places are held by the Flying Behrs, Blondin-Rellims Troupe, Flying Concellos and Clyde Beatty. Beginning with this issue, balloting is being done by coupon, the form for which appears on this page. The rule making performers ineligible to participate in the voting has been amended and they may now cast for their favorite brother and sister artists. It is an unwritten law, however, that they may not vote for themselves and preferably not for relatives but this is entirely up to them.

As most readers know by this time, the contest is the first of its kind and is sponsored by *The Billboard*. Present donors are the Dexter Fellowship Tent of the Circus Saints and Showmen Club of America, the Circus Fans of America and the National Showmen's Association. Another donor is the Hollywood Trophy Co., of Hollywood, Calif.

The First 25 Leaders:

| | |
|-------------------------|-----|
| Mabel Stark | 490 |
| Flying Behrs | 430 |
| Blondin-Rellims | 412 |
| Flying Concellos | 355 |
| Clyde Beatty | 274 |
| Walken | 204 |
| Mickey Kler | 178 |
| DeKohl Troupe | 168 |
| Flying Babes | 150 |
| Nitros | 143 |
| Christian Troupe | 140 |
| Capt. Terrell M. Jacobs | 139 |
| Harold Barnes | 136 |
| Billet's Troupe | 134 |
| Antaleks | 129 |
| Con Collins | 124 |
| Craft Fusner | 120 |
| Skinner's 4 Queens | 116 |
| Capt. Speedy Phoenix | 111 |
| Dorothy Herbst | 100 |
| Bea Kyle | 93 |
| 4 Aerial Apollos | 92 |
| Orto Grubling | 90 |
| Reiffenbach | 90 |
| Stratosphere Man | 86 |
| Leader in own division | |

Present leaders in the various branches of performerdom of the first five in each bracket follow:

- Clothes—OTTO ORIERLING, 93; Homer Ooddard, 89; Emmett Kelly, 63; Felix Adler, 44; Jack Albion, 38.
- Flying Returns—FLYING BEHRS, 430; Flying Concellos, 345; Flying Babes, 160; Fearless Flyers, 21; Flying Melbora, 10.
- Gymnasts and Trapes—MICKEY KING, 178; Jennie Rooney, 78; Ella Harms, 58; Klara, 52; Ira Millette, 41.
- Aerial Acts and Casting—PEARLESS POTTERS, 80; Thelma Troupe, 27; Eugenia Tybule, 18; Olympia Boys, 1; S. Aces and a Queen, 1.
- Feet—ANTALEKS, 129; Walken, 60; Redra, 18; Larina, 8; Arlova, 7.
- Feet—ZACOPIS, 70; Kros-sionians, 36; Pochiania, 22; Danwills, 20.

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Elephant Acts—ROBINSON'S, 41; Will Hill, 18; Cheerful Gordiner, 8; Walter McClain, 3. (No others nominated.)

Tramping and Acrobatic—ENGLISH MACHES, 48; Joseph Sisters, 18; Corteli Troupe, 18; Fred Nelson, 2. (No others nominated.)

Type representation is small in the following: Budge, Nelson Family, 3; Oyeno, 3; Automobile—Jimmy Lynch, 24; Lucky Tater, 8. Comedy Acrobats—4 Clowns, 17; Bell Troupe, 5; Wild West—TOM MITT, 9; Tim McCoy, 2; Nellie Russell, 1; Cannon Acts—HUGO ZACHINI, 4; Wilno, 3. Globes—DEKOHLE TROUPE, 168; Pausage, 120; Great Best Summer, 6.

The following acts are unopposed; Oscar Sabcock (leap the gap), 9; Carrer's Diving Horse, 7; Merle Evans (band leader), 25; Palenberg's Bears, 68; Helen Reynolds Skateta, 4; Great Peters (hoose), 19; Ella Rahr (diving horse-woman), 2; Australian Waiter (ship doctor), 14; Monroe and Grant (tramp-pole), 8; Captain Dalbanie (wagon wheel), 84; Air Loyal (dogs), 24; Capt. Walter M. Jennie (swims), 11, and others who have received but one vote.

The following retired performers have been nominated: Louis Roth, ex-trainer now in Los Angeles Zoo, 60; May Wirth, equestrienne, 11; Olga Celeste, ex-trainer now in Los Angeles Zoo, 8; Bird Millman, tight wire, 8.

Because the following acts double they cannot be classified: Clark Family (juggling, riding wire, trapes), 10; Bernice Kelley Circus Revue (dogs and ponies, wire, ladder, dancing), 64; Hunt Sisters (message, elephant, ladder), 18.

Two deceased artists whose names are household words and who were linked by a former marriage have been nominated—Lillian Leitel and Alfredo Codomo.

Several troupes and teams will receive additional votes when the finals are announced. For example, Antoinette Concello's 48 points will be added to the total score of the Flying Concellos, unless Antoinette's score is larger or large enough to give her a classification rating. Erna Rudynoff has received many votes which will be added to the Rudy and Erna Rudynoff score. William Heyer's points will be tacked on to the William and Tamara Heyer bracket as a team. The Ed and Jenny Rooney score will be annexed by Jennie Rooney should the situation call for it. Harry Potter's gains will be scored by the Peerless Potters.

Alexander Troupe, 14.

Divers—BEE KYLE, 98; Ben Mouton, 53; Jimmy Jamson, 38; Sol Solomon, 26; Kenneth Blake, 18. (Capt. Speedy Phoenix; net high diver, has 111 points.)

High Wire—BLONDIN-RELLIMS, 412; Wallenda, 204; Billett's Troupe, 134; Ortonas, 17; American Eagles, 10.

Low Wire—WATTONS, 143; Harold Barnes, 138; Con Colcano, 121; Hal Silvers, 80; Maximo, 71.

Cape Acts—MABEL STARK, 490; Clyde Beatty, 274; Terrell M. Jacobs, 139; Bert Nelson, 13; Roman Prosta, 10.

Principal Riding—CRISTIANIS, 140; Poldenscha, 90; Poodies Hanneford, 85; Loyal-Repenakia, 69; George Hanneford, 30.

High Pole—STRATOSPHERE MAN, 86; Dave Geyer, 62; Piorescu, 18; Eric the Great, 1. (No others nominated.)

High Acts—SCHALLER'S 4 Queens, 116; 4 Aerial Apollos, 92; 4 Jugglers, 23. (No others nominated.)

Message, High School, Dressage Liberty Horses and Trainers (this class is so large and flexible that 10 leaders are included instead of the usual 5)—DOROTHY HERBERT, 100; Rudy Rudynoff, 91; William and Tamara Heyer, 39; John Smith, 38; Captain Sharp, 28; Frank Miller, 27; Jorgen M. Christiansen, 14; Dr. Herman Ostermaier, 10; Gladys Wykoff, 8; Mark Smith, 7.

Cyclists—WALTER NELSON, 19; Jimmy Dundee, 9; Joe Jackson, 6; Paul Gordon, 5. (No others nominated.)

Favorite Outdoor Performer Contest Ballot

DONORS: Circus Saints & Sinners Club of America (Dexter Fellowship Tent), Circus Fans of America, National Showmen's Association and Hollywood Trophy Co. Open to any person in, or catering to, show business, including show trade organizations and accredited fans holding paid-up membership cards.

RULES AMENDED TO INCLUDE VOTING BY PERFORMERS, WHO MAY NOT VOTE FOR THEMSELVES, HOWEVER.

OFFICIAL BALLOT

I hereby cast my votes for the following:

| NAME OF UNIT, ARTIST OR TRAINER | TYPE OR CLASS |
|---------------------------------|---------------|
| 1. (10 Points) | |
| 2. (8 ") | |
| 3. (8 ") | |
| 4. (7 ") | |
| 5. (6 ") | |
| 6. (5 ") | |
| 7. (4 ") | |
| 8. (3 ") | |
| 9. (2 ") | |
| 10. (1 Point) | |

The *Billboard* is the final judge of all ballots, and decisions made by it are uncontestable and cannot be appealed. Contest closes with coupon in issue of November 25, 1939.

Your Name.....
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Permanent Address.....

Affiliation in Show Business or by Whom Employed.....

Signature.....
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The Circus at the Crossroads

By IRA M. WATTS

TODAY the circus, like the rest of the world, stands at the crossroads. It is in the midst of a period of crisis. It must find a new path; it must discard whatever evils remain from the past. That there are many defects in the circus today no one will deny. These defects are causing people to wonder if the circus as we know it will continue. These defects have bored and are boring from within, and the time has come when we must eliminate them and build a new path and place the circus on a more solid foundation than ever before.

History shows that crises and periods of transition endow men with greater wisdom and courage and purge the ranks of the weak, so only the strong survive to carry on. The American circus has such leaders and I have confidence they will step forward and uproot all the old evils and carry the circus forward to greater glory than it ever has known before.

Today's Needs

Every line of business in America has its chief concern, its hunger, whose only

Ira M. Watts was born December 31, 1905, at Fairhaven, Mo. At an early age his family moved to Pittsburg, Kan., where he received his education and entered the business world. His first circus experience was in 1917 with Gollmar Bros. Circus under management-ownership of James Patterson. Leaving this show, he entered the Air Service of the United States Army and saw service overseas. Mustered out of the service in 1919, he became treasurer of the Patterson Circus, where he remained until he joined Fred Buchanan's Robbins Bros. Circus for a three-year period.



Mr. Watts then went to the Kingling Bros. and Barnum & Bailey Circuses as assistant to the late Charles Hutchinson. In 1930 he managed the Sparks Circus for the Kingling interests and remained in that capacity until it was put on the shelf. Continuing with the Kingling interests, he became assistant manager of the Hagenbeck-Wallace, Wells, Photo and Al C. Barnes circuses. In 1937 he left the Kinglings and formed a partnership with the late Charles R. Parker to operate the Parker & Watts Circus, which he says will go "bigger and better than ever" this season.

love or interest in the business is the quick profit they can make. Particularly is this true of the circus. Those individuals feel no obligation to the public which supports them, nor to the traditions of the circus; no respect for the heritage which has come down from the pioneers of the past generations. But this time has come when the American public has become disgusted with such methods, not only in the circus business but in all phases of national life, and a general house-cleaning must take place. Only thus can the American ideals be given free opportunity for full expression. Only thus will the circus continue to merit the love and good will and respect of the people. We must put our house in order. We must come before the public with clean hands and invite its inspection of our handiwork.

We must have more respect for the intelligence of our patrons. They must be shown every courtesy and treated more like guests than patrons. More consideration must be shown to the children, for after all they are our main support. Our minds must be set to work to devise ways and means to make our entertainment more pleasing, thrilling, enjoyable and educational to our little friends—Young America. "The way to a man's heart is thru his child," to paraphrase a familiar adage. We should be reimbursed with a sense of pride in our performance—that, after all, is what we have to offer to the public.

Performance Vs. Equipment

A thought-provoking incident occurred to me last summer. A friend of mine came to visit our show. I welcomed him at the main entrance and we went in and sat down in the reserved-seat section and watched the performance. When it was over I invited him to the cookhouse. He hesitated a moment and then looked at me with a puzzled expression. He said: "Haven't you a truck to show me?" I said: "What truck?" He said: "A beautiful cage or wagon or something?" I said: "We have trucks but I didn't think you would be interested in them." Then he laughed and said: "I am glad to see you take this attitude. The owner of every circus I have visited has always taken me out to show me some beautiful wagon, truck or cage in which he was very proud and seldom has one of them taken me in to show me his performance. You are the first circus manager who seemed to take pride in his performance and has shown that he was proud of it and hasn't walked me all over the lot to show me some truck or piece of equipment."

I do not wish to criticize circus managers who have beautiful, strong, sturdy equipment. They have a right to be proud of it. It is the natural inclination of man to be proud of his possessions and I sometimes stand and look at one

of our pieces of equipment and admire it. But, after all, our patrons are interested in our performances, not our equipment. And our first obligation is to those we serve—the circus-loving public. Our first consideration then should be given to the constant perfecting of our performance.

Cleanliness, Honesty, Quality

I believe we must give more attention to the principles upon which we conduct our business. I believe the circus to grow and prosper must be conducted with the highest principles, ethics and ideals and it must be clean and moral and absolutely honest with its patrons. We must seek to improve in every way our relations with the public.

There is too much exaggeration in our advertising. The present generation of Americans have keener minds and clearer perceptions than the preceding ones. They are searching for truth and they recognize truthfulness. Other businesses which use extensive advertising would not dare to make the gross exaggerations that the circus does.

An incident is recorded in Clyde Beatty's book, *The Big Game*, which interested me much. He states that he was interviewed by a young high-school student for a school paper and the first thing she said to him was: "Mr. Beatty, you advertise 46 lions and tigers in your act but I only counted 32." He goes to say: "It is hard to count the lions and tigers in the arena, but this young soul had counted them correctly." There is much food for thought for the circus manager in this incident.

We stress too much magnitude and quantity in our advertising and seldom quality. What good is it to advertise 800 or 1,000 people when there is not a single artist in the whole group? Let us advertise the features and entertainment value of our program; let us stress the value of the circus to American life and to the children of our country.

We have witnessed among some smaller shows during the past few years such bombastic claims and exaggerations that we ourselves are disgusted and dismayed. How can we expect the thinking public to react to this?

The net result of such advertising is that all those shows which have resorted to these methods are today either on the edge of bankruptcy or have gone under the auctioneer's hammer, and the whole circus business has suffered from the unscrupulous acts of this greedy small minority.

Personnel Department

We must exercise caution in selecting our personnel and try to get the highest type of manhood and womanhood. We are constantly in the spotlight and live more or less in a gilded cage, therefore the department of our personnel more than anything else reflects our character as individuals and the character of our

performance. A circus is like unto a large family and everyone should be jealous of the family honor and reputation and should strive to see that the department of each and every member brings credit and praise to the whole group.

Our employees must be clean, orderly, well behaved and courteous at all times. Consistent with this policy, we are honor-bound to treat our employees honestly and fairly at all times and to pay them a just and living wage. We must endeavor to provide them the most wholesome environment. Our employees should be considered a necessary part of our business and we must recognize that they as individuals have as much right to success as we have.

If we maintain this standard for our employees we will eliminate the undesirable and purge our ranks of all who might bring us discredit so that in a short while the entire personnel of the circus profession will be a credit to our business.

We must recognize that ours is a noble profession; that we bring happiness and joy and gladness into many drab lives; that we fill a place in the hearts of many children and that it remains with them through life. Therefore we must not consider our jobs in the circus as a mere medium to make a livelihood, but as a means of serving others—serving and bringing happiness and joy to them. To my way of thinking, any institution which makes people happy, makes little children cry out with pure joy, is endowed with true nobility.

I believe that justice and right will prevail over all conditions and all things, and I believe that the American people are the most tolerant on the face of the earth and that any institution which holds to the ideals of true Americanism, even so it must endure reverses and depressions, will come thru all adversities with more brilliance and power and eventually will stand glorified upon a pinnacle lighted by the fulfillment of its ideals.

Future Up to Circus Itself

Therefore I believe that to a large extent the future of the circus depends on the circus itself. I believe that it must endeavor constantly to improve; that it must discard the evils and purge its ranks to continue to merit the support, the love and the good will of the American people.

We must recognize that the American people have been most forgiving and considerate of us and that we owe them much. For if this were not so, with its undesirable elements that have colored some of the circuses in the past—and to a certain extent perhaps all circuses have been guilty in this respect—and the grossly exaggerated claims of their advertising and the scant consideration they have given to the public, there would not be a circus on tour today. It may sound sentimental on my part, but my heart overflows with feeling as my thoughts turn to last summer when, after the dark days fell upon the circus and it was struggling for its existence, many splendid Americans and youngsters thrust out the hand rushed to our defense and assistance. I do not remember ever having heard or read of an instance such as this in the entertainment world and I do not believe that there is another American institution that is loved half so much as the circus. To that gallant, altruistic group of men and women, the Circus Fans of America, I wish to pay tribute for their tireless work in our behalf. They have given their time and intelligent efforts unselfishly that we might live.

To the hard-working men and women who constitute the American circus I also wish to pay tribute. Many of these people give up the comforts of home and conveniences of modern life to work tirelessly, thru fair weather or foul, and

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LEO ABERNATHY, Pres. **WM. McCARTHY, Secy.** **A. THOMAS NOONAN, Treas.**

their loyalty never wavers. The maxim "The Show Must Go On" was never better exemplified than last summer when many of the circus people worked without pay that their show might carry on.

Circus and Life Hand in Hand

In conclusion, I sincerely believe that as long as little children are born into the world the circus will live. I have absolute faith in our country and its institutions. I believe the circus is a necessary part of American life—that the two are bound together. I believe our country still abounds with opportunity. I believe that many of the present-day circus owners are men of vision, wisdom and integrity and that they recognize the defects of our business and will courageously remove them. They hold fast to the highest ideals and see clearly the present-day needs of the circus; they recognize that it now is having a rebirth.

I firmly believe the circus will go forward in 1939, throbbing with new life and with new courage, imbued with the highest ideals, and that it will continue so through the years.

ANDERSON TO

(Continued from page 40)

the main performance amplifiers will carry the music to all parts of the big top with equal intensity.

The midway will be illuminated by a Broadway lighting system making use of 20 floodlights.

Ralph Noble, kid-show manager, announced that the show will be presented on 10 stages. New double-decked banner fronts, especially designed for the show, were delivered this week. Also a recent delivery is the restyled marquee, which is a revolutionary departure from the standard design. It was erected in try-out for the first time by Shorty Lynn, superintendent, and his assistants.

With the opening day fast approaching, all departments are in full swing. George Duvall, general agent, is prospecting territory.

Mac McDonald has replaced Frank Whalen in the elephant department. Bob Newton, circus fag and amateur

photographer, and Goldie Tompkins recently spent a day at quarters taking both movie and still shots of activities.

ABERNATHY ASKING

(Continued from page 40)

comprise the central bodies would intertwine the efforts of the Alliance, AFM, APA, teamsters and other unions to a policy of "united we stand."

Ringling-Barnum, Cole Bros. and Barnett Bros. circuses have signed wage and working-condition contracts with the Alliance for 1939. Abernathy also announced. The Cole agreement was inked here this week by Jess Adkins, manager, and Floyd King, general agent. More than 100 advance men will be used by the three shows, the Alliance head stated.

He likewise declared he was sending a notice to member locals advising that Russell Bros. and Downie Bros., "after violating our 1938 agreement, want to set up the lower pay provisions this year. We will not recognize these shows and warn members not to sign for jobs with them until informed by headquarters." Last year the two circuses offered \$30 weekly without expenses to Alliance men. The union pack calls for \$135 a month plus \$2.25 daily for meals and \$3 for lodging when the men are not traveling and are in show quarters.

"We have written William Moore, of Downie, and other shows, but until we receive an answer they're on the Alliance blacklist," Abernathy specified.

Of last year's shows that had begun their season by signing Alliance pacts only Ringling and Cole remain. Due to mergers, closings and other reasons, no agreements hold with Seils-Floto-Al O. Barnes, Hagenbeck-Wallace, Tim McCoy, Tom Mix, John Robinson and Buffalo Bill. Of the shows not obstructed with the Alliance at the beginning of 1938, Wallace Bros., Seils-Stirling, Seal Bros. and the Great Harris Bros. are out of business, according to the union office. Still on the Alliance-unfair list are Russell Bros., Downie Bros., Chase & Son, Schell Bros., Lee Bros. and Polack Bros. Barnett Bros., on the blacklist at last year's opening, are now signed. New to the unfair shows' roster is the name of Parker & Watts.

Circus bookings look better for this

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year. Adkins and King, opted after traveling thru part of their regular territory.

First circus for Pittsburgh is Ringling-Barnum, reported for June's show. Last year Cole, R-B and Hagenbeck-Wallace

played Pittsburgh, but due to the APA crisis R-B and H-W met some box-office difficulties. This year the steel district's labor situation is calm and business is up. Industrial production is ahead of 1938 and financial tycoons predict a better summer.

Under the Marquee

By CIRCUS SOLLY

LEONARD KAREH, front-door man, has been visiting friends in Chicago.

WILLIAM P. WALLETT JR. and wife will be with **Edy Bros.** Circus.

FRED WENZEL and **Charlie Deter**, clowns, will be with the **Cole** show.

FRANK (DURCH) LULEY will clown on the **Ringling-Barnum** show.

JINGLE GARSEY will play trombone in band of **Downie Bros.** Circus.

AERIAL ALCIDOS and **Welson Brothers** were at the annual indoor "Y" circus at **Glens Falls, N. Y.**, March 24-25.

WORD COMES to Solly that the **Downie** and **Barrett** shows will "battle" in **Denver** and **Roanoke, Va.**

RALPH O. HOGE, Circus Fan, while in **Cincinnati** last week called at **The Billboard**.

RINGLING-BARNUM, which closed at **Scranton, Pa.**, last season, has decided not to play there this year.

VIRGINIA BUTTERFIELD, mentalist, is resting in **Oak Park, Ill.**, until the season opens.

THE FORSTALL stopped off in **Chicago** late last week on his way from **Los Angeles** to **New York**. He will be in one of the **Ringling-Barnum** ticket wagons.

IT WON'T be long now until all are on the road. Solly speaks for a good season.

MARK ANTHONY will clown on the **Cole** show. He has played around **Boston** all winter, doing comedy juggling, dancing and tumbling.

AERIAL ROMAS, double traps, who were at **Rink Wright's Shrine Circus**, **Columba, Neb.**, will play **Bob Morton's** dates at **Buffalo** and **Pittsburgh**.

BEN STUROMS is superintendent of the **Seventh** and **Colorado** Buildings, **Los Angeles**. Says that he will not be on road this year.

ELMER C. MYERS will be with **Downie Bros.** Circus. He has disposed of all holdings in the proposed **Elmer C. Myers** Circus project.

IRVING GETTY had the novelty and prize candy concessions at the recent **Groto Circus**, **Waterbury, Conn.**; **John Looney** was his assistant there.

MRS. JACKIE D. WILCOX, general agent for **Richard Bros.** Circus, advises that show will open at **Kingsport, Tenn.**, and head for the **Northwest**.

THE KLINES, who were at the **Food Show**, **Grand Rapids, Mich.**, will work the **Home Shows** at **Columbus, O.**, and **Indianapolis, Ind.**

SIX ENGLISH MAGES, who have been playing vaude dates on the **Cole**, have made a short for **Eddie Davis**. Act will join **Pulack Bros.** Circus in **Portland**.

GEORGE HANNEFORD family is in its fifth week with **Frank Fay's** vaude show at the **4th Street Theater**, **New York**.

MELIX MORALES family, en route to rejoin **Pulack Bros.** Circus, struck a soft shoulder in **Kansas** and their trailer was wrecked. **Punchy** was not injured nor was the car damaged.

DWIGHT PEPPLE, who recently concluded a successful style show presentation in **Kansas City**, has taken up his duties with **Russell Bros.** Circus.

PERCY RADEMACHER has been making fairs, picnics, abaters and club dates

around **Shenobgan, Wis.**, since clowning with **Hagenbeck-Wallace** from 1930 to 1935.

HARRY BERT, former superintendent of tickets of the **Al G. Barnes Circus**, leaves **Chicago** soon for **San Antonio** to take up his duties as second man for **Beckmanh & Corley**.

WHEN YOU become discouraged and meet with disappointment, paint this watchword over your desk: **Never Give Up!**

NEXT MEETING of **Dexter Fellows Tent, Circus, Skinks and Sinners**, **New York**, will be held **April 12** at **Hotel Astor**, with **Dr. Allan Roy DeFoe** as the **Pull Guy**.

GRACIE ORTON is coming along nicely with her broken wrist. Caris have been removed and she expects to work again in several weeks. **Aerial Ortons** have purchased a **1939 V-8**.

ED KROOUZE, former trouper, is located at **Edgely, Bristol, Pa.**, doing factory work. **William E. Everett** (**Kentucky Bill**), colored, formerly with the **Barnum & Bailey** show, also is there.

R. I. LOWERY, secretary of the **Billers' Alliance**, Local No. 118, **New Castle, Pa.**, pens that it has signed all theaters in that city, **Sharon** and **Beaver County** and is putting on a drive in **Butler**. Local was organized **August 8, 1935**.

AERIAL LAZELLAR, en route, from **Nashville, Tenn.**, to **Cleveland, O.**, stopped off in **Cincinnati** last week and visited **The Billboard** office. Are playing theaters and night clubs.

MAC McDONALD, formerly in elephant department of **Ringling-Barnum**, is boss elephant man with **Dud E. Anderson's** Circus. Show has five bulls. **Jack Spencer** is his assistant.

ART MILLER, en route to **Macon, Ga.**, to join the staff of the **Downie** show, stopped off at **Lawrenceburg, Tenn.**, for a brief visit with his friend, **Dr. E. M. Braly**, manager of the **Lawrenceburg** and **Greene, Ala.**, fairs.

MRS. BERT BOWERS was a recent visitor at **Sarasota** winter quarters. She is reported to have conferred with **John Ringling North** in an effort to obtain the **Al G. Barnes** show title but was unsuccessful.

DON AND BILLIE COOK, last season with the **Al G. Barnes Circus**, will return to the **Cole** show with which they had been three years. Report that everything looks good at **Rocheater, Ind.**, quarters, and that the stock is in fine shape.

SLIVERS JOHNSON and wife, who were booked for the **Chicago Stadium Circus** with their comedy **Austin**, had to cancel because of early opening with **Lewis Bros.** Circus. **Slivers** will produce clown numbers and work his auto until fairs open.

A **CIVIC** testimonial dinner was tendered **Sol A. Stephan**, 70, superintendent emeritus of the **Cincinnati Zoo** at the **Currier Press Club** April 3. **Eric L. Scholte**, chairman of the dinner, received the following from **Merlin D. Hildreth**, president of the **Circus Fans' Association**, paying a tribute to **Stephan**: "To have lived 70 years is, in itself, worth celebrating, but to have lived 90 years as **Sol Stephan** is a tremendous achievement. His contribution to this United States has enriched the lives of us all. He came from the circus in its golden age and he has always been true to its finest traditions."

CHARLES WARRELL, who was assistant manager of the **Tom Mix Circus**, and **Dell Turner**, manager, have purchased

and are operating the **Margarita Inn**, **Santa Margarita, Calif.**. In addition to cottages, they have trading space, cafe, cocktail bar and gasoline station.

CIRCUS AGENTS now active in **West Virginia** and the **Upper Ohio Valley** report instances where theater operators in several cities have optioned circuses late in order to keep out mojonized circuses and open-night tent shows, which they regard as opposition. Agents report circuses whose shows must go outside the city limits if they intend playing the towns.

SEENWORKING the Cavalcade of the **Golden West** at the **San Francisco Fair** are **Joe Simon Murphy**, boss eubson man; **Speedy Hutchinson**, boss of blanket department; **Transcontinental Gibby**, head usher; **Happy Brandon**, boss butcher; and **Frank McClusky**, assistant. **Joe Trosey** and **Red White** are working in front of **Sally Rand's Nude Ranch** along with **Chuck BeDeff**. **Tommy Hart** is reported leaving in a few weeks for **Canada** to open with the **Conklin Shows**. **Paul Delaney** is taking care of the novelty stands for **Dave & Dixon Coy.** **Eddy Brown**, **Arthur Hoffman**, **Mel Smith** and **Austin King** can be seen daily on the **Gayway**. Others at the fair are **Benny Levine**, **Whitney Murray**, **Bob Ellis**, **Rube Curtis** and **Mrs. DeLeran**.

The Corral

By ROWDY WADDY

VIN ABRAHAMSON is wintering in **Covington, Ky.**, and building a trailer.

RULES ADOPTED by the **Calgary Stampede** also have been adopted by the **Alberta Stampede Managers' Association**.

PLANS for **Ogden's (Utah) annual Pioneer Days Celebration** are progressing rapidly. **Mayor Harmon Peery** again heads the committee.

RT. HON. R. B. BENNETT again will donate a gold watch as a championship prize in the **North American bucking horse contest** at the **Calgary Stampede** this summer. It was announced recently.

SI AND PANNY OTIS and their trick mule, **Abner**, have been signed to appear at the **New York World's Fair** in the **Children's World** in **Hamid's Olympic Circus**, opening **May 1**, SI reports.

J. B. CROSS, chairman of the **Calgary Stampede Committee**, is offering \$100 to the cowboy winning the most points by the end of September at **Alberta state** rodeo. He is contestant to have competed in a minimum number of stampedes to be determined by the executives.

ANNUAL BUTLER CREEK RODEO to be held at the **Tony Vey Ranch** near **Edzo, Ore.**, soon will inaugurate the rodeo season in the **Northwest**. Events will include bronk riding, bareback riding, calf roping, team roping, halter dogging, wild cow milking and races.

JIMMIE GROVES had his horse, **Texas King**, in a booth at the **St. Louis Flower Show**, **March 18-27**. Those participating were **Jimmie**, trick and fancy roping, assisted by **Mary Krause**, **Perry Bryan**, cowboy artist, and wife, **Buth Whitah**, were popular, **Groves** reports.

OFFICIALS recently elected by the **BS Paul (Ore.) Rodeo Association** are **Ray Manero**, president; **T. M. Smith**, vice-president; **Carl J. Smith**, secretary-treasurer, and **Ed Unger**, **Ralph Butt**, **Maurice Smith**, **John McCallip** and **Jim Gooding**, directors.

A **NEW RULE** for chuck wagon races, adopted by the **Calgary, Ont., Stampede**, provides that a description of all horses must be submitted so that last-minute changes in the team may not be made without permission of judges. Also no one but the driver will be permitted to sit on the chuck wagon seat.

MICKEY HURTELL'S "Rodeo" Buckaroos were held over for a second week at a **Newark (N. J.)** night spot, going into a hillbilly act on the repeat showing. Troupe has **Miss Lois**, banjo, **Miss Agnes**, fiddler and dancer; **Gasper**, guitar and trick fancy roping, and **Mickey's** with fiddle and guitar.

BEA KIRNAN, rodeo performer and wife of the late **Tommy Kirnan**, trick roper, was a member of the **Paul Whitman** troupe when it left the **Southwestern Exposition** and **Pat Stock** show. (See **CORRAL** on page 129)

Circus, Rodeo Combo Is Big Draw in L. A.

LOS ANGELES, April 1.—Combined **Circus**, **Wild West** and **Rodeo** in the **Coliseum** here, under direction of **Larry Sunbrock**, director of the **National Rodeo Association**, attracted **84,353**, resulting in a paid gate totaling **\$51,342**. Event was well publicized, with all local media carrying much art and stable stories. A number of radio hook-ups also prevailed. Officials included **Sunbrock**, president; **Gus Mack**, **A. L. Norton**, **John Connolly**, **Ed Ryan** and **Andy Juaregui**.

Pageant, led by **Sheriff Gene Blenfield**, included the **Victor McLaglen Light Horse Troupe**, **Sheriff's Mounted posse**, **Englewood (Calif.) Police Motorcycle Squad**, **Bill Burkhardt's Stagecoach** and mounted Indians of the **North Hollywood Indian Colony**. Acts in addition to those on the circus and rodeo programs included the **Motorcycle Miniacs**; **Bob Ward**, dare-devil; **Diamond Ted Lewis**, trick shot; **Hell Drivers**, **Lone Ranger** and **Tonto**; **Cary Lofton** and **El Rodeo Silver Mounted Club**.

Circus acts included **Trube Dalroy**, **Frank Whitbeck's** elephants, **Queenie** and **Sally**; **Tommy Douglas** and his comedy mule, **Denver Mule**; **Buster Crow**, **Art La Rue**, **Ross Collins**; **Johnny Soung** and horse, **King**; **St. Ritter**, **Mullins Family**, **Six English Tumbling Marks**, **Flying Marions**, **Captain Biggys** lion group.

Rodeo acts were **Sam Garrett**, **Paul St. Crox**, **Tommy Mullins**, **Ted Morebant**, **Bobby Clark**, **Joe Mullins**, trick roper; **Monte Montana**, trick riding and roping; **Mr. and Mrs. E. L. Mitchell**, bull and Australian whip-crackers; **Hazel McCard** and **Betty Laurence**, **Brahma** bull riders; **Hazel Burris**, bronk riding. Results: **Saddle Bronk Riding**—**Jackie Cooper**, **Floyd Stunings**, **Frankie Snyder**, **Bob Waldon**; **Steer Bulldogging**—**Chis Hanson**, **Glen Tyler**, **Holloway Graoe**, **John Mendes**; **Bareback Bronk Riding**—**Fox O'Callahan** and **John Berman** split first and second; **Bob Waldon**, **Johnny Snyder**. (See **CIRCUS, RODEO** on page 129)

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Thayer, Mo., at once.

Border Days Celebration & Rodeo

ORANGEVILLE, IDAHO, JULY 2-4

Write **AL J. WAGNER**, Secy. for Concerts, Shows, Free Acts. Send the **Free List**. Want to buy **Band Tent** for **Quinn Swinton**, **OUTLINE LODGE** and **REYER BUCK**

TENTS

NEW and USED

REMARKABLE VALUE—15-40'x60' Used Tents, \$125.00 each. Can be made larger by adding 20-ft. sections. Plenty of other sizes in stock. All at bargain prices.

WRITE US FOR WHAT YOU WANT,
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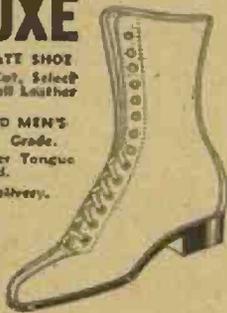
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The Best Skate Today

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ROLLER SKATE SHOE
Extra "MP" Cut, Select
White Elk, Full Leather
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LADIES' AND MEN'S
Our Better Grade.
Sponge Rubber Tongue
Lined.
Prompt Delivery.



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HIGH GRADE SKATE PLAQUES

Solid Oak, Size 7 1/2 x 10 1/2. Handsome Shields
Glamorous With "Rinkroom" Fine Artistic
Design. . . . Colored Etching of Boy and Girl
Roller Skaters. Great on Bristle for Engraving.
\$2.25 Each in Ocean Lots.

Special Engraving 40 per Letter.
CELLULOID BUTTONS
1 1/2 in. with Pin-Back. Picture of Boy and
Girl Skaters (Red, White and Blue). Name of
Rink or your Skate Club.
Lots of 250 @ 25c each. Lots of 500 @ 20c each.
Lots of 1000 @ 15c each.
25% deposit with order. Bal. C.O.D.
National Badge & Emblem Co.
872 Broadway, New York City.

SKATING RINK TENTS

SNOW AND CONCRETE,
NEW & USED TENTS.
CAMPBELL TENT & AWNING CO.
Source at Third, Springfield, Ill.

SKATERS' KEY BANDS and BRASS KEY CHECKS
Highest quality obtainable. Lowest prices. Immediate Delivery.
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Send for Illustrated Circular and Prices



AT LAST A RINK MANAGER'S DREAM COMES TRUE

I have operated rinks since 1922. I have used pumice, whitening, plaster, turp. etc. but they all caused dust. I have experimented with a shoe compound (one gal. makes 100 gals.) which is good and stops the dust. But now I have improved on that and am using my NEW PROCESS of LIME COAT.

BUSTER SKATE GRIP

Apply to apply. 2 oz. (one cup) makes 3 gals. for 2000 sq. ft. of rink. Will last 10 to 15 years. My compound formula gives P.H.V. with water if required. 50 lb. bag, \$18.00. 50 lb. bag, \$28.00. 1/2 bushel with order. Catalogue C.O.D. \$2.00.
E. O'NEALE AMUSEMENTS
720 Middle St., South Weymouth, Mass.

AT LAST! Records made especially for Roller Rink use

Recorded in roller skating tempo
R-122 Chicken Scratchi SWBEEY GEORGIA
BROWN
Obligato: STARDUST
ALL RECORDS MADE WITH HAMMOND ORGAN AND PIANO by players with years of rink experience.
GENERAL RECORDS CO.

Rinks-Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

SKATELAND Roller Rink, Aurora, Ill., has been drawing unexpectedly big crowds, nearly 600 attending a party on March 17 when Roy Dallow and Alice Grace, Chicago, gave a figure-skating demonstration and John Callaghan and Kay Beckerly, Chicago, put on spinning and flying exhibitions, reports V. F. (Vi) Swanson. Finals for Aurora sectional amateur roller skating championship were held on March 4. Maynard Thompson won trophies, and Herman Wilkening and Frank Lund were awarded medals for coming in second and third. Preliminaries were for one mile. Semifinals and finals were two-mile races. Officials were E. K. Bartlett, announcer; V. F. Swanson, director of races; Essey Kraft, timer; Bernard Krantz, clerk of course; Mort Keady, B. J. Gemmer, Charles Zarnow and William Winkler, judges. Semi-finals in the waltz contest were scheduled for March 30, with finals set for April 1. Monday nights are reserved for private parties, which are booked to the second week in June. Lagrange (Ind.) Night will be held on April 8. SkateLand Roller Club has 500 members. Last Monday of each month is set aside for a club party.

PORTLAND Roller Club, Oaks Rink, Portland, Ore., recently elected Zelsey Tobin, president; Osmen Morton, vice-president, and Phil Benita, secretary-treasurer.

TRI-STATE Roller Hockey League is being formed in Pittsburgh by Thomas Kelly.

A. R. KITE planned to open his new Coliseum Roller Rink, Harrisonburg, Va., on March 31 with a flog, show and hockey demonstration. He expects to operate the rink until August.

WILLIAM SNELL, manager of Atlanta Rollerdom, reports he is organizing a hockey team and club, latter to be affiliated with the Roller Skating Rink Operators' Association of the United States, writes Armand J. Schaub Sr., of Joplin (Mo.) Skating Palace. Snell plans to stage a roller skating revue next fall. (See RINKS on page 128)

PROFESSIONAL ROLLER SKATING & DANCE MATS

FOR STAGE, CLUBS, HOMES.
Maple Hardwood - Roll-Up Construction,
Custom Made in Various Sizes at Low Cost.
Write Us Your Particular Requirements.
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(Exclusive Manufacturers.)

RINK MANAGERS No. 321 Floor Dressing

Eliminates DUST - PUMICE - DANGER.
Gives a finish that holds on the lawn, preserves and
keeps the rink. Easy applied, cleaned or restored.
HEALTHY - DUSTLESS - ECONOMICAL.
You add 22 parts water before using.
\$4.00 per Gal., C. O. D. 25¢ With Order.

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444 SECOND ST., EVERETT, WASH.

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RINK MANAGER - 15 years' service,
thoroughly experienced in all branches.
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Best (R-1) Location on Boardwalk at Brighton Beach, Coney Island, for PORTABLE ROLLER SKATING RINK WITH TENT

Must have full equipment. Plans of rink.
Rental - 500.00. Rent - 50.00.
IRVING GUSMAN
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231 Brighton Court, Coney Island, Brooklyn, N.Y.

HAVE A PORTABLE SKATING RINK

FOR SALE - 10x20 maple floor, steel and oak
construction. Latico Board skates, 2 wheels. Cash
price with April 17, 1939.00. After April 17,
Rink will be sold for \$200.00 added to above
price. Who or write FERRWOOD RINK, Farmington
Road, Peoria, Ill.

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They are always happy when they Roller Skate on

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Now Better Than Ever, the Most Complete Line Rink, Racing, and Private Skates. Low or High Top White Shoes.

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Chicago Roller Skate Co.

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1-13, Also 14 Sizes.
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Kennywood Spends \$40,000; Bigger Gross Is 1939 Goal

PITTSBURGH, April 1.—Kennywood Park will open its dance season on April 22 and outdoor day business on May 17 with \$40,000 improvements to its plant and prospects of a gross income ahead of last year's. President A. Brady McSwigan said. Most notable changes will be new pavement on all walks, totaling more than 20,000 square yards, with a resilient covering of asphalt and cinders. Costing \$15,000, the paving is intended to eliminate dust and uncomfortable walking.

Picnic groves will remain unpaved. Other plant additions include a new front on LaF-Ja-Dark, and new stunts in Spook Street and Mom's Ark, installed by Leo Cutha. A changed parking arrangement will erect a traffic circle and stop-light system to speed car-handling and eliminate safety hazards. General clean-up and painting will be handled by park personnel.

Free Acts Lined Up

Free acts to be changed every other week include Pohlenberg's Bears, Pio Mayo, Olga Petroff, Watkins' Aerial Circus, Dr. Bernard's Military Elephants, Orlan, Albin Troupe, Aerial Ballet, Great Peppers, Muzzed and Gerlin and one more to be scheduled. Bookings are thru George A. Hamid, Inc., and Barnos-Centibere.

As in previous years, the dance pavilion will feature mostly semi-name bands.

changing bi-weekly, with a couple of larger orchestras in for half-month stretches and some traveling top outfits for one-nighters. Most of the music is booked thru Music Corporation of America, with some dates by Consolidated Radio Artists. The pool, repainted and with new platforms, will open on Decoration Day.

Average Attendance 1,000,000

Picnic bookings are slightly ahead of last year's, with a number of industrial (See KENNYWOOD SPENDS page 131)

Baker Urges Risk Support

Operators tell of experience with NAAPPB liability insurance plan

CHICAGO, April 1.—President Harry O. Baker, National Association of Amusement Parks, Pools and Beaches, interviewed by his New York office regarding the present drive to bring the entire industry under the public liability insurance plan sponsored by the Association in co-operation with the Associated Indemnity Corp. of California, said: "We have been working diligently and constantly for years to extend the benefits of our public liability insurance plan to all smaller parks and concessionaires throughout the country.

"A vast majority of large operators and many small operators are already insured under it, but our public liability insurance committee and officers of the association will never be satisfied until 90 per cent of the men in our industry join us in this plan. Experience is the best teacher, and nothing can better illustrate the satisfaction which those of us participating in the plan have enjoyed than what they have to say. Here are a few comments made at our last convention in the Hotel Sherman, Chicago."

Ernest W. Pearce, president, Fred W. Pearce & Co., Detroit: "We have carried our insurance with the Associated Indemnity ever since it started with us (See BAKER URGES on page 131)

Karst Improving Hanover Forest on 50th Anniversary

HANOVER Pa., April 1.—Manager A. Karst of Forest Park here, who will celebrate the 50th anniversary of his entrance into amusement park business this year, reports that many improvements and several additions have been made in preparation for the opening on April 13. Principal addition is a 48-car ride, the Clipper, reminiscent of the old Ocean Wave in operation. Another addition is a 32 by 8-foot neon sign with 280-inch letters 15 feet above the main park entrance. Buildings and rides have been repaired and repainted.

Ernie Wolfe has erected two new buildings and has remodeled his luncheon and bingo stand. Dick Britman has redecorated his cafe stand and the arcade has been enlarged. Local and name bands will be booked for the dance pavilion and thrill and radio sets will be featured in the free open-air theater. Redecorated roller rink, in operation during the past winter, has drawn record crowds. Advance picnic bookings are good and several hundred picnic tables are to be added. More than 20,000 free tickets have been distributed to school children in surrounding counties, good for rides, shows and hot air balloons. Park roads are to be resurfaced.

NEW CASTLE Pa.—Old Mill and Tumblehouse are being dismantled in Cascade Park here, a decade ago one of the leading amusement spots in Western Pennsylvania, now a municipal recreation center.



SWIMMING POOLS IN JANTZEN BEACH PARK, Portland, Ore., are set for opening of the season on May 13, when 30,000 kiddies are to be guests of the park management and The Oregon Journal. Large bathing pool is in the foreground and back of it is the 55 by 165-foot (50-meter) swimming pool. An eight-foot walk runs full length, separating the pools.

Gill Will Operate Norumbega, Boston, From Gate to Gate

BOSTON, April 1.—Officials of the Middlesex & Boston Railway announced a deal whereby Roy Gill is to assume full control of Norumbega Park in a suburb. Auburn, Mass., has been completed and the well-known New England amusement man will be operator of the park from gate to gate.

Gill, it is said, will make many changes, including improvement and renovation of the noted Totem Pole Ballroom with name bands, installation of air conditioning and a possible year-round dance policy together with installation of a fine and dance spot on the main highway but inside the park on a site formerly occupied by a large restaurant.

It is reported that Arch E. Clair will remain in an official capacity with the park. Norumbega is one of the largest and oldest amusement parks in the East, situated in a highly wooded section, offering plenty of space for outings.

Hames Places Another Ride

FORT WORTH, Tex., April 1.—Bill H. Hames, owner of the Bill Hames Shows, received permission from Fort Worth park board to install a Baby Auto Ride in Forest Park here where he already operates six rides. New ride will be ready when the summer season opens. Hames has had rides and drink stands in the park for a number of years.

Capitol Beach Awaits Gun

LINCOLN, Neb., April 1.—With Harry King's ballroom and Art Rogers' skating rink operating on Capitol Beach grounds and the weather taking an unusual turn to the high mercury, it is possible the

Jantzen Beach Is Ready; Huedepohl Will Direct Pools

PORTLAND, Ore., April 1.—An extensive building program through the winter will provide numerous new attractions at the opening of Jantzen Beach Park for the season here on May 6, said Harvey Wells, president and general manager. The swimming pools will be opened on May 13, Journal Junior Day, when about 30,000 youngsters will be guests of THE Oregon Journal and park management.

A new refreshment and lounge room has been added to the golden-canopied ballroom which be readily accessible to ballroom patrons and public. Ballroom will again have MOA traveling orchestra throughout the season. New rides will include Chambers Speed King Racing Aces, Pretzel and Mangels' new Roto Whip. A new high-diving tower will replace the blown down during the winter. It will be regulation five-meter and ten-meter platform, conforming with AAU regulations.

Appointment of Paul H. Huedepohl as manager and director of activities at the swimming pools was announced by General Manager Wells. Manager Huedepohl, who had charge of the pools in 1928-'30, has arranged his work with the Jantzen Swimming Association and Jantzen Skating Mills so as to resume his supervision. A comprehensive swimming and aquatic program is being arranged for the summer season.

entire park will swing into action earlier than ever before. King has had his dinnery going to modest business all winter, and Rogers reopened on March 15. Park is being readied for the gun at any time that seems good.

Galveston Perks Up; Maceos Incorporated

GALVESTON, Tex., April 1.—Galveston Beach is taking on summer appearance with Splash Day two weeks off, and hotels and concessions are being spruced up. Hundreds were out last Sunday and concessionaires did lively business. Auctioneer and Hotel Galveston are spending plenty preparing for what is believed will be Galveston's biggest season. Both spots plan bigger entertainment budgets.

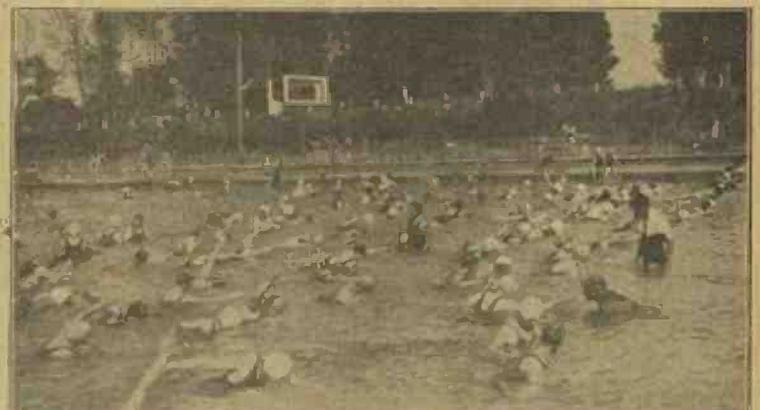
Glaco Interests, headed by Rose and Sam Maceo, have incorporated, transferring deeds to 18 pieces of beach property to Gulf Properties, Inc., for an indicated consideration of \$250,000.

Properties include Crystal Palace and Murdoch's bathhouses. Maceo plans remodeling and redecoration of both. Mountain Speedway is being rebuilt by Manager Roy Harm. City will profit from plenty of big summer conventions, officials report.

SEATTLE—Redecorated Alki Natatorium reopened here on March 26 to good business under new management of Vera Mahle. Pool will be open daily except on Mondays. Private parties will be given special attention.

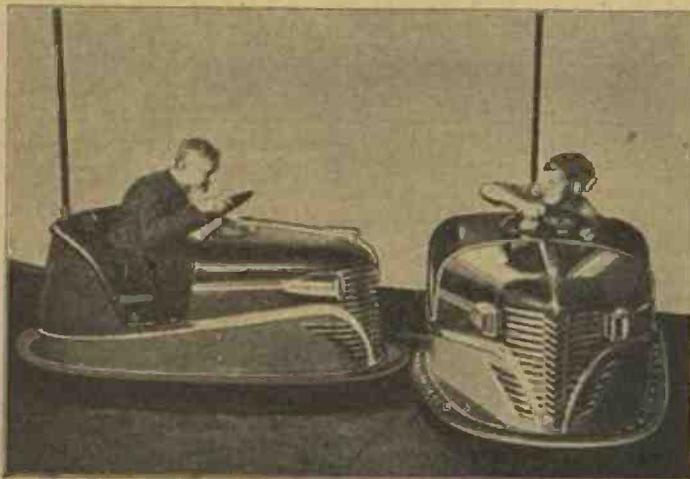


ROY GILL, Eastern amusement operator, who assumes full control of Norumbega Park, Auburn, Mass., thru arrangement with the Middlesex and Boston Railway. Many changes are planned in the spot in a suburb of Boston. Totem Pole Ballroom will be improved with the idea of possible year-round operation. Arch E. Clair is to continue in an executive capacity in the park.

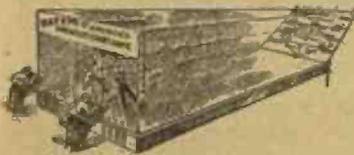


"HOUSEWIVES" CLASS DURING LEARN-TO-SWIM WEEK in Jantzen Beach Park pool, Portland, Ore., where Paul H. Huedepohl has again been named manager and director of pool activities. He managed the Jantzen pools in 1928-'30. He has arranged his work as manager of Jantzen Swimming Association to take on the added duties and is outlining a comprehensive aquatic program for summer.

SKOOTERS PROVIDE HAPPY DAYS! FOR THEM



AND **PRODUCE BIG PAY DAYS FOR YOU**
INVEST NOW IN LUSSE SKOOTERS
THE PROVEN PERMANENT PROFIT PRODUCING RIDES
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NO PARK IS COMPLETE WITHOUT 'BATEM'
 A REAL BASEBALL GAME. NEW LOW PRICE
BE THE FIRST IN YOUR TERRITORY TO OWN 'BATEM.'
 Played all the year round by men, women and children. The sensation of the Century of Progress, the Texas Centennial, the Frontier Fiesta.
 This game is owned and patented by **JOE ARONOFF**
 For full information and terms write or wire 2035 Park Row, Dallas, Tex.



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Uzzell Scoota Boats
 The outstanding permanent ride of this decade. New in its seventh year, yet no word ever has been said nor location of a single float changed. May be installed right on the midway. You should investigate. Send for our circular.
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And Ice-Cream Machine — Continuous Freeze — 90% Over-Run. Write for Literature At Once.

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WANTED

Responsible Amusement and Rides Concessionaire to Lease Long-Established Amusement Park in New York City. Situated near New York-Boro and Whitestone Bridges in well-populated district accessible to all transit lines. Some rides on premises. Attractive terms to right party. Excellent opportunity to cash in on business attracted to New York by World's Fair.

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POST CARDS --- World's Fair Model with New Assortments of Cards exquisitely printed by the new **INTERPRINT INTAGLIO PROCESS!**
THE PUBLIC WILL EAT THEM UP!

BANG-A-WAY
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SELECTOR
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 WITH LARGE LIBRARY OF NEW SUBJECTS

PHOTOMATIC
 NEW WORLD'S FAIR MODEL THAT DELIVERS FRAMED PORTRAIT IN ONLY 45 SECONDS AFTER COIN IS INSERTED.

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 ARCADE EQUIPMENT AND SUPPLIES

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- Penny Post Card Machine
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City State

Response to Our Ad in April 1st Issue of The Billboard . . . Was Terrific! Showmen of All Types Responded to Our Initial Announcement.

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from all parts of the country communicated by wire, mail and in person. In all cases, those who called for a demonstration signed a lease for the summer with us on sight. We feel that scoring a 100% sales record puts Prince Karma in the lead as an outdoor show attraction.

Again We Announce

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He is Alive — Walks — Talks — Answers All Questions and Above All Tells Fortunes!

If You Want a New, Exclusive Attraction,
Write, Wire Phone

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NEW YORK CITY
COMMERCIAL ATTRACTIONS



FROZEN CUSTARD MACHINES
YOU WILL BE GLAD TO OWN AND OPERATE BECAUSE WE STILL MANUFACTURE THE WORLD'S FINEST. Now Creamed, Now Ready. SPECIAL Note: We have One Demolisher, complete with Motor, guaranteed perfect, for Quick Sale—\$700.00 Cash. Hotel Oak Motel has been sold will continue to be. SEE FIRST—BUY AFTERWARDS.

NEW INTERNATIONAL FROZEN KUSTURD MACHINE CO.
17 S. 37TH ST. (Tel. Talbot 4765) INDIANAPOLIS, IND.
Retailer Fletcher Trull Co. Visitors Always Welcome

DANCE HALLS!
Our Patented Dance Check Bill through business. Cannot be removed and passed to another without destroying. Guards your profits. Priced low, \$10.00 a Thousand. Guaranteed. Ass'd. colors, without printing. Sample on request. Order today. Made in U. S. A.

LETHEY'S NON-IRREVERSIBLE DANCE CHECK
WESTERN BADGE & NOVELTY CO., 402 N. Exchange St., ST. PAUL, MINN.



American Recreational Equipment Association

By R. S. UZZELL

KANSAS CITY, Mo.—A lot of weather can come to this country in one week. One week ago it was 82 in Iowa. Today it is 35 here. Yesterday in Nebraska we got into some sleet. Best of all, it has been raining, which is just what this country wants and needs. The parks need revamping out here because the drought and the uncertainty of the times have destroyed confidence in the business.

None of the parks have quit, but a lot of the patrons have, because they (See RECREATIONAL on page 85)

Jones Goes With Boat Line

WASHINGTON, April 1.—Rear Admiral H. Jones, promotion manager here for Potomac River Line, Inc., reports satisfactory bookings. Special attention is being given to development of Liverpool Beach, one of the company spots, on the Maryland shore—38 miles from here and across the river from Quantico, Va. Manager Jones is a brother of Lawrence Jones, new manager of Towchester Beach, Md., and formerly was connected with Mackinaw Delta, Congerville, Ill.; Forest Park, Dayton, O., and Riverview Park, Dea Moton, Ill.

SANDUSKY, O.—Johnson's Island in Sandusky Bay soon will be inspected for consideration as a national park, said Carl P. Holsappel, Sandusky business man. One of a group that has sought establishment of the island under national park service, he received a letter stating that Director Arno B. Cammer, park service, will tour the island soon.

America's Finest High Wire Act



Real Fast and Agile. An act with class has moving power. Don't overlook this opportunity in booking this attraction for your park, or in front of your grand stand.

Write or Wire.
CALVERT, 164 AVERILL AVE., ROOSTER, N.Y.

NEW DEVICES THE FUN HOUSE FOR 1939 WORLD'S FAIR

- with
- THE STUNT STAGE
- LIGHT BEAM CONTROLLED STUNTS, VALVES and BLOWERS
- TILTED ROOM
- CAMEL BACK CONVEYOR
- THE DONKEY BALL GAME
- LUCKY KICK**
- A SKILL GAME THAT IS AN ATTRACTION

CYCLE HORSES

U-RIDE-'EM
Galloping, Self-Operated Patented

PHILADELPHIA TOBOGGAN CO.
Manufacturers and Builders
RIDES, SPECIALTIES, BUILDINGS
130 E. Duval St.
Germantown, Philadelphia, Pa.

AGENTS WANTED
Agents who are now selling of fairs, carnivals, etc. are being sought on an aggressive basis. We are planning an aggressive sales campaign in connection with the sale and lease of Motor-Operating Equipment and Devices. We will make representations in the following territories: Middle West, South, West Coast, Central and South America and Canada. A profitable franchise is offered to the individual or company equipped technically and business. A protected territory is offered with large income potential. BOX 9-176, Care The Billboard, Cincinnati, O.

WANTED OUTDOOR BOWLING ALLEY
For wonderful location, Boardwalk at Brighton Beach, Coney Island, or similar spots in this type Percentage basis. **IRVING SUSSMAN, 233 Brighton Court, Coney Island, Brooklyn, N. Y.** Telephone: Sheepshead 2-8853.

WANTED TO BOOK AND SELL
WANTED: Party table and less than a position. Also Commission for visit. Park is located in heart of State Park. Thousands of tourists and thousands of dollars business.
FOR SALE: Merry-go-round, Two-Arched Park, wonderful condition, looks like new. May be located in park if desired. PAUL HAYWARD AMUSEMENT CO., State Park, Bay City, Mich.

WANTED FREE ACTS
JULY 4TH AND SUNDAYS, MAY 28TH TO LABOR DAY
WHI Book Party World for Season.
R. A. BRICKSON, Mgr., INTERLAKEN PARK, Fairmont, Minn.

LOCATION WANTED FOR UP-TO-DATE PENNY ARCADE
Anywhere in U. S.
NORWAT, 80 Queen Ave., 2nd Floor, Conn.

PARK FOR SALE
Southern New Hampshire Pine Grove, 8 Acres, on Beach Highway. Wonderful Gravel Beach on Beautiful Lake, 500 Lockers, large Dance Hall and Baking Shop, Restaurant (E.S.). All Enclosed. Only single place on lake. Wonderful opportunity for rides. Casino built and Operated by same owner for 18 Years. Good reasons for selling. Address BOX 9-146, care Billboard, Cincinnati, Ohio.

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Selden THE STRATOSPHERE MAN
WORLD'S HIGHEST AERIAL ACT! NO NETS!—NO SAFETY DEVICES!

Every minute . . . every second is THRILL! The trapeze and swinging pole stunts with the dramatic 500-ft. "Slide-or-Life" climax never fail to make patrons gasp, hold their breath and TALK AFTER LEAVING THE GROUND!

THOSE WHO HAVE BOOKED THIS ACT TELL THE STORY
"Yours is the highest act we have ever had at the Park . . . your rigging made a beautiful flash on our mall . . . certainly thrilled the spectators."—EDWARD L. SCHOTT, Coney Island, Cincinnati O.
"On both year's dates with her you succeeded in drawing large crowds . . . patrons told us that yours was the highest rigging they ever saw . . . As you know, we do not make a practice of playing the same acts every year; however, we made an exception in your case and the results were very gratifying."—P. COLIHAN, Asst. Mgr., Excelsior Amusement Park, Excelsior, Minn.

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Trade Mark

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Fundamental Principles

Or "Where Do We Go From Here?"

By HARRY G. TRAYER

The author, who is associated with Harry G. Baker in concession interests at the New York World's Fair and Golden Gate International Exposition, San Francisco, delivered this as an address at the 80th annual convention of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, on November 30, 1938.

A FEW years ago I told you about the elements of showmanship; today I shall tell you the fundamental basis on which this business can be rebuilt and on which it can stand strong, vital, prosperous and profitable. I hope that you will understand me clearly and not draw the wrong conclusions.

I hope you will not be like the temperance lecturer who was delivering a lecture out west. To illustrate an important point as to the bad effects of alcohol on life he held up two drinking glasses before his audience and he said:

"You will notice I have here two glasses that look exactly alike; one contains water and the other contains alcohol. You will notice that I take a worm, an ordinary garden worm, and I drop it into the glass of water. He swims about in the water where he is happy and contented. Now I drop the same worm into the glass of alcohol. Please notice that the worm has suddenly shriveled up and died. Now will someone in the audience rise to his feet and tell us what is the lesson which we may all learn from this experiment?"

A gaunt and bony farmer rose to his feet in the back of the room and yelled out:

"This experiment proves that if we have worms we must drink plenty of alcohol."

One difficulty in all activities is overdoing the matter in hand. We have too many grocery stores, shoe stores and dry cleaners. Some men have too many wives and too many sweethearts; many eat too much and drink too much. A few years ago we had too many parks. The parks had too much equipment and there were too many manufacturers and too many concessioners.

This summer I visited several old New York amusement parks. The condition of these parks was deplorable. The walls were cracked and rotten; the paint was faded and blistered. The sidewalks were uneven and broken. The lights were rigged and in bad condition. Not a new building nor a new front had been built for years. The style of architecture was in all cases out of date many years ago. No wonder these parks are going down hill or passing out of existence entirely.

In contrast, there is Palsades (N. J.) Park with new fronts, some new attractions, new neon lighting and a new atmosphere which has brought plenty of new business. What Palsades can do others can do; in fact, we not only can do it, but we must do it.

Some of you have thoughts in the past that you could get the necessary result by buying each year one new ride or one new game or painting some buildings or booking a few picnics. I am sorry, but that is not enough. What many amusement parks need in this country is a first-class earthquake or a 100 per cent fire. They need a showman with real showmanship. They need a firm of architects with some vision. They need designers of attractions who have ability and experience and they need an absolute divorce from our preconceived ideas of an amusement park.

Are we equal to this situation? Do we have the mental attitude? Can we raise the money? I, for one, believe we can and will do it. If we can put this business on a par with theaters, picture houses, cafes and stores, we will bring this business back where it belongs. If we cannot do it, many of our

parks must go the way of the Indian and the dodo bird.

The casualties in the past nine years have been heavy and you people here today are the survivors. It is now time to check up on ourselves to see if we are on the right track, and if we are on the wrong track this is a good time to start over. In New York City and vicinity there were always 18 or 20 parks and in recent years these have faded away except Playland, Palsades Park and what is left of Coney Island and Rockaway.

Field Has Been Overlaid

Until recently there were probably 150 real parks, 400 second-class parks and perhaps 900 picnic places. I claim that the following arrangement would meet all of our needs:

Twenty-five Class A amusement parks, each with a drawing population of 500,000 or more, such as Euclid Beach, Kenywood and Playland. Twenty-five to 30 Class B parks in population centers of 200,000 to 500,000 and perhaps any number of picnic parks, many of which are really not amusement parks at all.

Now one trouble in the past was that the owner of a cow pasture or a picnic grove had the ambition to build his place up to an amusement park. He got in touch with an expert amusement park builder who wanted to be polite and did not want to turn down any prospective business and so the builder did not want to tell the owner of the cow pasture the real truth. Every ride builder has been thru this many times. He should have said, "Not this place is no good for a park and never will be. You will lose money here and all those that go into the enterprise with you. Just go on running your picnic grove and forget about an amusement park."

Every swimming pool builder has been invited out to visit some spot where there is a brook or a mud hole in which some well-meaning person wanted to build a swimming pool. Frequently he built a concrete tank in a mud hole without the faintest knowledge of modern sanitation; no filters, no circulation, but that pool owner got a little business, just as the cow-pasture park does. Finally most of these fail and the number of failures is so great that when the legitimate park man or pool owner goes to his banker for credit he is often turned down because the financial conditions in this business have been so bad.

Now who is responsible for this condition? To be polite, I will plead guilty first, myself. I have built, sold or operated five rides where I should have built one, and so have the other manufacturers and builders of rides, games, parks and swimming pools.

Perhaps this association has been wrong sometimes. We have asked Al Hodge to sell the space in our exhibit hall and to get members in this association. Al has done faithfully what we have asked him to do. Sometimes I think we have urged people to come into our business who have little to offer. What we need are new ideas, new designs, new money, new brains, new men of vision and business acumen. Every imbecile who thinks he can invent a folding coffee pot or a double-jointed churn pounces upon the amusement parks as a special field for his talent. There must be some connection between the words "Luna Park" and "Lunatic." These crazy ideas for amusements get into our offices, they clutter up our mail and besog our attention. We sometimes give prizes here for the damn-foolishest idea, but freedom do we give a prize to the real things that become the backbone of our amusement parks. Out of 2,000 inventions brought to me in 15 years only four were any good. "Would it not be better

to give our prizes to the things that have made good for one or two seasons in actual operation?"

There is nothing personal about this as there was once in 1923.

I was standing in front of our Cyclone Coaster at the Chicago World's Fair. A little girl stepped up to me and asked for my autograph and I asked,

"Why do you want my autograph?"

She said, "Because I think you are such a smart man to do such wonderful things."

Puffed up with pride, I said, "When you are grown up and married you can tell your children that you got this autograph from Harry Trayer, who built the Roller Coaster at the exposition."

She started to cry and I asked, "What's the matter, little girl?"

She said, "I am so terribly disappointed; I thought you were Rufus Dawes."

They used to say of gold mining that there was a lot of money in it because they knew the people who dug it in. We might also say that there is a lot of money in amusement parks as we know the people who dumped it in.

Eternal Change Is Principle

We have too many concessioners. Many of your friends would like to build a hot-dog stand in your park, and if you have concessioners most of them want to sit down in your park and sit there for the rest of their lives without adding a single thing to make your park more attractive. If you ask the concessioner to improve his concession with a new front or rebuild, repaint or light up his front, he thinks you are imposing upon him.

Let us all recognize here and now one fundamental principle of this business and that principle is change, eternal change, constant change. Every park man ought to recognize that his entire park should be rebuilt about every 10 years and many things should be changed every three or four years. You are committing suicide when you allow games, rides, shows, fronts and buildings to stay in your park unchanged for many years.

Parson Uzzell often goes into amusement parks where they have not had anything new for many years. He strolls thru the park and being a man of few words, he simply says, "John 3-16." He stops at the far end of the park and repeats, "John 3-16," and as he wends his weary way out again he repeats, "John 3-16." To those of you who may have forgotten, I may explain that John, third chapter and the 16th verse, is "Jesus Christ, the same yesterday, today and forever."

The park man will ask where is all of the money coming from to make the required improvements, set up proper reserves and still pay satisfactory dividends. This brings up another subject which I would like to see discussed in this convention soon.

The subject is How To Finance Parks, Pools and Concessions. If our finances are bad in general, why not find out how to improve the situation? In the meantime my plan for restricting competition for both parks and attractions will pay substantial dividends and in some cases may be the means of keeping out destructive competition which will be vital to our manufacturers.

The manufacturer's position is also important. How can he stay in business and produce the things that are so vital in our line unless he can make money? I have been a leading manufacturer. Most of the other manufacturers will agree with my analysis. We have enough factory space and equipment in our business to build an one

year, all of the rides that the whole world could use in 5 or 10 years. Our factories are usually busy in the spring, running to full capacity. Then comes the long dull season with very few orders. Then the factory owner tries to find work for his men and often he makes up stock for the following season. When this material is finished he is tempted to sell it to operators on very easy terms in order to get rid of it. He often sells it in places where it will never pay for itself. He feels that he must urge his sales in order to get rid of any possible competition, as the market for equipment in these times is very limited.

Suggests Plan for Future

The reason most parks are under-financed is in most cases they do not do enough business and make enough profit. Riverview Park is now in an ideal position in Chicago, i. e., one park to 4,000,000 people. A new ride at Riverview this year grossed 300 per cent on its cost. If Chicago had four parks instead of one it would have been different. I hope Riverview keeps this position.

Cities the size of Chicago need a park costing from one to two or three million dollars. With that money they can build whatever new attractions they need and have a big cash reserve to work on. The ideal park would be laid out as neatly as Playland. It would have a drawing population as large as Riverview. It would have modernistic fronts, as new and well lighted as Palsades. It would have trees, flowers and atmosphere like Elitch Gardens. It would have as genial and handsome a manager as Fred Pearce, and, of course, all of you other members present.

What an ideal park proposition! Do not laugh at this picture. We will have just that and no less, but if we cannot keep down the number of parks and reduce the number of old attractions in the parks it will be impossible for many of the parks to stay in business, and these fine big million to three-million-dollar parks will take the place of the old ones.

Please do not misunderstand me. It is so easy to be misunderstood.

I had a manufacturing for many years in my factory by the name of Reno May. I sent May up to Minneapolis to start a new ride at the State Fair. I told him that after he had the ride running he should wire me and I would come up.

Naturally, Minneapolis was full of people and the hotels were crowded. A few days later I received a telegram from May. As I was not in the house at the time, the telegram was delivered to my wife. It read as follows:

"Come up Tuesday, the hotels are crowded, you can sleep with me (Signed) May."

I would not read anybody out of this business. We who are here are in it, but we can agree on one proposition and that is that there are enough of us now and we want no more. As some of us die off or go broke there will be less. Why not stop all immigration into the business with these exceptions: If a business man who has money or the ability of our late friend George F. Elliott wants to come in, well and good, take him in; we need him. If a designer comes along with a new ride, show or game, take him in; we need him. But as for just more people, No!

Now what can we do to confine this business to ourselves. Here is MY plan. It is most important. Let us sell this idea to the manufacturers. Most big devices are patented and can be controlled. Small devices can be sold freely to parks and carnivals, but big attractions should be built and sold only in limited numbers. I suggest giving each important park exclusive territory on any new attraction. Let the builder

make a price for building and another higher price for the exclusive use of the new attraction in a given territory for a given period.

The builder could make just as much money with considerably less effort and he would reduce the competition for the park man. As it is now, the manufacturer sells one park and sells as many duplicates as possible in the same territory, thereby encouraging more parks which compete with one another and often ruin one another.

Furthermore, when some parks fail as they have failed in the past nine years a dozen secondhand devices are thrown on the market at a low price to torment other parks and the manufacturer as well.

Suppose a new device comes out worth \$5,000. The leading parks would be better off to buy it at \$5,000 and then pay \$1,000 to \$2,000 per year for several years for the exclusive use of it and cut out competition. The park would get much more than the extra money out of the ride and the manufacturer would make as much money. In some cases devices can be leased for a term of years or operated on concession by the manufacturer.

Perhaps some restriction should also be put on getting new members into this association and new exhibitors. Perhaps we can cut out trying to get new manufacturers and new members who would compete with us and complicate and ruin the business unless the new people are valuable to our business. They patents and other methods it ought to be possible to control this business. The parks of larger size and higher cost can also help to control it. The small would-be competitor cannot compete with a park that costs one to three million.

Years ago there was a small motion picture house in every neighborhood, sometimes several. That there was a perfect furore of building picture houses all over the country. Now the motion picture people have established control over this business so that very few people venture into that field today and build another picture house. We can do the same sort of thing in our business and who knows but what the amusement park business will emerge in a few years strong, vigorous, well financed and one of the best businesses in the country, and it should belong to you people who are here in this room today.

For Diagnosis and a Cure

If our business has been sick for some years back let us diagnose the disease and try to find a cure. But before performing any major operations, unless we are sure of the disease, let us not be like the furance man at my house. He

told me that during the war he was in the hospital with a bad knee and was expected to be taken into the operating room for examination?

An hour later, when he was coming out of the other, he was coughing and spitting from a very sore throat and when he made some inquiries he found that his card had been mixed up with the card of the man on the next cot and that they had removed his tonsils.

As an example of how an amusement ride may be controlled, I want to tell you that Green Bros. of Glasgow, bought from Mangel the British rights for the Whip. Green Bros. built only 11 Whips altogether. They never sold any to anyone. They operated all of them themselves. They made money and they made the ride last longer.

Low Dufour says that he could have sold 50 Unborn shows but he would not have made as much money as he has made by operating a few. He has had some competition, but he claims he has done better by keeping it under control.

Houdini, the magician, invented many wonderful tricks. He could have sold a great many of these tricks to other magicians, but he preferred to keep them a secret and perform them all himself. He made much more money and he avoided the competition that would have come into that field if there were 50 more magicians using the same tricks, and 50 magicians would have ruined that field.

There is a proper way to do things and a proper place for everything.

My little girl was having her hair combed one day. The rubber comb was making sparks and a snapping sound. She asked her mother "What is that sparking sound that I hear when you comb my hair?"

Her mother said, "That is electricity, darling."

And my little girl said, "Isn't it funny? Grandma has gas in her stomach and I have electricity in my hair."

Our business is bad because it is so good. I still claim with all of the discouragements that have been had during the past nine years there is no business where a man can start in with practically nothing and get on his feet financially as quickly as he can in the outdoor amusement industry. This viewpoint is so obvious to many people that there is a tendency on the part of thousands to want to operate parks, pools, rides, games and concessions, and I repeat our business is bad because it is so good.

It may be possible for the owners of important patents in our business to pool their patents under the control of some special committee or a corporation which is operated by this association. It would then be possible for this corporation to see FUNDAMENTAL on page 115)

4 GREAT RIDES

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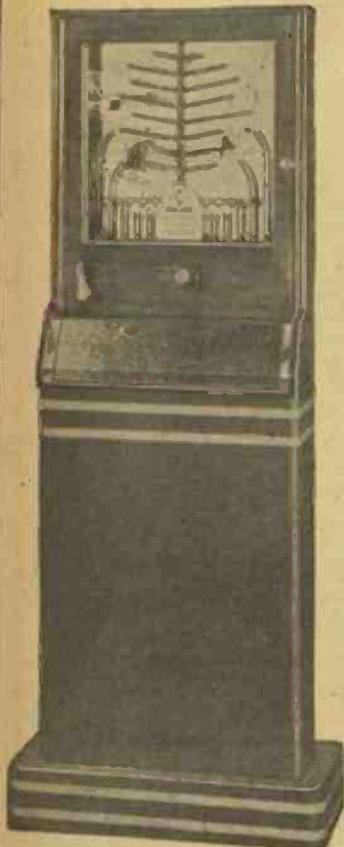
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Offers for rent large swimming pool, cafe and drinks, frozen custard, also some concessions. Park has an Italian restaurant and more of these that does not count. Permanent hotel. Also 3000 ft. and portable toilet bank.

J. B. ALEY, Mgr., Suburban Gardens, 50th 850 Magna St., N. E., Washington, D. C.

What Showmanship Meant To Pontchartrain Beach

By an Observer

HUNDREDS of thousands of visitors flock to New Orleans every year for its Mardi Gras, its Vieux Carre, its Sugar Bowl, but to the average Orleanian, and particularly to 100,000 youngsters, the Vieux Carre is common-place, the Mardi Gras is a swell one-day celebration and the Sugar Bowl is something you read about but can't get a ticket to. They're all swell, they admit, for the people who've got the dough, but they prefer to take their fun where they find it, and they find it in copious and free quantities at Pontchartrain Beach from May 1 to September 15.

In five years Mr. Average Orleanian has made Pontchartrain Beach the South's outstanding amusement resort. Within three more years it should be a model for amusement parks throughout the country. For 20 years old Spanish Fort, predecessor of Pontchartrain Beach, had been operated as a hit-or-miss amusement park owned by the New Orleans Railway and Light Co. and rented to concessioners. Its light sputtered and died in 1925. Later the Orleans Levee Board, in order to acquaint the public with its marvelous new lakeshore development, built Pontchartrain Beach, which was leased to the Lakeshore Beach Co.

Using 15-Year Experience

It was then that John W. Batt and his sons, Harry J. and Richard Batt, stepped into the picture. Organizing the Playland Corp., they operated a number of riding devices at the new resort. But in 1933 the Lakeshore Beach Co. failed, and during the next year the Playland Corp. bid for and won the right to operate the entire resort. From then on the rise of Pontchartrain Beach has been brilliantly steady. Harry J. Batt as general manager has been the guiding hand in that rise.

Within a few weeks he will open for New Orleans a new Pontchartrain Beach on a lakefront site especially laid out for amusement park development. It is here that he is incorporating the ideas and experience born of 15 years in the



HARRY J. BATT is managing director of Playland Corp., New Orleans, operator of Pontchartrain Beach and headed by John W. Batt, his father. Born in New Orleans on June 20, 1900, Harry Batt entered amusement park business in the spring of 1928 as ride owner and operator. He has been in business for himself since he was 18 years old. He is active in civic and fraternal affairs in the Crescent City and a member of numerous carnival organizations associated with the annual Mardi Gras celebrations. He is second vice-president and 1939 program chairman of the National Association of Amusement Parks, Pools and Beaches. His hobbies are traveling, staging bathing-beauty contests and amusement park business.

amusement park field. It is here that he is molding what promises to be one of the finest resorts in America. Already 1,500 feet of beautiful sand beach has been prepared. Edward A. Vestel, Pittsburgh, has constructed one of the largest and most daring gravity rides which will be a model for many of the future. It is said. Every bit of this new Pontchartrain Beach will be modern, neonized and air-conditioned as all buildings. Concessions, rides and bathhouses will be the last word in comfort and efficiency. Every bit of this new beach will be a tribute to the resourcefulness and energy of Harry J. Batt.

Free Attractions Are Featured

He has played to 1,000,000 people during each of the past three years. In 1935, '36, '37 and '38 he doubled the patronage of the previous four years. But he has no pause for success. How has he done it? To cite a few things, Harry Batt believes in:

1. Free gate, ample free parking space and free picnic facilities.
2. Food prices within the reach of all.
3. Plenty of activity for a nickel and dime.
4. Outstanding free attractions.
5. Plenty of advertising.
6. Free bathing beach with a nominal charge for bathhouse facilities. (Bathing facilities at new Pontchartrain Beach, including a modern salt-water swimming pool, will be controlled by the Orleans Levee Board.)

Possibly the most important feature of Harry Batt's success with Pontchartrain Beach has been his showmanship. Bringing in outstanding aerial acts of the country as free attractions, he has presented them to the public in a manner that has brought him plenty of dividends from performers and public. Among prominent attractions presented free have been the Blondin-Rellins Troupe, Great Passenger, Corver's Diving Horses, "The Stratosphere Man" and Bee Kyle.

The annual Miss New Orleans competition at Pontchartrain Beach is staged with pomp and glamour rivaled only by Atlantic City and is good annually for three or four nights of record-smashing activity. A Junior Miss New Orleans contest has also been developed into huge proportions as a crowd-builder.

Advertising Made Effective

Behind each of his attractions he has given the impetus of consistent and effective newspaper, radio and outdoor advertising. Eighty per cent of the advertising appropriation is devoted to newspapers, which have reciprocated with invaluable promotional aid. Several times each season New Orleans newspapers stage outings for their newsboys. An annual feature that has been developed into large proportions is a day sponsored by The Times-Picayune on which special reductions are given for rides with a coupon clipped from the newspaper. Radio Station WDSU stages a similar outing and gives the beach a great build-up for weeks. Department stores, fraternal organizations and civic clubs stage annual outings which are eagerly looked forward to.

In short, Harry Batt has made it easy and economical for New Orleans to enjoy itself, and he has spared no expense in telling the town how and where to do it. Pontchartrain Beach has begun early this season to exploit its new location and its new facilities. Already in the newspaper is running a contest to select a name for the new Roller Coaster. A great deal of pomp and ceremony and lots of newspaper publicity, including a rotogravure section, is being centered around the opening. In five years New Orleans has come to expect big things at Pontchartrain Beach. It should get them in 1939.

Two No. 12 BIG ELIS

Three Ready Company, Coney Island, N. Y., purchased a No. 12 Big Elis for Beachplace Pier, Atlantic City, last year. Another No. 12 has just been placed for location at Stapleton Park, Coney Island, N. Y. Both wheels are consistent dividend payers.



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Builders of Dependable Products.
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for 1939 Season.

GEAUGA LAKE PARK
Geauga Lake, Ohio

PARK MANAGERS ATTENTION

LIVE-WIRE OPERATOR with Plenty of Live, Clean Equipment, including "PHOTOMATRON" and Anything Else to Make a First-Class Sportland or Arcade.

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OVER 365,000 PEOPLE PAID ADMISSION TO THE CHICAGO SHOWING
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THE FIRST NEW DEPARTURE IN THE SHOWING OF WILD ANIMALS SINCE THE DAYS OF BARNUM
FRANK BUCK ENTERPRISES, INC.
 AMITYVILLE, LONG ISLAND, NEW YORK

The Pool Whirl

By NAT A. TOR
 (All Communications to Nat A. Tor, Care New York Office, The Billboard)

Beware of Phonics

Every year about this time many pool and beach operators are approached by promoters of so-called championship beauty contests. And some aquatic impresarios fall for a slick line of gab with the result that thousands of dollars are wasted each season on phony publichouse parades. Beauty contests, mind you, are good promotions, even though it often is necessary to give new twists to the competition. But too often pool men invest dough expecting to participate as official refs in a recognized beauty meet only to discover that they have been taken over. In some instances contests are never even held and pool men hold the bag—without dough in it—and at other times when a contest is conducted it proves vastly different from the glamorous spectacle promoters had painted.

Best thing, of course, is for one to conduct his or her own beauty contest. Then you have complete control over the procedure. However, if you are given opportunity to tie up with a national contest to select a Miss Universe, Miss America or some such title and you feel that it would pay you to spend some money, by all means do so. But be sure to investigate the proposal thoroughly before putting greenbacks on the line.

There are some fly-by-night beauty pageant directors floating around, and big-time contests, such as those conducted in Atlantic City and Galveston, welcome such activity. Why then should you be afraid to ask a promoter for references or for a complete list of his sponsoring committee? This column published an item concerning a proposed beauty tournament for Hollywood this summer. I promised further info on the project. At this writing I haven't been able to get any data as to sponsors of names of individuals behind it. In fairness to readers, I can not go on record as endorsing the proposition unless I receive, as requested, a complete line-up of reputable folks sponsoring the campaign and name of the motion picture company allegedly co-operating.

An Open Letter

Lawrence Jones,
 Tolchester Steamboat Lines,
 Baltimore, Md.
 My dear Mr. Jones:
 As manager of Tolchester Beach, Md., you recently wrote asking how to

U-DRIVE-EM
MIDGET AUTOS
 "EVERYBODY RIDES 'EM"
 EASY TO OPERATE
 LOW COST
 Leo L. M. & Kenzie BODY WORKS

duct water carnivals and swim meets. I have received a few letters lately of a similar nature and perhaps this open letter will answer all. Most important, to my way of thinking, is to offer variety in an aquatic program. When you stage a carnival be certain to present a number of different kinds of acts. Too many pool men feel that if they have a couple of fancy divers that constitutes a water show. Public is too sophisticated these days, no matter where it may habitate, and you've got to give it a well-rounded show of fancy divers, water shows and even a ballet or trick swimming if the budget permits. Furthermore, try to get real pros to put on exhibitions rather than a few lifeguards.

For swim meets, practice a variety policy also. Instead of running all free-style races, diversify the card with backstroke, breast-stroke and diving competition. Many pools stage AAU swim races, but I personally have never favored them unless they involve official championships. One stages a competitive swim meet for two purposes: First, for publicity, and second, as an attraction to please pool patrons. One usually can get as much publicity out of his own swim meets as that which results from a sanctioned AAU one, except in cases of aforementioned title swims. Open contests staged by pools without AAU sanction are usually more interesting because they are not restricted to a selected few. In other words, it's best to conduct races in which husbands, wives and kiddies all can participate and vie for prizes. What's the use of giving the same medals over and over again each week to the same group of AAU swimmers as to milky tanks?

Another good idea in planning a water sport program is to include a series of novelty events. In this way you'll play up to the class of swimmers who are not expert or fast but who want to participate in contests for the fun of it. There are any number of novelty races that can be conducted, such as under-water swims, balloon races and greased-pole diving.

Exclusive

Again this department has a scoop on important swimming news. Understand that a series of AAU swim championships will be staged at the New York World's Fair. It will be the only official sports competition held at the expo all summer and will be in the outdoor pool being conducted for the Billy Rose Aquacade. Races will be staged before 2 p.m., which is the opening time set for the Rose water carnival each day. Proposed competition will be in conjunction with National Swim-for-Health Week during the week of June 27. Newspapers shortly will carry further details.

Dots and Dashes

Tremendous sandblasting job just finished at Palisades (N. Y.) Amusement Park pool prior to opening of the season on April 29. . . . Did you know, incidentally that Pool Operator Jack Rosenthal was once concert master with the Cincinnati Symphony Orchestra? . . . Nate Kaufman, Pittsburgh, referred Bob Squire, clever comic diver, to this office last week and Bob has one of the most original comedy water acts in town. . . . And don't forget to write in for your application blank for the forthcoming world's championship high-diving contest to be held in Jersey over Decoration Day.

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NEW YORK WORLD'S FAIR
 NEW YORK, 1939

ORANGE-CRUSH WILL BE THE OFFICIAL ORANGE DRINK OF THE WORLD'S FAIR!

They'll be coming from all over the world . . . an attendance of more than 60,000,000.

They'll be flocking to the fair from every State in the Union . . . eager to see, and to try the finest products that the whole world has to offer!

And Orange-Crush will be there to welcome them.

Orange-Crush will be the only orange beverage sold at orange-drink stands at the New York World's Fair! Just as Orange-Crush was the only official orange drink at the Century of Progress in 1933; the Dallas Centennial Exposition in 1936, and in the Fort Worth Frontier Days exposition!

Orange-Crush is made with pure ice cold water, orange juice, zest of this peel, zest of lemon juice acid; sweetened with pure cane sugar.

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NOW BOOKING CONCESSIONS
CEDAR POINT-ON-LAKE-ERIE
 1939 SEASON—JUNE 10 TO LABOR DAY
 Breakers Hotel—The Finest Bathing Beach in the World.
 Popular Amusement Section—Some Locations Left for New Attractions.
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 New-used kiddie rides, pool and playground equipment.
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Albuquerque Has Aid Boost

Allot \$30,000 To N. M. State:

Advanced construction is assured on plant for revival after long lapse

ALBUQUERQUE, N. M., April 1.—Annual appropriation of \$20,000 for operating expenses of the State Fair here was assured by the signature of Gov. John E. Miles of the general appropriation bill. Legislature increased the allotment, which previously had given \$12,000 as the biennial appropriation.

An additional appropriation of \$5,000 is contingent on the matching of it with a like sum by Albuquerque. Hence an expenditure of \$30,000 a year appears assured. Manager Leon H. Harms said. A \$50,000 bond issue for construction work will be voted upon in September in an effort to extend fair-ground facilities.

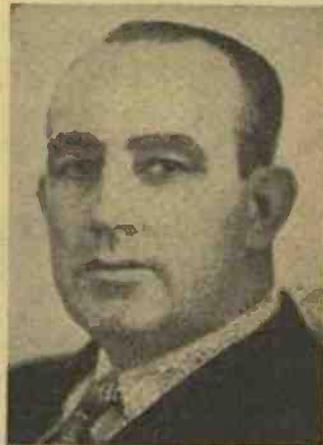
Operating appropriations might be used for additional construction, as the fair is able to pay its own way, the manager said. Last year operating funds were used for construction and still a profit of \$5,500 was realized, he explained. A spring racing meet under consideration was voted down. A \$25,000 Indian exhibit building is under construction, paddock is being rebuilt and landscaping is being done.

Badger Annual Reorganized

JEFFERSON, Wis., April 1.—Reorganization to increase capital stock and continue 86-year-old Jefferson County Fair here was voted by stockholders on March 25. It was reported about \$23,000 would be required to rebuild fairground buildings. Temporary officers are John Gravel, president; William Trifoloff, vice-president; Ernest Nasa, secretary; Clarence Frohman, treasurer; John Perry, Paul Widman, Ed Kuehling, Charles Hauss, William Leonard, directors.

Sun To Repeat in Columbus

SPRINGFIELD, O., April 1.—Gus Sun Booking Agency has been awarded the contract for all attractions in front of the grand stand and in the Coliseum at the 1939 Ohio State Fair, Columbus. The Gus Sun Office has presented attractions at the fair in past years and a large and outstanding program is contemplated for 1939, with many innovations.



MILTON COX, 42, newly-appointed secretary-manager of Amarillo (Tex.) Tri-State Fair, succeeds O. L. (Tex) Taylor and will devote full time to the office. He has been identified with the fair association about six months. For two and a half years he was in the box office of the Majestic Theater, Fort Worth, Tex. He is a member of B. P. O. Elks and Kiwanis Club and gives his hobbies as hunting, fishing and football.

Grand Forks Board Votes

Second Thrill Day Program

GRAND FORKS, N. D., April 1.—Directors of the Grand Forks Fair Association re-elected Ralph Lynch president, set budget for the year and outlined activities for the 1939 fair. Budget is \$21,300, about \$7,500 less than a year ago. Manager D. P. McGowan said. Dave Kelly was named vice-president; T. B. Wells, secretary, and McGowan was re-named manager.

Directors approved a Thrill Day program with Flash Williams and his troupe for the second year. Other features set are automobile races, Royal American Shows on the midway, State spelling contest and North Dakota band competition.

Western Ohio Secs Praise Group Meet

WAPAKONETA, O., April 1.—That much good results from exchange of ideas at joint fair board meetings was the consensus of 150 attending the meeting and banquet of Western Ohio Fair Boards in Elks' Home, Greenview, O., on March 28, reports Harry Kahn, secretary of Auglaize County Fair here and who spoke on the program.

Secretaries were unanimous in their opinion that 1939 would be the best year in Ohio fair history.

C. P. York was emcee and among those who gave talks were Byron Sandles, manager of Ohio State Junior Fair; Win H. Kinnan, manager of Ohio State Fair, who represented Logan County and presided a more successful State Fair this year; Secretary Hauss, Williams County; Secretary N. E. Stuckey, Van Wert County; a representative of Montgomery County; Ed Rutter, Miami County; John Yoder, Champaign County; S. B. Price, Muncie (Ind.) Fair; Don Teaford, secretary, and President Reed, Darke County Fair, Greenview.

A floor show was presented. Frank Kinston's Orchestra furnished music.

Memphis Will Push Sales

MEMPHIS, April 1.—Tickets to the 1939 Mid-South Fair here will go on sale several weeks ahead of the event in 60 cities and towns in the trade area, said President Raymond Skinner, who added, "Trying out a limited number of advance ticket sales in the two past seasons convinced us that increased attendance without reducing revenues can be accomplished." Premiums will be increased for women's exhibits, live stock and poultry. Association plans to spend \$1,000 more than last year on publicity and to provide a traveling fund for a publicity agent.

B-C Signs Three Big Ones

CHICAGO, April 1.—Barnes-Carruthers Fair Booking Association this week announced signing contracts for the grandstand attractions for Wisconsin State Fair, Milwaukee; Dairy Cattle Congress, Waterloo, Ia., and Clay County Fair, Spencer, Ia.

Building and Selling a Fair

By JUDGE I. L. HOLDERMAN

Address of Dayton, O., president of Ohio Fair Managers' Association, who retired from the post after 10 years' service, at the January annual meeting in Dresher-Wallick Hotel, Columbus.

The two big fundamental principles of running a fair are building and selling it. Building of it takes organization and a leader with will and determination to overcome the many obstacles confronting him. The financial end is the big problem, but dependable co-operation and constant effort will eventually win. Selling your fair to the community is very essential. Unless your own people are live boosters and are fully aware of its value your fair will have little chance of success.

The basic conception of the county fair is to serve all the people and to give the people what they want to see, rather than what the management wants them to see. A fair to be successful must concede that the public is always right, even if it is contrary to your own notion. Frequently public taste is hard to understand. For instance, there seems to be no reason why New Yorkers want white eggs and Bostonians demand brown ones, but the hard fact remains and the egg men respect it. To build and sell your fair you must keep petty and political differences out. You must play to the best interests of the whole community in which the fair is held. No one or two classes can make a successful fair. Everyone must be included. The one great force back of agriculture is the fair. It takes careful planning, intelligent budgeting and efficient management to make the fair a success.

The fair should be a place where men, women and children of varied lines of thought can come together, each finding something of inspiration in his or her own line, and grasping at least a little of what the other fellow is thinking. Only in this way can an individual grow with a round fullness that will make him of most value to himself and others about him. Conduct your fair as you would conduct your own business. Make it clean and inviting as well as educational and entertaining. I take my hat off to the men who have the business of managing fairs, for it seems to me that nothing, unless it be farming, takes a greater degree of fortitude, resourcefulness and ability than to plan and conduct a successful fair in face of the 101 difficulties that spring up and must be met with calm and patient bearing.

There are few institutions connected with rural life that have had such a long and continued existence as has the fair. Fairs were in progress during the middle ages and were first established in our country early in the 19th century. The fair as a whole should be recreational as well as educational. A fine atmosphere and neighborliness is created as one "visits" while enjoying the clean, wholesome fun and sport furnished by the free acts and still more thrilling sport of the races. We must not underestimate the value of friendships formed thru county fair contacts which carry

(See BUILDING AND on page 63)

Hey! Fence Jumpers!

SALEM, Ore., April 1.—Section of the Oregon Code which made it unlawful to enter fairgrounds otherwise than by proper gates has been repealed by the Legislature. Repealed law provided for a fine upon conviction "if any person or persons shall gain admission or attempt to gain admission to the grounds of any such society during its annual fairs or exhibitions, except thru the special gates kept by the said society for that purpose."

Solons Stand Pat on Present Board in Neb.

LINCOLN, Neb., April 1.—Proposal to legislate reorganization of Nebraska State Fair board was killed in committee this week after the committee on agricultural problems decided the proposed reorganization might do more harm than good.

Stanley Matsko, retired president of the county fair men, with Tom Leadley, editor of *The Nebraska Farmer*, spearheaded the proponents of the bill. They ought to show the present board to be antiquated, self-perpetuating, unco-operative with exhibitors and more interested in holding their places on the board than making moves forward for the good of the fair.

Altho President J. P. Shubert, Shubert and Secretary Perry Reed spoke before the board, the bulk of the present board's defense was placed in the hands of recently retired W. B. Banning, president the last two years. He showed with figures from State fair books that the fair had had its back to the wall for six years; crippled by short appropriations and drought conditions, but had managed to creep out, pay all bills for the last few years and now had a \$7,500 balance in bank.

Upon hearing both sides the committee, headed by Senator E. M. Neuhauer, feared the fair might become a political football under the reorganization plan, which would change members every two years, put the governor and the dean of the agricultural college on the board and hire a professional secretary for \$6,000 a year. Perry Reed, present secretary, gets \$2,400 annually.

N. E. Site Renewal Is Denied in Boston

BOSTON, April 1.—Officials of Holliston Mills and attorneys representing parcels of land near Norwood, Mass., considered last year for a new fair grounds site, deny emphatically that there is any truth to rumored revival of plans for this New England project.

According to these sources there is no present prospect of any such project being engineered and any report that such is correct is regarded by them as a possible stock-selling scheme, altho there has been nothing in reported activities to indicate that such was the case.

Some local amusement brokers say they have been approached with talk of the renewal of the project but that no specific bit of land has been mentioned for the site and that apparently none is now under option.

Proposed Ark. Association Fails to Attract Interest

LITTLE ROCK, Ark., April 1.—Proposed formation of an Arkansas association of fair boards, scheduled on March 24 and 25 in the Hotel Marion here, did not materialize because of lack of attendance of fair managers and secretaries.

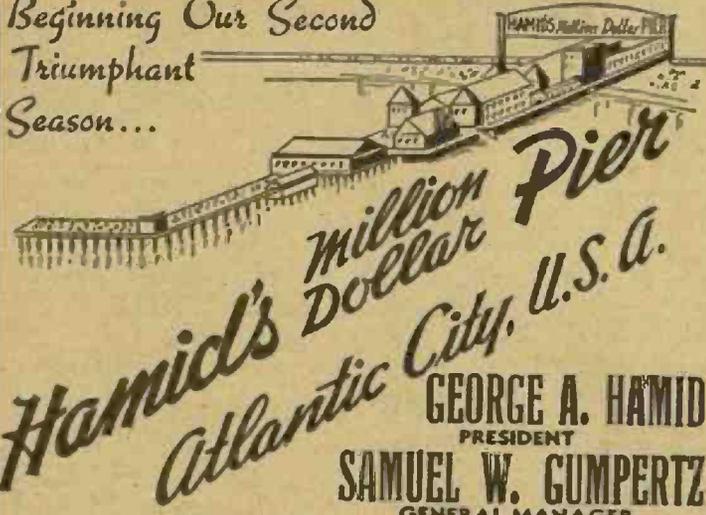
Four secretaries, Mel Brooks, Blytheville; W. R. Graham, Magnolia; Rev. T. F. Pierce, Sheridan; and Raymond J. Higgins, Little Rock, attended. Manager Higgins quoted the secretaries attending as saying they believed fair associations in the State were too small and did not function frequently enough to justify an organization.

Proposed formation of a circuit also apparently failed to attract interest of fair boards because their events are held too irregularly, it was said.



LEON H. HARMS, secretary-manager of New Mexico State Fair, Albuquerque, retired last year after a lapse of 32 years, who reports that about \$30,000 will be available this year to further construction on the new plant. Legislature has replaced a \$15,000 biennial appropriation with an annual one of \$20,000 and \$10,000 more in contingent funds is expected. A \$50,000 bond issue vote is pending. He was secretary a number of years of Marion County Fair, Hillsboro, Kan.

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Triumphant
Season...



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Atlantic City, U.S.A.

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PRESIDENT

SAMUEL W. GUMPERTZ
GENERAL MANAGER

EASTER WEEK-END WE PRESENT

PAUL WHITEMAN

AND HIS CHESTERFIELD ORCHESTRA

ISHAM JONES

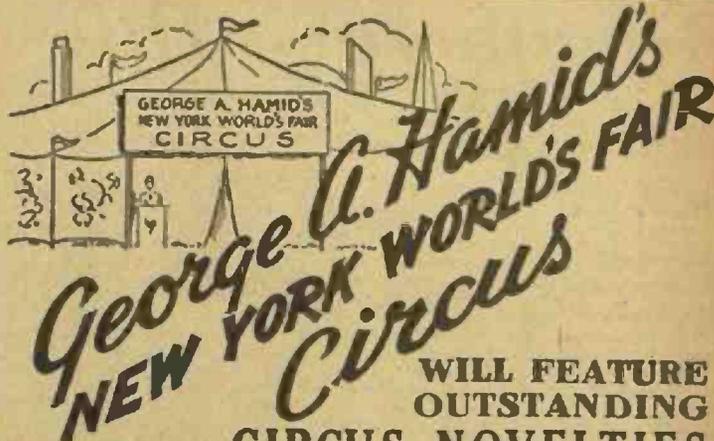
AND HIS ORCHESTRA

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MEMORIAL DAY WEEK-END
PARADE OF NOVELTIES AND
STARS FOR THE BALANCE
OF THE 1939 SEASON

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the talent to execute them—WE NEED
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Commercial Exhibits and Modern Dem-
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PARK IN THE EASTERN
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This marks the 18th consecutive year in which
the outstanding fair and park men of the Eastern
United States and Canada have granted us their
vote of confidence.

To these men we express again our sincere appre-
ciation and gratitude for their loyal friendship
and patronage.



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SEPTEMBER 30 **7**
DAYS **GEORGE A. HAMID** **NIGHTS**
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TRENTON, N. J.

THANKS TO ERNIE YOUNG FOR A MARVELOUS 1938

FLASH WILLIAMS

AND HIS

THRILL DRIVERS

Pronounced by Everyone as—"The Greatest Thrill Show On Earth"

ALL NEW AND GREATER FOR 1939

DURING 1938 WE FURNISHED THE THRILL ATTRACTIONS AT

MINNESOTA STATE FAIR
OHIO STATE FAIR
OKLAHOMA STATE FAIR

NORTH DAKOTA STATE FAIR
PROVINCIAL EXHIBITION OF MANITOBA
MISSISSIPPI STATE FAIR

ALABAMA STATE FAIR
TRI-STATE FAIR
AND A LONG STRING OF OTHERS

THE PERSONAL APPEARANCE OF THE CELEBRATED MOTION PICTURE STUNT STAR

FLASH WILLIAMS

WITH THE WORLD'S GREATEST AUTOMOBILE TEST PILOTS, RACING, CRASHING, SMASHING IN SENSATIONAL BLOOD-CURDLING STUNTS TO SAFETY IS BOUND TO PACK THEM INTO YOUR GRAND STAND.

— A COMPLETE THRILL SHOW PROGRAM —

Featuring This Season

THE MAMMOTH THRILL SPECTACLE OF ALL TIMES

(A Head-On Collision of Two Huge 35-Passenger Buses—a Daring Stunt Never Attempted by Anyone Before.)

EXCLUSIVE MANAGEMENT:

ERNIE YOUNG

162 N. STATE ST., CHICAGO, ILL.



season," she said. "Every fair management which we contacted last season had wonderful attendance and made money. We believe that the New York and San Francisco expositions this year will pep up fair managers to present more outstanding features in entertainment. We note that attraction buyers have been showing more interest in what they are buying than ever before. Surely, with budgets up and better attractions demanded, fair officials are living up to the old slogan, 'Bigger and Better Than Ever.'"

A trend toward increased act budgets at larger Eastern fairs in efforts to increase attendance by presenting lavish grand-stand shows is noted by Al Martin, Boston. "Smaller New England fairs, on the other hand, are slightly curtailing their entertainment budgets, as these fairs suffered from the hurricane of September, 1938," he said. "Several were so hard hit that their plans are indefinite. But there is a general feeling of optimism as to the outcome of the season. Works Project shows are causing New England agents no little trouble. By playing WPA units fairs get 30 to 40 people at no expense, whereas with limited budgets they could expect to receive only three or four acts. However, outdoor entertainment will continue in the ascendancy at fairs, as other types are not suited for the purpose."

More Stages To Be Built

"There appears to be a tendency among managements of state fairs and larger fairs that I have called upon to increase their budgets for grand-stand attractions, in some instances as high as 50 per cent, but I would average the increase over last year at about 25 per cent," said Sidney Belmont, head of Sidney Belmont Amusement Service, St. Louis.

"Regarding the smaller annuals and county fairs, so far this year we have not found any perceptible increase in their budgets for acts. In several instances there has been talk of increasing

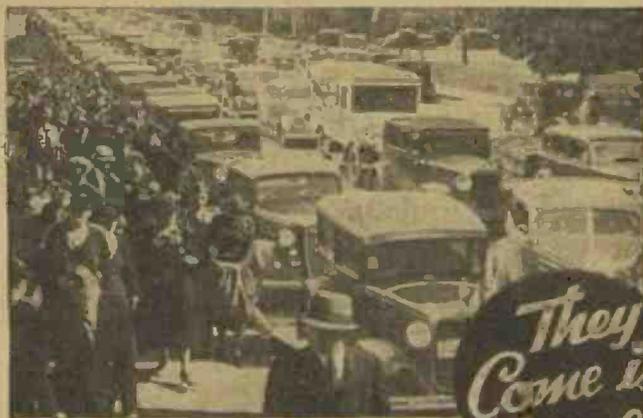
budgets from 10 to 25 per cent, but to my knowledge these fairs have not as yet contracted for attractions. It seems that among both state and county fairs there is a demand for sensational and spectacular acts along, of course, with well-balanced programs. The smaller county fairs appear to be getting in more and more for the revue type of show which so predominates in the field of larger fairs."

As progressive fairs yearly add to exhibits, grounds improvements and grand-stand entertainments, the United Booking Association, Detroit, finds again this year that large and small fairs have increased their budgets for grand-stand attractions. "Fairs having night shows, and the majority do, are realizing that they must have shows worth while if they are to fill their stands for night performances. Plenty of good scenery, color and lighting effects and good costuming," said Henry H. Lynders, president and general manager. "It has been shown that fairs that do this usually come out in the black."

"The day of putting a few acts on a bare platform minus scenery, color and lighting for night shows is practically over. That the public demands bigger and better attractions has been proved to us by many fairs which increased their attractions and have found it necessary, even during depression, to enlarge grand stands, increase parking space and boost grand-stand and gate admissions. The public is hungry for real high-grade mass entertainment and up-and-coming fair managements know this."

"I feel that in the very near future progressive fairs will have fully equipped stages where platforms now stand, the same as the airshows of the past, only on a more elaborate scale. There will be a portable backwall that can be removed for afternoon racing programs. When this is accomplished fairs can play all types of attractions, not only during fair week but at any other time during the summer."

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YORK INTER STATE FAIR • YORK, PA.

Name Bands: Their Place in Fairdom

By BENNY GOODMAN

Because the value of name bands at agricultural fairs has created not a little discussion among fair men in recent years, The Billboard has gone to the band business itself for the opinions of a leader who has actually played at some of the largest fairs in the United States. Benny Goodman, of The Billboard's request, herein discusses the subject from his personal point of view.

WHEN I first started playing clarinet I was just a kid in short pants. We played on Mississippi River boats in Chicago amusement parks (I still remember the name of one—River-view) and in suburban outdoor dancing pavilions. My first big-time professional job was playing with Ben Pollack's Orchestra in a California park. I was in Chicago when I received Ben's call to pack up my instrument and head west to join the band.

That all happened about 15 years ago, and during the intervening years I've played a considerable number of fairs and parks with my own and other bands. As a result I've had a pretty good opportunity to pick up some ideas on the place of bands, particularly name bands, in State fairgrounds.

Name bands mean money and expense to the fairground merchants. But name bands also mean an outstanding box-office attraction and top-notch entertainment. The fair merchants, of course, will be forced to spend considerable cash in advertising to publicize the name

(Adapted from biography in issue of January 29, 1938)

Benny Goodman sold and is selling hot jazz to dance-conscious America and gave the English language a new word, "swing." Chicago born, 29, he has proved a top draw in theaters, consistent best seller on Victor records and a record-breaker at hotels. Goodman is a courageous innovator, smashing precedents by experimenting with trio and quartet forms of jazz. He is making those experiments pay. He was a skilled musician at 16. In those years he became the master of stamper and warm clarinet phrasing that he is today. He learned the tricks of playing in band ensemble while with Ben Pollack, Ted Lewis and Paul Whiteman. In 1934 he formed his present band and after heart-breaking setbacks finally clicked. Youngsters danced in the aisles when he played the Paramount, New York, in 1937. Radio audiences demanded that he play a gold office of the Camel at show instead of just a few selections. His motion-picture work has been highly successful. In January, 1938, he achieved another triumph in his string when he played the first all-swing concert at Carnegie Hall. It was not the first time jazz had been played in that concert hall, but the first in that hot, spontaneous style that dancers

demand, eliminating the dressed-up symphonized form required by the elite. Goodman, who is now on a spectacular cross-country tour, was recently made an honorary member of the Indiana State Legislature.



attraction, and provide suitable facilities for the orchestra such as a band stand, a good public-address system, a proper dance floor, etc.

The questions to be answered then appear to be: What is the correct position of the name band at the fair? Can

the name band pep up business at the fairgrounds by drawing a particular group of patrons that would not otherwise go? And are name bands worth their price at the fair?

What I have to say on the subject, you understand, is purely an opinion based on my own experiences. If your experience and figures lead you to another conclusion, fine. I don't presume to know the field as well as professional fair people who have given their lives to fair work. However, I believe my conclusions are general enough and sound enough to warrant stating and considering.

Drawing Population

First of all, the potential drawing population of a fair constitutes the most important point to be considered before a high-priced name band is hired. The fair management must take stock of itself and its potential draw in advance just as a coal merchant, for example, must sit down and estimate how much coal he can market, provided all things work out for the best.

For the purposes of this article I understand the various fairs throughout the country can be broken down into three general categories:

1. State fairs that play to from 200,000 to 1,000,000 or more people.
2. Middle-size fairs that draw from 100,000 to 200,000.
3. Smaller fairs that draw up to 100,000.

Name bands draw an essentially younger crowd to the fair. If handled properly they can be the most important attraction on the grounds. The reputation of a Paul Whiteman, a Rudy Vallee or a Tommy Dorsey, for example, can draw a type of attendance to the grounds where other attractions would not. But if the total possible attendance at a given fair, by any stretch of the imagination, could not exceed 50,000, it would hardly be in the cards for the fair management to go to the expense of a name band. The income on 50,000 maximum would not warrant the expense, and the payoff after all is at the box office. But when fairs have a potential draw of 200,000 and upwards, name bands are extremely important and should be considered as one of the first items on the agenda.

This is especially true in the case of the large Southern and Western State fairs of Minnesota, Illinois, Texas, Ohio, Michigan, Kansas, California, Virginia, Florida and Indiana, to mention only a few; also the great Eastern expositions at Syracuse, Springfield, Mass., and Toronto, for example. Here the name bands not only hype business in the dance halls but also act as a shot in the arm for business throughout the grounds, which is something local musicians would be unable to do.

Unfortunately not, all fair managements, are organized to take full advantage of a name band. In some cases there are improper lighting facilities and public-address systems and in others the dance floors are none too good. Such things work against the potential draw of the band and are not good for return business. If the dance pavilion is indoors proper ventilation is not always furnished. All of these things are routine affairs at theaters and dance halls and should be so at State fairs.

Free Publicity Big Item

The name band can provide the fair with a tremendous amount of free publicity, especially over the radio. Many of the leading bands have regular radio spots where it is possible to broadcast from the fairgrounds direct. Radio broadcasts provide special points of interest for fair audiences and the program, incidentally, might provide still another source of income for the fair. Rudy Vallee, for example, played a fair some months ago where the price of admission for the broadcast was \$1 and the pavilion was crowded to S. R. O. Guy Lombardo played a special Sunday matinee concert performance to 7,000 people. There was no dancing—a straight concert program—and the result was terrific.

I've recently toured thru Philadelphia, Newark, Detroit, Pittsburgh, Washington, and Indianapolis where we played to big crowds every night. In some spots we've set new records, day's records and all-time records. In each case the theater has received a great deal of valuable publicity. I'm not mentioning this simply to blow my own horn. Other name bands receive equally warm and enthusiastic receptions. The point is that the great State fairs can also take advantage of this same sort of publicity—and some of them have done so in the past.

Satisfy Smart Young Crowd

The young crowd that name bands attract to the theaters and dance pavilions is much more sophisticated and aware than the generations that preceded it. When you said I was kids there was no such thing as radio. The movies didn't talk. Newspapers weren't too important then and what went on in other parts of the country affected us only slightly. Today the youngsters in Iowa compare band leaders in San Francisco and New York. Record collectors in Colorado know more about what's good in swing and what's corny than many professionals. I get a tremendous wallop from these kids wherever I go—typical American kids anywhere from 18 to 26 (and older) whom the name bands attract in droves.

They are smart as whip and set the

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fashion whether on Park, Broadway or Main street. Wherever these kids go their elders follow and this is the type of smart young crowd that name bands bring to the fair. They demand attractions to supplement the rural attractions with which they are all familiar and the bands give it to them. Incidentally, these same young people are the real jitterbugs for whom I for one love to play. And I know that other musicians feel the same way. They are the real American kids who give musicians a lift by applauding their efforts and make the men want to give out with the best that's in them.

Other Important Points

Two final points: First, if State fairs wish to feature name bands as stellar attractions (and they should want to definitely) they must also be prepared to bolster what in too many cases is an inadequate public-relations organization. The fair publicity machinery in some cases may fail to understand the workings of the band and as a result fail to make a sufficiently strong campaign in the local papers informing the potential audience that the band is playing the fair. If the public doesn't know the band is in town there's no likelihood that it will come to hear the band. Hence the fair cannot take full advantage of the band's popularity and drawing possibilities. But public relations at the fair is a matter easily rectified and should be where it exists.

Secondly, to further attract name organizations to play State fairs it might be an interesting experiment for the fair managements throughout the country to organize as a circuit. If one does not already exist, similar to theater circuits. A band going into the State fair circuit would then be able to play 10 or 12 weeks at various fairs instead of a single-week date at one fair. It would provide an incentive to the bands to play more fairs and provide the fairs with top-notch names in the music field.

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provide that railroads may issue passes to managers and certain others connected with industrial fairs for an entire year instead of for six months as is now permitted. Texas fair officials were urged to support the bill.

YORKTOWN, Sask.—Directors of Yorktown Fair declare it impossible to continue a free gate and give the public the edge of show it desires. Prices for 1939 will be: Children, 12 and under, free; private autos, free; 25 cents for adults up to 11 a.m. daily and 50 cents thereafter; season tickets, adults, \$2; season tickets, delivery vehicles, \$2. Everything will be five cents on Kids' Day, second day of the fair. Grandstand prices remain the same. Features will be Jimmie Lynch and His Death Dodgers and whippet races on a part-mutual basis.

LEAKEVILLE, N. C.—Rockingham County Fair will celebrate the 25th anniversary of its inception this year, reports J. L. Clayton, president.

COLUMBUS, O.—Farm organizations promise a fight before a House committee against an attempt to bar from Ohio's exhibit at the New York World's Fair samples of the state's grains, vegetables and other agricultural products. House finance committee will consider a bill appropriating \$40,000 more to the World's Fair commission, which previously received \$100,000. Same measure would strike from the present law a provision requiring that \$10,000 be spent for farm exhibits.

YOUNGSTOWN, O.—President Fay Heintzelman and Secretary Edwin R. Zieger told officials of Mahoning County Agricultural Society at its annual banquet here on March 22 that more attention will be paid to young people this year than at any previous annual. B. P. Sandles, manager of State Junior Fair, and Win H. Kinnan, State Fair manager, said success of fairs of tomorrow depends largely on interest developed among young people. A more pretentious grandstand show is being planned than in former years.

COLUMBUS, O.—A junior horse-pulling contest will be presented at the 1939 Ohio State Fair on opening day, said Manager Win Kinnan. It will be in charge of the Horse Pulling Association of Ohio, 200 members of which at the annual meeting in Bellefontaine on March 20, voted to participate and announced 50 teams have been entered to appear at the State Fair. Ray Honnessy, secretary of the association, said 85 teams are expected to be entered. Officers re-elected are Dr. William Crall, Pioneer, president; Carl B. Carpenter, Atica, vice-president; Ray Honnessy, Bellefontaine, secretary; Thelma Whitcomb, Bellefontaine, treasurer.

SPRINGFIELD, Ill.—Pending in the Illinois House is a bill introduced by Representative Ralph Dillinger, Republican Decatur, which would eliminate entrance charges to Illinois State Fair grounds. It also sets 50 cents as admission charge to grandstand and coliseum.

EL DORADO, Ark.—Union County Fair Association voted to increase 1939 premium money from \$2,900 to \$4,500. Directors met with County Judge G. S. Tutum and discussed plans for a long-range building program to include permanent exhibition buildings, development and beautification of grounds and construction of a stadium.

AMHERST, N. S.—Maritime Winter Fair will be held here for the next 20 years, contract having been signed recently between the fair commission and Maritime Stockbreeders' Association, co-sponsors. Contract for \$76,200 signed to meet 8,000 has been let and construction started at the fair plant. Arena is expected to be completed by November.

CIRCLEVILLE, O.—Numerous changes have been made in Circleville Pumpkin Show organization, several merchants having been added to the board to insure a more diversified show. Mayor W. B. Cady remains as president, with Mack Parrett, Jr. resuming the post of secretary after a year's absence.

DUPONT, O.—W. S. Myers, of Myers' Concessions, who has returned from Columbus, Ohio, reports that he has contracted for frozen custard, lunch, drinks and snowballs at the 1939 Ohio State Fair there. Myers reports season of fairs contracted from July 1 until October 15 with exception of two weeks. Equipment is being built and refinished at

wilder quarters here under direction of Maurice Myers and Frank Kuba. Winter dates were better than last year's.

RECREATIONAL

(Continued from page 50)

think the parks have grown stale. But now they all seem to realize that improvements must be made to coag the people back again. All along the line they want to buy an attraction that will be new to patrons. First, they say, \$5,000, but these days alone it will not enable them to make the grade. Brancato brothers here at Fairland tell us that they have already booked the big school picnic which they had lost for a while. Gradually they are taking over the rides to operate on their own account and are doing some work on them now. Haney has sold them his park rides and is now putting out his own carnival to operate at various locations in the city, and Harry Duncan, a former manager of Fairland Park, is doing the carnival booking.

Many Changes Noted

Strange to come to this city and not see R. H. Brainerd, who passed on at 82 years of age. He was with Holm at Electric Park until it closed and was a concessioner at Fairland for 10 or 12 years. Hawk still runs the games at Fairland and has the same old love for the Heart of America Showmen's Club. This is Abner Kline's old stamping ground. He got his wife here, a daughter of our old stand-by, R. H. Brainerd. Sam Benjamin is out of the park business altogether and now books a carnival at St. Joseph, Mo. Our old friend Hob (H. F.) Ingersoll still carries on at Lake Centerville, but the lake has entirely disappeared. He has run the place for 35 years. Often he staked his brothers, Fred and Audley, both of whom have passed on, Fred at Omaha and Audley only last summer at Houston. Bob lost heavily on Audley's venture with Luna Park, Houston. He says every time he ventured outside of St. Joseph he lost money.

His wife has been a helpmate in every sense of the word. She is still a human dynamo with energy unabated. She spent some time at Houston when their interests were large there and managed Krug Park, Omaha, one or two summers after Fred Ingersoll's death. Here is surely the outstanding woman manager of an amusement park. In booking picnics she can put some men to shame. She talks rapid-fire and always to the point.

New Dressing Needed

The CCC camp surely did her no good. It very much disturbed business and really did the resort more harm than good. They had a beautiful plan but went off and left it only partially finished, an eyeore to the amusement park. Nevertheless, the management, Mr. and Mrs. Ingersoll, are going to improve the place and put it back on the map. Here is where they made a fortune once and feel that the place can and will come back, or rather can be made to come back. They know that some new window dressing is essential and that now they must spend some money on the place. I doubt whether they ever attempt to restore the lake. They can now grow wheat or corn where once they fished from boats. The old order changes but it is still an amusement park.

The fairgrounds adjacent are no longer used as such, but some horses are still kept in the barns near the race track. Holm's old Electric Park has been closed up by WPA and is in the way of becoming a public playground. Here was once the finest amusement park west of Chicago. Holm once played all of the best bands of the world at a cost of as much as \$50,000 per annum.

Fair Grounds

FITZGERALD, Ga.—Plans are on for immediate construction of an administration building for Ben Hill County Fair. Mrs. McDonald Post, American Legion, sponsor of the fair, is arranging to purchase grounds on which permanent buildings will be located.

CORNICANA, Tex.—A five-day Corsicana Fair will be held this year instead of the usual four. Dick Knight was selected manager. W. E. McKinney was named rodeo chairman; Fred M. Allison, chairman of grounds, and W. O. Stroube, entertainment chairman.

HARRISBURG, Pa.—There were 697 more entries in the 1939 Pennsylvania State Fair Show here than in 1938, getting an all-time record of 11,403, reports the State department of agriculture. Increases were noted in 16 classifications. Money awards totaled \$33,705, a slight increase over those of last year.

GLEBERNE, Tex.—Completion of work on Johnson County Fair grounds here is assured, say Chamber of Commerce officials, plans calling for five buildings and water tower. Administration and agricultural building is under construction. Other structures are to be farm and home, poultry and cattle and horse and mule show buildings. Arena will be surrounded by a stadium seating 3,000.

SALEM, Ore.—A bill cutting time that may be allotted any business on the State Fair grounds during a year has been passed by the Legislature. It authorizes State department of agriculture to issue a license for a period of not to exceed two weeks during each year, permitting the holder of license to conduct any business therein named upon the State Fair grounds for two weeks or less at such price as the department may determine. Previously licenses were issued not to exceed 30 days.

WHARTON, Tex.—Manager H. C. Opeghaver, Wharton County Fair, said a bill has been introduced in the State Senate and House amending statutes to

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Fair Elections

MARKSVILLE, Ia.—L. A. Cayer was elected president of Avoylee Parish Fair Association; Dr. Sam J. Couvillion, Edgemoor, vice-presidents; J. M. Luke Jr., manager; Earl Edwards, secretary; Byron Flauche, treasurer.

COLUMBUS, Miss.—J. A. McCrary was elected president of Columbus Fair and Live Stock Exposition; Dr. Fed L. Pitts, vice-president; W. J. Satterwhite, secretary-treasurer.

WARSAW, N. Y.—Wyoming County Fair Association re-elected Harold Alcott, president; Joseph Pardee, superintendent; C. Scott De Oolyer, vice-president; Edmond Griffin, treasurer; Henry M. Wagenblaus, secretary. Directors have not decided on 1939 site for the roving fair. Expenses last year were \$6,407 and receipts, including State aid, \$8,997.

PENSACOLA, Fla.—John E. Frenkel was re-elected with all other officers for the 1939 Interstate Fair here. Two new buildings are planned to take care of bigger exhibits. There will be 20 per cent increase in premium awards.

SAN AUGUSTINE, Tex.—San Augustine County Fair Association elected W. R. Thomas, president; J. J. Mitchell, secretary; J. L. Brown, treasurer.

ENNIS, Tex.—Noll W. Sawell, recently elected manager of Ennis Chamber of Commerce, has been elected manager of Ellis County Fair here.

CAMBRIDGE SPRINGS, Pa.—Carl Waterhouse was re-elected president of Cambridge Springs Community Fair Association. Other officers are E. W. Perkins, vice-president; Roy Whipple, secretary, and Burt Boylan, treasurer.

HAWKINSVILLE, Ga.—Pulaski County Fair Association elected M. R. Thompson, president; Dr. A. B. Bush, vice-president, and Mansfield Jennings, secretary-treasurer. L. J. Roth Show is contracted.

OREGON CITY, Ore.—Clackamas County Fair board re-elected Herman H. Chindgren, president; John P. Teiford, secretary, and John Hellberg, director of grounds and construction.

Grand-Stand Shows

A REVUE unit, Hollywood Beach Hill Parade to carry 36 people including band, 12-girl line and such acts as Kelo Brothers, Polly Miller and Fatsy Ruth Snyder, is under preparation, reports Taylor Trout, of the theatrical booking office bearing his name in Hollywood and Miami, Fla.

A GOOD season is anticipated by Rita and Dunn, high wire, they report, as they have found a big demand for high acts this season, which they will open with the Mark Shows in Richmond, Va., on April 10.

FLASH WILLIAMS' Amphibians have been booked for the 1939 York (Pa.) Inter-State Fair and not the New York State Fair, Syracuse, as previously reported. For the still date in Springfield, Mo., under auspices of Oark Empire District Free Fair on April 2, Francis Healy, trouper's press agent, came from Los Angeles; Flash Williams arrived from a Kansas State board meeting in Topeka and came and other equipment were brought from Jackson, Miss., by Ray

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DOUGLAS COUNTY FAIR
Alexandria, Minn., August 23-24-25-26
One of the outstanding fairs in Minnesota. Incidental midway. Will have \$50,000 grand stand and reinforced grounds. Write H. S. THORNTON, Secretary, Alexandria, Minn.

Martinson, Herb Algren, Art Sifers, Howard Halgren, Simer Carl and Johnnie Edwards.

BUILDING AND—

(Continued from page 56)

over into the social life of the farmer, for if he allows his family's social life to degenerate it will profit him little to have come into the possession of broad acres, to have grown big crops and to have built large barns to hold them. County fairs help the farmers to realize what God and nature have given them. Fairs encourage him to stay with his fields, his flocks and herds, to improve surroundings and make them more attractive, to train boys and girls to be good farmers and home makers and to enjoy the beneficial life of a farm.

For a Balanced Bill

Thru 4-H and Junior Club work in past years young farmers of today know how to better solve their problems, particularly because of their training in club work. The fair is the one place each year that their work can be exhibited for competition, also where the various club projects, such as poultry, calf and pig raising can be put on exhibition for comparison and compete for prize money offered by the fair boards. The fair should not only be profitable to the farmer but it should be made attractive and entertaining to commercial and other interests in the county. It should be a place where a merchant could exhibit wares in friendly competition with his brother merchant, a place where the manufacturer may display his products so that comparisons could be made by the people who are interested in these different products. We must not forget other departments, namely, Grange and horticulture displays, home demonstration projects, art and dramatic activities, as well as many other and varied activities in your county. You must have an evenly balanced fair, not topheavy or lopsided. Provide something for every activity in your community, cater to all the people and make it interesting, educational and inviting to all.

Money-Spending Institution

You should budget your fair, being careful to treat every department fairly and honestly. Do not offer any more premiums than you are sure to be able to pay. There must be leadership and loyalty among all fair board members. You must be ever ready to find new methods of telling and selling the fair story. You must have, if you expect to succeed, the co-operation and support of every county agency, such as schools, granges, farm bureaus, horticulture societies, garden clubs, driving or riding clubs, patriotic organizations, vocational, 4-H clubs and the like. You must have the co-operation of your county commissioners and all other city and county officials.

Fairs are promoters of progress. They bring to the county and State vast throngs of visitors, farmers and people in search of a better knowledge of a more profitable location for their operations in which they are interested. Remember that the fair is a money-making and not a money-making institution, and to my notion of thinking its life should be guaranteed thru a county budget taxation. Why should a group of public-spirited men be compelled to assume all responsibility and the burdens of trying to perpetuate the fair when all of the people in the county receive equal benefits from the fair? The main thing in boys and girls' club work is the contest feature. Competition is always keen in boys' and girls' minds. Fair managers are always interested in having at hand at their fairs something that will attract and impress people with its value and the one most important thing is the demonstration of the boys and girls' club work. It is more important to encourage a higher standard of citizenship and to train future leaders than it is to encourage the production of a superior animal or a larger ear of corn. You need the vision, the hope and the challenge of young people. You should remember that never in the world's history have there been so many opportunities writing and so great a future ahead.

Forgotten for Many Months

Farm boys and girls have a chance along with their fathers and mothers to have a part in not only shaping policies of the fair but, in a larger sense, effecting national welfare in building the kind of world we are to have in the future. There is no place that I know of that affords greater opportunity

YOUR 1939 FAIR...

NEEDS 1939 POSTERS & CARDS

Get your FAIR off to a running start this year with specially designed and up-to-the-minute posters and display cards.

Write for Our Catalogue BERKSHIRE POSTER CO.
460 W. 34th Street
New York City

JAYDEE THE GREAT
THE OLD APE MAN
AMAZING TRAPEZE NOVELTY
Possibly the Highest Aerial Contortion Trapeze Act on Earth, 100 Ft. High. New and Thrilling, presenting a terrifying appearance in his costume of an "Ape." Performs High and acrobatic to the animal that he actually "Ape the Ape." Contortion and balancing with other description. Flashing with complete dislocation of shoulder while in a contortion posture. Thrills—Sensational—Grossly! Available for Parks, Fairs and Celebrations.
JERRY D. MARTIN, care The Billboard, Cincinnati, O.

in the building and developing of character in the youth than thru the activities of the fair in fostering boys' and girls' club work, school exhibits, 4-H and Junior Club projects. We must remember that the youth of today will be the adult of tomorrow.

What is an exhibit? An exhibit is the visual display of achievement, a demonstration of success attained after earnest effort. The fair is usually a compilation of many ideas suggested by as many people, but it takes the honest effort of a few active and capable fair board members to get the exhibits into shape where the practical, logical, beautiful and permanent ideas may take proper form and be assembled into a complete and up-to-date fair.

Do you realize that from 9 to 10 months in the year county fairs are practically forgotten by everybody except the officers of fair boards. The best way to insure greater success of fairs is to try to keep alive the interest of the community the year around instead of only two or three months. Now, as to building up a new fair, you must outline a 10-year program of improvements and activities and work it out gradually. Of course, as times change tentative plans will have to be changed somewhat, but there should be a definite basis upon which to build up if any degree of success is to be attained.

PAMAHASIKA'S DOG, PONY, MONKEY and BIRD CIRCUS
High-Class, Marvellous Performance.
A STANDARD ATTRACTION.
If YOU see looking for a real Novelty, presented by the only PROF. PAMAHASIKA himself. Address
GEO. E. ROBERTS, Manager,
3504-G N. 8th St., Philadelphia, Pa.
Tel. Sag. 5536.

PLYMOUTH FAIR
"New Hampshire's Fastest Growing Fair"
Sept. 12-13-14, 1939, DAY & NIGHT
WANT SHOWS, IDEAS AND GRIND-STONES.
No "G" WHEELS ALLOWED.
L. E. MITCHELL, Gen. Supt., Plymouth, N. H.

WANTED CARNIVAL
With 6 or 8 Rides, also Shows for Fair, Circus
12 to 18, Address
HAROLD HUCKSTEAD, SECT.
Clark County Agricultural Station,
Wellsville, Wisconsin.

GLADEWATER, Tex.—Gladewater Round-Up Association voted to adopt charter amendments limiting directors to 12 and to move the annual meeting up to January. Officers re-elected were Murray C. Sells, president; W. O. Cham-

bers, vice-president; Roy J. Loftington, secretary. Jack Yates was elected grand vice-president; J. M. McFarland, treasurer; Gordon Riddle, comptroller. Horse show and rodeo will be presented six times in five days.

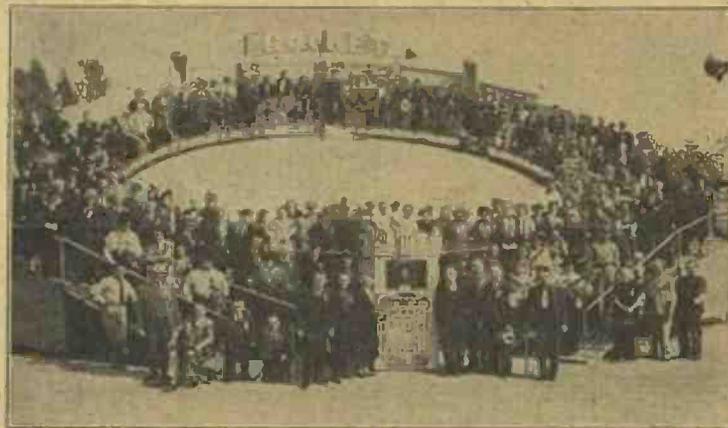
All Set for League Frolics

Chairman Johnson reports big ticket demand—College Inn in new dress

CHICAGO, April 1.—The hundreds of showmen and friends who attend the fifth annual Showmen's League of America Spring Frolics the night of April 10 will find an entirely new College Inn, more beautiful than they have known in past years. For two weeks workmen have been busy transforming the night club. A series of booths has been installed, fanciful murals added and many physical changes made to create the Panther Room as a setting for the wild jungle music of Oskar Krupa's orchestra.

George Johnson, Frolics chairman, says the demand for tickets is big. Many parties of 20 to 30 have made reservations and there is no doubt that the affair will be one of the biggest yet staged by the league.

Sam J. Levy, entertainment committee chairman, has lined up some fine acts and these, together with the College Inn entertainers, assure a big show.



LOAD ENOUGH TO ROCK THE ROCKET. Members of Pacific Coast Showmen's Association and Ladies' Auxiliary shown on the Rocket ride of Crafts' 20 Big Shows on Showmen's Day, March 21, at the 19th annual National Orange Show, San Bernardino, Calif. Mr. and Mrs. O. N. Crafts were hosts to about 200 members and General Manager Ray E. Ludington was active on the reception committee. John (Spot) Haglund was emcee and a sumptuous repast was in charge of Mr. and Mrs. Rayland. Photo by Steele, San Bernardino.

Staff of RAS Includes Names Of Org's Vets

TAMPA, Fla., April 1.—Royal American Show's staff for the season was announced here this week by Carl J. Sedlmayr, general manager, who will continue in that capacity as well as serving the Amusement Corp. of America as president. Elmer O. Velare, treasurer of the ACA, will be business manager and Curtis J. Velare, a corporation director, will be director of concessions, with George Golden as assistant.

Walter H. DeJoyne will start his seventh year as chief auditor and office manager, and Mrs. Ruby Velare, former treasurer of the firm of Sedlmayr & Velare Brothers, which was absorbed in amalgamation of the trio of midways, will be concession auditor. Jack Dads-well will be press agent for the Royal American Shows as well as director of publicity for the ACA.

Among those who for years held top-ranking positions in the mechanical department of the Royal American Shows and are slated to continue in those capacities are Vince T. Book, designing engineer; Ed Nelson, construction superintendent; Nath Nelson, chief electrician, and Charles Davis, grounds superintendent. Sammy Smith has been contracted as trainmaster, a post he held two years and from which he retired last year.

General Manager Sedlmayr said some attractions, contracted to join in May or June, could not be announced at this time. Those making preparations for the spring tour are producers are Walter Kemp, Motordrome; Nellie (Ray-nell) Lorow, Girl Show; Dick East, Oddities; Cortes Lorow, Illusion Show;

(See STAFF OF RAS on page 132)

Ward's Baton Rouge Opener Satisfactory

BATON ROUGE, La., April 1.—Cool weather, but fair business prevailed at the John H. Ward Shows' opening stand at 18th and North streets here. Sunday (19), closing night, and Saturday proved best from a business standpoint, reports C. E. Newcomb, press representative. Tilt-a-Whirl topped rides, while the Minstrel Show packed them in nightly under the new green, circus-style top. Sea Tinsy, human mermaid, proved popular.

Neon tubing is being used on several concessions and show front rides. New entrance arch is being constructed here, with Ferris Wheels, with enameled white seats, add to the midway's attractiveness. Doc Wagon returned here with Maggie, educated chimp, after spending the winter filling theater engagements.

Clark's Greater Off Good Weather, Biz To Favorable Start At West Bros. Bow In Bakersfield, Calif. In Cape Girardeau

BAKERSFIELD, Calif., April 1.—Clark's Greater Shows' initial stand of the season got under way here on March 25 to good weather and business, with similar conditions prevailing on Sunday. Organization is located on Union Highway in the center of the city and remains here until April 5. Almost all equipment, including tents, shows and concessions, and a 10x24-foot marquee, is new. Banners are new and show is utilizing a battery of 36 klieg lights and a new sound truck.

Show is using four broadcast spots over station KMPG daily and is transported on 20 trucks, 4 autos and 6 trailers. Color scheme is blue and orange. Staff includes: Archie B. Clark, owner.

(See CLARK'S GREATER on page 132)

CAPE GIRARDEAU, Mo., April 1.—Good weather, crowds and business greeted West Bros.' Shows opening here March 23. This was first opening in three years that the show has not been rained or snowed on. First three days' business put smiles on everybody's face. Virginia and J. W. Laughlin, owners, received many compliments on the appearance of show.

The 1939 unit is a veritable blaze of lights. New fronts and benches give rear of the midway extra flash. Modernistic Revue front and main entrance, painted by Chick Hensel, were praised by all. Fifth annual Morley Day tamed school children of Cape and Scott counties brought out over 2,000, who enjoyed the Laughlins' hospitality. Each year all shows and rides are open to the children for four hours without charge. Mrs. Laughlin, assisted by women on the show, pass out candy and tickets good.

(See GOOD WEATHER on page 132)

Krekos' West Coast Bows to Rain, But Fair Biz in Calif.

OAKLAND, Calif., April 1.—Krekos' West Coast Amusement Co. encountered its usual opening-day rain here on March 23 but played to fair business the first two days despite the elements. Patrons came on the lot between the showers, and all showfolk did some business.

Among the many visitors welcomed by Manager Mike Krekos and General Agent W. T. Jessup were K. Bowen and Mr. Warren of Joyland Shows; Monte Williams, Williams Press; C. S. and Mrs. Wrightman, Wrightman Shows; Glen and Mrs. Loomis, Aletta Loomis Players; City Manager John Hassler, Police Captain Lynch, Bernie Davis, Davis Importation Co.; Mel Holland and Frank Enders; Clyde Gooding, Foley & Burk.

(See KREKOS' WEST on page 132)

More Permits for Detroit

DETROIT, April 1.—Local carnival activities continued this week, with issuance of three more permits by the City Council, to sponsoring veterans' organization. Dates were given to 13th Congressional District Veterans' Civil League, Vernon Post, American Legion, and Detroit Naval Post of the VFW.

Crafts 20 Big Repeats At Pomona, Calif., Fair

POMONA, Calif., April 1.—Crafts' 20 Big Shows have been awarded the Los Angeles County Fair midway contract again by Secretary-Manager C. B. Afflerbach, making the 15th time the date has been held by the Crafts organization. Contracts were executed by owner Orville N. Crafts and the fair management.

Crafts Shows in the early days of the fair occupied a small portion of the midway compared with the spacious midway of today with 20 rides and a like number of shows.

Richards Gets R. & C. Post

MOBILE, Ala., April 1.—Officials of the Amusement Corp. of America announced that Roland W. Richards, publicity director with the Royal American Shows during the organization's winter Florida tour, had been named manager of the Rubin & Cherry Exposition's publicity department for 1939. Richards last season was publicity director for the Goodman Wonder Show.

New Showmen's Club Formed in Chicago

CHICAGO, April 1.—A new social organization, purely local, composed of show people of Chicago's near North Side, has been formed with Jimmie Campbell, outdoor showman, as its chief moving spirit. It is known as the North Side Showmen's Association and has opened clubrooms at 62 West Grand avenue. Organization, now less than a month old, has several hundred members.

New organization takes in people from every branch of the show world. Section in which it is located is cosmopolitan in character. Show people living or working in the district number several thousand. There are half a dozen hotels catering to show people, and 40 or more night clubs and taverns furnish employment for scores of outdoor acts during the winter.

One of the objects of the new club is to obtain more recognition for show people in civic affairs.

New L. A. Location

Steve Henry, outdoor representative of The Billboard in Los Angeles, is now located at the Bristol Hotel, 423 West Eighth street.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE



CONRAD O. HANEY, son of R. E. Haney, ride owner on the Johnny J. Jones Exposition and Sol's Liberty Shows, who on April 29 will launch his recently-organized Gayway Amusements in Kansas City, Mo. Altho one of the youngest show owners in the country, he has had much experience in outdoor show business and for the past three years has spent occasions working for his dad on the Jones organization. Harry Dunham, several years manager of Fairland Park, Kansas City, and prominent in outdoor shows in the Middle West, will pilot this new show.

Cats Eye Cavern, Va. Week ended April 1, 1938.

Dear MERRY:

To let The Billboard readers know the show's location, which undoubtedly is the most unusual, I will first have to explain the location of the cave in which the Century of Profit Show was erected. Mouth of the cave is in Virginia but it runs back into two other states, West Virginia holding one side of our mile-long midway, and Kentucky holding the other, with the rides sitting on fifty-foot soil.

Naturally, Virginia claimed a license for a front gate but was not entitled to any show, ride and concession money. Each of the other states claimed a state fee, but the ridge of so many counties bordering an one another were covered by the midway that the states decided to take a flat rate and forget about county readers. Then several more legal matters became tangled up when the office dug up an old law regarding quar-

ter-rights and claims, showing that the states could not claim any mineral such as gold, silver or nickel found beneath the surface, all mineral rights going to the property owners, who were the bosses, by right of discovery and the minerals being gessed by right of conquest.

Kentucky decided to make a test case of it and immediately arrested the bosses. Now the only outlet was the mouth of the cave in Virginia and as soon as the bosses were brought across the state line the Kentucky officer's authority ended. Our counsel fought extradition and won and the bosses quickly returned to the cave. Virginia then asked for proof of ownership. Thru old files on record in the courthouse Pete Ballyhoo, proved that in 1800, when he was fore to clear a fairgrounds fence and take the bills (the misdemeanor charge long since having been outlawed by time) he had discovered the cavity and changed his claim and the date on

(See BALLYHOO on page 132)

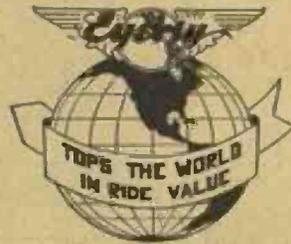
THREE PROVEN MONEYSMAKERS



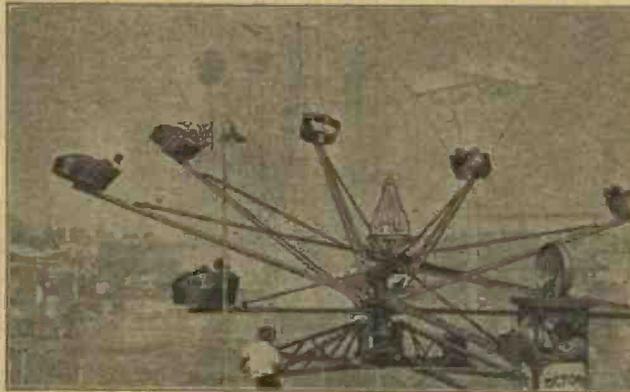
LOOP-O-PLANE

The Pioneer of Aerial Rides.
The Ride that Revolutionized
the Amusement Ride
Industry.

DON'T BE DISAPPOINTED
Place Your Order
For Spring Delivery
NOW!



PORTABLE — PERMANENT
FOREMOST IN RELIABILITY



OCTOPUS—8 and 12-Car Units



ROLL-O-PLANE

Leading All Sales for 1939

Selected by
AMUSEMENT CORPORATION
OF AMERICA

at Tampa, Florida, as
"TOPS" for 1939

- 4 Units for Royal American Shows
- 2 Units for Beckmann & Cerey Shows
- 2 Units for Rubin & Cherry Shows

EYERLY AIRCRAFT COMPANY,

ABNER K. KLINE, Sales Mgr.

Salem, Oregon.

LUSSE BROS., Ltd. (European Suppliers), BLACKPOOL, ENGLAND



BOOMERANG

The Famous Ride Sensation

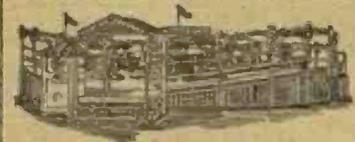
Send for Illustrated Circular.

BOOMERANG MFG. CORP.

HARRY WITT, Sales Mgr.

366 HAMILTON AVE., BROOKLYN, N. Y.

.. TRIED AND TRUE ..



THE 7-CAR PORTABLE TILT-A-WHIRL

.. TEN YEARS OF EXPERIENCE
.. TEN YEARS OF SATISFACTION

Kept up-to-date with accessories and improvements. A tried and true ride with an assured long life of high profit production.

For Particulars Write

SELLNER MANUFACTURING CO
Faribault, Minn.

World of Pleasure Biz In Hazel Park Is Okeh

HAZEL PARK, Mich., April 1.—Cold wave kept attendance down at the World of Pleasure Shows' stand here last week under fire department auspices, but rides and concessions did good business, reports Bob White, Show plays two Detroit locations before taking to the road and officially opening at Lansing Mich., for 10 days.

Stegist Troupe, acrobats, has been signed as the free attraction and a new marquee is being constructed. Ray Myers has had a new lighting system installed and rides are being overhauled and will be painted before leaving the Motor City.

De Luxe Changes Title To World's Fair Shows

NEW YORK, April 1.—De Luxe Shows of America changed their name this week to World's Fair Shows, Inc., with headquarters in Newark, N. J. Samuel E. Frell will continue as general manager, while Tom Haason becomes assistant manager. Haason will also have three of his own shows on the midway, including a side show and Oriental and minstrel shows.

Season gets under way April 29 in Newark, and itinerary will take it thru New Jersey, New York and Pennsylvania.

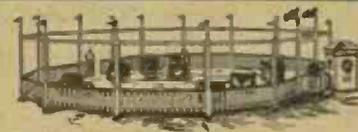
A DRY MIDWAY...
A PROSPEROUS SPRING...
My Sincere Wish to You

CHARLES A. LENZ

SHOWMAN'S INSURANCE MAN

4738 INSURANCE EXCHANGE BLDG., CHICAGO, ILLINOIS

Insurance of Every Description on Easy Weekly or Monthly Payments



NEW 8-CAR WHIP

A Riot of Colors and Chromium. Beautiful Streamline Cars. A persistent money-getter. Ride. Exported to All Countries.

W. F. MANGELS CO., Coney Island, New York

SHOW TENTS and TRAILER CANOPIES

Fulton Bag & Cotton Mills

11100 S. W. 11th St., Miami, Fla.



ROCKET RIDE

Get Rocket-Ride's Streamline Steel Cars. Seats 60 each. 120 Rides Per Trip. Complete Counter Down Records in Opposite Direction of the Revolving. Weaving Trails of Smoke. Streamlined Steel Rocket Riders!

ALLAN HERSCHELL CO., INC.
N. Tonawanda, N.Y.

NO-LO FURNISHES KIDDIE AUTO RIDES STREAMLINED CARROUSELS

SAVE MONEY MOTORIZE SAVE MONEY

SPECIAL FINANCE PLAN SPECIAL
WRITE CHAS. T. GOSS
WITH STANDARD CHEVROLET CO.
EAST ST. LOUIS, ILL.

WICHITA, Kan.—Brisk business thru fall and winter on U-Drive-Em Cars is reported by Leo L. McKenate Body Works here. Present cars have been developed from experience of the last 19 years. Several export shipments have been made to foreign countries.

INSURANCE

CARNIVALS, PARKS, CONCESSIONERS

CLEM SCHMITZ
CORPORATION

Radio City,
NEW YORK

THE GREAT WILNO

shot OVER



Twin Ferris Wheels

The Outdoor Attraction Unsurpassed

Contracted for Entire Season With
Eudy Bros. Shows, Opening April 27

PERMANENT ADDRESS

PERU, IND.

NOW...Take 4 for 10 Photos with 20-Watt Mazda Lamps!!



MARFEL B-4 PHOTO-FLASH

NOW... the Marfel Foto-Flash again takes the lead with a new revolutionary lighting system, enabling you to make better, faster 4 for 10 photos at lower cost. Uses only half a dozen 20-watt Mazda lamps! The popular B-4 outfit is available with either this remarkable new system or with standard photoflood lamps.

READY NOW

—the new Studio Foto-Flash which makes full-figure group pictures, sitting or standing, or bust photos, full post-card size (3 1/4" x 5 1/2"). Send for information on this sensational unit and begin to cash-in NOW!

FREE! Send today for free catalog of big money-makers for 4 for 10 operators. Also new folder containing full information on the new Marfel Lighting System.

MARKS & FULLER, Inc. DEPT. B-28 Rochester, N.Y., U.S.A.

4 for 10c PHOTO OPERATORS

PHOTO MIRRORS—Made on 2 1/2 Glass, for 1 1/2 x 2 Photo, inverted. Colors, Orange, with Settings.

PRICE \$23.50 PER 1000

SPECIAL—Frames made on 4 1/2 x 3 1/2 Glass, with opening for 3rd Photo. Acquired Color, and Settings.

PRICE \$7.00 PER 100

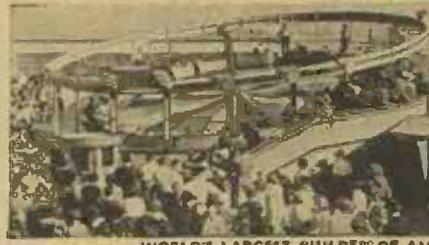
Prices quoted are in standard packages. In smaller quantity add 10%. WIRE BASKETS FOR 2 1/2 PHOTO MIRRORS: PRICE \$9.00 per 100, by 40c per 100.

25¢ DEPOSIT WITH ORDER.

Send for Illustrated Circular.

AUTOMATIC MIRROR CO., 96 Prince St., New York City

"IT WAS INEVITABLE"



SILVER STREAK

The Streamlined Miles-a-Minute Ride of Tomorrow will thrill untold thousands at the New York World's Fair with Speed—Glamour and the Intimate Comfort of Tandem Seating.

PORTABLE STAGES—RIDE-O-AUTO SPEEDWAY
LIGHT TOWERS—CAROUSELS
HI-DE-NO FUN-HOUSES
DODGEM AND SCOOTER SLDS.

SPILLMAN ENGINEERING CORP.
North Tonawanda, N. Y.
WORLD'S LARGEST BUILDER OF AMUSEMENT DEVICES.

UNITED STATES TENT

S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.

OVER 40 YEARS OF SERVING THE OUTDOOR SHOWMAN, WITH AN UNDERSTANDING OF HIS NEEDS AND OPERATING PROBLEMS. DEAL WITH THE HOUSE "WITH AND FOR YOU."

701 North Sangamon Street (Phone: Haymarket 0444), Chicago, Ill.

Money Meters Available To Amusement Operators.

PROVIDENCE, April 1.—During the past year Money Meters, Inc., has been conducting tests on its money meters in widely diversified branches and areas of the amusement field thru which, according to an executive of the firm, an enormous amount of information and statistical data regarding revenue conditions has been accumulated. Equipment works with equal efficiency indoors or outdoors and can be had as portable, stationary or semi-portable, Mr. Gordon says.

It permits the fast handling of crowds and counts and registers all money without need of tickets, registers or extra help. All money collected, however, is instantly available for inspection and change making. Portable cash register feature of the system is unusually adapted to fairs, the patron in all cases doing the actual "ringing up" of his own fare.

Money Meters system of revenue control is being used at Golden Gate Exposition and will be used at the New York World's Fair. It is the first time it has been released generally for purposes other than large-mass transportation operators. It is said.

-SPECIAL-

One To a Customer

GABLE END "CONCESSION TENT"

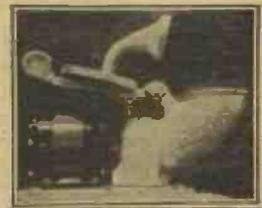
14' Front, 10' Deep, 8' Pitch, 6' 0" Siding, 3' Eave, 8' Sillpost, Top and Running—12-cents D. P., 1/2" Wall and Sill—8-cents Wheel Bed Trim—1 Set Storm Guy. Tent packed in shipping bag.

\$43.95

Write—Write—Phone

BAKER-LOCKWOOD

17th & Central, Kansas City, Mo.
AMERICA'S BIG TENT HOUSE
Eastern Representatives, E. S. CAMPFIELD,
182 W. 42d St., New York City, N. Y.



ECHOLS HIGH SPEED ELECTRIC SNOW MAVER
\$39.50

S. T. ECHOLS
1327 Western Avenue,
St. Louis, Mo.

Elliott Now Auto Salesman

KANSAS CITY, Kan., April 1.—Harold (Whitely) Elliott, 20 years in outdoor show business, is now associated with the Ford Chevrolet Co. of this city and will sell Chevrolet trucks and pleasure cars to show people. He has been with the Beckman & Corey Shows, Dodson's World's Fair Shows and Lennies Bros. Shows and prior to that with other major carnivals. This will be the first season in 20 years that he has not gone out with a carnival.

More Fairs to Gold Medal

ST. LOUIS, April 1.—Oscar Bloom, owner of the Gold Medal Shows, advised here on March 27 that he had received contracts during the past two weeks to furnish the midway attractions at Burlington (Ia.) Tri-State Fair; Kosciusko County Fair, Algona, Ia.; Mitchell County Fair, Osage, Ia.; Obion County Fair, Union City, Tenn., and 48th Annual Fish Fry Celebration at Beardstown, Ill. Dates, together with those previously mentioned in The Billboard, give the shows their most impressive route in their history.

Show Employee Is Killed

BEREE, Ark., April 1.—James M. McFarland, about 45, working with the Deo Long Shows, was found dead of a deep head gash of undetermined origin after the show's truck stopped at a filling station near here while being moved out of quarters. It is believed McFarland might have struck his head while standing in the truck as it was driven thru a low clearance. Relatives are unknown, but he joined show at Waco, Tex., on March 11.

Pleasure Bent Signs Martin

DANVILLE, Va., April 1.—Percy Martin, veteran carnival agent, announced here that he recently signed as general agent of the Pleasure Bent Shows, No. 2 unit of Heller's Acme Shows, and will

Nye Amusement Co.

Opening Ohio, April 22
Mr. Nye, 4 Naves, 2 Free Acts. WANT Operators. Shows with own outfit or will furnish one more Free Act. People in all things get in touch. Real sale to money maker. No racket. Ex on Stage. Great Photos, and other attractions will come. Address B. H. NYE, Midway Hotel, Cincinnati, Ohio.

WANT
Rides with or without transportation. Will buy or lease. Shows. 2 Free Acts. Operators. Monkey Circus. Harry Mason writes. Flona, Alice, Orlan, Nat or Pan Games, Cookbooks, Fancy Trick, Photo Booths, Gallery, Blown Marbles, Fun House, Electrical, Mechanical, etc. 1000. We carry Band and Orchestra. All Musicians and Auto booked. 2-3-day visits. Free on phone. Open in Illinois May 8, No. 100. Address KAY'S GAY WAY SHOWS, Box 772, Sta. 6, Miami, Fla., until April 10.

READERS WANTED

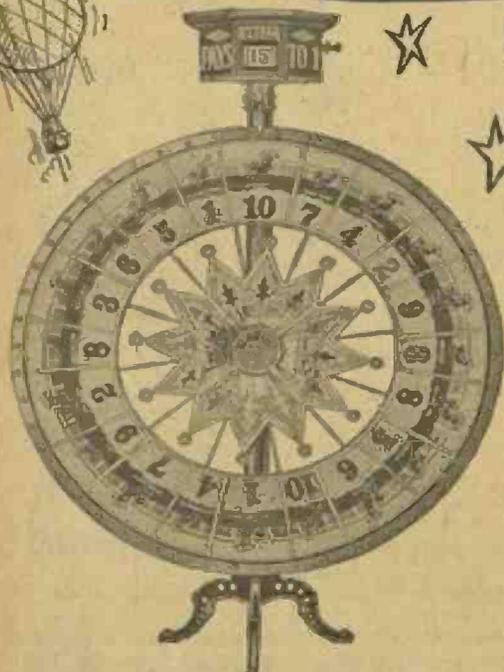
Can locate two capable American Readers for long season. Neatly framed Mitt Camp. Have Kuchner. State all.
FIDLER'S UNITED SHOWS,
Room 730, Maryland Hotel, St. Louis, Mo.

open with the organization in Newark, N. J., early this month. Since joining the George L. Reynolds Shows in 1918, Martin has, general agent such organizations as Sol & Rubin's United, T. A. Wolfe Superior, H. W. Campbell's United, Krause Greater, George L. Doby's, Orlin & Wilson, World's Exposition and Sam Lawrence shows and Frank Faust Amusement Co. He has also engaged in special-event promotions.

Harris Revue With Burdick

CLEVELAND, Tex., April 1.—George Harris and his Blossoms of Dixie minstrel revue, have been signed for 1939 by Burdick's All-Texas Shows, reports B. C. McDonald. "Roster includes George Harris, manager—emcee—band director; Bud Williams, Rubin Jackson, Isable Bruton and Cecil Harris, comics; Babe Roberts, Floyd Brown, Chappie Harris, Juanita Williams, Stella Pince and Irma Dell, chorines. Band includes Carl Love, Preston Green, LeRoy Williams and Sidney Brown.

EVANS SUPER ATTRACTIONS



EVANS' HORSE RACE WHEEL

An instantaneous hit with everybody, especially with the racing fan. The mutual mechanism with changing odds ranging from 5-1 to 15-1 never fails to attract and hold play, while netting the house a handsome percentage. Comes in 2 sizes, 32" diameter and 60" diameter. Vivid natural colors and, each horse named and numbered.

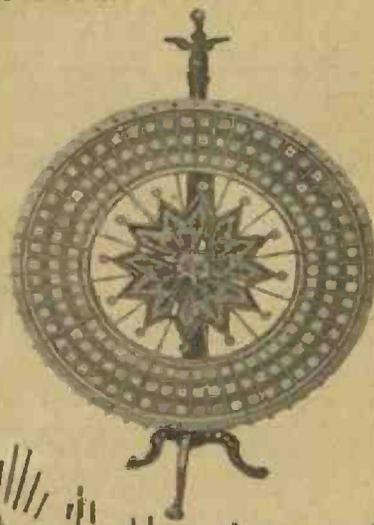
World famous attractions made by the leading manufacturer of Amusement Specialties. They've got the right Flash and Fast Action. Proven money-makers . . . used everywhere. Acclaimed the standard of appeal, quality and dependability. They'll pop up your concession! Get the details quick!

Evans' Portable Candy Race Track

WITH MUTUEL



The flashiest, most practical and best-paying race track ever built. Horses pass and re-pass. Mutuel device with changing odds of 5-1 to 15-1 permits use of higher grade merchandise with more flash . . . can also be used for straight play. 2 sizes, 42" diameter and 60" diameter. Mechanically perfect, unconditionally guaranteed. Also available in electric indicator or 3-color center wheel indicator.



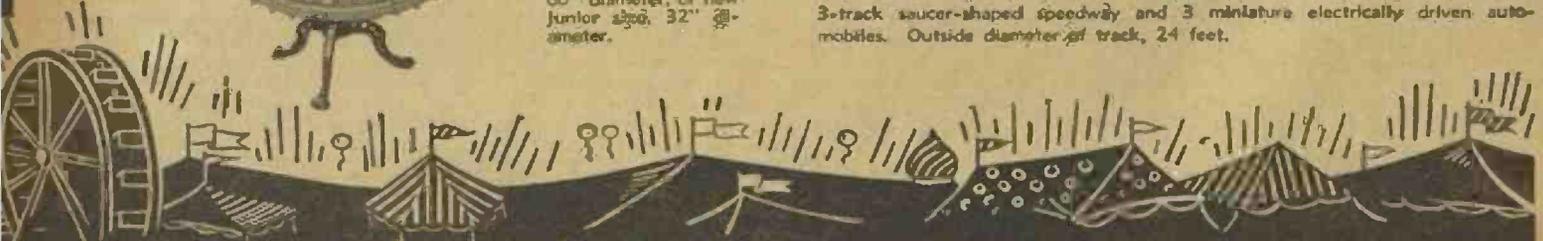
EVANS' DICE WHEEL

One of the most popular wheels proven through many years of service. It offers Chuck Luck in a form that is always popular. Affords the operator a very attractive percentage. Face of wheel covered with glass and ornamental metal work handsomely polished. Available in 60" diameter, or new Junior size, 32" diameter.



EVANS' MONKEY SPEEDWAY

A novel and popular form of raffle for disposal of merchandise and particularly suitable for candy. The action is fast and the live monkeys placed in the miniature automobiles as drivers are a continuous bally. Consists of a 3-track saucer-shaped speedway and 3 miniature electrically driven automobiles. Outside diameter of track, 24 feet.



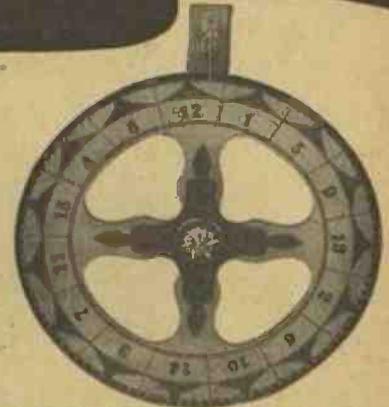
LEADING MANUFACTURERS OF AMUSEMENT DEVICES SINCE 1892

THE PROFIT LINE FOR '39!



SEND FOR FREE CATALOG

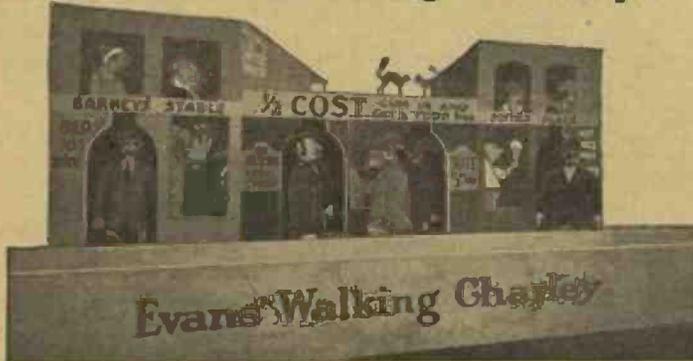
In this big 80-page catalog of Evans' latest Park and Carnival Equipment, you'll find everything you need to pull in big, sure-fire profits. Contains complete line of Equipment for Amusement Parks, Beaches, Fairs, Carnivals, Picnics, Homecomings, etc. All kinds of Wheels, Grind Stores, Skill Games, Shooting Galleries, Parts and Supplies—everything for the Midway. Write for FREE copy at once!



EVANS' MERCHANDISE WHEELS

An extra durable wheel, designed for professional concessionaires. Beautifully hand-painted and decorated in attractive colors. Wheels are perfectly balanced, mounted on hardened steel axles. Uniform percentage, always. Made in all standard sizes and combinations.

Evans' Walking Charley



The greatest baseball throwing game ever conceived. May be operated year to year with undiminished popularity. Indestructible life-size figures move in and out of scenic backdrop. A concession that is legitimate everywhere and produces a steady satisfactory income with very little expense. Available in either 6 or 8 figures.

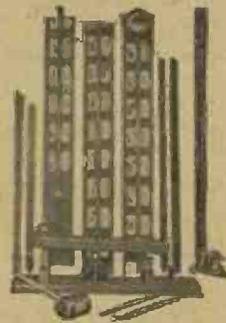
EVANS' ALUMINUM MILK BOTTLES

By far the best on the market. Indestructible and finished to represent an ordinary bottle of milk. Sounds like falling glass when knocked over and produces its own jelly. Always a great favorite.



EVANS' SHOOTING GALLERY

The finest all-steel long-range galleries obtainable. Strongly built and practically indestructible. Thoroughly tested before shipping, perfect operation certain. Easily and quickly assembled. See catalog for complete line of Galleries, Supplies and Parts.



EVANS' HIGH STRIKER

A constant money-maker wherever people gather out of doors. Head and shoulders above any striker on the market. Tough and sturdy from base to bell. Handsomely painted in attractive colors, easy to transport. 2 sizes, 28-foot and 36-foot. A steady money-maker. Write for complete details.

Evans' Watch A-La-Blocks

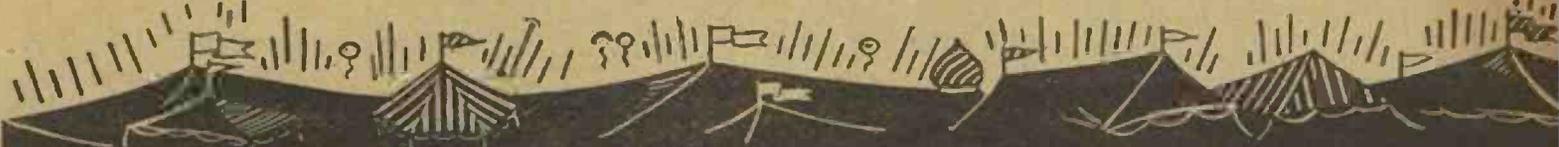
Offers an attractive method of using valuable watches on a Hoop-La stand. Selected hardwood, nicely finished and with a velvet-lined watch pocket.

Evans' Hoop-La-Boxes

Made of the very best quality solid wood block with oak molding, handsomely finished. Box attractively lined in velvet. Superior to any other boxes on the market.

EVANS' PENNY PITCH

An attraction that takes the money in fast. Constructed of warp-proof kiln-dried wood stock. Standard size, 48"x48". Available with 1 jackpot or 5 jackpots, also made without jackpots.

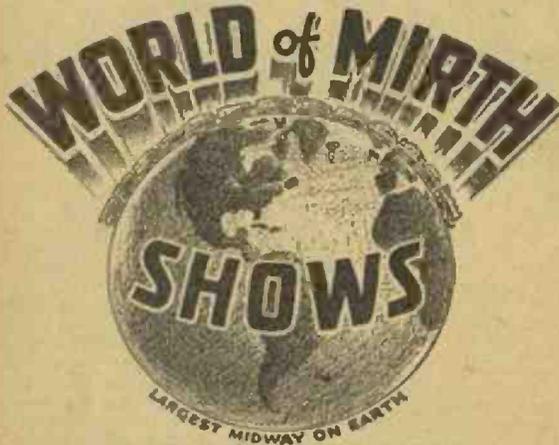


MAX LINDERMAN

announces

1939 OPENING

of the



LUZERNE AND G. STREETS,
PHILADELPHIA, PA.
APRIL 28 - MAY 6

LAST CALL — All people holding contracts report no later than April 20 at Richmond, Va., winter quarters. SILVER STREAK SPECIAL of 35 cars leaves Richmond Wednesday morning, April 26th.

1560 Broadway, Suite 1512, New York City.

Official Call-MARKS SHOWS, Inc.-Official Call

1939 Season will open week starting Monday, April 10, on the East End Baseball Park Grounds, Richmond, Va., and will continue week of April 17. Location—West Broad Street Show Grounds.

CAN PLACE

LEGITIMATE CONCESSIONS OF ALL KINDS. Will furnish complete outfits for showmen with worth-while attractions. All Rides have been booked.

CAN PLACE

Experienced Ride Help, Foreman for Merry-Go-Round, Experienced Skilled Mechanic for Auto Speedway, Truck Drivers for six-wheel Semi-Trailers, Talkers, Grinders, Useful People in all lines.

WANTED—Billposters; must drive our truck.
WANTED FOR CHEZ PAREE GIRL REVUE—2 Chorus Girls who can sing and dance. Those who do specialties given preference. Trap Drummer of ability.

WANTED FOR MINSTREL REVUE—Musicians, Chorus Girls, Performers.
FOR SALE—Caterpillar Ride in good condition. Price reasonable. Terms to reliable parties.

All People Engaged Acknowledge This Call—MARKS SHOWS, INC., P. O. Box No. 771, Richmond, Va.

WANTED-Girls and Acts-WANTED

CHORUS GIRLS — State age and height. 2 Girl Roller-Skating Act. Girl that can sing. Must have good voice. Dance Team.

Rehearsals Start Immediately. Send Photos and State All. Address:

RAYNELL

Care ROYAL AMERICAN SHOWS, Tampa, Fla.

W. R. WEER SHOWS

WANTED CONCESSIONS AS FOLLOWS: Milk Booths, Salt Camels, Diggers, Lead Gallery, Candy Machine, Candy Press, Cigarette Shooting Gallery, Fish-Talkies, Wheel of Fortune, and other Small Concessions. Ride Help, answers, Want Talk Foreman; also Wheel Man. Must be sober, reliable help. Have a fine line-up of Celebrations, two Fourth and Two Labor Days.

Address—All Mail to W. R. WEER SHOWS, Cassopolis, Mich., Open April 29, in Michigan.



Heart of America Showmen's Club

Raid Hotel

KANSAS CITY, Mo., April 1.—President Mellor returned from a vacation with his family at their summer cottage to preside at the March 24 meeting; the last of the season. Routine business was the order and soon was disposed of. Brother George Hawk, house committee chairman, reported the club would be open thruout the summer. Showmen playing this vicinity are invited to make the clubrooms their headquarters. Brother Frank Capps, entertainment committee chairman, advised that several innovations would be introduced at the Annual Banquet and Ball which will be held as usual on New Year's Eve. He also stated that much more interest was being displayed at this early date than in the past several years and he anticipates a record-breaking crowd.

President Mellor told the members of a plan under way for a group insurance to cover members. Plan, for a few cents per day, would guarantee hospital, physician, surgeon's services anywhere on the road. A committee headed by Art Brainerd is working out the plans and more will be learned at the opening of the fall meeting. Brother Art Brainerd, hospital and cemetery committee chairman, stated that the cedars on the showmen's plot at Memorial Cemetery had been replaced and the graves reconditioned for the spring and summer. Mrs. Tillie Johnson lettered appreciation to the club for the bouquets sent during her husband's recent illness. Brother Milford Smith, of Baker-Lockwood Co., returned after an 11-week trip in the South, where he visited numerous shows. He reports a general feeling of optimism among the folks. Brother Ellis White and family left March 25 for Poplar Bluff, Mo., quarters of the Al Baysinger Show, with which organization they have the cookhouse.

George and Hattie Howk have taken up their summer residence at Fairland Park here, where they have the occasional. Brother Harry Altshuler, secretary, who operates a cigar stand in the Raid Hotel, is an official employee of Uncle Sam, operating a postal substation. Brother Noble C. Fairly of the Early & Little Shows stopped for a brief visit on route quarters. He was joined here by Brother Dan McElgin, show secretary. Brother Marr and wife left March 26 for Webb City, Mo., to join the All-American Exposition Show. Brother Morris Bentley, concessioner on the Early & Little Shows, left March 25 for quarters. Thru efforts of Brother Harry Duncan several members who are remaining here will be employed for the next 10 days at the Hollywood Food Show in Municipal Auditorium. Brother Sam Ansher, concessioner with the Henness Bros.' Shows, will leave for quarters on April 8.

Ladies' Auxiliary

March 17 meeting was called to order by Ruth Ann Levin, first vice-president, with 14 present. Committee reports were read and approved. Pearl Billings lettered that her brother is improving and Mrs. Falconer lettered appreciation for flowers sent by the club. HASC lettered expressing appreciation for the pot-luck dinner and hoping for more. A letter was also received from E. T. Brigham, of the Helping Hand Institute, thanking the club for a basket of food and thanking Mr. Capps for delivering it.

Ruth Ann Levin, vice-president, congratulated the entertainment committee on the pot-luck dinner. Myrtle Duncan advised that a standing vote be taken to thank the committee and Ruth Martone, chairman, for their work. Lola Hart passed the penny box, and it being her birthday anniversary, Margaret Ansher put in her birthday offering.

Meeting was adjourned by Myrtle Duncan, chaplain, following which refreshments were served by the entertainment committee. Appropriate St. Patrick Day cakes and ice cream, made and donated by Loretta Ryan, were served. Hattie Howk won night's award.

There being no officers present at the March 24 meeting, Myrtle Duncan by unanimous vote took the chair. Fourteen attended. Secretary's report was read and approved. Treasurer Helen Smith is in treasurer's office of the Paaston Play now showing in the Municipal Hall.

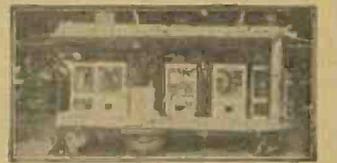
NEW MODEL ELI POWER UNIT

WHEEL DRIVE 10 HORSE POWER



Compact, Dependable, Capable Power for Portable Uses. Write for Information.

ELI BRIDGE COMPANY
Distributors of Dependable Products.
11 West St., JACKSONVILLE, ILL.



FOR SALE \$2,250

Cost \$3,500 One Year Ago. OR FOR LEASE TO RESPONSIBLE PARTY. Fleet Diesel Engine on the Road. Decorative Flood and Indirect Lights. Automatic Photo-graph with two flashes. Complete Service Road and G. E. Electric. Welded steel construction on Covered Wagon Chassis. Electric Brakes and Heavy Duty Goodwear Tires.

LEE H. EGGERS
2425 Alexandria Pike, Newport, Ky.

IT'S NEW—IT'S READY!

During the past 17 years we have built many splendid Walk-Thru Shows, but real CARNIVAL and FAIRB uses who have seen one, want another.

Thru the Keyhole

Promotes the best yet. Just see big booth and another 2000 sq. ft. great large, built and complete 700 foot show car, for everybody. Don't worry about tickets selling. Just get the crowd on them so you can sell more. Plenty room too. We're not kidding. If you want the greatest, hottest, correct show-stopping attraction drawing for your park or carnival, then GET THRU THE KEYHOLE.

Complete Only \$125

Order now with deposit or write or wire for information on this and other new Walk-Thru Shows now ready at \$62.50 up.

Chas. T. Buell & Co.
Box 306 Newark, Ohio

"AMERICAN" GASOLINE BURNERS

Stoves, Lanterns, Griddle Stoves, Tanks, Generators, Hollow Wire, Etc.

Complete Stock of Replacement Parts

For Rapid, Reliable Service Write

S. ARNAO
630-632 Third Avenue, Brooklyn, N. Y.
FREE CATALOG AVAILABLE.

FOR SALE

Sixteen and Twenty-Four-Seat Chair Plans. Kiddie Carrousel

CALVIN GRUNER

Pinckneyville, Ill.

WANT MORE REVENUE for YOUR ORGANIZATION?

Read "BINGO BUSINESS"

A Column About Bingo in the WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK.

Midway Confab

By THE MIXER

(Communications to 25 Opera Place, Cincinnati, O.)

COME ON! Let's go!

WORKING with the W. C. Kaus Shows this season as coin game operator and mike man is W. A. (Tiny) Tibbetta.

MAURICE BUREBANK, slack wire, has signed with the W. A. Gibbs Shows, now in quarters at Erie, Kan.

ASIDE to the unwisest John Barleycorn has no place on the staff during working hours.

THEY will leave their home in Newark, O., report Rita and Dunn, high wire, in time to join the Marks Shows at the opening in Richmond, Va., on April 10.

HARRY CORRY again has signed his auction stand on Henness Bros. Shows, marking his fifth consecutive season there.

FAMOUS last words "Lemme take (not borrow) four bits. I wanna get 'em."

CONTEMPLATING opening a cafe in Miami, Fla., Shiri Sakobie, youngest son of James Sakobie, will not return to the road this season, reports L. R. Lewis.

GENEVA GARRISON, woman wrestler with various carnivals and last season on Sol's Liberty Shows, will retire from

H. Drew and known as one of the Georgia Boys, reports he will not return to the road for a while, since he is taking care of the family farm in Wrightsville, Ga.

ARNOLD KNAPP, side man from Bennington, Vt., believing that all native sons should stick together, remarks R. Lefevre, of the shows, will be with Vermont's King Reid Shows this season.

FAMOUS last words "Hurry up and get back with the sound track. The rummy game starts soon."

G. G. STRATTON, manager of the Speck Dee Machine Service, reports that Frank Sutton, of Sutton's Greater Shows, has placed orders for a set of light towers with his organization.

FOLLOWING a winter in Florida, Louis Rosenberg, veteran chef, is visiting friends in Wilmington, Del., before joining Kid Elliot cookhouse on Dodson's World's Fair Shows.

"IT CAN'T Happen Here." The Raw Deal Show recently moved off a lot, leaving it in better condition than when found.

CONTRACTING eight concessions with Rogers Greater Shows, A. S. (Dude)

Buy a One-Cent Postal Card and Send for Your Copy of **BIG ELI NEWS**

Don't miss this issue! Just the kind of reading that interests every Radio Operator and Outdoor Amusement Man. Clear pictures—interesting articles—many short stories. Send today for the FREE SAMPLE COPY we've saved for you. You'll like this one!

ELI BRIDGE COMPANY
Publishers
610 ELI Woods — ELI Penny Units
Opp. Wm. Sta. — Jacksonville, Fla.

FEARLESS CORN POPPERS ARE MONEY MAKERS



Write Us Before Buying.
NORTHSIDE MFG. & SALES CO.
1028 10TH ST. — DES MOINES, IOWA.
Established 1920

ONE MINUTE and 4 FOR DIME PICTURE OPERATORS

We carry a full and complete line of Photo Mounts, Direct Positive Rolls, etc. Complete stock of Black Box Cards, Button Plates, Minute Cameras and Supplies for all makes of Cameras.
Write for FREE Catalog and Price List.
M. K. BRODY
1116 S. HALSTED ST., CHICAGO.
In Business 28 Years

EVERYTHING ELECTRICAL FOR CARNIVALS

Outdoor Electric Wires, Cables (All Types and Sizes), Electric Lamps, Receptacles, Switches, Etc.
WHOLESALE PRICES
Mohawk Electric Sales Co.
Successors to Independent Elec. Supply Co.,
52 MURRAY ST., NEW YORK CITY.

CHAMPION POP CORN MACHINES

Before you buy any Corn Popper get the facts about the New Champion Corn Popper. It is the popper you have been looking for. Has every feature you need—greater convenience and economy. Write for information today. Literature also describes complete line of Concession Supplies.
IOWA LIGHT & MFG. CO.
111 Locust St., Des Moines, Iowa

FOR SALE! 8 DIGGER MACHINES

Set up in specially built trailers. All machines in great mechanical condition, ready to operate. Write for complete information and price.
J. McCLISH
Pocahontas City, Ind.

HOROSCOPES FUTURE PHOTOS
WARD SUDHWA PAPERS, FORTUNE TELLING CARDS.
Send 10¢ for Sample.
JOSEPH LEDOUX & SON
163 Wilson Avenue, Brooklyn, N. Y.

PENNY PITCH GAMES
Size 40x40"
Price \$25.00
Box 40x100"
With 1 Jack Pot, \$30.00.
Box 40x40", with 1 Jack Pot, \$40.00.

PARK SPECIAL WHEELS
30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-25- and 30 number Wheels. Price \$12.00

BINGO GAMES
75-Player Complete \$9.00
100-Player Complete 7.25

SEND FOR CATALOGUE.
Full of New Games, Slacks, D-Hs, Lamps, Aluminum Ware, Games, Etc.
SLACK MFG. CO.
134-125 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

Single Sheets, 24x34, Typewritten, Per M., \$5.00
Analysis, 2-2, 1000 Lines, Order, .99
Analysis, 3-2, with Writing Conv., Each, .75
Forecast and Analysis, 2-2, 1000 Lines, Order, .75
Forecast of the 4 Readings, Year for \$50.
M.P. 1, 24-Page, Gold and Silver Covers, Each, .30
W.P. 1, 24-Page, Heavy Paper, Size 24x34, Each, 1.00
Gilding Crystals, Oakle Boards, Planets, Etc.

NEW DREAM BOOK
120 Pages, 2 1/2x3 1/2, Numbers, Clearing and Fading, 1200 Questions, Bound in Heavy Gold Press Covers, Good Quality Paper, Sample, \$0.49
HOW TO WIN AT ANY KIND OF SOLENTION, 24-Page Booklet, Beautifully Bound, Sample, 25c.

PACK OF 70 EGYPTIAN P. T. CARDS, Another 20 Questions, Lucky Numbers, etc., 25c.

ZODIAC P. T. CARDS, Pack of 12, 25c.

MENTAL TELEPATHY, Booklet, 24 P., 25c.

WHAT IS WRITTEN IN THE STARS, Folding Booklet, 12 p., 25c. Contains all the Answers. Very Well Written. Per Doz. \$5.00; Sample 10c.

Shipments Made to Your Customers Under Your Label. No checks accepted. U. S. D. 25c Deposit. Our name on sale to look better in any correspondence.

SIMMONS & CO.
10 West Jackson Blvd., CHICAGO
Instant delivery. Send for Wholesale Prices.

POPCORN

GOLDEN—Jumbo (Dynamite), O-MI-JAP (Japan), White Rice, Odessa Pearl, 100-30 (Big), JAP-O-NOT BUTTER (golden color), for "buttered" very fitting occasions and packed 10, 25 and 50 lb. cans. **GLASSINE** Corns (7 Cans), also Soap and Candles for "buttered" corn. Corn Syrup in 125-lb. steel drums, half barrels, etc. Cash deposit with orders. (Est. 1907).

BRADSHAW CO. 21 Jay Street, NEW YORK CITY.

BUDDHA PAPERS—SUPPLIES

1939 ASTRO DAILY, HOURLY FORECASTS, Buddha Papers, 1-4-7 and 36-page Reading, Zodiac Drawing Charts, Horoscopes in 11 styles, Apparatus for Mind Reading, Mental Magic, Spirit Evocation, etc. Catalog, Books, Gramophones, Crystals, etc. Complete line of Apparatus and Supplies in the World. 150-page Illustrated Catalogue 30c.

NELSON ENTERPRISES
199 S. Third St., Columbus, O.

JUICE POWDERS

Instant Orange, Lemon, Apple, Cherry, and Strawberry.

\$1.50 lb.—good for 60 gallons.
6 lbs. for \$7.50. Postage Prepaid.

PURITAN FOOD PRODUCTS CO.
251 W. Desplaines, Chicago, Ill.

WANT CHIMP ACT FULL SUMMER'S WORK
State salary and all details in firm letter.

HUBERT'S MUSEUM Inc.
Open All Year Round.
834 OREGON A 801 HAFER
229 W. 42d Street, NEW YORK CITY.

POPCORN

Manufactured growers of large O. A. Yellow and White Popcorn. Improved for greater volume, flavor and popularity at growers' prices. Buy direct for home. Only 10¢ per bushel, under a guaranteed seal. Write for literature and price list to: W. L. HENKLE, Washington, G. H., Ohio.

Ball Throwing Outfits
Hood, Trousers, Hat and Jacket. All \$12.00 Kids 10 to 12, \$10.00. Write for Catalog. Also 12x7-10-12 made to order.

TAYLOR GAME SHOP
Columbia City, Ind.

SERIAL PADDLE TICKETS
Special in 7 Alternative Colors—Heavyweight Heavy Cards, Copper, Marbon, Certificate, Admission and Door Prize Tickets, Stage Shows, etc.

SPECIALTIES
1111 1/2 W. 34th St., SCHULMAN'S New York, N.Y.



OWEN GRAY and two of the blooded miniature cattle, which Owen's father, Otto Gray, has signed to exhibit with the T. J. Tidwell Shows. Gray formerly had his Oklahoma Cowboys in vaudeville and radio, but in recent years has been devoting his time to breeding stock at his ranch near Stillwater, Okla. He plans to take an exhibit of the cows east with him later. The cows were a recent feature of one of Ripley's "Believe it or Not" cartoons.

outdoor show business this season to operate a restaurant in Painton, Mo.

CORN GAME is one concession in which the public has shown no loss of confidence.

WITH Duke Powell and Billy Yound as agents, Jerry Higgins writes he will have three grand stores, including a Lord's Prayer-on-a-penny, on the road in 1939.

CONFINED in Indiana State Soldiers' Home, La Fayette, for almost a year, Thomas B. Volmer, veteran outdoor showman, says he would appreciate reading letters from friends.

WATCH that leakage. Shows that carry their own entertainment save money every week of the season.

SIGNED WITH Jack (Tex) Hamilton to tour Illinois, Iowa and Missouri with the Honest Bert Shows is Rosetta Cortez, of Mexico. According to Buddie Scott, she will be featured in native dances.

"I'M HANDLING a new specialty line here-to good results," pens Jimmie Murphy from Oklahoma City. "Saw Jack O'Diamonds do his bell-riding feats in Lawton, Okla., recently."

"THIS cookhouse is not a 'hot' place. Our tables and chairs are 'for the Use of Peppons Only.'"

HARVEY D. BREW, brother of James

Brewer will open with the organization in Union City, Tenn., about the middle of April.

J. C. (TOMMY) THOMAS, general representative of the Johnny J. Jones Exposition, was a visitor to office of The Billboard when he passed thru Cincinnati on March 25.

DICTAPHONES hung in some cookhouses might acquaint carnival owners with what's really going on.

D. J. ROLAND writes from Bamberg, S. C.: "Personnel was satisfied with the Mighty Monarch Shows opening in Ehrhardt, S. C., on March 23. Business was fair. Organization carries five rides and shows and 20 concessions."

A MAGICIAN on the Buckeye State Shows last season, Ted Foster is now studying in the Baptist Seminary in New Orleans. He reports that he's still a showman at heart and continues to read The Billboard.

SILLY sign on a 40-miler grab joint at a California fair: "Our Beer—Makes You Feel Queer." Whole wouldn't it—Winky Higgins!

FORMER carnivalite and now proprietor of the Midway Service Station, South Boston, Va., Clyde J. White has been in Veterans' Hospital there since March 10, undergoing several operations for kidney trouble. He would appreciate reading letters from friends.

YOU SELL MORE POPCORN... YOU MAKE MORE PROFIT

WITH THESE NEW EFFICIENT ..

ADVANCE POPCORN MACHINES

Your profit is 70c on every dollar in sales when you operate one of these speedy, efficient ADVANCE "French-Fried" Popcorn Machines. They are the last word in showmanship... with lights, color and motion to draw trade and build sales. Yes, they give you a double opportunity: they sell more popcorn; they pay greater profits...

They are handy and easy to operate. They are built for speed and efficiency. When you place one in a location you aren't gambling on chance. You are backed by the successful experience of thousands of operators and the largest manufacturer in the field. Mark that down, for it is important to you to remember when you set out this season to cash in on the profitable popcorn business.



The "World's Fair" Special

With Automatic Popping Control

The original and genuine World's Fair Popping Unit now with new automatically controlled popping temperature. A modern, big-capacity model with the latest improvements. Does away with hotbother and guesswork. Produces delicious "French-Fried" corn—every time! Maximum capacity and perfect results—always!

Popping capacity, \$15.00 to \$20.00 per hour. New, modern cabinet design. Attractively trimmed in Chrome-Plated Steel with red and black enamel panels. Size: 78 in. high, 36 1/2 in. wide, 26 in. long. All electric. Modern, indirect lighting. Every modern feature and improvement. Cabinet and Counter Models.

Low priced. Sold on easy terms.



The "PROGRESS" Model

With Exclusive Illuminated Revolving Sign

Makes profits where others fail. Full cabinet size model with efficient "Con-Ring" Popping Unit.

Capacity, \$8.00 to \$9.00 per hour. Attractive, illuminated revolving sign. Indirect lighting—all modern features. Easy to handle and operate. Size: 57 in. high, 25 in. long, 20 in. wide. Only one moving part. **\$179.50**

(Convenient time payment plan)



"PROFIT" MODEL

A Leader in Value!

An efficient, full-size Cabinet Style Machine with the improved, highly efficient "Con-Ring" unit. This Machine is so simple that any one can operate it. Produces the famous "French-Fried" Popcorn.

All electric. Just one moving part. Capacity up to \$7.00 per hour. Notice the attractive, sturdy cabinet. Trimmed with chrome-plated steel. Size: 64 1/2 in. high, 22 in. wide, 16 in. deep.

A Real Money-Making Investment. So Low Priced You Can Easily Own One. **\$139.00**

(EASY TERMS)

LOWEST PRICES IN THE FIELD... WHY PAY MORE?

ADVANCE "French-Fried" Popcorn Machines are the lowest priced quality-built full-size machines for the successful operator. Prices are quoted in our catalog. The prices aren't "padded" to allow big trade-ins of worn-out machines—or to pay fancy commissions to analyzers or salesmen. We will gladly send you our catalog, too, so you can make an honest comparison without having a high-pressure salesman call.

LOW DOWN PAYMENTS... EASY TERMS

Get Our Catalog

Investigate; learn how easily you can own and operate one of these splendid machines... learn how easily you can start cashing in on the big profits. Just a small down payment starts you. Write today for complete details. Don't side-track this opportunity—write for your catalog today!

ADVANCE MFG. COMPANY

6322 St. Louis Ave. St. Louis, Mo.

J. E. EDWARDS, owner of the shows bearing his name, reports he has been devoting much time in recent weeks checking his proposed 1939 route. Reconditioning of rides and equipment will get under way about the middle of April in quarters at Wooster, O.

COOKHOUSE General Agents' Society is now functioning in high gear. The first annual meeting was held in a Southern town the other day.

CALLED from his home in Chicago by illness of his mother in Louisville, R. N. (Ill. St.) Adams, on his return

trip, stopped off in Cincinnati on business and was a caller at offices of The Billboard.

HAVING SIGNED their peanuts, popcorn and snowball stands with the R. & V. Shows, Mr. and Mrs. Wiley McMurdo left their winter home in Bradenton, Fla. last week for the organization's quarters in Garfield, N. J.

LOYALTY. A great word and often used to serve a wrong purpose. If the ally of the owner is not on the up-and-up, loyalty can be translated into plain sugarism.

FUNLAND SHOWS notes by Ted C. Taylor: "Opening in Marietta, Ga., was satisfactory for all, except Bob Russell's colored show and E. M. Myers Loop-the-Loop. American Legion's exhibits and baby and beauty contests were popular."

RELEASED from Queens General Hospital, Jamaica, L. I. on March 10, Captain Eugene, of animal attractions note, will be able to work again soon, reports Irving (Paddy) Gold, Eugene's business manager.

MANAGER of Great Sweet Potato Shows to newspaper reporter: "My general agent is

the secret of my success and I give him ALL the credit for building up my show."?????

VISITING in Kansas City, Mo., recently from Sapulpa, Okla., where he and wife wintered, Johnny Wuerberjek announced he has booked his concessions with the E. G. Amusements, now in Fort Smith, Ark., quarters.

CONCLUDING a three-month stay in Miami, Fla., Joe Hollander is en route to Newark, N. J., quarters of the DeLuxe Shows of America, where he again will have charge of the auto speedway. He

World's Leading
SHOW PRINTERS
 POSTERS - DATES - CARDS
 STILL NOT TOO LATE TO ORDER
 "FASTEST SERVICE IN AMERICA"
 — U. S. —
 PRINTING & ENGRAVING CO.
 1640-42 CENTRAL ST., KANSAS CITY, MO.
 — NEAL WALTERS, Mgr. —
 "America's Friendly Show Printer"

It's New
GUESS YOUR HEIGHT SCALE
 Is Going Over Big SURE WINNER
 Your opportunity is here. No experience is necessary. In a few days you can become an expert operator. One out of fifty persons know their height. Order yours today and go to town. Price \$80.00. F. O. B. Churchville. Half Cash, Balance C. O. D. Can make immediate shipment. Write for Descriptive Circular.
 Manufactured by
D. BIERBRAUER, Sr., 6100 Chili Road, CHURCHVILLE, N. Y.

1939 - HIGH STRIKERS - SINGLE - DOUBLE AND TRIPLE - 1939
 For the latest 1939 Model ELECTRIC REFLECTOR LIGHTED HIGH STRIKERS. STEEL PARTS USED IN ALL. Size from 17 ft. to 40 ft. high. Ovens weigh 225 to 300 lbs. We supply 2, 3 and 4 Mangle very largest China Gong in colors and nickel prices lower, \$40.00 and up. Remains on the line. FINEST DOUBLE STRIKERS, \$75.00; TRIPLE or 4 Hot Machines, \$125.00. We build many new ideas in Games for 1939. Now is the time to get ready EARLY. Get particulars NOW. Established over 30 years. Factory at 640 Turville Ave. Address LA PEER HIGH STRIKER WORKS, LaPeer, Mich.
LA PEER HIGH STRIKERS - SINGLE, DOUBLE, TRIPLE
 GET THE MONEY NOW WITH LA PEER MONEY-MAKING STRIKERS. PATRONS WILL STAND IN LINE AWAITING THEIR TURN.

Mangle's New Kiddie Ride
ROTO - WHIP
 ORDERS PLACED NOW WILL RECEIVE EARLY DELIVERY
W. F. MANGELS, Coney Island, New York, N. Y.

"Kernel De Lux" POPCORN
 Will increase your profits. All varieties New Crop POPCORN in perfect popping condition. Samples gladly submitted. Popcorn Dressing, Caramel, Cacao, Baking, Cheese, Cheese Caramel and all varieties. Write for prices. Largest exclusive Popcorn Distributors in the East. Twenty-five years' experience your guarantee of quality, service and fair trading. All orders shipped ~~within~~ day received. JUMBO PEANUTS ROASTED FRESH DAILY.
SYRACUSE POP CORN MACHINE & SUPPLY CO., INC.
 SYRACUSE, N. Y.

JUICE STANDS --- ICE BALL STANDS
 Send for our new 1939 Price List on Fruit Concentrates and Supplies. GOLD MEDAL CONCENTRATED have been the leader in their field for years. Midget Flavors, Lowest Prices. The up with the leader this year and do more business with a larger profit. Send for your Price List Today.
GOLD MEDAL PRODUCTS COMPANY
 133 East Pearl Street, CINCINNATI, O.

ARCHERY IS STORMING THE COUNTRY
 WARNER BROTHERS' PICTURE, "THE ADVENTURES OF SODIN HOOD," CREATED INTEREST EVERYWHERE.
 Archery, this year, is more popular than ever. Archery Ranges are being installed everywhere. These Ranges pay handsome profits. Write for full instruction how to operate and install. Also for catalog and discounts.
INDIAN ARCHERY & TOY CORPORATION, Evansville, Ind.

P-O-P-C-O-R-N!
 CARTONS! BAGS! CONES! PEANUTS! SEASONING! GLUCOSE! APPLIES! COLORING! GRANULATED PEANUTS! COCOANUT! SALT!
 The Greatest Assortment of Supplies in the Country! WE SELL THEM ALL! from the Smallest to the Biggest Shows, Parks and Amusement Centers the Country Over!
CARNIVAL and RESORT MENU A post card will bring you our Special Low Price List.
MOSS BROTHERS NUT CO., PHILADELPHIA and PITTSBURGH, PA.

will be in charge of the motor repairing department until the shows open.

AN AIRPLANE is a handy thing to have around a carnival for saving time and picking out locations. A sufficiency of scratch fuel had to have around either.—Whitney Goss

EN ROUTE to join the Crystal Exposition Shows, Wayne and Mrs. Cahill stopped off in Cambridge, O., for a week-end visit with Claudine Claude of sex show note; Wayne letters that Claudine recently purchased a new home about 15 miles west of Cambridge.

WINDING up visits with several shows in Alabama and Georgia, Alabama Bill Storey returned home to Gadsden, Ala., and signed contracts with Co-Manager Al Wagner to present his photo gallery, palmistry booth, ham and bacon, roll down and nail stands on the Great Lakes Exposition Shows.

MANAGER of the Great Finhead Shows to his fourth executive assistant: "Go down to the mayor's office and tell him to come out to MY office. I want to see him."

THE TIMES-DISPATCH, Richmond, Va., newspaper, devoted a five-column picture layout, with a three-column story by Overton Jones, staff writer, to the John H. Marks Shows in its March 28 issue, paying tribute to Marks as one of Richmond's leading citizens and innovations he is planning for his shows.

COMPLETING a successful winter tour with Harry Lewiston's Traveling Museum, in Akron on March 19, Ann Gething, midget, and past season with the Arena and Sam Lawrence Shows, is now in a New Kensington, Pa., hospital, where she underwent a tumor operation on March 27.

HOWABOUT a pitch on a grab joint? "How if all you stomach sticks will get away from in front, I am going to try to sell what hamburgers we have left for 5 cents per copy before we close."

"WITH plenty of snow still on the mountains and cold raw weather, it doesn't seem possible that we will be fighting over the Spring Special Number of The Billboard in just a few days," typed B. Lefevre of the King Reid Shows, from Dorset, Vt.

LOOK AT LIFE MUSEUM, under direction of Ray Marsh Brydon, garnered some well publicity during its engagement in Monroe, Mich., when The Money County Weekly in its March 23 issue devoted almost all of its front page to comment and photos on the Brydon organization.

PERSONNEL of some shows are amicable to others when scattered over a large city during winter months but during summer months they seem to undergo a change.—Mrs. Uphaw

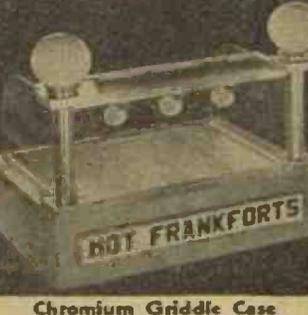
OFF THE ROAD since 1936 because of illness, Henry J. Blake returns from San

COUNTER PORTABLE DRINK DISPENSERS FRANKFORT GRILLS



Increases Sales 100%
 Saves Ice and Labor

The most beautiful coverage appliance on the market. Made of stainless steel, Corb In-vented. This is the type of dispenser you have been wanting. Life time guarantee.



Chromium Griddle Case
 Incredible Sale of Frankforts Everywhere. Completely enclosed Griddle with beautifully designed chromium plated case. Protected from dirt by glass shield and covers all heating lines. Electrically illuminated. All sizes. Write for folder illustrating additional equipment—factory prices.
WM. KESTENBAUM, Inc.
 1700 First Ave. (Est. 40 Years), N. Y. City.

POP CORN CONES



The most attractive Pop Corn Container on the market. They are used by pop corn machine operators in all parts of the country and are distributed by pop corn and paper jobbers from Boston to Los Angeles, and from Calgary, Alberta, to New Orleans.
BRITZIUS MFG. CO.
 DOVER, MINN.

HOOPS
 for HOOP-LA and RING-TOSS Games



Smoothly Finished Wood Hoops . . . All Sizes. Plain, ornate or mounted in bright colors to protect the Hoops from children. Mounted by leading jobbers everywhere. Write for catalog and prices.
 One Day Free Trial
 414 104 6165-1000 HOOPS
THE GIBBS MFG. CO.
 GASTON, OREGON

POPCORN
 All Varieties, Complete Line of Supplies, Peanuts.
EMBRO POPCORN CO.
 300 E. Main, Opt. Leach, Ill.

Telepathy?

"While walking around the midway Wednesday night I was meditating on the fact that our copies of The Billboard were late and that we needed more people inside the shows and fewer outside," wrote Ted Johnson, publicity director of the Buckeye State Shows from Port Gibson, Miss. "I stopped to laugh with Dutch Freedman, on the Tilt-a-Whirl, at the hot opening being made in front of the side show.

"The talker was describing the Anatomical Marvel and he concluded, 'Ladies and gentlemen, if the Princess is not just as I described her to you and if she cannot bend backward as other people bend forward, then stop at this box on your way out and I will cheerfully refund you three times the price of your admission and apology for taking up your time.'

"Next day The Billboard supply arrived and I noted the following in Midway Confab by The Mixer: 'Now that some commercial advertisers are offering "Double your money back if not satisfied," who will be the great carnival talker to make a similar offer or "Triple your money back if not satisfied with this attraction?"

"I hereby claim the distinction for 'Honest Tom' Rogers, of the Buckeye State Shows, Midwest as to the opening having actually been made before this issue of The Billboard arrived are available, as a number of other boys also noticed the incident."

Send your correspondence to advertisers by mentioning The Billboard.

LIGHTING PLANT BARGAINS
Manufactured by
UNIVERSAL MOTORS CO.

4-5 K.W.
110V.D.C.

Repeat 4-
Cyl. Refs.
Capable
Lighting
150-80-
W & C's
Lamps.



Light
Control
Terminal

Bargains in
General Electric

FLOOD LIGHTS

250-500-1000 Watts.
Used, but in Perfect
Condition.

EDW. SAMARA, Inc.,
37 South St.,
New York City.

Francisco that his health has improved to such a degree that he is contemplating either framing his own show or going out with one of the West Coast shows.

PURSUANT to a suggestion in this department last season, the Buckeye State Shows are using flags this year and have gone a step further by playing America during the pause before the free net. Committee and official approval has been hearty, reports Ted Johnson.

OFFICE there was a cookhouse manager who always opened on time, did not think that the staff was obligated to patronize him, gave his regular customers good food at reasonable prices and occasionally spoke a good word for the G. S. He is dead.—Milo McCool.

CONCLUDING a successful winter tour with Ray Marsh Brydon's Look at Life Museum, Irene Ferrill, double sex wonder, is vacationing with her parents in Paducah, Ky., before joining Goldio Pitts as annex attraction on the Goodman Wonder Show, reports Billie Whiters.

POPCORN

SOUTH AMERICAN
WHITE RICE JAP HULLLESS
YELLOW PEARL WHITE PEARL
BABY GOLDEN

Popcorn Seasoning, Salt, Bags, Cartons and Cones in Seven Flashy Colors.

In the Popcorn Business exclusively, offering fresh, clean stock, prompt service, backed by a creditable reputation.

A post card will place your name on our Mailing List

H. B. HUISINGA
DELAND, ILLINOIS

Growers of Pure-Bred Varieties of Popcorn

CAPT. FRANK H. CUSHING, thrill showman with various carnivals in the past, visited The Billboard Cincinnati office last week while on route to the South from Chicago, where he recently purchased a new cannon for his act. Cushing recently appeared among grandstand attractions at Ft. Meyers (Fla.) Park and presented his high dive and polo act at the fair in St. George, Fla.

WALKS on necked boxes soon lead to holding out, hence to shuffling out and finally to patrons squawking out loud, thus doing any man's midway no good. Carnival owners should not encourage ticket sellers to take walks.—Johnny Sapp.

STAFF of Bantley's All-American Shows for 1939 includes Herman L. Bantley, general manager; Harry E. Wilson, general agent and press representative; Bennie Smith, business manager; William S. Whitmore, secretary-treasurer; Frank Shepard, electrician and lot man; Bill Hetrick, superintendent of rides and transportation; Frank Bland Jr., special agent; Phillip Brockwell, billposter.

ELECTRIC LIGHT BULBS

ALL TYPES AND STYLES.

Save Money and buy Superior Guaranteed Electric Light Bulbs Direct. Masterlite bulbs are recognized everywhere for their high quality and extra performance. Every bulb is fully guaranteed for 1,000 burning hours, and is backed by an established record of complete satisfaction. Full distributor's discount to Carnivals and Shows. Write at once for catalogue and proposition.

MASTERLITE CO.
Dept. 600,
110 E. 23rd St., N. Y. City.



WHILE EN ROUTE to New York James Zaharec, rice writer; R. J. Cooney, who will be one of the guess-your-weight operators at the New York World's Fair, and the writer visited the home of Frieda Pushnick, half-girl, in Johnson City, Pa., last week, writes Ely, the rice writer. "Frieda's mother has been confined to her home with a heavy cold. Frieda reports she will hit the road again soon."

WHEN larger shows post five sheets to smaller shows' one and the same color scheme is used by both, then the smaller shows are not well enough represented to make a proper showing. If one were to use blue on white while another uses red on black or yellow, then there would be enough color to give distinct advertising to each.—Cousin Peleg.

HOFELLER'S GENUINE SOUTH AMERICAN POPCORN

Absolutely top-notch quality.
All Popcorn Supplies.
Write for Prices

BOB HOFELLER CANDY CO.
12 S. Clinton St., Chicago.

AMONG VISITORS to O. H. Hilderbrand's office during the organization's engagement in Alhambra, Calif., were Mr. and Mrs. Ted Metz, Mr. and Mrs. Edward Hillery, Mr. and Mrs. Ben Doubbert, Mr. and Mrs. Joe Metcalf, Olga Cekete, Luigi Mastro, Theodore Forstall, Frank Downie, Jack Hobday, Buddy Priest, Jerry Godfrey, Stanley Cole, Aubrey de Pellaton, George Silver, Frank Babcock, George Lahey, Ruth Groff, Anna M. Paul, Eddie Manly, Larry Gale, Mr. and Mrs. E. A. Groves, Juanita Groves, Ross R. Davis, Sammy and Beatrice Apple, Billie Farmer, Ming Tol and Ted Night.

NEW CORN GAME HIP HIP HURRAH

It's New — It's Fast — It's Easier to Operate. 500 Cards in Set.

Price, **\$7.50**
Complete

Write for Circular.
EMIL A. HOPER,
Freeman, S. D.

H. RAYMOND SPENCER letters from Houston: "Evangeline Shows, playing the Cajan country of Louisiana, found winter and early spring dates poor, because of spotty weather, with Crowley and Jeanerette proving bloomers. Texas Longhorn Shows opened in Center, Tex., but drought-breaking rains in East Texas spotted the stand. A new carnival organization is being formed here by G. E. McLaughlin and Carl Madine to be known as the Gulf Coast Amusement Co. Warehouse is in South Houston and shows are being readied to hit the road in Texas about the middle of April."

POPCORN

\$3.90 to \$4.50 per bag, on leading varieties. Freight paid to all parts east of Chicago and north of Atlanta. Consists with years of experience, similar to the South American Yellow. No better quality, no better service at these cash prices.

M. BURNETT & SONS, Knoxville, Ohio.

Send your correspondence to advertisers by mail. Using The Billboard.

FOR SHOW BUSINESS ACRATONE SOUND SYSTEMS

Tell the World! Put your show over in a big way with a giant-voiced Acratone Sound System. Available in every size from 5 to 500 watts to meet your exact requirements. Whether you wish to address enormous crowds or merely small gatherings, we can supply an Acratone System to fill the bill.

Acratone Sound Systems are ultra-modern in design, performance and economy of operation. Powerful, efficient and easy to operate. Portable, complete, ready to use. Made of quality products and fully guaranteed. Backed by years of experience and priced right. Buy Acratone and get a better sound system for less money.

PORTABLE, POWERFUL, DEPENDABLE

A complete 18-watt portable Sound System. Can easily take care of outdoor crowds up to 1,000 people. With 1 or 2 twelve-inch built-in Concert Grand Speakers plus your choice of crystal or velocity mike and including a handsome floor cable stand, with 25' cable and plugs attached—all built into an attractive alpine luggage-type carrying case which handles as easily as a suit case. Complete with plugs and full instructions, ready to operate. Can be set up and used by anyone who can operate a radio set.



\$41.95
COMPLETE WITH ONE SPEAKER, WITH 2 SPEAKERS, \$43.95. Set Matched Tubes, \$4.27.

FEDERATED PURCHASER, INC.

28 Park Place, NEW YORK, N. Y. Barclay 7-7582.

343 Blvd. of the Allies, PITTSBURGH, PA. Atlantic 9110.

SAVE MONEY. SEND NOW FOR FREE 1939 100 PAGE CATALOG

FEDERATED PURCHASER, INC., Dept. B-2, 25 Park Place, New York City.

Rush Free Complete 1939 Radio Catalog

Name

Address

City State

THE ORIGINAL CANDY PULLER
— DISPLAY PULLERS

Excellent for demonstration purposes. Very attractive, nicely finished, nickel trimmings and aluminum base—Motor driven, variable time and style.

All replacement parts in stock for immediate delivery.

WRITE OR WIRE FOR DESCRIPTION AND PRICES.

HILDRETH PULLING MACHINE CO.
153 GROTON ST. NEW YORK CITY

ALL-AMERICAN EXPOSITION SHOWS LAST CALL

OPENING APRIL 16th ON MAIN STREET, WEBB CITY, MO.

This Show Operates With Free Gate. WANT: Lighted Concerts, Cookhouses, Bees, firing Guns and Watches and others that do not conflict. Athletic Show, Wash Boar and Wrestling. Write for Hamilton Show that has size, play and dance. Art Festival many acts for Ten-in-One Show. We hold contracts for 10 Fairs and 21 bona fide Exhibitions. Address: WEBB CITY MO.

POPCORN

5c AND 10c PACKAGE

DELICIOUS — Good Profits. Also Peppercorn of All Kinds. Write for Samples and Prices.

STAR BRAND POPCORN CO.
48 Franklin Street, New York.

4 for a Dime Direct Positive Camera

Make popular size Pictures, 1 1/2", directly on paper with customer with. Complete with lens and grade Camera and Super-Speed \$140.00 F2.5 Lens

BURKE & JAMES, Inc.
221 W. Madison St., CHICAGO, ILL.

A HIT! NEW DART - BOARD TARGET

Just Designed.
\$2.00 to \$10.00 Profit Per Target.

The most flexible money-making yet invented. Has money-making feature—can be used to sell the concession, resturant, or any ambitious individual. Grosses \$5 to \$25 per target. Biggest seller of American manufacturers. A promoter with these targets has unlimited possibilities. Unrestricted territory for producers. \$2.50 per 100 targets. Send dime for sample to

E. S. BULLOCK LANSDOWNE PA.

RELIABLE "AMERICAN" GASOLINE BURNERS

Stores, Lanterns, Yachts, Generators, Wires, Etc. Let us replace your old worn-out equipment.

ECONOMY SUPPLY CO.
120 E. Post Street, CINCINNATI, O.

POP CORN!

It's the Taste that Brings Them Back! Hinder Price Extra Fancy Seasoning and Lowest Price selected New Corn in a combination that's hard to beat! Let us be your source for complete supplies! We also handle Electric Pop Corn Machines.

INDIANA POP CORN CO.
BOX 848, KUNCIE, IND.

Immediate Shipment
WIRE ROPE
FOR RIDING DEVICES

Whip—Caterpillar—Hey-Dey
 Lindy Loop—Tilt-A-Whirl

All Work by
 Expert Splicers

W12

Broderick & Bascom Rope Co.
 4203 N. Union Blvd. St. Louis, Mo. 653 Washington St. New York City
 Alaska War at Edmond St. Seattle, Wash.

Or Order Broderick & Bascom Wire Rope from Your Ride Manufacturer

THE NEW CRESCENT DOUBLE PHOTO OUTFIT
 MAKES TWO SIZE PHOTOS, 3 FOR 10c AND 3 FOR 25c SIZE.

MAKES FULL LENGTH, THREE QUARTER LENGTH AND CLOSE-UPS.

\$139.00

Complete With Best Lens Money Can Buy. Why waste time and pay privilege for an out-of-date single machine when you can get over twice the business with the NEW CRESCENT outfit? All operators report better business, now, with these than with the old machines, even at their peak. Best lens, best mechanism, best money maker, faster, easier to work, fool-proof and made to stand the gaff. Why pay more? Start now, get in the money.

HASSAN ART STUDIOS
 Box 971, Parkersburg, W. Va.

HAPPYLAND SHOWS, INC.
WANTS

A good Side Show, Monkey Circus, large Snake Show or any other Show that will not conflict with those we have. Outfits if desired. Low percentage. Excellent surroundings. A contract with us is your guarantee of a good season.

Address, 3633 SEYBURN ST., DETROIT, MICH.

MILLER AMUSEMENTS

Went for Annual Seaside Festival, Ponce de Leon, Fla., 10 days, starting Friday, April 14 to Sunday, April 23, on the Beaches in the heart of the city! Outdoor, Lead Gallery, Stock Wheel, etc. All Cried Concessions Open. (No Guy Racks or Coupon Stalls). Photos, Penny Pits, Peppercorns, Ringed God Exquisite. Rides and Shows for Spectators. Ride Help. Young Men who write Shortland and types. Will place Concessions and Game Stalls for Season of Falls from July to November.

Address: RALPH R. MILLER, MILLER AMUSEMENTS, PONCE DE LEON, FLA.

PINE TREE STATE SHOWS
 OPENING IN MAINE EARLY IN MAY

Will book Sensational Free Act, Octopus, Roll-O-Plane, Dual Loop-O-Plane, Motor Drome with own transportation, Tea-In-Ops, Snake Show, Monkey Speedway and Fun House. Can place Candy Floss and Apples, Long Range and Cigarette Shooting Gallery, Picture Gallery, Penny Arcade and a few more Concessions that work for stock that do not conflict.

Address: A. S. PERHAM, Manager, 22 Sewall St., Portland, Me.

BANTLY'S ALL AMERICAN SHOWS
 CAN PLACE FOR OPENING, DUBOIS, PA., APRIL 29TH

CONCESSIONS: Long Range Gallery, Candy Floss, Bowling Alley, Fish Pond, Knife Rack, Country Store, Hoop-La, String Game, Photo Gallery, American Palmsistry, Grand Shows, with or without own outfits. Working Men in all departments. Must be sober and reliable.

Address: HERMAN BANTLY, Man., Reynoldsville, Pa.

MINER MODEL MIDWAY SHOWS
 SEASON OPENS SATURDAY, APRIL 29TH, EAST GREENVILLE, PA.

Want the following Concessions: Shooting Gallery, Photo, Outdoor, Ring Game, Bert's Alley, and Concessions of All Kinds. All Wheels Open. Can see 1 or 2 more shows with or without tops. Will hold contracts for the following Concessions: Cigar Machine, Philadelphia, Ill.; Fireman's Concession, Boston, N. H.; R. of G. Fair and Cigarette, Princeton, N. J.; and others to follow. Agency all mail to H. N. MINER, PHILLIPSBURG, N. J.

Octopus topped the midway, while Mr. and Mrs. H. Johnson's Tallspin was a close second. Joe Olacey was the guest of Mr. and Mrs. Jimmy Hurd before leaving for W. C. Huggins' Shows in Seattle. Special Agent George Morgan entertained local newsboys and orphans on opening day. John Dolon, painter, is doing the designing on all trucks. B. Rasmussen joined with an ice cream concession. Theo Forstall visited before joining the Ringling circus. Betty Cobb still holds down her usual position as mistress of the marquee. Two show veterans, Burt Warren, watchman, and Dad Hurrell, clown of the Hurrell Family, are still carrying on; Wildcat McCann's Athletic Show topped the show. Veterans of Foreign Wars of Huntington Park, Calif., attended in body on Thursday night as the guests of the management. The new costumes were designed by Claude and Leone Barlo.

WALTON DE PELLATON.

Crafts
 (Motorized)

San Bernardino, Calif. Week ended March 26. Location, National Orange Show. Business, fair. Weather, good first half, rain last half.

Orange show, played by this organization for the sixth consecutive year, opened well, but closed with attendance off because of the rain during the latter part of the engagement. Date was profitable, but fell below last year's gross. Tops among rides went to the new Rocket, followed by Heyday, Skooter and Octopus. Parisian Polka, Karl Miller's Monkey Show and Buchanan's 20-in-1, with Prosser's Motordrome crowding for first honors, were best among shows. Three fun houses, Giggle House, Humpty Dumpty and RoLo, last named making its debut here, were popular.

Kanthe Athletic Arena and Midget Horse Show also enjoyed good business. Midway was located south of the main exhibit buildings in a giant fan-shape formation. All rides were in the center, and show fronts represented a large palm fan spread. Concessions were housed in a long narrow building. Harry Hennies, of Hennies Bros. Shows, visited several days. Hort Campbell, Ed Hines, John Miller were among the oldtimers who visited. Herb Usher, Sam Brown and the Schaffer boys enjoyed good business with their stands. Charley Albright, of Foley & Burk Shows, had two concessions in the building, as did James Schute of the same organization. Office wagon was the scene of many get-together parties here. Visitors to the new Radio Cocktail Bar, temporarily installed, included President W. C. Shay, Treasurer Joe Wilson, General Manager William Starkey, Midway Chairman R. E. Roberts, Ground Superintendent Joe Shallenbarger, Publicity Chairman Arthur Brown, Chairman Advisory Committee, Evert Swing and other executives of the Orange Show. Other visitors were Louis Wolf, Ralph Swing, Doc Hays, John Anderson and Ed McAllister. Office reception room was presided over by Mrs. O. M. Crafts and Mrs. Roy E. Ludington.

ROY SCOTT.

**NO
 BREAKAGE
 NO
 SPOILAGE
 NO
 SHIPPING
 WORRIES**



**FAST-SELLING
 REAL CAKE CONES
 DELIVERED FRESH
 at every stop on
 your route**

Burdick's All-Texas
 (Baggage cars and trucks)

Humble, Tex. Week ended March 25. Amusees, Fire Department. Location, Downtown. Weather, favorable. Business, good.

Show made a record move out of Pelly, Tex. General Agent Hynes had this city well billed. Lois Potter is in a Houston hospital recuperating from accidental gunshot wound. Visitors included Mr. and Mrs. Ed Magely, Eddie Clark, Tom Morris, William Dearman, Madam Odus, Lela Young, Ollie Preston and daughter, Betty; A. A. Lane, Olan Kennedy, Walenda Smith, Bill and Harvey Burdick and Floyd Wade. Lillian Altwine, bingo caller, was stricken ill on the closing night, but is greatly improved.

Lilly Mae Betty, Isle of Dreams entertainer, was called home because of her father's death. Staff and many of the personnel attended the funeral in Houston. Aerial Acrotya are proving popular. Mrs. Jewel Burdick's new Hymns trailer was delivered Friday. Among the first to be entertained in the domicile were George Prowler and party who visited Mr. and Mrs. Burdick.

B. C. McDONALD.

No matter where the season's bookings take you, you're not far from one of the National Biscuit Company's 250 branches. That means you can have a fresh supply of Real Cake Cones delivered right to the lot at every stop, in any quantity you wish. It saves you the bother and expense of carrying large stocks of cones from place to place.

And don't forget that N. B. C. Real Cake Cones draw the crowds on any midway. Their crisp freshness makes ice-cream taste better and sell faster than ever!

Mail us your route list today, and we will send our agency list and full information about this convenient, economical cone service.

NATIONAL BISCUIT COMPANY
 449 W. 14th St., New York, N. Y.



Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

W. C. Huggins

SEATTLE, April 1.—Manager, W. C. (Spiky) Huggins returned last week from Vancouver, B. C., where he was awarded the 1939 Vancouver Exhibition and several other good dates. Flo Jones and husband, Ed Lee, are getting their Congo Village ready for opening. The big giant crashed *The Seattle Star* on arrival here. Princess Ball, of the Mario tribe of New Zealand, will be with the Congo Shows. Loom, African piquy and Chief Koola will work the bally.

Jack Sagmeister, chief mechanic, and his assistant, Red Corey, have the rolling stock ready. Boots Langley and Fred Praesling are building the new entrance arch. Arthur Smith is in charge of the wood-working department. Alfred Smith has the Hi-De-Ho finished. Stanley Laub has the Hey Dey ready and Superintendent Bill Meyers is putting finishing touches on the new light towers. New battery of searchlights are mounted on a new 20-foot trailer. Johnnie McCrell is looking after the press work while Doc Newland is busy getting his concessions lined up. Eddie Piynt is feeding 32 men in the cook house. Reported by Bill Meyers.

new game top to Yankton, C. D., where frame and trailer will be built for it. New banners are being ordered for Miss Young's two shows. General Representative P. M. Jones arrived this week for a few days' stay. Staff includes A. M. Balderston, general manager; P. M. Jones, business manager and general representative; Mrs. A. M. Balderston, secretary-treasurer; Mrs. P. M. Jones, special agent; Jack Brady, master mechanic; W. E. Hoffman, concession superintendent; Buster Kamball, lot superintendent; Jim Kinney, ride superintendent; Albert Wilkes, billposter, and Claude Riccard, scenic artist. Reported by V. Jones.

Zacchini Bros.

ST. LOUIS, April 1.—Trip from Tampa, Fla., was made in three days. Mr. and Mrs. Hugo Zacchini did not arrive until Saturday night because of the latter's illness. Offices have been opened at the New Plaza Hotel. Mr. Sockus returned March 28 from Detroit, where he signed contracts with Edgar Cole to furnish his Merry-Go-Round, Dual Loop and Dual Loop-o-Plane. George P. Dorfman will remain in Boylston, Ga., for a week or so, to look after his interests. He is expected here about April 10 to take up his duties as secretary.

Robert Coleman stayed over in Key West, Fla., to attend the late Roy Pulford's funeral. Bob White cards he will arrive here about April 10 to take charge of final work on the Hollywood Revue. T. Zacchini advises from Tampa, Fla., quarters that work is going along nicely. Another 26-foot trailer was completed and turned over to the paint shop. Work on new fronts is nearing completion and everything will be shipped to the new quarters here soon. Hugo Zacchini has fully recovered from his recent illness. Emma Van Cellesse is supervising work on new costumes for the Hollywood Revue. Visitors included Earl Sanders, Harold Tracy, Ray Perkins, Will Osborn, Red Davis, E. A. Simpkins, Mabel Atkins.

Frank Chapin, Ernest Stone, Eugene La Barr and E. T. Stopeman. Reported by Bill Eaton.

Cetlin & Wilson

GREENSBORO, N. C., April 1.—Extra men have been added to the crew to get everything in readiness for opening on April 15. L. W. (Duke) Jeannette arrived from Miami and is getting the Circus Side Show in order. Charles Cohen has his crew repainting and repainting his Ridee-O and Bingo. J. Allen has been added to the scenic department and a new office wagon has been completed, as has new scenery for the Skooter. New Television Show front is about finished. Willis Johnson advises he will be here soon and that he built a new Illusion Show at his home in Sanford, N. C. Another show on the midway will be Miss America.

Obet Dunn advises he is waiting for the band to play. Speedy Merrill and Leo Carrell were slated to arrive today. W. F. Hannon again will have charge of the Skooter, and M. K. MacLaughlin the Tilt-a-Whirl. Frank Masick has rebuilt all Merry-Go-Round scenery, with P. Van Ault doing the scenic work. Mrs. P. Van Ault celebrated her birthday anniversary on March 25 and received several nice memorabilia. Visitors included William Glick, Herman Bantley, Mr. and Mrs. Bonnie Smith, Percy Martin, D. L. Hasinger and S. Sugarman. Charles Cohen left for New York to select merchandise for bingo. Mr. and Mrs. J. W. Wilson spent a few days at Mrs. Wilson's home in Roanoke, Va. Ted Miller stopped over for a day. Reported by George Hirshberg.

John H. Marks

RICHMOND, Va., April 1.—Everything is in readiness for opening on April 10. Equipment will be transferred on April 4 to the beachball park here, where the finishing touches will be applied. New moderate main entrance arch will be moon and flood lighted, as will be the Auto Speedway and Rolloplane, both under management of Bert Britt, master electrician. George Ortswold, master mechanic, and Thomas J. Beath, assistant, are putting on the finishing touches. Mrs. Harry Ramish is recovering from



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ROLAND W. RICHARDS, publicity director with the Royal American Shows during the organization's winter Florida tour, last week was named manager of the Budia & Cherry Exposition's publicity department by officials of the Amusement Corp. of America. Richards, who was publicity director of the Goodman Wonder Show last season, has taken up his duties and is preparing material for use during the season.

Honest Bert

ROCK ISLAND, ILL., April 1.—Quarters work will be concluded in a few days. Frank Winstead arrived to get the new Ferris Wheel ready. Artkanaw Slim has his side show all ready to go, with new banners out front. Swede Olson, who will have the Athletic Shows, has been in and out of quarters while presenting various indoor matches. J. H. Ritzert reports he will have his pop corn and ball game stands ready for opening. Ed Porterfield will have his usual string of concessions. Hazel and Glen Davis, who operated the corn game last year, are expected in quarters. Manager Bert Cahlan tendered the personnel a chicken dinner upon his return here. Reported by Bert Cahlan.

Melvin's United

ST. PAUL, April 1.—Weather has been good in quarters here, permitting much work to be done outside. General Manager A. M. Balderston visited Faribault, Minn., for a final inspection of the new Tilt-a-Whirl. George Bear has his new housecar about completed. Help Bear again will have the pop corn stand, while Nels Dahlbeck has booked his cookhouse. Mary and Reg Brady are getting their penny pitch ready. Jim Kinney is visiting relatives in Melle, Minn. Jack Brady, master mechanic, has all trucks ready. Mrs. Balderston is making new draperies for her housecar. Baker Lockwood Co. is shipping the Baker's

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Opening in Yankton, S. D., May 2nd. 2 Saturdays WANTS FOR 24 PAIRS. 11 CELEBRATIONS. Our Fair Starts in June. COTOPUSI, SUPER ROLL-O-PLANE. Can show following shows: Mechanical, Glass, Illusion, Lightmate Concessions, No Racket, Ride 'em that can drive trucks. Last season South. Address: P. O. BOX 124, ST. PAUL, MINN.

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A recent operation. Recent visitors were Carl J. Lauther and son, accompanied by Paul Sprague, en route to Augusta, Ga.; Clem Smith, insurance man, spent today here recently.

Advance billing began today, under supervision of Thomas W. Rice, contracting agent. Owner-John H. Maris directing the quarters work. Contracts have been signed for the show to present the midway attractions at Erie (Pa.) Tri-County Fair. Jack J. Byrne has been a frequent visitor, having delivered six new units to the show fleet of trucks. Dave Lano has arrived. Cookhouse is serving a crew of 42. Reported by Walter D. Nealand.

James E. Strates

SAVANNAH, Ga., April 1.—Quarters activities are now at their peak, with over 75 men working. Posing Show front is finished and loaded, as is Choc Phillips' Vanities front. New cookhouse, designed by architects Rosenwald and Christopher, also is completed. Mrs. Ethel Ballin has a crew working on her string of concessions. Sol and Mrs. Saulberg and son are busy framing their concessions. Mr. and Mrs. Walsh have their caterpillar and Arcade painted and ready to go. Mrs. Bertha Blackmon is in Birmingham but is expected back soon.

Dick O'Brien came in to take up his duties as contracting agent. Bill Cowan visited Sunday, and Ross Jordan, of the Mason (Ga.) Fair, visited for three days. Mr. and Mrs. Gordon will manage Dinty Moore's Scooter. Les Hawley and wife will be with Choc Phillips, Tony Gordon, penny pitch, arrived this week, as did Mr. and Mrs. Wally Smithley with their motordrome. H. O. English is plenty busy since his assistant, Gertrude Putnam, fell and broke her arm recently. She'll be able to resume her office duties in a few days. Dr. Frederick (Buck) Healey was the week-end guest of Owner Strates in his private car. Blackie McDonald and wife are in charge of the cookhouse here. Bill Hegeman is building a new Jitterbug Funhouse. Reported by S. J. Putnam.

Bantly's All-American

REYNOLDSVILLE, Pa., April 1.—Work started in quarters with the return of the unit which was exhibiting in Flor-

WANTED

Here Building 20 Ft. Front, 30 Ft. Deep, Suitable for Small Show. What have you? Will buy or will sell on P. O.

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Youthful, talented, experienced girls, chorus work and specialties. Applications for stage bands. Piano Man, Singing, Calico and Organ, Ray, Trumpet, Trombone, Bass with me before write on wire. Good Harp and Talent. Those already engaged mention to KARL J. WALKER, World of Mirrors Shows, Richmond, Va.

WANTED Large or Small Quantity MERCHANDISE WHEELS and some BIG SIXES

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WANTED

All games except Bingo for Kendallville (Ind.) Fair, Aug. 12-18. For sale: York Box-Curtain Machine, Sewing Machine, good condition. \$2000; Sub top, \$35; 12x18 Sleeping Tent, \$12; 16x18 Tarpaulin, \$10; Moon, Chili and Hamburger Sign, \$20. Wanted to Buy: Candy Vases and Popcorn Machines. W. S. MYERS' Shows' Concessions, DUPONT, O.

Molly's Greater Shows

Opening in Auburn, Me., April 29-May 6. Cookhouse Wanted, One Man, \$100; Kids Help in All Departments.

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One Human Photo Gallery, 10x12 green top and frame, blue velvet inside (taken 4 for \$100 or 5, also, red, yellow, blue and all equipment) ready to use. Like new. One Glass-Jar-Weight Scale and 100 lbs. one 100 lb. Scale. One, one, JOHN VADAY, Camden, S. C., care Crystal Exposition Show.

Ida under direction of General Manager Herman Bentley. Five rides are being placed on a lot here and will operate on Saturdays until a week before opening, which is set for Dubois, Pa., April 29. Hank Sylow's Prison Show equipment arrived from Philadelphia this week. Dick and Babe Keller, of motordrome fame, have returned. While on a business trip in Philadelphia, the writer visited with Bud Bantly, Al Paullette and Danny Gorman. Two church celebrations and a fair have been added to the route. The writer met his friend, H. B. Henderson, formerly of the Mighty Shreeley Midway, while attending a committee meeting there. Glenn Kishko has signed as scenic artist. W. N. Berridge has booked his custard stand and Bud Bantly will spend the Easter holidays with his mother and father here. Ed DeVolde is producing a new Posing Show. Frank Shepard, electrician and lot man, is expected soon, as are Ike Faust, George Harms and Cliff Patton. Phillip Brockwell, billposter, arrives April 16, as does Frank Bland Jr., special agent. Bill Whitmore, who returns as secretary, his third year, came in from Florida with Owner Bantly and has assumed his duties. Plan used for special children's mattress last year will be in vogue again. Reported by Harry E. Wilson.

Rubin & Cherry

MOBILE, Ala., April 1.—Quarters here are teeming with activity, preparing for opening early this month. More than 150 are rushing work on new fronts and baggage wagons and refurbishing show and ride equipment. Show traffic is being reconditioned and repaired. In show's office wagon can be found Rubin and Mrs. Anna Gruber organizing the attractions and looking after other important details. General Manager Robert Lohmar is in charge of all quarters work. Nat Workman, general superintendent, is keeping the work moving thru the shop at a record pace. General Manager J. C. McCaffery of the Amusement Corp. of America visited several times recently, spending two days in last week. Gus Woodall, chief steward, and crew are busy serving the crew in the cookhouse. Woodall also is getting his dining car in order. Transportation Superintendent P. G. McClane has his share of care with the arrival of five new 72-foot flats.

With the arrival of all properties of the French Casino Show and Odditorium from Tampa, Fla., came Ginger Ray, of Raynell's Parisienne Polles on Royal American Shows. Another arrival was Tom Rankine, manager of Believe-It-or-Not Side Show. Captain Bruce Chester and his staff of five, with equipment for his Marine Exhibit, also came in. Capt. Chester has successfully operated a similar exhibit on Venice Pier, Venice, Calif., for the past seven years. One of the large buildings on the fairgrounds here is occupied by new concession frames and equipment. Sam Gordon, formerly with Beckman & Carey Shows, is manager of this branch of the organization. New green canvas has been ordered. Rides are being assembled, overhauled and painted under direction of Earl Crouse, ride superintendent. Bill Cain, chief electrician, is installing neon tubing, assisted by Tom Adams, Mr. and Mrs. Roland W. Richards and three-year-old daughter, Marilyn, arrived from Tampa, Fla., on March 22, he to assume his duties as publicity director. Reported by Roland W. Richards.

Art Lewis NORFOLK, Va., April 1.—Quarters are a beehive of activity, day and night shifts working to complete final work on equipment prior to opening on April 12. Dinty Moore's Scooter arrived this week, as did Bob Edwards' International Casino. Now front for S. A. Kerr's Playland is about completed. Captain McVay is building a new outfit for his Monkey Circus. Recent visitors included Mr. and Mrs. J. D. Wright Jr. and J. C. Melendro, of the Oscar Buck Shows. Mrs. Hortense Lytle Sr. and Hortense Jr. were week-end guests of the writer and Mrs. Morency. Reported by P. Percy Morency.

Tilley's Amusement LADD, Ill., April 1.—Quarters here are humming with activity since the shows open on April 22. Mr. Madden, boss mechanic, has arrived from Indianapolis. Trucks are being put in shape and Michel J. Leo again is in quarters after a few days' stay in his home in Chicago. Willie G. Allen is painting the

New ELECTRIC CORN POPPER. Make up to \$5 to \$50 daily earnings! Lowest Priced Electric Popper on the Market. Get in the popcorn business now and CLEAN UP! NOW \$39.50 75 TO 100 BAGS POP CORN AN HOUR. DOES WORK OF \$300 MACHINE! TURNS OUT 100 BAGS AN HOUR. POPS A BATCH IN 3 MINUTES—WET OR DRY. 30 DAY FREE OFFER! SALEMEN Write for PROPOSITION

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MILLER BROS. VICKSBURG, Miss., April 1.—Morris Miller arrived last week from Philadelphia with many contracts from various parts when about 15 are working, with more men due soon. Reported by George E. Moon. CANDY FLOSS & CORN POPPER. Original ball bearing Motor. 10 patents. Last Apr. 1938. Outstanding customer base. Double Holes 100's. 100's. No. 1000. Guaranteed. 1 lb. Sugar. Net. \$3. Catalog. Free. MAIL \$1.00. MOHR. CO., 810 East 33rd St., New York, N. Y.



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show owners and concessioners. Opening has been set for April 8 instead of April 6, making 1000-day engagement here under VFW auspices. Jack Holliday, who has been working with Chamber of Commerce on merchant tie-up for a spring Mardi Gras reports good co-operation. Writer, having completed his duties with Miller's Museum, has returned as general agent and is now on an extended booking tour. Reported by Frank J. Lee.

Reynolds & Wells

WENTWORTH, Mo., April 1.—Quarters have taken on a new appearance with all equipment repainted and the new office truck on the grounds and Messrs. Reynolds and Wells have spared no expense. J. E. Miller's Battlefield Show, Al Kish's Girl Revue, Richard Hard's 10-in-1, Swede Nelson's Athletic Show and Doc Walker's Oddities of the Congo Jungle, featuring Miss Jummie, 7-foot python, have arrived. Six searchlights will be used on the fire truck this year, as well as four light towers. Two new 75 Kw. transformers have been added. Doc Burns, general agent, has returned from a trip thru Iowa, Minnesota and Wisconsin. Writer has been engaged to handle publicity. Reported by Col. W. E. Green.

Imperial

HANNIBAL, Mo., April 1.—Work is progressing rapidly for the opening on April 15. Crew of 20 is under supervision of Ray Davidson. Tom Davenport and his Athletic Show have arrived, as have Fred and Lilyan Poole with their Wonders of the Universe Show. Pyta Odogarde has his sound truck here. Merry-Go-Round arrived last week. Frank Berry is a daily visitor. General Agent Victor Canares has the shows booked solid. He left this week on a trip to Indiana. Concessioners are arriving daily and all are anxious to get busy. Reported by Hoffman.

Blue Ribbon

PUEBLO CITY, Ala., April 1.—Quarters work was finished in time for the show's opening on March 28 in Griffin, Ga. Mr. and Mrs. Al Fromuth have their Midway Cafe in shape, as have Mr. and Mrs. John Gulligan with their corn game. Mrs. Billie Brady has contracted to manage the Penny Arcade. James R. Bumpus, with a string of concessioners, arrived in time for opening. Jack Hardy, who will manage the Narcotic Show again, has been holding rehearsals, as has Irving Lewis with his Big Apple Revue and Poing Show. Manager and Mrs. L. E. Roth made a short trip to Northern Georgia and purchased equipment of the Hickory Hollywood Revue. Mr. and Mrs. Neal Mammor and family are building a new Hoopla. Reported by Lee Newton.

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We Carry a Full Assortment of Bingo Items
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Contracting now for June season! Working Acts, Novelty Acts and Feature Shows. Reply Letter our specialty over page here. If you are at liberty can place you.
Want to hear from real Medical Act, Lady Acrobatic or Xylophone. Nollie King contact W. L. Richardson. Will place Glass Barret with 1000 feet.
Place open for real Banner Salesman. Bob Zell, why don't you come on?
Will buy large sign, must be healthy and good looking, also 1000 ft. for another Chicago. Special payment. Must be young, scruffy and partly Indian.
Have for sale Primitives, Candy Feast, Corn and Peanut, Juice and Lunch. Demonstrator—Panzaria, Wire Jewelry, Pump Stamp Machine, etc. We play to more people on the week than the average show carnival.
In the market for millions of all kinds; no junk. Fried right for cash.
Remember this is the cleanest active business in America. Now in our 31st week of our 25d year.

"The Strength of Gibraltar"
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Now showing at West Front St., Monroe, Miss.
Week of April 10, Festival Mich., at 47 North Highway Street.

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\$75.00 Grandpa Fortune Telling Mach., 5c disc.
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Others. WE BUY ENLARGED SHOWS AND RINK SKATES. All Items. WEILL'S CURIOSITY SHOP, 20-24 2nd St., Philadelphia, Pa.

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G. A. GORBE or P. M. MOSEY
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Concentrates, Extracts, Colors and Compounds all flavors for Juice, Snow and Milk Shake. Pure concentrated Apple Cider, Extra-Strength Root Beer, Flash Soda, Minky Dink Glasses and Citrus Glasses, Vented and Paper Cups, Tin and Wood Spoons, Peanuts, Pop Corn, Paper Bags, etc. Powdered Steril Milk, Malting Milk.
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CAN PLACE FOR OPENING DATE, APRIL 15, AND BALANCE OF SEASON, INCLUDING 15 FAIRS AND 4 CELEBRATIONS, STARTING IN JUNE AND CLOSING IN NOVEMBER.
TWO OR 3 HIGH-CLASS SHOWS WITH OWN TRANSPORTATION.
HAVE OPENING FOR LONG-RANGE GALLERY (Charley Hutchison, write).
STOCK WHEELS AND OTHER STOCK CONCESSIONS THAT OPERATE FOR 10c. Exclusive sold on Custard, Popcorn, Cook House, Bingo, Cigarette Galleries, Ball Games, Mlet-Camp, Country Store, Center Hoop-La and Photos.
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HANNIBAL, MO., SPRING FESTIVAL, APRIL 15TH TO 22ND, DOWNTOWN LOCATION.
SPONSORED BY MCCOOEY ATHLETIC ASSOCIATION.
CAN PLACE for this event and rest of season two more Shows of merit, with or without equipment.
Berry (Tiny) Main get in touch with Mary Lloyd. Very important.
Johnny wants Mind Reader and Feature Act for Side Show.
CAN USE LEGITIMATE CONCESSIONS: Wheels and Crude Forestry for Lead Gallery, Canned Food and Fish Pond. Those holding contracts acknowledge this call.
E. A. HOCK, Windsor Hotel, Hannibal, Mo.

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OPENING SATURDAY, APRIL 15TH, DOWNTOWN KEOKUK, IOWA.
Faded Lot, No Pay Gate.
WANT: Free Ride, Drive, Towel Cars, Rides in Overrun.
WANT: Cakes, Cream and Fruit Shows with own equipment. We have complete equipment for Cook, Girl, Musical.
WANT: Legitimate Fruit Pond, Bowling Alley, Pick Win, Snook, Biting Game, Wheel and Costard.
WINTER QUARTERS: 22 N. 2ND ST., KEOKUK, IA.

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CALL WANT CALL
ALL THOSE CONTRACTED ANSWER THIS CALL.
Aerial Banners Contracted for Free Act. We have 9 Rides.
Have complete outfit and transportation for Hilltop, Maxwell and Thelma Shows. Will book Season and conducting with what we have. Good proposition. Will book Legitimate Concessions. We carry an April 15th want equipment Agent for Open-Year-Weight Scales.
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WE NEVER KNEW THAT WE HAD SO MANY FRIENDS AND WE TAKE THIS OPPORTUNITY TO THANK THEM ALL AND EVERYONE ELSE WHO HAS BEEN SO HELPFUL TO US IN ORGANIZING

THE GREAT LAKES EXPOSITION SHOWS
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CAN PLACE LEGITIMATE CONCESSIONS OF ALL KINDS, Except Bingo, Cookhouse, Custard, Popcorn, Palmistry, Photos and Diggers. Everything else open, but must be legitimate.
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AL WAGNER, 2647 Cheltenham Road, Toledo, Ohio.
C. D. (JACK) CLARK, 648 E. Woodruff St., Toledo, Ohio.



J. L. LANDES, owner of the show bearing his name, who had been reported as recovering from a recent illness at his organization's quarters in Chapman, Kan., has suffered a relapse and was rushed to Mayo Brook, Ohio, Rochester, Minn. A. C. Wilson, of the Heart of America Showmen's Club, reports that in a wire to the club's secretary, Harry Allshuler, Staff Physician R. L. Parker advised that Owner Landes is in a critical condition and that everything possible is being done for him.

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W. C. WADE SHOWS

Open Saturday, April 29th, Pontiac, Michigan.

WANT—Shows and Rides that do not conflict with the following, which we have already contracted for: Malloy's Circus, Chas. H. Hodges Slide-Show, Musical Review, Ro-Lo Funhouse, Fat Show, Snake Show, What-Is-It Show, Penny Arcade, Merry-Go-Round, Duplex Wheels, Tilt-a-Whirl, Leaping Lena, Octopus, Loop-o-Plans, Kiddie Rides, Chairplane, You-Drove-It-Cars and two sensational Free Acts.

Can place any other Shows or Rides. Exceptional opportunity for Motor Drome and Monkey Circus.

Want Legitimate Concessions of all kinds. Reasonable rates. Will sell a few exclusives. Cook House, Corn Game, Pop Corn and Photo already sold. We have a splendid route already contracted for, including a long circuit of Fairs and Celebrations. Further information will be given those interested.

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Phone, Townsend 8-1506.

LAST CALL — 1939 OPENING — LAST CALL ART LEWIS SHOWS, INC.

9TH AND CRANBY STREETS, NORFOLK, VA. — APRIL 10TH
ALL THOSE HOLDING CONTRACTS KINDLY ACKNOWLEDGE THIS CALL

We can place Legitimate Concessions of all kinds. No wheels. JIM HODGES wants for SIDE SHOW, Magician and Human Pin Cushion. George Rody can place Hawaiian Dance (must be young and attractive), also Musicians. Cecil Miller wants Bob Holmen, wants Midgets. WANTED: Working Men in all departments. Bob Edwards wants Girls for high-class Peeking Shows. Top salaries. Send description and photos. Glen Herbstler writes Al Rodgers, Supt. Address: Address: ART LEWIS, Gen. Mgr., Hotel Fairfax, Norfolk, Va.

TILLEY SHOWS WANT

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C. W. Nail

MONROE, La., April 1.—Work in quarters here is nearing completion and all will be in readiness for the opening in April. Work was slowed up because of Mr. Nail's confinement in St. Francis Hospital here with a bad case of flu. Mr. Nail recently purchased a trailer to be used for an office and has it completely remodeled. Earl Atchison, advance man, has been out on a begging tour. Shows have signed four Louisiana fairs, including Jonesboro, Ruston, Harmerville and Olin. The Top Mix equipment, purchased by Owner Nail, has been painted. Mrs. Nail is ill with a light case of the flu. Reported by L. M. Brown.

Model

BAXLEY, Ga., April 1.—Lou Travis has built a new front for the rig of the shows. By request the rides and a number of concessions opened on the court-house grounds here today and still remain for the following week. They will exhibit for the benefit of the local Community Chest. Folk are coming in daily, latest arrivals being William (Bill) Cowan and wife, Charles and Mrs. Margie Sutton, Larry and Mary Parker, and Dick and Margaret Harris. Harry Kahn has completed his trailer grab stand, which was built in quarters under direction of Harry Green. Mike Bassett is overhauling the electrical apparatus. Reported by Dick Collins.

Weyls Production

GREENSBORO, Pa., April 1.—With opening set for April 15, bookings are about completed. Included in the lineup here are the show-owned Ferris Wheel and Chairplane, F. Neister and J. Longmore, Kiddie Rides; Ernest Allen, Dual Loop-o-Plans; Verne La Verne, Double Sex Show; Eddie Ferruzzi, Girl Revue and Hillbilly and Honolulu shows; W. H. Smith, Ten-in-One; Mrs. Eddie Young, ham and bacon; Ernest Allen, high striker; Richard Allwyn, cigar gallery; Noah Cooper, palmistry; Mrs. B. Dawson, candy apples; Max Cloth, blankets, blower, bucket store; Harold Hard, Mickey Mouse; R. E. Hazard, rat game; George Madden, milk bottles, and Stuart M. Neck, peanuts, pop corn and caramel corn.

W. A. Thomas, lead gallery; Al Williams, bingo, photos, roll-down; Ervin Williams, P. G. stand; Mike Shepard, bird and snail stands; O. Gilpatrick, clothes-

pins; W. Henry, cookhouse; J. Longmore and F. Neister, penny pitch. Sky High Abdos is the free act. Reported by E. L. Overstreet.

J. F. Sparks

ATTALA, Ala., April 1.—With opening day in the offing, quarters' work has been speeded up. Motors have been reconditioned and equipment repainted. New Fun Box and Minstrel Show are finished. New arrivals include Alton Sparks, duck-poll; Frank Self, Shorty Owens and George Bartley, pitch-still-up-win; Robert Nolan, Kiddie ride; Bob McClintock, Ferris Wheel for man, and Mrs. McClintock; Mr. and Mrs. Glen Fuller; Danold and Lowell Pritchard; Mr. and Mrs. Leslie Dooley; Mr. and Mrs. J. T. Sparks, diggers; Leslie (Bill) Dollar, special agent; Mr. and Mrs. Jack Auburn and Mr. and Mrs. Jack Hampton. Mrs. J. F. Sparks spent Sunday with her daughter, Mary, in Cullman, Ala. Reported by James H. Timmons.

Winters Attractions

CLARKSVILLE, Va., April 1.—After rebuilding and repainting all equipment show will take to the road for its seventh consecutive tour. Plans call for a new marquee, with two new main entrance ticket boxes. Free acts will be Harry Probesa, high pole, and Fishers and Graham, trapeze. Assistant General Manager Clint Roberts, who has been wintering in Florida, advises his health is improving and he'll be ready to assume his official duties when the show opens.

Among those reporting for duty are Lyle (Red) Barret, Carl Weaver, Clyde Perry and Tommy McGuire. Recent visitors included D. M. Rogers, Earl South and wife, and J. E. Matthews, General Agent Eddie Mack reports that things are progressing nicely in West Virginia. Reported by R. M. Stark.

Anderson-Strader

WICHITA, Kan., April 1.—Quarters has been active all winter under management of Freds Hamilton, chief mechanic, and Ferris Wheel Operator Alvin Bishop. Manager M. A. Strader reports all painting and repairing is nearly completed. Opening has been set for April 15. Major rides have been moved to the lot and are being operated prior to opening.

Numerous members of the show have made Wichita their winter home. Gabe

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and Grace King, bingo operators, were called to Dayton, O., because of the death of Gabe's father. H. W. Anderson reports that he has the season's booking completed. Showfolk are arriving daily. Reported by Patsy Brader.

Cunningham's Expo

NEW MATAMORAS, O., April 1.—Quarters here are a scene of activity. Scenic work and sign painting under direction of Frank Burkert are almost completed. Cookhouse, under management of Earl Burkert, has been remodeled and painted. A new main entrance arch is being built. All rides and concessions have been reconditioned and rebuilding and overhauling of trucks has been completed. Office is also being re-modeled. Jimmie T. Tilton is on his way here and soon will begin rehearsing his new Jitterbug Revue. A new front has been built for the Headless Girl Illusion. Mr. and Mrs. Guy White will manage the Girl Show. B. E. Lichtner's p. a. system has been signed.

Manager John P. Cunningham, who recently returned from a vacation in Florida, advises he has contracted a number of skill dates and fairs. All help has arrived. Reported by Dorothy Cunningham.

Sam E. Spencer

BOOKVILLE, Pa., April 1.—Show's staff includes Sam E. Spencer, general manager; William C. Murray, general agent and assistant manager; Anna C. Spencer, treasurer; R. S. Mettler, secretary; George Mettler, bandmaster; Sam McMasters, superintendent of rides and lot; Jack Haffright, front gate; Billie Martin, electrician; R. Mettler, billboard and mail agent; William Hughes, Ray Milron, Tom McMasters and Russell Chestnut, ride foremen.

Mrs. Charles F. Cook, who will have the side show, left Henderson, Ky., having a two-weeks' spot to play en route here. John Rhoads and personnel of the revue and posing shows have left Baltimore, Md., and advise that Walter Baker will join them here with his concessions. Karl Hemmings has booked his concessions. Ray Hillborn visited. Elsworth E. Sprague will have the snake show, while Joe Mettler has signed his New World Dragons Show. R. Rechlebach's Pony Ride has arrived and is located on the fair grounds. Reported by R. S. Mettler.

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Insulated 12-14-16-18-20-22-24-26-28-30-32-34-36-38-40-42-44-46-48-50-52-54-56-58-60-62-64-66-68-70-72-74-76-78-80-82-84-86-88-90-92-94-96-98-100-102-104-106-108-110-112-114-116-118-120-122-124-126-128-130-132-134-136-138-140-142-144-146-148-150-152-154-156-158-160-162-164-166-168-170-172-174-176-178-180-182-184-186-188-190-192-194-196-198-200-202-204-206-208-210-212-214-216-218-220-222-224-226-228-230-232-234-236-238-240-242-244-246-248-250-252-254-256-258-260-262-264-266-268-270-272-274-276-278-280-282-284-286-288-290-292-294-296-298-300-302-304-306-308-310-312-314-316-318-320-322-324-326-328-330-332-334-336-338-340-342-344-346-348-350-352-354-356-358-360-362-364-366-368-370-372-374-376-378-380-382-384-386-388-390-392-394-396-398-400-402-404-406-408-410-412-414-416-418-420-422-424-426-428-430-432-434-436-438-440-442-444-446-448-450-452-454-456-458-460-462-464-466-468-470-472-474-476-478-480-482-484-486-488-490-492-494-496-498-500-502-504-506-508-510-512-514-516-518-520-522-524-526-528-530-532-534-536-538-540-542-544-546-548-550-552-554-556-558-560-562-564-566-568-570-572-574-576-578-580-582-584-586-588-590-592-594-596-598-600-602-604-606-608-610-612-614-616-618-620-622-624-626-628-630-632-634-636-638-640-642-644-646-648-650-652-654-656-658-660-662-664-666-668-670-672-674-676-678-680-682-684-686-688-690-692-694-696-698-700-702-704-706-708-710-712-714-716-718-720-722-724-726-728-730-732-734-736-738-740-742-744-746-748-750-752-754-756-758-760-762-764-766-768-770-772-774-776-778-780-782-784-786-788-790-792-794-796-798-800-802-804-806-808-810-812-814-816-818-820-822-824-826-828-830-832-834-836-838-840-842-844-846-848-850-852-854-856-858-860-862-864-866-868-870-872-874-876-878-880-882-884-886-888-890-892-894-896-898-900-902-904-906-908-910-912-914-916-918-920-922-924-926-928-930-932-934-936-938-940-942-944-946-948-950-952-954-956-958-960-962-964-966-968-970-972-974-976-978-980-982-984-986-988-990-992-994-996-998-1000-1002-1004-1006-1008-1010-1012-1014-1016-1018-1020-1022-1024-1026-1028-1030-1032-1034-1036-1038-1040-1042-1044-1046-1048-1050-1052-1054-1056-1058-1060-1062-1064-1066-1068-1070-1072-1074-1076-1078-1080-1082-1084-1086-1088-1090-1092-1094-1096-1098-1100-1102-1104-1106-1108-1110-1112-1114-1116-1118-1120-1122-1124-1126-1128-1130-1132-1134-1136-1138-1140-1142-1144-1146-1148-1150-1152-1154-1156-1158-1160-1162-1164-1166-1168-1170-1172-1174-1176-1178-1180-1182-1184-1186-1188-1190-1192-1194-1196-1198-1200-1202-1204-1206-1208-1210-1212-1214-1216-1218-1220-1222-1224-1226-1228-1230-1232-1234-1236-1238-1240-1242-1244-1246-1248-1250-1252-1254-1256-1258-1260-1262-1264-1266-1268-1270-1272-1274-1276-1278-1280-1282-1284-1286-1288-1290-1292-1294-1296-1298-1300-1302-1304-1306-1308-1310-1312-1314-1316-1318-1320-1322-1324-1326-1328-1330-1332-1334-1336-1338-1340-1342-1344-1346-1348-1350-1352-1354-1356-1358-1360-1362-1364-1366-1368-1370-1372-1374-1376-1378-1380-1382-1384-1386-1388-1390-1392-1394-1396-1398-1400-1402-1404-1406-1408-1410-1412-1414-1416-1418-1420-1422-1424-1426-1428-1430-1432-1434-1436-1438-1440-1442-1444-1446-1448-1450-1452-1454-1456-1458-1460-1462-1464-1466-1468-1470-1472-1474-1476-1478-1480-1482-1484-1486-1488-1490-1492-1494-1496-1498-1500-1502-1504-1506-1508-1510-1512-1514-1516-1518-1520-1522-1524-1526-1528-1530-1532-1534-1536-1538-1540-1542-1544-1546-1548-1550-1552-1554-1556-1558-1560-1562-1564-1566-1568-1570-1572-1574-1576-1578-1580-1582-1584-1586-1588-1590-1592-1594-1596-1598-1600-1602-1604-1606-1608-1610-1612-1614-1616-1618-1620-1622-1624-1626-1628-1630-1632-1634-1636-1638-1640-1642-1644-1646-1648-1650-1652-1654-1656-1658-1660-1662-1664-1666-1668-1670-1672-1674-1676-1678-1680-1682-1684-1686-1688-1690-1692-1694-1696-1698-1700-1702-1704-1706-1708-1710-1712-1714-1716-1718-1720-1722-1724-1726-1728-1730-1732-1734-1736-1738-1740-1742-1744-1746-1748-1750-1752-1754-1756-1758-1760-1762-1764-1766-1768-1770-1772-1774-1776-1778-1780-1782-1784-1786-1788-1790-1792-1794-1796-1798-1800-1802-1804-1806-1808-1810-1812-1814-1816-1818-1820-1822-1824-1826-1828-1830-1832-1834-1836-1838-1840-1842-1844-1846-1848-1850-1852-1854-1856-1858-1860-1862-1864-1866-1868-1870-1872-1874-1876-1878-1880-1882-1884-1886-1888-1890-1892-1894-1896-1898-1900-1902-1904-1906-1908-1910-1912-1914-1916-1918-1920-1922-1924-1926-1928-1930-1932-1934-1936-1938-1940-1942-1944-1946-1948-1950-1952-1954-1956-1958-1960-1962-1964-1966-1968-1970-1972-1974-1976-1978-1980-1982-1984-1986-1988-1990-1992-1994-1996-1998-2000-2002-2004-2006-2008-2010-2012-2014-2016-2018-2020-2022-2024-2026-2028-2030-2032-2034-2036-2038-2040-2042-2044-2046-2048-2050-2052-2054-2056-2058-2060-2062-2064-2066-2068-2070-2072-2074-2076-2078-2080-2082-2084-2086-2088-2090-2092-2094-2096-2098-2100-2102-2104-2106-2108-2110-2112-2114-2116-2118-2120-2122-2124-2126-2128-2130-2132-2134-2136-2138-2140-2142-2144-2146-2148-2150-2152-2154-2156-2158-2160-2162-2164-2166-2168-2170-2172-2174-2176-2178-2180-2182-2184-2186-2188-2190-2192-2194-2196-2198-2200-2202-2204-2206-2208-2210-2212-2214-2216-2218-2220-2222-2224-222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Hi, Diver!

A Story of the Progress of Water Shows

By HARRY BENTUM

(As Told to Ralph Williams)

TO PRESENT a diving spectacle on an island carnival midway in 1896, you had to dig a hole in the ground. Then you lined the hole with a tarpaulin. Then you went out and borrowed enough two-by-fours and slats to make a ladder.

That's how it was with the Boslock-Ferari Shows and Wild Animal Arena before the turn of the century. I remember when such admirable altitude-defiers as "Speedy" and Harry Six and Matt Gay leaped from on high into holes for Mr. Ferrari.

Sometimes the tarpaulin leaked and sometimes there wasn't any tarpaulin. Then you just kept the pump going, and the water pouring into the hole with a prayer that the level would be maintained long enough to save a diver's life.

You'd see a man launch himself from the top of a towering mass of makeshift carpentry, hurtle earthward amid a jungle of ropes and cables and whatever else out of the stake and chain equipment could be adapted as gaging.

You'd want to shut your eyes to it. You preferred to wait and find out later whether the human plumb-bob proved the slatted two-by-fours to be nearly enough vertical. But you'd listen for the splash. When you didn't hear it...

Diving Hole in Rock

Twenty years brought advancement in the art of staging diving spectacles. But not much advancement. In fact, the only difference in the staggercraft of it that I can manage to recall is that in 1915 we blasted a diving hole in rock instead of digging it out of earth.

That was when I played the Harrisonburg, Va. fair with Henry Meyerhoff. We needed an additional free lot in front of the grand stand. Peckay Ringens was doing a truly sensational back-layout dive with the Al Heilmann Water Circus.

Booked the attraction first, we worried later about the necessary excavation operation—almost too much later. When we came to examine the site we found solid rock underlying a thin layer of topsoil. So we blasted. Puff!

By 1915 there seemed to be more ladders in the world. It was as easy to promote them ready-made as it had been in 1896 to promote the making. Of course they very frequently differed in dimensions, but somehow we managed to fit them together.

It was a wobbly, unsymmetrical structure that the great Ringens mounded on this occasion. In other words, if I may be pardoned, Ringens' riggin' wasn't so hot. Somehow he managed to find his way up the assembled ladders without a pilot.

But he came down all right, in his beautiful back-layout style, and found that hole we had so painstakingly blown out of the infield, and another throng of Harrisonburg fairgoers went away properly thrilled.

Portable Tanks

It was that blasting business that woke us up to the fact that we'd better carry our own diving hole. So we began to build portable tanks. They consisted of oblong wooden sections and set up square.

Portable ladders began to appear, and custom-built springboards, too. Walter K. Sibley designed an outfit to mount on two wagons. (They made a tremendous load after the equipment and platforms became water-logged!)

W. H. (Bill) Rice, who died recently, was another early builder of portable diving-show equipment. He and Sibley staged many a splendid water spectacle.

From the Rice-Sibley heyday on practically every carnival company came forth occasionally with a diving act. The divers became stylists, their performances confabulating sharply with the head-on plunges of earlier years.

The portable metal tank followed in its turn, and lighter alloys, as they came upon the market, lessened the burden of the itinerant water-show operator, altho to this day there persists the problem of filling the tank at each and every stand.

As in days long gone, I am frequently forced to join the show's 24-hour man, or to recruit the assistance of fair officials, in prevailing upon a fire company

Thirty-seven years ago in Hamburg, Germany, Harry Bentum's showmanly career began to fall. As program boy and usher in the Circus Busch, he met George Mackensmith, the Russian Lion, then making history on wrestling mats all over Europe. In the local Turnverein the Lion "auditioned" Bentum, forthwith engaging him as light weight member of his world-touring wrestling retinue. With the Lion Bentum journeyed to the United States, became impressed with the free-spending ways of Coney Island crowds, talked himself into a job in Sanginetti's, tinsmith studio, at length earned a picture-box of his own and went a-touring to the pumpkin festivals.



B. H. Patrick, then manager of the Ferrari Wild Animal Arena, inspired Harry to branch out. Equipped with a \$5 bill and a plethora of nerve, he sold himself to the Monarch Shows as general agent, made a friend and tutor of Victor D. Levitt, one of the era's leading general agents, matriculated to the Meyerhoff-Lovitt-Taxler Shows, went on his own for a while as independent promoter in New Jersey, New York and Canada, returned to B. H. Patrick's management on the Monarch Shows, tried again with Henry Meyerhoff, and so on down a long list of connections including the old Nat Reiss Shows, King Edward Wild Animal Arena, participation in the building of the first Rutherford Greater Shows for Irv J. Polack; management of the Mighty Doris Shows, on which he doubled as general agent round the Virginia fair circuit; thence to the estate of booker with the Meyerhoff office. In the course of all this he kept occasionally to his independent promotions, and at a national convention of the POE in Toledo he showed to the world a spectacular high diver named Bench Bentum, to whose Diving Sensations show he has since devoted himself, Miss Bentum being in private life Mrs. Bentum. To Broadway Harry took Bench and her Sensations, and from there to practically everywhere.

It was the depression of '30 and the consequent dearth of a market for the act that forced the Bentum troupe and Harry back into the carnival field. In recent years both Bentums and their Sensations have helped pull people to Conklin, Ollick, Endy, Cetlin & Wilson and Rubin & Cherry lots. Despite setbacks, the net emerged season of 1938 with new dress and a new idea, hitting a new high in gasp-getting. The Sensations wintered in Mobile, Ala., but Harry, indefatigable at 57, again was out promoting an indoor something-or-other.—R. W.

for the use of its hose lines and pumping equipment.

Perhaps the glad day may yet arrive when every such act as mine can include among its props sufficient apparatus to relieve this difficulty. But not, my good friends, at prevailing prices!

I cite the water-getting difficulty merely to illustrate that there is room—and plenty of it—for improvement in diving-act production and transportation and presentation. As for the divers themselves, their art has reached its zenith.

First Back-Layout

I look back upon the hard-headed fashion of big, Speedy and Harry Six. How they stood the self-imposed punishment entailed in their daily work I shall never comprehend. Matt Gay, I believe, was one of the first high divers to make a back-layout.

Matt held excellent form through his career, and the finest feature of his method was that it saved him so much body-racking besides adding greatly to the apparent danger of the dive and the aesthetic effect of the performance.

What I am attempting to convey is that sheer art, an educational appreciation of physical culture and kindred elements have found their way into the diving show. For this the performers no doubt deserve the lion's share of credit.

However, the alert-minded publicist may be in part responsible. A diving act, like any other form of amusement, must be "sold" to Mr. and Mrs. John Showman and their children. Agents returning season after season to oft-conquered scenes must continually devise new tactics, new ideas, new "angles" if you please.

Not that the "thrill" element has vanished from diving-show appeal. It is stronger than ever. I firmly believe, and there are so many thrill sensations

in the show-world of today that we are forced to take different steps to attain our ends.

I like to stress the educational appeal of the diving show, I also like to cater to the "charm school" clientele. "If a lady would be slender, let her indulge healthful exercises rather than a weakening diet."

There is the humor "angle," too. Without a good clown any diving show is quite lost. My own "Johnny Banana," otherwise Freddy Bently, is indispensable. A ridiculous cut of his "jump-off-and-funlike-hell" works wonders in print.

A world of human interest can be dug out of a diving show's personnel. Famous amateurs, deserting the non-commercial field in quest of cash, have glamorous "paste" to reveal to reporters and radio interviewers.

Lacking editorial support, one may always look to a space-buying department store for a bathing-suit sales promotion in the course of a summer engagement. Swimming classes in schools, clubs and religious institutions welcome words from the diving-wise.

Thrill Is Still Supreme

Oh, there are "angles" galore, and headline-making "stunts" to be cooked up almost daily, but supreme in the whole scheme is the thrill, and if you don't believe that, look at the crowd, as I have so many times in the course of a performance.

If you don't agree, witness an occasion when, on two successive days, two high divers were seriously hurt in the course of their exploits on our Sensations show. Soupy Boy Campbell was the first to miss the tank, and Leo Davis followed him to the hospital 24 hours later. Attendance doubled as tripled.

Our Jerry O'Brien one night struck the water wrongwise, emerged shakily from the tank, made a quick bow and slipped away to his dressing tent,

where he collapsed. A reporter noticed his plight, and the resultant newspaper story virtually doubled the following night's attendance.

Yes, the thrill is still supreme, but there must be a combination of form and daring. The ascendancy of the diving act seems to have begun about 1913 when those first crude portable outfits were introduced.

Those Who "Made" Diving

I look back fondly upon the ones who "made" diving. They form a glamorous parade, marching up thru the decades. Some of those I mention here are still at it, like my own Bench. Some have fallen martyrs to their stern calling. Some have retired or entered other fields.

There were the Gordon Sisters, the Berio Family, the Meyers, with Tom Quincy. Femininity for a time monopolized the high-diving spotlight. Among the leading women to scale the high ladders were Margaret Quincy, May Collier, May Eccleston and Pauline Black.

Followed in a brilliantly picturesque procession Bee Kyle, Coo Hoffman, Bench Bentum, Helen O'Brien, Helen Carr, Eva Miller, Rae Richard, Viola Blake, Eva Lewin, Lucille Anderson, Ivy Rice and Ann Booker. Famous for their form were Bonny Love and Swan Ringens.

There have been too many broken bodies, too many blinded eyes; on the sacrificial altar of the great god High Dive, I find, as I scan the glittering list. But there have been splendid careers, applauding multitudes and, in a few fortunate cases, fading renown.

Oh, it was not all to the fair. Among the first in the parade's masculine contingent numbered Arthur Holden, Leo Davis, and there have been such other able ones as Sol Solomon, Earl McDonald, George Craig, "Deafy" Wilson, Jack Latkavali and, God rest him, our own Frank Gerlach, who plunged to his fate in Washington in 1932. James Kelly was another victim of zeal.

Jack Hoover performed the highest of all high dives. Too, there were Eddie Swift, Charles Sodenburg, Jack Perry, Kenneth Blake, Ben Mouton, Capt. Smiley O'Timmons, a Captain Simons, Sbroly Reisecker, Buster Gordon and "Mackinson."

Dressing Up the Show

But let us not look back. We have come far, and now we must weigh well the modern necessity of dressing up the show. Bench and I are firmly convinced that our new "pirate ship" effect, our lighting arrangement, our public-address system and our neat rigging are paying generous dividends in audience appreciation and bids to replay.

We have long been awake to the fact that clever costuming counts. Since Bench Bentum revived the style of tight mads (famous by Annette Kellermann, and since Morris I. Cohen used Bench's pattern for his Ziegfeld and Ringling costumes, we watched well the "looks" of the act.

No more is the muddy hole in the ground, no more the rickety spire of used lumber. The diving show of today should be as much a production, in its smaller way, as Ziegfeld or De Mille ever conceived. That is, we must make the most of what we have.

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Getting Most Out of Sound

By D. L. ELAM
(Sound Engineer, Montgomery, Ward & Co.)

SOUND equipment has become indispensable to all who make their living entertaining, yet very little has been published on its correct use. Consequently not many people using this equipment are getting the best results. In this article we point out how the user of public-address equipment can get better returns on his investment and be sure that he is using his equipment at all times to its fullest capacity for increasing his earnings.

The technique is entirely different when the sound equipment is used for various purposes. For instance, a talker on a side show has to compete with all the noises present at a carnival. His problem is to get and hold the attention of his crowd in spite of these, therefore he holds his microphone very close to his mouth and speaks very loudly. All he wants is lots of volume to override the other noises. He is not interested in the fact that this way of speaking into a microphone makes his voice sound unnatural. On the other hand, a singer would never think of singing loudly directly into a microphone. He is mainly interested in a faithful reproduction of his voice. The sound equipment is used to boost the loudness of his voice without in any way affecting its quality.

The singer who knows how to use his sound equipment will always stand back 12 or 15 inches from the microphone and keeps as nearly the same distance as he can. He knows that if he moves farther away the loud-speaker volume will drop off. If he gets too near the microphone it will overload and sound harsh and unnatural. Speaking too close to a microphone is like speaking directly into one's ear. People who would never think of getting up close to a person's ear and yelling do not realize that they are doing about the same thing when they shout or sing directly into a microphone.

Microphones

The general types of microphones in current use are crystal, velocity, dynamic and veletron. Crystal microphones are of two types—sound-cell and diaphragm.

The sound-cell crystal microphone is characterized by a low output and the ability to pick up sound waves from all directions. It also has an excellent frequency response (ability to pick up all notes of the musical scale), which makes it desirable for musical pick-up when not used in the same room with loud-speakers. Directional microphones are most satisfactory if microphone and speakers are used in the same room. Crystal microphones are also excellent for close talking, because they do not overload as easily as other types.

The diaphragm crystal microphone has much higher output than the sound-cell type. While the frequency response of the better grades is excellent, it is not as good as the sound-cell type. The diaphragm crystal microphone generally has some directional effect and is more suitable for use where microphone and loud-speakers are in the same room.

The velocity microphone has a comparatively low output but has an excellent frequency response. It is also bi-directional; that is, it will pick up sound equally well from either front or back but will not pick up sounds coming from sides. This makes it an excellent microphone for dialog work or for group musical pick-up where musicians can group themselves on two sides of the microphone. This type of microphone is suitable for use in the same room with loud-speakers, because it is possible to turn the microphone until a position is found which will not cause the amplifier to howl. The velocity microphone is not suitable for close talking because excessively loud sounds will cause it to overload and bias.

The dynamic microphone has a com-

paratively high output. It is reasonably directional, and the better grades have an excellent frequency response. This microphone is well suited for inside work where speakers and microphone are in the same room. It is good for both music and voice pick-up but will overload and bias if spoken into di-

rectly. The dynamic microphone is very rugged and can stand a considerable amount of abuse. It is not affected by extreme temperature changes or moisture.

The veletron microphone has a high output, semi-directional characteristics and a good frequency response. It

makes a good all-round microphone and may be used in the same room with loud-speakers. It is not affected by temperature or moisture, therefore is excellent for outdoor use.

The frequency response of microphones usually varies somewhat from one type to another, but the better grades of any given type are usually comparable. Some microphones such as the crystal and dynamic will have what is known as a rising frequency characteristic; that is, they will have a higher output on the high-pitch notes than they have on the low-pitch notes. Other microphones such as the velocity may have a greater output on the low-pitch notes, which gives a boomy effect. Neither of these conditions is serious to the p.-a. user, because all modern amplifiers are equipped with tone controls to compensate for any normal microphone frequency characteristic. If a microphone sounds boomy it is easily corrected by advancing the tone control toward the high pitch or treble until the loud-speaker response sounds natural. If the microphone has a high-pitched output the tone control on the amplifier may be adjusted toward the low or bass side until the speaker response again sounds natural. A little practice will enable anyone to determine the proper setting of the tone control.

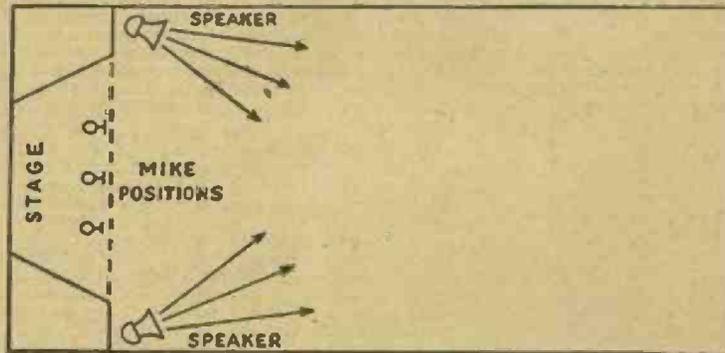
The output of microphones is usually expressed in minus decibels. This is a technical term developed by telephone companies. The output of a microphone as given in decibels will not be confusing to the user if he will remember that the figures are always minus or negative. That means the microphone having an output rating of a smaller number of negative decibels will actually produce more output than one with a greater number of negative decibels. For instance, a crystal sound-cell type of microphone usually has an output of -65 decibels, whereas a certain dynamic microphone has an output of -50 decibels. Therefore the dynamic microphone will actually deliver more power to your amplifier than the crystal type. In other words, the higher the negative decibel rating the lower the output of the microphone. A microphone for a high output should have an output as expressed by -40 to -55 decibels. Those expressed as having an output of -60 or more decibels are considered low output.

Speakers

It is always best to use two or more loud-speakers for stage work. These should be placed 15 or 20 feet on each side of the microphone and the audience. They should also be mounted 10 to 15 feet above the floor if practical. When the speakers are mounted in this way the sound coming from each will reach the center of the audience simultaneously. As the volume is equally divided between the two speakers, the sound will appear to be coming from a point directly between them. This is the correct place for the microphone. This type of installation makes the sound appear to be coming from the person talking or singing. It does not detract the audience's attention from the entertainers.

Never, under any circumstances, should a speaker be located behind the audience. If the people in the back of the house have trouble hearing the speaker place the speakers as high as possible and increase the volume, but do not attempt to put speakers back under balconies or any place behind any part of the audience.

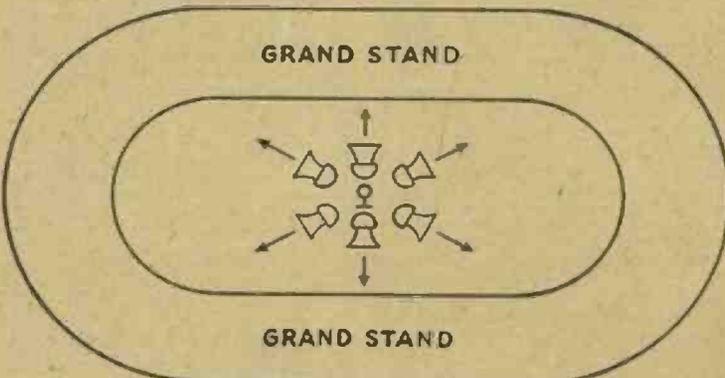
To give a faithful reproduction of low or bass notes a speaker must be mounted in some kind of baffle or horn. In theater work, where the installations are permanent, the speakers are usually mounted in very large wooden baffles, but for portable work smaller baffles or horns must be used. In general a



THIS SHOWS the most effective placement of speakers and microphones for use in theaters and dance halls. The speakers should be mounted from 10 to 20 feet high if possible and pointed slightly downward so as to force the sound towards the floor in the back part of the room. The part of the audience directly in front of the stage will not need speaker coverage, as they are close enough to hear the entertainers directly. From one to three microphones may be used. For solo work one microphone in the center of the stage will do. For picking up a large orchestra two or three microphones will work better. If two microphones are used locate them in about the position of the two outside microphones but slightly closer together. When using three, the two outside ones may be moved closer to the orchestra and the center one used for solo work.



HERE IS shown the placement of microphones and speakers for entertainment in long narrow rooms where the stage is on one side. The main difference between this and the theater installation is that the speakers are pointed away from the stage to insure good sound coverage in the extreme ends of the room. This leaves the place in the middle marked "dance floor" to be covered directly by the orchestra. If more volume is needed on the dance floor the speakers may be swung around slightly to give increased sound in that area. The number of microphones and their locations should be about the same as recommended for theaters and dance halls.



THE MOST successful placement of speakers in circus tents and similar rinks is to hang them all in one cluster in the center of the area as high up as possible. They should be mounted in horns and may be pointed slightly downward. In rinks they may be suspended from the ceiling. But in the larger circus tents they should be hung from a line stretched across the top of the two main tent poles. This will present a difficult problem in some instances, but the result obtained is far better than if the speakers were mounted on the tent poles themselves. If the speakers are kept in one cluster the sound will all come from one source. This will prevent any double talk or echo effects which are sure to show up in this type of installation if the speakers are widely separated. When the speakers are located as indicated here microphones may be used almost anywhere in the arena directly under the speakers, since none of the speakers are pointed so as to direct the sound into the area.

speaker mounted in a horn will have a highly directional effect and is ideal for forcing the sound into the back of a hall. When mounted in the box-type baffle the speaker is not nearly so directional and distributes the sound fairly evenly over the area directly in front of it. In theaters or auditoriums having large balconies it is sometimes necessary to use two types of speaker mountings, the box type of baffle for covering the close-up and middle sections of the room and speakers mounted in horns and located quite high to direct the sound back under and in the far corners of the balconies.

When only one speaker is to be used it is best to mount it above the microphone as high as possible and slightly in front of it if possible. This will also give the general effect of the sound coming from the person who is talking into the microphone. For outdoor use such as talkers on side shows the speaker need not be placed very far away from the microphone if care is taken to turn the speaker so it does not direct the sound into the microphone.

How To Choose Sound Equipment

FOR THEATER STAGE—The amount of power necessary for theater installations depends upon two main factors: First, how quiet the room is and, second, how large it is. In the movie theater seating 3,000 or more people very low power will be sufficient because the audience is very quiet. We know of a few instances where theaters of this type are using amplifiers capable of delivering less than 25 watts of output. On the other hand, for vaudeville work or where the crowds are likely to be noisy it is always advisable to have an amplifier capable of delivering at least 25 watts.

For stage work directional microphones are usually more desirable. For strict solo work where the operator is not required to move around one microphone is sufficient. If the entertainer is required to move around it is better to have two microphones placed in front of him and three to five feet apart. This will permit considerable movement and still allow the entertainer to be close enough to one or the other microphone. For orchestral work or dance bands it is always advisable to use two microphones placed several feet in front of the orchestra and separated by half the width of the orchestra. For spot solos by members of the orchestra the soloist can step near one of the microphones. If the soloist wants to have special emphasis a third microphone may be used near the front of the stage and the soloist can step up and use that.

The number and placement of speakers, as well as the type of mounting, have been covered in a preceding paragraph. If it is desired to place a speaker outside in front of the theater to reproduce the applause of the audience this may be done. It gives people on the outside the idea that the audience is having a lot of fun. To get the best effect a separate small amplifier should be used for this purpose. A non-directional microphone should be placed so as to pick up all the applause of the audience very loudly. At the same time it should be located far enough away from the stage so that the program itself is not picked up too clearly. This makes an excellent advertising stunt.

DANCE HALLS—For dance halls the general set-up is about the same as in a theater except that dance halls are much more noisy than theaters and therefore more power is necessary. Small dance halls require at least 25 watts of power, while the larger ones should have 40 or more. For dance-hall work the directional microphones are most successful and it is always advisable to use at least two. The number of speakers required depends upon the power of the amplifier. In general, one speaker is needed for each 15 watts developed by the amplifier. The speakers should be equally divided and placed on each side of the stage and well up in the air.

Night Clubs and Cabarets

The type of entertainment given in cabarets and night clubs is similar to

vaudeville, but sound installations in these places often create quite different problems from theater installations. This is because of the odd sizes and shapes of the rooms used. Many night clubs and cabarets are located in rooms that were built for use as stores and shops and quite likely to be long and very narrow without adequate stage facilities.

In general the more directive and high-output microphones are most successful for this work. If the musician's platform or stage is located at the end of a long, narrow building the same placement of microphones and speakers as is used in theater installations is correct. If the stage is located halfway down the side of the room, which seems to be a quite popular arrangement, the most satisfactory arrangement of speakers is to place one on each side of the stage and point it down the room away from the stage. Any tables located directly in front of the stage will be close enough to the entertainers to hear quite well and therefore do not need coverage with the loud-speakers. Those at the far end of the room will get full benefit of the loud-speakers.

The amount of actual power needed for night clubs and cabarets will, of course, vary according to the size of these places, but in general a 25-watt amplifier will be sufficient for most of them.

Skating Rinks

Skating rinks are about the noisiest locations where sound equipment is used. In addition to the extremely high noise level, they are usually also quite large, therefore rinks require more powerful amplifiers than any other type of entertainment. The music furnished rinks is usually from phonograph records instead of a microphone. This permits the full output of amplifier to be used without danger of amplifier howling. It is usually advisable for the rink operator to use a 100-watt amplifier, though some of the smaller rinks can get along quite nicely with only 50 watts.

An effective placement of speakers for rinks is to hang them in a cluster in the exact center of the room and point the speakers out in all directions so as to get full coverage in all corners. With the speakers mounted in horns, it is easy to control the sound so as to get full coverage by pointing horns at the particular spots which need to be covered. This placement of speakers will also permit the use of a microphone in the room for band-music pick-up or for making announcements if the stage or platform is located right in the center of the room directly under the speakers.

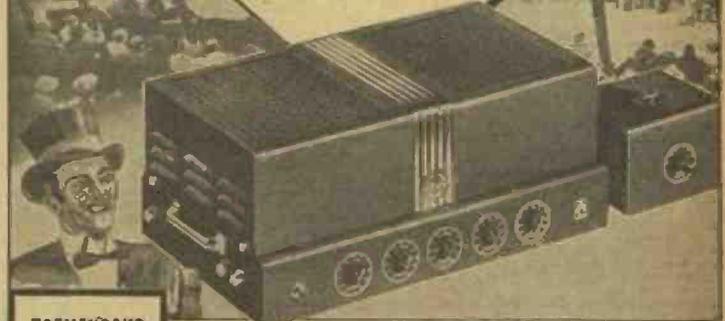
When using the larger amplifiers, and especially when using them to play phonograph records, the operator should be very careful not to overload his speakers and burn them out. The speakers usually sold with p.-a. systems are capable of handling only about 15 watts each. Be sure that enough speakers are used to handle the full output of the amplifier. An amplifier rated at 50 watts, if honestly built, will actually deliver close to 100 watts maximum power. When an amplifier of this type is used in a rink six speakers should be used or there is danger of damaging the speakers. An honestly built 100-watt amplifier will usually deliver up to 140 or 150 watts and should be used with at least eight speakers.

It is possible to obtain speakers that will handle 30 to 35 watts of power each, but this type of speaker is seldom sold with p.-a. equipment because it is so expensive. It is much more economical to use a larger number of 15-watt speakers. In this connection it is also well to remember that while 60 and 100-watt amplifiers are usually sold with only four speakers, the four speakers are never intended to take the full output of these amplifiers. It is always advisable to buy extra speakers if the full power output of the amplifier is to be used.

Circus and Carnival Tents
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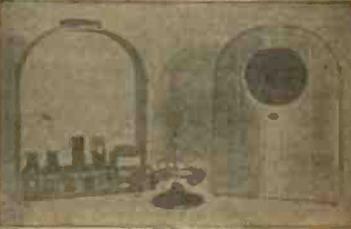
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different problem from its use inside buildings. The difference is that the walls of the tent, being cloth, do not reflect the sound as when the equipment is used inside a room. Therefore howling is seldom experienced when sound equipment is located in tents unless the speakers are placed so that they feed directly into the microphones. The most successful placement of speakers in circus tents is to hang them as high as possible and directly in the center, with the speakers pointing out in all directions and slightly downward. Here again it is advisable to have the speakers mounted in horns to control the direction of the sound. With the speakers placed as mentioned here and pointed outward and slightly downward, it is possible to use directional microphones most anywhere in the arena below without causing the amplifier to howl. Even non-directive microphones may be used near the center of the arena if it is necessary to pick up sound from all sides.

The power requirements for carnival and circus tents will vary quite widely. On the smallest installation 25 watts will usually be satisfactory with 40 to 60 watts recommended for the medium and larger tents. The extremely large installation may even require a 100-watt amplifier.

In side-show tents it is seldom necessary to use more than 25 watts, and the speaker and microphone placements can be the same as recommended for theater use.

Side-show talkers will usually find a 15 to 25-watt amplifier and one or four speakers quite satisfactory. The speakers should be placed four to six feet above (See GETTING MOST OUT ON page 100)

1939 FAIR DATES

ALABAMA

Alexander City-East Ala. Fair Assn. Oct. 17-21. L. R. Dean.
Auburn-Louisiana Op. Colored Fair Assn. Sept. 26-30. H. T. Rogers.
Chilton-Chilton Co. Fair. Sept. 19-23. J. M. Martin.
Coulburn-Lawrence Co. Fair Assn. Oct. 3-7. G. Horton.
Enterprise-Lee Co. Fair Assn. Oct. 16-21. Dr. A. E. Lee.
Payette-Payette Co. Fair. Oct. 9-14. Joe E. Galbre.

ARKANSAS

Arkadelphia-Mississippi Co. Fair Assn. Sept. 29-Oct. 1. J. M. Brooks.
Harrison-Harrison Fair Assn. Sept. 10-11. Mrs. J. Ray Golden.
Little Rock-Arkansas Exps. & Live-Stock Show. Sept. 13-24. Raymond J. Higgins.
Piggott-Clay Co. Agr. Fair Assn. First Week in Oct. (tentative). T. W. Leggett.

CALIFORNIA

Anderson-37th Agr. Dist. Shasta Co. Fair. Sept. 8-9. S. G. Reynolds.
Antelope-Centra Costa Co. Fair & Horse Show. Aug. 24-27. T. H. Uren.
Auburn-60th Dist. Agr. Fair Assn. June 3-5. M. C. Mason.
Berkeley-Ken Co. Fair & Frost-free Days. Oct. 6-8. J. H. Hodson.
California-California Fair Assn. July 1-4. Conrad Wells Jr.

DELAWARE

Harrington-Kent & Sussex Fair Assn. July 23-25. Ernest Raubrey.

FLORIDA

Live Oak-Suwannee Co. Fair Assn. Oct. 20-Nov. 4. Louis G. Wadsworth.
Pensacola-Pensacola Interstate Fair Assn. Oct. 24-29. J. E. Frankel.
Allandale-Southeastern Fair. Oct. 4-8. Virgil Meigs.
Bainbridge-Decatur Co. Fair. Oct. 10-21. T. E. Rich.

IDAHO

Idaho-Western Idaho State Fair. Aug. 22-26. Frank Winters.
Barley-Owens Co. Fair & Stampede. Aug. 31-Sept. 2. J. P. Mahoney.
Caldwell-Southwest Idaho 4-H Club Dist. Fair. Aug. 24-25. Chas. Laureson.
Cambridge-Washington Co. Fair Assn. Sept. 6-8. Frank Ingelstrom.

ILLINOIS

Arboretum-Arthur Moultrie-Douglas Co. Fair. Aug. 8-12. H. E. Hood.
Ashley-Washington Co. Fair Assn. July 13-15. W. B. Spear.
Augusta-Aug. 8-10. Ross & Clark.
Belvidere-Roanoke Co. Pomona Orange Fair. Aug. 29-31. Roy E. Moss.
Benton-Franklin Co. Fair. Aug. 1-4. Harry E. McKee.
Bradford-Stark Co. Agr. & Horse Show. Sept. 24. T. J. Mowbray.
Bresson-Clinton Co. Fair. Aug. 23-27. A. W. Orms.

INDIANA

Anderson-Anderson Free Fair Assn. July 2-4. Karl J. McCree.
Auburn-De Kalb Co. Fair Assn. Oct. 3-7. H. E. Hart.
Bluffton-Bluffton Free Street Fair Assn. Sept. 26-30. Carl Hanna.
Boonville-Boonville Fair Assn. July 31-Aug. 2. Albert O. Derr.
Bourbon-Bourbon Fair Assn. Sept. 19-22. M. M. Beck.
Brownstown-Jackson Co. Fair Assn. Aug. 7-11. Everett C. Foster.
Caryus-Vermillion Co. Fair Assn. Aug. 19-24. V. N. Ashby.
Chandler-Chandler Horse Show & 4-H Club Fair. Aug. 15-19. J. A. Carroll.
Clio-Clio Fair Festival. Aug. 10-12. E. A. Cason.
Columbus-Bartholomew Co. Fair Assn. July 22-24. M. Overstreet.
Connersville-Connersville Co. Free Fair. Aug. 15-18. J. L. Kennedy.
Covington-Miami Co. Agr. Assn. Sept. 4-10. D. E. Warnock.
Corydon-Harrison Co. Agr. Soc. Aug. 21-23. C. B. Wolfe.
Corydon-Corydon Free Fair. Aug. 23-27. George P. Schmitt.
Crown Point-Lake Co. Agr. Soc. Aug. 19-20. George H. Neizek.
Decatur-Decatur Free Street Fair & April Show. July 31-Aug. 3. Herman Krueckerberg.
Fairmont-Grant Co. Agr. Fair. Aug. 27-31. Lee M. Roberts.
Fairview-Schwartzland & Ohio Co. Fair Assn. Sept. 16-18. Walter Lee.
Fort Wayne-Allen Co. Fair. July 24-29. Jay B. French.
Frankfort-Clinton Co. Fair. Aug. 13-19. Will O. Ross.
Franklin-Johnson Co. Free Fair. July 10-14. Neil H. Godeck.
Franklin-Johnson Co. 4-H Club Fair. Aug. 8-11. Sam W. Parks.
French Lick-Farmers' Fall Festival. Aug. 24-26. W. Clarence Ellis.
Goshen-Elkhart Co. Fair. Aug. 20-Sept. 2. Wallace G. Marrow.
Greensburg-Greensburg Co. Agr. Assn. Aug. 23-25. John H. Stephenson.
Harford City-Harford & Merchants' Agr. Fall Festival Assn. Sept. 29-31. Ross Dougherty.
Hammensburg-Dubois Co. Fair. Aug. 7-11. Fred Orbeck.
Indianapolis-Indiana State Fair. Sept. 1-8. Harry O. Templeton.
Kendallville-Kendallville Fair. Aug. 14-16. U. C. Brashe.
Kendallville-Kendallville Co. Fair Assn. Sept. 13-15. M. Schub.
Lafayette-Lafayette Fair. Aug. 9-13. Gene Illinois.
La Porte-La Porte Co. Fair. Aug. 27-27. James A. Terry.
Ligonier-Ligonier Co. Fair. July 24-25. Leonard Hang.
Logansport-Cass Co. Fair Assn. July 23-26. Tom (Babe) Thomas Jr.
Lyons-Lyons Fair & Stock Show. Sept. 13-16. T. J. Jeffers.
Madison-Community Fair. Aug. 23-25. Leroy Norris.
Montpelier-Montpelier Speed Assn. July 19-21. H. L. Kelley.
Muncie-Muncie Fair. July 30-Aug. 4. Benjamin H. Dethlefsen.
New Bethel-Martin Co. Fair Assn. Aug. 1-6. Harry O. Roberta.
North Vernon-Vernon Co. Fair Assn. July 23-24. B. B. Dentshire.
Osgood-Hipley Co. Fair. Aug. 1-6. E. L. Jenkins.
Portland-Jay Co. Fair Assn. Aug. 6-11. O. J. Holtsapple.
Erieport-Union Co. Fair Assn. Aug. 26-29. J. Chas. A. Steele.
Remondet-Jasper Co. Fair. Sept. 25-28. J. H. G. G. G. G.
Reynolds-Reynolds Free Fair. Sept. 6-8. Albert Oiler.
Rockport-Spencer Co. Fair Assn. July 24-28. F. J. Palla.
Shelbyville-Rush Co. Agr. Assn. Aug. 10-11. C. G. G. G.
Shelbyville-Shelby Co. Fair Assn. Aug. 4-11. Harry Melks.
Suzman-American Legion Fair. Sept. 7-8. E. W. Howrey.

KANSAS

Brooklyn-Windham Co. Agr. Soc. Aug. 24-26. Walter G. Bruce.
Chaplin-Nachauz Orange Fair. Sept. 9. Helen M. Weeks.
Dempsey-Dempsey Fair. Sept. 29-Oct. 7. George M. Neff.
Durham-Middlesex Co. 4-H Fair & Live-Stock Assn. Aug. 29. Carmela Naples.
Ellington-Union Agr. Soc. Oct. 4. B. R. Craft.
Hawarden-Nachauz Orange Fair. Sept. 4. Leonard J. Stidgen.
Harrison-Harrison Agr. Soc. Oct. 2. Elmer Johnson.
Lynn-Lynn Orange Fair Assn. (Hamburg Old Lyne) Aug. 28. Curtis D. Clifford.
Meriden-Meriden Orange Fair. Sept. 15-18. Mrs. Esther K. McGowan.
Newellton-Newell Orange Fair. Sept. 15-18.
Plymouth-Plymouth Agr. Soc. Oct. 13. H. P. Denzler.
Terryville-Plymouth Agr. Soc. Sept. 30. Marion C. Mattson.
Woodstock-Woodstock Agr. Soc. Sept. 13-12. Freeman R. Nelson.
Harrington-Kent & Sussex Fair Assn. July 23-25. Ernest Raubrey.

KENTUCKY

London-London Free Fair Assn. Aug. 23-25. J. E. Frankel.

LOUISIANA

Shreveport-Shreveport Fair Assn. Aug. 23-25. J. E. Frankel.

MISSISSIPPI

Meridian-Meridian Orange Fair. Sept. 15-18. Mrs. Esther K. McGowan.

MISSOURI

St. Louis-St. Louis Fair Assn. Aug. 23-25. J. E. Frankel.

NEBRASKA

Lincoln-Lincoln Fair Assn. Aug. 6-11. C. G. G. G.

NEVADA

Reno-Reno Fair Assn. Aug. 23-25. J. E. Frankel.

NEW YORK

Albany-Albany Fair Assn. Aug. 23-25. J. E. Frankel.

OHIO

Columbus-Bartholomew Co. Fair Assn. July 22-24. M. Overstreet.

OKLAHOMA

Lawton-Lawton Fair Assn. Aug. 23-25. J. E. Frankel.

PENNSYLVANIA

Harrisburg-Harrisburg Fair Assn. Aug. 23-25. J. E. Frankel.

RHODE ISLAND

Providence-Providence Fair Assn. Aug. 23-25. J. E. Frankel.

TENNESSEE

Memphis-Memphis Fair Assn. Aug. 23-25. J. E. Frankel.

TEXAS

Dallas-Dallas Co. Fair. Aug. 16-18. Roger W. Leinbach.

VIRGINIA

Richmond-Richmond Fair Assn. Aug. 23-25. J. E. Frankel.

WEST VIRGINIA

Martinsburg-Martinsburg Fair Assn. Aug. 23-25. J. E. Frankel.

WISCONSIN

Madison-Madison Fair Assn. Aug. 23-25. J. E. Frankel.

WYOMING

Cheyenne-Cheyenne Fair Assn. Aug. 23-25. J. E. Frankel.

Terre Haute-Vigo Co. Agr. Assn. Aug. 26-31. Paul Book.
Thornblow-Thornblow Co. Fair. Sept. 14-18. H. S. Spencer.
Warsaw-Kosciusko Co. Fair Assn. Sept. 24-28. O. B. Kilmer.
Washington-Grham Farms Fair Assn. Aug. 29-31. Robert C. Graham Jr.
Yorktown-Yorktown Free Fair. First Dept. June 20-July 2. Iwody Parkinson.

IOWA

Acad-Dallas Co. Fair. Aug. 16-18. Roger W. Leinbach.
Albia-Albia Co. Agr. Assn. Aug. 21-24. Mrs. L. B. Glass.
Algona-Kosciusko Co. Agr. Assn. Aug. 19-23. E. L. Vinson.
Alton-Butler Co. Fair. Sept. 4-7. C. J. Wild.
Alta-Bremer Valley Co. Agr. Soc. Sept. 7-9. C. J. Bains.
Atlantic-Cass Co. 4-H Fair. Aug. 13-13. Wm. J. Spica.
Anson-Anson Co. Fair. Sept. 4-8. W. C. Williams.
Avera-Newtonville Co. Fair Assn. Aug. 16-17. R. P. McKinley.
Bedford-Taylor Co. Fair Assn. Aug. 8-12. James Baker.
Blomfield-Davis Co. Fair. Aug. 15-18. E. C. Anderson.
Boona-Boona Co. Achievement Show. Aug. 21-23. G. R. Sudd.
Burlington-Burlington Tri-State Fair. Aug. 6-13. A. L. Hilden.
Cedar Rapids-Cedar Rapids Fair. July 11-12. C. W. Moore.
Central City-Wapello Valley Fair Assn. Aug. 3-7. F. O. Hatter.
Colfax-Jasper Co. Agr. Soc. Aug. 21-23. Maurice A. Campbell.
Columbus-Jackson Co. Fair Assn. Aug. 21-23. H. W. Wagner.
Cotton Rapids-Post-County Fair. Sept. 23-25. A. A. McLaughlin.
Corning-Adams Co. Agr. Fair Assn. Aug. 21-23. E. M. Gaultier.
Corydon-Wayne Co. Fair. Aug. 21-23. E. J. Hensworth.
Cresco-Bowling Green Co. Fair. Aug. 21-23. E. C. Nichols.
Decorah-Winneshiek Co. Fair. Aug. 15-21. E. B. Pearson.
Derby-Derby District Fair. Sept. 6-8. O. W. Morris.
Des Moines-Iowa State Fair & Expo. Aug. 23-Sept. 1. A. R. Corry.
Deshler-Lee Co. Fair Assn. July 23-25. W. A. Kretsch.
Eagle Grove-Eagle Grove Dist. Fair. Aug. 21-23. Willard J. Grove.
Elkton-Wapello Co. Agr. Fair Assn. Aug. 21-23. L. W. Hall.
Eton-Madison Co. Agr. Soc. Aug. 21-23. W. H. Wance.
Elkhart-Elkhart Fair. Sept. 1-4. Lee Oelke.
Fonda-Fonda Co. Fair Assn. Sept. 2-4. L. M. Rook.
Fremont-National Beef Cattle Show. Sept. 4-8. P. Stump.
Greenfield-Adair Co. Fair. Aug. 15-17. W. M. Howe.
Grundy Center-Grundy Co. Fair Assn. Sept. 4-8. C. S. Macy.
Harris Center-Outhrie Co. Fair. Sept. 10-12. M. A. Branson.
Hampton-Franklin Co. Fair Assn. Aug. 23-24. Glenn D. Oraghton.
Harian-Shelby Co. Fair Assn. Aug. 23-25. Gerald L. Larson.
Hawthorn-Hawthorn Co. Fair. Aug. 19-21. Walter Cressy.
Independence-Buchanan Co. Fair. Aug. 19-21. B. O. Oates.
Indianapolis-Warren Co. Fair. Aug. 19-21. Victor Fuller.
Iowa Falls-Central Iowa Agr. Assn. Sept. 20-21. John D. Taylor.
Keosauqua-Van Buren Co. Fair. Sept. 5-8. Arthur L. Secor.
Larimore-Larimore Agr. Fair. Aug. 23-25. W. C. Meese.
Manchester-Des Moines Co. Fair. Aug. 23-25. E. W. Williams.
Manly-Calhoun Co. Fair. Aug. 21-Sept. 3. Sara S. Klotz.
Marshalltown-Central Iowa Fair. Sept. 10-12. C. O. Keosauqua.
Mason City-North Iowa Fair. Aug. 13-18. J. D. (Duke) Molewara.
Missouri Valley-Harrison Co. Fair Assn. Sept. 23-25. W. S. Batteries.
Millsboro-Millsboro Co. Fair Assn. Aug. 23-25. Harry L. Hodman.
Mount Airy-Mount Airy Fair. Aug. 23-25. E. L. Priddy.
Newell-Newell Co. Fair. Sept. 3-4. Clyde Spry.
Newport-Hig 4 Fair Assn. Aug. 21-23. Norman Bloom.
National-Olayton Co. Agr. Soc. Aug. 20-21. P. L. Lou.
Northwood-Worth Co. Fair Soc. Aug. 23-26. R. T. Nelson.
Orange City-Slalom Co. Agr. Soc. Aug. 27-31. O. Van Strayland.
Osage-Mitchell Co. Agr. Soc. Aug. 24-26. C. E. Juhl.
Oskaloosa-Southern Iowa Fair. Sept. 2-7. Clyde A. Hanna.
Pella-Pella 4-H Agr. Assn. Sept. 9-11. L. Tague.
Rockwell City-Rockwell City Fair. Aug. 15-17. E. B. Trichel.
Sas Co. Fair Assn. Aug. 23-24. Chas. A. Hacks.
Shelbyville-Shelby Co. 4-H Club Show. Aug. 16-17. M. O. Billington.
Shelbyville-Shelby Co. Fair. Sept. 5-8. B. D. Robinson.
Spencer-Clay Co. Fair Assn. Sept. 11-16. S. H. Peterson.
Tippecanoe-Cedar Co. Fair Assn. Aug. 9-11. C. S. Miller.
Vinton-Benton Co. Fair Assn. Aug. 6-8. E. E. Trotman.
Wakarusa-Daily Cattle Congress & Horse Show. Sept. 20-21. E. S. E. E.
Waukegan-Waukegan Co. Fair Assn. Sept. 5-8. E. M. Phelps.
Waverly-Bremer Co. Fair Assn. Aug. 19-21. W. F. Hayes.
Webster City-Hamilton Co. Expo. Sept. 4-8. L. L. L.
West Liberty-Union Dist. Agr. Soc. Aug. 21-24. Ray Wuestenberg.
West Union-Payette Co. Fair. Aug. 21-23. Ed Redder.

What Cheer—Keokuk Co. Fair, Aug. 19-23. E. F. Lally.

KANSAS
 Adfense—Central Kan. Free Fair Assn. Sept. 2-7. Fred Robinson.
 Alice—Berthia Lodge Co. Fair Assn. Sept. 21-22. E. E. Edwards.
 Anthony—Anthony Fair Assn. July 14-12. O. F. Morrison.
 Auburn—Auburn Orange Fair, Oct. 6-7. Ann O'Leary.
 Barnes—Washington Co. Banner Fair, Sept. 6-8. D. Linn Livera.
 Belleville—North Central Kan. Free Fair Assn. Aug. 28-Sept. 1. Homer Allire.
 Big Springs—Douglas Co. Fair, Aug. 20-Sept. 1. Pete Bakmanier, Leocompton, Kan.
 Blue Rapids—Marshall Co. Stock Show & Fair Assn. Sept. 24-28. H. C. Lathrop.
 Burlington—Coffey Co. Free Fair, Aug. 7-11. John Redmond.
 Chanute—Wescho Co. Fair, Aug. 7-13. T. F. Morrison.
 Clay Center—Clay Co. Free Fair Assn. Sept. 5-8. Loren Law.
 Coffeyville—Montgomery Co. Fair Assn. Aug. 2-Sept. 2. Albert N. Helzig.
 Colby—Thomas Co. Fair Assn. Aug. 15-18. J. B. Keates.
 Columbus—Cass Co. Amer. Legion Free Fair, Aug. 21-24. Cooper Osterholz.
 Cottonwood Falls—Chase Co. Fair Assn. Sept. 17-20. C. A. Buegel.
 Delphos—Ottawa Co. Fair Assn. Aug. 23-26. J. S. Olds.
 Dighton—Linn Co. Free Fair, Aug. 18-19. E. C. Watercraft.
 Dodge City—Grand Southwest Free Fair. Sept. 6-10. Frank J. Hensley.
 Edgingham—Edgingham, Atchison Co. Fair Assn. Aug. 15-18. C. J. Hegarty.
 Garden City—Finney Co. Fair Assn. Oct. 6-8. Ben Grimaldy.
 Grand—Grand Co. Fair Assn. Aug. 21-23. M. Schneider.
 Hays—Cloud Co. Fair, Sept. 6-9. H. M. Sawhill.
 Goodland—Northwest Kan. Dist. Free Fair Assn. Aug. 27-29. H. R. Shimek.
 Grubb—Gruva Co. Free Fair Assn. Aug. 22-23. C. A. Cochran.
 Hardner—Harber Co. Fair Assn. Aug. 25-Sept. 1. J. M. Moles.
 Harper—Harper Co. Agril. Fair Assn. Prob. July Third Week in Oct. R. E. Dresser.
 Hillsboro—Marion Co. Fair Assn. Oct. 3-6. C. P. Ashcraft.
 Horton—Tri-County Fair Assn. Sept. 6-8. H. W. Wilson.
 Hutchinson—Kansas State Fair, Sept. 15-23. M. M. Mitchell.
 Inman—Inman Community Fair, Oct. 12-14. Fred H. Schukla.
 Iola—Allen Co. Fair Assn. Aug. 18-19. Roy W. Reed.
 Kincaid—Adderson Co. Farmers' Fair Assn. Sept. 29-30. W. R. Brown.
 Leno—Lane Agril. Fair, Aug. 18-19. W. O. Henderson.
 Lyons—Rice Co. Fair, Aug. 23-25. E. K. Ecker.
 Manhattan—Ottawa Co. Horse Show & Fair Assn. Aug. 20-Sept. 1. F. L. Zuker.
 Mound City—Linn Co. Fair Assn. Sept. 9-12. James W. Wallace.
 Newton—Newton Co. Fair Assn. Sept. 8-8. Gene Shaffer.
 Okmoro—Labette Co. Fair, Aug. 24-Sept. 1. Joe A. Carpenter.
 Olathe—Franklin Co. Free Fair, Aug. 28-Sept. 2. E. Lester.
 Parsons—Tri-County Fair Assn. Aug. 18-19. R. H. Rockwell.
 Richwood—Richmond Free Fair Assn. Aug. 24-25. John R. Roekkers.
 Rush Center—Rush Co. Agril. & Fair Assn. Aug. 29-Sept. 1. L. E. Dixon.
 Silver Lake—Silver Lake, Shawnee Co. Fair Assn. Aug. 29-30. M. E. Collier.
 Smith Center—Smith Co. Fair Assn. Sept. 12-15. J. D. Fitzward.
 Stafford—Stafford Co. Fair, Aug. 29-Sept. 1. E. B. Weir.
 Stockton—Rock and Adjoining Counties Free Fair, Aug. 29-Sept. 1. W. McCallin.
 Thayer—Thayer Home-Coming Picnic & Fair Assn. Sept. 6-8. E. M. Minnick.
 Topeka—Kansas Free Fair, Sept. 14-15. Maurice W. Jencks.
 Uniontown—Bourbon Co. Fair Assn. Aug. 29-Sept. 1. W. Woodard.
 Valley Falls—Jefferson Co. Fair Assn. Aug. 30-Sept. 1. Bert W. Booth.
 Wakeeney—Trego Co. Free Fair, Aug. 22-23. Lew H. Calloway.
 Walden—Walden Free Fair, Oct. 12-13. George Mason Jr.
 Washington—Washington Co. Fair Assn. Sept. 16-18. A. C. Furbush.
 Wellborn—Wyandotte Co. Fair Assn. Aug. 24-25. Harold Davis, Kansas City, Kan.
 Wellsville—Wellsville Picnic Fair, Sept. 7-8. Carl C. Warnock.
 West Mineral—Mineral District Free Fair, Sept. 6-9. H. O. Miner.

KENTUCKY
 Alexandria—Alexandria Fair, Sept. 2-4. J. W. Shaw, 233 York St., Newport, Ky.
 Bonding Green—Warren Co. Fair Assn. Aug. 20-Sept. 2. W. H. Buchanan.
 Broadhead—Broadhead Fair, Aug. 10-14. W. O. Yacon.
 Campbellville—Taylor Co. Fair, July 25-28. Walter Hobson.
 Germantown—Germantown Fair, Aug. 25-28. C. D. Asbury, Augusta, Ky.
 Grayson—Carter Co. Fair, July 19-22. J. Lowell Lusby.
 Harrodsburg—Mirror Co. Fair, Last week in July. T. C. Coleman.
 Hartford—Ohio Co. Fair, Amer. Legion, Sept. 7-8. S. A. Williams.
 Hodgenville—Lafayette Co. Co-Operative Fair Assn. Aug. 31-Sept. 3. A. V. Kennedy.
 Lawrenceburg—Lawrenceburg Fair, Amer. Legion, Aug. 19-19. Frank E. Martin.
 Lawrenceburg—Lawrenceburg Colored Fair Assn. Aug. 24-26. W. M. Coleman.
 Lexington—Lexington Colored Fair Assn. Aug. 1-13. John B. Casler.
 Louisville—Kentucky State Fair, Sept. 11-18. H. S. Cleveland.
 Owensboro—Owen Co. Agril. Fair, Sept. 29-30. Floyd Gaines.
 Paducah—Springer Fair Assn. Sept. 19-20. H. R. Voper.
 Russell Springs—Russell Co. Fair, Aug. 3-5. W. W. Owens.

Russellville—Logan Co. Fair, Sept. 7-9. A. D. Mansfield.
 Springfield—Washington Co. Fair Assn. Aug. 10-12. Joseph Polin.
 Stamping Ground—Stamping Ground Community Fair, Sept. 21-22. Virgil Lucas.

LOUISIANA
 Alexandria—Rapides Parish Fair, Oct. 9-7. B. W. Baker.
 Coushatta—Red River Parish Assn. Oct. 6-7. J. H. Tyler.
 De Ridot—Stamford Parish Fair Assn. Oct. 10-14. C. J. Ledoux.
 Franklinton—Washington Parish Fair Assn. Oct. 11-14. L. J. Myr, Bogalusa, La.
 Jonesboro—Jackson Parish Fair Assn. Sept. 29-30. W. T. Holloway.
 Lakeview—Termon Parish Fair Assn. Sept. 27-28. Lorett Word.
 Logansport—Interstate Free Fair, Oct. 15-21. Clyde J. Malone.
 Leuling—St. Charles Parish Fair Assn. Sept. 28-Oct. 1. W. E. Stinson, Hahnville, La.
 Leitcher—St. James Parish Fair, April 10-17. E. L. Roussel.
 Natchitoches—Natchitoches Parish Fair Assn. Oct. 10-14. J. V. Hinton.
 New Roads—Pointe Coupee Parish Fair Assn. Oct. 10-14. W. C. Lebon.
 Port Allen—West Baton Rouge Parish Fair, Sept. 28-Oct. 1. A. E. Camard.
 Shreveport—State Fair of La., Oct. 31-30. W. H. Hirsch.
 Sulphur—Calcasieu Parish Fair, Oct. 29-28. J. H. Hirsch.
 Tallulah—Louisiana Delta Fair Assn. Oct. 2-4. P. O. Benjamin.
 Verde—Orleans Parish Fair Assn. Oct. 10-11. Miss Odella Purvis, New Verda, La.

MAINE
 Acton—Bangsfield Agril. Fair, Aug. 21-26. Fred E. Young, Emery Mills, Me.
 Albion—Wassersnott Valley Fair Assn. Sept. 29-30. W. A. Dore.
 Blue Hill—Blue Hill Fair, Sept. 4-8. Ed O. Williams.
 Cherryfield—Cherryfield Fair, Sept. 19-21. Clayton H. Small, Addison, Me.
 Cornish—Cornish Agril. Assn. Oct. 17-21. Leon M. Ayer.
 Denmark—Lincoln Co. Fair, Aug. 29-31. G. H. Olden.
 Dover-Foxcroft—Piscataquis Valley Fair, Aug. 25. Frank A. Pierce.
 Farmington—Franklin Co. Agril. Soc. Sept. 18-21. Frank E. Kowdion.
 Fryeburg—West Oxford Agril. Soc. First week in Oct. H. Myron Kimball.
 Monmouth—Cochowagan Agril. Assn. Sept. 27. W. R. Reynolds.
 Presque Isle—Northern Maine Fair, Aug. 26-31. Clayton H. Steen.
 Skowhegan—Skowhegan Fair, Aug. 14-19. South Paris—Oxford Co. Agril. Soc. Sept. 11-16. Sidney Verrill.
 Topsham—Topsham Fair, Oct. 10-12. E. C. Fallon.
 Unity—Unity Fair Fair Assn. Sept. 12-13. E. P. Farrell.
 Woodport—South Kennebec Agril. Soc. Sept. 3-5. E. R. Hayes.

MARYLAND
 Cumberland—Cumberland Fair, Aug. 13-14. Harry A. Munley.
 Frederick—Frederick Fair, Oct. 10-12. Guy K. Metter.
 Timonium—Md. State Fair & Agril. Soc. of Baltimore Co. Sept. 14-16. Matt L. Daigler, Pimlico Race Course, Baltimore.

MASSACHUSETTS
 Haverhill—Union Agril. & Hort. Soc. Sept. 4-5. C. R. Riley.
 Brockton—Brockton Fair, Sept. 10-18. Paul H. Kingman.
 Commington—Hillsdale Agril. Soc. Sept. 18-21. Leon A. Steving.
 Littlefield (Northampton)—Littlefield Community Fair Assn. Sept. 29-30. Elmer O. Olds, Huntington.
 Marshfield—Marshfield Agril. & Hort. Soc. Aug. 21-28. Horace C. Keme.
 Middlefield—Middlefield Agril. Soc. Sept. 1-2. Wm. C. DeLano.
 Northampton—Northampton, Franklin & Hampden Agril. Soc. Sept. 7-9. John L. Bessner.
 Segeganet—Hillside Co. Young Farmers' Show, Oct. 4-6. Florence M. Gardner.
 Springfield—Eastern States Expo, Sept. 17-23. Chas. A. Nash.
 Sturbridge—Sturbridge Agril. Assn. Sept. 4-6. S. T. Sheard.
 Topsfield—Essex Co. Fair, Sept. 6-10. Robert P. Trank.

MICHIGAN
 Adrian—Lenawee Co. Fair, Sept. 18-23. F. A. Bradbury.
 Allegan—Allegan Co. Agril. Soc. Sept. 19-22. E. W. DeLano.
 Ann Arbor—Washington Co. Fair, Aug. 29-Sept. 1. Frank W. McLean, Ypsilanti, Mich.
 Bad Axe—Bad Axe Fair, Aug. 15-19. R. P. Buckley.
 Cadillac—Northern District Fair, Sept. 11-16. E. R. Bleibohmer.
 Caro—Tuscola Co. Fair Assn. Aug. 21-23. Carl F. Mantey.
 Cassopolis—Cass Co. Fair, Sept. 5-8. O. S. McElroy.
 Centerville—St. Joseph Co. Fair, Sept. 18-23. Lester R. Schrader.
 Charlotte—Eaton Co. Fair, Aug. 29-Sept. 1. Hans E. Kandel.
 Cornish—Chippewa Co. Agril. Soc. Aug. 19-21. Edna Cooley.
 Crossville—Crossville Agril. Soc. Aug. 29-Sept. 1. Kyle C. Lomanon.
 Detroit—Michigan State Fair, Sept. 1-10. J. L. W. Snow, gen. mgr.; R. F. Beckley, Secy.
 Eastland—Eastland Co. Agril. Soc. Sept. 8-8. Chas. P. Munnich.
 Fowlerville—Fowlerville Agril. Soc. Aug. 2-5. Gordon Harmon.
 Harrison—Clare Co. Agril. Soc. Aug. 23-Sept. 1. I. D. Miller.
 Hart—Owens Co. Agril. Soc. Sept. 5-8. O. E. Wyckoff.
 Harford—Van Buren Co. Agril. Soc. Sept. 12-16. Paul E. Richter.
 Hastings—Berrie Co. Fair, Sept. 5-8. Wm. H. Roney.
 Hillsdale—Hillsdale Co. Agril. Soc. Sept. 24-30. H. B. Roney.
 Inlay City—Lapeer Co. Fair, Aug. 29-31. Austin Cornell.
 Ionia—Ionia Free Fair, Aug. 14-19. Ross Barlow.

Iron River—Iron Co. Agril. Soc. Aug. 18-19. Carl J. Bergquist.
 Ithaca—Ontonagon Co. Agril. Soc. Aug. 8-12. Leslie H. Stimmel.
 Ludington—Western Mich. Fair Assn. Aug. 22-28. Frank J. Jovane.
 Marquette—Ontonagon & Iron Agril. Soc. Aug. 20-22. H. H. Harvey, Jr., Waldron, R. R. 2.
 Coopersville, Mich.
 Marquette—Marquette Co. Agril. Soc. Aug. 22-28. M. D. C. Spencer.
 Marshall—Calhoun Co. Fair Assn. Aug. 23-27. B. A. Carpenter.
 Mason—Ionia Co. Agril. Soc. Aug. 23-26. Jay O. Davis.
 Millford—Ontonagon Co. Fair Assn. Aug. 9-12. W. G. Loozevay.
 Muskegon—Muskegon Co. Jr. Expo. Sept. 20-22. C. H. Knopf.
 Northville—Northville, Wayne Co. Fair Assn. Aug. 18-18. Dayton H. Bush.
 Norway—Dickinson Co. Fair, Sept. 1-4. Amos Dethaw, Sargis, Mich.
 Presque Isle Agril. Soc. Oct. 4-8. Hale Pearce.
 Searsville—Searsville Fair, Sept. 10-16. Wm. F. Jahnke.
 Stalwart—Stalwart Agril. Soc. Sept. 7-8. Robt. B. Crawford.
 Traverse City—Northwestern Mich. Fair Assn. Aug. 29-Sept. 1. Fred Engstrom.

MINNESOTA
 Ada—Norman Co. Fair, June 28-July 1. A. G. Pederson.
 Aitkin—Aitkin Co. Agril. Soc. Aug. 21-23. C. H. Lind.
 Albert Lea—Preston Co. Fair, Aug. 21-23. Andrew O. Hanson.
 Alexandria—Douglas Co. Fair, Aug. 23-24. R. B. Thornion.
 Anoka—Anoka Agril. Soc. Aug. 14-17. E. J. Beck.
 Appleton—Swift Co. Fair Assn. Aug. 24-27. J. O. Anderson.
 Arlington—Sibley Co. Agril. Assn. Aug. 11-13. O. S. Vesta.
 Aurora—Cass Co. Agril. Assn. Aug. 9-13. B. J. Stuby, Adams, Minn.
 Bagley—Clearwater Co. Agril. Soc. Aug. 18-21. P. L. Renne.
 Barabooville—Clay Co. Fair Assn. June 22-24. R. O. Sollum.
 Barnesville—Barnes Co. Agril. Assn. Aug. 19-20. A. E. Dalbe.
 Baudette—Lake of the Woods Co. Fair Assn. Aug. 10-12. John P. Clark.
 Bayport—Washington Co. Agril. Soc. Aug. 18-20. Mealy Charles, Stillwater, Minn.
 Beach—Beaumont Co. Agril. Assn. Aug. 17-20. P. M. Taylor.
 Bird Island—Renzie Co. Agril. Soc. Sept. 11-13. H. W. Micka.
 Blue Earth—Faribault Co. Agril. Soc. Aug. 22-23. L. E. Erdahl, Pross, Minn.
 Breckinridge—Winnik Co. Fair, Aug. 24-26. E. H. Mead.
 Cadillac—Houston Co. Fair Assn. Aug. 20-Sept. 2. Ed Zimmerman.
 Cambridge—Hennepin Co. Agril. Assn. Aug. 23-24. O. Carlson.
 Canby—Yellow Medicine Co. Fair Assn. Aug. 18-20. J. L. Thuesen.
 Cannon Falls—Cannon Valley Agril. Assn. July 2-4. Carl O. Olson.
 Clinton—St. Louis Co. Agril. Soc. Aug. 24-27. 10-13. W. Walden, R. 2, Graceville, Minn.
 Detroit Lakes—Becker Co. Fair Assn. Aug. 10-12. Dan Nelson.
 Elk River—Sherburne Co. Agril. Soc. Aug. 10-12. O. G. Johnson.
 Faribault—Martin Co. Agril. Soc. Aug. 31-23. H. O. Nook.
 Faribault—Faribault Fair & Agril. Assn. Aug. 10-13. Dr. Carl Hanson.
 Farmington—Dakota Co. Agril. Soc. Aug. 10-11. A. H. Ebers.
 Farwell—Fairfax Co. Fair Assn. Aug. 29-Sept. 2. Knute Hanson.
 Fertile—Polk Co. Fair, June 24-28. Jos. W. Reeland.
 Fosston—Northwestern Minn. Agril. Assn. Aug. 4-7. H. Algard.
 Grand Rapids—Grand Rapids Co. Agril. Soc. Aug. 21-23. A. D. McCormack.
 Glenwood—Fargo Co. Agril. Soc. Aug. 16-18. J. A. Leeland.
 Grand Rapids—Cook Co. Fair, Sept. 13-16. Wm. C. DeLano.
 Grand Rapids—Tasca Co. Agril. Assn. Aug. 17-20. Allen J. Doran.
 Habach—Kittson Co. Fair Assn. July 3-7. D. J. Larson.
 Herman—Grant Co. Agril. Assn. Aug. 25-28. R. B. Stearns.
 Hibbing—St. Louis Co. Fair, Aug. 23-27. George C. Pauley.
 Hopkins—Hennepin Co. Agril. Soc. Aug. 17-20. Mike W. Zippy.
 Howard Lake—Wright Co. Agril. Soc. Sept. 14-16. Carl Schmitt.
 Hutchinson—McLeod Co. Agril. Assn. Sept. 18-21. Everett Olson.
 Jackson—Jackson Co. Fair Assn. Aug. 24-28. J. H. Halyards.
 Janel—St. Co. Good Seed Assn. Sept. 14-16. Herts E. Hirsch, St. Cloud, Minn.
 Jackson—Jackson Co. Fair Assn. Aug. 24-28. J. H. Halyards.
 Kasson—Dodge Co. Fair, Aug. 21-24. O. A. Erickson.
 Le Center—Le Center Co. Fair Assn. Aug. 18-20. W. J. Baker.
 Littlefield—Littlefield Co. Agril. Soc. Aug. 24-25. I. D. Miller.
 Littlefield—Morrison Co. Agril. Soc. Aug. 11-13. Warren Olson.
 Littlefield—Northern Minn. Dist. Fair Assn. Aug. 19-21. George Dahl.
 Long Prairie—Todd Co. Fair, Aug. 3-18. Loran A. Cowie.
 Lovens—Rice Co. Agril. Assn. Aug. 24-26. Ray R. Frick.
 Madison—Lac qui Parle Co. Agril. Soc. Sept. 7-9. Carl J. Mork.
 Mankato—Mankato Co. Agril. Soc. July 27-28. E. A. Buechler.
 Mankato—Mankato Fair & Horse Show Co. Agril. Assn. Sept. 4-8 (tentative). Hubert O. Smith.
 Marshall—Lyon Co. Fair, Sept. 6-9. Roy W. Tomlin.
 Montevideo—Chippewa Co. Fair Assn. Sept. 18-20. Carl Engstrom.
 Mora—Kanabec Co. Agril. Soc. Aug. 3-5. Victor Engstrom.
 Moundsville—Cook Co. Fair, Sept. 3-4. S. P. Tomlin.
 Moyle—Morrison Co. Fair, Aug. 18-20. E. O. Haymaker.
 New—Hubbard Co. Agril. Assn. Sept. 7-9. Mrs. John Arneson, Park Rapids, Minn.

MISSOURI
 Columbia—Columbia Fair & Live-Stock Assn. Sept. 18-21. W. J. Butterfield.
 Forest—Scott Co. Colored Fair Assn. Oct. 16-21. Anabos Ware.
 Jackson—Mississippi State Fair, Oct. 0-16. Mabel L. Stje.
 Keosauqua—Central Miss Fair, Oct. 3-7. Nelson Stegall.
 Laurel—South Miss. Fair, Sept. 25-30. R. E. McComb—Pike Co. Free Fair Assn. First week in Oct. Junior O'Leary.
 Meridian—Mississippi Fair & Dairy Show, Sept. 25-30. Hillman Taylor.
 Monticello—Lawrence Co. Fair Assn. Sept. 29-30. Mrs. C. O'Leary.
 Philadelphia—Nebraska Co. Fair Assn. July 21-Aug. 5. W. H. Sanford.
 Winona—Montgomery Co. Fair, Amer. Legion, Sept. 18-23. J. O. Cook Jr.
 Yano City—Yano Co. Fair Assn. Oct. 2-4. Wm. H. Harbar.
 Yano City—Yano Negro Fair Assn. Oct. 9-14. R. J. Perot.

New Ulm—Brown Co. Agril. Soc. Aug. 19-20. W. A. Lindemann.
 Northam—Northam Co. Agril. Soc. Aug. 14-16. C. W. Hay.
 Onalaska—Steele Co. Free Fair, Aug. 15-20. G. A. Tischer.
 Park Rapids—Shelby Frabrias, Agril. Assn. Aug. 7-9. B. E. Bruce.
 Perrot—Crow Wp. Agril. Soc. Aug. 17-18. A. C. Larson.
 Parkersburg—Perham Agril. Soc. Aug. 4-6. C. W. Lotterer.
 Pillsbury—Cass Co. Agril. Assn. Aug. 21-22. B. A. Carpenter.
 Pine City—Pine Co. Fair, Aug. 17-19. W. S. McEachern.
 Pine River—Cass Co. Agril. Assn. Aug. 21-22. Otto Haack.
 Pipestone—Pipestone Co. Agril. Soc. Aug. 21-22. Bert Sanders.
 Plainview—Wabasha Industrial Fair Assn. Aug. 23-27. C. R. Greive.
 Preston—Preston Co. Agril. Soc. Aug. 24-27. Chas. H. Utley.
 Princeton—Lacs Co. Agril. Soc. Aug. 29-30. R. C. Angstrom.
 Proctor—St. Louis Co. Fair Assn. Aug. 18-20. A. J. Gundquist.
 Red Lake Falls—Red Lake Co. Fair, Sept. 27-30. John W. Brown.
 Redwood Falls—Redwood Co. Agril. Soc. Aug. 21-24. W. A. Haskel.
 Rochester—Olmsted Co. Agril. Soc. Aug. 3-6. A. C. Bergan.
 Hudson—Hudson Co. Agril. Soc. July 24-28. Chas. Carlsson.
 Rush City—Chicago Co. Agril. Soc. Aug. 10-13. George W. Larson, North Branch, Minn.
 St. Charles—Winona Co. Fair, Aug. 14-20. R. M. Dixon, Rapids.
 St. Cloud—St. Cloud State Agril. Soc. Agril. Soc. Aug. 16-20. G. H. Varner, St. Cloud.
 St. James—Watonwan Co. Agril. Assn. Aug. 20-22. E. C. Veltum.
 St. Paul—Minnesota State Fair, Aug. 24-Sept. 4. Raymond A. Lee.
 St. Peter—Steele Co. Agril. Soc. Aug. 24-27. Milton E. Miller.
 St. Vincent—St. Vincent Union Industrial Assn. Sept. 14-15. Mark McCoverey.
 Sank Center—Steuer Co. Agril. Soc. Aug. 13-16. A. S. Sankhoff.
 Sibley—Scott Co. Agril. Soc. Aug. 21-23. H. T. Schrammer.
 Slayton—Murray Co. Agril. Soc. Aug. 24-26. W. M. Leeban, Fulda, Minn.
 Tule River Falls—Preston Co. Agril. Assn. July 31-Aug. 4. Ross J. Lund.
 Two Harbors—Lake Co. Agril. Soc. Aug. 29-Sept. 1. Fred D. W. Tinas.
 Tyler—Lincoln Co. Fair Assn. Aug. 24-27. Jens B. Holsten.
 Wadena—Farmer's Co-Operative Agril. Soc. Aug. 27-30. M. J. Schrammer.
 Wadena—Wadena Co. Fair, Aug. 14-16. Whittney Murray.
 Warren—Marshall Co. Agril. Assn. July 2-4. O. M. Malton.
 Waseca—Waseca Co. Fair, Aug. 6-9. E. H. Smith.
 Weldon—Traverse Co. Agril. Assn. Sept. 7-10. A. W. Vye.
 White Bear Lake—Ramsey Co. Agril. Soc. Aug. 16-21. Robt. Freeman, 731 Courthouse, St. Paul, Minn.
 Williams—Kandiyohi Co. Fair Assn. Sept. 13-15. Wm. O. Johnson.
 Windsor—Cottonwood Co. Agril. Soc. Sept. 2-4. Al T. Anderson.
 Washington—Wabasha Co. Fair Assn. Aug. 21-23. J. P. Hoffman.
 Zumbrota—Goodhue Co. Agril. Soc. Aug. 25-28. Lewis Scofield.

MISSOURI
 Albany—Centry Co. Agril. Soc. Sept. 6-8. Lloyd H. Patton.
 Aurora—Tri-County Fair, Sept. 14-16. Harry R. Rittcher.
 California—Monticau Co. Agril. Soc. Aug. 29-Sept. 1. J. W. Roth.
 Easton—Buchanan Co. Agril. Soc. Sept. 6-8. Henry R. Dea.
 Farmington—St. Francois Co. Fair, Sept. 21-22. Todd H. Neal.
 Jasper—Jasper Free Fair, Sept. 14-16. N. M. Todd.
 Kahoka—Clark Co. Agril. Assn. Aug. 1-4. Lonae Gregory.
 Kansas City—American Royal Live Stock & Horse Show, Oct. 11-21 (tentative). G. B. Peterson.
 Mansfield—Osark Summit Expo. Aug. 21-22. W. C. Coday.
 Mountain Grove—Tri-County Fair, Sept. 28-30. J. E. Stanley.
 Mount Vernon—Cass Co. Agril. Soc. Sept. 6-8. Bruce C. Maple.
 Prairie Home—Cooper Co. Agril. Soc. Aug. 6-10. Dr. A. L. Meredith.
 Robertson, near St. Louis—St. Louis Co. Fair, Sept. 7-9. Donald Reeves.
 Sedalia—Linn Co. State Fair, Aug. 18-20. Chas. W. Green.
 Springfield—Osark Empire Dist. Free Fair, Sept. 17-23. Edwin W. Watta.
 Tipson—Tipson Fair & Horse Show, Aug. 18-19. R. L. Collier.

MONTANA
 Baker—Fisler Co. Fair, Sept. 7-9. Oib Zedler.
 Billings—Midland Empire Fair, Aug. 14-16. H. L. Pitton.

Chisook—Blaine Co. Fair, Sept. 3-4. Floyd Bowen.
 Dickey—Phillips Co. Fair, Aug. 19-20. R. E. Kodalen.
 Forest—Howell Co. Fair Assn., Aug. 19-20. Frank Barnum.
 Fort Benck—Chouteau Co. Fair, Sept. 5-10. Les R. Landau.
 Los Rios—Dawson Co. Fair Assn., Sept. 3-5. Claude Dieterbeck.
 Great Falls—North Montana State Fair, Aug. 7-12. Harold F. DeFoss.
 Hays—Hill Co. Fair Assn., Aug. 14-17. Earl Bronson.
 Kallepell—Northwest Montana Fair, Aug. 12-13. A. J. Ezia.
 Miles City—Eastern Montana Fair, Aug. 21-Sept. 2. J. H. Bohling.
 Missoula—Western Montana Fair, Aug. 24-25. Harold E. Cheney.
 Shirley—Marion Fair, Aug. 21-Sept. 2. Clifford O. Coover.
 Sidney—Richland Co. Fair Assn., Aug. 23-25. Jack M. Bucktorff.

NEBRASKA

Albion—Boone Co. Agr. Assn., Sept. 12-13. R. J. Mills, Leola, Neb.
 Arlington—Washington Co. Fair, Aug. 29-Sept. 1. Howard Gibbs.
 Arthur—Arthur Co. Agr. Soc., Aug. 21-Sept. 2. M. H. Reynolds.
 Aurora—Hamilton Co. Agr. Soc., Aug. 29-31. E. Todd.
 Bartlett—Wheeler Co. Agr. Assn., Third week in Aug. Owen J. Boyles.
 Beatrice—Ogallala Fair Assn., Aug. 15-18. A. O. Booth.
 Beaver City—Yuma Co. Fair Assn., Aug. 15-16. Bobb J. Metzger.
 Bloomfield—Knox Co. Fair, Sept. 10-12. Henry P. Kuhl, Plainville, Neb.
 Bridgeport—Morrill Co. Fair Assn., Sept. 6-8. J. Geddie Coover.
 Blount—Wheeler Co. Fair Assn., Aug. 23-25. L. S. Bostery.
 Broken Bow—Custer Co. Agr. Soc., Aug. 3-4. P. O. Richardson.
 Burrard—Cass County Fair Assn., Aug. 8-11. Ed F. Bess.
 Chambers—Morrill Co. Agr. Soc., Sept. 12-13. Clair Ormes.
 David City—Butler Co. Agr. Soc., Aug. 29-31. Chas. Leoney, Rising City, Mo.
 Eureka—DeSmet Co. Livestock Show & Fair, Sept. 13-15. M. R. Morgan.
 Fairbault—Franklin Co. Agr. Soc., Sept. 2-3. C. O. Rutledge.
 Franklin—Franklin Co. Fair, Last days of Aug. Walter Nutter.
 Fullerton—Nance Co. Fair Assn., Aug. 23-24. E. M. Black.
 Gordon—Sheridan Co. Fair & Socio., Aug. 29-Sept. 1. Dale Greenman.
 Harrisburg—Banner Co. 4-H Fair, Sept. 7-8. Sara Victor Johnson.
 Hartington—Stark Co. Agr. Assn., Aug. 24-26. V. R. Marstader.
 Hastings—Cedar Co. Agr. Soc., Sept. 2-3. Edgar Hoar.
 Hastings—Adams Co. Fair Assn., Aug. 21-23. Henry R. Fausch.
 Hastings—Box Butte Co. Agr. Soc., Aug. 21-22. Frank Zieg.
 Holdrege—Phelps Co. Agr. Soc., Aug. 23-24. Robt. M. Morrison, Locoma, Neb.
 Humboldt—Richardson Co. Five Fair, Sept. 19-21. W. J. Bess.
 Imperial—Grant Co. Fair, Aug. 26-31. W. Bennfield.
 Jewett—Brown Co. Agr. Soc., Sept. 6-8. C. O. Benson.
 Kimball—Kimball Co. Agr. Assn., Aug. 23-25. Earl B. Coe.
 Leola—Cedar Co. Agr. Soc., Aug. 29-Sept. 1. J. D. Wurdama.
 Lexington—Dawson Co. Fair, Aug. 28-Sept. 1. Monte Kiffin.
 Lincoln—Nebraska State Fair & Expo., Sept. 2-8. Perry Reed.
 Mitchell—Scotts Bluff Co. Agr. Soc., Sept. 12-14. O. P. Burrows.
 Neligh—Antelope Co. Fair, Sept. 7-10. David W. Bode.
 Norfolk—Rockwell Co. Fair Assn., Aug. 20-Sept. 1. Madison Sapp.
 Norden—Keye Park Co. Agr. Fair Soc., Sept. 11-13. Ted Lauer.
 Oakland—Burt Co. Fair Assn., Aug. 20-23. C. R. Wallon, Leona, Neb.
 Omaha—Ak-Sar-Corn Live Stock & Horse Show, Oct. 22-24. J. T. Isaacson.
 Ord—Loup Valley Agr. Soc., Sept. 12-13. L. Koles.
 Osceola—Polk Co. Fair Assn., Aug. 22-23. Jay Hastings.
 Pierce—Pierce Co. Agr. Soc., Aug. 24-26. W. A. Bothe.
 St. Paul—Havens Co. Fair, Sept. 3-8. Chas. Dobry.
 Sargent—Sargent Community Fair Assn., Aug. 29-30. Loy Harsh.
 Seward—Seward Co. Agr. Soc., Aug. 29-Sept. 2. Stanley A. Matzke.
 Sidney—Cheyenne Co. Fair, Sept. 2-8. O. A. Olson.
 Stanton—Stanton Co. Agr. Soc., Aug. 24-26. Ervine E. Poni.
 Stockville—Prestler Co. Fair, Aug. 23-25. Ralph E. Lidgard.
 Waterbury—Douglas Co. Fair, Sept. 13-16. Robt. Harrington.
 Wray—Wray Co. Agr. Soc., Sept. 12-13. Frank Wood.
 West Point—Cuming Co. Fair, Aug. 27-28. Ed M. Baumann.

NEVADA

Winnemucca—Humboldt Co. Fair Assn., Sept. 2-4. Myrdal R. Jones.

NEW HAMPSHIRE

Concord—Manchester Town & Orange Fair Assn., Oct. 12. W. Leroy White, North Bedford.
 Deerfield—Deerfield Fair Assn., Oct. 14-5. E. S. Harnay, RFD, Cooverville, N. H.
 Plymouth—Union Orange Fair Assn., Sept. 12-14. Wm. J. Neal, Merrimack, N. H.

NEW JERSEY

Colonia—Colonia Livestock & Agr. Fair Assn., Sept. 6-8. Fred O. Liepe.
 Florham—Florham Agr. Fair Assn., Aug. 29-Sept. 2. Walter E. B. Allen.
 Hackensack—Hackensack Fair, July 29-Aug. 2. Ralph B. McCord.
 Madison—Madison Fair, Aug. 17-24. Joseph J. Mottola.
 Trenton—New Jersey State Fair, Sept. 24-30. Harry E. Labregue.

Troy Mills—Morris Co. Fair Assn., Aug. 23-25. K. E. Koolenbaker, Middletown, N. J.
NEW MEXICO
 Alamogordo—Otero Co. Fair, Sept. 22-23. R. T. Spores.
 Albuquerque—New Mexico State Fair, Sept. 22-Oct. 7. Leon H. Harms.
 Clovis—Clovis State Fair Assn., Sept. 27-30. Claude O. Dainoff.
 Willard—Torrance Co. Fair Assn., Oct. 4-6. Martin K. Jones.

NEW YORK

Albion—Albion Fair, Aug. 15-18. Harry G. Hoot.
 Albany—Albany Schenectady Co. Fair, Aug. 21-25. Roy F. Fuchs.
 Angola—Albany Co. Agr. Soc., Aug. 25-26. L. L. Billford.
 Aves—Genesee Valley Breeding Assn., Sept. 2-5. Craig W. Wadsworth, Seneca, N. Y.
 Beaufort—Ontario Co. Agr. Soc., Aug. 14-15. (Open W. Grinnell).
 Canastota—Staten Co. Agr. Soc., Sept. 13-16. Victor Pascoe.
 Coonville—Coonville Fair Assn., Aug. 1-3. W. J. Wain.
 Brockfield—Madison Co. Fair, Sept. 2-3. G. C. Craine.
 Caledonia—Caledonia Fair, Aug. 1-3. George H. Callahan.
 Cambridge—Cambridge Valley Agr. Soc., Aug. 15-18. P. J. Houston, Heddick, N. Y.
 Chatham—Columbia Co. Agr. Soc., Sept. 2-3. Wm. A. Darceus.
 Cobleskill—Cobleskill Agr. Soc., Sept. 25-29. Wm. H. Grogan.
 Colton—Ontario Co. Agr. Soc., Aug. 22-24. Harry B. Tanner.
 Dunkirk—Chautauque Co. Fair Assn., Sept. 4-6. C. G. Cain.
 Elmira—Chemung Co. Agr. Soc., Aug. 28-Sept. 1. J. E. Williams.
 Fondra—Montgomery Co. Agr. Soc., Sept. 4-7. Edward Rohmeyer, Tribes Hill, N. Y.
 Gouverneur—Gouverneur Fair Assn., Aug. 11-13. Hugh A. Dodds.
 Herkimer—Herkimer Lake Union Agr. Soc., Sept. 6-8. Glenn C. McInnis, Canaan, N. Y.
 Ilion—Tompkins Co. Agr. Soc., Aug. 18-19. Leon O. Rothenschilb.
 Little Valley—Chattaugus Co. Agr. Soc., Aug. 29-Sept. 2. J. W. Watson.
 Lockport—Niagara Co. Fair, Aug. 7-12. R. E. Pease.
 Lowville—Lewis Co. Agr. Soc., Aug. 22-23. Cyril Seymour, Oneida, N. Y.
 Madison—Franklin Co. Agr. Soc., Aug. 21-23. Dr. Bernard Kiley.
 Middletown—Orange Co. Agr. Soc., Aug. 14-15. Alan C. Madden.
 Minerva—Minerva Fair, Sept. 12-14. Chas. Bennett.
 Naples—Naples Union Agr. Soc., Aug. 21-Sept. 2. Leon Cornish.
 Nassau—Rensselaer Co. Agr. Soc., Aug. 9-12. Edward J. Metzger.
 New York (Ft. Worth) L. 13—New York (Ft. Worth) Fair, Aug. 31. George A. Whalen, pet. Mary Louisa Jorick, secy.
 Norwich—Orangetown Co. Agr. Soc., Aug. 9-11. R. B. Littlefair.
 Oswego—Tioga Co. Fair, July 25-29. Leon W. Koch.
 Palmyra—Union Agr. Soc., Sept. 27-30. W. Ray Converse.
 Penn Yan—Yates Co. Agr. Soc., Aug. 13-25. A. A. Abbott.
 Rhinebeck—Dutchess Co. Agr. Soc., Aug. 20-Sept. 1. Benson H. Frost.
 Riverhead—Suffolk Co. Fair, Aug. 22-24. Wm. C. Coe.
 Schaghticoke—Rensselaer Co. Agr. Soc., Sept. 4-7. Carl W. Lobbes.
 Syracuse—New York State Fair, Aug. 29-Sept. 6. Paul Smith.
 Verplank—Verplank Agr. Soc., Sept. 4-7. Terry Walters, Scheriff, N. Y.
 Walton—Delaware Valley Agr. Soc., Aug. 21-24. Paul O. Williams.
 Waterloo—Seneca Co. Agr. Soc., Aug. 15-18. George F. Jarvis.
 Watertown—Jefferson Co. Agr. Soc., Aug. 22-24. Karl J. Malady.
 Watkins Glen—Schuyler Co. Agr. Assn., Aug. 23-25. Milo Hutchcock, Olean, N. Y.
 Westport—Essex Co. Agr. Soc., Aug. 22-25. R. O. Goodnow, Crown Point, N. Y.
 Whitesboro—Westchester Co. Agr. Assn., Sept. 13-15. Mrs. John McAlister, Catskills, N. Y.
 Whitney Point—Broome Co. Agr. Soc., Aug. 1-4. Omer S. Brooks.

NORTH CAROLINA

Ahoke—Ahoke District Fair Assn., Oct. 18-19. J. E. Reid, Winton, N. C.
 Albemarle—Albemarle Co. Fair Assn., Oct. 2-7. Albert Patterson.
 Asheboro—Randolph Co. Fair Assn., Sept. 29-30. Welda C. O'Neel.
 Asheville—Asheville Co. Dist. Agr. Fair, Sept. 13-18. E. W. Pearson.
 Beaufort—Currituck Fair, Oct. 9-14. Wm. E. Hattell.
 Burlington—Community Fair Assn., Sept. 29-30. Dan W. Malone.
 Carthage—Moore Co. Agr. Fair, Sept. 25-30. Paul H. Woodill.
 Cherokee—Cherokee Indian Fair Assn., Oct. 3-8. J. L. Walters.
 Durham—Durham Co. Fair, Week of Oct. 2. O. K. Isaacs.
 Durham—American Legion Tobacco Festival & Fair, Week of Sept. 4. J. C. Thompson.
 Henderson—Catawba Free Fair, Sept. 1-6. Carl's Price.
 Knifield—Firesides Agr. Fair, Sept. 23-26. George R. Ivey.
 Oconee—Oconee Co. Fair, Oct. 16-21. F. A. Whiteside.
 Oyster River—Wayne Co. Agr. Soc., Week of Oct. 16. W. G. Demarest.
 Reidsville—Golden Bell Fair, Oct. 16-20. C. M. Hight.
 Henderson—Vance Co. Colored Fair, Oct. 23-24. Mrs. Bessie H. Walker.
 Hickory—Catawba Fair Assn., Oct. 3-7. John W. Robinson.
 High Point—High Point Fair Assn., Sept. 29-30. A. C. Ingram.
 Kinston—Kinston Fair, Oct. 2-7. M. O. Curtright.
 Kinston—Lenoir Co. Fair, Am. Leg. Oct. 29-Nov. 2. E. B. Bland.
 Laurinburg—Sand Hill Fair of Scotland Co., Oct. 10-13. Ruth McLeod, R. L. Laurel, Hill, N. C.

Leahurst—Spray—Rockingham Co. Fair Assn., Sept. 11-16. S. M. Harris, Leahurst.
 Lexington—Davidson Co. Fair, Week of Sept. 17. Dave Leonard.
 Louisburg—Franklin Co. Fair Assn., Oct. 2-7. R. H. Frazier.
 Lenoir—Lenoir Co. Fair, Sept. 19-22. R. A. Hedgespeth.
 Marion—McDowell Co. Fair & Horse Show, Sept. 12-18. H. D. Moore.
 Mebane—Mebane Six-County Fair, Sept. 18-22. C. L. Farris.
 Moore—Union Co. Fair Assn., Sept. 23-25. M. W. Williams.
 Mount Airy—Mount Airy American Legion Fair, Sept. 18-22. W. L. Snyder.
 North, Wilkesboro—Great Northwestern Fair, Sept. 12-18. W. A. Martell.
 Raleigh—North Carolina State Fair, Oct. 10-14. J. S. Dorion, Shelby, N. C.
 Redville—Hendricksville Fair Assn., Oct. 2-4. Aaron Weinstein.
 Robeson—Robeson Co. Agr. Soc., Oct. 23-28. C. C. Garrett.
 Salisbury—Robeson Co. Fair, Oct. 9-14. Norman Y. Chambliss.
 Shelby—Cleveland Co. Fair, Sept. 24-30. J. S. Dorion.
 Shelby—Cleveland Co. Negro Fair, Oct. 4-7. Ray A. W. Foster.
 Spruce Pine—Toe Ridge Fair Assn., Sept. 3-9. W. M. Wiseman.
 Statesville—Troyell Co. Agr. Fair, Sept. 26-29. George Neal.
 Washington—Rockport Co. Fair Assn., Oct. 9-14. Frank T. McDowell.
 Wilmington—Cassell Fair, Oct. 16-21. Wm. A. Peecham.
 Wilson—Wilson Co. Fair, Oct. 10-13. W. M. Dixon.
 Winston-Salem—Winston-Salem & Forsyth Co. Fair, Oct. 3-7. G. C. McVair.

NORTH DAKOTA

Bottineau—Bottineau Co. Agr. Soc., Sept. 14-18. Dr. J. C. Jirkowicz.
 Oaen—Towner Co. Fair Assn., June 19-21. Lyle Orshulka.
 Park—Park River Valley Fair (N. D. State Fair Assn. for Parpol), Aug. 23-29. P. S. Talcott.
 Yessenden—Wells Co. Free Fair, July 11-14. Edw. W. Vancouver.
 York—York Co. Fair, July 12-14. B. B. Bair.
 Grand Forks—North Dakota State Fair, June 25-July 1. D. F. McKeown.
 Jamestown—Stutsman Co. Fair Assn., July 2-6. Dr. G. A. Chisago.
 Langdon—Carraker Co. Fair Assn., July 17-19. Dick Foraker.
 Minot—North Dakota State Fair, June 19-24. J. L. Fink.

OHIO

Ashland—Ashland Co. Agr. Assn., Sept. 19-21. James B. Ashford.
 Ashtabula—Ashtabula Co. Agr. Soc., Aug. 3-6. Harry B. Wigton.
 Athens—Athens Co. Agr. Soc., Aug. 22-23. Herb J. Parker.
 Atkinson—Atkinson Fair, Sept. 27-29. Carl E. Carpenter.
 Barren—Barren Agr. Assn., Sept. 28-29. C. E. Lawton.
 Bellefontaine—Laguerre Co. Agr. Soc., Sept. 19-22. Carl G. Kirk.
 Belleville—Belleville Ind. Agr. Soc., Sept. 13-15. O. Koshogus.
 Berea—Berea Co. Agr. Soc., Aug. 16-20. Wm. H. Krossen.
 Bluffton—Bluffton Agr. Soc., Oct. 18-20. (tentative), Harry P. Barnes.
 Bolivar—Bolivar Co. Agr. Soc., Aug. 15-18. Morris Kinsey, North Robinson, O.
 Burton—Cuyahoga Co. Agr. Soc., Sept. 1-4. Chas. A. Riley.
 Cadiz—Harrison Co. Agr. Assn., Sept. 13-15. L. H. Barger.
 Caldwell—Caldwell Co. Agr. Soc., Aug. 30-Sept. 2. O. L. Leutz.
 Canfield—Mahoning Co. Agr. Soc., Aug. 31-Sept. 4. E. R. Heger, 1404 Central Tower, Youngstown.
 Canton—Stark Co. Agr. Soc., Sept. 4-7. Ed W. Watson.
 Carrollton—Carroll Co. Agr. Soc., Sept. 27-29. T. W. Haas, Delroy, O.
 Carthage—Cincinnati—Hamilton Co. Agr. Soc., Sept. 13-15. D. R. Van Alin, 419 Courthouse, Cincinnati.
 Celina—Celina Co. Agr. Soc., Aug. 13-18. C. W. Vale.
 Circleville—Pickaway Co. Agr. Soc. (Pumpkin Show), Oct. 18-21. Mack Patrick Jr., Columbus—Ohio State Fair, Aug. 28-Sept. 1. Win H. Kinnama.
 Columbus Grove—Putnam-Allen Ind. Fair, Oct. 16-22. W. E. Gardia.
 Colerain—Columbiana Co. Agr. Soc., Oct. 3-7. C. V. Croft, Dresden, O.
 Croton—Hartford Ind. Agr. Soc., Sept. 4-7. Clod H. Sinker, Centerville, O.
 Dayton—Montgomery Co. Fair, Sept. 4-7. C. G. Hines.
 Delaware—Delaware Co. Fair, Sept. 13-18. Bruce Burgess.
 Delphos—Delphos Co. Fair, Aug. 12-28. Ari O. Wellborn.
 Dover—Pecosawaw Co. Agr. Soc., Sept. 13-15. C. O. Krantz.
 Eaton—Eaton Co. Fair, Aug. 9-11. A. J. Morton, Camden, O.
 Ellettsville—Lorain Co. Fair, Aug. 8-10. Robert J. Agate.
 Findlay—Hancock Co. Agr. Soc., Sept. 6-9. Orville Crates, Jenera, O.
 Fredericktown—Fredericktown Community Agr. Soc., Sept. 21-23. Irl Willis.
 Fremont—Henducky Co. Agr. Soc., Sept. 6-8. Russell B. Hull.
 Geostown—Geostown Co. Agr. Soc., Oct. 4-6. E. A. Quinlan.
 Greenview—Darke Co. Agr. Soc., Aug. 20-23. Deo S. Taylor.
 Hamilton—Butler Co. Agr. Soc., Sept. 26-30. John E. Cooran.
 Hillsdale—Defiance Co. Agr. Soc., Aug. 23-25. M. H. Berington.
 Hilliards—Franklin Co. Agr. Soc., Aug. 16-18. Arch A. Alder.
 Jefferson—Ashland Co. Agr. Soc., Aug. 13-15. Wm. L. Brown.
 Lancaster—Fairfield Co. Agr. Soc., Oct. 11-14. Russell W. Alt, Baltimore, O.
 Lebanon—Warren Co. Agr. Assn., Sept. 19-22. Lyle Stewart.
 Lima—Columbiana Co. Agr. Soc., Sept. 13-15. R. E. Starnad.

London—Madison Co. Fair, Aug. 22-24. Fred M. Guy, Irwin, O.
 Londonville—Londonville Agr. Soc., Oct. 2-3. Chas. Bernhard Jr.
 Lucas—Lucas Co. Agr. Soc., Aug. 1-4. T. J. Caldwell, Portsmouth, O.
 McArthur—Vinton Co. Agr. Assn., Sept. 6-8. John Jones.
 McConnelsville—Morgan Co. Agr. Soc., Sept. 13-15. Ikey Smith, E. Hill, Rock, O.
 Mansfield—Blanchard Co. Agr. Soc., July 25-29. R. A. Hale.
 Marietta—Washington Co. Agr. Assn., Sept. 4-6. L. E. Apple.
 Marion—Marion Co. Fair, Aug. 22-23. James W. Hynes.
 Marysville—Union Co. Agr. Soc., Sept. 6-8. H. A. Taylor.
 Medina—Medina Co. Agr. Soc., Sept. 6-8. Jay V. Embart.
 Millersburg—Millersburg Co. Agr. Soc., Sept. 4-7. H. C. Legdon.
 Mountpelier—Williams Co. Agr. Soc., Sept. 13-18. A. C. Klaus.
 Mount Pleasant—Marion Co. Agr. Assn., Sept. 27-30. G. E. Smith.
 Mount Vernon—Knox Co. Agr. Soc., Aug. 9-11. Ouy L. Chittier.
 Napoleon—Henry Co. Agr. Soc., Aug. 30-Sept. 2. James Murray.
 Norwalk—Marion Co. Agr. Soc., Aug. 15-18. J. E. Hanning.
 Old Washington—Quebec Co. Agr. Soc., Aug. 9-13. J. F. S. Clair.
 Ottawa—Putnam Co. Agr. Soc., Oct. 3-7. Joseph L. Bricker.
 Owsenville—Circleville Co. Agr. Soc., Aug. 15-18. H. H. Hupp.
 Paintsville—Leco Co. Agr. Soc., Aug. 23-25. Chas. J. Oray.
 Paulding—Paulding Co. Agr. Soc., Sept. 29-30. W. R. Meeker.
 Palestine—Mare Co. Agr. Soc., Aug. 8-12. J. C. Black.
 Plain City—Plain City Agr. Soc., Aug. 3-6. J. L. Kuhl.
 Portersville—Knox Co. Agr. Soc., Aug. 20-31. Ray E. Ords.
 Potosi—Lawrence Co. Fair, Aug. 21-23. D. E. Lewis, Irondale, O.
 Randolph—Randolph Agr. Soc., Sept. 20. R. F. Hamilton.
 Richwood—Richwood Tri-County Fair, Aug. 29-31. F. E. Hoyer.
 Scioto—Scioto Co. Agr. Soc., Sept. 19-21. G. Carter Thornburg.
 Shelby—Shelby Co. Agr. Soc., Sept. 15-18. Ben O. Harman, Anza, O.
 Seward—Jefferson Co. Agr. Soc., Sept. 1-3. J. O. Hayes.
 Searsville—Tri-County Ind. Agr. Soc., Sept. 26-28. Harry Fitch, Moorefield, O.
 Somerset—Somerset Pamphila Soc. Agr. Assn., Sept. 27-30. R. M. Altsch.
 Tiffin—Seneca Co. Agr. Soc., Aug. 22-23. O. B. Baker.
 Toledo—Lorain Co. Agr. Soc., Sept. 14-17. Charles Glenn, 411 Michigan St.
 Troy—Miami Co. Agr. Soc., Aug. 13-16. R. O. Upp.
 Upper Sandusky—Wyandot Co. Agr. Soc., Sept. 12-15. Ira T. Melissan.
 Urbana—Champaign Co. Agr. Soc., Aug. 8-11. John W. Yoder.
 Van Wert—Van Wert Co. Agr. Soc., Sept. 4-8. J. E. Hensley.
 Wapakoneta—Auglaize Co. Agr. Soc., Aug. 27-29. Harry Kahn.
 Warren—Trumbull Co. Agr. Soc., Aug. 29-31. J. F. King.
 Washington—Ely—Payette Co. Agr. Soc., July 29-30. George L. Gossett.
 Wauseon—Fulton Co. Agr. Soc., Sept. 9-9. Orlo Whiteaker.
 Wellington—Wellington Fair, Aug. 23-24. A. R. Branson.
 Westerville—Jackson Co. Fair, Aug. 15-16. Henry P. Phillips.
 Westwood—Westwood Ind. Agr. Soc., Sept. 14-16. Paul Fisher.
 West Union—Adams Co. Agr. Soc., Aug. 9-11. H. B. Satter.
 Wilmington—Clinton Co. Agr. Soc., Aug. 3-11. E. D. Pennington.
 Woodsfield—Monroe Co. Agr. Soc., Aug. 1-3. Ralph Schumacher.
 Woodstock—Wayne Co. Agr. Soc., Sept. 11-13. Wm. H. Hays.
 Xenia—Greene Co. Agr. Soc., Aug. 1-4. Mrs. J. Ross Bryson.
 Zanesville—Muskingum Co. Agr. Soc., Aug. 15-18. Leslie W. Wilson.

OKLAHOMA

Altus—Jackson Co. Free Fair Assn., Sept. 14-18. Edith Huffin.
 Anadarko—Anadarko Co. Free Fair Assn., Sept. 13-16. E. T. Cook.
 Ardmore—Ardmore Oita Fair & Expo., Sept. 11-14. J. R. Labe.
 Beaver—Beaver Co. Fair Assn., Sept. 13-16. Alice Barry.
 Broken Arrow—Bartlesville Free Fair Assn., Sept. 13-16. W. E. Hinchon, Muskitt, Okla.
 Bristol—Creek Co. Fair Assn., Sept. 13-18. Fred Brewer.
 Chandler—Lincoln Co. Free Fair Assn., Sept. 13-16. Gaston Hanning.
 Chickasha—Chickasha Co. Free Fair, Oct. 9-14. L. H. Stephens.
 Chicklawnee—Oreedy Co. Free Fair Assn., Sept. 18-22. Worth W. Heftrick.
 Darr—Darr Community Fair, Sept. 1-2. Conroy.
 Duncan—Duncan Co. Fair, Sept. 1-6. Marjory Cox.
 Durant—Bryan Co. Free Fair Assn., Sept. 13-16. Allen Hill.
 Henryetta—Henryetta Free Fair Assn., Sept. 14-16. J. W. Graham.
 Hydro—Hydro District Fair, Sept. 7-9. Orace R. Felton.
 Miami—Ottawa Co. Free Fair Assn., Probably Sept. 6-8. A. M. Jarvis.
 Muskogee—Oklahoma Free State Fair, Oct. 1-10. Ethel Murray, Okmulgee.
 Norman—Cleveland Co. Free Fair, Sept. 1-6. Clarence Burch.
 Oklahoma City—Oklahoma State Fair & Expo., Sept. 23-30. Ralph T. Hemphill.
 Ponca—Creek Co. Free Fair Assn., Probably early in Sept. James R. Childers, Muskogee, Okla.
 Poteau—Poteau Co. Free Fair, Sept. 20-23. C. O. Garrett.
 Stillwater—Pottawatomie Co. Free Fair, Sept. 13-18. Oregon.
 Taloga—Dewey Co. Free Fair, Sept. 13-17. Harry Butler.

Tulsa-Tulsa State Fair, Sept. 17-23. H. E. Bridges.
Vinita-Craig Co. Fair & Rodeo. Sept. 1-3. Casey Webb.

Wagoner-Muskegon Co. Free Fair Assn. Sept. 12-14. Floyd D. Down.
Wewoka-Seminole Co. Free Fair. Sept. 6-9. G. S. Shumans.

OREGON

Greensboro-Milwacoma Co. Fair Assn. Aug. 21-27. A. H. Lea. 210 Oregon Bldg., Portland.
Hillsboro-Washington Co. Fair. Aug. 31-Sept. 4. Leon S. Davis.

PENNSYLVANIA

Abbottstown-United Farmers' Assn. Aug. 13-19. C. J. Beckley.
Allentown-Georgetown Fair. Sept. 10-23. M. H. Henry.

SOUTH CAROLINA
Anderson-Anderson Fair, Oct. 30-Nov. 4. J. A. Mitchell.
Anderson-Anderson Co. Colored Fair Assn. Nov. 7-11. J. A. Osham.

SOUTH DAKOTA
Aberdeen-Deuel Co. Fair, Aug. 28-Sept. 2. Had J. Tallman.
Clear Lake-Deuel Co. Fair. Sept. 18-20. Fred Seeger.

TENNESSEE
Alexandria-De Kalb Co. Fair. Aug. 30-Sept. 2. Rob Roy.
Anderson-Anderson County Fair Assn. Sept. 18-23. Fred R. Wankam.

UTAH
Brigham-Beach Day Celebration & Rodeo. Sept. 8-9. W. L. Holt.
Logan-Ogden Co. Fair. Sept. 11-13. N. J. Crookston.

VERMONT
Barton-Orleans Co. Fair. Aug. 10-13. Fred C. Brown.
Essex Junction-Champlain Valley Expo. Aug. 22-24. H. K. Drury.

TEXAS
Abilene-West Texas Fair. Oct. 2-7. Merle W. Overly.
Anderson-Anderson Co. Fair Assn. Sept. 28-30. Clarence Best.

WASHINGTON
Chenah-Continental-Lewis Co. Fair Assn. Aug. 24-27. Thos. E. Wood.
Coville-Stevens Co. Orange Fair. Sept. 7-8. Fred M. Kelly.

WEST VIRGINIA
Charleston-Kanawha Expo. & Post-Ex. Fair. Sept. 2-10. E. M. Johnson.
Clay-Clay Co. Farm Bureau Fair Assn. Sept. 20-23. George C. Deema.

WISCONSIN
Baraboo-Sauk Co. Fair. Aug. 20-Sept. 1. Wm. T. Merritt.
Blair-Blair County Fair Assn. Aug. 31-Sept. 3. Douglas J. Curran.

VIRGINIA
Abingdon-Southwest Va. Fair & Horse Show. Aug. 22-24. J. McBratney.
Amherst-Amherst Co. Fair Assn. Oct. 3-4. L. H. Shrade.

MANASSAS-MANASSAS HORSE SHOW & FAIR ASSN. Sept. 3-4. James M. Bauman.
MARLBOROUGH-Henry Co. Fair Assn. Oct. 10-13. O. E. Hensley.

WASHINGTON (cont.)
Chenah-Continental-Lewis Co. Fair Assn. Aug. 24-27. Thos. E. Wood.
Coville-Stevens Co. Orange Fair. Sept. 7-8. Fred M. Kelly.

WEST VIRGINIA (cont.)
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WISCONSIN (cont.)
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Amherst-Amherst Co. Fair Assn. Oct. 3-4. L. H. Shrade.

Supplementary List

(The following are not completely equipped amusement parks, but have pools, coin-operated machines, rinks and book orchestras and acts.)

Edgewater—Edgewood Park, Edgewood Management Co., owners; C. O. Macdonald, mgr.; has 16 rides, three concession games, pool, penny arcade, books, free acts.

Houston—Sylvan Beach, Sylvan Beach Co., owners; C. L. Grant, pres.; has six rides, 12 concession games, penny arcade, coin machines; books orchestras, acts.

UTAH

Salt Lake City—Saltair Beach, Saltair Beach Co., owners; Thos. M. Wheeler, mgr.; has six rides, eight concession games, penny arcade, coin machines; books orchestras, acts.

VIRGINIA

Duckro Beach—Duckro Beach Park, Va. Public Service Co., owners; T. M. McComb, mgr.; has seven rides, seven concession games, penny arcade; books orchestras, free acts.

WASHINGTON

Redondo—Redondo Beach Park, W. J. Betts, owner-mgr.; has two rides, 10 concession games, rink, penny arcade, coin machines; books orchestras, acts.

WEST VIRGINIA

Chester—Rock Springs Park, C. G. Macdonald, owner; R. L. Hand, mgr.; has 12 rides, six concession games, pool, penny arcade; books orchestras, acts.

WISCONSIN

Appleton—Waverly Beach, Howard Campbell, owner-mgr.; has one ride, five concession games, books, rink, penny arcade; coin machines; books orchestras.

CANADA

Cryslal Beach—Crysal Beach, Crystal Beach Co. Ltd., owners; Harry A. Hall, mgr.; (Buffalo, N. Y.); has 20 rides, 14 concession games, rink, penny arcade.

ALABAMA
Tusculum—American Legion Park, owned by City; R. D. Harris, mgr.; has pool, rink, books orchestras, acts.

ARIZONA
Phoenix—Riverdale Park, Public, Rickards, Nace, owners; John F. Jolchena, mgr.; has four concession games, pool, penny arcade; books orchestras, free acts.

ARKANSAS
Hick Springs—Mountain Lake Park, Dr. H. D. Ferguson, owner-mgr.; has pool, penny arcade.

CALIFORNIA
Quenwood Park—Quenwood Village, Barnett & Weeks, owners; R. A. Belden, mgr.; has two rides, 15 concession games; books orchestras.

COLORADO
Ester Park—Ester Amusement Park, F. C. Jelsema, owner-mgr.; has 10 concession games, pool; books orchestras.

CONNECTICUT
Killingly—Wildwood Park, F. J. Sheridan, owner-mgr.; has beach, rink, penny arcade; books orchestras, free acts.

Merriden—Hancock Park, The Connecticut Co., owners; J. O. Hubbard, mgr.; has rink, coin machines; books orchestras occasionally.

DELAWARE
New Castle—Dorset Beach, Dorset Beach Amusement Co., owner.

FLORIDA
Pensacola—Bayview Park, L. L. Bortner, mgr.; has pool, penny arcade, coin machines; books orchestras.

MAINE
Bangor—Beverage Park, W. O. Ragan, mgr.; has lake, coin machines; books orchestras.

ILLINOIS
Bloomington—Grove Club Park, Bert Doss, owner-mgr.; has pool, coin machines; books orchestras, floor shows.

INDIANA
Cambridge City—Wehi Lake Park, Edwin Wicks (Perkins, Ind.), owner; has concession games, books, beach, acts.

NEW YORK
Amsterdam—Mohawk Park, Wallace McQuatters, mgr.; has rink, books orchestras, floor shows.

NEW HAMPSHIRE
Manchester—Manchester Casino Park, Max Israel, owner-mgr.; has penny arcade, coin machines; books orchestras, pay acts.

NEW JERSEY
Atlantic City—Garden Pier, Garden Pier Co., owners; F. O. Buer, mgr.; has eight concession games, penny arcade, coin machines.

NEW MEXICO
Alamogordo—Lake Worth Park, on White Horse Pike, 13 miles from Philadelphia; Albert and Royden Haines, mgrs.; has beach, roller rink.

NEW YORK (cont.)
Amsterdam—Mohawk Park, Wallace McQuatters, mgr.; has rink, books orchestras, floor shows.

NEW YORK (cont.)
Syracuse—Lloyan Day Park, Gerson Hubenstein, mgr.; has concession, beach, rink, coin machines.

NEW YORK (cont.)
Brookfield—Yankee Lake, Paul Jerro, mgr.; has pool, coin machines; books orchestras, acts.

NEW YORK (cont.)
Canal Winchester—Edgewater Park, Chas. E. Oeding, owner-mgr.; has five concession games, pool, books, acts occasionally.

NEW YORK (cont.)
Cleveland—Brookside Park and Zoo, Chas. Curtis Wilson, mgr.; has concession, pool, Columbia—Indiana Park, Columbian Building & Loan Co., owners; has pool; books orchestras.

NEW YORK (cont.)
Dumont—Promona Park, W. S. Myers, owner-mgr.; has three concession games; books acts.

NEW YORK (cont.)
Kendon—Lake Idewald, H. Duckham and H. J. Phillips, owners; George Oelmann, trustee; has pool, coin machines, acts occasionally.

NEW YORK (cont.)
Lakewood—Lakewood Park, Lakewood Park Co., owners; J. L. Sorel, mgr.; has lake, coin machines; books orchestras.

NEW YORK (cont.)
Marysville—Caban Park, Frank Casson, owner-mgr.; has pool; books orchestras, acts.

NEW YORK (cont.)
Whiteta—Sandy Beach, N. B. Stauffer, owner-mgr.; has one ride, pool, rink; books orchestras, acts.

LOUISIANA
Morgan City—Morgan City Beach, owned by city; has concession; books acts.

MAINE
Farmington—Stanwood Park Zoo, Archie G. Pratt, mgr.

MASSACHUSETTS
Boston—Revere Beach, Edith Hayden, owner-mgr.; has lake, rink; books free acts.

MASSACHUSETTS (cont.)
New Bedford—Lincoln Park and Fort Phoenix Bathing Beach, Union St. Ry. Co., owners; Chester P. Roxford, mgr.; has two rides, five concession games, beach, rink, penny arcade, coin machines.

MASSACHUSETTS (cont.)
Newburyport—Pum Island Beach, J. M. Kelleher, mgr.; has concession; books orchestras, acts.

IRON RIVER—Sawyer Lake Resort, Frank Erickson, mgr.; has one ride, two concessions, pool, penny arcade, coin machines; books orchestras.

MINNESOTA
Battle Lake—Camp Balmoral Park, O. J. Matthews, owner-mgr.; has lake, rink; books orchestras, acts.

MINNESOTA (cont.)
Palmerston—Hawthorn Park, E. W. Hand, owner-mgr.; has two rides, two concession games, lake; books orchestras, acts.

MINNESOTA (cont.)
Lynd—Lyndwood Park, D. J. Lamphere, owner-mgr.; has natural pool, rink, coin machines; books orchestras, acts.

MINNESOTA (cont.)
Sherburne—Fox Lake Park, Fox Lake Park Co., owners; C. Nelson, mgr.; has rink; books orchestras, free acts.

MISSOURI
Chillicothe—Campbell's Park, Dr. T. J. Campbell, owner; Bobb Campbell, mgr.; has pool, books orchestras, pay, free acts.

MISSOURI (cont.)
Hannibal—Indian Mound Park, O. P. Isham, owner; has pool, rink; books pay acts.

MISSOURI (cont.)
Kansas City—Pleasanton Amusement, W. H. Wittig, mgr.; has pool, rink; books orchestras, pay acts.

MONTANA
Miles City—Loon Park, Loon Brothers, owners; D. P. Loon, mgr.; has coin machines; books orchestras, acts.

NEBRASKA
Alma—Alma Park, C. O. Battin, owner; Elmer Hall, mgr.; has pool, rink; books orchestras.

NEBRASKA (cont.)
Riverside—Riverside Park, owned by city; W. A. Rush, mgr.; has pool, ice rink; books orchestras.

NEBRASKA (cont.)
Beaver City—Horice's Park, Tom Kelly, owner-mgr.; has pool, rink; books acts.

NEBRASKA (cont.)
Venue—Lake View Park, John Pospisil, owner; Albert Pospisil, mgr.; has pool, rink.

NEW HAMPSHIRE (cont.)
Bradford—Massachusetts Casino Park, Max Israel, owner-mgr.; has penny arcade, coin machines; books orchestras, pay acts.

NEW HAMPSHIRE (cont.)
Dover—Central Park, L. S. Lynde, owner-mgr.; has penny arcade; books orchestras, acts.

NEW HAMPSHIRE (cont.)
Lake Spofford—Ware's Grove Park (Draughton, Vt., and Keene, N. H.), Wm. R. March, owner-mgr.; has beach, rink; books orchestras.

NEW HAMPSHIRE (cont.)
Atlantic City—Garden Pier, Garden Pier Co., owners; F. O. Buer, mgr.; has eight concession games, penny arcade, coin machines.

NEW HAMPSHIRE (cont.)
White Horse Pike, 13 miles from Philadelphia; Albert and Royden Haines, mgrs.; has beach, roller rink.

NEW HAMPSHIRE (cont.)
Amsterdam—Mohawk Park, Wallace McQuatters, mgr.; has rink, books orchestras, floor shows.

NEW HAMPSHIRE (cont.)
Syracuse—Lloyan Day Park, Gerson Hubenstein, mgr.; has concession, beach, rink, coin machines.

NEW HAMPSHIRE (cont.)
Brookfield—Yankee Lake, Paul Jerro, mgr.; has pool, coin machines; books orchestras, acts.

NEW HAMPSHIRE (cont.)
Canal Winchester—Edgewater Park, Chas. E. Oeding, owner-mgr.; has five concession games, pool, books, acts occasionally.

NEW HAMPSHIRE (cont.)
Cleveland—Brookside Park and Zoo, Chas. Curtis Wilson, mgr.; has concession, pool, Columbia—Indiana Park, Columbian Building & Loan Co., owners; has pool; books orchestras.

NEW HAMPSHIRE (cont.)
Dumont—Promona Park, W. S. Myers, owner-mgr.; has three concession games; books acts.

NEW HAMPSHIRE (cont.)
Kendon—Lake Idewald, H. Duckham and H. J. Phillips, owners; George Oelmann, trustee; has pool, coin machines, acts occasionally.

NEW HAMPSHIRE (cont.)
Lakewood—Lakewood Park, Lakewood Park Co., owners; J. L. Sorel, mgr.; has lake, coin machines; books orchestras.

NEW HAMPSHIRE (cont.)
Marysville—Caban Park, Frank Casson, owner-mgr.; has pool; books orchestras, acts.

NEW HAMPSHIRE (cont.)
Whiteta—Sandy Beach, N. B. Stauffer, owner-mgr.; has one ride, pool, rink; books orchestras, acts.

LOUISIANA
Morgan City—Morgan City Beach, owned by city; has concession; books acts.

MAINE
Farmington—Stanwood Park Zoo, Archie G. Pratt, mgr.

MASSACHUSETTS
Boston—Revere Beach, Edith Hayden, owner-mgr.; has lake, rink; books free acts.

Mechanicsville—Williams Grove Park, R. E. Lishewine, owner-mgr.; has 15 rides, 20 concession games, pool, penny arcade, coin machines; books orchestras, free acts.

Mechanicsville—Wills Mill Park, A. L. Runk, mgr.; has seven rides, 10 concession games, pool, penny arcade, coin machines; books free acts.

New Canaan—Canaan Park, owned by city; C. O. Southard, mgr.; has four rides, 14 concession games, pool, books, orchestra, acts.

North Carolina—Mt. Gretna Park and Beach, Otto F. Otto, owner-mgr.; has three rides, 10 concession games, rink, penny arcade; books orchestras, acts.

North Carolina (cont.)
Pittsburgh—Burke Glen Park, Burke Bros., owners; Wm. H. Burke, mgr.; has eight rides, eight concession games, pool, rink, penny arcade, coin machines; books acts.

North Carolina (cont.)
Pittsburgh—West View Park, West View Park Co., owners; G. L. Barker, Jr., mgr.; has 19 rides, 10 concession games, rink, penny arcade, coin machines; books orchestras, free acts.

Pottsville—Santoliga Park, Robert E. Albright, mgr.; has three rides, three coin machines, pool, rink, penny arcade; books acts occasionally.

Pottsville—Dresson City Park, Samuel Ache, owner; H. E. Hobbs, agent; has six rides, 14 concession games, pool, rink, penny arcade, coin machines; books orchestras occasionally.

Reading—Carolina Park, Joseph Slig, mgr.; has eight rides, concession games, pool, rink, penny arcade; books orchestras, acts.

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AGENTS, CARDMEN, PITCHMEN—MAKE \$5000 selling genuine orchid plants that produce 5 to 15 beautiful orchids annually in home or apartment without soil or attention. No dirt, not bulky, nothing like to sell \$15.00 per gross. Sample and particulars on request. TROPICAL IMPORTING CO., 337 Main Street, Sarasota, Fla.

AGENTS—GIRL PHOTOS, CARTOON BOOKS, Readers, Novelties, Books, Cards, Specialties. Samples, 25c-\$1.00. Catalog, 10c. DELUXE SALES, Box 416, Oaklawn, Ill.

AGENTS—1,000 FAST-SELLING SECRETS AND Roadman's Guide for \$1.00. Nets large profits. VINE, HILL & CO., Dept. 88, Swanton, O.

AMAZING CIGARETTE TRICK—\$25 SELLER. Gross \$4.50, sample one dime and 3c stamp. DICK BAKER, 1813 B. Arlington St., Akron, O.

AMAZING DISCOVERY—PERFUME BUBBLE Bath—Sensational seller. Send \$1.00. Assortment six packages. 100% Profit. Prepaid. VALTEX PRODUCTS COMPANY, Rochester, N. Y.

AMAZING ZIPPER CLOTHINGLINE—ZIP GAR- ments on or off instantly. Easy demonstration. Sure, safe every home. Big money. DUNN MFG., Hemstead, N. Y.

BARCAINE—100 RAZOR BLADES, 50c! Safety Shavers \$1.20 dozen! Camdell Type Cameras, \$1.50; Electric Razor, \$1.30. MATZ NOVELTIES, Reading, Penna.

BEAUTIFUL BIRD PICTURES—HANDMADE with genuine feathers. Sell on sight. Large profits. Free particulars. Samples 70c stamp. MARQUINZ, Apartado 1176, Mexico City.

BIG MONEY TAKING ORDERS—SHIRTS, Tea, Hosiery, Underwear, Pants, Uniforms, Dresses, etc. Sales equipment free! Experience unnecessary. Write NIMROD, 4922-A Lincoln, Chicago.

BIG MONEY YEAR ROUND SELLING HOT Specialties—Books, photos, snappy jokes. Via express only. Send \$1.00 complete samples and catalogue. LA FRANCE NOVELTY SHOP, 55 Hanover St., Boston, Mass.

BIG MONEY APPLYING INITIALS ON AUTO- mobiles. Easiest thing today. Free Samples. Also, exclusive salesmen for short order. Decalcomania Name Plates. "BALCO," 1305 Washington, Boston, Mass.

BIG MONEY APPLYING INITIALS ON AUTO- mobiles. Write immediately for particulars and free samples. AMERICAN LETTER COMPANY, Dept. 20, Dunellen, N. J.

CARDED GOODS—BLADES, 35c PER 1000 Shoe Laces, 50c gross. Soap Disks, National, Pencils, Moth Pads. SOUTHERN OHIO PRODUCTS CO., 427 Elm St., Cincinnati, O.

COSTS 2c, SELLS 25c—FAST SELLING NE- cessary for agents, crews, demonstrators. Instructions, sample, 25c. ARNOLD, 101 S. Halsted, Chicago, Illinois.

COSTS 2c—SELLS 25c. FAST SELLING NE- cessary for agents, crews, demonstrators. Sample 10c. Details stamp. LINNELL, Box 19d-8, Cleveland, Ohio.

CREW MANAGERS—SMASHING PRICES. EX- tract Concentrates, Specialties, Polish, Medicines, Cosmetics, Flavorings. Bargain catalog free. LAPURA LABORATORIES, 799 Summit, Toledo, Ohio.

DIRECT SALES PEOPLE ENTIRE COUNTRY. Get an arm load of KEEZ-AZZY's, start banking your money right now! Greatest novelty boom in years. See full page of this issue. See same page for High-Class Smart Merchandise of real merit invented by Nell Fulton, Cincinnati, Ohio. Fresh order New York department store \$4,000.00. Nell Fulton sells only protected merchandise (securing patents as fast as possible). 119 WEST 33D ST., New York City.

DISTRIBUTORS-SALESMEN—BUILD YOUR own business. Just out: big money maker. Sell to every Household, Hardware, Grocery, Hotel, Apartment, Bus Line, Automobile. Good territory open. TOM-SALES, 7610 Broadwood, Detroit, Michigan.

EARN 500% PROFITS SELLING OUR FAMOUS 4-Color Store and Tavern Signs. Big demand everywhere! Trial 20 Assorted and Catalog \$1.00 postpaid. Also Sacred Motives. JOHN-SIGN SIGN SERVICE, Morristown, Tenn.

EARN WHILE TOURING. EXPERIENCE UN- necessary. Sell original 9x11 Blue Signs. 100 Best Sellers \$3.00 postpaid. KOEHLER, 335 Coetz, St. Louis, Mo.

EASTER GREETINGS WRAPPINGS—SALES- folk insure sales by including prior dollar assortments. Retail 75c. 50% discount. Sample 50c. RESTPARK, Williamsville, Mass.

ENGRAVED NAMEPLATES, SIGNS, NUMBERS. Ornamental Desk, Initial Plates, Enamel finish, five colors, big profit. HILTON CO., 29 Portland, Providence, R. I.

FAST MAIL SELLERS—CALIFORNIA NOVEL- ties. Imprints furnished. Drop shipments. Particulars, sample, and ten secret selling plans, 10c. MISSION, 2328 W. Pico, Los Angeles, Calif.

FUN CARDS—SET 12 DIFFERENT. BIG profits. Sample set 10c; dozen 60c. Circulars free. RULEY, 1004 Washington, Charleston, W. Va.

IMPORTED, SOUTH AMERICAN ART PIC- tures—Samples, 50, 75c; complete assortment, \$1.00 and \$2.00. 150% profit. JORDANART, 16 Cedar Lane, Boston, Mass.

"KNOCKDEAD"—NEW BUC KILLER. Fastest seller, biggest reposter, pleasant odor. A necessity. Sample 35c. Act quick. DISTRIBUTOR, 64 Wauzaback, Roubidoux, Miss.

LARGE PROFITS—SELLING OUR FUN BUSI- ness Cards. Clever joke Novelties, etc. Samples, Catalog, Wholesale Prices, 10c. NATIONAL SPECIALTY SUPPLY HOUSE, 430 Central Ave., Cincinnati, O.

LORD'S PRAYER OR TEN COMMANDMENTS on a Penny, complete with cards, \$3.00 per 100; Three Samples, 25c. Beautiful bracelets, same engravings. Gold Plated, sample 35c. RAYMOND HALVORSEN, 809 Race St., Philadelphia, Pa.

LORD'S PRAYER, TEN COMMANDMENTS ON U. S. Penns. Cards, \$4.50 gross; samples 65c dozen. 2 dozen \$1.00. S. B. PERKINS, 1104 Linwood, Chicago.

MAKE YOUR PRODUCTS JUST AD WATER Forty-eight products in powder form. Sample and list 10c. MELORUM'S LABORATORY, 8354 Epworth, Dept. D11, Detroit, Mich.

MANUFACTURE FROM PHOSPHOLINE— Cleaning fluid 1c gallon; bleach 7c gallon; hand soap 2c pound; and ten fast sellers. Sample 25c. Details free. WESTERN, 6622 Denison Ave., Cleveland, O.

MEDICINE MEN—AGENTS, PITCHERS, COU- pons. Demos, 10c. Free 6c Indian Tonic; big profits. AMOGEN CO., 147 North Street, San Antonio, Texas.

NEW, FAST ACTION; BADLY NEEDED, IN- ventive Home Tool that saves 10c cord weekly. Easily useful everywhere. Endless outlets. No competition. Sold on one minute demonstration. Good Gays income easily carried. VARIETY PRODUCTS CO., 4171 West 140th St., Cleveland, O.

MEDICINE MEN—ROUTE MEN, FOR QUALITY line of Tonics, Lotions, etc. New low prices. Write THIGO DRUG CO., Hamilton, Ohio.

NEW YORK WORLD'S FAIR—POSTCARDS, Views, New Lamp Comic-Love's, Flappers, Zooers, Fish Jokes, Bathing, 15 Samples, price 10c-10c, 200 for \$1.00. Comic Pig Mirror, Bath Dancers, Surprise Packages, Booklets, Fun Cards. Any Sample, 10c. Complete assortment over 100 samples, \$1.00. Express paid. ARTFORM COMPANY, 1710 Underhill Avenue, New York.

OVERHAUL MOTORS—MANUFACTURE AND sell High Discovery Simply Mix Oil and Mineral. Enough Mineral to Start Business with Formula \$1.00. XRAYLYTE MINERALS, Kalispell, Montana.

PITCHMEN, SALESMEN, COUPON WORKERS—Clean Herb Tea gets the money. Small investment. Large Profits. Commission on repeats. Protected territory. Sample, 25 cents. WEST-INDIES MEDICINE CO., Box 4192, Miami, Fla.

PITCHMEN—"WEDDING RING PUZZLES"—Here is a real pitch; samples—25c. \$12.00 per gross. A. S. TERHAAR, Lemon Grove, Calif.

PITCHMEN! 140% PROFIT! AUTO POLISH without wax, dirt, grease or veneer. Cleans thoroughly. Polishes brilliantly. Humdingar! For \$1.00 can, send 25c. SELLEIT CO., 105 N. Clark, Chicago.

RED HOT NUMBER "RADIO PETE"—TRAINED Frog, vocalists 15c each, two 25c, \$7.20 gross. Sample 10c. OWEN FLIPPO CO., 2801 Vega Ave., Cleveland, Ohio.

RESURRECTION PLANT—UNIQUE NOVELTY. Miracle of nature. Costs below 2c; sells for 25c. C. E. LOCKE, 7 Rio St., Meilla, New Mexico.

SALESMEN, SALESGARD WORKERS—"SMARTY Parts" Deal is really hot. Write ELCO PRODUCTS, 14951 Sorrento Ave., Detroit, Mich.

SALESMEN—SELL JAR AND TIP TICKET Deals. Write to free sample offer. HAWKINS NOVELTY COMPANY, Box 694, Sioux City, Ia.

SELL BY MAIL—FORMULAS, BOOKS, PIC- tures, Novelties, Signs, bargains. Big profits. Particulars free. F. ELFCO, 438 North Wells St., Chicago.

SELL SOCIAL SECURITY PLATES—SAMPLE 10c. Particulars free. RELIABLE SALES CO., 6 W. 28th St., New York City.

SELL GREAT 4c "REPEATER" TO HOMES. Stores, Factories, Offices. \$1.00; Gross \$9.00; Sample, 10c. VERIBEST PRODUCTS, 4250 Easton, St. Louis, Mo.

SELL ART PHOTOS, BOOKS, NOVELTIES BY mail. Sample imprint catalog 10c. 1/2 profit. B. BRAUN, 359 W. 47th St., Chicago.

SOCIAL SECURITY PLATES—100 PLATES. \$4.50; 100 single cases, \$1.50; 100 dozen cases, \$3.00; 100 wallets, \$6.00; sample plate, 10c; name and number tin, 25c; complete stamping set, \$6.00. A. REIMAN SPECIALTY SALES, Post Office Box 34, Station L, New York City.

SPECIAL—100 PAIR SHOE LACES) ASSORTED colors, already mercerized cotton, silk work; 20 card Bobbie Pins and big price list; postpaid, \$1.00. SIZZ CO., 3638 Easton, St. Louis, Mo.

SPECIALTY MEN—A NEW WINNER. "AUTO- Swift-It" sells for 10c; 100% Profit. Send dime for sample. GENERAL SUPPLY CO., Box 6188B, Piqua, Ohio.

STRETTMEN—DOT-DASH SHOWCARD WRIT- ing System; sells like "hot cakes." 30 second demonstration; 9c profit on 10c sale. Send \$1.00 for 100. Will include sure-fire printer. Sample, 10c. BATHGATE, 51 Tiffany, Newark, N. J.

SUPERIOR NON-CORROSION RINGS FOR CAR battery terminals. Every gas station and garage a prospect. If you are a pitchman or call on the trade, you can't afford to be without this item. Send 25c for sample set and salesman's proposition. SUPERIOR MFG. CO., Radnor, Ill.

TROPICAL PERFUME BEANS, FRAGRANCE. Cards of Roses, 2c; Horn Nuts, 1c; Sam- pla, 10c. DIVINE SPECIALTY HOUSE, 13542 Heydon, Detroit, Mich.

UP TO \$6 HOURLY—AMAZING LIQUID formula to finish rowing machines, floors, furniture. Waterproofs cement walls, homes, institutions. Universal demand. STAMINITE CORP., New Haven, Conn.

WILL STAMP YOUR NAME AND NUMBER on Social Security Plate with Genuine Lacer Edge 8 cent for 25c wholesale, complete. Agents wanted everywhere. WORLD-WIDE IDENTIFICATION BUREAU, 669 Washington Street, Boston, Mass.

WHERE TO BUY AT WHOLESALE 500,000 Articles, Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York.

WHERE TO BUY 500,000 ARTICLES WHOLE- sale direct from factories, and other valuable information. CLASS PUB. CO., Ellwood City, Pa.

WOOD JEWELRY, BAR PINS, ANY NAME in fancy script, 55c postpaid. Liberal commission to salesmen. THE AUTONYM SHOP, 211 East 4th St., John, Mo.

107 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full particulars free. ELITE, 214 Grand St., New York.

ANIMALS, BIRDS AND PETS

A BIG FRESH SHIRAZ CHINESE DRAGONS and leopard iguanas, also gila monsters, snakes, animals and birds of all kinds. Lists free. SNAKE KING, Brownsville, Texas. *mafic*

AAA ANIMALS—BIRDS, REPTILES, DIRECT collectors and importers. See ad Circus Station. NEWTON CAPRON, INC., 90 Midland Ave., Montclair, N. J.

AAA! ACTIVE PERFORMING CIRCUS ANI- mals. Wholesale animals in jars, mounted, Marine exhibitions. (Particulars, stamp) UNIVERSAL, 3238 So. State, Chicago.

ALLIGATORS, SNAKES, LIZARDS—TO LARGE, Harmless Snakes, \$10.00 den. Wire via Ocala, Fla. ROSS ALLEN, Silver Springs, Fla.

BACK-SOMERSAULT DOG—LARGE YOUNG Police. Lots other trained dogs. WICK LEONARD, 3209 Sullivant Ave., Columbus, Ohio.

CANARIES—WHITE MALES, LOUD, STRONG voices. Live singers, \$7.00 each; Yellow Males, same quality, \$5.00 each; Frill Canaries, Males, white or yellow, extremely beautiful, live, loud singers, \$9.00 each. Linn Gill Fish & Pets, any size, made to order. MARY'S AVIARY, Sutherland Springs, Tex.

CHAMELEONS—FRESH STOCK, PROMPT SHIP- ments. Concessions supplied over 30 years. Write for terms. PET SHOP, 227 Camp, New Orleans, La.

COLLIES, SHEPHERDS, TERRIERS, BULL PUPS— Ship anywhere. Live delivery guaranteed. Guaranteed Mange Medicine \$1. BULLDOG BALKANY, 501 Rockwood, Dallas, Tex.

DENS LARGE MIXED SNAKES, \$5.00; LARGE Diamondback Rattlesnakes, \$10.00; 7-8-Ft. Alligators, \$15.00; Large Woodrats, \$10.00. EL ENICO JUNGLE FARM, St. Stephen, S. C.

DOG ACT, COMPLETE—SIX DOGS, DOZEN Tricks, including High Dive. Also powerful Public-Speaking System. MRS. JO GOOD, Canton, Tex.

FOR SALE—TWO SMALL MULES, TWO Monks, miniature Circus Wagons, Victrolas with Amplifier. Four-legged Chickens. ANDERSON, Box 319, Harrison Park, Cincinnati, O.

FOR SALE CHEAP—HIMALAYAN BEARS, Wild Cat, Coyote, Porcupine, Skunk, Raccoons, Kinkajous, Coat Mounds, Monkeys, Eagles, Peacocks. FLORIDA WILD ANIMAL RANCH, 4th St. North at 48th Ave., St. Petersburg, Florida.

FREAK FOR SALE—HEALTHY THREE-LEGGED calf with one front leg. Five weeks old. Holstein breed. HERMAN BENDIX, Courtland, Minn.

JAVA MONKEYS, WHISTLING MONKEYS, Ringed Monkeys, White Marmosets, Tamaras, Macaws, Birds of all kinds. Write for list. BIRD EXCHANGE, Box 7, Bell, Calif.

LARGE COLLECTION—CHIMPANZEES, BA- bonas, Monkeys, Monitor, Lizards, Birds, Snakes, etc. Send for list. WARREN BUCK, 420 Garden Ave., Camden, N. J.

LIVE ARMADILLOS—ALL SIZES. ALSO mother and babies. Prompt delivery, good feeders. THE ARMADILLO FARM, Comfort, Texas.

MIDGET CIRCUS STOCK—SMALL TYPE pure-bred Shetlands, any color. Missouri Mules that are real midgets. Matched pairs and drill teams. FRED WILMOT, Richards, Mo.

FLEETY SNAKES—ALLIGATORS, ARMA- dillos, Horned Toads, Monkeys, Agoutis, Ringtail Cats, Continuidans, Squirrels, Rabbits, Mice, Guinea Pigs, Prairie Dogs, African Lion Cubs, Leopard Cubs, Parrots, Parakeets, Opossums. Write OTTO MARTIN LOCKE, New Braunfels, Tex.

Additional Ads Under This Classification Will Be Found on the Next Page.

ROLLER SKATING, BICYCLE RIDING, HIGH STILE Walking Monkeys; Cockatoo, Act Complete; Individual Birds; Dog Act; Animals Stage Broken. Props. RAYMOND ROBERTS, Pambanah's Parts, 822 Eastwood Ave., Chicago, Ill.

TURTLES PAINTED, DECORATED AND LETTERED with food and boxes, \$15.00 per 100 delivered; Chameleons, \$4.50 per 100, delivered. LOUISIANA REPTILE FARM, P. O. Box 836, New Orleans, La. ap15

TWO PRAK DOGS FOR SALE—THE ONLY Hemaphrodite hound, and three-legged terrier. Money matters. Best offers accepted. CHIEF RED WOLF, P. O. Box 331, Winton-Salem, N. C.

WRITE FOR OUR BIG NEW SPRING CATALOG. It covers the Animal Kingdom. MEARS BROS. & WARD, INC., Oceanic, N. Y. Direct importers from all over the world.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

CARTOON BOOKS—KIND MEN BUY. SIZE 3 1/2x5 1/2. 24 for \$1.00; 100, \$4.00; by express. STRALEY, 1017 Mulberry, Springfield, Ohio.

EARN MONEY IN ANY CROWD—CALL Names of Strangers, tell Unspoken Questions. Professional Course Mind-Reading, Spirit Writing, etc., \$1.00. NORMAN, Box 341, San Bernardino, Calif.

HAVE YOUR OWN MONEY-MAKING BUSINESS—Learn Show Card Writing, Sign Painting. Write for details. BEGLEY SPECIALTY, 1472 D. Broadway, New York.

HYPNOTISM—INSTANTANEOUS METHOD. Hypnotize anyone instantly. Send for this amazing new method. Guaranteed \$5.00. ACADEMY OF PSYCHIC & OCCULT SCIENCES, Box 62, Hillstrat, Harrisburg, Pa.

LEARN VENTRILOQUISM BY MAIL—SMALL cost; 3c stamp brings particulars. GEO. W. SMITH, 125 N. Jefferson, Room 748, Peoria, Ill.

MUSICAL SAW—I GUARANTEE YOU CAN learn to play this popular novelty instrument in three easy lessons. Knowledge of music unnecessary. Complete Illustrated Instruction. One Dollar. WATSON, 12 N. Third St., Columbus, O.

NINETY SHOW SPIELS, BALLYHOOS, ETC., 50c; 84 Pitch Spools, Merchandise, Medicine, 50c; no stamps. WM. DUKE, PUB., Three Rivers, Michigan.

SPECIAL—A 6 1/2 INCH. BLACK AND WHITE pen drawing of your dog, 50c; clear snapshot instead; colored drawings priced higher; prices on request. FOX STUDIO, Delroy, Ohio.

BUSINESS OPPORTUNITIES

ANYONE CAN SELL GENUINE EBERTH Faber Advertising Pencils! Eberhard Faber quality! Top commission. Complete line. Prices no higher than ordinary pencils. Permanent business; few regular customers mean permanent income. Hurry. P. O. Box 1082, Muncie, Ind.

ARE YOU IDLE WORRIED? BROKE? THEN get Broke's 1,000 Money-Making Ideas, details, working plans now being used by thousands everywhere to make money. Satisfaction guaranteed. \$1.00 delivered. ACME, 824 Ruthersville, Mo.

HIGH PROFIT MAKING OPPORTUNITY—OWN-ERSHIP business; will sell generously; patent, trade-mark, stock; knife sharpeners retelling 10c. Room 2507, 130 West 42nd Street, New York City.

COLLECT ADDRESSES AT HOME—REAL OPPORTUNITY to make money. Send stamped envelope for information. P. O. BOX 4221, Atlanta, Ga.

DOLLARS—9th PROFIT MAILING LETTERS from your home. Letters furnished. Send for full details. W. W. SHORT, Clifton, N. C.

FLASH! NEW ITEMS—SHELL LAMP NOVELTY. Coconut Lamps. Florida's oldest and largest manufacturer of Tropical Souvenirs. LOS TROPICALS, INC., 946 North Miami Avenue, Miami, Fla. Open year-around.

FOR SALE—PENNY ARCADE, COMPLETE, ready to open. Myrtle Beach, Milford, Conn. E. BRADSHAW, 30 E. Broadway, Myrtle Beach, N.H., Conn.

GIANT MAIL—OPPORTUNITIES, INCLUDING 68-Page Magazine, 110c added income ideas. AR for 10c. B. KATZ, 4254 N. Kimball, Chicago.

HOW TO MAKE \$5 TO \$5,000 A YEAR—Details and valuable 25c folio for dime. Money back if not satisfied. VITA SALES, 518 D. Box 70A, Toledo, O.

LOCATION FOR RENT—STRIP OF LAND bordering State Park. Free scenic attraction within three-hundred feet; being advertised by local Chamber of Commerce and State Publicity Commission. Full-page Grayhound Bus ad. Callers July 4 carried picture. Good steady daily attendance with big week-ends. Proposition that reaching development offers sound opportunity for two rides with no competition and a six months' season. Ground area limited, some grading required. Interested owners of Ferris Wheel, Merry-Go-Round, Chairlans, etc., write A. M. GUNN, Box 63, Wellboro, Pa.

MAIL—OFFERS CHOICE OPPORTUNITIES. 10c. 10F ways to make money, 50c. Complete. BAHN COMPANY, Box 86, Wilkes-Barre, Penna.

MAKE "BEANUTS," THAT NEW CONFIGURATION. Cost 5c pound. Sells like wildfire at 40c pound. No expensive equipment needed. Formula and complete instructions \$2.00. KENNETH FLECK—Columbia, City, Indiana.

MAKE MONEY FAST! EASY! LEARN NOW 25c investment can earn \$25.00. Make up to \$25.00 daily. Proven success. Dollar bill brings Sample and Complete Plan. STERLING PRODUCTS CO., Springfield, Ill.

MANUFACTURE WOOD NOVELTIES, FURNISH for pleasure and profit. Turn spare time into cash. Illustrated 36 page Craftsman's catalog containing Machinery, Instruction Books, Supplies, Information, 10c Postpaid. WOODCRAFT SERVICE, Plainfield, Minnesota.

MONEY LETTERS—ROLL MONEY SKILL Game \$5.00. All buy, play Shoot Ball, ring bell. Postpaid, 25c. WM. SULLIVAN, 510 Englewood Ave., Chicago.

NEW BUSINESS—REVOLVING ADVERTISING Signs. One sign nets \$35 weekly. Most territory open except Michigan. We'll finance you. DIXON, 1103 Garfield, Box City, Mich.

PARK FOR SALE—16 ACRES. HAS DANCE Pavilion, Swimming Pool, Billiard Hall, Arcade, Stands, etc. Cost \$15,000, sell for \$4,800. FRANK ORNDORFF, Martoon, Ill. ap22

POPCORN—NEW SENSATION. CHEESE O Corn, Potato Chip, Nut and Candy Corn Machines. Big money. Write. HAPPY DAYS, Omaha, Neb.

POP CORN MACHINES—NEW MODELS. Coated Kettles, Griddle Stoves, Tanks, Burners and other Concession Supplies. Wholesale and retail. IOWA LIGHT CO., 111 Locust, Des Moines, Iowa.

PUBLISH YOUR OWN MAGAZINE—ONE hundred copies, \$2.00. Inexpensive. \$2.00 sample copy. Sc. 1505 P E. THIRD ST., Chattanooga, Tenn.

REAL ESTATE—SITE FOR HOUSE TRAILER Camp, just east of Ypsilanti, Michigan, on paved Highway, \$850.00. For sale! Pig slide, will train pigs for game! Used Working Wood. We build Show Wagons/Fronts, Truck Bodies, new model, turn over Krazy House, Folding Canvas Chairs, Upholster Sets, Lawn and Garden Furniture. The best in Row Boat, CHAR "EXACTLY" HOWARD, Saco Mfg. Co., Milan, Mich.

RID BUILDINGS BUGS, RATS, MICE, ETC.—8 Formulas, Trade Secrets, Instructions from refined exterminator, 15 years experience. Full Course, \$2, or details stamps. FOSTER, 29 So. Huntington Ave., Boston, Mass.

SACRIFICE—PORTABLE DODGEM BUILDING. 15 1934 Cars, \$3,000.00. 15 Horse Power Single Phase Motor used 4 months, \$200.00. 1924 S. E. 50TH AVE., Portland, Ore.

SAMPLES—WHOLESALE CATALOG NOVELTIES. Photos, Cartoon, Books, National Trade Directory Now Ready all for 25c. P. O. Box 290-8, New Haven, Conn. ap15x

SELL SNOW BALLS—OWN A BUSINESS. 400% profits. Outfits \$4.75 up. Flavors, 50c Pint up. Circular free. Instructions, 10c. SNOW BALL COMPANY, Jacksonville, Fla.

START A POTATO CHIP BUSINESS IN YOUR kitchen and make money! Busy season during summer months. Very small capital needed. Exceptional profits. Complete details, 25c, refundable. MULLER SYSTEM, Glen Moore, Penna.

SUMMER PAVILION—PAYING PROPOSITION for Dancing or Skating, \$2,000.00 cash! handles, balance long terms. Also new Tuxedo, size "38", \$15.00. BOX C-146, Billboard, Cincinnati.

TOLEDO FREE WEEGER—LARGE DIAL, \$100.00. Guess your weight. Two Gal National Penny Scales, \$50.00 Each. Guaranteed perfect condition. HOOKER, 2021 Main, Dallas, Texas.

WANT CONTRACTING AGENTS TO SELL hottest contract in America. Also promotional directors and theatrical directors for amateur productions. Write AMERICAN PRODUCTION COMPANY, Erie, Penna.

\$225 BUYS UPHOLSTERY CLEANING AND Mothproofing Equipment—Eighteen Ways to Develop Business. ANTHONY, 44 Third, North Tonawanda, N. Y.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A REAL BARGAIN LIST—OVER 500 RECONDITIONED Machines, Payouts, Phonographs, Legal Machines. Write today and save money. BADER NOVELTY, 2546 N. 30th St., Milwaukee, Wis. ap22x

A REAL BARGAIN IN RUBBER SOCKOLA Bowling Alloys, all sizes \$50.00; World Series Baseball, \$75.00; Tom Mix Radio Rifle \$75.00; School Days Rifles \$40.00. MODERN MACHINES, INC., 3725 West North Ave., Chicago, Ill.

FOR MOST COMPLETE VENDING MACHINE Catalog furnished, with over 100 illustrations, 10c in stamps. ASCO, 583 Hawthorne, Newark, N. J.

A-P CONDITION, LIKE NEW—20 U-POP-IT Popcorn Machines, \$39.50; 3-Way Crispers, \$5.00; Wurlitzer Baseballs, crated, \$4.50; Novelty Tablets, Crated, \$4.50; 50c. Races, Dur. Ski-Hi, \$10.00 each. 1/2 deposit. Wanted! Seaburg Universal Phonograph Cabinets for #12. MILLS AMUSEMENT CO., Inc., 1669 Main St., Buffalo, N. Y.

ART MODEL F TARGETS, \$7.50; BLUE DGN-NEE \$5.00; Microscopes, \$13.00; Panama Digger, \$9.00; Mystic, \$5.00; Bally Bumpers, \$5.00; Travel, \$3.00; Football, \$3.00; Wings, \$2.00; Double Action, \$5.00; Genco Baseballs, \$1.00; Spiffies, \$3.00; Play Golf, \$25.00. WILLIAMSCO, Box 766, Wilmington, Dela.

ARCADE MACHINES—MUTOSCOPIES, BALLS, Swinging Bag, Lindy Striker, Ball Grip, Drop Picture Machines, Radio Rifle, Pokerines, Three Ball Rollaways and other machines. COIN OPERATED MACHINE CO., 903 First Ave., Astoria Park, N. J.

BARGAINS FROM DAVE MARION—75 Counter Machines, \$2.50 up; 25 Novelty Bumper Games, \$5.00 up; Ray-o-Lite, \$7.50; 1c and 5c Q. T.'s, \$22.50 up; Stewart-McCulloch, 7-column, slug proof, \$42.50; 1 Ball Automatic, \$5.00 up; Columbus rear door, like new, \$47.50. Write for bargain list: "Save With Dave." MARION COMPANY, Wichita, Kan. ap8

COUNTER GAMES—ZEPHYRUS \$5.00; POKER Faces, \$9.50; Dado Dominoes, \$3.00; Kosner Kings, \$8.00; Mills Ticktack, \$2.00; Buckley Hornde, \$3.00; Buckley, Arvin, \$3.00; Buckley Cent-a-Pak, \$3.00; Redi Deal, \$2.00; Seven Crane, \$17.50; Deuces Wild, \$12.00; Redi Sport, \$3.00; Skill Draw, \$9.50; Evans Pocket Edition, \$10.00. CONSOLES—Keeney Skill Times, Red Head, 5c play, \$70.00; Keeney Skill Times, 25c play, \$90.00; Bally Reserve, last model, \$12.50. SLOTS—Mills Dials, \$15.00; Mills Blue Front, 10c play, \$30.00; Mills Blue Fronts, 25c play, \$30.00. One-third with order, bal. C. O. D. Order less than \$10.00 must be in full. H. G. NOVELTY, 849 S. W. 2nd Street, Miami, Florida.

DARK HORSE, \$35; PACIFIC BELLS WITH Jack Pot, \$40. One-third deposit required. LUBELL, 455 Hollenbeck St., Rochester, N. Y.

FIVE SEEBURG DELUXE SELECTAPHONES, \$97.50 for lot; 4 Wurlitzers P12—\$180.00; 2 Rockolad/1936, 12 Record, \$80.00; 1 Seeburg Symphonola, \$100.00; 1 Seeburg Model K 20 Record, \$140.00. E. R. SALES, 813 College Avenue, Grand Rapids, Mich.

FOR QUICK SALE—FIRST COME FIRST SERVED. Sport Pages, good ones, \$70.00; Fairgrounds, mechanically perfect, \$35.00; Fleeters, \$35.00; One-Two-Three, late models, \$35.00; Thistledegs, like new, \$90.00; Eastwood, \$30.00; Bally Reserve, \$15.00; Army Hand, \$30.00; Artillery, \$15.00; Precision, \$15.00; Jennings Liberty Bells, \$25.00; Jennings Good Luck Consoles, used three weeks, \$50.00; Mills 25c Golf Ball Vender, \$100.00; Mills Square Bells, like new, \$100.00; Pace's Saratoga Square Bell, used one day, \$100.00; 1938 Track Times, \$125.00; Kentucky Club, \$75.00; Triple Entry, used three weeks, \$175.00; Keeney's Pastimes, ten days old, \$175.00; wonderful assortment 1c Cigarette Machines and Counter Games, \$40.00 each. All machines guaranteed 100% mechanically perfect ready to set on location. V. certified deposit, balance C. O. D. ENID MINT COMPANY, 711 N. Independence, Okla. ap15x

FOR SALE OR TRADE—MILLS SKYSCRAPER, reg. 5c, \$20.00; Pace Banham, reg. 10c, \$15.00; Mills G. A. reg. 5c, \$20.00; Waring Double Top, reg. 5c, \$10.00; Waring Double J, reg. 5c, \$15.00; Waring Double J, reg. 5c, \$5.00; Evans Penny Boards, lot of 3, \$10.00; Pace Bell, reg. 5c, \$12.50. Wanted, Console Slots, Pace or Mills Club, Duke 1c, Triple J, P., Cigarette, Rockola World Series, Peppy, Little Four, Owl, Ginger 1c, Cte. Reels, Candy Floss, Chuck Wheel. J. W. BRAWNER, 814 C St., S. E., Washington, D. C.

FOR SALE—THREE MILLS NICKEL BONUS Bells with Motors, new never unboxed. AUTOMATIC VENDER COMPANY, 152 Houston Street, Mobile, Ala.

FOR SALE—30 STRINGER HOT PEANUT Penny Vending Machines. Your price if sold immediately. PAUL MALOTT, 119 N. Walnut St., Muncie, Ind.

FOR SALE, A-1 CONDITION—1 COTTLEBE Multiples, \$35.00; Fleetwood, \$35.00; Arlington Rover, \$22.50; Ray's Track, cash pay, \$40.00. 50% deposit. BROOKS CITY BILLIARDS, Lawlinton, Mont.

GOODBODY'S BARGAIN LIST IS WAITING for You. We Buy, Sell or Exchange. GOODBODY, 1824 East Main St., Rochester, N. Y. ap29

LOOK—WORLD SERIES, A1, \$79.50; PACIFIC Baseballs Dressing \$289.50! best legal game ball, \$59.50; World's Fair, \$19.50; Palm Springs, \$19.50; Hi-Balls, \$24.50; 1 Stoner Races, \$9.50; 3 Way Crisps, \$6.50; A B T Targets, \$11.50; Mills Dewies, \$49.50; Bally Arcade, \$19.50; Astro Soccer, like new, \$69.50; Silver Flash, \$12.50; Bally Boosters, \$7.50. Will Trade, Never Odd Balls, Peppy's Ticket Model, Box 762, DAY'S NOVELTY CO., Corpus Christi, Tex.

PENNY ARCADE MACHINES—COMPLETE outfit 75 Drop Pictures, Mutoscopes, Fortune Tellers, Athletics, etc. ready to work. Send for list. Make offer in full or part. SILENT SALES 635-D N. 2nd, Washington, D. C.

MULTI FREE RACES, \$42.50; HIT, PEACHY, St. Morris, Works Fair, Theorbob, Derby Day, Odd Ball, \$35.00 each; Odd Ball Reserve, \$40.00; Kick, \$30.00; Stop and Go, \$55.00; Ractins, Regatta, Stop and Go Reserve, \$45.00 each; Mifway, \$65.00; Free Play, Reserve, \$60.00; Plain, \$55.00. Bally Reserve, \$1.50; Fleet, Flosta, Moon, Crisp, \$15.00; Jungle, 120-Pack Cigarette Venders, \$13.50 each; Deposition, Request, Track Stars, Ray's Trick, Calliope Domino, Club House, Pacem, \$49.50; \$39.50 each; Review, \$29.50; Zephyr, Snappy, Swing, Tally, \$17.50 each; Spammer, \$25.00; Reserve Model, \$30.00; Ritz, \$24.50; Palm Springs, \$24.50; A. B. T. Guns, Triple Crisp, Aurora, \$9.50 each; Hi-Ball, \$49.50; Chief, \$40.00; Supreme, \$49.50; Slot, Machine, \$10.00 up; El Torro, \$7.50; Green-Uto, \$29.50; Seaburgs: 10-Record Phonograph, \$49.50; Counter Games, \$4.50; Blue Banquet, \$12.50; Sparks, \$15.00; Solinger Winner, \$22.50; Smoke Reel, \$15.00. LEHIGH SPECIALTY, 2d and Great, Philadelphia, Pa.

NINE BANG-A-DEER LIKE NEW, \$150.00 each. Cost \$300.00 new! Ideal for parks. Legal. NATIONAL, 2137 Tryon, Toledo, Ohio.

ONE GUN CLUB, 5 ROTARIES, 5 DE LUXE and 8 Treasure Islands Buckley Diggers. WESTERN SPECIALTY, 420 East Jefferson, Phoenix, Arizona.

OPERATORS IN S. E. MOA WESTERN TENN., Ky., Southern Ill., N. E. Ark., see or write us about used equipment of all kinds. BENTON SPECIALTY, Benton, Mo.

POP CORN MACHINES—POPMATIC, 1938 model, unused; electric All-Automatic, sacrifice price, \$97.50; one-third cash with order, balance C. O. D. F. O. B., St. Louis, Mo. MANCHESTER SALES CO., 1404 Manchester Ave.

ROWE ROYAL CIGARETTE VENDERS—EIGHT columns, sufficient shift; perfect condition; only four, \$60.00 each. One-third deposit, bal. C. O. D. HURRY. HARDEN SUPPLY COMPANY, Sioux City, Iowa.

SACRIFICE—NO REASONABLE OFFER REFUSED on Stand; 65 large Waring Mirror Scales, 35 locked, 3000 lbs. Gross, 1000 stored. L. H., 419 Mill Hill Ave., Bridgeport, Conn.

SACRIFICE—1938 SKILL TIME, \$95.00; KENNY Club, \$75.00. Across the Board, \$25.00; Tanform, \$25.00; Derby Day Console, \$20.00. Deposit required. A. F. NOVELTY CO., 10216 Westchester Ave., Cleveland, Ohio.

SEVEN VEST POCKET MILLS—AUTOMATIC Payout Counter Machines for sale. Like new. Only two weeks old. \$40.00 each. Extra rods for 1/2c. MELVIN MARPLE, Monterey, Minn.

SPARKS—IMPROVED MODEL, SLIGHTLY used, 25 of \$17.50 each. Other bargain counter games. BLACK NOVELTY CO., 1127 Kinney, Corpus Christi, Texas.

TAKE 'EM AWAY! LIKE NEW, USED 6 weeks; 20 four-compartment Automatic Stores, \$11.75; 20 Empire Vendors, \$3.75; 20 Advance 5c Horseshoe Machines, \$10.75. Write H. FLOUS, Iron River, Michigan.

TRADE WURLITZER 24 FOR 6 MILLS VEST Pockets, Wurlitzer 616 for 5 Vest Pockets; National Candy, 9 columns, for 3 Vest Pockets; Waring Fortune Teller Scale, small, for 8 Vest Pockets; give 3 Zephyr, Cigarette Reels for 1 Vest-Pocket, O'BRIEN, 89 Thames, Newport, R. I.

TWO VEST POCKET BELLS, PERFECT CONDITION, \$35.00; Old Age Pensions, \$6.00; Balthasar's Draw, \$4.00; Bonnet's Success Wheel, \$7.00; Race Spot, \$3.50. TRI-STATE VENDING CO., 508 E. Young Place, Tulsa, Okla.

VENDORS—RECONDITIONED AND GUARANTEED. Perry King Ball Gun Machines, \$2.00; Robbins 2 in 1, \$7.50; Master Novelty (pocket), \$3.00; Yu-Chu Ball Game, \$4.00; North-western Deluxe, \$9.00; Duplex Arvin, \$7.50; Snacks (with stands); \$15.00; Adlee Penny Shop, \$10.00; Lucky Boys, \$4.50; Lincoln, \$3.00. Write for list New and Used Machines. Deposit. RAKE, 5438 Woodland Ave., Philadelphia, Pa. ap8

WANTED—BALLY THUNDERBOLTS. STATE price and condition. A. I. DURSSELL, 208 Hartford Avenue, New Britain, Conn. ap8x

WANTED—GIANT MOVIE BANK; SEEBURG Sportsman; Rotary Merchandiser; Mutoscope Shootmarks; Electric Eye; Magic Finger; Skill Games. GUY DOWNS, Harmony, Mass.

WANTED—MACHINES FOR ARCADE, X-RAY Poker, Mutoscopes, Phonomatic, Wurlitzer Skee Balls, World Series. One lowest priced. ALGER ASCHERT, 6812 Central Ave., Ridge-wood, N. Y.

WANTED—SLOTS, COUNTER GAMES, PHONO-graphs. Will Trade One Ball Automatic Pay Game or New Master Toy or Roanuk Vendors. LEFTWICH, 600 So. Erv, Dallas, Tex. x

WANTED AT ONCE—MILLS WUSERS. SOFT Bally. How many have you? BIRMINGHAM AMUSEMENT CO., 1424 Third Ave., N. Birmingham, Ala.

WE PAY \$25.00 CASH EACH FOR 12 OR 18 Wurlitzer Rockard Machines. State condition. Address: G. W. KIEMER, 405 Alameda Ave., Muncie, Ind.

WURLITZER PHONOGRAPHS—EXCELLENT condition, ready to operate. Nine—12x with Music and \$49.50; Ten—12x with Music and \$57.00; and \$70.00. Eight 12x with slot guides, \$65.00. Fifteen—6 1/2x with slot guides, \$97.50. Four P-400, \$60.00. F. O. B. Wilmington. Third deposit, balance C. O. D. C. L. WHITEHEAD, 1205 Market, Wilmington, N. C. ap8

WILL SACRIFICE ALL CONSOLES AND Amusement Games. Will trade for Wurlitzer Phonographs. What have you? Write J. H. HOUSWORTH, R. F. D. 2, Poughkeepsie, N. Y.

36" BALL GUM, FACTORY FRESH, 11c BOX; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING, MA.** Pleasant, Newark, N. J.

6 DELUXE, 4 TREASURE ISLAND BUCKLEY Diggers, \$69.50, \$47.50. Also Merchandise. **F. KIRSHMAN, Bovey Apts. 308, St. Cloud, Minn.**

COSTUMES, UNIFORMS, WARDROBE

BEADED BONNETS—FINEST EAGLE FEATH- ers, half price. Part white, \$6.00; white, black tipped, \$12.00. Shows write **ROBERT BACKUS, Florence, Colo.**

BEAUTIFUL VELVET CURTAIN, \$35; TENT Curtains, \$15.00; Ten Red Fish Band Costs, \$25.00; Red Caps, \$1.50; Cellophane Mulas, Oriental, Illusions, Mirafels, Trunks, Clown Outfits, Orchestra Coats, Jackets; Beautiful Cytke, \$25.00; Regulation Band Costs, \$2.50; Blue, Black Caps, \$1.50; Drum Major Outfits, Free Lits. **WALLACE, 2416 North Malsted, Chicago.**

CARNIVAL GIRL SHOW COSTUMES—FLASHY colors, beaded, spangled, fringed. Closing out. \$2, 3. Cash or C. O. D. **BETTY BOATRIGHT, 215 Africa, Bond, Oregon.**

GLASSY NEW COWNS, WRAPS, LINGERIE, "Leopards," Rubber Buns, Face Masks, Face Litters, Opera Hops, Tights, Leopard, Artificial Finger Nails, Cosmetic, Wigs, Toupees, Eyelashes, Strip Ties and Impersonation Outfits, 1939 Illustrated booklet, 10c (deductible). **L. SEYMOUR, 246 Fifth Ave., New York.**

COSTUMES, WIGS, UNIFORMS, MESS JACKETS, "Theatrical Supplies for sale. Lowest prices in America. Free catalogue. **KLEIN COSTUME COMPANY, 86 Shawmut Ave., Boston, Mass.**

USED COSTUMES—CIRCUS, PRINCIPALS, dollar up. Uniforms, Trunks, Dress Suits. No catalogue. **LOUIS COTTENBERG'S SONS, 9 W. 18th, New York.**

100-300 PROFIT! MEN'S SUITS, \$1.50! Coats, \$3.00. Dresses, 10c. Many other bargains. Catalogue free. **FAIRMOUNT, 160-1 Monroe Street, New York.**

FORMULAS

BARBECUE SAUCES—THREE KINDS, BAR-becue Hash, Imitation Chicken Gumbo, Euro-ka Table Relish, \$1.00 for the lot, postpaid. **ROADMAN'S GUIDE, 53 Miller Bldg., Toledo, Ohio.**

FORMULA—DESTROYS BEDBUGS, ROACHES, Flies, Fleas, Moths, Mosquitoes, etc. Stainless. Pleasant odor. Write, stamp appreciated. **W. BALLANTYNE, Chworthill Falls, Maine.**

MAKE FLY SPRAY AT HOME—50c A GAL-lon, \$7.50 profit. Guaranteed Formula. **STONER CHEMICAL CO., 969 N. Tremont, Indianapolis, Ind.**

THAXLY FORMULAS FOR PERFECT PRODUCTS—Accurate analysis assured. Resultful research. Catalogue free. **Y. THAXLY CO., Washington, D. C.**

WHY WORK FOR OTHERS. GO INTO BUSI-ness for yourself. Make good soft potato-chips, crispy "cheese chips" and golden corn chips. Formulas 3 for 25c, guaranteed. **JOE SYC, 2712 Gester, Detroit, Michigan.**

FOR SALE—SECOND-HAND GOODS

ALL TYPES REBUILT POPCORN MACHINES— Guaranteed. Heavy aluminum geared popping kettles, \$7.50 each. **CARMEL CORN EQUIPMENT, 122 South Malsted, Chicago.**

ATTENTION—10 SEBURG (WESTERN) Midget Pianos, good condition, \$25.00 each with music rolls; Laufmanometer Blood Pressure Machine, \$17.50; one-third deposit. **AUTOMATIC MUSIC CO., Kalamazoo, Mich.**

BARGAINS—HENRY E. X. FREEZE FROZEN Custard Machine, \$150.00; Wurlitzer 5c Ball Alleva, 14-foot 5c Coin Operated, \$5 for \$110.00; Caphart Orchestra Phonograph, automatically reverses, 24 records, \$95.00; Russ 5-gallon Freezer, attached to 40-gallon Hardening Cabinet, \$550.00. **W. LEWIS, 3 Arnold Ave., Point Pleasant, New Jersey.**

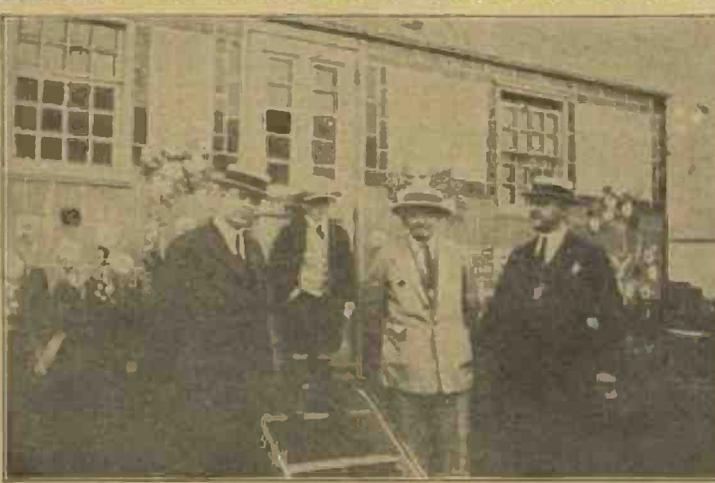
BEAUTIFUL SIXTY NUMBER, FIVE-FOOT DI- ameter Wheel. Minor trimmed with thirty small electric bulbs, complete with standard and lay-down chart. Sixty Dollars, third cash. **Balance C. O. D. F. W. SEARLE, Manlius, N. Y.**

CORN POPPERS—GASOLINE, ALL ELECTRICS, Giant Covered Popping Kettles, Long-Talking Rotary, Caramel-coat equipment. **NORTHBIDE CO., 1925 10th, Des Moines, Ia.**

FACTORY REBUILT E. G. SMITH TYPE- writers delivered, \$28.90. Look and work like new machines. Bargains in New Portables. Catalogue free. **TYPEWRITER EXCHANGE, Sac City, Iowa.**

FOR SALE—GRAB JOINT 9x10 TENT WITH frame; Tank, Burner, Coffee Urn, Cups, Glasses, Bowls, Cane Board, Concession Top, 9x10. **DINES HARRINGTON, 36 Princeton St., Charleston, Miss.**

Show Family Album



SOME OF THE STAFF of the Greater Sheesley Shows, now the Mighty Sheesley Midway, snapped alongside the flower-bedecked office wagon. Left to right: Joseph E. Walsh, special agent; Clarence Pounds; Charles H. Pounds, his dad, veteran secretary-treasurer and still with it; and Claude R. Ellis, director of publicity. Clarence Pounds, now a six-footer, married and living in California and off the road, for the past several seasons was a ride operator on the shows and in Funland Park, Miami, Fla. Joe Walsh is a widely known amusement promoter in New England. The former publicity purveyor has been an associate editor of The Billboard for a number of years. Photo furnished by Charles H. Pounds.

The Billboard invites its readers to submit photos taken from 15 to 30 years ago. It is especially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

FOR SALE—GOOD CORN GAME; COMPLETE. Like new, size twelve by sixteen; U. S. top; one hundred dollars. **W. LEWIS LINOLEY, Thayer, Missouri.**

FROZEN CUSTARD OUTFIT—ELECTRICAL, complete with Compressor, Neon Sign. Reasonable. Circle Swing in Atlantic Beach with or without location. Particulars. **T. GANIM, 309 Fifth Ave., New York City.**

GASOLINE MINIATURE TRAIN, PERFECT condition, \$80.00; New High Stickers, \$135.00; Shaker Mault, \$3.50. **I. B. ALEY, Rt. 4, Anacostia, D. C.**

HENRY RECONDITIONED E. Z. FREEZE AND Creamo Frozen Custard Machines, bargains. **FROZEN CUSTARD MACHINERY CO., 869 Thomas St., Memphis, Tenn.**

KARMELOKORN KRISPETTE OUTFIT—ELEC- tric Corn Popper, Candy Puller, Carnival Electric Lighting Plant and Flood Lights. **ECLAIR, 1045 Abbott, Detroit, Mich.**

LONG RANGE SHOOTING GALLERIES—NEW and Used; one built to mount on trailer; dandy road gallery. **H. B. SHERBANH, Wayne, Neb.**

LORD'S PRAYER PENNY EMBOSsing MA- chine, "Blue Dot" with Motor, \$50. **E. C. HARRIS, Box 6011, Los Angeles, Calif.**

NEW VELVO FROZEN CUSTARD AND ICE Cream Machines—Complete freezing and storage unit, \$169.00. Write **FROZEN CUSTARD COMPANY, Canton, N. C.**

ONE LORD PRAYER MACHINE WITH 3 EN- gravements; Laufmanometer Blood Pressure Machine; 1 3-way Grip; 1 Target Skill; 1 Sheepie Chaser. **L. A. GREGORY, 1245 5th Ave., E., Cedar Rapids, Iowa.**

POPCORN MACHINES—CRISPETTE, CARMEL- Crisp, Cheezelast, French Fried, Potato Chip Machines. **LONG-EAKINS, CO., 2976 High St., Springfield, O.**

POPCORN CRISPETTE OUTFIT—BRASS AND Rubber Molds, New Toys, Comet, Magic, Wax Tents, Printing Outfit, Power Machines. **A. W. DOWNS, Marshall, Mich.**

RABBIT GAME, 12 UNITS, GOOD CONDITION. Now operating in Corey Island. Will ship anywhere. **FABER, 263 E. 12th, Brooklyn, N. Y.**

RAINBOW FLOSS GOING OVER—TRIPLE colors, one machine. Opportunity. Write for particulars. **RAINBOW FLOSS MACHINE CO., care Carlisle Park, Baltimore, Md.**

SHOOTING GALLERY—LEADI, MOVING targets, short range combined; portable; light weight; sacrifice, \$325.00 (cost \$950.00 new). **HALLETT, Montevideo, Minnesota.**

STEEL COOK'S CHESTS, \$5.50; NEW COOK- ing Kettles, Blended steel, \$1.25; Army Field Stoves, \$3.50, \$5.00. **TAVETIAN, 61 Rutgers St., New York.**

TRUNKS—H. & M. AND TAYLOR THEATRICAL Trunks, slightly used; also other makes. Big sacrifice, \$5.00 up. **SAVOY, 60 East 59th, New York.**

UNIVERSAL LIGHTING PLANT—4CYL. 3RT; capable lighting 100 50-watt lamps. Bargain—used one season. **D. CORSO, 162 Park, Paterson, N. J.**

FOR SALE—SECOND-HAND SHOW PROPERTY

AA-1 ATTRACTIONS—"NINA SONTATA," headless lady, "alive." Wax child birth, Deep sea exhibition, Public Enemy wax show; Two-headed baby, Giant octopus, Unicorn shows, Curiosities, Illusions. (Particulars, stamp). **UNIVERSAL, 3238 So. State, Chicago.**

ATTENTION!—AMUSEMENT PARK OPER- ators! Final Liquidation! Complete Fun House, Pie Rabbit Games, Batamball, Mysterious Sensation, Mechanical and Electrical Equipment, Hundreds of D. C. Motors, all sizes! Perfect condition—Best offer! **WHITE CITY AMUSEMENT PARK, 6300 South Park Ave., Chicago, Ill.**

BALL GAMES—BOTTLES, CATS, ROLLS, KIDS; Templa. Complete new attractive outfits. Toys, Frames, Racks. **LAMANCE, 782 Marion, S. E. Atlanta, Ga.**

CARROUSEL—2 FT., 3 ABREAST, PARK type, good as new. Price right or percentage. **PAUL, 3122 N. Park Ave., Philadel., Pa.**

CIRCUS BLEACHER SEATS, ALL SIZES, NEW and used; out or indoors, with or without foot rests. **PEHR BLEACHER SEAT CO., 1207 West Thompson, Philadelphia, Pa.**

HALL THROWING GAMES—BOTTLES, CATS, Dolls, Kids, Templa. Complete attractive outfits. Toys, Frames, Racks. **LAMANCE, 782 Marion, S. E. Atlanta, Ga.**

CONDOMAN FERRIS WHEEL FOR SALE OR trade for late model car. **HARRY LEPAR, Bemus Point, New York.**

CORK SHOOTING GALLERY, 12 BY 10, 5 Cans good condition, \$40.00. Also Cook-house Equipment. **6339 DREXEL, Chicago, Midway 1973.**

CUSTER MOTOR SCOOTERS—TEN, FIRST class condition, chain drive, automatic clutch foot throttle, used few months, cost \$124.50 now will sell for \$75.00 each. **MILLS AMUSEMENT CO., Inc., 4669 Main St., Buffalo, N. Y.**

FAMILY MITY TOP—FIFTEEN BY TEN; LIKE new; portable panel front; complete chairs and tables; \$75. Bargain. **GIBSON, 922 Pennsylvania Ave., Southeast, Washington, D. C.**

FOR SALE—VELVO FROZEN CUSTARD MA- chine, used one week, fifty dollars; pan joint, ten dollars; penny pitch, five. **W. LEWIS LINOLEY, Thayer, Missouri.**

FOR SALE—KIDDIE AEROPLANE SWING, \$300—Penny Arcade, 50 machines, \$275.00. Will buy in No. 5 Wheel. **HOMOLD, 2419 80th Ave., San Francisco, Cal.**

FOR SALE—PARK MERRY-GO-ROUND; GOOD condition; 1934 Chev. Tractor Truck and Trailer for hauling Ferris Wheel. **FOREST PARK, Hanover, Pa.**

FOR SALE OR TRADE—ONE OF THE BEST preserved real mummified human bodies ever shown the American public. **J. OMER BARNHART, 107 1/2 S. 8th, Peru, Ind.**

FOR SALE—"MAJA THE COPPER MAN" Show, Platform on trailer. Opens 16x16, complete with panel front. Public address. Owner deceased. Apply **MRS. R. D. LEWIS, 3200 Humboldt Ave., South, Minneapolis, Minnesota.**

FOURTEEN UNIT CONY RABBIT GAME— completely wired, with all accessories. Will deliver and set up. **C. C. SMITHSON, 217 Magnolia, Tampa, Fla.**

HOLLYWOOD SEARCHLIGHT, 24 INCH, Navy Standard, \$85.00; Klieg Arc Lights, \$25.00; 50 H. P. Electric Motors, \$275.00. **LEE, 7105 McKinney, Dallas, Tex.**

HOUSE CAR OR TOM TRUCK—TWO TAYLOR Trunks; Levitation, Faun color and white Doves, Pigeon Catching, Kellar Flower, Throne Chair, Production Boxes. List ten cents. **THE GREAT ZELMO, P.O. Box 50, Lake City, Florida.**

LOOP O' PLANE—SINGLE CABLE; LIKE NEW; complete, \$600.00; one-half down, terms. Make cash offer. **JOSEPH LOWMEES, Imperial Beach, Calif.**

LOOP-A-PLANE—KIDDIE RIDES; 2 COM- plete mechanical shows, 1 miniature circus photo machine, skills, electric kiddie auto, lightning money changer, band organ, mounted animals. **COLLINS, Box 77, Kennerly, Neb.**

LUNCH TRAILER, 20 FT.—ROOT BEER CA- ribonator, Pop Corn Machine, Hamburgers, Light Plant, Cost \$2000, sell \$1185. **HAGEN HARDWARE, Muskegon, Mich.**

MEDICAL PICTURES—ON SOCIAL DISEASES, Childbirth and Old Time Museum Prints. List for stamp. **MURPHY, 1508 1/2 South 7th, St. Louis, Mo.**

MUST SELL FOR IMMEDIATE REMOVAL BE- fore April 15th—Entire Amusement Park Equipment, Carousel and Organ; 14-Car Shooter Ride, all Accessories; Shooting Gallery, Aerial Swing, 6 Skoo-Ball Alleys; Complete Equipment for Games, Restaurant and Refreshment Stands; 2 Sales, 10 Cash Registers, 125 Bathing Suits and Supplies. All excellent condition. All or any part at great sacrifice. Can be seen at Croton Point Park. Call or come in person between 1 and 5 p.m. **MYRON ALPERT, Croton Point Park, Hamden, N. Y. Phone; Croton 3293.**

PENNY PITCH, 1 P., \$30.00; CHUCK LOG, \$15 Arms, \$3; Magic; Big bargain list, stamp. **KENNELLS, U. S. St., Fayetteville, Ark.**

PENNY ARCADE—100 MACHINES IN AR-cade building at Summer Park near Buffalo, N. Y.; **WILLIAM POWERS, 150 Temple St., Providence, R. I.**

PITCH TILL YOU WIN GAMES MADE TO Order. New attractive outfits. **FRANK WELCH, 735 East Main Street, Rochester, New York.**

SHOOTING GALLERY AND PENNY ARCADE With Building, at popular Southern Wisconsin lake resort. Write **BOX C-144, Billboard, Cincinnati.**

SHOW WHAT IS KNOWN AS MECHANICAL City, \$500.00 cash. Can be seen at **FINDLEY STORE, Burr Oak, Mich., R. 1.**

SIXTEEN AND TWENTY-FOUR SEAT CHAIR- Planes—Motor, Fence, Ticket Box, Street-Foot House Car. **FALVIN GRUNER, Piquetteville, Ill.**

SMALL COOKHOUSE, COMPLETE, WRITE FOR details or come and get it. A bargain, \$30.00. **AL BECK, 915 Selwyn Road, Cleveland, O.**

TENT, 30x50 SIDE WALLS, \$150.00; LARGE Liberty Roof Beer Barrel, Carbonator, \$100.00. **HOLM, 437 143d St., Rockaway Beach, New York.**

TENT—30'x45', WAXI TOP, WHITE SIDE- wall, good shade; outfit complete with poles, \$75.00. Also 4 Erie Diggers, good shape, \$16.00 each. **PENNY ARCADE, 2110 D St., Galveston, Texas.**

TWELVE SAFE T-RAIL WATER TOBAGGANS, \$5 each; Kiddie Aeroplane Swing, \$50. **FRANK PHILLIPS, San Benito, Texas.**

TWO-HEADED WAX TUBY—LARGE SIZE, perfect, real 5 month unborn baby, both \$15.00. **BOB RENO, Hagerstown, Md.**

TWO ELECTRIC PENNY PITCH BOARDS— Transformers, balls complete, \$10 each. Electric Pigeon, 600 foot high, forty pieces, ten on roll, \$25. Four Gold Rush Shooting Tubes. **JOHNSTON, 808 Hoyt, Muskogee, Okla., Mich.**

WALK-THRU SHOWS—MIRACLE OF BIRTH, the Next War, Hitler and Nazism, 3 day Serent; crabs show, electric chairs, flash for microshows, etc. Free list used and new shows, crime and medical photos. **CHAS. BUELL CO., Newark, Ohio.**

Additional Ads Under This Classification Will Be Found on the Next Page.

5 HOOKER'S SHORT-RANGE GALLERIES, PER-
fect condition, \$30.00 each; Remington
Rifles, \$10.00; Ten-Ball Pool Tables, \$5 each,
\$12.50 each. HARRY GUMMING, Old Orchard
Beach, Maine. ap15

6KW GENERATOR, 32V FAIRBANKS-MORSE,
\$25. 110v Homelite Plant, carry, \$1,000
watts, motor complete, almost new, \$50.
NEWTON, St. Stephen, N. C.

18x10 TOP AND FRAME, 9-FT. WALL, 12-0Z.
Top, 10-oz. 1939, fairly good condition,
don't leak, \$50.00. TED MITCHELL, 8605
Madison Ave., Cleveland, O.

HELP WANTED

ADVANCE AGENT WITH CAR FOR WESTERN
States. Five people unit. One to three night
stands. Salary 20%. We never close. Write,
don't wire. CLARK-RAY COMEDIANS, Can.
Del., Phoenix, Arizona.

ADVANCE AGENT TO HANDLE MARIONETTE
unit. Acclaimed by thousands as great en-
tertainment, repeats everywhere. Percentage
proposition. P. O. BOX 1403, Fall River, Mass.

ATTRACTIVE GIRL—WEIGHT 105 TO 115
pounds. Assistant vaudeville act. PAUL
KIRKLAND, 20 George Street, Tenally, N. J.

HAMMOND ORGANIST WANTED—UNION
of most just. To play with traveling stage
production in best theatres. Show experience.
Single, sober, long engagement, neat cut of
hair. Wire all in first. MANAGER, Oriental Harlem
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1939.

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AA-1 WE BUY, SELL AND EXCHANGE (NEW, Used) Show Goods (Every Description). What have you, UNIVERSAL, 3238 So. State, Chicago.

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TWO PEOPLE BENCHES, JACKS AND STRINGERS, etc. No link. Must be priced low. ARTHUR C. MILLER'S VARIETY SHOW, Elmira, N. Y.

WANT TO BUY MINIATURE TRAIN in good con. Give full details at once. LELA SCHROEDER, Britt, Iowa.

WANT USED XYLOPHONE ACCORDION. Auto Trainer. Write all details. Box 947, care Billboard 1564 Broadway, New York.

WANTED—COMPLETE SET OF LAUGHING MILLERS in good condition. Write for other good ideas for Merry-Co-Round. Equipment for dispensing Rings on Carrousel. Write R. E. RICHWINE, Williams Grove Park, Mechanicville, Pa.

WANTED—USED MINIATURE STEAM LOCOMOTIVE, amusement park size. JOSEPH SCHMOLL, 5 Hoffman St., Spring Valley, New York.

AT LIBERTY ACROBATS

AT LIBERTY—TUMBLERS, Acrobats, Age 12 and 15. Literature on request. EVANS 'BROS.', 5705 Florida Ave., Tampa, Fla.

HAND BALANCER

Heavy-type Top Mounter and Middle Man. Strong. Wants work with "hands-to-hand balancing team" or any type of acrobat act. J. YURK, 712 Banner Ave., Brooklyn, N. Y.

MARCHANDS TROUPE OF LOC ROLLING Acrobats. Would like to get in contact with some show manager in the New York World's Fair. FRANK MARCHAND, 602-W Carlton-Cloquet, Minn.

PHILIP PIANTONE—Acrobat, also Handbalancer and Comedian. 1236 Monroe St., Chicago. Telephone Margaret 2031

WANT TO JOIN TROUPE—No time, money, understanding to double troupe. (This includes catching 4 good animals, height 11 to 12 in., weight 140, LOUIS TOBY, 1440 W. 32d, Cleveland, O.

AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT FOR DANCE BAND—Carnival Circus, Acts for Fairs. Consider contract with M. C. A. Bands; references; capable contractor; part executive. Salary. JACK BOLGER, Lamberton, Minn.

PUBLICITY AGENT—ANY TYPE OF SHOW. Single, age 36. Five years' experience on press; also do my own press photos. Refer to Frank Winchell, Box 4, Horton or Omer, Kentucky as to my ability. LEN HUMPHRIES, 25 Russell St., Toronto, Ont.

ADVANCE AGENT—With car, wants to book say act-class attractions. Western. TIMMY MERRY, All Girl Band or Stage Unit, large or small. Court to Coast routes, theaters and best night clubs. For quick action rush orders to AGENT, Box 274, Billings, Woods Hole, Chicago, Ill.

BEDROOM AMUSEMENT MANAGER—Thoroughly experienced in all phases of amusement business, including promotion, publicity, advertising, bookkeeping and management. Young hard worker. Willing to travel to locate openings. BOX 379, Rockford, Chicago.

BOUNDER and Insurance Manager, Assistant at Washington, D.C. hotel at Liberty for same work at Paris, London, extensive boat and beach. Formerly assistant manager and chief attraction at Tuckerton Beach. Worked at Clark Gable Lake Park, now closed. Four summers' experience on oceanic boat & R. Potomac as special officer and leader. Can furnish latest references from all former employers. Late degree, young, intelligent, married, sober, reliable in all respects. Salary commensurate. Next opportunity, age 36, 6' 4" tall, weight 240 pounds. Characteristically character references. Only personal references on request. RAY BOYLE, 1108 7th St., N. W., Washington, D. C.

At Liberty Advertisements

Figure TOTAL Number of Words in Copy at 5c a word—FIRST LINE IN THIS STYLE TYPE. 2c a Word—FIRST LINE IN THIS STYLE TYPE. 1c a Word—FIRST LINE IN THIS STYLE TYPE. Minimum 25c. Cash With Copy

CIRCUS-CARNIVAL Publicity Director. Contracted for Grand, Studio, Remaker, Bestway, Hippocampus. Twenty years' experience. High potential, people appeal, expert contractor. State salary. Write to Mrs. JOHNETTE BAILEY, 149 North Water St., Adrian, Mich.

AT LIBERTY BANDS AND ORCHESTRAS

AT LIBERTY—HILLBILLY BAND, SIX PEOPLE, featuring Shorty, three feet high; also one-legged dancer. TOMMY TOMPKINS, WKST, Ellwood City, Pa.

EXCELLENT FIVE OR SIX-PIECE ORCHESTRA. Complete library, plenty of doubles, vocalists. Will guarantee satisfaction. Prefer West Coast. Write all particulars to LEON OZEMBACH, 3360 6th St., Riverside, Calif. ap22

AVAILABLE AFTER APRIL 15TH—STYLIZED Dance Band. Nine men, featuring girl director. Radio and floor show experience. Write ORCHESTRA, 1812 South Drake Ave., Chicago, Ill.

FIRST-CLASS FIVE-PIECE BAND—DESIRE hotel, club, resort location only. Commercially styled music, sweet and swing, variety. Organized five years. Union, exclusive arrangements, vocal trio, modern equipment, transportation, p.a. system. (References that date back five years. Located now but desire change. All married, sober, reliable and sincere in the business. Write "ORCHESTRA," 1920 South 9th St., Terre Haute, Ind.

FIVE-PIECE STRING ENSEMBLE—LUNCHON and dinner music. Desire summer location at resort, hotel or club. Two Violins, Viola, Cello and Piano. Union. Five years' experience. Play symphonic, semi-classical and popular. Write CARPENTER STRING ENSEMBLE, 181 Hamilton Place, Fond du Lac, Wis.

EIGHT-PIECE GIRL ORCHESTRA—EXPERIENCED all lines. Young, attractive, no "tramps." Solid ride and sweet style. Wardrobe, fringes, bills, etc. Union. Co anywhere. Contact "GYPSY SWEETHEARTS," care 310 N. 27th Ave., Omaha, Neb.

WELL-ORGANIZED 70-PIECE COLLEGE ORCHESTRA. Two arrangers, equipment, play show. Will augment. Can furnish good songstress. Available June 15-Labor Day for summer spot. References. BOX C-153, Billboard, Cincinnati, O.

STANDARD BAND REVIEW PLAY SWING, Brass Band, Big Band, all do specialties. Address review floor show, feature announcer. STRAID LEADER, 654 Gilmour St., Ottawa, Ontario, Canada.

TEN OR TWELVE PIECE DANCE ORCHESTRA—Available after June 1. Clean, young, sober, white college men who have seriously studied the musical profession. Cut the best of floor shows, imitate big name bands: Dorsey, Shaw, Goodman, Clinton, etc. Large library with excellent novelties. Can augment and become concert band or orchestra. Also play dinner music. Only legitimate contract offers considered. Resort preferred. No hamburger jobs. Don't misrepresent, we don't. Write P. O. BOX 186, Cherryvale, Kansas.

AT LIBERTY—Radio and Recording Studio Orchestra. We record, play, dance and dance bands. Tenor, reed and sax. Hawaiian, ballad, etc. specialties. We handle colorful native costumes. New spot for engagement. ORCHESTRA, Suite 108, 400 West 11th St., Chicago, Ill.

FIRST-CLASS ENTERTAINING BAND—Four men. Includes Sax, Clarinet, Bass, Guitar, Piano, Flute and Accordion. (Money, dance records). Entertainment includes crowd, hot and steady rhythm; whistling, imitations, vocal and piano and excellent dancing, production and comedy band members. Can set floor show. Now ready night clubs and theaters. Want after May 15 spot in Adirondacks. Write "Masters of the Road," P. O. Box 100, TIMMY MACK, 40 Cedar St., Springfield, Mass.

NEEL WRIGHTMAN ORCHESTRA—Well organized hotel band. Unique combination; sweet or swing; play all requests; up any floor show; special arrangements. (Dances in parlors). Best-class arrangements, modern library, good horn section. Union, sober and reliable; can or augment. Just completed twelve weeks south. Available for immediate location; night spot, hotel or summer resort. Write or ring NEEL WRIGHTMAN, 54 W. Wabasha St., Chicago, Ill.

VERSATILE MIXED TRIO—Concept-Dance-Tenor. Hotel, resort style. Violin, Cello, Piano, Banjo, Bass, Piano. Nine double bass, 10-piece. Music for any occasion. Address BOX C-133, Billboard, Cincinnati, O.

WELL ORGANIZED—Modernized Dixie College Orchestra, on location until May 30, 36. No more appearances. Desire summer location. COLLETTAS, 286 Antwerp Ave., Birmingham, Ala.

AT LIBERTY BILLPOSTERS

LIITHOGRAPHER AND BILLPOSTER—At least 20 years' experience. Write for small cards. 420 Union, 801 Union Cir., Tenn.

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—FIRST TIME In Six Years. On account of poor showing out this year. Legal Address for carnival or circus. 15 years' experience. Have new car. Can join at once. All reply to BOB ZELL, Carl Det., Jackson, Tenn.

DOG AND PONY PRESENTER—To work show for percentage and salary. Also Goat and Monkey Trainer. C. H. MARSHBARGER, Lewistown, Pa.

AT LIBERTY—EDWIN THE OSSIFIED MAN. Body turning to stone show. Featured in largest museums and side show. EDWIN LANGBURN, 729 Allen St., Flint, Mich.

AT LIBERTY—AUTO MICHIANIC AND ELECTRICIAN. Have tools; employed; past 9 seasons with Russell Bros. Circus. L. A. PETER, SON, 813 So. Peak, Dallas, Tex.

FEATURE ATHLETIC ACT—DR. LOU KAPOLAN, M.D. Sc., Ph. D. Hawaiian Athletic (brevet age 65). The nimble Spanish-American War Veteran, U. S. V., 1898. Strongest, fastest and greatest featherweight boxer and wrestler in the world. Age no alibi. Available for Boxing and Wrestling Arenas, Legion Conventions, Etc. Address DR. LOU KAPOLAN, 725 East 113th, Los Angeles, Cal.

HAIR AND HALF, FIRST CLASS, STRONG, plenty flash, beautiful wardrobe for now and summer season. Reliable Mgr. Write all details to BOX C-145, care Billboard, Cincinnati, Ohio.

HIGH AERIAL ACT—SINGLE TRAPEZE, Roman rings and swaying pole. All three standard acts. Beautiful illumination and spectacular night performance. AERIAL ACT, Box 344, Lyndon, Kan.

MERRY-CO-ROUND FOREMAN—BEST OF references. GEORGE KINGSLEY, Box 62, Madsena, New York.

STRAIGHT MAN, SINGER, DANCER, CHARACTER actors; know all med. acts, bits; young, sober, reliable. Write or write, state salary. MORAN REYMENT, Pulek; Wis.

AT LIBERTY—For World's Fair, Circus or Carnival. Experienced Foreman, Cassidy Apple or Cassidy Flew Man. Work for legitimate economic. Good grinder, 200 lb. iron's drink, reliable, honest. Need if necessary, 24 hours of show experience, must be experienced. Have Papers Apple outfit, etc. A. R. SHOWMAN, 1214 Penn Ave., Sarasota, Fla.

PROF. FLAKOR—Hawitane Yachtman, fully 1000. Gun-Man Band, Flaggman, Flagg, Character Actor, Lecturer. APA member. Open for World's Fair. 251 Dean St., Brooklyn, N. Y.

Additional Ads Under This Classification Will Be Found on the Next Page.

RIGIDULOUS TRIO—Three Regulars... YATTOGED MEN—Covered, clear bright colors...

AT LIBERTY COLORED PEOPLE

COLORED ORCHESTRA OF ELEVEN MEN AND GIRL Vocalist... MOVIEY TRIO—CUT SHOW, DANCE... TRUMPET PLAYER—Read, fiddle, tenor...

AT LIBERTY MAGICIANS

HERMES THE MAGICIAN—FLASHY WARDROBE, FLASHY PROPS... SCIENTIFIC SLEIGHT OF HAND—ALL KINDS apparatus imaginable...

DALINE, Magician and Specialist... FEATURE MENTAL ACT—Also Magic Distances...

AT LIBERTY MISCELLANEOUS

AA-1 HEADLESS (UNKNOWN) SOLDIER alive. Scientific medical demonstration...

AT LIBERTY—"WONDER DOG," WORLD War vet and beautiful pedigreed Scotch Collie...

BEACH UMBRELLA MAN—LIFE GUARD... EXPERT PROFESSIONAL NUMEROLOGIST—Entertain, private readings...

THE TALL MAN—STYL-WALKING ARTIST... ELEGANTIAN—Machismo... EXPERIENCED PHOTO GALLERY MANAGER—Age 24...

PHYSICIAN AND SURGEON—With degrees in both Medicine and Osteopathy...

EXPERIENCED PHOTO GALLERY MANAGER—Age 24... FOUR YEARS EXPERIENCE... YOUNG LADY HARPIST AT LIBERTY FOR solo work...

TRUMPET MAN—AGE 23! UNION! AVAILABLE immediately for good steady location job...

TRUMPET DOUBLE VIOLIN—FOR CIRCUS, Carnival, rep. or other engagements...

VIOLIN, DOUBLING STRING BASS EXPERIENCED... YOUNG LADY HARPIST AT LIBERTY FOR solo work...

TRUMPET MAN—AGE 23! UNION! AVAILABLE immediately for good steady location job...

TRUMPET DOUBLE VIOLIN—FOR CIRCUS, Carnival, rep. or other engagements...

VIOLIN, DOUBLING STRING BASS EXPERIENCED... YOUNG LADY HARPIST AT LIBERTY FOR solo work...

TRUMPET MAN—AGE 23! UNION! AVAILABLE immediately for good steady location job...

PRINCESS FREDA—Marjorie Liberated Show lead song... STATISTICIAN and Accountant wants position...

AT LIBERTY MUSICIANS

ALTO SAX AND CLARINET —Man, age thirty, Experience with name bands...

DRUMMER—UNION, young, experienced. Good equipment. Go anywhere...

STROLLER—VIOLINIST. Sing, looks, personality. Free to join top strolling unit...

TENOR SAX, CLARINET—Read, jam, neat appearance, age 25...

AT LIBERTY—TROMBONIST, EXPERIENCED circus for coming season...

AT LIBERTY—4 PIECE UNIT AVAILABLE for summer bookings...

AT LIBERTY—FIRST CLASS BARITONE FOR Circus or anything that pays off...

AT LIBERTY—OLD-TIME HILLBILLY FIDDLER and Guitlar Player...

AT LIBERTY FOR COWBOY OR HILLBILLY Bands—Slop Bass Fiddle...

ELECTRIC STANDARD GUITAR —(NOT steel) removable pickup...

EXPERIENCED BANJO, GUITAR, BASS STRING Player...

GIRL VIOLINIST—CLASSICAL AND SWING; wants to change bands...

GIRL VIOLINIST, DOUBLING VIOLA. Experienced hotel and Casino...

GIRL ACCORDIONIST, DOUBLES PIANO—Young, union, attractive...

HAMMOND ORGANIST WITH OWN ORGAN. Young lady, union, extremely versatile...

HAMMOND ORGANIST WANTS JOB—HOTEL, Tavern, etc. Play dances...

HAVE OUR OWN ELECTRIC ORGAN—FOR location after June 1st...

MODERN TROMBONIST, EXCEPTIONAL RANGE Takeoff...

TRUMPET—EXPERIENCED. ALSO HAVE Trombonist, Drummer...

TRUMPET MAN—AGE 23! UNION! AVAILABLE immediately for good steady location job...

TRUMPET DOUBLE VIOLIN—FOR CIRCUS, Carnival, rep. or other engagements...

VIOLIN, DOUBLING STRING BASS EXPERIENCED... YOUNG LADY HARPIST AT LIBERTY FOR solo work...

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VIOLIN, DOUBLING STRING BASS EXPERIENCED... YOUNG LADY HARPIST AT LIBERTY FOR solo work...

TRUMPET MAN—AGE 23! UNION! AVAILABLE immediately for good steady location job...

AT LIBERTY—Expert and experienced arranger of which piano several orchestras...

AT LIBERTY—20 yrs. doubling Clarinet. Thoroughly experienced...

DRUMS BASS—Co. anywhere. 10 years' experience...

DRUMMER AT LIBERTY—Go anywhere. Have great entertaining library...

ELECTRO HAWAIIAN GUITARIST—Age 25. Double on straight bar or uke...

FEMALE TENOR SAX, Clarinetist, Piano, Acrobatic, stage and dancer...

GIRL PIANIST—Union, age 24. Thoroughly experienced...

SAXOPHONE AND CLARINET STRY. Clarinet and saxophone...

TENOR SAX—An essential. Doubling trumpet. Excellent musician...

TENOR OR ALTO SAXOPHONE—Want steady location with reliable band...

TROMBONE—Union. Double Bass, some Viola. Available for hotel or club...

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS —For all occasions. JACKSONVILLE BALLOON CO., Jacksonville, Ill.

BALLOON ASCENSIONS furnished parks, fairs, celebrations...

BALLOON ASCENSIONS with one or more parachute drops...

BALLOON ASCENSIONS Parachute jumping. Modern equipment...

BALLOONIST—FEATUR world's youngest girl parachute jumper...

BALLOONISTS AND AIR-plane Parachute jumpers...

BOOKING INDEPENDENT—Two Standard Feature Acts for parks, fairs, outdoor celebrations...

TUMBLING AT TWOS—Originators Raggedy Ann, Swaying House, Clown, Billboard, Cincinnati...

AT LIBERTY UNTIL MAY 15—TWO ACTS, comedy slack wire and tramp juggling...

CARMINE CIRCUS REVUE—FOUR COMPLETE and distinct free acts...

FLYING WILLARDS—AERIAL BARS AND Trampoline Net, High-class attraction...

FOUR HIGH CLASS ACTS—WORLD'S GREAT- est Wire Act, real Comedy, Tramp Juggling Act...

JAMES COGSWELL—CLOWN ON HIGH SPIRITS. A feature comedy novelty...

POSE STERLING TROUPE—OUTDOOR FEE attractions. Presenting combination aerial trapeze act...

AT LIBERTY UNTIL MAY 15—TWO ACTS, comedy slack wire and tramp juggling...

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FLYING WILLARDS—AERIAL BARS AND Trampoline Net, High-class attraction...

FOUR HIGH CLASS ACTS—WORLD'S GREAT- est Wire Act, real Comedy, Tramp Juggling Act...

PROGRESSIVE PARK PONY RIDE OWNERS—Capable, strictly sober, dependable riding instructor...

THE DALTONS—BLINDFOLD ROPE SPIN, ring something new and original...

AT LIBERTY for parks, fairs, celebrations, etc. Double on straight bar or uke...

AT LIBERTY—Paris, fairs and celebrations. Double on straight bar or uke...

BAR ACT—Comedy. Three persons, one straight and two comedy...

CHARLES LA CROIX—Original Outstanding Royal Trapeze Act...

GLOWN COP—"Rings Scramble" All-Around show, for your next celebration...

DOG, PONY, MONEY, BIRD, Society. Complete outfit for next season...

DOUBLE DOG ACT—Attractive dog show 30-0, double dog show 15-0...

FAST DOUBLE TRAPEZE ACT—Unique and original feats...

FRED AND MARIE GUTHRIE—Four valuable acts for price of one...

HIGH FIRE DIVER—Established quality attraction...

PARACHUTE JUMPING DOG—Dog climbs 60-0 ladder, jumps into open fastened to fancy parachute...

PROF. PEAR'S French and Jody's The real block heads...

THE KARNERS—Three Novelty Acts for parks and fairs...

THE LERONES—Lady and Gentleman. Two high-class platform acts...

THE ACT BEAUTIFUL—Hilarious White Costumes and Merry Music...

EXPERIENCED PIANIST—READ, FAKE, transparent, etc. Dependable, sober and all essentials...

HAMMOND ORGANIST—HAVE OWN ORGAN. Union, single act...

PIANIST WANTS LOCATION—STEADY JOB. Union, age 24, married...

MODERN STYLE—Young, union, experienced. Duetto change, solos required...

PIANIST—ORGANIST—Play variety, fast show. Age 39, older, reliable...

MAIL ON HAND AT CINCINNATI OFFICE 26227 Opera Place.

Parcel Post

- Downs, P. M., 80c
Allen, John
Alton, Miss G.

Women

- Abbott, Mrs. K. L.
Ahlman, Rosalie
Allen, Mrs. O.

- Gleason, Mrs. Jean
Goble, Mrs. Eva
Gordner, Mrs. Billy

Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

- MacK, Mabel
Mackin, Mrs. M.
Macrae, Helen

- Bredler, Altha
Bredler, Bill Wm.
Brady, Leslie Red

- Wills, Ray
Wills, James A.
Wills, Wm. B.

AT LIBERTY SINGERS

"YODLING RAMBLER"—AT LIBERTY AFTER April 10, Hillbillies and Cowboy singing. Five years radio and stage experience. Will like to get in with good cowboy band, or what have you? "YODLING RAMBLER," 803 E. Van Buren St., Columbia City, Ind.

AT LIBERTY VAUDEVILLE ARTISTS

COMEDY TEAM—CHANGE

AT LIBERTY—PRIMITIVE AFRICAN PLAY

AT LIBERTY AFTER APRIL 11—VIOLIN, VOICES, ACTS

AT LIBERTY—Team with six singers. Dances, Acts, Dips, Piano. With voice; tell an truthfully. Absolutely reliable. How about you? A.L. and WANDA VALE, Billboard, Cincinnati, O.

ENTERTAINMENT for everywhere

PANAMA-SIKA's Famous Acting Companies

FIDDLING FEYS and His FIDDLES

WIGGERS—Famous

AT LIBERTY AFTER APRIL 11—VIOLIN, VOICES, ACTS

AT LIBERTY—Team with six singers. Dances, Acts, Dips, Piano. With voice; tell an truthfully. Absolutely reliable. How about you? A.L. and WANDA VALE, Billboard, Cincinnati, O.

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ENTERTAINMENT for everywhere

PANAMA-SIKA's Famous Acting Companies

FIDDLING FEYS and His FIDDLES

WIGGERS—Famous

Hennies Bros. for Fort Smith Festival

PORT SMITH, Ark., April 1.—Central Trades and Labor Council's eight-day Spring Carnival, Fiesta and Merchants' Exposition here, planned to be an annual event, will feature Hennies Bros. Shows on the midway. Show officials report, George L. Crowder and Homer Olliland, of the show's advance, are already here making advance preparations. Chester Doyle is general chairman, assisted by M. E. Gross. Event is being held in an effort to lend support and co-operation toward making the city a trade center and to create better understanding between business and civic organizations.

A 70 by 300-foot exposition tent will be erected for displays by merchants, manufacturers, Boys' Club, Junior Chamber of Commerce, Red Cross and American Federation of Labor. Other attractions will be a parade on popularity contest. Prizes will be awarded merchants for the best window displays.

On the committee are James Simpson, Henry Wolf, John Luce, R. P. Spillers, George Bailey, Ira D. Coble, Vic Wood, Mayor J. K. Jordan, H. S. Peck, Ted Bryant, Ted Blaylock, Cecil Lane, Roy C. Martin, G. P. Leane, Frances Buck, Cecil Cleveland, J. L. Simpson, E. R. Patterson and Walter Hale, the last named representing Hennies Bros. Shows.

THRILLS and CHILLS!
A spectacular night and day exhibition, thrilliest, spine-tingling and thrill-packed. Good for material attraction. AVAILABLE FOR FAIRS, PARKS and CELEBRATIONS.

SEE THE INSIDE FRONT COVER!

Scholar
THE STRATOSPHERE MAN
World's Highest Aerial Act

Permanent address: Care of THE BILLBOARD, Cincinnati, Ohio.

The Somerset-Perry County Agricultural Association

Under State Supervision
DATE—SEPT. 27, 28, 29, 30.
Concessions Wanted.
W. H. NICHOLS, Mgr., Somerset, O.

Headlines, Minn. Free Sausage Days
FREE DATE.
WANT Concessions for 2 Big Days, Aug 5-6. Concessions must be strictly legitimate. CAN PLACE you. Major Rides, Book Shows, Circus Shows, A New Ride, 10 Big Shows. Celebrations draw from 30,000 to 40,000, people. Address: **FRANK GREATER SHOWS**, 8100 Grand, Minneapolis, Minn.

BIG CELEBRATION

August 8-10-11-12-13, Centerville, Ind.
WAYNE COUNTY 4-H CLUB FAIR & OLD SETTLERS' PICNIC.
We want to bank rides, shows, concessions and Free Acts. Address: P. O. W'NEAL, Centerville, Indiana.

ANY LARGE CLEAN CARNIVAL

Routed through this district out to south with FORT-NIGHT JOHNSON, camp Eagles' Drill Team, Brazil, Ind. on a party date.

FIREMEN - LEGION ANNUAL STREET CARNIVAL

ROCKFORD, O., JULY 12th, 1939.
Now Contesting Shows, Concessions, Acts, No Drill.
JNO. W. LLOYD, Secy., Rockford, Ohio.

WANTED

April 25 to 28, Inc.
Attractions—Bull, Wild, Circus, Music, Fireworks, Trolley, etc. ST. ANNE'S ANNUAL EXPOSITION, 2700, P. O. Box 400, Ansonia, Conn.

Sponsored Events

Veteran, Lodge and Other Organizations Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

F. & M. Co. Will Produce Police Circus in St. Louis

ST. LOUIS, April 1.—St. Louis Police Circus, one of America's largest indoor animal circuses, will be produced this spring for the first time in its history by Panchon & Marco Production Co.

Jack Partington, of the F. & M. office, is in charge of the event. Clyde Beatty with his lion and tigers and Zucchini Brothers, human cannon projectiles, are to be featured, with 70 acts rounding out the bill.

Mich. Grotto Circus Draws

ANN ARBOR, Mich., April 1.—Success of Grotto Circus in Masonic Temple here on March 23-25 has persuaded officials to plan a larger show for next year.



FRANK W. WILKINSON, general chairman of the successful Grotto Circus staged in Masonic Temple, Ann Arbor, Mich., on March 23-25. More than 25 acts were used by the Wilson Shows, contracted for the date, and four shows were staged on Saturday to handle crowds. Officials are planning to sponsor a larger show next year.

reported Charles Tittle, advance man for the Wilson Shows, which used more than 25 acts. Four shows were staged on Saturday to handle crowds. Carl J. Bonnis was equestrian director and Frank W. Wilkinson was general chairman. Advance was handled by Mr. and Mrs. E. G. Wilson, of the Wilson Shows. The Grotto also gave a party for show members.

Minerva, O., Will Sponsor

MINERVA, O., April 1.—Community Association will stage its annual six-day Home-Coming and Exposition of Progress here for the benefit of community welfare, reports Charles A. Hart. Last year estimated attendance was 35,000 and committee realized profit of \$600 after spending \$1,000 for advertising and a free act program headlined by Bob Eugene Troupe. Other important sources of revenue were program advertising, concessions and rides. Prizes were donated by merchants. Each night was featured.

Michigan School Circus Draws 7,000 With Pro Acts

SAGINAW, Mich., April 1.—About 7,000 attended the eighth annual Spontaneous and Seaside Circus, featuring professional acts and sponsored by South School here on March 17 and 18, officials report. Receipts were about the same as last year.

On the bill were Stuart Roberts Troupe, aerial bars; Reynolds and Col-

letto, equilibrist; Happy Harrison's Merry Makers, animal act, and Earl Shipley and Harry Holmes, clown.

Acts by pupils were spotted between pro turns. Door prizes, including a pony, were awarded. On the committee were Maurice M. Guy, executive chairman; Virgil Noble and Alta McDermott. Admission was 10 and 25 cents, respectively, for children and adults at matinees. All seats were 25 cents at night shows.

Memento for Mrs. Curtis

ST. PAUL, April 1.—Proud by pneumonia to follow the St. Paul showing of the Shrine Circus on March 6-11 from a hospital cot, Mrs. Edna Curtis, of the Curtis Black Horse Troupe, was honored by Shrine organizations here and in Minneapolis. A memento 24 inches high on which a bronze horse is mounted was presented to Mrs. Curtis by members of Osman Temple Shrine, St. Paul, and Zuhrah Temple Shrine, Minneapolis, in behalf of performers who put on the successful show managed by Mrs. Curtis in those cities. Mrs. Curtis left the hospital for Westmont, Ill. Circus in St. Paul had 20,000 more paid admissions than that given in St. Paul Auditorium a year ago.



EDDIE ALLEN, of the Curtis Blackhorse Troupe, shown with a trophy presented to Mrs. Edna Curtis, who directed the Shrine-sponsored circus in St. Paul on March 6-11 from a hospital cot. Memento was gift of St. Paul and Minneapolis Shrines and presented in behalf of the performers who carried on the circus tradition in the absence of Mrs. Curtis. It is inscribed, "To Grand Lady."

Rodeo for Salt Lake City

SALT LAKE CITY, April 1.—Covered Wagon Days Celebration will again be staged here for five days. It was decided on March 24. Rodeo and parades will again be featured and booking of the Chamber of Commerce will be solicited. Financial report showed the sponsoring body to be in a favorable position. Officers re-elected are Gus Backman, president and secretary-treasurer; Charles N. Behr, Joseph H. McCowan, Norman Sims, vice-presidents, and George D. Keyser Jr., director.

Stage Acts for Wis. Show

WATERTOWN, Wis., April 1.—Annual Home Show in Turner Hall here on March 23-24 drew good crowds and displays were greater than previously, reports Jason, ventriloquist and still walker, who appeared on the program. In addition to a stage program merchandise awards were made. Other acts on the bill and booked thru Peter Chopp Agency were Bailey and Marr, acrobats; Shutta and Kgal, dancers; Musical Whards; Phyllis Norton, singer, and Billy the Kid, acro dancer.

Nightly Program Change Featured at Florida Event

HOLLYWOOD, Fla., April 1.—Committee in charge of Firemen's Fair in Firemen's Park here on March 22-25 featured a change in free-act program the first three nights, reports Taylor Trout, who managed the event. On the bill were Graham and Fisher, trapeze; Beers Sisters, tight wire; and Barna Brothers, aerial bars.

Five rides, a show and concessions were on the midway. Event operated with a free gate and was aided by good weather and announcements over WQAM. Exhibit tent was filled with merchants' displays.

Brazil Plans Big Program

BRASIL, Ind., April 1.—Bigger program for the annual one-day community celebration in Forest Park here under auspices of the Rotary Club is planned by the committee, which anticipates 50% increase over the 20,000 who attended last year, reports Joseph P. Badger, publicity director. In addition to sports contests there will be day and night free acts, band concerts, carnival attractions, night fireworks, prize awards and popularity contest, winner of which will be given a trip to the New York World's Fair. N. T. Miller is on the committee.

WANTED!

Shows, Rides, Acts and Concessions

Decatur Free Street Fair and 4-H Club Exhibit

July 31 to Aug. 5, Inclusive

Robert Helm, Concession Chairman,
H. H. Krueckeberg, Secy.-Treas.
Care Chamber of Commerce,
Decatur, Ind.

HOME COMING AND OX ROAST

ON STREETS, AUGUST 23, 24, 25, 26.
Now Booking Free Acts, Concessions and Sports Rides Booths.
FRANK OTYNEY, Chm.,
Fireman's Bldg., 103 W. Swanson Street,
Gibsonburg, O.

MILFORD STREET FAIR AND HOMECOMING

MILFORD, IND.
AUGUST 9, 10, 11, 12, 1939
LEGITIMATE CONCESSIONS WANTED

BALLOON ASCENSIONS AND PARACHUTE JUMPS

For Parks, Fairs and Celebrations. (Covering the United States and Canada.)
JACKSONVILLE BALLOON CO.
Jacksonville, Ill.

WANTED

REVIEWS, SHOWS, CONCESSIONS, FOR NIGHT FAIR AND CARNIVAL NORTHUMBERLAND, PA. MAY 29 TO JUNE 3, INC.
Contact
E. J. FOULTZ,
245 4th St., Northumberland, Penn.

ALL NOVELTY MEN ATTENTION!

Wanted for the South's Biggest Spring Celebration, the Cotton Festival at Memphis, Tenn., May 15th to the 18th. I have the exclusive novelty privilege at the Cotton Carnival on all city streets. Prizes will be reasonably to work on Main Street. Address all mail from May 1st to
C. H. MCKNIGHT,
De Soto Hotel, MEMPHIS, TENN.

ATTENTION!

All Concessions of Firemen, Legion, Fairs and Sponsored Events wanting to Cost Independent Shows and Concessions for your celebration. WRITE THOMPSON BROS.
2900 4th Ave., ALTOONA, PA.

Bright Prospect Reported By Beam in Pennsylvania

WINDUOL, Pa., April 7.—Merle A. Beam, who directs numerous sponsored events in Pennsylvania, reports that conditions are promising for a banner season. Employment in private industry has increased and prospects for further improvement are bright.

To date he has signed to manage midways and book free acts at 14 events, majority of which will use acts furnished by KDKA's Artist Service Bureau. He will also use some free acts which travel with him. Parades and special activities will be added attractions at all events he manages.

Among events he will direct are Somerset County Firemen's Convention and

Commercial Fair, Friedens; American Legion Celebration, Clayburg; Old Home Week and Firemen's Jubilee, Confluence; Annual Farmers' Picnic, Henrietta; Kelso Miners and Firemen's Jubilee, Johnstown; Firemen's Jubilee, Seward; and old home weeks in Saxton, Orbisonia and Fort Matilda.

Grangeville To Construct New Grand Stand for Rodeo

GRANGEVILLE, Ida., April 7.—Yearly increase in attendance at the three-day Border Days Celebration and Rodeo staged by Grangeville Border Days, Inc., subsidiary of the Chamber of Commerce here, has induced officials to make plans for construction of a larger grand stand in the rodeo arena this year, reports Al J. Wagner, secretary. Other features will be carnival attractions, fireworks, acts, parade, band concerts, sports events and dancing.

Officers recently elected are A. W. Dyer, president; Walter Rape, vice-president; J. D. Flanagan, treasurer; L. E. Myers, S. F. Roberts, Robert H. Case and O. W. McConnell, directors.

Ohio Maple Festival Draws

CHARDON, O., April 7.—Annual Geauga County Maple Festival here on March 23-26 drew 140,000, \$60,000 on Sunday, reports Secretary Paul E. Denton. Admission was free. On opening day couples married 50 years or more were entertained and the Heins Co. gave cases of food to couples celebrating their 50th wedding anniversary in 1939. Twins' day was March 24. Myers, glass blower, and a rube band were added attractions. As in former years, publicity stunts were staged. This year goats were milked in the public park. In other years Indians were brought to the festival to make syrup. A queen was sent to Washington to present the President with sugar and a public sheep shearing was held which resulted in considerable publicity thru news services.

Attractions at A. L. Meet

BELLEFONTAINE, Pa., April 7.—Brooks-Doll American Legion Post is handling arrangements for the Four-County American Legion convention which will convene here for eight days and feature midway attractions and free acts, reports Samuel Shinesmith, commander. Showgrounds will be in the heart of town and streets will be decorated. Chamber of Commerce, fire departments, industrial workers and fraternal orders will cooperate and prizes will be awarded for drum and bugle corps and firemen's contests. A parade is planned. Events will be advertised five weeks in advance with billing in eight counties. Frederick DeCoursey, showman, will assist the committee in planning the program and placing publicity.

Acts Draw at Dairy Show

WAUKESHA, Wis., April 7.—Posturing a program of acts, 21st annual Waukesha County Dairy Show here on March 14-17 drew capacity crowds, daily, reports Jaxon, ventriloquist and stilt walker, who was on the bill. Other acts were Rusty Eagen, magician; Happy Hoppy, comedian; Continental Trio, roller skaters; Arnaldo, acrobat, and Mabel Retzios, accordionist. Home-Coming Night, home talent shows and milking contest were other attractions. There were horse, sheep, swine, grain, cattle, 4-H and educational exhibits.

Thearle-Duffield Displays Signed for Milwaukee Fete

CHICAGO, April 7.—Annual Midsummer Festival to be staged in Milwaukee will have a huge fireworks spectacle as one of its features. Contract for the spec was signed this week with the Thearle-Duffield, Fireworks Co.

Shorts

JEROME Cargill Co. has been awarded contract to produce a pageant for the three-day Stratford (Conn.) Tercentenary Celebration in Longbrooke Park.

ACTS BOOKED for Houston National Home Show in Sam Houston Coliseum on April 2-8 are Rubloff and his violin troupe, including Fray and Braggiotti, opening night; Bobby and Betty Jean

FOURTH OF JULY CELEBRATION

QUINCY POST NO. 95, AMERICAN LEGION, MERRYMOUNT PARK, Most Stupendous and Glamorous in the Country. Attracting 100,000 Each Night. Huge Bonfire, Elaborate Fireworks, Free Automobile Given Away, Free Acts, Free Concerts, Etc.

WANTED—Rides Shows, Working Acts and Human Freaks with Strong Belly, Glass Blowers, Camera Man, Stakes, Fun House, Engraver, Mammals, Strikes, Legitimate Games, Card Game. All types of Concessions do a full capacity business. Largest Midway in Country. Space limited. Get booked early. I have no agents. Address all mail directly to LEO H. BRAULT, Director and General Chairman, 245 Franklin St., Quincy, Mass.

LARGEST SPRING CELEBRATION IN SOUTHERN PENNSYLVANIA THIRD ANNUAL HOMECOMING AND FIREMEN'S JAMBOREE

HYNDMAN, Pa. — WEEK OF JUNE 12TH TO 17TH, INCLUSIVE. WANTS SHOWS, Rides, Life, War, Revue, Broads, Musical, Pa. 10-1-1. CONCESSIONS: Hoola, Diggers, Stock Wheels, Roll-Overns, Penny Pitch, Pitch-Tilt-Win, Lead and Cork Galleries, Contard, Julia and P. O. National Advertisers, write for terms on Display Space. Inward of 20,000 people. Good working conditions. Last night a winner. Rides, Circus contact Stewart Washler, Penn State Show, R. P. D. No. 9, Berwick, Pa. All shows write or show for terms. JAMES S. MASON, Celebration Director, HYNDMAN PLAYGROUND ASSOCIATION, Box 245, Hyndman, Pa.

CELEBRATIONS—CONVENTIONS—PICNICS WESTERN AND CENTRAL PENNSYLVANIA

14 Successful Celebrations, including a Combined County Firemen's Convention and Fair, Monitor Patriotic Week and 4th July Celebration, Old Home Week, Firemen Jubilee and Farmers' Picnic. Every event community sponsored, with Parades, Free Acts and special publicity tie-up with one of nation's biggest radio stations. Celebrations especially good for Rides, Concessions, Rife Owners and Showmen. Write for circular giving complete details on all events, which close May 15. E. A. BEAN, Windsor, Pa.

EVERETT FIRE CO., EVERETT, PENNA. FOURTH ANNUAL CARNIVAL

Want Shows and Concessions. Can use Side Show. July 15 to 22 Inclusive. Write E. L. NEWHOUSE.

WANTED CONCESSIONS—TENT SHOWS

BROWNSTOWN SOLDIERS' REUNION AND HOMECOMING JULY 31 TO AUGUST 6, 1939. Twelve Annual Events, American Legion, Post 1212, Brownstown, Pa. 10-1-1. Shows, Rides, Rife Owners, Firemen, etc. Good spot for all types of Shows, and moderate cost. Located on main street on public square. Big crowd. Good place for cooling basin. Address H. A. VERMILVA, Secretary, Brownstown, Ind.

WANTED RIDES—SHOWS—CONCESSIONS

For Week of June 20. Other openings within 50 miles. Contact JEFF RUSSELL.

FIFTH ANNUAL FOREST FESTIVAL

Marionville, Pa.

visit weeks. Proceeds will be used for club welfare work.

PIONEER DAYS, an annual money-maker in Ogden, Utah, will again be staged for one week and feature a rodeo with an increase in purse. Mayor Harmon Peery will again head the committee. Old Mill dance hall added last year, was operated at a profit before and after the celebration.

DATES for Kinsmen Community Carnival, Westport, Pa., have been advanced two weeks to accommodate crowds expected for the visit of the king and queen.

COMMITTEE in charge of annual four-day Crafton (O.) Whittaker Fire Department Celebration on the city playground, has booked Secaucus Park rides, and plan a program of free attractions, reports E. A. Jolly. Nightly have been set aside for drills and other features by departments from nearby towns. Frank Wilgat is president and O. J. MacNeal, secretary.

New Residential Trailer By Covered Wagon Co.

MOUNT CLEMENS, Mich., April 7.—Covered Wagon Co., pioneer trailer coach manufacturer, has announced introduction of a wider, larger trailer specially designed for residential purposes. The new model is seven feet six inches wide outside and 21 feet overall in length, with a body length of 19 feet. The floor plan provides for a large living room, an improved dinette-kitchenette combination and several innovations in equipment and interior beauty. The residential trailer has 678.40 cubic feet of interior space and the same general body lines and many of the construction features of other Covered Wagons. It is insulated with spun glass.

WISCONSIN Assembly in Madison has advanced toward passage a bill appropriating \$50,000 from the State general fund for the American Legion's national convention in Milwaukee in 1941. Appropriation would be made to American Legion 1941 Convention Corp. of Milwaukee and the corporation would appropriate \$37,000 in addition to the State's appropriation.

COMMUNITY Celebration is planned for Mansfield, O., under auspices of the Public Parks Association. Roy Vaughn is chairman.

ANNUAL carnival of Edmonton (Alta.) Optimist Club will be held during royal

CONCESSION BOOTHS FOR HOME-COMINGS, SOLDIERS' FAIRS, PICNICS AND STREET CELEBRATIONS. Portable Booths, New Canvas, Brilliantly Lighted, Completely Equipped, Ready for Business. No charge for delivery or erection. Churches and many other groups planning block parties, etc., have already arranged bookings. Write immediately for details. M. HANNUM, 234 E. Union St., Bethlehem, Pa.

America's FOUTHest SENSATIONAL WISHARDS SOMERSAULTING AERIALISTS. Will Consider Proposals for 1939 Outdoor Equipments. Address: 3704 N. Drake Ave., Chicago, Ill.

Carnival and Rides Wanted Two-Day Celebration 3d and 4th of July. Free Gate—Free Buffalo Barbours under auspices of LEONS' CLUB. Communicate with J. WEN A. HUBBARD, Secretary, Ocala Volo, Kansas.

WANTED CARNIVAL FOR 42ND ANNUAL CELEBRATION July 2d and 4th — Vanderport, Ark. H. K. SANDFUR, Secy.

CARNIVAL WANTED THE AMERICAN LEGION Week of July 4. E. C. WALKER, Woodville, N. H.

Neon Illuminated Sound Truck Advertise Your Celebration "by Sight and by Sound." Featuring a Trembling Mile G. WESTFALL, BELLEVUE, KY.

CARNIVAL WANTED 40TH ANNUAL REUNION Mammoth Spring, Ark., August 24-19. Want large Carnival with something new and different. E. E. STERLING, Secy.

RIDES WANTED JULY 4 Rotary Club's Annual Community July 4 Celebration wants high-class Rides week of July 2-6, sponsored program July 4; crowds numbering nearly 20,000 in "5th wheel" neighborhood. HARRY W. WICKLIAS T. MILLER, Chairman, Brazil, Ind.

RIDES WANTED American Legion Celebration JULY 2-4, 1939. JOHN L. McADAM, White, Madison, Wis.

WANTED For Old Time Celebration, September 7, 8 and 9—Good Carnival Shows, etc. Get in touch with PAUL D. HAYWIE, Chairman, Middleville, Neb.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

SEE BANNER SEASON AHEAD

World's Fair To Have Bolstering Effect on Mdse. Biz, Is Belief

Concessioners, salesboard ops and other users of prize merchandise look for big season, survey discloses—look to World's Fair merchandise to alleviate shortage

NEW YORK, April 1.—Since publication of this issue of *The Billboard* marks the bring of the opening gun of the outdoor amusement season, the subject being discussed most these days by concessioner, wholesaler, pitchman, manufacturer, bingo operator, direct seller, salesboard op, souvenir worker and all others who are numbered among those populating the wholesale merchandise industry quite naturally is: "What are the prospects for the coming season?" Judging by comments received from a survey conducted here, looking the answer to this query, the season just ahead should top any since 1934. This statement is not a mere hope. Instead it is based on the facts that practically all of those queried stated that they believe the two world's fairs being held on each side of the continent are bound to stimulate the merchandise biz a great deal. The ballyhoo being put behind both expos is bound to make everyone more amusement conscious, with the result that carnivals, parks, beaches, fairs and sponsored events should come in for heavier patronage.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Al Nelson, well known to salesboard operators in the Middle West, dropped into New York from Cleveland last week. He is looking forward to the spring season with optimism. Things look bright in the territory he covers. "Of course, the boys are still searching for that new hot item," he said, "but in the meantime they're working to good business with stuffed animals, clocks and electric broilers. Among items which are receiving special play are the pick-up-and-go radios and the new rotary alarm clock."

Nelson also reported that he expects to introduce a new number soon called Mah-Lowe, otherwise known as Mah-Jong. He believes it will click heavily on a deal. "With the craze for Mah-Jong sweeping to new heights, this number is a natural—especially for operators who work women's clubs and church societies," he said.

A new distributing firm has been formed in New York for the purpose of creating and selling deals to operators. It is called the Operators' Distributing Co. and the men behind the outfit know the game from A to Z. In addition to being experienced operators in their own right, officials are also capable merchandisers, an excellent combination.

At the moment they have a deal which has been on test on locations for the past month, and, according to reports, it has been going so well that the firm feels it is now ready to offer it to the trade. The company is running a little teaser on it in this issue of *The Billboard*.

Said one of the officials of the company: "It will always be our policy to give every deal we create a three test on location before offering it to operators. When we believe the deal is right we'll spring it, but not before."

An operator can always keep himself in chips by laying cards featuring desirable merchandise. At this time such items as cameras, small radios, fishing tackle, athletic equipment and picnic accessories, fitted picnic baskets and lightweight automobile robes should

(See DEALS on page 111)

Direct Sellers Cash In as Spring House-Cleaning Season Begins

CHICAGO, April 1.—With the nation's housewives set to make dirt fly during the weeks ahead as they embark on their annual spring house-cleaning campaign, direct sellers are cashing in with latest numbers aimed to take the pains out of

this back-breaking task. This is the best time of the year for house-to-house. It appears, since even the toughest prospect will welcome with open arms any product that will make her task lighter.

Not only is the direct seller turning his attention to cities, but one of the surest ways for him to go to town at this time of the year is to go to the country. This may sound like double talk, but the solution to the riddle is simply the fact that most city dwellers are awaiting a nice week-end to visit their summer cottages and get things in shape for the season ahead. Naturally they're faced with the need of repairs and cleaning. The direct seller who shows up on the spot with one of the neat repair kits for patching up leaks, screening, etc., will walk off with cash in hand.

A galaxy of new numbers have appeared on the market which enable the direct seller to get more than his share of the long spin. A cellulose sponge is now selling at a cheap low price. The item is said to be much better than the rubber or animal variety. A self-wringing mop makes general cleaning much easier, according to its makers. Another number that appears due to click is a newly perfected formula for softening water that gives instant suds and eliminates hard-water scum. A new-type rug cleaner on the market is a non-electric suction device which cleans rugs and upholstery perfectly, according to reports. There's a new rug and upholstery dye, too, that may be applied with a spray gun of brush that's guaranteed not to fade or wear and is scrub-proof. It's said to be just the thing for shabby furniture.

In addition to these new numbers, direct sellers indicate they're still giving time-tested stand-bys, such as upholstery cleaner, floor and furniture polish, window cleaner, waxes and polishing cloths a big play.

N. Y. Office for Pakula

NEW YORK, April 1.—Concessioners and users of novelty jewelry will be pleased to learn that Harry Pakula, supplier of specialty jewelry for many years in Chicago, is opening an office April 1 at 403 Fifth avenue, New York. John Bieler will be in charge of new offices.

A regular line of stock will be carried and arrangements have been made to offer the same famous one-hour service for local men placing orders. Bieler reports. A complete exclusive line of World's Fair souvenirs and novelties will be available.

Pakula has supplied specialty jewelry to expositions for years, including Chicago's A Century of Progress in 1933-'34 and the San Diego, Dallas and Cleveland expositions.

for a large number of organizations, says he believes a large share of the success he has had with his afternoon games lies in his policy of offering a choice of prizes to the winners instead of designating a definite prize for each game.

CONTRARY TO THE OPINION of many, attendance at afternoon games is not made up entirely of women. In and around the Jamaica section there are a large number of men who work at the World's Fair at night. They find it

(See BINGO BUSINESS on page 111)

People Come and People Go

In some parts of the country it's obvious that eating and sleeping play second fiddle to bingo. A certain hall seating 800 out in the Ridgewood section of Jamaica is the scene of 13 (count 'em) bingo games every week. Sounds kind of tall, but here's the explanation. Seven of the games are matinee. Before seats are cold the night shifts moves in and thogs the hall for six nights a week. What's the matter with the other nights? Hall is dark that night because rights in the neighborhood another game's drawing about 1,500 people.

BINGO BUSINESS

By JOHN CARY

BINGO HAS BEEN the greatest stimulant for the use of merchandise prizes the wholesale merchandise business has known since the heyday of the carnival concession business. This statement is so obvious that it needs no further elaboration. What it does call for is the quiet taking-into-account of the position occupied by the game today.

THERE ARE MILLIONS of people who depend upon bingo for the only diversion they know outside their homes. There are thousands who literally owe their lives to the proceeds gathered by charitable and religious organizations by means of bingo games. Besides there are plenty more who owe their jobs to bingo—operators and manufacturers of supplies and merchandise.

ALMOST INVARIABLY those who condemn the game have an ax to grind. One of the most persistent sources of opposition has come from motion picture exhibitors. When they discovered their revenue was being diverted into bingo games they assumed a pious attitude and assailed the moral aspect of the game. That didn't work, so they decided to try competing with bingo in the form of screen or banko. They had better luck at this and were able to feature third-rate movies, and still rake in receipts. Then the public began to get fed up and to return to bingo games. That brought on the moral ranting again.

THE IMMEDIATE still at times violent popular reaction which followed attempts to shut down honest, well-conducted games proves that the masses are in favor of bingo. And, of course, the sponsoring orgs are, too. Only, as we've so often harped, keep it clean and stick to merchandise.

THE POPULARITY of matinee bingo is already beginning to assume astounding proportions. Out on Long Island it's especially hot. Jerry Gottlieb, counsel

The only potential flies-in-the-ointment here is a European war and the weather man. If things keep quiet overseas and the weather is okeh the consensus is that his will be extra good.

Holding Off

Wholesalers seem to agree that many veteran salesboard ops, concessioners and pitchmen have been holding off placing their initial orders in hopes that a new hot item will appear on the novelty market. This search for something new and hot has been going on unabated for the last year. Some men, however, feel that some worth-while numbers are bound to appear on stands at the world's fairs and alleviate the situation.

New York World's Fair execs state that over 8,000 designs have been licensed by the World's Fair Licensing Bureau. While many items are strictly of the souvenir type, some should prove to be good concession or salesboard numbers with or without the official try-on and periphery insignia.

Concessioner

In general, however, concessioners contacted here are more optimistic about prospects for the coming season, than for many years. "Don't know why it is," one oldtimer stated, "but all this world's fair publicity seems to have got everyone in the country in a sorta carnival mood. The people want to relax and enjoy themselves. If Hitler and Mussolini don't get themselves involved in a red-hot war that will get all of us jittery and make everyone forget about having a good time, I'm betting we'll have the biggest season we've had in a decade or more." This quotation pretty well sums up the views of others interviewed who will have stands at various parks and beaches or on carnivals.

Park concessioners in the vicinity of New York are not so optimistic, however, since they feel the fair will hurt their attendance somewhat. Coney Island, however, is expected to have a banner season since many visitors are sure to want to see what this famed resort is like.

The popularity of bingo, has made many orgs more fund-raising conscious than usual, report several leading independent concessioners, and they are looking for more bazaars, celebrations, street fairs and jubilees to be held under auspices this year than for some time past. Numerous amounts of mer-

(See SEE BANNER on page 108)

4000 TESTED TOP PRIZES AND PREMIUMS 1000 SELLERS' NOTCH PRIZES FLASHY PREMIUMS



LATEST 4-TUBE PORTABLE RADIO—BATTERY OPERATED

No. 1481—Ideal for travelers, vacationists, picnic, beach parties, student, trailer, yacht, club, etc.

- Light in weight, easy to handle.
- Smart, weatherproof, airplane fabric covering.
- Built-in loop aerial reduces noise and interference.
- New low drain 1.4 volt tubes.
- Improved 3" P.M. dynamic speaker.
- Superb radio circuit — automatic volume control.

• Uses standard portable type batteries.
• Size 13 1/2" wide, 7 1/2" high, 7 3/4" deep.
• Complete with batteries and tubes. Shipping weight, 17 1/2 lbs.
• Selling Price \$29.00. Wholesale Price Each, \$10.00.

GETS LOCATIONS FOR YOU QUICKLY

F U N G A L O R E



S U R P R I S E

No. D350—Play Ball Deal. Wide appeal. Has names of 70 outstanding baseball players on the cabinet. The fan will put the player's name to see the prize it will bring. Deal consists of 70 surprises, each worth 10c. A colorful box that contains scientific, literary prospects—restaurants, cigar stores, inn, taverns, hotels, resorts, filling stations, etc. (Shipped against no freight.)
• Brings in \$7.00. Sell to dealers for \$5.25 to \$5.50.
• Costs you \$3.50. Lots of 15, \$3.35 each.

Mottled Acetate Clip Comb



No. 2582—A fine quality comb made from nonflammable acetate. Nicely finished and teeth do not have rough edges. Attached mottled clip. Length, 6 inches. Weight, per dozen, 4 ounces. Suggested selling price, 70c.
• Sample, 3c. Dozen, 22c. Gross, \$2.30.

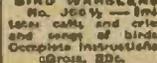
Mottled Acetate Pocket Comb

No. 2581—A fine quality comb made from nonflammable acetate. Nicely finished and teeth do not have rough edges. Length, 5 inches. Weight, per dozen, 4 ounces.
• Sample, 1c. Dozen, \$1.00.
• No. 2583—Ladies' box comb. Metal covers. First quality. Made in U. S. A.
• Dozen, 22c. Gross, \$2.50.



MIRACURE CHARMS

No. V238—Fine for sending and shipping machinery. Occurs in assorted colors and 99.99% without strings.
• Gross, 5c.
• 10 Gross, \$4.75.



BIRD WARBLERS

No. 2001—Includes illustrations, life and songs of birds. Complete instructions.
• Gross, 5c.

POCKET WATCH



85c Each
Any Quantity
No. V355 1/2—New, nickel-plated plain case with aluminum dial, black numbers. Waterproof case. A dependable timekeeper. Guaranteed for one year. Each in box.
(Also have a complete line of pocket watches shown in our catalog.)

ELGIN KWIK SHAVER DRY SHAPER



No. E208 1/2—Compare appearance, performance and features with \$12 dry shavers. Has self-sharpening cutter, precision head, vibrator type motor. Constructed to give trouble-free service. Operates guaranteed with each shaver.
• Any quantity, 60c.

DREXEL BLADES



No. H5 1/2—Double-edge first quality blades. Guaranteed to satisfy or money back. Free in a package, 20 packages in display carton.
• 100 blades, 65c.

SINGLE-EDGE DREXEL BLADES

No. H5 1/2—Guaranteed. Four blades in a package, 22 packages in display carton.
• One card 65c.

FREE—One carton or one card of Drexel blades with purchase of 20 cartons or cards. More profits for you.

DEPENDABLE OPERA GLASS



No. W283 1/2—Metal body, non-fragile lens. Metal body covered with imitation leather of pearl. A fast seller to fans who attend baseball and football games, races, etc.
• Dozen, 25c.
• Gross, \$7.50.

ZINC POT CLEANER



No. 1211—Made of flexible metal. Cleans and scouring quickly and effectively. Weighs about 20 grams.
• Dozen, 25c.
• Gross, \$2.45.

WATER HEATER

No. E241 1/2—Heats water quickly from light socket. Ideal for cottages, cabins, stores, temporary homes, offices, etc. Proceeds everywhere. Operates on 110-220 A. C. or D. C. Each in box with instructions. A great demonstrator.
• Sample, 75c. Dozen, 60c each.



HANDKERCHIEFS

No. C20 1/2—Men's fancy handkerchiefs, good quality.
• Dozen, 25c. Gross, \$2.65.
No. C24—Ladies' handkerchiefs. Assorted patterns and designs on sturdy white cotton. Washes well.
• Dozen, 10c. 10 Dozen, \$9c.



QUALITY PERFUME

No. T320—Has a pleasing fragrant odor. Fancy two dram size bottles. Assorted odors: Orange, Rosemary, Gardenia, Olayno and Xmas Eve. An ideal 25c number.
• Dozen, 37c. Gross, \$3.85.



AN OUTSTANDING BARGAIN

No. T578—A perfume with a lasting pleasing fragrance. Put up in an imitation cut glass one-dram size bottle. Odors: Gardenia, Narciso and Oriental.
• Dozen, 35c. Gross, \$1.95.
(Full line of toiletries shown in our catalog.)



MEN'S HOSIERY

Stk. C461—Made of pure thread with 110 strand. Finished high spliced heel. Mercerized toes, heels, robes and tips. French wets and novel style. Reinforced heels, toes and sides. Colors: Gray, navy, tan, black, dark brown. Size 10 to 11 1/2.
• Sample pair, 24c. Dozen, \$2.65.



No. C330 1/2—Assorted fancy pattern. Loop top with non-ravel stop. Full seamless. Extra strong heel and toe. Assorted colors. Size 10 1/2 to 11 1/2.
• Dozen, 65c. Gross, \$7.65.

STANDARD FLASHLIGHT

No. H545—Turn-on flashlight. Composite shockproof body. Sturdy construction. A good quality at a bargain price. (Batteries not included.)
• Any quantity 17 1/2c each.



DREXEL COMBS WITH PREMIUM ON CARD



No. A240 1/2—A most appealing display card. Holds six sets combs and six premiums which "keep" in black and assorted colors with 12 different premiums. An unusual appeal—purchase receives a comb for 10c and a premium without extra cost. Brings in \$1.20 at 10c a comb.
• Each Card 65c.
• 10 Cards \$4.95
(Our line of display card goods draws the trade and assures you repeat business. See our catalog for a big assortment of attention getters.)

GUY'NOR PLUNGER PEN SETS

No. H430—New Drexel plunger-type filler fountain pen set, shown when to return; fitted with a five-year guaranteed, smooth writing, non-rubbing. Uses four custom pen points. Dependable mechanical pen set to match. Black color. Guaranteed to satisfy or your money back.
• Sample set, 87c. Dozen, \$2.30. Gross, \$27.40.



FREE WHOLESALE CATALOG

Wholesale Catalog for salesmen, dealers, etc. Shows over 4,000 Tested Sellers. 260 pages of bargains and sales creating ideas. This fascinating book of Opportunity is FREE. Send for a copy today.
Each and every item shown on this page and catalog is sold under a Money-Back Guarantee. 20% deposit required on C.O.D. orders. All prices f.o.b. Le Center, Minnesota.



SPORS COMPANY
4-39 ARCH ST., LE CENTER, MINN.



SUN GLASSES

No. H143—Assorted dark-colored lenses. Strong frame and cover. Protects the eyes from sun and glare.
• Dozen, 60c. Gross, \$7.95.
• Imitation leather case for sun glasses above.
• Dozen, 30c. Gross, \$2.95.



CANDID TYPE CAMERAS

No. V297—Takes time exposure snapshots. Features ground lens, fixed focus, eye-level view finder, shutter stops, space for extra film.
• Sample, \$1.25. Dozen, \$1.10 each.
• 5 Dozen, \$1.15 each.
No. V298—Direct lens candid type camera. Has high speed lens, beautiful tonal scale. Takes time exposure or snapshots.
• Sample, 85c. Dozen, 79c each.
• Gross, 75c each.



RAZOR BLADES

No. H265—Smooth sailing double-edge blue steel blades. High quality. Packed five blades in a package, 20 packages in a retail carton.
• 100 Blades, 32c. 1,000 Blades, \$2.95.
No. H266—High quality, smooth sailing blue steel blades. Five in a package, 20 packages in a retail carton.
• 100 Blades, 50c. 1,000 Blades, \$5.45.



SALT AND PEPPER SHAKER WITH MUSTARD BOWL AND TRAY

No. H208 1/2—Imitation hobnail pattern. Shakers have rubberette wire tops.
• Dozen, 75c. Gross, \$4.50.

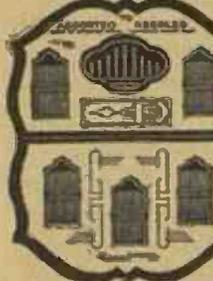
No. H140 1/2—Imitation cut glass salt and pepper shaker with metal top and tray.
• Dozen, 42c. Gross, \$4.84.



LEATHER BILLFOLD

No. H108—Tri-tone hand-tooled leather. Laced edge, snap fastener, change pocket, also divided for bills. Compare with a \$31 value.
• Sample, 5c.
• Dozen, \$1.77. Gross, \$20.65.

No. H21—Two-tone tan leather. Compartments for passes and cards. Snap fastener change purse and transparent identification compartment. Zipper currency pocket. Fine quality.
• Sample, 25c. Dozen, \$2.25.



115 Golden-Eyed Needles in Book

No. H200—Contains a select assortment of 115 needles, large and small size. Tapered tapered eyes which will not cut the thread. A handy needle threader is included. Needles are on flashy colored metallic holders, all in attractive lithographed folder.
• Dozen, 60c. Gross, \$7.80.
No. H100 1/2—Book consists of five papers, containing 25 assorted size needles, a bedlin and needle threader, flashy colored metallic holders, all in attractive lithographed folder. An astounding value.
• Dozen, 35c. Gross, \$3.65.
No. H135 1/2—Consists of 75 needles and one needle threader. Packed in a colorful, attractive package with transparent cover.
• Dozen, 11c. Gross, 79c.



LADY ALICE 6-PIECE DEAL

No. D300 1/2—Operators report sales up to 100 to 200 or more deals in a two-hour sale. At this deal has flash and is a big value—your opportunity to make big money is unlimited. Consists of the following first quality products: One Lady Alice Shampoos, one Lady Alice face powder, one bottle Lady Alice perfume, one jar Lady Alice cold cream, two pairs Ladies' chlorinated rayon hose, 520 needles construction, mass 5 1/2 to 10 1/2, popular colors. You will find this deal a "buddy" seller by conducting promotion sales in stores or "pitch" direct to the consumer. (Balm coupons 80c per 1,000.) A quick seller at 90c.



Sample Deal 53c
Dozen 52c Each Deal
Gross 50c Each Deal



HOSTERY

At Today's LOWEST PRICE . . .

SILVER BATTERY PORTABLE RADIO \$12.95 COMPLETE WITH 200-HOUR BATTERY

ANY QUANTITY
 ALL-AMERICA is waiting for this radio—a "self-powered" PORTABLE set, COMPLETE with batteries at a PRICE that will create a sensation. It plays anywhere at home, at the beach, on a boat, etc. Built-in LOOP-AERIAL eliminates usual ground and aerial connections—no outside wires are necessary. Special shield reduces noise and interference.

SUPERHET CIRCUIT—powerful and selective, using newly developed "double purpose" 1.4 volt tubes. Light in weight—only 11 lbs. with batteries. Easy to carry. Covered with smart shark-grain leatherette. **AUTOMATIC VOLUME CONTROL.** Size: 9 3/4" x 6 1/2" x 4 1/2" Inch P. M. dynamic speaker. **ONE YEAR GUARANTEE** money back if not satisfied.

ORDER DIRECT FROM THIS AD.
 (25% Deposit Required.)



SILVER MFG. CO., Inc.
 2868 ELSTON AVE. CHICAGO, ILL.

SEE BANNER—

(Continued from page 102)

chandler is distributed annually by independent concessionaires who work sponsored events. Numbers which concessionaires look to be good this year are pretty much the same as last year with the exception of vent dolls, which are definitely out. Stuffed animals are due for a comeback and new variations of glove dolls should click. But the backbone of awards on concession stands this year is bound to be plaster, whips, canes, clocks, radios, lamps, blankets and similar staples.

Salesboard Ops

For many years the summer season marked the poorest of the year for the salesboard operator, but the popularity of this candid-type camera on small cards during hot weather months last season knocked all theories about summer being a. g. for the salesboard up into a cocked hat. Ops are taking vacations early this year, for they all state candid cameras are due to repeat. Some worth-while improvements have been made on cameras over the winter that give them still greater flash and appeal. Cameras will not share the spotlight alone, however, for stuffed animals, electric brooms, new rotary clocks and other items are bound to come in for their share of attention.

Souve Workers

With thousands of families aiming to hit the road this year toward one or both world's fairs, souve workers and roadside-stand operators should be in for a banner season. There will be no lack of new items for them, for both fairs have licensed thousands of items in all price ranges. All these men are hoping for is a break from Jupiter, Florida.

Bingo Operator

Most bingo operators here believe there will be no letdown in bingo bits in months to come. E. S. Lowe, head of a bingo supply house, reports demand for equipment in the past few months has been greater than ever. Instead of shipping, it appears bingo is going ahead with renewed speed and vigor. So many games plan to keep on going right thru summer months.

Corn game ops expect to do bigger bits this season, with many more converts of the game to cash in on. It's a fact that most people who became dyed-in-the-wool bingo fans during winter months can't resist the lure of a game or two when they get on a carnival lot. Ops are busy lining up merchandise to flash their stands. Electric appliances, chenille spreads, quilts, blankets and chromiware are expected to form the backbone of their awards.

Pitchdom

It's hard to predict just what numbers the knights of the tripod and Kleister will be pushing this year. One thing is sure, however. If other phases of outdoor show business have a good season three veterans will get their share. The same is true of the stromman, demonstration, direct seller and others of this ilk.

Conclusion

One thing in general characterizes the outlook on the season ahead: Optimism. Everyone looks for the season just ahead to be a banner one. Let's hope we can write here six months from now that it was the best ever.

FRAMING A JOINT?

HERE'S WHAT YOU NEED

- 88481 Aluminum Wire Bottles, Each . . . \$.85
- 85181 Wood Flat Iron Handles, Each40
- 89382 Knife Rack Rings, Per 100 . . . 1.00
- 88410 Cane Rack Rings, Per 100 . . . 1.85
- 89148 Three Darts, Gross 5.00
- 89267 Beach Souvenir Balls, Doz. . . . 1.20
- 11615 Rubber Covered Balls, Doz.85
- 89384 2 Inch Wood Roll Down Balls, Per 100 4.50

Wholly Hoopie Rings, Hoopie Boat Orbits, Golf Balls, Revolution Yields, Etc. Write for Prices on Items Not Listed. 25% Deposit With C. O. D. Orders.

LEVIN BROS.

Terre Haute, Indiana.

HOLD OFF.

Don't Buy until you've seen our selection of Carnival, Corn Game and Bingo Merchandise. Largest selection at wholesale/retail prices.

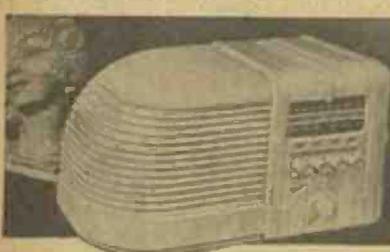
WORLD TRADING CORP.
 873 BROADWAY, NEW YORK CITY.

CARNIVAL SPECIALS



- New Merchandise for Hoopie, Ball Games, Penny Pitch, Corn Games and Whisks.
- B30 Men's Bamboo Whisking Canes, Gr. 3 3.50
 - B31 Men's Sweeper Whisks with Tines, Gr. 4.75
 - B32 Dip a Dog Head Canes, am. Gr. 0.25
 - B33 Men's Polishing Crook Handle Canes, Gr. 0.25
 - B34 Dummy Ban Doll, adjustable mouth, 20" 3.50
 - B35 Large Canvas, Oct. 18" x 12" with Plain Chaps, Gun, Belt, Hat, Spotted, classroom, Gr. 12.00
 - B36 Ass'n's Glass Electric Lamps with Fluores. Gls. 3.00
 - B37 Souvenir Balls, per doz. 1.00
 - B38 Fur Monkey, special per gross . . . 3.00
 - B39 Octahed. Gds. with Feathers, Gr. . . . 4.50
 - B40 Large Mech. Dancing Quincey with moving head and tail, Special Gr. . 15.00
 - B41 Ass'n's Large China Burn. Gr.85
 - B42 6" Streetman Special Gas Balloon, Gr. 2.25
 - B43 Oak Top-Up, am's Dinner Table, Gr. 2.75
 - B44 Parry colored Lash Whip, Gr. 4.75
- WRITE FOR CATALOGUE**
 Framing, Whisks, Crooks, Chessboards, Lamps, Aluminum Ware, Smoking Stands, Leather Goods, Fountain Pens, Umbrellas, Canes, Pistol, Electrical Appliances, Chessware, Toilet Sets, Bacon Blankets, Kites, Opera Glasses, Flashlights, Zipper Toyset Sets, China Burn and a complete line of Oak Balloons, including Mickey Mouse Top-Up. New catalogue ready for mailing.
- 25% deposit required on all orders.
M. GERBER, Inc.
 "Underwriting Statenski's Supply House"
 605 MARKET ST., PHILADELPHIA, PA.

The Radio With the MAGIC AERIAL!



"ADMIRAL" 6 Tube AC-DC with AEROSCOPE
 PREMIUM Users and Salesboard Operators will quickly see the merit of this quality radio with its BUILT-IN LOOP AERIAL, which eliminates all outside aerial and ground connections. The streamlined-plastic cabinet is a beauty. Push-button automatic tuning. Automatic volume control. Interference shield produces maximum noise to a minimum. Size: 12 1/2" x 8 1/4". One-Year Guarantee.
LIST PRICE, Walnut \$16.95
 Slightly Higher for Ivory and Onyx.
 (Write for discount.)

New Catalog Ready April 15th
 Order direct from this ad or write for 28-page catalog No. 116.

SILVER MFG. CO., Inc.
 2868 ELSTON AVE. CHICAGO, ILL.

The Premium Sensation of the Year!



ROTARY Alarm Clock
 Here is the item that wise premium users and salesboard operators will go for in a big way. It's the NEWEST of the new clocks—the ROTARY movement of highest quality with a dependable ALARM. Guaranteed for one year. Finished in antique bronze, gold subdued ivory or gleaming chrome (triple plated).
LIST PRICE, \$7.50
 Write for Discount

SILVER MFG. CO., Inc.
 2868 ELSTON AVE. CHICAGO, ILL.

Cash in NOW on the FISHING SEASON! CASTING OUTFIT



If you are looking for a fast-moving salesboard item, try this COMPLETE casting outfit. Consists of steel rod with cork handles and full guides, quadruple winding reel, six line, wooden minnow, metal ball, leader, fish balls, 6-ft. stringer—set into a handy steel box and wrapped in cellophane. A real hot number that will make money for you! Order No. 642.
SAMPLE \$3.75
LOTS of 12 \$3.35 EACH
 25% deposit required.

SILVER MFG. CO., Inc.
 2868 ELSTON AVE. CHICAGO, ILL.

Special 800 and 1,000 Hole Salesboards available for casting outfits. Order direct from this ad. (Literature Ready April 15.)

BINGO and SALESBOARD OPERATORS ATTENTION PREMIUM DISTRIBUTORS

Organize Coverlet Clubs, the hit of the season. Star Plaid Blankets, Plaid Utility Ropes, etc. Made of Virgin Wool. Moneyback guarantee.

Write for Free Catalogue.
JOBBERS SUPPLY CO., Richlands, Va.

BINGO CARDS

HEAVY—8-PEY—2-COLOR—SIZE 5 1/2 x 6 1/2—1 TO 3000—NO DUPLICATES. \$1.00 PER 100. 25% Deposit With Order, Balance C. O. D.
LOUIS L. SCHAFFER, INC. 1257 W. 3rd, CLEVELAND, O.

GOOD NEWS FOR 1939 CONCESSIONERS!!



You can get the best line of Plaster Novelties with the best flash, assortment and price at
TURIDDI PLASTIC PRODUCTS
 2420 N. Third St., Milwaukee, Wis.
 (Send for Price List)

STOP BUYING CAMPHOR PACKED RABBIT'S FEET
INSIST ON THE NEW BRAND PROCESSED MOTH PROOF AND 100% STERILIZED BRAND.



Genuine Lucky Charm
RABBIT FOOT
 Made with Key Chain or Zipper Pull
"The BIG HIT"
 ADVERTISING NOVELTY Licensed by WORLD'S FAIR
 Souvenir BINGO for Money Maker for Rejuvenation
 200% Profit.
NAMES IMPRINTED
 Write for Price

For Talk at Low Prices. ASK YOUR LOCAL JOBBER OR COMMUNICATE DIRECT.
CHAS. BRAND, 154 W. 27TH, NEW YORK.

SENSATIONAL OFFER JEWELLED LADIES' BAGUETTE WATCH
 With 60 Sparkling Facet Swarovski Diamonds

**SPECIAL: No. 400—HIGH GRADE 15 J. Brand New Movement. Guaranteed to keep accurate time for 3 years. Replaced from \$300 Article. In Lots of 2. Each \$5.95. \$5.95 LADIES' WRIST WATCH—0.1. Ring Chrome Case. Wonderful Premium Item, Based Complete, Each \$11.00 Extra. 25% Deposit, Balance C. O. D. SEND FOR NEW 1939 CATALOGUE.
FRANK POLAK, NEW YORK CITY.**

72 Bowery, NEW YORK CITY.

FOR A LIMITED TIME ONLY

A SPECIAL DISCOUNT OF 20% FROM ALL PRICES LISTED BELOW

EXAMPLE
 48 Pieces @ .15c \$7.20
 Less 20% \$5.76
 Your Net Cost \$5.76
 or 12c Each Only.

THIS SPECIAL IS ONLY GRANTED TO YOU DURING THE MONTHS OF APRIL AND MAY AS A GET-ACQUAINTED OFFER!

WE CAN TRUTHFULLY SAY OUR FINISH AND EXCELLENT PACKING CAN NOT BE BEAT — BAR NONE. WE MUST INSIST ON A DEPOSIT OF 33 1/3%.

FOR REFERENCES: MARSHALL & TISLEY BANK, MILWAUKEE

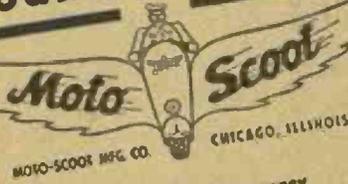
Our Prices Are Still Lower—If You Can Drive to Milwaukee and Buy Our Goods—Wrapped and Unpacked.

QUALITY

SERVICE

| | | | | | | | | | | |
|--|--|--|--|--|--|---|--|--|---|---|
|  DWARF 13 1/4 in. High 12 to Crn. EA. 18c |  ANN 13 in High 12 to Crn. EA. 15c |  DUKE 16 in. High 18 to Crn. (Pelt Hat) EA. 25c |  COWBOY 16 in. High 18 to Crn. (Pelt Hat) EA. 25c |  SPORT 15 in. High 12 to Crn. EA. 18c |  SHEBA 23 in. High 24 to Carton EACH 22c |  SAILOR 14 in. High 12 to Crn. EA. 20c |  CURLY 15 in. High 12 to Crn. EA. 15c |  SNOW WHITE 14 1/2 in. High 12 to Crn. EA. 18c |  DANNY 16 in. High 12 to Crn. EA. 18c |  YACHT 9 in. High 48 to Crn. EA. 8c |
|  CLOWN 11 inches High 24 to Carton EACH 15c |  DANCER 8 1/2 inches High 18 to Carton EACH 15c |  MODEL 9 1/2 in. High 12 to Crn. EACH 15c |  SPITZ 9 1/2 inches High 24 to Carton EACH 15c |  WOLF TRAY 6 inches High 48 to Carton EACH 8c |  BULL TRAY 5 1/2 inches High 48 to Carton. EACH 8c |  REX 1 1/2 inches High 12 to Carton EACH 15c |  CIRCUS 1 1/2 inches High 12 to Carton EACH 15c | | | |
|  POLICE DOG 8 inches High 18 to Carton EACH 15c |  CARIOCA 10 inch High 12 to Carton EACH 15c |  INDIAN 10 1/2 in. High 12 to Carton EACH 15c |  MILL 8 1/2 in. High 18 to Carton EACH 15c |  PUP ASSORTMENT 5 1/2 inches High 100 to Carton EACH 15c |  GENERAL 12 inches High 12 to Carton EACH 15c |  SCOTTY 10 1/2 in. High 12 to Carton EACH 15c |  CHARIOT 11 inches Long 18 to Carton EACH 15c | | | |
|  RODEO 11 in. High 12 to Carton EACH 15c |  HARRY 7 1/2 in. High 48 to Crn. EA. 10c |  HORSE 10 in. High 12 to Carton EACH 15c |  SQUIRREL 8 1/2 inches High 12 to Carton EACH 15c |  ELEPHANT 10 inches High 24 to Carton EACH 15c |  PEKIE 9 in. High 12 to Carton EACH 15c |  BULL 10 in. High 12 to Carton EACH 15c |  BASE 9 1/2 in. High 48 to Crn. EA. 10c |  BEAUTY 6 1/2 in. High 48 to Carton EACH 10c | | |
|  IDEAL ASSORTMENT —AVERAGE HEIGHT 6 INCHES—48 TO CARTON EACH 8c |  BANNER 5 1/2 inches High 72 to Carton |  COMIC —AVERAGE HEIGHT, 7 INCHES—36 TO CARTON EACH 10c |  TAR 7 inches High 48 to Carton EACH 10c |  TINY ASSORTMENT —AVERAGE HEIGHT 3 1/2 INCHES—144 TO CARTON—EACH 3c |  IMPERIAL Average Weight 9 1/2 in. High 24 to Carton | | | | | |

Here's a Natural That's Sweeping The Country



Already many dealers and concessionaires are making a big profit with the new 1939 Moto-Scout. No matter how you operate... whether it's a MOTO-SCOUT track, or rental by the hour or ride, the money keeps rolling in. And, it's all repeat business because a Moto-Scout rider always comes back for more, bringing his friends.

- **RENTING**—A Moto-Scout fleet quickly pays for itself. Economical to operate—120 miles per gallon. Sturdy, strong, there are no expensive repair bills to eat up profits. Moto-Scout profits are clear profits.
- **SELLING**—Many Moto-Scout Riders become owners, meaning extra profits.

For real money rent and sell Moto-Scouts. Keep the complete line. They're available in solo, delivery, tandem and sidecar models. Don't delay—Be the first in your community with a Moto-Scout Fleet. Send in coupon today.



MOTO-SCOUT MFG. CO.,
5432 South Chicago Ave.,
Chicago, U. S. A.

Gentlemen: Please send me catalog and full details.
 Signed
 Address
 City State
 Also send me your dealer's proposition. I am attaching letter telling my qualifications.

Lifeblood of This Business

By MAYNARD L. REUTER

EDITOR'S NOTE—Many times on these pages has the cry been sounded for "new items." In editorials, news stories and the various columns we've pointed out the need for new products and the rich rewards which those who develop them can expect.

Last we placed in the same category as the legendary wolf who cried "wolf, wolf" so often that he dulled the senses of his hearers, this article is an attempt to probe deeply into the inner workings of the merchandise world to see what has caused the current dearth of new products and what are the prospects of its being alleviated. The particular phase of the merchandise world in which we are interested is that in which dwells the concessionaire, the bingo and saleboard operator, the pitchman, streetman, demonstrator, direct seller and others of their ilk.

the teddy bear, grandpappy of the present generation of stuffed animals. Don't be thinking that the winking electric eyes some animals boast is a new twist either. Some intrepid manufacturers concealed batteries in bears' legs years ago and wired them to make their eyes glow just as they do today.

The popularity of blankets as a prize today is largely due to the success that Indian blankets met with on midway stands a generation ago. Few items are more numerous as popular as the first wood-pulp kipple doll. The Rose O'Neil kipple was the darling of the midway for years, and her imitators and successors were legion. Electric boudoir lamps were the first of the electric appliance lines to appear on midway stands, and the popularity of flasks as concession premiums during the prohibition era certainly is in a large manner responsible for the hip cocktail shakers and beverage sets have made as prize awards since repeal.

ANYONE examining the history of the wholesale merchandise industry must reach the conclusion that few businesses exist that are more dependent on a steady flow of new ideas. Nothing causes the dollars to flow freer than a plentiful supply of new and different merchandise suitable for prize and premium use. The people who get a kick out of trying their luck at a concession stand, a corn game or on a saleboard have been educated to find prizes displayed that are a bit out of the ordinary—something that they cannot purchase at their neighborhood store. In many cases the sheer novelty of the merchandise displayed is what urges them to play.

What is true in the concession field likewise holds good in the pitch world. The first peelers were the ancestors of present-day gambling sets and de luxe peelers being purveyed by the knights of the tribes and ketcher today. The little dancing dolls aired the present-day cynkle downs, and those who remember the day of the embroidery needle realize the fun mender was its offspring. In recent years the monkey mitt has evolved from a crudely made glove doll into a puppet with legs, a furry body, etc.

These are but a few of many such examples that could be cited as proof of

Cash in on the Finest Musical Novelty Hits

- Instant Appeal. Can be used for all purposes. When catch is released will play a soft, mellower tone. "New Dry I Am." They are practical items for home and indoor cabinet.
- No. 25—Barrel with 6 Novelty Pictured Glasses Spiced Into the stand (as illustrated), contents contained in lots of 6. Net Each... \$3.00
 - No. 20—Musical Barrel, solid oak. All plated hoops, stand and flange to match, contains one gallon, with musical instrument in lot of 6. Net Each... 4.00
 - No. 30—Musical Decanter. Hand-painted Chromium Base with musical instrument in lots of 6. Net Each... 2.35
 - No. 3—Musical Cocktail Shaker. All over Hand-Painted Design, Chromium Base and Top, with Musical Instrument in lots of 6. Net Each... 2.50
- The above items are a natural for Premiums and Saleboard Operators. Simple assembly. No adjustment. Ship with Order. Balance O. O. D. No orders shipped without deposit. F. O. B. Chicago.

BLACKHAWK MFG. CO.
305 W. MADISON ST., CHICAGO, ILL.

Prizes most in demand on bingo, concession stands and saleboards are those so new and different that they have yet to appear on retail shelves. As soon as they do the popularity of the number fast wanes. It's come-on appeal for the prize trade is lost, since anyone who wants the item can easily purchase it. That's strong psychological urge that makes people play to win a prize because they know in winning they'll acquire something their friends don't have—because it cannot be bought—is gone.

That's why New Items are so important to this business. The history of items that have been outstanding sellers in the past two decades shows that the business was most prosperous at the same time when the most new merchandise was available. Take a look at some of the oldtimers. Many of them are still the backbone of concession displays today.

Old-Time Favorites

College pennants and pillows made of felt were old-time stand-bys of every concessioner. Pearl-handled revolvers, straight razors and opera glasses with other items chock-full of appeal. Collectively they drew millions of dollars across the counters of concessioners. They enjoyed a long-lived and widespread popularity.

Many other items could be cited that not only clicked big in themselves but started off cycles of similar items which spelled big profits for their manufacturers, the jobbers who sold them and the concessioners who used them.

The little round toy balloon, for instance, is one of the first items that comes to mind. Few will dispute that balloons were the forerunner of the many and varied lines of character balloons and inflated toys now on the market. Another famous "first" was

TIES

Non-wrinkle cotton in fancy patterns. 30s. Retail \$24. GROSS VALUE for \$16.00. Try a sample dozen for \$1.75 prepaid.

HAND TAILORED

Special process construction, wash and wear like wool—in the most gorgeous patterns. The best after we can give you for the money. No price too high for this reasonable tie.

\$2.00 per dozen prepaid
\$3.25 per dozen prepaid

Something New and Great in Handmade Sample Beaters and Gaiters Free. Prices, F. O. B. N. Y.: 25% Down, Balance O. O. D.

HERCULES NECKWEAR MFG. CO.

772 Vermont St., Dept. 888, Brooklyn, N. Y.

WALTHAM POCKET WATCHES

18 Size, 7 Jewel, R. D., in Brand New Yellow Keyless Case, Each... \$2.65

Above Prices in Lots of 2. Sample Free. Special Price for Large Quantity Users. 20% Discount. Balance O. O. D.

Send for Watch and Diamond Catalog.

PLYMOUTH JEWELRY EXCH. 100 Canal St., New York.

SALESMAN

With following: Among Carnival, Game and Bingo Concessionaire, for large wholesale novelty and premium concern. Good salary. Wonderful opportunity. Write stating full particulars about your past experience.

WORLD TRADING CORP
873 BROADWAY, NEW YORK CITY.

RINGS

CLOSING OUT our entire line at Big Discounts. Also Chrome Latching Rings, Pins and Co. Lugs. Try Out at hard gain price. Large Sample Lines \$1.00 and \$2.00. State trade of rings wanted.

POWELL BROTHERS
855 N. Sangamon St., Chicago, Ill.

ATTENTION—PARKMEN and CONCESSIONERS

Write for our sensational prices on latest Concession Merchandise. Catalogue ready soon. The largest and most beautiful line of Plaster Novelties in the country. Packed in standard partitioned cartons or delivered to you by one of our trucks. Swaggers, Sticks, Cans, Dolls, Enamelware, Bedspreads, Lamps, Glassware, Pillows, Balloons, Slum, Toilet Sets, Chicks, Leather Goods, Cushions, Thermo Jugs, Baseballs, Smoking Stands, etc.

DUQUESNE STATUARY & ART SUPPLY CO.
1105 Gibson St. Gr. 1442 Pittsburgh, Pa.

FLASH! CALLING ALL USERS OF PLASTER!

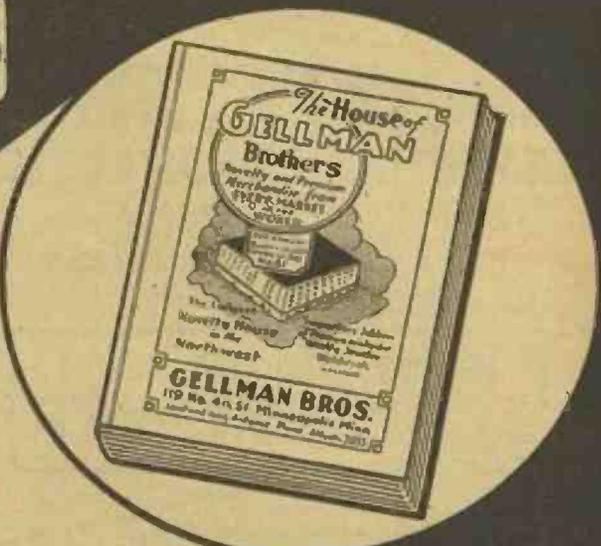
Start the Season RIGHT. Buy at These Low Prices. Featuring New Unobtainable Novelty on all items. Minimum Payment of \$5.00; Cash, per doz. \$2.00. More 25¢-50¢ Cans and Other Dolls, per doz. \$1.00. Assortment of 12 different items per doz. \$1.50. Assortment of 10 different items per doz. \$1.50. Order from This Ad or Send for Complete Price List. Deposit Required on All C.O.D. Orders—SAME DAY SERVICE.

ST. LOUIS ART NOVELTY CO.
(Sam and Al Proprietors)
ST. LOUIS, MO.

Telephone: Newstead 0010



THE Spotlight IS ON OUR NEW 1939 CATALOG
WILL BE READY ABOUT APR. 25TH



Send for Your free Copy To-day

CONCESSIONAIRES • GOLF GAME OPERATORS • AUCTIONEERS • FITCHMEN • PARKMEN • NOVELTY WORKERS • STREETMEN • HUSTLERS

Again we present to you a Catalog as "New As Tomorrow". A catalog containing hundreds of illustrated pages featuring thousands of new, fast-selling money-makers—hand picked to carry you "Over the Top" in 1939.

Glassware—Chromium Goods—Climaxers—Electrical Appliances—"Seacon" Blankets and Shirts—Luggage—Tourist Cases—Cameras—Stuffed Dolls and Toys—News Printer—Goggles—Ballrooms—Games—Whips—Slips
 If you want to see the greatest range of Concession Goods and Novelty Merchandise we've ever offered—AT PRICES THAT DEFFY COMPETITION—DON'T fail to send for your free copy of our new 1939 General Catalog. It's a "Buyer's Guide" you can't afford to be without. SEND FOR IT TODAY!

GELLMAN BROS.
 119 NO. 4TH ST. MINNEAPOLIS, MINN.

NEW LOW PRICES

SEACON MINGO AND MAOREY BLANKETS. Case lots \$1.50 each. Less than case \$1.35 each.
 SEACON TOSA AND MIDWAY BLANKETS. Case lots \$1.20 each. Less than case \$1.25 each.
 ASSORTED ENAMEL WARE: Porcelain, Durable Boilers, Tea Kettles, Covered Kettles, Casseroles, Dish Pans, Slightly second. Doz. lots \$5.40. Each \$0c.
 RAYON SPANISH SHAWLS, 34 Inch. Dg. Lot \$2.00. Each \$0c.
 Also Many Others

NEW ITEMS

IN CARNIVAL MERCHANDISE, NOVELTIES, CHARMS, PREMIUM GOODS, ETC.
 Write for Special List, State Your Line.
 1939 Catalog Ready in May.

Western Novelty Co.
 1720-31 Lawrence St., Denver, Col.

what new items have meant to this business.

Present Shortage

One only has to look back on the past year or so to realize how acute the present shortage of new items is. Charlie McCarthy and his family of vent dolls and the Peek-a-Boo and other lines of novelty drinking glasses have been the only really new numbers to appear in the past 18 months.

What has caused this shortage? Is it simply a dearth of worth-while ideas? Can it be that manufacturers are not paying sufficient attention to the development of new numbers? Or is everyone taking it easy and letting the development and pioneering job to "the other fellow" so that they can copy the winners and avoid the expense of promoting an item that might flop?

There are a hundred and one different answers to the question. All one need do is make the rounds of prominent wholesale houses to realize that the favorite pastime of everyone in the business today is sitting causer for the fumble of new items. It's something like the game everyone was playing a few years back called "What caused the depression?"

Best Explanation

For the most logical explanation, however, one must go back to the days when the carnival business was at its height when the vast array of concessioners constituted the largest market for novelties, toys and other merchandise that existed. Those were the days when the old-time concessioners held down the reins—the men whose firm believers in the policy of throwing out merchandise awards, and plenty of them, to keep the wheels turning and the dimes coming in.

One oldtimer who recently dropped in for a chat at the New York office of *The Billboard* characterized the tactics used by concessioners in those days by relating a bit of his own history. "My

\$ EARN BIG MONEY \$

With the New P. D. Q. "One-Minute" Camera



- Takes Beautiful BLACK & WHITE PHOTOS.
- No Plates—No Films—No Dark Room.
- DIRECT POSITIVE Photos—Not Tin-Types.
- IT'S AUTOMATIC—Not a "Sleeve" Camera.
- No Experience Needed. Instructions are simple
- BIG ATTRACTION. See Your Photo Develop in BROAD DAYLIGHT.
- Photos are PERMANENT. Cannot Fade.
- Less Than \$75 Puts You in This Interesting BIG Money-Making Business.

P. D. Q. CAMERA CO., 109 E. 35th St., Chicago, Ill.

STANCO
REDUCING LENS
 for *THE GIRL IN THE GOLDFISH BOWL*
 and ALL OTHER MINIATURE ILLUSIONS
 COMPLETE PLANS
 For Theatrical, Commercial, Industrial and Trade Shows
 New Ideas—New Low Prices
 Shipped C.O.D. Write for Circular.

RAINCOATS \$15.00 Per Doz.
 Best-selling Ladies' Raincoat in U.S. 100% silk, 40 processed. Resists wind, rain, all around, any color: natural, navy, white, brown, green, etc. Washy sizes: small, medium and large. Delivered free in U.S. 25% discount, balance C. O. D. Money returned if not satisfied.
 GRANT MFG. CO. 620 Arch. Philadelphia, Pa.



THE BIGGEST HASSOCK VALUE EVER OFFERED

THE IDEAL PREMIUM
 IT HAS
FLASH - SIZE
COLOR - UTILITY

Samples \$1.00 Ea., or \$9.00 Doz.
 F.O.B. Factory—25% Deposit on C.O.D.
 Write for Prices on Quantities and Catalog of Other Style Hassocks.

STYLE No. 26
 Wt. 100 lb. Per Dozen
 Size 13 3/4" Dia. x 13 1/2" High
 Colors: Red, Green or Brown

The Relaxon Products Div.
 Continental Cushion Spring Co.
 4925 S. Halsted St., Chicago.

THIS IS A BIG YEAR FOR RABBIT FEET "KEY CHAIN NOVELTIES"

The Most Popular Give-away and Premium Item in the Nation Today!

INSIST ON THE BEST!
Prepared BY **BREWER**

World's Fair
"RABBIT FEET"
Good Luck
• **COINS** •
and
KEY CHAINS
NYWF License No. 1029

COMPLETE LINE INCLUDING

Special Values in
**! FOX !
TAILS**

SAMPLES
ON REQUEST, 10c EACH

SPECIAL PRICES TO QUANTITY USERS
J. E. BREWER 230 W. 26TH ST.
NEW YORK CITY

UTILITY BASKET

A TINNED WIRE BASKET THAT FOLDS AND FORMS INTO A DOZEN SHAPES FOR KITCHEN AND HOUSEHOLD USES.

ONE OF THE BIGGEST SELLING NOVELTIES OF THE YEAR

WE CANNOT PICTURE THIS BASKET, IT HAS SO MANY SHAPES—SEE IT AND WE ARE SURE YOU WILL IMMEDIATELY AGREE IT HAS APPEAL THAT WILL BRING

REAL PROFIT

Send \$50 for Sample and Particulars

IT'S HOT!

C. E. CARTER CO., GIRARD, PA.

OUR 1939 CATALOG NOW READY!

COMPLETE LINE NEW HITS, PREMIUM NOVELTIES

Items including the NEW PORTABLE RADIO—FISHING TACKLE DEALS, The Sensational FERDINAND THE BULL DEAL—WILL ROGERS STATUETTES—Write Now!

STANDARD SALES CO. 2363 Milwaukee Ave. Chicago, Ill.

FLASHY PLASTER **FLASHY!** **PLASTER** **FLASHY PLASTER**

SEND FOR 1939 CATALOG NOW READY!

ILLINOIS PLASTIC PRODUCTS
(A. C. GIULIANI, Mgr.) — 2132-34 CRAVOIS AVE., ST. LOUIS, MO.

specialty was the blanket wheel," he stated. "As soon as the people began coming out the lot I started the wheel turning even as I didn't have enough players to cover the cost of a prize. Each time that wheel went around I gave out a blanket until midway rollers were carrying my blankets all over the grounds. Soon people would be crowding round my stand seeking to win their own blanket. Then the real take was on. There was no magic about it. It was simply a matter of throwing out the prizes to create the demand and then cashing in on it."

That was the spirit of the "good old days." The amount of merchandise given away by concessionaires and sales-board ops amounted to millions of pieces worth hundreds of thousands of dollars. So much merchandise was used in this field that hundreds of manufacturers and distributors regarded it as the backbone of their business. Every firm was in close competition with the other seeking to develop new items to catch the public's fancy.

But the lush days that preceded 1929 and the depression days that followed 1930 changed things considerably. Ommingled wheels became the rule rather than the exception. Concessionaires used "buy-back" tactics so extensively that it became a matter of pride with them to take out a flash of prizes in the spring and return with them, no matter how travel-worn, in the fall. The policy of throwing out merchandise was relegated to the limbo of forgotten things.

With concessionaires using less and less merchandise, it was only natural that manufacturers of prizes should train their sales guns on the chain stores as the most logical outlet for their wares. As one firm after another found success in this field the number of firms interested in supplying the concession field dwindled rapidly. With fewer firms interested in the field, it was only natural that a shortage of new items should follow. New items have appeared from time to time, but by no means have they been as plentiful as in the days when the firms interested in developing new products in this field were numbered by the hundreds.

The Future?

With these facts in mind, it is not difficult to understand the shortage of new items which has hamstrung the industry for the past few years. What are the prospects for the future? The only answer is that they are brighter than they've been at any time in the past decade or more. The lure of the 75 to 100 million people who are expected to click thru the turnstiles at the world's fairs is bringing many of

THE PEERLESS BEVERAGE STAND



—It's New
—It's Flashy
—It's Useful
—It's Practical
—Creates Desire On Sight

8 Varicolored Glass Tumblers
10oz. or 12oz. 25 orange and grape colored
\$4.95. with
2 1/2" x 3 1/2" x 1 1/2" m
trimmings.

24" High
12" Diameter.

SAMPLE \$2.00

Lot of 6,
\$1.00 Each.
1/3 Disp., Bal.
Ck. O. D.

PEERLESS DISTRIBUTING CO.
80 West 9th Street, Kansas City, Mo.

ATTENTION NOVELTYMEN!

This Year's Sensation

FELT ROBIN HOOD HATS

In 3 and 4 Tone Colors—Attractively Blended. With LONG COLORED FEATHER.

TRETTEN for Paris, Yaris, Genoa, China, Congo, Mexico, India, Canada, Pennsylvania, Florida, North Carolina, Deoban, Etc.

WRITE FOR FELL PARTICULARS!

NEWARK FELT NOVELTY CO.
Originators and Exclusive Manufacturers of Various Felt Novelty Hats.
418-420 Morris Avenue, Newark, N. J.

REBUILT O-Size ELGIN & WALTHAM WRISTWATCHES

A Marvelous Item for PREMIUM and SALESBOARD OPERATORS.

\$2.95 each
Yellow top cases 50c extra.
Send for FREE Catalog.

TUCKER-LOWENTHAL, Inc.
8 South Wabash Ave., CHICAGO, ILL.

Golden Seal Blankets

66" x 80".

Ombre Plaid and Indian. New Styles. Bright Colors. Sample \$1.35. Case (30 Assorted) \$39.75

Lamps, Toys, Toasters, Etc. Write for Catalog.

Lodi A. Fehrmann
Wholesale.
Box 172 Jefferson, Wisconsin.

KWIK-ADD

WORLD'S LOWEST PRICED POCKET ADDING MACHINE

Fast, Accurate, Dependable.

AGENTS: Ideal for Home, Office. Quick Moving Premium Item.

SAMPLE \$5. Write for Quotation.

KWIK-ADD CO.
818 Lafayette Bldg., DETROIT, MICH.

STARTS YOU IN BUSINESS

SELLING TIES—OVER 100% PROFIT

1000 Lead Tie, Sample Tie \$1.00, 1000 \$1.50
Custom Made Tie, Sample Tie 20c, 1000 \$1.50
Slye-On Tie, Sample Tie 25c, 1000 \$2.40
Wash Tie, Sample Tie 10c, 1000 \$1.75
Complete line of Ties, Shirts, Socks, Wash Ties, Suits, Hat Ties and Dress Novelties. Send 25c deposit with order, balance C. O. D.

FREE Write To: Descriptive Wholesale Catalog, Dress Prices, FREE Sample Material.

PHILIP'S NECKWEAR 20 West 22nd St., Dept. 9-5, New York.

FREE!

FOR A LIMITED TIME!



This profit-making combination deal introduces Continental's newest product — CONTINENTAL DE LUXE LATHER SHAVING CREAM. Additional cream available in regular packing at amazingly low prices, at all jobbers.

Not Sold Direct to Agents

Continental Blade Corp., 66 Court St., Brooklyn, N. Y.

Fleet & Fair Open N. Y. Parks Early

(NEW YORK, April 1.—Concessioners, corn game ops, pitchmen and others who plan to take up stands at parks and beaches in the metropolitan area here are busy getting ready for action three to four weeks earlier this year. Most of the spots are planning to open earlier because the U.S. Fleet is due in New York Harbor the latter part of April and the World's Fair will open its gates on April 30.

The expected large influx of people decided park owners and concessioners that the opportunity for increased business should not go unheeded. The huge navy per roll is said to be disturbed just about the time the fleet hits the harbor, and ops are anxious that the boys have a chance to enjoy a little harmless fun. Hordes of visitors are expected to be present at the opening of the World's Fair, thus swelling the total of out-of-towners to unusual heights.

If the pre-season curtain-raising clicks, large stocks of merchandise will be moved, giving concessioners, wholesalers and jobbers a flying start for the big summer amusement business predicted for 1939.

BOUDOIR DOLLS

Time has proven that the ever popular BOUDOIR DOLLS are big money makers for beauty, health, recreation, promotions, parties, etc. As you are passing thru the aisles of this Billboard and wondering what items to use next—why not BOUDOIR DOLLS that you are going to use next. We have been featuring these dolls in our Billboard so many times in the past that we are sure you and those who were absent and responded to our ad in our Billboard are happy and satisfied, proven by their many repeat orders. It is to YOU who saw this ad in a few times but cannot get it up that we are writing to try these dolls—and to feature them in your book. You owe it to yourself and the welfare of your business to order quickly before another one is gone by. Others are making big profits with this doll—why not you?



May we look for your order today?
 No. 74 --- 25" Tall --- Dlx. \$18.00
 No. 77 --- 28" Tall --- Dlx. \$21.00
 No. 83 --- 31" Tall --- Dlx. \$24.00
 25% deposit with order, balance C. O. D.
STANDARD DOLL CO.
 36 E. 22d St., New York City

PHOTO MEN!

Check in on our seasonal new line of Photo Jewelry. For \$1.00 we will send complete sample line of Photo Rings, Brooches, Bracelets, Pins, Neckties, Tie Sliders and Buck Pins. Don't miss. Write today. Send 25c for catalogue. A. N. HUGHES CO., Box 47, East Side Station, Providence, R. I.

"CHIRPY" THE WHISTLING CANE



Manufactured by THE WHISTLING CANE CO. 1244 D St., Salem, Ore.

LATEST MECH. TOY SENSATION

A cute HONEY BEAR that walks on all four legs, or stands on its hind legs, holding a bottle from its paws to its side as it walks. ... DOZEN. ... \$180

- A NEW LARGE ATTRACTIVE PLUSH GOV. SERVO WALKING AND TALK. \$2.40
- LARGE MECH. FIGHTING AIRPLANE—SPARKLING MACHINE GUN—REVOLV. PROPELLER. Dlx. \$2.50 Dlx. \$2.00
- SMALL O-U SCOTTIE DOG --- \$9.00
- BIG SUPPLY OF LARGE WALKING DOGS ON HAND
- RABBIT FEET—With Key Chain. \$4.20
- 25" FLORAL DESIGN SILK PARASOL \$8.60
- FELT TROUSER HAT—With feathers. Gross \$7.80
- LARGE MEXICAN COWBOY HAT—With ball fringe and Chin Cord. Gross \$22.50; Dlx. \$25.00

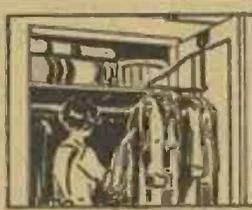
25% Deposit With Order, Balance C.O.D. COHEN BROS. 108 Park Road, New York, N. Y.

LIVE BABY TURTLES

PAINTED OR UNPAINTED. A living souvenir beautifully decorated. These live turtles cost less for years. They sell as readily as the proverbial "hot cake." Why? They are different. We paint them in eight assorted colors. We can supply you with postal regulation boxes, also turtle food in self-sealing packages. Get the turtle you desire from the nearest dealer. You will find our turtles in the same place. In assorted colors, \$1.00 per pair. We ship orders the same day received. OUR EDUCATIONAL COTTON NOVELTY—Watch the Cotton Queen—is new and original. They are their own sales talk. Millions of people never saw cotton grow. They are educational and useful. They are very decorative and each one is packed in an attractive box ready for mailing with an extra self-sealing package of cotton seeds. Directions for planting the cotton seeds are enclosed. Loads of fun for all. Price on request. Sample 25c Prepaid. BAYON ROUGE TURTLE COMPANY P. O. Box 2107, BAYON ROUGE, LA.

HANG-OVER

The new type portable garment hanger, slips over top of any door. Supports 200 lb. easily. Gives added or temporary closet space for every home. Useful for travelers.



Sure-Fire for AGENTS PITCHMEN PREMIUMS. "Every Door Needs a Hang-Over." \$6.00 Per Dozen \$60.00 Per Gross Samples \$1.00 25% deposit, balance C. O. D.

NATIONAL METAL SPECIALTIES CO. 541 New Center Bldg., Detroit, Mich.

SLAVE BRACELETS

Pins for Engraving, Gold Wire Jewelry, also Wire Workers' Supplies. Our quality is the best and our prices are the lowest in the country. Send One Dollar for ten different Samples

ATTENTION, AGNES ABIZAD. AMERICAN JEWELRY NOVELTY MFG. CO. 70-75 N. Washington St., Plainville, Mass.

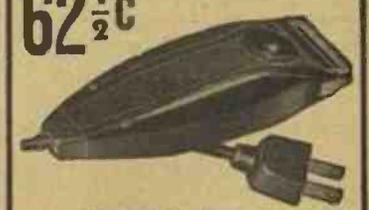
BLANKETS AT BARGAIN PRICES

Heavy, Heavy and Improved Job lots and discounts for sale and samples. Blanket Blankets, 70x90 in. pure work design, very attractive at the low price of \$1.00. Also heavy, indigo dyed, blue and white, 50 in. up-to-date blanket and patterns at 50c and business of other items suitable for the street and at bargain prices. Money refunded if not satisfactory. Price list sent upon request. OSHRY BROS. 10 Spring Street, Boston, Mass.

ELGIN & WALTHAM \$2.95

Renewed Guaranteed Men's Wrist Watches Wholesale Jeweler Since 1914. Send for Free Catalog. 25c Dlx. Bal. C. O. D. LOUIS PERLOFF, 725 Walnut St., Philadelphia, Pa.

WHAT!! ONLY 62 1/2c



REAL OPERATORS KNOW THE ELGIN "E-WIK-SHAVE" ELECTRIC DRY SHAVES. Made for 110 volts, 60-cycle A.C. current only. Attractively boxed complete with cord and plug. Made and guaranteed by Elgin Laboratories. 62 1/2c EACH. In Lots of 100 or More. 1/3 Deposit, Balance C.O.D. Sample free postpaid. BERG SALES CO. 24 N. Fourth St., Minneapolis, Minn. 159 So. White, Chicago, Ill.

VEST POCKET ADDING MACHINE

Waltham Model 200. Precision, Fast, Accurate and New York and California. WORLD FAIR! IDEAL for Addition or Partial. Use. Adds, subtracts, multiplies, divides. Does work of most adding machines. Counts up to million, made of steel. Works in current. Simple, accurate. Not a toy. Guaranteed Two years. SALESMEN—BIG PROFITS. Nationally advertised at \$2.95 retail. School children, housewives, merchants, business men all want this low cost machine. You make at least \$1.10 every sale. Get this hot item now. HURRY! CALCULATOR MACHINE CO. 147 N. W. 11th, Des Moines, Iowa.

ME AND YOU. For Cliffs, Pasts and Commemorative at prices that will interest you. COLLEGE PENNANTS. Custom in stock. COMMERCIAL ART PRODUCTS. 7648 E. Jefferson Avenue, Detroit, Mich.

EMBROIDERY MACHINE OPERATORS. Sewing machines \$18.00 per thousand 400 inch. New York. Price \$10.00. Processed neat and clear on the best grade of cotton cloth. SOUVENIR PENNANTS. For Cliffs, Pasts and Commemorative at prices that will interest you. COLLEGE PENNANTS. Custom in stock. COMMERCIAL ART PRODUCTS. 7648 E. Jefferson Avenue, Detroit, Mich.

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



USALITE
Electric Cigar Lighters
"Fanny the Fan Dancer"
"HOTCHA"

Practical, humorous, unique — draws a big smile, everywhere. Ideally suited for Concessions, Fairs, Carnivals, Coin-Machine Operators, Pools, Beaches — wherever crowds gather. Constructed of heavy sculptor's duralloy — finished in full realistic lustreous colors, completely equipped with 6 ft. cord, attachment plug, lighting element and safety button. Individually boxed. Dealer's price.

\$7.50 per dozen

They're fun — intriguing — hottest novelties ever produced, yet popularly priced. Write for further details today!



UNITED STATES ELECTRIC MFG. CORP.
222 W. 14th ST. NEW YORK
CHICAGO — 323 W. POLK ST.

DEALS
(Continued from page 102)
took a fair share of the long green. That's the sweet part of the salesboard business. A man can always make a dollar if he is willing to do a little pavement-pounding.

HAPPY LANDING.
BINGO BUSINESS
(Continued from page 102)
pleasant to get their relaxation in the form of bingo in the afternoon.

"BINGO SLIPPING" When this question was put to E. S. Lowe, bingo equipment supplier, he replied with a big grin and said emphatically, "hell, no!" He reports that he has received more inquiries for bingo equipment — cards, markers, balls, discs and cages — than ever before. There is no cause for alarm; it's still an institution.

BY THE WAY, has it ever occurred to you just what this glamorous game is that they go so wild over at Monte Carlo? Never thought much about it, eh? Well, the very affair that suave men and women get all diked out in evening clothes to dabble at beneath Mediterranean moons is only bingo. Quite a lotdown, but it's the lowdown. They call it Loto Monegasque but don't let that fool you. It's the same thing with a lot of tinsel thrown over it.

PRICES SLASHED ON ALL BINGO SUPPLIES!

★ BINGO CARDS
3000 Series—Size 5 1/2" x 7". Featherweight, Mediumweight and extra Heavyweight Cards. (For every purpose).
1100 Series—Special Game Cards (7 Colors).
1500 Series—New "Treasure Chest" Special Game Cards (7 Colors).

★ BINGO CAGES (Two sizes, 9 1/2" and 7 1/2" in diameter), **CALL NUMBERS, EVERLASTING WOODEN BALLS, BINGO MASTER BOARDS.**

★ Something New: CATALIN "SEE THRU" (Transparent) MARKERS, BINGO WOODEN DISC MARKERS, PERFORATED PAPER MARKERS.

★ CERTIFICATES, DOOR PRIZE COUPONS, ROLL TICKETS, LAP BOARDS, BINGO PENCILS, ETC.

EXTRA SPECIAL OFFER!
Complete Bingo Cage outfit, consisting of Bingo Cage (7 1/2" in diameter), set of Everlasting, die-cut, burnt-in wooden balls, grooved master-board to hold balls, twenty-five 100 pt. extra heavy weight cards, (size 5 1/2" x 7 1/2"). Plus supply of colored wood disc markers. Packed complete in a **Gift Box**. The only complete de luxe outfit of its kind on the market at this low price.
1/3 cash with order; \$5.50 Balance C. O. D.
Additional extra heavy weight cards can be purchased separately to build this set up to 3,000 different cards at \$3.50 per 100.

Send for our free booklet "HOW TO CONDUCT GROUP BINGO PARTIES SUCCESSFULLY," written by E. S. Lowe, America's foremost Bingo authority.

JOBBERS
Send for new **REDUCED** confidential price list!

E. S. LOWE CO., Inc. 693 SIXTH AVENUE, NEW YORK CITY. Stryresant 9-9940

ATTENTION!

Concessioners, Parks, Premium Users & Bingos



SEE OUR NEW EXCLUSIVE LINE
Its higher style and finest decorations outshine all other plaques. We now carry a complete line of carnival merchandise. All orders shipped same day as received. 25% deposit must accompany all orders. Write today for catalogue and prices that will save you money.

LOUISVILLE STATUARY CO.
110 Stall Ave., Louisville, Ky.

Special Close-Out Super-Value

White Stone Sterling Silver Rings. Worth \$38.00 per Gross. White They Last.
Per Gross \$9.00

005J700—Brilliant, Fine Polished, Best Quality White Stone. Filled Design. Mounting.

Ingersoll **Mit**



Lowest Price Ever Quoted

Lots of 25 or more \$1.20 each!
Smaller Quantities, \$1.25 Each.
B1W78 - Metal Band. B1W79 - Leather Strap. Chromium Plated Case with Silvered Dial and Gold Figures. Unbreakable Crystal. Each in Box With \$5.00 Price Mark.

N. SHURE CO.
200 W. Adams Street
CHICAGO

SALESMEN—PEEPLERS
To Sell Men's New Style **RAINCOATS**
Grey or Brown Herringbone Tweeds, suitable for Raincoat or Topcoat. Big Seller.
OTHER MODELS AVAILABLE.
Sample Coat, \$22.50—4 for Doz. Lots, \$21.00.
15% Deposit With Order. Bal. C. O. D.
Sharkley Raincoat Co., 409 W. Jefferson Ave., DETROIT, MICH.

VICTOR HAS IT
TEN-PIN COCKTAIL SET
14 Pieces **\$4.25** Per Set
Be first in your territory
Write for details
VICTOR SALES COMPANY, Chicago, Ill.
110 South Wabash St.

SOUND EQUIPMENT and RADIOS
At Distributor Prices.
OGILVIE JOBBING CO.
Ogilvie, Minn.

PORTABLE RADIOS
The Best on the Market
In Lots of 10
(Sample \$50 Additional)
WIRE OR MAIL ORDER
One-Third Deposit.
1495
F. O. D. New York
WELLS NOVELTY CO.
30 N. Y.

HOOPS
FOR DARNING OUTFITS **1¢ EACH**
BRIGHT SILVERY METAL THREE INCHES IN DIAMETER WITH SMOOTH ROLLED EDGES.
MADE ESPECIALLY FOR MACHINE DARNING KITS
1¢ EACH
with package of 25 darning bobbins
WRITE FOR FREE SAMPLE
THE GIBBS MANUFACTURING CO.
CANTON, OHIO

Extra Value! **\$2.25** Each
5 for \$10.50 5 for \$10.50



No. 88 0888—Ladies' Precious Watch, Regulator Struck 10 1/4 L. Chrome case in assorted engraved designs with beautiful link bracelet to match. Guaranteed finished movements. Each in attractive gift case. An amazingly big value and a surprising premium. Best. Case money NOW! (See catalog for watches for \$10.00.)

ROHDE-SPENCER CO.
223 W. Madison St. Chicago

Crown's WALT DISNEY GLOVE DOLLS and BANKS
\$2.00 per dozen
\$21.50 per gross



Pluto the Pup

THESE delightful toy characters are taking the country by storm! They're humorous, cute and up-to-date. Whether for resale or premiums, they'll draw the crowds to your display. Stock up today with a choice assortment of these strong, wood pulp composition toys. Glove Dolls: Pluto, Ferdinand, Dopey. Banks: Ferdinand, Mickey Mouse, Donald Duck, Dopey.
New Catalog Ready — Write for It.



Ferdinand the Bull
See Your Jobber or Write Direct

25% CASH WITH ORDER, BALANCE C. O. D.
Sample Outfit, \$1.

CROWN TOY MFG. CO., INC. 494 DUMONT AVE., BROOKLYN, N. Y.

SCOOP! SPORT GOGGLES! U.S. MADE
FULL VISION LENS — ASS'TD. COLORS — ENGRAVED FRAMES — NON-REID NOSE REST
Canted, Per Doz. \$1.45 — Include Post. and Exp.
MOTH CAKES — GIANT — VIVID COLORS — Doz. 140
100 for \$9.50 — Include Post. and Exp.
● Full Line of Carded Goods, Blades, Notions, Lotions, Premiums, Balisboards, Electric Shavers, Bleeding Merchandise.
CHAMPION SPECIALTY COMPANY, 814-U Central St., Kansas City, Mo.

STILL GOING STRONG!
WHITE PEN-PENCIL & MIDDY KNIFE DEALS
ATTRACTIVE MERCHANDISE DEALS!
Write for Free Catalog.

IDENTIFICATION
ADVERTISING SPECIALTIES—Something new and different in Social Security and other Plates—Key and Dog Tags also unique line of Genuine Leather Penholders designed to hold Plates and Tags — All items with Sampling Blanks.

FREE
SELL FIRM ADVERTISING—MAKE DOUBLE PROFIT.
SALES KIT to Display Your Samples, Furnished Free!—but 50c in Cash or Stamp will bring you, enclosed in Kit, 1 Social Security Plate, 1 Key Tag, 1 Dog Tag, 1 Dog Tag, 1 Key Case, 100 1 Genuine Leather Ball Pen. Your Set will be returned with your first order for \$10.00 or over.

IDENTIFICATION PLATE COMPANY
(Nationally Known Distributor of Union Label Plates)
303 FLYNN BUILDING DES MOINES, IOWA

6 TUBE GENERAL ELECTRIC RADIO

AC-DC Superheterodyne 8-inch Dynamic Speaker, Screen Power Output, Bakelite Cabinet, Automatic Overload Control, Loop Volume Dial, Beautiful Tone Radio, capable of Coast to Coast reception, bearing G. E. name. Nationally advertised 1939 Model at this low price.

In lots of 1 to 8, \$95 1,000, only

Best! Portable Battery Radio, Coast to Coast \$15.95

Four-Tube Twenty-Watt Radio, also 6, 8, 10, 12, 14, 16, 20, 25, 30, 35, 40, 45, 50, 55, 60, 70, 80, 90, 100, 110, 120, 130, 140, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, 260, 270, 280, 290, 300, 310, 320, 330, 340, 350, 360, 370, 380, 390, 400, 410, 420, 430, 440, 450, 460, 470, 480, 490, 500, 510, 520, 530, 540, 550, 560, 570, 580, 590, 600, 610, 620, 630, 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 790, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 910, 920, 930, 940, 950, 960, 970, 980, 990, 1,000



G. E. RADIO \$8.95

1,000 High Speed Boards, \$6; 1,500 High Speed Boards, \$7.50; 1,500 Jacket Boards, \$2.10; 2,500 Jacket Boards, \$3.20.

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THE STAR CO.

1414 So. Wabash Ave. CHICAGO, ILL.

Power Scooters Score in South

CHICAGO, April 1.—Reports from the Deep South indicate that power scooters are all the rage on a front ranging from boardwalks to backwoods. Rental stations are springing up along highways, where motorists park their cars, select a "mouk", run around the dirt track a couple of times and scoot off into the hinterland to explore or fish.

On the seashore motor scooters are getting a big whirl from vacationists, who think they're great for visiting interesting out-of-the-way spots, picnics and near-by commuting.

Operators renting the bikes say people go for the economy—the scooters go 120 miles on a gallon of gas. They're easy to ride and safe, too; top speed being 25 miles an hour. Ops who handle scooters appear to be in the money, since they're always increasing their stock out of the proceeds from rentals. They sell quite a few of them, too. It is reported.

LIST

(Continued from page 92)

- PENNSYLVANIA
- Elocsburg—Columbia Park, John E. Stetler, owner-mgr.; has one ride, four concession games, pool, rink.
- Haver—Willow Beach Park, D. M. Wilmer, trustee; has pool, rink; books acts.
- Houston—Willow Beach, S. O. Reynolds, owner-mgr.; has pool; books orchestras, acts.
- Indiana—Dreamland Park, J. J. Cicero, owner-mgr.; has pool, rink; books orchestras, acts.
- Mauch Chunk—Flagstaff Park, Stewart K. Evans, mgr.; books orchestras, pay acts.
- Mc Carmel—Rugby Park, Peter Ruggina, mgr.; has rink, penny arcade, coin machines; books orchestras.
- Northumbria—Sandy Beach, W. D. Manta, owner; W. D. Yarger, mgr.; has 10 concession games.
- Reading—Socialist Park, Willow Glen Park, Alan, owner; George M. Rhoads, mgr.; has pool, rink; books free acts.
- St. Marys—Eik Casino Park, Cyril Van Kander, owner; has concession games, coin machines; books orchestras, pay acts.
- Spring Mount—Spring Mount Park, Walter Taylor, mgr.; has two concession games, pool, rink; books acts.
- Sunbury—Island Park, Island Amusement, Inc., owner; A. J. Chamberlain, mgr.; has pool, rink; books orchestras, acts.
- Union City—Marshall Beach Park, E. P. and O. M. Lee, owners-mgrs.; has one ride, four concession games, pool, coin machines; books acts occasionally.
- Williamsport—Sunset Park, Henrietta Baumgart, mgr.; has pool, rink; books orchestras.
- SOUTH CAROLINA
- Charleston—Polly Beach, Lester Karow, mgr.; books orchestras, acts.
- Charleston—Riverside Beach Park, E. A. Hamilton, mgr.; has one ride, concessions, coin machines; books orchestras, acts.
- SOUTH DAKOTA
- Sioux Falls—Neptune Park, Benn R. Abel, mgr.; has two concessions; books orchestras; acts occasionally.
- TENNESSEE
- Memphis—East End Park, Robert Purman, owner-mgr.; has pool, rink.
- TEXAS
- Cisco—Lake Cisco, Lake Cisco Am. Co., owner; P. O. Berry, mgr.; has one ride, pool, rink; books orchestras, free acts.
- Dallas—Vickers Park, W. H. Anderson, mgr.; has pool.
- UTAH
- Farmington—Lagoon Park, Lagoon Am. Co., owner; Julian M. Hamberger, mgr.; has pool, penny arcade.
- VIRGINIA
- Virginia Beach—Playland, A. W. Skelley, mgr.; has pool, penny arcade, coin machines; books orchestras, acts.
- WEST VIRGINIA
- Martinsburg—Hickadee Lake Park, H. M. Pritz, owner-mgr.; has pool, rink, coin machines; books acts.
- New Cumberland—Mineral Springs Park, C. B. Blythe, mgr.; books orchestras and acts occasionally.
- Princeton—Lake Shawnee Park, G. T. Snidow, mgr.; has concessions, pool; books orchestras, acts.
- Welch—Coney Island, R. P. Howard, owner-mgr.; has pool, rink, penny arcade; books orchestras, pay and free acts.
- WISCONSIN
- Beaver Dam—Crystal Lake Beach, Lewis Payne, owner-mgr.; has pool; books orchestras.
- Lake Delton—Lake Delton Beach Park, Lake Delton Development Co., owners; R. M. Hines, mgr.; has one ride, two concession games, lake; books orchestras, acts.
- Oshkosh—Eveco Park, Chas. Meloney, owner-mgr.; has lake, rink; books orchestras, acts.
- St. Croix Falls—Tappan Park, Theo. A. Pratt, owner-mgr.; has rink; books orchestras, pay acts.
- Wild Rose—Silver Lake Park, H. H. Parber, mgr. (Beaver Dam, Wis.); has five concession games, beach; books acts.

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Lowest Priced Real Electric Hot Dog Cooker on Market! Needed by Thousands of Taverns and Eating Places Eager to Increase "Hot Dog" Profits

PROFITS UPTO 50 PER CENT Just show Wienie-Chef, name the amazing low price—and pocket up to 50% PROFIT for yourself. Write for details!

Men! Look! WIENIE-CHEF cooks 4 "hot dogs" a minute—up to 250 in an hour! And what franchiser! It's made cooked from INSIDE OUT by electricity, they taste utterly different. You never ate such amazing, beautiful, delicious Wieners in your life. Take WIENIE-CHEF around and prove how SPICED and NEW TASTE-WHITE combine to increase profits fast for restaurants, taverns, refreshment, city streets, tourist centers, and hundreds of other places.

BIG BUSINESS—Big Earnings For You!

You can show any tavern or eating place how to make back the low cost of Wienie-Chef the first week, with profits selling in 50 months and years thereafter. J. M. Burke, of Iowa, sent in 23 orders in three days—over \$60.00 in profits. J. P. Goldman, of California, took one look at his name and rushed an order in one day. At the lowest retail, efficient, GUARANTEED Hot Dog Machine on the market—capable of producing 200 to 250 per hour—you have a safety for any eating place that will BRING BUSINESS. MAKE MONEY FOR YOU!

RUSH POSTCARD FOR DETAILS!

Just make the amazing one-minute demonstration of WIENIE-CHEF—cook a hot dog and let your prospect bite into it—tell him how CHEERFUL WIENIE-CHEF can MAKE MONEY for him, and you'll get a dramatic sales story that tops everything else. Try it—see for yourself. Our MONEY-BACK GUARANTEE OFFER makes it easy for you to taste the profits of WIENIE-CHEF without risk. Rush name and address on postcard for details NOW.

WIENIE-CHEF MANUFACTURING CO., 2311 W. Hubbard St. Dept. D-14, Chicago

A BIG ITEM SUEDE NOVELTY CUSHION • IN BRIGHT COLORS •

Here's flash, usefulness and low price, all crammed together in one item of universal appeal. A perfect flash number for Concessions, Bingo Ops. and all other users of Prize and Premium Merchandise. Amazing Quality — Rock-bottom prices. It's clicking wherever shown. Sample 50c.

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IT'S A HIT KNITTING OR UTILITY BAG

Here's a sensational value for every smart operator's purpose. Colorfully made up, washable and waterproof, it steals the show wherever it is used. Investigate this one today. You won't believe the price.

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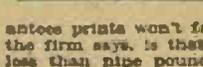
Write to The Billboard, Buyers' Service department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Novelty Beverage Sets

Blackhawk Mfg. Co. has placed on the market a group of novelty beverage sets which the firm states have instant appeal and should prove to be hot items for premium users and salaried operators, as they are practical items for the liquor cabinet. Group includes one-gallon solid-oak barrels with four plated hoops, stand and faucet to match, and six novelty picture glasses fitted into the stand; the firm reports. Sets may be obtained with or without musical attachment, which, it is said, plays *How Dry I Am* in a mellow tone when the spigot is turned on. Other items, the firm reports, are musical decanters and cocktail shakers, having chromium trimmings and hand-painted decorations.

New P D Q Camera

Mr. Mandel, inventor of the new P D Q Camera, reports that with the outfit you may see your own photo developed in daylight. Black and white photos may be taken and finished in one minute, it is said. Direct positive photo paper is used, the firm reports, eliminating need for plates, films or dark room. Company guarantees prints won't fade. A big feature, the firm says, is that the outfit weighs less than nine pounds.



New Hassocks

One of the fastest and most consistent moving items at raffles, bingo and concession stands has been the hassock of many shapes, sizes and colors, reports Relaxon Products, manufacturer of a varied and attractive line. In addition to the firm's regular stock it has a number called Teeble Tot, which is a small Morris chair for children made of the same materials as the hassock in bright colors. These juvenile chairs come in two sizes, one for very small kids, the other for children 3 to 6 years of age. They're available either in plain colors or with the famous Walt Disney Snow White and Seven Dwarfs decoration, the firm reports.

Portable Radio

A premium item that promises to be a hot seller this spring and summer, because it is ideal for outdoor use, is the Pick It Up and Go Majestic portable radio, reports Evans Novelty Co., distributors. Set needs no aerial, ground or plug in. Circuit is a four-tube superheterodyne with six-tube performance and compares favorably with large home sets, the firm states. The outfit is self-contained and comes in an airplane luggage-type case measuring 10 1/2 by 12 1/2 by 7 1/2 inches, and weighs 17 1/2 pounds. Set is nationally advertised and fully guaranteed and advance sales indicate the number will be a record breaker, the company claims.

Fisherman's Kit

A timely premium offered by Evans Novelty Co. is its Fisherman's Delight, a complete fishing tackle outfit. Outfit comes in steel carrying case and includes Shakespeare level-winding reel, Richardson double-grip steel casting rod, an assortment of lures, lines and accessories, including jackknife and wind liter. Case comes topped with cellophane and is packed in an individual carton. Low price, combined with the item's timeliness, should make it a good item thru spring and summer, the firm states.

Gold-Plated Coin Fob

A clever piece of costume jewelry that has a novel feature all its own is the coin fob marketed by Nell Fulton Co. In addition to being ornamental, it is a practical change carrier for women. Each coin fob is designed to carry at least three denominations of coins. Device is finished in either yellow or white gold plate, the firm states. Coin fob is the invention of Nell Fulton, who will furnish illustrated broadside on request. Item is a natural for salaried operators and other premium purposes, the firm states.

Novelty Flashlight

Glencoe Electric Corp. is marketing an item which for flash and all-round appeal is hard to beat. The number is a small flashlight with lucky rabbit foot attached. Flashlight comes in a variety of colors. Rabbit feet have long been a consistent money-maker for pitchmen and concessioners. Glencoe, however, has coupled the appeal of a rabbit foot with usefulness of a flashlight. Number looks great for pitchmen and for concessioners and salaried operators, then who are seeking something new for a consolation award, the firm reports.

Money-Meters

Money-Meters, Inc. presents a device that promises to be a big help to men in every type of show business. It's the portable cash register or instant auditor. For 30 years the company has sold its

FILLS WITH **WATER** FULLY Guaranteed

INK-O-MAT

Anatomically **MAKES ITS OWN INK!**

SEND \$2.00 FOR 3 ASSORTED SAMPLES

23c PEARL-SETS 23c

SEND \$2.00 FOR SAMPLES OF 3 ASSORTED PEARL AND PENCIL SETS

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SPECIAL VALUES ELGIN or WALTHAM

O Size—7 Jewel, Engraved Case. With English Leather \$12.00

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SPRING SPECIALS THAT STIMULATE SALES

LADIES' WATCH
 \$12.75 — 9 1/2" L. Guaranteed low priced movement. Securely stored chrome case with dairy link band to match. A grand fiasco for promotions, shows and promotions. \$10.00 value. Attractively boxed. Each \$2.25.
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 \$18.00—Consists of 12 oz. taster, 6 chrome cocktail glasses and 12x17 inch chrome-plated tray. Take advantage of this special offer. Per. 600 \$2.00.

PLUSH DOGS
 \$10.7 — Sitting Dog, 10 1/2" x 6" colored plush glass eye, voice in neck. Average height 7 inches. Per doz \$24. Per pr. \$9.50.
 \$10.25 — Standing Dog, two-color plush. Per dozen \$25.

Folding Traveling Clock
 \$2.95 — Genuine combine leather case. Filled with 30-hour American-made movement. Ultra-thin crystal, 4 leather straps. Available in red, green, black and white. Special value at \$1.95 each.

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 \$14.75 — Jacquard Blankets 70x90 in. A 2 1/2" x 2" China cotton in warm rich harmonizing color combinations. Nation bound edges. 20 to carton. Each \$1.65.
 \$14.75 — Trapeze Indian Design Blankets, also bound. 20 to carton. Each \$4.15.

CHARMS
 \$4.95 — Colored Charms for beading necklaces, bracelets, etc. A 25-piece variety including hearts, stars, animals, sports figures and various others. Pack one 25 in a gross. \$1.00 each of 10 varieties. Total 10 pr. for only \$4.50.

LOCKET AND CHAIN
 \$2.25 — Best Locket, yellow gold plated, attractive engine-turned design. 25" matching chain. Holds 5 pictures. Fastest selling jewelry item today. Lot of 3 doz. \$2.50 per doz. Per doz. \$2.75.

HORN OF PLENTY
 \$2.00 — The Horn of Plenty. Popular in parks, resorts, taverns, clubs and shopping. Handy display. 2 1/2" x 4" x 1 1/2" deep. Contains 250 rivets. Last one and extra package free. Blended rubber, factory sealed. 7500 in \$2.00, sold to dealers for \$1.85. Seen \$2.00.

Sample 15c additional plus postage. 25c. Directly Balance C. O. D., Prices P.O. B. Chicago. Send for Our New Catalogs 200 and 201, **JOSEPH HAGN COMPANY** The World's Bargain Store. 217 & 223 W. Madison St., Chicago, Ill.

bilities of theft and necessity of keeping records, thus speeding up all phases of the business, it is reported.

New Rotary Alarm Clock

The rotary clock has long been a popular item with price and premium users, but Silver Mfg. Co. is introducing a new design which, it claims, doubles the appeal. New number employs the proven rotary principle but has the added feature of a dependable alarm mechanism. Silver executives state that tests as a premium sale board item and sales stimulator have met with success. Mechanical features include 30-hour movement by Westlox and an attractively designed case of milled zinc alloy. In addition to regular finishes of bronze and ivory, clock comes in chromium—a novelty number with plenty of eye appeal, the firm states.

have met with success. Mechanical features include 30-hour movement by Westlox and an attractively designed case of milled zinc alloy. In addition to regular finishes of bronze and ivory, clock comes in chromium—a novelty number with plenty of eye appeal, the firm states.

Utility Basket

A new novelty utility basket is now being offered by the C.G.E. Carter Co. It is made of wire and may be folded or unfolded into various shapes, making it a useful article for kitchen and household purposes. It is reported to be an ideal item for novelty salesman, bingo operators, concessioners and department stores. Basket is moderately priced for retail sale, and the firm states a salesman may easily "double" his money.

Rabbits' Feet Novelties

Charles Brand reports a new moth-proofing and sterilizing process in the treatment of rabbits' feet novelties. The method is said to eliminate the packing of rabbits' feet in camphor and does away with the objectionable odor. It is believed that buyers will welcome removal of this objectionable feature. Firm has developed many new ideas for the use of rabbits' feet, including a number of items for the World's Fair.

Mechanical Honey Bear

Fitchmen will be interested in the latest arrival to the manager of walking animals that Cohen Bros. Co. is putting out. It's a tiny honey bear with ribbon. Bear walks on four legs and when placed upright on its tall rocks from side to side as if begging. Its cute appearance and act are bound to pull plenty of customers, the firm says.

Radio Office Lamp

Two everyday office necessities are combined in one handy unit in the office lamp developed by Radio-Lamp Co. of modernistic, compact design. Item embodies a lamp of indirect type finished in bronze and a five-tube super-heterodyne radio with self-contained antenna, the firm says. One electric connection serves both. Novelty and flash of this unit, combined with genuine usefulness, should make it a play-getting number in any kind of promotion, it is claimed.

Zipper Belt

The zipper security belt is being heavily featured for the coming vacation season by S. Baerbaum & Co. Belt has secret pocket for currency and space for identification or Social Security card and is made of bridge leather, with buckle of Monet metal, it is reported. Pocket is eight inches in length and the zipper is a new, smooth and flat type. Individually packed, per dozen cost is said to be so low that it is already being used widely where handsome yet inexpensive numbers are desired.

Brooklyn Bridge Deal

Gagsters will be looking for just such a number, says the Office & Print Co., maker of the novel contract form that will facilitate negotiations with wealthy out-of-towners wishing to purchase Brooklyn Bridge. It's the oldest chestnut in the world and contract is in legal language on imitation bond paper with the bridge etched in the background.

FOR QUICK BIG PROFITS GET BEHIND THE 8 BALL

8 BALL—THE LAPEL CHARM EVERYBODY WANTS!
 FITS LAPEL OF MEN, WOMEN, CHILDREN.
 3 SAMPLES POST PAID ANYWHERE IN U. S. FOR 25c IN STAMPS

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 720 S. STATE ST. CHICAGO, ILL.
 ORIGINATORS SINCE 1910

MADE IN U. S. A. COWBOY SCARFS

Beautifully Hand Colored. PURE SILK — PANNE SATIN — FRENCH CREPE FOR FAIRS, RODEOS AND CARNIVALS
 PRICES FROM \$2.25 TO \$4.80 PER DOZEN (Special Discount Per Gross)
 Catalogue in Colors — FREE ON REQUEST — Or Send \$1.00 for 3 Samples. — BUY DIRECT FROM MANUFACTURER —
WESTERN ART LEATHER CO.
 P. O. BOX 424 (Established 1914) DENVER, COLO.
 "Licensed Manufacturers for Both World's Fairs"

MRS. MURRAY'S SUMMER CANDY ASSORTMENT

There is a flashy package of high quality candy for every purpose — at every price FROM ONE CENT UP!
 WRITE FOR FREE ILLUSTRATED CIRCULAR

CASEY CONCESSION COMPANY 1132 South Wabash Avenue Chicago, Illinois

AGAIN... The Largest Doll Manufacturers

All that is new in Plaster. Slum from 50c gross up. Special on Two-Tone Canes, \$7.20 per gross. China Head Canes, \$6.00 per gross.
 We Devour in Eleven Western States.
EDWARDS NOVELTY CO.
 316-34 Sunset Ave., Venice, Calif.

CANDY FINE ASSORTMENT, SOFT AND HARD CENTER, DARK AND LIGHT CHOCOLATES. FLASHY ATTRACTIVE BOXES

Specialized for PARKS and CONCESSIONERS
 3 Ounce Over 4 1/2 x 7 1/2, 1 Layer — 5c
 4 Lb. Special, 7 1/2 x 15 1/2, 2 Layer — 12c-D. P.
 1 Lb. Deluxe, 5 1/2 x 11 1/2, 2 Layer — 25c-D. P.
 1 Lb. Picture, 6 1/2 x 15, 1 Layer — 15c-D. P.
 1 Lb. Marie Antoinette, 2 Layer — 10c
 1 Lb. Cherries, 7 1/2 x 11 1/2, 2 Layer — 20c-D. P.
 8 Oz. Charm Ant., 4 1/2 x 7 1/2, 1 Layer — 5c
 25% Deposit/It Required On All Orders, Balance C. O. D.
FRANKLIN PACKAGE CO. 530 S. FRANKLIN ST. CHICAGO, ILLINOIS

With the large number of visitors coming to New York for the fair it should click on a wide scale with jokers wishing to amuse friends, the firm reports.

Neverlift Iron Rest

A handy new gadget that packs plenty of appeal for housewives is the Neverlift iron rest offered to direct sellers by the Neverlift Co. Item does away with lifting the iron. It slides on and slides off in one stroke and has a control which prevents the cord from knotting or kinks.

ELGIN-WALTHAM

RENEWED & GUARANTEED SMALL SIZE 7 J POCKET WATCH.
 \$2.95
 New Yellow Case.
 25% Deposit, Balance C. O. D.
 New 1530 Catalog Now Ready.
LOU MALTZ
 206 S. 9th St., PHILA., PA.

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

ing and keeps it out of the way. Ease of demonstration and low price make it a rapid-fire seller, the company reports.

Lapel Novelty

Lucky Eight Ball is a new coat, lapel novelty which appears to be starting a vogue. The item resembles a miniature number eight pool ball. S. Auerbach, Inc., is featuring the item and reports doing well with it.

Suede Cushions

A concession and premium item that has proved its all-round pulling power in the past is the novelty cushion, reports Jack Lauffer & Co. The firm has a number finished in bright colored suede that has the finish and utility needed for a fast-moving display item. New prices enable operators to obtain the pillows at very reasonable cost.

NOTES from SUPPLY HOUSES

A new master catalog of 188 pages has just been announced by Wholesale Radio Service Co., Inc. Its unusual size is made necessary by the augmented lines of public address and photograph equipment. Copies of the catalog may be obtained by a postcard request or by a personal call to any of the branch offices.

Reports from Gordon Novelty Co. state that tricks and jokes are now going stronger than ever. As a result of increased activity the firm is enlarging its line and plant to meet demand. A number of jobbers are said to be entering this field as it has proved profitable. Most popular gag items are explosive tricks.

Wisconsin De Luxe announces that orders for stuffed toys for the coming season on carnival midway and in parks are greater this year than ever before. Many appealing, flashy new numbers, in line with the trend for comic items, are reported to be in a large measure responsible for the popularity of this type of merchandise. One of the firm's outstanding items is along the lines of The Bull, which became so popular in the last year or so. Others, such as Scooty dogs, cats, bears and kangaroos are, of course, still favorites. The concession world will be astonished at the smartness and color of this merchandise, according to the firm. Other items that have been added to its line this year are chrome products at low prices. In its new 1939 catalog, Wisconsin De Luxe feels that it has one of the most complete books of its kind.

Nell Fulton, former scenic comedienne, who will be remembered as a member of the team of Nell Fulton and Ethel Robinson (At the Town Pump), also of Nell Fulton and St. Jenks (Selling Town Wise Crackers), and who toured the country in other companies, playing leads and comedy character parts, has established herself in a commercial enterprise since leaving show business.

While touring the country in vaudeville she conceived the idea of a new type of hair curler which she styled Nell Fulton's Cloth Pocket End Curler, which she has placed on the market and states that it has broken sales records in many stores.

Later she invented what she styles Coin-Nitals, an ornamental and practical jewelry novelty. The idea of the item is for lady to have ready change without fumbling into her handbag. Number has been indorsed by department store heads, she says.

Miss Fulton still has a strong attachment for show business and makes a practice of employing show people, particularly on her sales staff.

At present she is marketing a novelty with the novel title of Buzz-Azzy, which she states will soon be seen at outdoor events.

Lou Silverman, connected with the buying department of Continental Premium Mart, was a visitor at the Cincinnati office of The Billboard on March 31. He was on his way to Lexington, Ky. and planned to visit winter quarters of carnivals en route to that city.

FUNDAMENTAL

(Continued from page 53) tion to sue and collect from infringers of any rights or territory. This is a legitimate method of control and would be a step in the right direction.

Here we are in the outdoor amusement business. We have been hurt by depression, recession, bad weather, old equipment, overexpansion, competition and poor financing. It is time for us to fight these with all of the weapons which we can command. That is, combination, co-operation, rebuilding, re-financing. Let us put our heads together and our backs to the wall and fight. If you agree with me in principle, I suggest that a resolution be adopted by this association and that a committee be appointed which will make a start along these lines and in five years we will be well back on the road to bigger things.

Lessons From the World's Fairs

At recent expositions the amusement parks have looked forward to the coming exposition as being something that will help the amusement parks in their local business. These people have invariably been terribly disappointed. I notice by The Billboard that amusement parks are looking forward to a nice business from the expositions which are coming to New York, San Francisco and Los Angeles. These parks do not apparently understand that if millions of people go to an exposition in their territory and spend a lot of money per capita on amusements, these people will definitely not spend very much money in the near-by amusement resorts nor in the amusement places at home. To combat this situation we in our parks should try to provide new attractions and present them in such a splendid form that the parks can compete for this business. This means bigger and better parks and not so many of them.

Big expositions are being held by many cities and with much success. Why can big money be found for these expositions, big buildings, shows, exhibits, rides, etc.? This is outdoor summer amusement business. Why can this be done when we are still suffering from a depression?

If these expositions can find money for their operations why cannot we? If they can have credit why not we? If they can draw such crowds as to take in big money for showmen, ride men, concessioners, etc., why not we? Is not this the answer? These expositions were promoted by men of vision. The show was to be big and unusual; new money and people were brought in. The support of the entire city was asked for and received. The thing was bally-hood widely. Concessioners came in with the latest attractions, things that cost a lot of money. The territory was worked hard and a barrel of money was taken in, much of which was and is the money which would otherwise have gone to our members.

I believe the Cleveland exposition would have done as well if it had been promoted and built in Euclid Beach by and with the help of some outside men with money.

The Chicago exposition proved that people even during a depression will patronize outdoor shows, games and spectacles if the enterprise is big enough, attractive enough, unusual enough. Other recent expositions proved the same. New York and San Francisco will prove it in 1939. Every one of us should study these expositions to see exactly what lessons are there for us. One thing you can see there, people from your own communities patronizing amusements that are exact duplicates of those in your own park at home. We should find out why this is so and what points we have neglected.

Can this association rise to the occasion? Can it find out if anything is basically wrong with our business and find practical ways to remedy those wrongs? I hope so. Are you ready to act on my suggestions and adopt an improved policy of patent control which you can carry out towards a definite end. This year three of the largest carnivals in this country have formed a combination whereby they will work together in

the future. This will reduce competition and expenses and it will increase receipts. If three important carnivals can do this, cannot the amusement parks and swimming pools find ways to co-operate more definitely, control this business and keep off competition?

If these remarks should lead up to a definite move to curtail further expansion in the number of amusement parks and in the excessive sale of equipment where it is not needed I shall be satisfied.

Long Island

By ALFRED FRIEDMAN

Civic groups will make their regular annual roads beautification program the most extensive ever this year, hoping to lay stress upon refreshment and amusement spots that dot the wayides, especially in the World's Fair environs.

Irving Mahon informs that several big concerns that plan to send groups of employees to the World's Fair for visiting purposes, also plan to have cottage and recreational facilities provided at the beaches.

In addition to public handball courts on the beaches at Rockaway, Park Commissioner Moses is having free pools installed on the beach front, which is bringing a loud squawk from owners of private natatoriums.

With completion of the toll bridge to Rockaway now in its final stages, it will mean that each of Long Island's big shore spots must be approached by motorists thru a toll gate. The others requiring toll are Jones Beach, Rye Park, Atlantic Beach and part of the vehicular traffic going to Long Beach.

ROCHESTER, N. Y.—City council voted a 10-year lease to Lloyd J. O'Loughlin, present holder of the Merry-Go-Round in city-owned Ontario Beach Park. Lease, approved after a debate and vote of 7-2, calls for \$650 yearly rental.

They All Want LIVE BABY TURTLES!
The mascot with action! They measure only 1 1/2 inches long. Many joys enjoyed by young and old. Full like look-alike for 20c. Beautifully decorated in full, waterproof colors. Name of abstraction, fair, or most of women's name hand-painted FREE.
WALT DISNEY CHARACTERS, NEW YORK WORLD'S FAIR, SAN FRANCISCO EXPOSITION, 11c
in lots of 100, \$10.00
Sample Order, postpaid, \$1.50. Fully licensed by Walt Disney Enterprises and both Fairs.
FLORAL DESIGNS, 10c
in lots of 100, \$10.00
MAILING BOXES (pink turtle) \$1.00
WONDER TURTLE TOGS, in color, \$2.50
Prices F.O.B. Chicago. Rush Order Now!
H. Fishlove & Co.
1430 N. ORLEANS ST. CHICAGO

BULOVA - GRUEN
ELGIN - WALTHAM
WRIST AND POCKET WATCHES
FOR LADIES AND GENTS \$3 10
1939 STYLE NOW AVAILABLE
WRITE FOR OUR NEW CATALOGUE.
NORMAN ROSEN
Wholesale Dealer
801 SANSON ST. PHILADELPHIA, PA.

PEN WORKERS
Your Customers' Signature Engraved in 30 Seconds
Here is the Engraving Machine
You Have Been Waiting for...
Anyone can operate it...
Works on A.C.-D.C. current.
STRICTLY PORTABLE
THE PERFECT BALLYHOO
Write today for illustrated folder...
NEW HERMES, Inc. 55 West 42nd Street New York City

THE CLOCK SENSATION!
LUSTROUS CHROME
SWINGING PENDULUM
ELECTRIC MOTORED
MODERN-DIFFERENT
One of them items that has got that certain something that just makes it a natural. Big heavy solid, 13" high, has 8" silver dial with raised figures. Pendulum swings when clock is placed in and starts. Ideal conversation item, a wonderful table-top leader as well as an unusual promotional number. Order 48 hour today. Catalog No. B-14. Each \$2.95. Lots of 3 or more, \$2.50 each. Sample \$2.25 Plus Postage.
400-hole split metal one-shelr caseboard for clock. Cash 1939. extra.
See Our Other Ads in This Issue.
JOSEPH HAGN CO.
DISTRIBUTORS
217-223 MADISON ST. CHICAGO

PIPES

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen, and Others.

by **BILL BAKER**

(Cincinnati Office)

CLYDE ICE . . . types a pipe from Lumpkin, Ga.: "After being on the road with a keister for 16 years I finally wound up in the veterans' OCG camp here, just as near nowhere as any place I ever heard of. I am leaving here April 9 for old Kentucky and hope to stay out of Steward County, Ga. Would like to read a line from some of the boys from Company 1, 102d Infantry, AEF, 1918-19."

April 10; Omaha April 24; Dubuque, Ia., May 8. St. Paul May 22, and then I'll go into Canada.

PAUL M. WARREN . . . who has been in pitchdom only two years' work thru with his first pipe from Houston. He writes: "I have been working Texas in the S. H. Kross and H. L. Green stores and managing to keep the wolf from the door. I am in my eighth week in the Kross store but I'm going to San Antonio next week. If Texas is not good in the summer I will go to Minnesota for early fall. Would like to see a line from Pido Kerr."

ALMOST ALL pitchmen have a great deal of respect for their profession. Some of them, however, don't even attempt to support its worth-while virtues—except as pertaining to themselves.

FEELING DULL? Well shake yourself loose. There's a summer's work ahead of you.

"HERE'S ONE FOR THE BOOK" . . . tells W. L. Wright from Huppaling, Okla. "I made a pitch here and took in a total of 10 cents. I saw Dutch Vargo working coils in Sherman, Okla., also George Sanders, who was making a pitch in the shop foreman's office with electric razors and pokes. Both were doing okay. Pipe in, Irish Owen, Al Wallen and Doc Wilson."

FRED X. WILLIAMS . . . tells from Denver that he has been making stock shows in Texas but that he's now working dog shows in New Mexico and Colorado. He advises anyone on the road to stay away from New Mexico and Colorado and says he's leaving for Omaha.

BIG AL ROSS . . . says things in Cleveland may open up soon, as the streets are cluttered with men selling flowers and Scotties. Ross writes: "It would not surprise me to see pitchmen start blasting in the doorways at any time. My holdback now is a vacant store for me, but I just have to wait for a party to get me the fix. I am still booking Waxo and just finished working the Sullivan Theater. Ross says they are slated to work the New York World's Fair for Tony Sarg, Duke Wilson (Ross' brother) and Bob Roche, card worker, will be there also with cards. Big Al reports.

ARTHUR ENGEL . . . who shoots from Tampa, Fla., that some of the boys are working shows there to fair business but that no one is on the streets, as the money is high and the locations are out of the money. Engel says he bought a new car and will be going north after April 15. He would like to see pipes from Sam Berman, Huber Fulton and Charley Sullivan.

ENTERTAINMENT along with your pitches always has paid. Why not try it this season.

SHORT PIPES enable us to have more communications published in each issue.

K. MAX SMITH . . . correspondent from Chicago: "I have spent the winter among the snowballs, and tho it is the first winter north for some time, it turned out a little more prosperous than the last two in the Southern dome. Will hit the road in about three week' with a new illusion show and my jewelry layout. My wife will be with me with her photo machine and badge outfit. I have signed with the Criterion Shows out of Springfield, O."

PAPER MEN . . . who worked Houston, according to Don King, are Carl Powell, "Crip" Williams, A. G. Goldberg, Doc Moyers, Jack O'Mera and E. Greer. King says weather was bad and money was scarce, and he reports Ft. Worth completely closed. Paul Cramer was also spotted in Houston, and Red Powell and Jim Booker are in Mississippi, according to King.

T. D. (SENATOR) ROCKWELL . . . after purveying blades in San Francisco for three months, recently blew into Portland, Ore., from where he writes: "I did not grow whiskers and go Western in San Francisco as I previously reported; it was the other people down there who did that and it nearly put me out of business. No shaving, so no blades purchased from yours truly. But things picked up just as soon as I came to (See PIPES on page 121)

STANLEY NALDRETT . . . scribes from St. Louis: "Since opening in Birmingham, Ala., January 3 I have made Columbus, Macon, Augusta and Atlanta, all in Georgia; Montgomery, Ala.; Memphis and Louisville. I opened a downtown chain store here March 27 and am booked to open Sioux City, Ia.,

OAK HYTEX BALLOONS and Inflatables Toys

QUALITY FLASH VARIETY VALUE

Walt Disney's **FERDINAND the BULL**

An Outstanding Toss-up
Head in two colors, body in one color. Supplied with cardboard "hoofs." Stands 20 inches high. Offered in fancy envelope, and in bulk.

Attractive Prints
Pictures of Ferdinand and other characters from the movie in flashy, two-color print.

FERDINAND INFLATABLE TOY

Not a balloon. Made of heavy, white rubber printed in black and red. Removable stopper in tail for filling with air. 14 1/2 inches long, 8 inches high.

MICKEY MOUSE INFLATABLE TOY

A notable addition to Oak's money-making Mickey Mouse items. Not a balloon—made of white rubber, with figure in black, name in red. 11 inches high. Filled with air through foot.

MICKEY MOUSE BALLOONS

Toss-ups - Heads Prints

Offering an unequalled array of money getters. Ask your jobber, or write to us for full information.

DOPEY TOSS-UP

A New Sign

That likeable character from Walt Disney's "Snow White and the Seven Dwarfs" in a fast-selling novelty. Stands 20 inches high on his cardboard feet.

PETER RABBIT TOSS-UP

Body, head and long ears all inflate. 24 inches high. Packed with feet, in colorful envelope.

SPIRAL and NOBBY

Sensational Sellers

Selling Through Jobbers Only

The OAK RUBBER CO.
RAVENNA, OHIO.

Be sure you get the Star Box with the Yellow Diamond Label.

— SWING IN THE NEW —

YOU'D SWEAR IT'S A \$5.00 PEN!

GENUINE SILVER ON PLASTIC

CASH IN ON THIS SENSATIONAL SMASH HIT IT'S A SELL OUT

The Beauty of this Article ★ Sells Itself

JACKWIN PEN
50 W. 23th St., N. Y. City

Now you can cover the same stores all over again

They're Tiring of Colors

A Gorgeous Streamline Plunger Pen Fashioned of Genuine Silver on Plastic

BIG PROFITS FOR YOU

Sample **50c** Prepaid

Write Today for Unbelievably Low Quantity Price.

THEM GOL DANG MAKE THE GOLDURNDEST NOISES YOU EVER HEERED. KIZZ-AZZY'S

MY TILDA WENT AN INVENTED 'EM



BLOW HARD, ELMER
SO HOT SHE SIZZLES!

TILDA'LL JIST SELL BILLIONS OF 'EM.

I'LE GET THERE IF I HAVE TO THUMB MY WAY "BY HECK"



"HEEPERS JEEPERS" Double Action BRONX CHEER with a RAZZ SALUTE

GROSS LOTS \$10.80

5,000 lots 7¢ ea.
10,000 lots 6½¢ ea.

SAMPLE 25c PREPAID

Remit 25% deposit with quantity orders—Bal. C. O. D.

For Fairs the World Over
Outdoor Shows Circuses Carnivals Conventions Sea Shore Resorts Hi-Ways
Parks Nite Clubs Novelty Shops American Legion Meets Halloween New Year's
Any Time—Any Place—To Anyone

"WHOOOP-EE" Out For Fun Off To That Cow-lassal FAIR
Pat. Pend. Serial No. 256999.

A GRAND OPPORTUNITY TO CASH IN KIZZ-AZZY'S SELL ON SIGHT OR SOUND

YOU HAVEN'T EVER HIT PEAK IN MONEY-MAKING UNTIL YOU SELL THESE SCREAMINGLY FUNNY FUN MAKERS ANYONE WHO DOESN'T LAUGH AT A KIZZ-AZZY JUST AIN'T HUMAN... BE FIRST IN YOUR TOWN... THEY'RE HOT SELLERS... WILL BRING YOU IMMEDIATE PROFITS... HAND COMES LIFE SIZE ATTRACTIVELY PRINTED RED AND BROWN ON BUFF COLOR, ALCO CHECK.

NELL FULTON, PROF. TILDA 119 West 33 St. New York City

-- MOST IMPORTANT --

SPECIAL offer (good until July 1) outside N. Y. City—6 COUPONS are enclosed in each palm which entitles a KIZZ-AZZY customer to a 40% discount on any of Nell Fulton's quick change Coin-Initials or Coin-Fobs. Quotes from N. Y. merchants, "GREATEST GADGET born in years." First order \$4,000.00 to one store in N. Y. Coin cases come in white or yellow 24-carat gold plate. Each case holds 40c in change, nickels, dimes or pennies, bus fare, car fares, etc., etc. (shipped prepaid). Sorry, Canadians must pay duty.

50% off to BILLBOARD READERS

Retail Prices Year Price
No. 50-8 ... \$1.00..... 50c
No. 51+52-53. 1.50..... 75c
No. 55 2.00..... \$1.00
No. 2-Initial.. 1.00..... 50c
No. 1-Initial.. 1.00..... 50c
Wear one, two or three initials on hand bag. Have dozens of exquisite designs. Price range \$1.00 to \$10.00.



THE OUTSTANDING LINE OF JEWELRY



NEWEST RING STYLES

We have the newest and best selling styles in Center and White-knuckle Rings, also a complete line of Photo Jewelry.

1939 ENGRAVING PINS



We have a large line of 1939 Engraving Pins and the best Locket Case in the country. Write for Catalog No. 28 today.

BRANCH OFFICES

303 Fifth Avenue, New York City
704 Market Street, San Francisco

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.

New, Patented Cigarette Maker SAVES 60% CIGARETTE COST



Melts Granulated Cigarettes Clean and Quick. Perfect form for Pitching. Demonstrations, Fairs, Carnivals. Assures perfect cigarette every in high wind. All tobacco goes into a uniform, taste-made smoke; never on loose, waste. ZIP-ROLL slips instantly to any tobacco bag, strings holes in place. Sensational demonstration! 25¢ Retail. 150¢ Profit.

ZIP-ROLL

(Patented) Fits Any Size of Granulated Tobacco.

Send 10¢ in coin for sample ZIP-ROLL. Comes up this morning and comes! Size, easy way to roll 'em. Every smoker wants one, both women and men.

ZIP-ROLL COMPANY
8101 VINE ST., CINCINNATI, O.

CHewing GUM 22¢ BOX

RETAILS FOR \$1.00. Each box holds 20 Cellophane Sealed Packs of Factory Fresh Gum! Smokey, Delicious, Tastes like you to get quick 100% to 200% profits. No car distributor—get started! Send 50¢ for sample box (prepaid) GREAT FIELD OFFERS. Write AMERICAN CHEWING PRODUCTS CORP., 4th and ML Pleasant Ave., Newark, N. J.



Big Profits!

Own your own business, starting \$1.50! Complete, Retail Security Plan, Name Plates, Sample, with name and address, 25 cents. **HART MFG. CO.** 311 Deane Street, Brooklyn, New York.

Guaranteed, Blue, Double Edge, Packed 50, Cello. **BLADES \$2.50** Per 1000. Single Edge, packed 50, \$4.50 per 1,000. Send 10¢ for samples. **JEDRO CO., 122 W. 52nd St., New York City.**

SOCIAL SECURITY PLATES

Over 40 million buyers. Universally needed, best-secured, pays tremendous profits and a money maker. Salesmen and agents wanted full or part time. Also new idea tells how to develop others to work for you. No money needed, we start you in business. No experience necessary. Don't wait. Act now. Free out. **FEDERAL NAME PLATE CO., 287 Broadway, New York City, Dept. 18-41.**

NEW FRAMED Reflect-O-Lite SIGNS SILVER SPARKLE (Not Tinted)

A long-continued attention to **REFLECT-O-LITE SIGNS**. New "Silver Sparkle Process" — not tinted — is slightly beautiful, durable, fast-drying, and requires no special treatment. Sample 10¢; 10 for \$3.00; 100 for \$20.00. With 25¢, \$50 — \$100 — \$200. **ACE Business Builders** 89-917 S. Commercial St., Chicago, Ill. (Complete Line of SACRED MOTTOES)

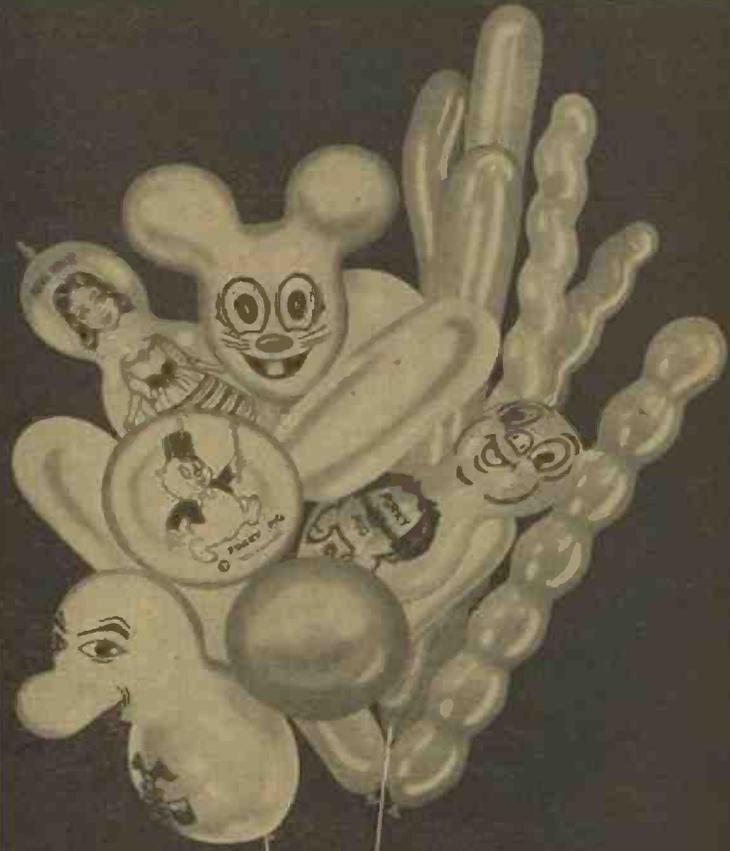
deal from the layman who might have fit within his power to say whether or not we work.

A good many fellow pitchmen, otherwise very fine men, are prone to discredit many new things that they see and hear, whether ideas of merchandise or men, just because the original idea perhaps did not find birth in their brains. This is a very poor habit for anyone to cultivate, whether young or old, because it has a very strong tendency to deprive that person of much in the way of constructive information, as well as the satisfaction derived from new acquaintances and the propagation of new thoughts, which can only be properly manifested proportionately to each other when the occupancy of positive thoughts along these lines instead of negative ones is prevalent in anyone's mind.

I can remember distinctly a particular department store in Cincinnati whose buyers I immensely enjoyed calling upon. A warm feeling of added and needed courage swept over me as I would sit in the train and contemplate, as well as rehearse, the call in my mind. And the simple reason for all of it was that in the reception room provided for salesmen was a large sign for all whosoever "order best" should see, reading: "OUR BUYERS WILL SEE ALL SALESMEN REGARDLESS OF THE NATURE OF YOUR BUSINESS."

That sign perhaps did not increase sales, but it surely increased a salesman's weakened mental fortification. And so it is with new pitchmen: one can never tell when a fellow runs smack into a chance to display a sign similar to that one in the form of friendliness to newcomers in the pitch business.

Last fall I met a mighty nice young "J. C. L." working intensifiers. He came up to me one day and said: "The boys tell me that you are the fellow who likes to write articles for The Billboard. You can go right along wanting a lot of ink and energy if you want to, but from my experience with the old-time pitchmen I think anyone who is foolish enough to believe that they will listen to anyone else, even a fellow pitchman, is slightly touched in the head. And as for their being good fellows, as you picture them, that's a lot of exaggerated



Street Men YOUR CUSTOMERS GO FOR FLASHY BALLOONS BY BARR



One Source for
Every Rubber
Toy Need

ASK YOUR JOBBER

World's Largest Manufacturer of Rubber Toys
THE BARR RUBBER SANDUSKY PRODUCTS COMPANY OHIO

PERFUMED
CARNATIONS
FOR
MOTHER'S DAY
Made of Fibre
for
Button Hole and Vase
BIG PROFITS FOR
CANVASSERS
IMMEDIATE SHIPMENTS
Jaeger & Weckel, Inc.
336-338 MOUNTAIN ROAD
UNION CITY, N. J.

MEDICINE MEN
"You know me. You know the high quality goods and the prompt service I give."
P. R. DEVORE.
BIG PROFITS in drug preparations. Complete line of Tonics, Herbs, Salves, Liniments, Tablets, Soaps, Toilet Articles and many other items. Private labels with no printing deposit. Immediate service . . . low prices. Write at once. FREE PRICE LIST ON REQUEST.
DRUG PRODUCTS CO.
Manufacturing Chemists.
1455-69 E. Livingston Avenue, COLUMBUS, OHIO

Are You Buying Right?

Latest Spring Items and Fastest Selling Staple Items are listed in our new 1939 Spring Bulletin. They are priced RIGHT and all finest quality merchandise.

Write for your copy of our new "1939 SPRING AND SUMMER BULLETIN". The items listed below are but a few of the extraordinary values featured in the 1939 Bulletin.

- SUN GLASSES, col. frames, curved lenses, Dozen \$0.78
- SPORT GOGGLES, metal frames, curved lenses, Dozen 1.20
- BATHING CAPS, straw, mesh, assorted colors, Dozen .48
- BATHING CAPS, rubber, mesh, assorted colors, Dozen .78
- BOWL DECORATORS, large size cells, Dozen .35
- MOths TABB, 2 1/2" size, color, Dozen .45
- FLY SPRAY GUNS, 2 spray glass for glass, Dozen .90
- FLY SWATTERS, wire mesh, made in U.S.A., Dozen .30
- FLY SWATTERS, rubber blades, made in U.S.A., Dozen .40
- ADHESIVE TAPES, 4" x 75 yds. and 1 1/2" x 100 yds. O.K. brand, Dozen .42
- FIRST AID BANDAGE, 3" wide, white, 100 yds., Dozen 1.95
- FIRST AID KITS, containing useful items, Dozen .60
- GAUZE BANDAGE, 4" x 75 yds., 10 yds. length, 2 inch, Dozen .45
- ASPIRIN TABLETS, 12 to 16, Dozen 1.60
- POCKETS, medium size, glass, Dozen 2.50
- MERCUROCHROME, med. size, glass, Dozen 3.60
- TOOTH BRUSHES, fine bristles, Dozen .54
- POCKET CORNS, with cream, Dozen 2.30
- SHOE LACES, 27 inch, black, Dozen .35
- ELECTRIC FANS, 8 inch blades, A.C. base, Dozen .90

NOTE: We will pay freight charges anywhere in the United States on all orders for \$50.00 or more resulting from this ad.

MILLS SALES CO.
27 S. Wells St. CHICAGO, ILL. 74 Hanover St. BOSTON, MASS.

imagination. They kept me in the dark for so long about the 'how' of the intensifier 'joint' that I felt like Rip Van Winkle when I finally discovered the simple trick!"

My answer to him was no doubt entirely different from what he had anticipated. He evidently expected me to agree that no one COULD, and that pitchmen ARE a bunch of old "meanies," but I merely told him instead that Rome was not built in a day, and to build anything great or small certainly takes planning and patience to arrive at a complete constructive outcome. The pitchmen's "common denominator" in the form of constitutional law has always been at his command, but self-reliance has caused most of his inertia in his own defense. Man is not food enough of pain to continuously hurt himself. When the pain becomes severe enough he will cease these self-inflicted tortures and do something about it. So the best suggestion that anyone could possibly make should be to help establish the spirit of unity, which no clique on earth has such a fine quality of as pitchmen, and the rest will surely take care of itself. Charity and good fellowship certainly begin at home. And beginning at home will, emphatically declare the "Johnny-Come-Lately" in on all of the cutting up of the pie in due time, that is if there is any pie left to cut up.

Everyone residing in a free nation as in our enviable land is entitled to his or her own opinion on any matter of discussion. Just because everyone does not agree with me is no sign they are dead wrong. But if this is a truism which death fails, it also must be considered how sensible and intelligent that opinion is for it to spell common sense. Because that is the genuine basis of human intelligence which holds real wet water.

Every large firm in the United States spends huge sums each year in establishing unity among its personnel.

Oil firms mail pamphlets, furnish moving pictures and have special meetings of their employees.

Specialty salesmen lecture on salesmanship and courtesy.

The nation's large department stores have regular schools where the prospective employee is taught the art of selling, courtesy and finding happiness among the other workers.

The day of the old "arturples" as street car conductors and railway employees is as dead as the cigar store Indian.

Tolerance in a fiber grabbed form to slowly, becoming the order of the day. One can notice it from all sources. So is it out of order or a blot on an older pitchman's sense of superiority to say to himself, and mean it by his actions, that: "This guy the 'Johnny-Come-Lately' is not such a bad fellow after all—he just needs more experience, that's all!"

PITCHMEN DEMONSTRATORS!
Here Is A New and TERRIFIC 10c Seller

SHU-SPONGE
\$5.75 GROSS

Unexcelled for applying all kinds of white shampoos, etc. No Pain—No Itch. Saves Time—Saves Hands. Rust-proof cadmium plated handle with Du Pont cellulose sponge. Thousands of these sponges will be sold. It's a national for a quick selling demonstration Order Today and Clean Up. 1/23 Dep. with Order, Sat. G. O. O.

SPONGO PRODUCTS
15 W. 48TH ST. NEW YORK CITY.

SOAPS for Medicine and Streetmen

For more than 35 years we have specialized on pure Castor Oil Soaps for Streetmen. Long established Stock Brands, also Private Brands to order. Write today for price list and samples.

Indianapolis Soap Co., Dept. 38, Indianapolis, Ind.

WORLD'S FAIR BALLOONS

in Orange and Blue With

OFFICIAL WORLD'S FAIR DESIGNS

Many sizes and styles, including special WORLD'S FAIR TOSS UP.

Only Eastern World's Fair Balloon Licensee, No. 2228



Write for Price List of Complete Line of Balloons and Accessories.
THE TOY BALLOON CO.
202 East 38 Street New York City



Non-inflammable Balloon Gas in latest type cylinders at low prices

WORLD'S FAIR NOVELTY BALLOON PACKAGE

8 1/2" x 7 1/2"
Packed in cellophane, mounted with three balloons and one 20" TOSS UP Balloon.
\$7.50 Gross
25% Deposit With Order.

HEADQUARTERS

New York World's Fair Merchandise

Stings, Brooches, Tie Builders, Key Chains, Name-tags, Combs, Pocket Knives, Pen and Sets, Sewing Kits, Ash Trays, Banks, Checkers, Watches, Batteries, Pillow Tops, Handkerchiefs, Cuffs.

Send \$2.00 for sample set of Jewelry
Send \$3.50 for sample set of Combs
Send \$1.50 for sample set of Pocket Knives
Send \$10.00 for complete set of Everything.

JACOB HOLTZ
280 Broadway, N. Y. City.

THERE ARE DOLLAR SIGNS IN... SLOANE'S PRODUCTS!

Here is a simple way to earn good money right now. And the proof of the pudding is that other men and women are making good living at it today. All you do is demonstrate Sloane's NU-FOOT POWDER-SHAMPOO and SHINE-O-RAMA AND GAL-LOR REMOVER (an instant liquid). These are quality products—nationally known. We give you full instructions—how to "click" sales (gathered from the successful experience of our other demonstrators). We give you a Special Bonus including free Advertising Material on Sloane's products which ASSURES you profits from the word "Go!" Now, isn't it worth while getting all the facts right now? Write us today—without fail—for complete information—and join the most of our organization yourself. Write in Department 34.

SLOANE Products Inc.
143 WEST 41ST ST. N.Y.C.

Medicine Men Sell Our

Water Soluble Compound. One pound makes two gallons of Diabetic-Laxative. \$2 Lb. tin. Price \$1.00 a Pound. Samples, 10c. Write for prices on Tooth Powders, Cream, Shampoos, Oil, Nerve, Soap and Compound in Packaged Form.

FINLEY LABORATORIES, INC.
4206 Olive Street ST. LOUIS, MO.

NEVERLIFT IRON REST and Universal Cord Control

Never lift your iron rest or cord control. This is the only device that will hold your iron rest or cord control in place. It is made of heavy metal and is completely rust proof. It is the only device of its kind. Write for details.

UNIVERSAL RESTS, INC.
12777 Devoe St., Chicago, Ill.

HUSTLERS

Here's the biggest thing you ever saw. Bests such items as rings, fans, jewelry or novelties. Meet the greatest eye appeal... Looks many times its value. Write for particulars.

BOX 251, The Billboard, 756 1/2 Broadway, New York City.

NEW! We are very glad to present the most novel creation ever offered!



MARQUEZ FRAMED FEATHER PICTURES

Stilled action pictures have captured in these reproductions the gorgeous plumage and beauty of the most interesting tropical birds. In their ACTUAL COLORS.

GENUINE FEATHER! One hand mounted on a background of black on white and surrounded by a natural cedar frame, also carved by hand. No color, no beauty of form, has exceeded the picture and mounted in these articles.

American tourists visiting Mexico have marveled at the striking beauty of this craftsmanship but never before have they been made available at popular prices. A big rich, brilliant decoration for the finest home—for nursery or school room—as a study of nature for the outdoor man's office—your collection's choice a more acceptable gift appreciated gift.

AND LOOK AT YOUR BIG PROFITS! Our size 8x7 with white background sells on slight for \$5.00 each and cost you only \$1.50 per dozen, or \$18.00 per gross. Our size 8 1/2 x 11 1/2 with black background sells for \$4.00 each and cost you but \$3.00 per dozen, or \$36.00 per gross. All prices post-paid to any place in U. S. A. or Canada.

Send your initial order at once or remit \$1.00 by Express or Postal Order for 3 different beautiful samples.

G. A. MARQUEZ & CO.
Mexican Art Goods of All Kinds.
Apartado 1178, Mexico, D. F., Mex.

Remarkable New Orange Squeezer

BE THE FIRST TO CASH IN

This improved squeezer extracts the juice from oranges, grapefruit and lemons like pouring without pits or pulp. Seasonal demonstrator item. Robustly built. Modern, heavily nickel plated. Modern and attractive. Will not rust or corrode.

Retains for 15c.
Cost to you Wholesale
1 Dozen \$50
1 Gross \$7.00

GORDON MFG. CO.
DOE 310 E 23rd St., N. Y.

AGENTS, PITCHMEN, CONCESSIONAIRES

Now... A Quick Cleanup With The Most Amazing KLOSET-LITE

You'll hold the crowds at the "Kloset-Lite" — the only one with your "Go" and "No" buttons. The new portable KLOSET-LITE. No electric plug! No gas! No heat! No water! No mess! No dirt! No odor! No noise! No trouble! No expense! Clean, handy, safe, instantaneous! A "Kloset-Lite" that sells at \$1.00. Each. Actually makes \$1.00 per unit. ORDER NOW — sample postpaid \$1.00. Credit Coupon against quantity orders. Demonstrate \$7.50; gross lots \$50. One-third deposit with order.

UNIVERSAL SALES,
1243 S. Wabash Ave., Dept. 12, Chicago, Ill.

FELT RUGS

Assorted Combination Colors. Every Home or Prospect. Over 100% Profit. Particulars free. \$2.25 with long yarn. Two Sample Rugs, Sizes 27x54 and 35x70 (Postpaid).

AMERICAN RUG CO.
19 LEWIS ST., NEW YORK CITY.

ATTENTION! PITCHMEN DEMONSTRATORS
A New Kitchen Tool
Opens All Types of Cans, Jars and Bottles.

Needed in Every Kitchen, Camp, Trailer and Restaurant.

Sturdily Built. Nickel Plated. 5 Numbers.

Samples 25c Ea. Postage Paid.

MASTER OPENER MFG. COMPANY
(INC. ILL.)
4451 North Mason CHICAGO

SELL SIGNS 400% PROFIT!

Your wife on any set of 20 signs a little longer!

Signs: 6 1/2" x 7 1/2", on heavy blue border cardstock. To stores, taverns, gas stations, homes, etc. 10c each. Sample signs also available. Big assortment. Small illustrations. Cost 1c in 100 lots. 12 for \$1.00. 2 samples on each order for 10c. We pay postage anywhere in U. S. A. Don't let this free sample.

G. C. O. D.
GEM
4327 S. W. Madison St. CHICAGO, ILL.

WHY WEAR DIAMONDS?

When Diamond Dazzling Rings from the Mines of the Congo River are in diamonds and effective stand out; set clear; true hard. Write for catalogue. Address

THE ZIGON CO., Dept. 103-A, Wheeling, W. Va.

Send your correspondence to editorial by mentioning The Billboard.

The only UNION RAZOR BLADE SHOP in U.S.A.

12,000,000 MEN pledged to buy **UNION MADE GOODS!**

Here is your opportunity to make big profits... push in on the tremendous demand for Union Made Goods... make the most of your exclusive selling rights to 12 Million Union members... **SELL THE ONLY LOW PRICED UNION MADE BLADES IN THE MARKET.** Send someone without the Union Label!

UNION BLADES are made from the finest 100% Manganese Steel... electro-thermally hardened and tempered, providing ground and polished. Every **UNION BLADE** guaranteed to give in clean smooth shave—the "rattle" business you will enjoy on these blades will pay you Union money!

5 for 10c

SINGLE & DOUBLE EDGE BLADES

Attractive 5 for 10c cut-etched back-mounted in attention-getting display card. 20. Points to the card.

Send 10c today for Sample and Complete Plan

Ask your Jobber or write directly to

STEELCRAFT BLADE MFG. CORP.
Dept. 22, NEWARK, N. J.

SOCIAL SECURITY PLATES

250 Gauge Republic Bronze Plates. Polished on Both Sides.

Keeps on top. Shows of Liberty, Eagle on bottom. Accident Identification and Catholic Identification.

5c each

34.50 per 100

Ascertained as desired

3 COLOR PLATE
Red, White and Blue with Eagle with E. S. S. Design

1c each **\$1.50 per 100**

Supplies—N. Y. World's Fair Plate, Orange and Blue Enamel

15c each **\$14.00 per 100**

Leatherette Cases Double-Faced With Metal Corners

4c each **\$3.00 per 100**

Complete stamping outfit for lettering plates. Complete outfit of dies, including numbers and letters, a system for holding plate and hammer. Complete outfit \$3.95. Specially Made \$52.00

25% deposit required on C.O.D. orders.

We also supply dealers with your permit for \$5.00 per 1,000.

Write us for details and descriptive circular.

RELIABLE SALES CO.
6 West 28th St., New York City.

SELL MOTTOES 400% PROFIT!

(Ref. 1000) to be in 1000's. Thousands of homes, hotels and points everywhere. Also three churches and Sunday Schools. Beautiful 25c Sporting Motions. Size 8 1/2" x 11" on heavy linen poster cardboard. Cost you 10c each in 100 lots. 12 for \$1. 25c each 25c. credited on first order for 500. We pay postage wherever in the U.S.A. (We also make these signs same size and design). Possibly no Reg. Sample, No. G. O. D. without deposit. Send orders direct to factory.

Let Not Your Heart be Troubled

NEW! DIFFERENT! PATENTED COIN PURSE AND BILL FOLD SIX DISTINCT FEATURES

FULL SIZE BILL FOLD—Compartment for cards. Snap protective pocket for bill details. Metal coin rack holds nickels, dimes, pennies, and quarters. Window holder for Federal Reserve or Identification card. Fits in coat pocket. **100% PROFIT!** When customers see how handy it is they will buy it! Send \$1.00 TODAY for sample. Details free.

NORCO PRODUCTS
4888 A RAVENWOOD, CHICAGO.

SPECIAL NOTICE

TO MEDICINE MEN—DRUG STORE WORKERS For 21 years Col-Ton-Ba products have been recognized for their high quality. Now Col-Ton-Ba is obtaining a better patent for protection as of 1st day of April. Also New Premium Herb Package. The new Federal Food, Drug and Cosmetic Act goes into effect June 23. For your labels, cartons and literature, contact with this new law.

COL-TON-BA MEDICINE CO.
4888 A RAVENWOOD, CHICAGO, ILL.

McNeely, Hobart, Okla.; Ray Bowers, Los Angeles; D. J. Moroney, Peabody, Mass.; W. W. Ford, Denham Springs, La.; and W. H. (Billy) Knox, Wichita, Kan. A number of the above names have not been heard from for some time. A word now and then would be appreciated by their many friends throughout the country.

FAMOUS LAST WORDS: "When 't comes to pitchin' an article I clik whatever I ex."

POSTPONEMENT of the Jacksonville (Fla.) Fair until next fall caused some of the knights and ladies of the tripod to frown, narrates Eddie Deloy from Hollywood, Fla.

MR. AND MRS. TEX DABNEY have purchased land in Miami, Fla., and are building a new home there.

AMONG THE PITCH FACULTY sighted at the Louisville Home Show, March 10-18, were Mrs. George Hess Sr., with band; George Hess Jr. and Ed Hess, rug cleaner, and Charlie Ray, peeler.

PIPES FROM the fair see pitch exponents are always welcome. Come on now, girls, the column never was meant to be devoted chiefly to the male element.

PITCHMEN'S SAYINGS: "Let's all love another."—Ben Freed.

"HAVE BEEN ON THE SHELF for five years," typewrites Paul E. Beal from Prentiss, Wis., "but the true blood is tingling again and rain's to go. I intend to work peelers and would like to hear from some of the boys who have been covering Minnesota and Wisconsin. Are the naphtha cleaning crystals working to success this year?"

JEFF FARMER, pencils from Petersburg, Va.: "Just back from the big city where I saw lots of the boys at work. I had a few shops in Jersey but I couldn't find a soul in Newark. I am leaving here soon for Tennessee. Would like to hear from Doc Ford, of Newark."

PET SAYINGS of pitchmen are always welcome. Send 'em in, boys and girls.

CHARLIE MONROE'S Radio Show is still playing high schools in North Carolina and Virginia and broadcasting over WPTF, Raleigh, discuses Jolly Bert Stevens, who says he is booked with the show until June 1. Roster includes Charlie Monroe, lead singer and guitarist; Bill Callahoun, tenor and tenor-guitar; Piddlin' Dale Cole, violin and bass singer; Betty Monroe, piano accordion; S. B. Albert, banjo; Jolly Bert Stevens, producing comedian and bass violin. A Lincoln car and small trailer are used to transport the show.

JOLLY BERT STEVENS, of Charlie Monroe's Radio Show, made the front page of The Raleigh (N. C.) Times March 26. A two-column photo of Stevens showed him in his sport clothes, mopping his forehead because of the sun weather.

IF MEMORY SERVES we believe it was J. C. Jamison who connected the following: "Times may be red, times may be blue, but the quality of times boys is chiefly up to you and you."

TWO BILLS recently passed by the West Virginia legislature, Senate No. 21, 100 and House No. 136, make it almost impossible for pitchmen and medicine men to operate in the State, according to Doc Allen. "Not only the license, have been increased, but the requirements are almost impossible to meet," Doc says. "The medicine man has to have his medicine made and packed under the personal supervision of a registered pharmacist or under a person who is supervised by a board to be set up. Permit must be first obtained from the board. Board shall say what kind of equipment one shall have to promote sanitation. The license fee for this shall be \$25. Too, the board shall have power to make such rules and regulations as deemed necessary. For violators the fines run from \$50 to \$1,000, with as long a period as two years in prison. Too, any law officer has the privilege of making a complaint at any time deemed necessary and one has to submit to go before the board and have any or all of the packages analyzed along with the routine of questioning. Under House Bill 136 pitchmen in some cases will have to post \$500 bond for 30 days in order to take care of any complaints that may

SURE WINNERS FOR STREETMEN

Popeye and Wimpy Toss-Up Balloons, packed with cardboard foot in colorful envelopes.

Popeye Punchin' Bag Balloon, a five-wire item, packed in attractive envelope.

Popeye Streetmen's Special Balloons. The most colorful printed balloons ever made, contain more colors and prisms than any other balloons on the market.

Stocked by Leading Jobbers

ANDERSON RUBBER COMPANY
AKRON, OHIO

GOLDFARB NOVELTY CO.
20 East 23d St. New York City

CIRCUS, CARNIVAL AND FAIR SPECIALTIES
—MANY NOVEL STREETMEN'S ITEMS

Send for Your Copy of Our **ANNUAL CIRCUS BULLETIN**

WORLD'S FAIR SOUVENIRS

We carry the Largest Variety in New York. Many Exclusive Items. Novelties To Fit Any Type Location.

Visit Our Specially Decorated World's Fair Sales Room



Nov 109

HEADQUARTERS
WORLD'S FAIR MERCHANDISE

BIG SPRING VALUES MECHANICAL TOYS

Large Walking Dog with Shoe in Mouth. Doz. \$2.50. Gross...\$27.00

New Large Mechanical Circus Elephant. Doz. \$2.50. Gross... 27.00

No. 165 Original O U Dog. Gross... \$18.00

Small O. U Dog. Doz. 30c. Gross... 9.00

Mechanical Donkey. Large. Doz. \$1.25. \$14.00 Gross

Monkey With Hat. Gross... 18.00

New Monkey Orchestra Leader. Gross... 19.50

CIRCUS AND CARNIVAL SPECIALS

New Blue Rayon Yachting Hat. Gross... 22.50

Cowboy Hat, Regulation. Gross... 14.75

Buckram Asphalt Hat with Ball and Feige. Ass. Colors. Gross... \$15.00

7" Feather Doll with Hat. Gross... 8.00

10 1/2" Feather Doll with Hat. Gross... 16.80

Whipie Lash Whip. Best Quality. Gross... 7.00

Regulan Lash Whip. Gross... 6.00

Birds "Inside Waffle" U Gross... 2.50

Streetmen's Special Balloon. Gross... 2.50

WORLD'S FAIR CIRCULAR

Price List Out Soon—Write for Your Copy NOW

Send 25c deposit with order, bal. C.O.D.

EPSTEIN NOVELTY CO. Inc.
116 PARK ROW, NEW YORK CITY.

We Have "IT" SOAPS

Quality Toilet Soaps for All Purposes. PRIVATE BRAND IMPRINT or NO NAME BRANDS. SHAVING CREAMS, TOOTH PASTE.

Send These Under Your Own Brand.

SHAMPOOS

15A PY HOME MAKE SHAMPOO (Featherweight Case)

Bath or Wrapped Under Our Brand or Your Name Wrapper.

LIQUID SHAMPOOS FOR PITCH-AGENTS or DEMONSTRATION.

SOAP MANUFACTURED TO YOUR SPECIFICATIONS.

Write for 1939 Price List.

Geo. A. Schmidt Co.
236-238 W. North Ave., Chicago, Ill.

4 for 10c PHOTOGRAPHERS CASH IN

On Our Photo Jewelry Novelties. RINGS—DRAGOLETS—CHARMERS—THE CLASPS, ETC.

Complete List—Lowest Prices.

SEND 25c FOR SAMPLES OF 3 BEST SELLERS—CATALOG FREE.

MEDALLION NOVELTY CO., Inc.
208 Broadway, New York City.

LOOK A GLASS MAIL BOX

—Special for only 25c or less C.O.D. Plus C.O.D. charges. Sample by regular MAIL with a return, \$5.00 in value from a distance. Order now for your home now.

AGENTS WANTED BEST SALES SERVICE
217 Fifth Bldg., Cleveland, Ohio.

Key Check Stamping Outfits

Social Security Plates, Embroid Key Checks, Key Rings and Chains, Leather Key Cases, etc. CATALOG FREE. 25c Being Sample Check with name and address. **KEMP**
New York City.

402-B East 178th St.

SOCIAL SECURITY PLATES

Finest Line of Exclusive Colored Enamel Social Security and Identification Plates

N. Y. World Fair... \$14.00 per 100

Golden Gate Exposition... 14.00 per 100

Red, White and Blue Social Security... 8.00 per 100

Ozage and Blue Ident... 8.00 per 100

Catholic Miraculous Medal Identification... 5.50 per 100

Brass & Bronze Soc. Sec. 4.50 per 100

Complete Line of Wallets and Machines in Stock. Write for Free Catalogue. Start in Business—No Investment. Immediate Profits.

REGENT CO.
Dept. WF, 1472 Broadway, N. Y. C.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

CASH IN NOW! on these sensational WALKING TOYS



Made-In-America—
Selling by
thousands!

ONLY **25¢** RETAIL
4-IN-BOX \$1

Concessioners, novelty men,
pitch men, agents—write off
wire today for samples and propo-
sitional! Samples 25c each post-
paid or 4-in-box—\$1 postpaid.

**Baffling, Sturdy,
Nothing to Wind or
Get Out-of-Order.**

ALSO ELEPHANT, DONKEY,
MAMMY, CLOWN



WRITE OR WIRE

LESTER HARDING

DEPT. 4 1500 CHESTNUT STREET
PHILADELPHIA, PA.

Follow The Starrs' To Real Values

- ★ Lowest Prices Ever Offered.
- ★ All Pens Fitted with Triple Band.
- ★ All Pens Fitted with Box Levers.
- ★ All Plungers Fitted with Durable Washers.
- ★ All Pens Fitted with DUD-O-WAY Two-Tone Points.
- ★ 34 Types Pens in 12 Beautiful Colors.
- ★ Never Before Have Such Values Been Offered.
- ★ 9 Complete Varieties of Pens Suitable for Prominent, Pen Sales, Sheet Writers and Pitchmen.
- ★ Write Today for the most Complete Catalog Ever Issued in the Fountain-Pen Field.

Starr Pen Company

Manufacturers of the "Victory Pen"
Dept. B-1, 300 W. Adams St., Chicago, Ill.

THE BECKER LINE IS BETTER

Write for price list on Floor Soaps, Toilets, Liniments, Talcum and Salves. Under your own label if you wish. We also carry fast-selling Very Popular on the market, formula matched. Prices right, plenty margin for you.

BECKER CHEMICAL CO.

(Established 1900) Cincinnati, O.
295 Main Street.

SHOE LACES and SHOE FINDINGS

We manufacture Shoe Laces and Shoe Findings, guaranteeing lowest prices, perfect merchandise and prompt delivery!
Send 25c for Sample Assortment and Price List.
CAPITOL SHOE LACE & FINDINGS CORP.
186 WILLIAMS ST. NEW YORK, N. Y.

4 FOR 10c PICTURES
PHOTOGRAPHERS—ONE-MINUTE
PICTURE MEN
Fellers and Service Direct from Manufacturer,
Lowest prices. All Sizes. Send for Samples.
MARYIN PHOTO MOUNTS
1865 Hanson St.
Woodbury, N. Y.

come in later. State licenses are ex-
orbitant and it is necessary to obtain a
permit from the county clerk at \$2, also
a city license. If the various legislatures
enact such laws as these, many men and
women who have always earned a dol-
lar living in their own way will be on
relief. Of course, it is necessary to have
sanitation, etc., but the legitimate sales-
man has to take the rap for the other
type."

"CERTAINLY ENJOY
reading the many pipes sent in by the
boys and girls," pens Clarence W. Smith
from Pittsburgh. "Have been here since
the middle of February and I'm still
working run menders. Town is closed,
but a fellow can make it in surrounding
spots. There are several of the boys
here, including Jack LaMar and Frank
Vall. Was glad to read Donald C. Grabb's
recent pipe and would like to read 'em
from Leo K. Eymann and Owen Filippo."

A NUMBER of good workers collected a bit
of cash here in the spring of other years
working run menders and darning in doorways
and on street corners. Why doesn't somebody
get an early start on the items this year?

BLANCH OSTERHAUT
pitchman demonstrator, headed for New
Jersey territory last week after a suc-
cessful stand in Taylor's Arcade, Cleve-
land.

ARKANSAS
is proving good territory for Joe W.
Keown with Barginax tonic, according to
word, drifting into the pipe desk from
that sector.

JIM FERDON
(The Great Pizarro) has just returned to
Oakhill, W. Va., from a belated hobby-
moon spent in California. He was mar-
ried last June to Lillian Davis, of Scar-
boro, W. Va. Jim says "the outlook for
meat business is not encouraging, but
who can tell?"

THE NUMEROUS Easter parades are always
good for novelties and trinkets. Will you
overlook a good one?

HAVE YOU
boys and girls eyed the Lester list lately?
Take a gander now; your name might be
listed there.

HAVEN'T HAD PIPES
for some time from Frank Libbey, Tom
Kennedy, Slim Murphy, F. E. Bennett,
Charley Price, Bill Ellis, V. V. Cooper
and Bert Hull. Unlumber the writer's
stocks, boys.

ONE OF THE biggest assets a pitchman
can have is the ability to pick his spots.

ARE YA READYIN' . . .
your med copy for another cartoon. Dr.
Ross Dyrar!

WE KNOW SEVERAL . . .
pitchmen who define their success with
one word, "persistence."

IT SEEMS
that the old-time scopes in a combina-
tion look-back and X-ray package should
be a good set-up at factory gates this
spring. We understand veteran scope

CORK GUNS—DAISY—Pump Action—\$4.80
Look Fitted for No. 3 Corps. Ea.

No. 3 CORKS—Per Thousand—\$1.50

DAISY (Indian Arrow) Imported Quality Per Doz. \$3.00

Best French Quality Per Doz. \$5.40

HOOPS for HOOPS-A-GAME (6 to 7 in. Inside & Outside) Per Dozen 75c

WOOD RINGS for FEG GAMES—1 1/2", 2 1/4", 1 1/2" Diameter, Per \$2.00

REACH BOUNDER BASEBALLS \$1.15 Per Dozen.

Write for Merchandise Catalogue.
KARL GUGGENHEIM, INC.
100 FIFTH AVE., NEW YORK CITY.

Jeepers Creepers Look at This!

- Shoe Laces, 27 in., U. S. A. Per Gross \$0.32
- Aspirin, 12 to Tin. SPECIAL. Per Gross 1.55
- Merchandise for Sideline Salesmen. Sensational value, Per Gross .90
- Razor Blades, D. E. Per 1,000 2.70
- Pencils, Large Eraser. SPECIAL. Per Gross 1.10

Swing Along With Us for Real Values.

INDIAN SALES CO.

145 1/2 ILLINOIS ST. INDIANAPOLIS, IND.
Write for Our Latest Price Lists
25% Deposit on All C. O. D. Shipments.

NAT K. MORRIS

Pitchman and Inventor Says:

My new Angle Sea-Saw Blade Peeler and Slicer, with perfect shredder-back, will be ready for the boys and girls April 20. This new tempered steel blade beats them all. Every person that has used a swivel blade peeler will go for this one. It works on an angle and a different principle. It's a real Quarter Cutter. Don't confuse this with any other one made, as it is not on the market yet. Rush Quarter to Nat K. Morris, Boardwalk, Asbury Park, N. J. Have you seen the Boys down South passing our my Patented Dur-X Glass Fruit Knives? In two sizes. Sample, Each, 50 Cents.

Street Photographers

WHY NOT GET INTO A GOOD PAYING BUSINESS?
We have a complete stock for making 1-Minute
Pictures and Cameras priced from \$7.50 up.

SEND FOR CATALOG.

Daydark Specialty Co.
2828 BENTON STREET ST. LOUIS, MO.



INTRODUCING

First scientific
Pipe Reamer
in 200 years.
Outlasts its
own shavings
and amazes
them into an
ash heap.
Every pipe
smoker, his
wife, waiter,
or sister
will buy. Sim-
ple and safe.
In dozen lots
\$2.00 per doz.
In great lots \$17.50 per gross (144 pipes).
Cleveland Corporation
2 West 40th St., New York, N. Y.

NEEDLE AGENTS WANTED

To sell our Silver
Handled
Embroidery
needles. A mar-
velous device
with which a
woman can
work all kinds
of beautiful designs on most any Fab-
rics. Just show a woman what it is
capable of producing and a sale is as-
sured. Try the agency and find out for
yourself what a money maker it is.
WRITE FOR TERMS TO AGENTS.
Send \$1.00 for Sample Needle com-
plete with 12 Points and one Steel
Embroidery Hoop and Pattern.
HOME ART & NOVELTY CO.
1160 Farwell Ave. Dept. C Chicago, Ill.

Free TIE CASE

The Case Free with Gross Order
SELL TIES—100% PROFIT

Silk on Ties Ready-Made Knot
\$1.50 Doz. \$2.25 Doz.

SILK-LINED TIE, \$1.50 Doz.; \$16.00 Grd. LUXURIOUS SILK—\$2 Doz.; \$16.00 Grd. Send \$1.00 for Complete Sample Line of our \$1.00, \$2, \$3.75 per Doz. and \$4.00 on Tie Line. FREE CATALOG and SWATCHES. WRITE TODAY—WE PAY POSTAGE. 25c DEPOSIT—BALANCE C. O. D. NATIONAL NECKWEAR MFG. CO. 376 Broadway, BROOKLYN, N. Y. Dept. 148.

BLADES

Buy Direct From the
Manufacturers.
DREXEL
\$4.00 in 1000.
50 Million
Will Be Sold in 1939.
Send 10c for Sample.
REGENT MFG. CO.
1342 W. 82d Street. NEW YORK CITY.

N. Y. World's Fair JEWELRY

Brooches, Rings, Pinst. Chains,
Greenbacks, etc., at lowest prices.
Write today for circular.

HAZARD BLADES
Double Edge—\$2.50 per 1000
Pine Blades—\$2.00 per 1000
Merchant—\$1.00 per 1000

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27 Orchard St., New York City.

FREE CATALOG!

Showing newest fast-
selling items, highly
popular in America.
Grosses, Engraving
Jewelry, Cases and
White-Steel—\$1000
Send \$3.00 for com-
plete samples.

JACK ROSEMAN CO.
107 FIFTH AVE. NEW YORK CITY

SIGNS and SHOW CARD PAINTING MADE EASY

Simple as A B C to paint
signs with LETTER PAY-
TERMS to guide you. All
sizes. Anyone can use them.
Illustrated and sample mailed
for 2c stamp. **JOHN B. RAHN, 1330 N. Central
Ave., Chicago, Ill.**

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**100 Million Customers
NEW BIG MONEY MAKER**
Answering new inventions. No competition.
2 in 1 every home. Sells on credit. Send for
sample \$1.00, less than 40 cents. Package by
July 12 due. Quick price 1000 lots. Make 7 in 12
7.00, less than 30 cents. Money-Cash! Write
Now 664 Central-Street. Draft enclosed.
ACT NOW—CASH IN QUICK
Needless method ever known for care of
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2,100,090, 2,100,091, 2,100,092, 2,100,093, 2,100,094, 2,100,095, 2,100,096, 2,100,097, 2,100,098, 2,100,099, 2,100,100, 2,100,101, 2,100,102, 2,100,103, 2,100,104, 2,100,105, 2,100,106, 2,100,107, 2,100,108, 2,100,109, 2,100,110, 2,100,111, 2,100,112, 2,100,113, 2,100,114, 2,100,115, 2,100,116, 2,100,117, 2,100,118, 2,100,119, 2,100,120, 2,100,121, 2,100,122, 2,100,123, 2,100,124, 2,100,125, 2,100,126, 2,100,127, 2,100,128, 2,100,129, 2,100,130, 2,100,131, 2,100,132, 2,100,133, 2,100,134, 2,100,135, 2,100,136, 2,100,137, 2,100,138, 2,100,139, 2,100,140, 2,100,141, 2,100,142, 2,100,143, 2,100,144, 2,100,145, 2,100,146, 2,100,147, 2,100,148, 2,100,149, 2,100,150, 2,100,151, 2,100,152, 2,100,153, 2,100,154, 2,100,155, 2,100,156, 2,100,157, 2,100,158, 2,100,159, 2,100,160, 2,100,161, 2,100,162, 2,100,163, 2,100,164, 2,100,165, 2,100,166, 2,100,167, 2,100,168, 2,100,169, 2,100,170, 2,100,171, 2,100,172, 2,100,173, 2,100,174, 2,100,175, 2,100,176, 2,100,177, 2,100,178, 2,100,179, 2,100,180, 2,100,181, 2,100,182, 2,100,183, 2,100,184, 2,100,185, 2,100,186, 2,100,187, 2,100,188, 2,100,189, 2,100,190, 2,100,191, 2,100,192, 2,100,193, 2,100,194, 2,100,195, 2,100,196, 2,100,197, 2,100,198, 2,100,199, 2,100,200, 2,100,201, 2,100,202, 2,100,203, 2,100,204, 2,100,205, 2,100,206, 2,100,207, 2,100,208, 2,100,209, 2,100,210, 2,100,211, 2,100,212, 2,100,213, 2,100,214, 2,100,215, 2,100,216, 2,100,217, 2,100,218, 2,100,219, 2,100,220, 2,100,221, 2,100,222, 2,100,223, 2,100,224, 2,100,225, 2,100,226, 2,100,227, 2,100,228, 2,100,229, 2,100,230, 2,100,231, 2,100,232, 2,100,233, 2,100,234, 2,100,235, 2,100,236, 2,100,237, 2,100,238, 2,100,239, 2,100,240, 2,100,241, 2,100,242, 2,100,243, 2,100,244, 2,100,245, 2,100,246, 2,100,247, 2,100,248, 2,100,249, 2,100,250, 2,100,251, 2,100,252, 2,100,253, 2,100,254, 2,100,255, 2,100,256, 2,100,257, 2,100,258, 2,100,259, 2,100,260, 2,100,261, 2,100,262, 2,100,263, 2,100,264, 2,100,265, 2,100,266, 2,100,267, 2,100,268, 2,100,269, 2,100,270, 2,100,271, 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2,100,636, 2,100,637, 2,100,638, 2,100,639, 2,100,640, 2,100,641, 2,100,642, 2,100,643, 2,100,644, 2,100,645, 2,100,646, 2,100,647, 2,100,648, 2,100,649, 2,100,650, 2,100,651, 2,100,652, 2,100,653, 2,100,654, 2,100,655, 2,100,656, 2,100,657, 2,100,658, 2,100,659, 2,100,660, 2,100,661, 2,100,662, 2,100,663, 2,100,664, 2,100,665, 2,100,666, 2,100,667, 2,100,668, 2,100,669, 2,100,670, 2,100,671, 2,100,672, 2,100,673, 2,100,674, 2,100,675, 2,100,676, 2,100,677, 2,100,678, 2,100,679, 2,100,680, 2,100,681, 2,100,682, 2,100,683, 2,100,684, 2,100,685, 2,100,686, 2,100,687, 2,100,688, 2,100,689, 2,100,690, 2,100,691, 2,100,692, 2,100,693, 2,100,694, 2,100,695, 2,100,696, 2,100,697, 2,100,698, 2,100,699, 2,100,700, 2,100,701, 2,100,702, 2,100,703, 2,100,704, 2,100,705, 2,100,706, 2,100,707, 2,100,708, 2,100,709, 2,100,710, 2,100,711, 2,100,712, 2,100,713, 2,100,714, 2,100,715, 2,100,716, 2,100,717, 2,100,718, 2,100,719, 2,100,720, 2,100,721, 2,100,722, 2,100,723, 2,100,724, 2,100,725, 2,100,726, 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- ALA.—Montgomery, Dog Show, 11-12.
- CALIF.—Red Bluff, Round-Up, 13-14.
- San Jose, Dog Show, 13-14.
- CONN.—Hartford, Dog Show, 14.
- GA.—Atlanta, Dog Show, 14-15.
- Swainsboro, Fla. Cattle Show, 11-12.
- Thomasville, Better Homes & Electrical Show, 10-11.
- ILL.—Chicago, Chicago Stadium Circus, 14-15.
- IND.—Indianapolis, Home Show, 13-14.
- KY.—Henderson, Merchants & Mfrs. Indoor Fair, 10-11.
- MASS.—Boston, Candid Camera Show & Show, 10-11.
- MICH.—Ann Arbor, Smelt Jamboree, 13-14.
- MINN.—St. Paul, Dog Show, 13-14.
- MO.—St. Joseph, Food Show, 10-11.
- St. Louis, Police Circus, 14-15.
- N. J.—Chilton, VFW Celebration, 13-14.
- Elizabeth, Dog Show, 14.
- N. Y.—Buffalo, Shrine Circus, 10-11.
- Rochester, Eagles' Picnic, 13-14.
- N. C.—Burlington, Carolina Trade Expo, 10-11.
- O.—Toledo, Dog Show, 13-14.
- S. C.—Charleston, Azalea Festival, 11-12.
- TEX.—El Worth, Dog Show, 16.
- Mineral Wells, Live-Stock Show, 14-15.
- Raymondville, Onion Picnic, 14.
- WIS.—Madison, Eagles' KKKKK Camp Carnival, 13-14.
- Oshkosh, Moose Festival, 10-11.
- Rhineland, Legion Home Show, 14-15.
- CAN.—Edmonton, Alta. Live-Stock Show, 10-11.
- Ontario, Ont. Dog Show, 14.
- Victoria, B. C. Dog Show, 13.

Dee Lang's Tyler Date Proves Disappointment

TYLER, Tex., April 1.—Four crowds and little spending marred Dee Lang's Shows week stand here under American Legion Post auspices despite favorable weather and good co-operation from local newspapers and radio station. On final night of March 18 business was better than week nights, but far below expectations, reports G. F. Armstrong, local high school band and Pep Squad's parade around public square and do showgrounds as guests of Legion and shows' management highlighted the stand.

Children's matinee, Saturday, disappointed, although free ride offers were made to kiddies. Good co-operation was received from J. A. Lynch, commander, with many compliments coming from city officials as to shows' appearance and policy. Visitors included Mr. and Mrs. Maxon E. Willis, of Midget-Shealey Midway; Mr. and Mrs. Jack Edwards, J. George Looe Show; Milford H. Smith, Baker-Lockwood Co., accompanied by his father, J. C. Smith; Mr. and Mrs. E. H. Blackburn, he being president of the Leonard (Tex.) Fair Association, and Mr. and Mrs. G. T. Ravencraft, independent concession operators.

Omaha Shrine Sale Is Big

OMAHA, April 1.—Largest opening-night crowd in its history greeted annual Tangier Temple Shrine Circus here on Tuesday, forecasting a new gross record for the five-day run. There were matinees on Tuesday and Saturday. The circus, produced by Rink Wright and featuring Clyde Beatty, had largest advance sale in history, Shrine officials reported. Children and old people from Omaha's several homes were guests at Tuesday's matinee.

Museums

Address Communications to Cincinnati Office

Life Wins in Marion, O.

TOLEDO, April 1.—Look at Life Museum opened in the downtown shopping district here last week after concluding a successful engagement in Marion, O., where it played to well over 14,000, majority of whom went into the after-show. All new stages have been built and new drapes hung, as have a set of signs, one for each act. Local newspapers and radio station are co-operating. Show uses live spot announcements per day over WSPD, with Agromote lion permitting broadcasts from the building. Unit also arranged a tie-up with local merchants, which saw the latter distribute an estimated \$0,000 hand bills. Ray Marsh Brydon is busy with plans for his summer show. Visitors included Co-Manager, Al Wagner and wife and many members of the Great Lakes Exposition Shows, which are in quarters here. Reported by Johnny Reeves Jr.

Miller Scores in Norfolk

NORFOLK, Va., April 1.—Morris Miller's Modern Museum concluded the first of a three-week stand in the downtown business section here on March 25 under local fire and police departments and American Legion auspices to the best gross of the season. Sunday proving

better than many whole-day grosses during the winter. Fred Higginson, chairman; Commanders, Louis Kiril and W. H. House and City Manager Charles S. Borland are co-operating. Personnel remains almost the same as it has been for the past 22 weeks and includes Morris Miller, manager, with Maurice Miller taking charge when his father was away on business; Frank J. Lee, general representative and publicity; Frank Zorda, inside manager; Robert Winchell and Jack Kelly, front; Carlton Hodges, tickets; Robert Selica, advertising agent; Dave Dixon, front window entertainer. Platform acts include Philippine Midgets, Ituri Bygones, Rosa Lee, Ralph Kroonig, Bob Wallace, Flo Carlson, Duck Phillips, Lady Verous, Stella Rogan, Dick Discov-Oswald, Red Devils, Eddie Shuman, Paul Chry and David Dixon. Dr. Guy Waters and wife have the annex, a Dufour & Rogers Life exhibit. Reported by Frank J. Lee.

Philadelphia Houses

PHILADELPHIA, April 1.—Business at the museums was good this week. Eighth Street Museum has Chief Buffalo musical act; Neil Johnson, bag, puncher; Celko magician; Poes Plastique and Illusions in the main hall. In the annex are dancing girls. South Street Museum has Billy Cornell's Minstrel Ro-

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W.C. Lee Rowland, singing cowboy; J. J. Ayama, juggler; John Dillon, electric chair; Professor Hall, magic, and Madame Marenka, mentalist. Dancing girls are in the annex.

The Final Curtain

ARMSTRONG—Mrs. William A. 71, mother of Bernie Armstrong, Pittsburgh theater and radio organist, in Weston, W. Va., recently after five months' illness.

BAKER—Col. Memory L. 42, circus trouper and well known in other branches of the profession, at his home in Crouse, N. C. March 22 of a heart ailment following several years of ill health. He had been with various shows which toured the states and foreign countries. Survived by his widow, Dorothy; a daughter, his mother, three brothers and one sister. Services in Bethpage Lutheran Church, Crouse. Burial in Bethpage Cemetery there, with the American Legion participating.

BEATTY—Mrs. Elena A. 33, of Stratford, Conn., a director of the Little Theater in Bridgeport, Conn., for several years. In the latter city March 25 after a two-day illness.

BANATORIUM, Harlem, New York, March 25 after a month's illness. She also composed popular music and appeared with her father frequently as vocalist.

BERRICE—Peter Speedy, vaudeville, at his home in Buffalo March 27. He was a well-known baton twirler, heading several fraternal and veterans' bands in recent years.

BLOOMING—Charles F. 56, billposter for Columbia (O.) theaters for many years and former advance agent for the Al O. Field Minutals for several seasons, March 25 in St. Francis Hospital, Columbus, after a brief illness. He also had been advertising manager for the old High Street Theater there. His widow and a sister survive. Services and burial in Columbus.

BONANKO—Samuel W. 59, former advance man for Ringling Bros. Circus, in the National Hotel, Belleville, Ill., March 25. Services in Belleville, with burial in Walnut Hill Cemetery there.

BRESCIA—Dr. Donatello, opera and symphony composer, in Providence Hospital, Oakland, Calif., March 26. Since 1925 he had been teacher of music at Mills College. Survived by his widow and two children, Peter Brescia, of Nashville, Tenn., and Mrs. Emma Penn Warren, instructor in Italian at the University of Louisiana.

CHESKIN—Mrs. Anna, mother of David Cheskin, radio orchestra leader, and Morris Cheskin, cellist in Buffalo Symphony Orchestra, March 23 at her home in Buffalo. Survived also by her husband, Max, and several married daughters. Burial in Buffalo.

CLARKE—Jack, well known in Australian film circles as the manager of the Cremorne Theater, Brisbane, in that city January 27.

CRAIG—Mrs. Lucy 60, wife of Charles Craig, former theater owner, March 16 at her home in East Liverpool, O. Her husband and two daughters survive. Services at the late residence with burial in Columbus Memorial Park Cemetery, Liverpool.

DOVE—Elmer A. 78, last surviving member of the Chanell City Band, one of the leading musical organizations of Michigan from 1878 until the turn of the century. March 17 of a heart attack in Quincy, Mich. His widow survives. Burial in Quincy.

DRIVO—Mrs. Rosini, 69, mother of Perry Dring, former manager of the Dornberger Orchestra and at present with Eddy Brand's Orchestra, March 19 in Newport, R. I.

EAGLE—Mary Kenny, mother of Crawford Eagle, formerly with the Taylor Players, Maynoor Players and other companies, in Junction City, Ore., March 14.

MILLER—W. A. 68, resort operator, civic leader, traveler and former showman, of a heart attack March 17 at his home in Lakeside, Mich. Born in Oxford, Ill., in 1870. Elder left there in 1892 and joined the Belle Isle "Circus," with which he toured the country. In 1896 he was with Wallace Bros. as a clarinet player. He had also traveled with numerous dramatic shows and was a pioneer movie operator. In 1908 he played in the Iowa State Band and with Finney's Band at the Oklahoma Exposition. Elder joined the Manhattan Stock Co. out of New York in 1900 and in 1902 owned a "Tom" show. He was a member of the St. Joseph (Mich.) Lodge of Elks. Survived by his widow, two brothers and one sister.

PREAR—Louis, 67, one-time English musical comedy star, at her home in London March 23. She played in New York in Men in the Moon. Her last appearance in this country was in 1938.

REYNOLDS—Eddie, 48, in Sydney, Australia, March 4. He was connected with the Australian Broadcasting Commission and was the husband of Declina McLean of the Australian Darcos.

MILLAR—"Professor" Clyde, headlining vaude act in the '80s and '90s, in County Hospital, Chicago, March 29. Survived by his brother, William, the other half of the act known as the Jolly Toyboys.

NORRIS—Hattie J. 56, mother of Bertha Norris, pianist, of pneumonia March 12 in Fayetteville, N. C. Survived by a son, a daughter, two sisters and three brothers. Burial in Wilkin's Cemetery, Dunn, N. C.

PEARL—Lou, 60, well-known veteran vaudeville artist, suddenly in Detroit March 27. He was a member of the team of Pearl Bros. and Burns, who played the Keith Circuit. Survived by two brothers, George, the other half of the team, now living in Arizona, and Nate, of Chicago. The body was sent to Chicago for burial.

PECHNER—Sam, 54, manager of the Warfield Theater, San Francisco, March 30 of a heart attack while on a train en route from Los Angeles. Survived by his widow, Rosina; a son, Warren, and a daughter, Mrs. Roma Jane Sinclair.

PENDER—Frank T., secretary-treasurer of the Ringling-Barnum circus interests during the time that the Prudence Co. operated the shows under S. W. Gumpertz's direction, suddenly of pneumonia, March 18 at his home in New York. Pender, who thru his affiliation with the Prudence Bros and its subsidiaries entered the circus picture in 1933, was also a former director of Madison Square Garden and other theatrical and show business interests. Services from Universal Chapel, New York, March 21. Survived by his widow, Nora.

PETTY—J. E., father of Little Mae Petty, entertainer in the Isle of Dreams show with Burdick's All-Texas Shows, in Houston March 23.

POUNCEPOOT—Mrs. Marlon Balbou, 63, veteran stage and screen actress, in Hollywood March 25 after a long illness. She began her stage career at the age of 18, appearing in productions of Charles Dillingham, Charles Frohman, W. A. Brady and the Shuberts. Her stage roles included parts in *Thru the Years*, *Boop on Horseback*, *My Maryland* and others. On the screen she was seen in *Grand Little Women* and *David Copperfield*.

RANSOM—Hoppy, in Brisbane, Australia, recently, after a long illness. Ransom had been connected with the film business from his infancy.

RENTON—Harbert S. 69, collector and authority on the early stage and minstrelsy, at his home in New Rochelle, N. Y., March 22. He had also lectured on Shakespearean plays and players in America and Europe.

ROTZLER—John E. 67, well-known Freeport, Ill., musician, in that city March 28 after an illness of several weeks. Rotzler was a member of many Freeport musical organizations, the old Henney Band, the Freeport Concert Band, the Gubler and Kintzel orchestra, and trombonist in the Grand Opera House orchestra. Freeport, for many years. He was a member of the Independent Order of Foresters and the musicians' union. Survived by three brothers and a sister. Services in Freeport March 29.

SHANAHAN—John, 22, grandson of Sam Kennedy, who founded the vaudeville team of the Four Mortons, killed in an auto accident near Detroit, March 29.

SICKLES—Rollie J. 36, an employee of Film Service, Inc., Milwaukee, in that city March 15. Survived by his widow, a daughter, his mother, four brothers and five sisters.

SKINNER—Constance Lindsay, author and operetta composer, in New York March 27 after a short illness.

SPOERLEIN—Charles, 76 1/2, well-known property man and friend of many of America's stage stars during the last half century, in Bethesda Hospital, Cincinnati, March 28. He came to this country from Germany when 13 and joined the old Robinson Circus as property boy. In the same capacity he had worked at the old Robinson, Grand and Pike opera houses, Cincinnati. Spoerlein was a friend of such stage stars as Irving, Sothern, Mantell, Skinner, Mansfield, Bernhardt, Ethel Barrymore, Maude Adams, Will Rogers and others. His particular love was opera and he had helped efforts to promote summer opera at the Cincinnati Zoo. Survived by his widow, Clara Fellmann Spoerlein; two sons and two daughters. Services in Cincinnati March 31 with burial in Vine Street Cemetery, that city.

STILLINGS—French C. 82, for many years owner, trainer and driver of race horses and well known around county fair circuits in the Middle West for two decades, March 25 in his home in Marysville, O. Six children survive. Services and burial in Marysville.

STINGLEY—Mrs. Beth, of Clarke, Ind., sister of Mrs. Albert Frohmuth, cookhouse operator with the Blue Ribbon Shows, in that city March 21.

TERRY—Lou, known professionally as Eddie Scott, instantly in an automobile collision in Austin, Tex., March 26. Deceased was a bride of but four days.

TU—Major-General Theodore, 43, known as the "Chinese Curuso," in Chungking, China, March 20 after a long illness. He studied at Columbia University, New York, and had acted as a Chinese expert on film productions in Hollywood.

VIRGONA—A. Sr., well-known Australian film exhibitor, in Sydney recently.

WEATHERFORD—W. F. 69, father of Frank Weatherford, manager of the World Theater, Fort Worth, Tex., at his home in San Antonio recently. Two other sons also survive. Services in San Antonio.

WEST—Harry K. 73, of the team West and Zanta, former circus and vaudeville performers, in Marietta, O., March 13.

WILLS—Jackie, 24, son of Jack and Bell Wills and formerly with the Princess Olga and C. D. Scott med shows, in Philadelphia recently.

WINCHERTER—Martin, 78, veteran Milwaukee musician and a member of the Milwaukee Musicians' Association, March 19 in Los Angeles. Martin was for 10 years first violinist in the sextet at the Schiller Palm Garden, Milwaukee, and also played in the Majestic Theater Orchestra there. Survived by a son, Martin, also a musician.

In Memoriam
HERMAN WHITMAN
April 4, 1885
From His Host of Friends in Philadelphia

WINTS—Mrs. Bertha, mother of Julie Wints, band leader, of lobes pneumonia in North Hudson Hospital, Union City, N. J., March 17 after a two-week illness. Besides her son, she leaves her husband, Charles, and a daughter, Mrs. Estelle Winberg.

WOOD—Francis, 58, old-time minstrel performer, recently at his home in Bradley Beach, N. J., of pneumonia. He had done a hoop-rolling act for 37 years. His first partner was Billy James, of Long Beach, N. J. Survived by three sisters and a brother.

WOODS—Samuel C. 77, father of Claude and Bryan Woods, well known in outdoor show business, of a heart attack in Carthage, Mo., March 19. Another son, Clarence, organist of Tulsa, Okla., and two daughters survive. Services and interment in Carthage.

WRIGHT—Horace, 62, former vaudeville and light opera singer, at his home in Livingston, N. J., after a short illness. He first appeared on the stage in New York at the age of 18 in *The Old Homestead* and *The Silver Slipper*. In 1909 he married Gene Dietrich, prima donna of the Alton Opera Co. For 20 years he and his wife played in a featured vaudeville act called *The Somewhat Different Singers* on the Keith and Orpheum circuits. In 1918 they went overseas to entertain the AEF in France. Both have since appeared in light opera and on the radio. Wright retired in 1929 to become an automobile salesman. He was a member of the Montclair Glee Club and the Kearny Lodge of Elks. He leaves, besides his wife, a sister, Bertha Wright.

ZIEDMAN—Al, 36, carnival concessioner and a member this season of the Greater American Shows, in Little Rock, Ark., March 29. Survived by his father, brother and sisters. Burial April 2 in Philadelphia, his home.

Marriages

FLEMING-BARGAN—Richard Fleming, of the State Fair Shows, and Betty Louise Bargan, of the Western State Shows in Yuma, Ariz., February 2. It has just been revealed.

GABLE-LOMBARD—Clark Gable, film actor, and Carole Lombard, film actress, in First Methodist Episcopal Church, Kingman, Ariz., March 29.

HEERMAN-KILLOUGH—Henry W. Heerman, New York light, and Mildred Killough, dancer, in Cleburne, Tex., March 6.

PANBORN-DUVAL—Clyde Panborn and Swana Beauchre Duval, French motion picture actress, in Southampton, Eng., March 29.

STARR-MILLER—Solon L. Starr, manager of Marine & Preatone enterprises on the Bill Names Shows, and Ruth Ann Miller, with the same show, in Oklahoma City, March 23.

WILLIAMS-BAYNE—C. B. Williams, manager of the "Big Show" of Burdick's All-Texas Shows, and Gene Bayne, entertainer with the same organization, in Houston March 24.

WREN-WOOD—Perceval Christopher Wren Jr., son of the English writer, and Judith Wood, American actress, at the United States consulate-general in Tokyo, Japan, March 17.

Births

A 5 1/2-pound girl to Mr. and Mrs. Eddie Miller in Chicago March 23. Father is a tenor sax player in the "Bob Crosby Orchestra."

An 8 1/2-pound son, William P. III, to Mr. and Mrs. William F. Wallcut Jr., circus trouper, in Havre-de-Grace, Md., March 22.

IN MEMORY OF OUR MOTHER,
MRS. BEN GUSTIN
Who Passed Away April 14, 1937,
and Our Brother,
DENNY L. CURTIS
Who Passed Away April 13, 1938.
MYRON, FLOYD AND BOBBIE CURTIS
AND GUY R. CURTIS

GREENE—Francis J. 69, former owner-actor of the Francis Greene Stock Co., which toured the States and Canada, in Iron Mountain, Mich., March 14. Survived by his widow, two brothers and three sisters. Body was returned to Luke Linden, Mich., for services and burial March 21.

HAINES—Robert, 76, January 2 in Narabeen, Australia. Haines was an early inventor of a method of recording sound and at the time of his death was working on color and stereoscopic films.

HANDY—Elizabeth Virginia, 29, daughter of W. G. Handy, Negro composer of *The St. Louis Blues*, in Bogalou, La.

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International Association of Showmen

MARYLAND HOTEL

ST. LOUIS, April 1.—President John Francis wielded the gavel at the regular meeting, with Secretary Francis L. Deane and Treasurer Leo Lang also at the table. Because various shows were open on local lots only a small group was present resulting in a short session, many members going to lots after the meeting. Club decided to stage a party in the clubrooms during the St. Louis Police Circus, when all performers playing the event will be invited. A committee on arrangements for the party was appointed by President Francis and it comprises Tom W. Allen, Charles T. Ooss, J. Crawford Francis and Frank B. Joerling.

George A. Hamid, president of the National Showmen's Association, lettered regarding the proposed benefit show to be held jointly by his club and IAS during the Police Circus. Brother Tom W. Allen, who has been looking into the matter, said he has several plans in mind which he will submit to Hamid after they are approved by St. Louis Police Relief Association, sponsors. He was instructed to report his findings at the next meeting. A letter also was read from Brother Harry Bernstein, who left last week for Toledo, where he has accepted a permanent position. Brother Ray Balzer also lettered from Milwaukee that he is, well on the road to recovery after his recent illness. He added he appreciated the letters and well wishes received from members.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 1.—In view of the fact that nearly all shows will again be on the road when this appears in print, you wish to reiterate advice previously given members that when a show moves into a territory represented by an associate counsel of the association it would be helpful to the show if it would promptly contact the associate counsel and inform him of its plans.

In many instances the associate has been able to be of service in this connection and associate counsel has thus been afforded an opportunity to render assistance in adjusting various details which may need attention.

Within the near future membership certificates for 1939 will be prepared and mailed to all members, and we suggest that they be on the lookout for them. If they are not received within reasonable time, we would appreciate it if the member shows would contact the association so that they may be supplied with the proper evidence of their membership in the association.

RINKS

(Continued from page 47)

Rink has an 18,000-foot floor, an 11-by-30-foot beginners' floor and spectators' lounge equipped with chromium plated fixtures. Roster includes Vincent Sevedge, floor manager; Ralph McElroy, Jack Warrington, William Fitzmartin, Jerry Gromoulin, Helen Robinson, Betty French, instructors; Roger Chiple, skate room, assisted by Jack Arnold; Charles Caldwell, Lola Floyd, Eleanor Dowds, Billie Grimes, checkroom, and James Homer, door.

FRED (Bright Star) Murree, 28-year-old Fannie Indian figure skater, reports that he recently played a three-day engagement at S. D. McFarland's Indiana (Pa.) Roller Rink. He was booked for appearances in Rhoades Rink, Chester, W. Va., on April 1 and 2.

ROLLING CLOUDS, Billy and Bobby, report they recently signed a one-year contract with National Vaudeville Exchange of Canada. Bobby Miller formerly was assistant manager of St. Clair Gardens Rink, Toledo.

EVANS CITY (Pa.) Rink has organized a six-girl unit of skaters, captained by Dorothy Besnecker. Manager Carl Besnecker reports the troupe has appeared in Rochester and Indiana, Pa., rinks.

SPORTS HAVEN Roller Rink, Bridgeville, Pa., takes movies of skaters and shows them in the rink at intervals as

a beneficial stimulant. Newly-resurfaced floor installed for hockey every Saturday.

WALT GALLEY, Ardmore Skating Rink near Pittsburgh, is preparing a roller rollers.

PENNSYLVANIA roller-skating dance championships in Lexington Rink, Pittsburgh, on April 11-13 are open to all amateur skaters recognized by the Roller Skating Rink Operators' Association of the United States. Manager Hyatt D. Ruhman reports.

GENE HOOTON'S playing of a new Hammond Novachord is proving popular with skating crowds in Seferino's Rollerdomo, Cincinnati, the music being offered between numbers of the regular Rollerdomo Orchestra.

STATE figure-skating championship meet will be held in Gordon Woolley's Roller Rink, Salt Lake City, on April 10. Winners will be sent to Detroit to compete in the national contest.

AL GREENBERG, well-known roller skating man from the West Coast, was a recent visitor in Salt Lake City. He plans to open Golden Gate Roller Rink, San Francisco, soon.

SALISBURY Roller Rink, which opened recently in Salt Lake City under management of Ernest Salisbury, has been renamed Broadway Roller Rink. Signs showing skaters in motion are being placed on two sides of the building.

H. J. BOYER'S new 80 by 180-foot rink, which opened recently near Webb's Corners, O., has been drawing crowds, 475 attending on March 26, reports Walter L. Main, veteran circus man. Main contemplates operating a portable rink this summer on his farm near Ashland, O.

WINNERS in the Pennsylvania roller dance championship to be held in Lexington Rink, Pittsburgh, on April 11-13 will receive gold medals and trips to Mineola (L. I.) Roller Rink to participate in the national championship on April 27-29. Second and third-place winners will be awarded silver and bronze medals respectively. Compulsory dances for the contest will be the circle waltz, open and closed positions, old-style two-step, chicken scratch and American promenade. Couples will be judged according to execution, pose, time to music and skating in unison.

EDNA ALTERBAUGH, Edna Haberland and William Opatry, of Lexington Roller Rink, Pittsburgh, visited Arena Gardens Rink, Detroit, on March 18 and 19 to take tests in figure and dance steps.

FLORENCE (Ala.) Rollerdomo drew a good crowd on opening night, March 27, when couple, trio, tag skating and a grand march were featured. Reports Manager Clifford A. Cooks. Rink is equipped with colored spotlights and a six-color revolving light and operates nightly except on Tuesdays and Fridays. WMSD has started a series of broadcasts in which types of skating and contests are described.

WORLD'S championship a quarter century ago in Palace Roller Rink, Detroit, was recalled last week in The Sport Free Press. Among finalists mentioned were Roland Clend, Rodney Peters, Rollie Birkelmer, Allie Moore and Fred Martin.

BY INVITATION 22 members of Oaks Skaters' Club repeated five acts of the floor show presented at spring opening of Oaks Roller Rink, Portland, Ore., before a crowd in Meadow Moon Rink, Salem, Ore., on March 25.

SKATERS from Dalton Rink, Canton, O., defeated Windland Auditorium Rink, East Liverpool, O., on March 26 in a five-man relay, with Russ Cochran, Ross, Al Reese, Russ Brunner and John Adams in the line-up. Cochran was the class B quarter-mile sprinter.

FIFTH annual tri-State speed roller-skating meet opened in Windland Auditorium Rink, East Liverpool, O., on March 26, with Nelson Dallas, East Liverpool, winning first heat. He topped entries from Ohio, West Virginia and Pennsylvania. Pete Pollock, East Liverpool, was second. Second heat was scheduled for April 2, with skaters from Cleveland and Canton, O.; New Brighton, Monaca and Pittsburgh, Pa., and Wheeling, W. Va.

Pacific Coast Showmen's Assn

632 1/2 South Grand Ave., at Wilshire

LOS ANGELES, April 7.—Inclement weather had no visible effect on the March 21 meeting, for 92 attended. Officers present were Harry H. Hargrave, president; Joe Olacey, first vice-president; John B. Ward, third vice-president; Ross E. Davis, treasurer; and Ben Dobbert, secretary.

Meeting marked the first appearance of Lou W. Johnson, new executive secretary, who succeeded Steve Henry, resigned, after an illustrious career of two years on the job. Introduced by President Hargrave, he stressed the timeliness of the opportunities for expansion and growth of the club. Routine business included the approval of current bills and two reappointments.

Under the head of "good of the order" an interesting discussion ensued over the question of serving refreshments on meeting nights. After three considerations members enjoyed a good lunch, thus telling the result. Members by a rising vote tendered Crafts 20 Big Shows and National Orange Show management profound thanks for the wonderful party they gave the club March 21. In the interest of a better acquaintance between members Warren Myers suggested that reliable identification badges be provided to carry the name of each member. Idea met with instant approval, and the ways and means question was speedily settled when Brother Myers graciously offered to finance the purchase. Treasurer Ross E. Davis assumed responsibility for the installation of the loud-speaker system.

Frank Downey presented the club with a bally cloth for the rostrum. Sick committee reported Brother Val Viro confined in General Hospital. Brother Bob Myers has left the hospital and is recuperating at home. Numerous inquiries have come in concerning routes of shows. Some of these can be answered, while others cannot. Once again club asks that the office be advised of your routes.

Ladies' Auxiliary

President Mario LaFors presided at the well attended March 20 meeting. Sick committee reported Brother Val Viro confined in General Hospital. Brother Bob Myers has left the hospital and is recuperating at home. Numerous inquiries have come in concerning routes of shows. Some of these can be answered, while others cannot. Once again club asks that the office be advised of your routes.

President Mario LaFors turned the gavel and the record book over to First Vice-President Bagby after which the latter gave an interesting talk on the club's future and summer plans. Short talks also were made by all officers. Members present for the first time for awhile were Babe Miller, Fern Cheney, Olga Celeste Ruby Kirkendall, Mrs. Phil Williams, Mrs. Rawlings, Millie Dobbert, Ada Mae Moore and Anna Metcalf. Pat Armstrong, accompanied by President Harry H. Hargrave, was invited to the club room, where President LaFors, acting for the club, presented him with a watch chain set with diamonds, in appreciation for his generous donations to the auxiliary. An interesting talk by President Hargrave followed, after which Armstrong expressed his gratitude.

Hostesses for next week's meeting are Mrs. Ruby Kirkendall, Anna Stewart, Norma Burke and Mrs. Phil Williams. Don't fail to pay your assessment of \$1. Lunch was served by Nina Rodgers and bridge was played after adjournment.

ANIMAL DEMAND

(Continued from page 42) is almost certain to be before the public thru one medium or another during the warm months of 1939.

In a recent radio broadcast Henry Trefflich, veteran big-time importer and dealer, dwelt on the nature of his business, which is extremely unique as far as the public is concerned, and the response has been tremendous. In this instance Trefflich dwelt upon animals as pets, and so heavy have been the orders for pettable beasts that the firm has been obliged to increase its scheduled

consignments. Trefflich is confident that the present generation seems to respond more to the love of nature—prompted chiefly by establishment in recent years of outdoor summer camps, improved educational exhibits in our zoos and more entertaining displays and attractions on circuses and carnivals. The fine system of zoos throughout the United States has meant much to the animal dealers, Trefflich says.

Heinz Ruhe, of Louis Ruhe, Inc., another prominent importing house, reports larger consignments coming from other ports this spring and summer and is more than confident of increased sales to carnivals before the fair seasons start in other sections of the country. Ruhe was one of the first to import a Tigon and, always publicity-wise, he garnered plenty of space and photos in New York dailies when the beast arrived; and again when delivered to the Central Park Zoo, where it is now on display.

John T. Benson, the sage of Nashua, N. H., has been so busy of late with his own business enterprises that he has resigned as American representative of the Carl Hagenbeck Co., famed German animalists. Mr. Benson, besides selling animals to parks and carnivals and circuses and zoos, runs a profitable exhibit of his own on a farm near his home. Benson, too, is confident that brighter days lie ahead of the animal dealer.

The future of the entire animal business, he says, rests largely in the hands of the exhibitor. It is the showmen who must maintain the market for animal displays and must create new markets when old ones fall by the wayside. Proper exploitation and smart showmanship in presenting what he's got must be the motto of the successful exhibitor today.

Frank Buck is busy at his New York World's Fair camp, but not too busy to take a few minutes off to give his views of the animal biz as of today. This will be a big year for Buck—probably his busiest since the Chicago fair. He has five shipments of specimens on the high seas as this is being written. Most of the consignments go to the Flushing show, altho a sizeable number will find its way around the nation to carnivals and circuses. Most notable importation during the past year was the shipment of eight black panthers for the Ringling-Barnum show.

The name of Meema Eddy, of Ward appears quite regularly in New York papers, that firm carrying on a steady importation business year after year and always on the lookout for publicity angles. The firm reports excellent prospects for the coming year, especially in view of the fact that before the outdoor season has actually started consignments from shows and zoos show a tidy increase over pre-season orders of a year ago.

CIRCUS, RODEO

(Continued from page 46) Steer Riding—Buck Brown, Felix Cooper, Frankie Snyder, Bud Cook. Calf Roping—Clay Cahr, Hugh Strickland; Andy Juaregul and Poxo O'Callahan split third and fourth.

Other contestants appearing were Harry Logie, Canada Kid, Amuel Ferguson, Blondie Bronzelli, Ray Randolph, Jack Habler, Frank Mendia, Pat Woods, Lester Ward, Cecil Jones, George Walden, Dale Kennedy, Lloyd Stillings, Al Fletcher, Ed Rucker, Roy Bartram, Jess Cornelussen, Rider Harris, Joseph Bowers, Glenn Tyler, Harry Carrington.

CORRAL

(Continued from page 46) Ft. Worth, Tex., recently for New York. She will have charge of the Whiteman troupe's wardrobe.

IN A WIRE to the Pendleton Round-Up, the Cowboy Turtles Association recently announced that it had abolished its rule against its members competing with non-Turtles in rodeo contests and its rule requiring that judges be selected from contestant ranks. Two years ago Pendleton Round-Up officials refused the demands of the Turtles.

NEW OFFICERS of the Rodeo Friendship Club, an organization composed of wives of rodeo contestants, were elected at the semi-annual banquet of organization at the Hotel Texas Den in Fort Worth March 18 during the rodeo held in connection with Southwestern Exposition and Fair. Mrs. Shorty Ricker was elected president; Mrs. Dick Trullitt, vice-president; Mrs. Hub



IMPROVED Saratoga Kettle Poppers
14-Gauge, 12-Quart Aluminum... \$14.00
CONCESSION SUPPLY COMPANY
7408 W. Bancroft St., Toledo, Ohio.

Candy Floss Machines
Heavy-duty single and double major models. Bands, ribbons, parts. Only the best. Write for prices.



MOUND CITY EXPOSITION SHOWS
OPENING ST. LOUIS, MO., APRIL 15
Playing the choicest lots in Greater St. Louis, some under strong auspices in Washburn, Maplewood, East St. Louis, and others.
RIDES WANTED—ROLL-O-PLANE, OCTOPUS, TILT-A-WHIRL, BABY RIDES.
SHOWS—WILL BOOK SHOWS WITH OR WITHOUT OWN OUTFITS. Will make Showmen very attractive propositions. CAN PLACE MOTODROME.
LEGITIMATE CONCESSIONS OF ALL KINDS. WILL SELL EXCLUSIVE ON COOK-HOUSE AND CORN GAME.
All address: JOHN (RED) MAHER and L. M. (PETE) BROPHY, 1339 South Broadway, St. Louis, Mo.

MILLER BROS. SHOWS
WANTED—Can place at once Legitimate Concessions, all kinds, Frozen Custard, Diggins, Long-Range Gallery, Photos; will sell fair exclusive on those, and will book all other concessions.
SHOWS—Can place Monkey Show, Dromo, Uff; Snake or any first-class show. Will furnish outfits for same.
RIDES—Will place Roll-o-Plane, Ride-o or any new ride; will furnish trucks for same. Will guarantee you fourteen fairs in August, September, October and November.
Want Talker and Manager for Minstrel Show, also Talkers on other Shows. Can use Clubs for Posting and Review.
Write or wire Vicksburg, Miss., week April 10th; Clarkdale, Miss., week April 17.

NOTICE-LEE MANCHELL
Also Known as LEE DYER
is not an agent of Polack Brothers Fraternal Circus.
IRVING J. POLACK, MGR., POLACK BROS. CIRCUS

CRESCENT AMUSEMENT COMPANY WANT
Florence, S. C., week April 10, Carription Week, Downtown, Free Casts, Free Acts; Sumter, S. C., Spring Festival VFW Week, April 17.
CONCESSIONS that work for stock and not over 10c. Fishpond, Rat Game, Pitch-Till-Win, Small Cookhouse or Crab, Long Range, American Muff (positively no gypsies). Everything open except Diggins, Popcorn and Photos. SHOWS with own outfit, Wyatt's Midgets wire, Monkey, Big Snake (no gyl), Fair Secretaries and Committees, we have Merry-Co-Round, Ferris Wheel, Dual Loop-o-Plane, Octopus, Chairplane. Address L. C. McHENRY, Mgr., Manning, S. C., this week.
P. S.: Want party with flashy sound car that can contract and get banners.

PLEASURE BENT SHOWS
OPENING HACKENSACK, N. J., APRIL 29—TWO SATURDAYS
WANT: Concessions of all kinds, Penny Arcade, Shows with or without outfits, Rodeo Help. Want Whip Foreman. Will book Funhouse or Loop-o-Plane.
All address HARVEY ZARRA, 181 Davenport Ave., Newark, N. J.

CENTENNIALS-FAIRS-REUNIONS ROYAL MIDWAY SHOWS
WANT Wire Diggins, Short Range Gallery, Agent for Long Range Gallery, Taylor wire again. WILL RIDE Oil Bicy, Bobs-Flare, Loop-o-Plane, Octopus and Louisa Mirrors. Last that week over; Indiana, Ark., Celebration, opening New York April 24, Metropolitan, Ill., Centennial, May 29; Mt. Vernon Soldiers and Sailors Regulus, June 12; Jerseyville Centennial, June 16, second Court House, Fair booked; Ashby, Colorado, Parkersville, Carol, Anna, Florida, all Illinois; Cornington, Texas. Ride Fair in Alabama. Dates will be announced later. Opening date April 8, Morrilton, Ark. No still sales.
A. T. McLELLAN, North Little Rock, Ark.

SCOTT BROS. SHOWS WANT
FOR CORINTH, MISS., LEGION CELEBRATION, WEEK APRIL 12, PULASKI, TENN., LEGION CELEBRATION FOLLOWS, AND BALANCE OF 1939 SEASON TENNESSEE, KENTUCKY, WEST VIRGINIA, VIRGINIA, MISSISSIPPI AND ALABAMA FAIRS!
WANT Merry-Co-Round, Octopus or Ride-o, with or without transportation; Shows with or without outfits. Must be Turn-over Carry Shows, Legitimate Cooks. No peddle, Diggins, Carded, Big Green, Ruby Candy, Hooplas, Cigarettes and Long Range. Will book, Photos, Diggins, Bands, Tilt-U-Win, etc. Extensive materials. Ride Help that drive Bus, Trucks, Muleskins and Performance.
Address G. D. SCOTT, Milledgeville, Ala., This Week.

Whiteman, secretary, and Mrs. John Jordan, treasurer. Club was organized in 1936 at the Fort Worth event and now has 42 members.

JUDGES at the Calgary (Ont.) Exhibition and Stampede this summer will mark their score sheets in the book riding event on a different basis than formerly. They will now graduate one point at a time instead of five, as under the former system. For instance, the old score was 100 for a perfect rider, excellent, 95; very good, 90; good, 85; fair, 80; and poor, 75. New schedule will be perfect, 100; excellent, 90; to 85; very good, 84 to 80; good, 80 to 75; fair, 84 to 80; and poor, 79 to 75.

CIRCUS AND WILD WEST
Dowds Bros. Macon, Ga. 6
Polack Bros. (Auditorium) Portland, Ore. 8-15.
Singing Bros. and Barnum & Bailey (Madison Sq. Garden) New York 1-23.
WPA: (Armory) Jersey City, N. J., 10-13.

Additional Routes
(Showing top lots for classification)
Arthur, Magellan, Manafalia, Ala., 8-8; Myrtlewood 7-8.
Craig Bros. Show, Hampstead, Md., 3-8.
Pearson Flyers, Five, Milledgeville, Tenn., 3-8.
Lippincott, Magellan, Dyersburg, Tenn., 7-8.
Hardwick, Ky., 10-15.
McQuinn Zep & School Circus, Independence, Mo., 3-8.
Miller, Spring, Marlin, Tex., 3-8.
Miller, Al R. Show, Waverly Hall, Ok., 6-8.
Princess Edna Show, Mankato, Tex., 3-8.
Sellers' Own Co., San Angelo, Tex., 7-8.

WANTED
RIDES AND CONCESSIONS
American Legion
Annual Carnival
JUNE 16 to 24 (Inclusive).
NORMAN F. TAYLOR, Com.
103 Mattison Avenue, Ambler, Pa.

TEXAS SHOWS
WANT
Turn-Over Fun House, Big Snake Show, Working World and Midget Show.
Also People for small M. Show and Hamilton Show. Have lots and fronts for same.
Can place Legitimate Concessions.
Address: TERRAS SHOWS, San Diego, Tex., this week; HAYMESVILLE, Tex. (Union Plaza), April 10-25; BROWNSVILLE, Tex., week April 24.

Centanni Shows
Opening Saturday, April 22, South Amber, N. J.
WANT to buy Chair-Plane and Ferris Wheel in good condition for cash. Concessions Wanted: Football, Basketball, High Jumper or any other Great Stunt. Want a Wagon of all kinds. These holding contracts and loads with me. Write or visit.
MIKE CENTANNI
Newark, N. J.
227 Broadway
Telephone: Humbolt 2-6396.

SEASON
FAIR AT HOME SHOWS, Inc.
Combined With
Traver Chautauqua Shows, Inc.
15 RIDES 2 FREE ACTS
ANNOUNCES
Show will open April 22 in New Jersey, and play the pick of cities throughout New England which our years of experience and reputation gives advantage.
WANT
Can place good Motordrome or any Show that does not conflict. Will furnish outfit to reliable Showmen. Also want organized Wrestling Troupe. We have new complete outfit.
GEORGE W. TRAVER
39 North Summit Ave. Chatham, New Jersey

LAST CALL---ACE MIDWAY ATTRACTIONS---LAST CALL
OPENING SATURDAY, APRIL 8, AT HARVEY, ILL.
147th & Western Ave. 2 Saturdays, 2 Sundays. Payroll Week.
WANT Cash Shows. CAN PLACE Show Concessions of all kinds, except Corn Game and Football. No ticket. No profit. CAN PLACE Grand Old St. Mike High Come on. Football for this year and 1940. Motor-Go-Home. Must drive operators. Useful People in all departments. WANT Fire Acts. WANT Shows with or without outfits. No Girl Shows. Leo Powers wants Acts for his Drive Shows. Everybody welcome.
W. E. YUCKER, Manager, at 630 W. 50th St., Chicago, Ill.

WANTED PARTNER WITH \$1000
FOR HALF-INTEREST IN 12 CONCESSIONS. Includes Big St. Big Cage and Pe. Wheel.
BOOKED FOR 20 WEEKS ON LONG ISLAND
FOR SALE:
Set of SWINGS with New Oil Ticket Booth.....\$250.00
One 15-K. W. LIGHTING PLANT.....\$50.00
One 10-K. W. LIGHTING PLANT.....\$100.00
CAN USE A GOOD FREE ACT FOR 20 WEEKS. WANT Whip Policeman and Agent for Joints.
Show Opens May 6.
MIKE PRUDENT, Owner, 124 Cedar Ave., Patchogue, Long Island, N. Y.

W. S. CURL SHOWS
OPENING MAY 6-19—TWO SATURDAYS. AUDIENCES AMERICAN LEGION.
CAN PLACE one more ride with new transportation. Legitimate Concessions that work for show. We play only correct money game right in town. WILL BOOK good organized Midget Show, Snake and Midget Show, Mine for each Midget Show. CAN USE one good Frank to feature. Girls for Girl Shows, also Midgets and Midgets. Concessions, Fair Secretaries, we can furnish you clean, modern Midget. A few dates open. Write or call BOX 27, London, Ohio.

WANTED — HELP — WANTED
TO OPEN WITH GOODING GREATER SHOWS No. 1 AT SPRINGFIELD, O. THURSDAY, APRIL 19.
General Cook House, France Custard, Candy Apple, Water and Cotton Candy Help. Teachers and Applicants save stamps. RED JORDAN, Cook, WALTER BAKER, Candy Apple Man, can see you at New York World-Built. HIGH POCKETTS, Union Min. All was by cook. All others with Almond.
Home Office, to BEN BERGER, 3602 108th St., Corona, Long Island, New York.

OUTDOOR PROSPECTS—
(Continued from page 1)
out the season and will react to the benefit of local fairs. Southeastern Fair is going forward with plans for a larger National Live Stock and Poultry Show, Southeastern Horse Show and other important features."

Roy Rupard
"Business outlook for our fair is very good, because when concessioners and exhibitors become interested well in advance by signing contracts and requesting additional space over that of 1938 and making substantial down payments, it is a good indication. And that is just what is being done in our case. Other angles indicate a good outlook, particularly personal contacts and inquiries from over the State. The very nature of these bear out our statement that the outlook is good," said Secretary Roy Rupard, State Fair of Texas, Dallas.

Robert Muckler
Secretary-Manager Robert Muckler, California State Fair, Sacramento, said: "Western business will hold its own, if not actually outrank gains of the last two years. Celebration of Western Fiesta Year brightens the prospects because millions of tourists will have a healthy influence on Pacific industry's present and future. California State Fair and Exposition in Sacramento, claiming the title of America's largest 10-day State fair, is preparing for attendance approaching 1,000,000. Confidence in the future is demonstrated by expenditure of \$700,000 for building and grounds improvements for the 1939 show, bringing the total capital improvement to \$2,000,000 in two years."

Harry C. Baker
"Prevailing conditions in Europe have caused depressing economic conditions in this country," said Harry C. Baker, New York, president of the National Association of Amusement Parks, Pools and Beaches, "but in spite of this situation employment has shown continuous rise during the past several months with every prospect for continued improvement which is one of the best barometers amusement men can hope for. What effect the two world's fairs will have upon parks and beaches is difficult to foresee at this time, but I believe if they add something new and thrilling to their present equipment, thereby encouraging patronage, they will be able to offset the great measure competition which these two fairs is bound to create."

Leonard B. Schloss
Leonard B. Schloss, general manager of Olen Echo Park, Washington, D. C., said: "Mercantile business conditions are reported in Washington as good. With regular population far below average on the unemployment list, coupled with increased government pay rolls, I anticipate a profitable season. Added to the above, there will undoubtedly be a large number of additional sight-seers by reason of world's fair operation. Weather conditions, of course, must be considered."

Fred W. Pearce
"Business outlook for the coming season in the Detroit area is considerably brighter than at this time last year," said Fred W. Pearce, head of Fred W. Pearce & Co., Inc., Detroit. "Automobile production is running from 30 to 50 per cent ahead of the same period in 1938. Home building is moving at a rapid pace and it is estimated that 600,000,000 in new building will be done this year. The Detroit Free Press publishes a business index which recently showed the business curve at about 82 per cent of normal as compared with 63 per cent a year ago. This curve has been declining slightly for the past two months, so I estimate that the summer season will show about a 20 per cent betterment over 1938."

Harry J. Batt
Harry J. Batt, general manager of Pontchartrain Beach, New Orleans, said: "Undoubtedly we will have a fine season. The European war scare has already been discounted and from here out the business outlook should be upward. Park men should look upon their business optimistically, knowing the public is becoming more outdoor-minded each year and seeing indoor amusements falling to a lower level. Showmen and all other Americans who look upon this country's future with pessimism most certainly need a change of address. Surely this country needs more builders and less boifers."

George K. Whitney
"Our business so far this year has shown a definite slump," said George K. Whitney, co-owner of Playland-at-the-Beach, San Francisco. "While this situation might be expected due to the fair, we do not attribute the drop entirely to the exposition but equally due to bad weather and a general lack of business throughout the city. However, we hope that given a favorable break, we may be able to equal last year's business."

Arnold B. Gurlier
Arnold B. Gurlier, general manager of Elitch Gardens, Denver, said: "We are not optimistic regarding the coming season. We feel that the two world's fairs will detract rather than add to our opportunity. However, we are making substantial improvements and betterments. We think that our geographical location is not inductive to our receiving benefit from overland travel and as far as we can see there has not

been sufficient improvement in general business conditions to warrant an expectation of greater gross business over that of 1938."

Jess Adkins
Jess Adkins, manager of Cole Bros. Circus declared: "The 1938 season was by far the most hectic in the history of the circus. It was due to general bad business conditions. In the industrial East factories were almost at a standstill. It was late summer before they resumed. Financial reports to which I have access indicate that business has picked up on an average of 25 per cent. If present business conditions improve or even hold their own I expect a corresponding pick-up with the circus. Prosperity fills the ticket wagons with bounteous returns, while adversity is keenly felt. I believe the 1939 season will be satisfactory to the showman who gets out and hustles to create business."

Ira M. Watts
"In my opinion," said Ira M. Watts, manager of the Parker & Waite Circus, "the business outlook for early spring is not bright. This is based on personal observation thruout the country and shows visited. I believe that things will pick up, but territory is going to have to be intelligently and carefully investigated before routes are laid out."

William M. Moore
William M. Moore, manager of Downie Bros. Circus, said: "Improved industrial and steel conditions thruout the Pittsburgh area, due to rearmament, retail sales increasing 30 per cent, national assurance of no increased business taxes and possible reduction of certain corporate taxes and a general upturn with most labor disputes, national and local, having been settled, my general impression is for a normal season."

Bud E. Anderson
"A review of the Middle West shows definite indication for a higher level of business activity for the season," reported Bud E. Anderson, manager of the Bud E. Anderson Circus. "The most influencing factors are increased governmental and civic construction programs, active demand and excellent price on Western feed, favorable prediction for small-grain crops and greater confidence felt in the general agricultural outlook. However, much depends on the success of the governmental agencies' price-stabilizing program. The unfavorable influence created by the European situation is not felt here. A progressive spirit is reigning thruout the Middle West. I would predict a 25 per cent increase over last year's business in some parts."

Carl J. Sedlmayr
"I have substantial reasons to believe 1939 will break all records for the Royal American and Beckmann & Gerety shows and the Rubin & Cherry Exposition," said Carl J. Sedlmayr, president of the Amusement Corp. of America. "This opinion is due largely to our unique ability to present the finest attractions in our history, surrounding ourselves with what we consider the most capable executives in all departments, assembling highest caliber producers and contracting of it of the greatest fairs in the United States and Canada. My opinion, based upon conditions existing within the Amusement Corp. of America, may seem exceedingly optimistic, but we are spending money in preparation for this season based on this viewpoint."

Max Linderman
"After personally observing business conditions in the Northwest, along the Atlantic Seaboard and Canada, I'm looking for a general improvement in 1939 for two specific reasons," said Max Linderman, general manager of the World of Mirth Shows. "First, all my business contracts have indicated a general betterment of the country's economic conditions. Secondly, the public is undoubtedly 'outdoor amusement conscious' be-

cause of the tremendous interest in the two world's fairs. Anticipating a great season, I have added additional new features and haven't curbed expenses in any way in continually striving to put out the finest show possible."

F. E. Gooding

"The amusement industry in 1939 should show some improvement over last year, in my opinion," said Floyd E. Gooding, general manager of the P. E. Gooding Amusement Co. "I believe that with reasonable weather conditions we can look forward to at least 25 per cent better business. Production in the automobile industry is 40 per cent better than last year at this time and steel mills are running 24 per cent ahead of 1938. These two large industries lead the way and other business will follow in line. There is no more optimistic group than outdoor amusement people, which is the proper attitude for success. Really I think there is a bright future for outdoor show business."

Dee Lang

"With the government's farm program seemingly working to great advantage through the South and with the spring upswing in business apparently here, I believe outdoor show business faces one of its greatest years," said Dee Lang, owner of Dee Lang's Famous Shows. "Having opened a month earlier than in any previous year and having had a satisfactory business during that time, I feel that we are in for one of our most successful seasons. The public seems to be more outdoor show-minded, especially so toward shows carrying clean amusements. Everyone through the Middle West appears to be gradually forgetting depression and money is freer, according to our observations."

James E. Strates

James E. Strates, owner of the show bearing his name, said: "I think this season will be better than last year's if we can get decent weather. It has weather and not business conditions against us last year. If we use sound business principles the season will be all right."

Sam Solomon

"Conservative optimism guides my opinion for this year, as there are too many ifs in our line," said Sam Solomon, owner-manager of Sam's Liberty Shows. "Weather and labor conditions have a lot to do with results. With an even break it should be better than last year. The public always appreciates good amusement and is willing to pay for it, more or less. Here's hoping for the best."

Max Goodman

Max Goodman, owner-manager of the Goodman Wonder Show, said: "Have just returned from an extensive trip and observed the situation for this season. Today the outlook is wonderful. Tomorrow war talk in Europe upsets today's outlook. Then European war talk ceases and enthusiasm again starts, but after summing up the whole proposition, give us good weather and all showmen will enjoy 1939 and seek more territory in 1940. You can't whip a showman."

J. W. (Patty) Conklin

"Large additional orders placed for new equipment reflect our confidence in the promising outlook for the coming season," said J. W. (Patty) Conklin, owner of the Conklin Shows. "We are this year presenting the largest and best show we have ever taken on the road. Visit of our King and Queen has given incentive to much trade and created an amusement and entertainment appetite in the population. General industrial lines are fairly stable here, while agricultural authorities claim winter milder was the best in years. Thus the crop outlook is good. The armament program, which just started in many factories, is giving steady employment to many. Taking everything into consideration, we anticipate good business this year."

William Glick

William Glick, president of the Ideal Exposition Shows, said: "I believe the outlook for outdoor show business is much brighter than at this time last year. Our key industries, like steel, are working at twice the ratio of 1938, which is a good barometer. Then, too, most people feel that increased government spending for army and navy and air needs will give more employment and that other industries will indirectly benefit from the increased budget for preparation. People to whom we cater patronize the carnival each year because of their fondness of and desire for this type of amusement."

John M. Sheesley

"You can quote me as saying I think the outlook is much better than it was in 1938 for general business reasons," declared J. M. Sheesley, general manager Mighty Sheesley Midway, from Brownsville, Tex. "Of course, we are new in this territory, but from the business the other shows are doing that have opened down here, everyone is optimistic regarding this season."

KENNYWOOD SPENDS—

(Continued from page 38) soundings on tap to indicate that manufacturers may be becoming more interested in promoting friendly labor relations and are optimistic about this summer's production. Kennywood last year booked 100 picnics for committees, schools, fraternal societies, factories and other organizations. Bad weather until July 4 cut into anticipated receipts, so that this season, with a break from the thermometer and Juke Pluvia, is looked to for an increase if Western Pennsylvania trade and manufacturing continues to show the spurts it has had during the past six weeks. Biggest picnics in Kennywood usually draw more than 40,000 in one day.

For its season of 120 days Kennywood's average attendance has been estimated at about 1,000,000. All rides and concessions are owned and operated by the management. This year's prices, same as last year, will be 5 and 10 cents for rides; refreshments, mostly at 5 cents; swimming, 20 cents for children and 40 cents for adults; dancing, 60 cents; and parking optional at 25 cents in the protected lot that can accommodate 1,000 cars, or at no charge across the highway from the park in the space that holds 5,000 cars.

BAKER URGES—

(Continued from page 41) association. We have seven properties in five States. We are very well satisfied with the service in every way. Their inspections have been very good and their adjustments of claims have been wonderful."

Leonard B. Schloss, vice-president and general manager Glen Echo Park, Washington: "I cannot tell you more than what has been said by the preceding speakers regarding perfect service, but getting down to dollars and cents, in this three-year period, with a thorough good volume of premiums, Glen Echo Park has saved about \$4,000."

For Best Interests

Roy Stator, president and general manager Western Amusement Operators, Oklahoma City: "I want to verify what foregoing speakers have said as to exceptionally satisfactory claim and inspection service and substantial savings. I have operated under this plan for three years and shall continue to do so."

Norman Bartlett, vice designer, builder and operator, Tonawanda, N. Y.: "At Dallas we had occasion to arrange for insurance and it turned out to be my job to make the arrangements. Instead of paying 7 per cent, which it looked as though we might have to pay, we paid 3 per cent, thanks to the co-operation of the association."

Harry J. Bell, general manager Pontchartrain Beach, New Orleans: "When his plan was first offered the local representative of our former carrier was my best friend, and he still is my best friend in New Orleans. The hardest thing I had to do was to take that business away from him and give it to the Associated Indemnity, but for the best interests of all park men, and to my best interests we changed over to the association's plan, and the service and the results have been positively remarkable."

SHOW PRINTING

POSTERS — DATES — CARDS
INDIVIDUAL DESIGNS CREATED FOR YOUR SHOW.
NO ORDER TOO BIG—NO ORDER TOO SMALL

SEND FOR SAMPLES WIRE OR WRITE TODAY ONE DAY SERVICE
CHICAGO 333 PLYMOUTH COURT ST. LOUIS 1934 Washington Avenue
GLOBE POSTER CORP.
ASK THE SHOWS THAT USE THEM

STRATES SHOWS WANT

GRIND SHOWS AND LEGITIMATE CONCESSIONS. CAN USE PHOTO GALLERY. Have Dreams complete with Motor Cycles and Car. Also have three Ape Lions. Saul Saltberg wants Legitimate Concession Agents.
JAMES E. STRATES SHOWS, Inc.
Box 574, Savannah, Ga., Until April 6th; Charlotte, N. C., April 7th to 27th.

WANTED

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"As for myself, my experience with the Associated Indemnity has been 100 per cent, not only as to service, inspection and claim, but also as to savings. Our premiums run from \$5,000 to \$5,000 a year, and with the world's faire coming along, probably the amount will run up to \$30,000. So you can see what the Associated with its exceptional service and tremendous savings means to the large operator," said Mr. Baker.

"The secretary's office is conducting a lively campaign and has already contacted every amusement park in the country on our mailing list, placing before them the benefits of the plan. In addition, we have attempted to contact as many concessionaires as possible. Details of the plan have been published in The Billboard and it is hoped that any park that has not heard from Secretary A. B. Hodge will write him immediately at Suite 1230, 201 North Wells Building, Chicago. This likewise applies to interested concessionaires."

RUSSELL BROS.—

(Continued from page 46) flashy appearance and have elicited much admiration from visitors.

Joe C. Webb Returns

Joe C. Webb will be back on show as director of public relations. A. O. Hardin as managerial assistant, Milton Sydow as front-door superintendent and Fred Pitkin on tickets; Louis Schmiedeke has taken up duties as superintendent of transportation, with Alvin Russell as assistant, Alex DeBeers, master painter, has been at work several weeks, and Harley Doyle, chief electrician, is on the job. Charles Webb, who has been with Walter Jenner all winter, will be on big-top canvas under Superintendent Werner, and Covel (Tex) Anderson will be managing canvas boss.

Freddy Quinup, designer and wardrobe superintendent, has been active in quarters all winter and is responsible for the new scrollwork on the cages. Among others in quarters are Tom Murray, veteran sailmaker, Jack Winn, master builder; Fred Quarters, cage boss; Milton (Baldy) Manning, ring-neck boss, and Carl Lee Ramsey, prop boss. A. H. (Whitey) Wynne and Harry Hammond are in charge of the winter quarters and the dining department on the road again will be in charge of Glenn (Whitey) Pawley with L. T. Miller as first cook and Harry Covey as purchasing agent.

C. W. Webb, manager, is much improved in health and has joined Mrs. Webb in personally overseeing preparations.

R-B SCHEDULED

(Continued from page 46) opening of the circus would be postponed a day or so.

Majority of personnel arrived with the show train this morning, although many performers and staff members have been arriving daily during the past week on their own. John Ringling North ar-

WANTED

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Friday evening, immediately went into a huddle with Ralph Whitehead, of the APA, and spent Friday conferring with World's Fair officials regarding the Wild West show he will present in the amusement area of the expo.

Publicity broke in the dailies Monday following ad breaks on Sunday, and press staff has continued to land plenty of space throughout the week. Special plants and radio tie-ups will get underway with the show's opening. City and vicinity are billed nicely with paper that has created favorable comment in show circles around town.

Union Pact Signed

New contract with the American Federation of Actors was signed this week by both circus and union officials. Speaking for the union yesterday, Whitehead said that terms of the agreement were satisfactory to both sides, although there is some question as to the circus' hiring of approximately 200 workmen whose employment has not been approved by the union.

Claiming that they were anti-union and strike breakers last season and that they are replacing many Ringling employees of long experience, the union will attempt to force North to discharge most of the men in accordance with terms of the new contract. Whitehead said.

A meeting of APA workmen already in New York but not hired by the show is expected tonight or tomorrow to discuss the situation and to formulate an opinion and stand.

Little Rock Start Beats Other Years For Zimdars Shows

LITTLE ROCK, Ark., April 1.—Playing host to numerous showfolk, Zimdars Greater Shows had the best opening in recent years here this week under Young Business Men's auspices, despite inclement weather, reports Buddy Munn. Rides did the bulk of business. With the addition of several rides, new fronts and light towers, organization presented an impressive midway. Several trucks also have been added to carry extra equipment.

Among the many visitors were Elmer Brown, of the John R. Ward Shows; Roy Goldstone and T. A. Fuzzell, of Fuzzell's United Shows; J. T. McClellan, Royal Midway Shows, and Mr. and Mrs. C. A. Verano, of Ray Spencer and M. L. Dixon, United American Shows. Al H. Pine entertained Sidney Belmont, Ed Schooley, Mel Brooks, Raymond Higgins and Flash Walsh.

LINE-UP

Staff includes Harry H. Zimdars, president; Arthur Zimdars, vice-president; Mrs. Harry Zimdars, secretary-treasurer; Al H. Pine, advance agent; Eddie Moran, special agent; Buddy Munn, press agent; W. H. Kelly, billboard and lot man; Mrs. Pearl Harris, mail and billboard agent; Jess Ross, mechanical; Edward DeKman, helper; Artie Zimdars, electrician; Donald Debersmith, front gate.

Concessions: Jack Strike 1; Blackie Broussard 2; E. E. Creighton and Deafy Clark, agents; Whitey Daniels 1, Jack (Tex) Morris, agent; Ruby Tucker 1, Mrs. R. Tucker and Gypsy Bucklin, agents; Cookhouse, C. O. Cunningham, manager; Dixie Cunningham, cashier; James Thompson, griddle; G. N. Meredith, pastry cook; Roy Adee, short-order cook; Eddie Tramp, Jack La Plash and Joe Beatty, waiters. E. A. Ball, grab stand; J. W. Wheeler, L. Maury Brod 1; J. T. McClellan 1, Jimmy O'Day and B. McCord, agents; Max Langley 2; Jack Kelly and Carl Robinson, agents; Ralph Robinson 1; Mrs. Carl Bopp 1, Rose Don, Koran Bon, All, Madame Marie and Madame Mary, agents; Roy T. Duffy 2; Al Amos, Jimmy Deal and Mrs. Jimmy Deal, agents; Eugene Frith, Cecil Sims and Jimmy Madison 1; Louis and Minnie McQueen 1; Leonard Walls, Bingo, Mr. and Mrs. Tiger Mack, James Carley, chief, Auction, Salem Bejoni, manager; Johnny Wall, assistant.

Shows: Mello-Deans Revue, Dorothy Wilson, manager - producer; chorus, Grace Mills, Jerry Montleyer, Edwitt Lattier and Bernice Lattier, comedy; Hello Bunch Lattier, music, Cora Lattier, piano, and Willie Green, drums; specialties, Harriett and Bernice Lattier, Grace Mills and Jerry Montleyer, Posing, Edna Wilson, manager; Maxine Sullivan, Billie Deane and Eva Kelly, models. Ten-in-One, Sailor Harris, owner-manager; tickets, Eddie Bell and Clarence Wall; Sailor Harris, opener; inside acts, Sailor Harris, knife thrower and tightrope; Mary Garrett, Bettie Bell Muse, Mysterious Menge, Agnes Berry; Pearl Harris, Norman, ventriloquist; Punch and Judy; Mike, boy without brains; Billie, working

in the annex. Cotton Club Follies, Geneva Hunt, manager, producer and blues singer; chorus, Theina Gaines, Oasie Lenson, Billie Mason Shaffer and Ethna King; comics, Sonny Boy Shaffer and Ivory Gaines; principal, Dorothy Offin; feature, Gold Dust Twins, Ino-gene and Junior Griffin. Band, George Schaffer, clarinet and band leader, Carl Littleton, trumpet; Delbert Payne, trombone and baritone; Walter E. Hunt, piano; Tex Parker, bass drum; Ivory Gaines, trap drums. Midget Emporium, Mr. and Mrs. Wright Sample, Princess Tiny, El Milburn and Art (Arlige) Garrett. Sportatorium, Jack Sampson and J. R. (Tiger) Smith. Rex Cole's Hollywood Cowboys, Rex Cole, manager; Tom King, Tex Shelley, Homer Thomas, Roy Faust and Archie Lamphear, Pun-house, H. O. Craner. Mystic Maze, Charley De Krekos, owner-manager.

Rides: Twin Ferris Wheels, Al Crowe, foreman; Glenn Edwards, second; Bernard Bell, tickets. Tilt-a-Whirl, Bill Salor, foreman; Bill Eastman, clutch; Harold Virtue, tickets. Loop-o-Plane, Louis Jackson, foreman; Milton Thompson, tickets. Chairplane, Dell Jackson, foreman; Edward Deckman, tickets. Merry-Go-Round, John W. Berry, foreman; Johnny Connors, tickets; Kiddie Rides, Heavy Watson, foreman. Loops-the-Loop, Henry Van Hook, foreman; Fred Cole, clutch; Howard Jones, tickets. Octopus, Harry Zimdars and Bud Munn, owners; Buddy Munn, foreman; Robert Carter, clutch; Bud Munn, tickets. Pony Ride, Eddie Kelly, foreman; Rides-O, J. T. McClellan, owner; Clifford Trantham, foreman; Curly Bellis, Mills and Mills, the free attraction. Dr. C. S. Spaulding is shows' physician, and George Spaulding makes openings on the Min-strel Show.

CLARK'S GREATER

(Continued from page 64)

manager; M. Archibald S. Clark, auditor and treasurer; Al Fisher, general agent; Bobby Fisher, special agent and banners; Frank P. Redmond, lot superintendent; Harry Baker, chief electrician, assisted by Garry Noyes; O. L. (Sweden) Wilson, transportation superintendent; L. C. Wilson, chief mechanic, and Joe Davey, watchman.

Line-Up

Rides: Merry-Go-Round, Swede Wilson, foreman; Leonard Qualla, assistant; Floyd McGinley, platform; Eddie Warren, tickets. Ferris Wheel, Dan Gilbert, foreman; Bill McMillan, assistant; Georgia Pond, tickets. Tilt-a-Whirl, Tex Remick, foreman; Bill Moyer, assistant; Don Setz, assistant; Mrs. Edw. Clarke, tickets. Kiddie Auto Ride, E. Clark, foreman; Ruth McAdams, tickets. Scooter, Carl McAdams, foreman; Richard Gray, Johnny Walker, Andy Lauer, assistants; Betty Lauer, tickets. Roll-o-Plane, Mr. and Mrs. L. H. (Bill) Williams; Margaret McLennon, tickets. Octopus, Jack Hensley, foreman; Ray Clark, assistant; Edith Flaver, tickets.

Concessions: Jewelry, Mr. and Mrs. William O'Neill and Peggy O'Fallon; Cook-house, J. H. Christensen, owner; Mrs. J. H. Christensen, steward; Frank Yagle, chef; Freddie Nichols, griddle; Harry Meida, Joe Cantner, counter; Alto Joyce,

cashier. Lunch Stand, Paddy Ryan and Hugh Cleaver. Photo Strips, Mel and Pearl Wiler and Nutt Campbell. Spill-the-Milk, Harry Horwitz and Robert Tway. Balloon, Murray and Grant, owners; Joe Silverman and Paul Gregory, agents. Long-Range Lead Gallery, M. Wiler and Bud Scarles. Silverware, Joe Travis, Elsie Travis and Harry Slater, agents. Hoop-La, Barbara and Bettie Miller and Ardeth Miles. Cat Back, J. Miller, owner. Florence Webber and Albert Conzola, agents. Blower, Frank P. Redmond, owner; Doc Gilligan, Adam Pfaff and Eddie Gurley, agents. House of Astrology, Frank Delmarria, Mary Fiacetti, Mike Skanks. High Striker, Jerry Hensley and Gene Averill. Duck Pond, Ed Murray, Billie Pfaff, Pearl Rieder and Pecca Red. Lunch and ice cream, J. H. Christensen, owner; E. A. and Bertie Jensen. Mickey Mouse, Juanita and Harold Ellenberg, Housey, J. Miller, owner; Sam Essey, Kirk Neuhardt and Elsie Powell, Penny Patch, John and Bettie Heranhey, Thea Aldrich. Guess-Your-Weight, Harry W. Marks. Phenology, Mary and Alice Miller, Jeanne Courteot. Short-Range Lead Gallery, Bud Moore and Israel McComas. Ham and Bacon, Eddie Murray and Sol Grant, owners; Jack Moore, Harold Van Wert, Joe Carsey, agents. Cigarette Gallery, Wayne Smith, Edna Holman, Bowling Alley, Murray and Grant; Louis Wald, Paul Pizetti, Kid Murphy, Jimmie Bowles. Guess-Your-Age, Morris Rosen. Candy Apples, J. E. Mellor, Harold Webber and Harold North, agents. Diggers, William J. Currow and Ray Heath. String Game, Joe Novoto and Clyde Fairley.

Shows: Darkest Africa, Wally O'Connor, manager; Harry Lasby, insider; Rafael Estrada and Joe Simcox, tickets. Moulton Rouge, W. O'Connor, manager; Peggy Ryan, Yvonne Hastings, Mabel Lee, Judith Heverly, M. Calabara, musicians; Mae Justice, tickets. Athletic, Mike Collins, manager; Young Turk, Big Oriffo, Terry Turley, Speedy Gibbons, boxers and wrestlers; Walter Vincent, front. Circus Side Show, Marie La-Doux, owner; Larry LaLond, front; Tommy Higgins and Joe Moss, tickets; attractions, Thelma, fire-ater; Lady Road, mentalist; Roy Meek, sword swallower; Juanita Perlotto, torture cabinet; Gonzalez, knife thrower; Jerry Gohsen, shooting thru a woman; Aureal, cabinet and illusions; Marie Le Doux, fat girl; Professor Theary, mentalist; Joe Acosta, sword walker. Annex has Dope Show, with Vera La Londe and Maxine Gravett, insider; Battleship Mimsell, strong man. Musicians are Bluff McLeod, drummer; Angus McPherson, bagpipes.

KREKOS' WEST

(Continued from page 64)

Shows: Pierre and Mrs. Ouclette, Hibbard's United Shows; Mr. and Mrs. Veeta, Greater Harris Shows; Tex Cordell, Mr. and Mrs. Lee Hart and Mr. and Mrs. Hooker.

Staff includes Mike Krekos, general manager; W. T. Jessup, general agent and business manager; Louis Lee, secretary-auditor; Ralph Deering, lot foreman; Angelo Turriello, ride foreman; Arthur Crayton, press agent; Ted Angus, advertising manager; and Nick Krekos, transportation master. Two new transformers were added here, while Harry Myers bought on a new Tilt-a-Whirl from Faribault, Minn. Bug Cross booked a new Rolloplane and several concessions.

Ride and show line-up here included: Rides, Tilt-a-Whirl, Rolloplane, Double Loop-o-Plane, Ferris Wheel, Merry-Go-Round, Whip, Merry Mix-Up, Baby Dip, Baby Auto Racer, Octopus and pony ride. Shows were M. E. Arthur's 20-in-1, Water, Deep Sea, Posing, Daffies of the World and Athletic.

GOOD WEATHER

(Continued from page 64)

for frozen custard, pop, corn, soda and hamburgers. Kid turnout and number of schools participating were the largest since inauguration of the event.

J. W. Laughlin and Briggs Barnhart had as special guests Saturday night Mayor E. L. Drury, Commissioner Paul Brooks, Sheriff Fred Hartell, E. Hugh Smith, Elmer Strom, Chief of Police Hirsch and Commissioner Perry Little, Francis Pfeffer. After a steak dinner at Barnhart's Midway Cafe a tour of the midway and various attractions was made. Frank H. Owens, general agent, arrived in time for opening and to assist in entertaining the party.

Ride line-up here included: Twin Ferris Wheels, Twin Octopus, Merry-Go-Round,

Mixup, Tilt-a-Whirl, Kiddie Autos and Pony Track. Tilt-a-Whirl is new model purchased from Selmer Mfg. Co. New Rolloplane, ordered from Evert Aircraft Corp. is on the way.

Shows were: Joe Mendt, human ape; Ten-in-One, Monkey Circus, Snake, Revue, Hawaiian, Artists Models, Minstrel, Athletic, Grimo and Unborn.

Concessions were Cliff Barnhart, cook-house; Earl Barnhart, pop, corn and penny arcade; Claire Winters, ball games; Andy Rasmussen, photos, cane rack and cork gallery; Paul Farris, scales and hoop-la; Steve Miller, palmistry; Whitley Moore, percentage; Virginia Laughlin, corn game, two penny pitches; J. E. Tume, mouse game, and Tommie Martin, frozen custard.

BALLYHO

(Continued from page 64)

the solid rock walls. Later he and his brothers, all great chieftains, had developed the property by chiseling an entrance large enough to bring in the 50-ton wagons. I wish to say that orders were given to every man and woman with the show to continue with the developing during our stay for the week and by tear-down time the show had chiseled its way out.

To make our billing a bit more appealing, the bosses decided to play under auspices. That has been their rule for years, even tho a spot is free from all expense. Date was billed for the Cayman Hermit's Social Security Fund, General Agent Lem Trucklow with his long, flowing white beard made a colorful and impressive figure as ticket-taker on the front gate and more than squared the billing. All of these legal actions and findings gave the show tri-state publicity, resulting in a packed and jammed midway daily.

Chieftainness of our patrons kept the midway split. Virginia was neutral but the Kentucky and West Virginia hillmen had been feuding for years and refused to cross the deadline. Thus one side never saw the other side's midway. Ticket-boxes were placed on both sides of the rides and, instead of going all the way around, rides merely went ahead half of the way and backed up again. More of a way than a ride. There was a steady stream of cross-state concessioners on the move and by Saturday night the entire concession lineup had made interstate moves and hadn't left the midway.

Pete Ballyho announced on the train that he had discovered two more cities large enough for a gillyow show and would pay for opposition paper for any show that cares today and date them here next year.—MAJOR PRIVILEGE

STAFF OF RAS

(Continued from page 64)

W. L. Aldrich, Hawaiian Show; Ruth Pontica, Pat Show manager, and Leon Claxton, Minstrel producer. Announcement did not contain names of managers of several other attractions which will be given later.

Mrs. Kitty Hurt has contracted the cookhouse and Joe Pontica will operate the dining car. Burt Glover will have several rides, and Frank Grahgan, Mrs. Velara's brother, will devote his attention to concession interests. Billie B. Mack will join the publicity department with sound truck operation, and Fred Burt, mailman, will serve as Walter DeVoyne's assistant. Reported by Jack Dadswell.

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GLEANINGS

(Continued from page 29)
of the show's days, but the binger put on them. Some of these girl outfits cannot exist without the extra inside touch, so it's looked for some of them to put up the shutters if they are not permitted to operate in full. As one of the most desirable locations on the Gayway is occupied by the Mark Twain show, declared to be a fit, many proposals have been made to the operators for the taking over of the structure.

Most of the newspapers of San Francisco have gotten out special fair editions which are works of art and, of course, of enormous advertising value to the fair. Expo has given these papers permission to place stands in strategic locations, especially on the Gayway. So far, fine. But the stands they have erected, or which their salesmen have erected for sale of papers, would disgrace the slums of any city. A fine gesture of expo officials has been the placing of benches in the center of the Gayway. As it is 70 feet wide, the seats do not interfere with attraction and help to make the Gayway a pleasing place. The benches also help to keep out center stands. Chinese Village is playing to about 8 per cent of the front gates.

Cross Octopus and Roll-o-plane are doing very satisfactory business, especially on Saturdays and Sundays when they play to capacity. Tom Wolfe's Glass Blowing Show is manned by Al Weir, outside talker; Eugene Scott, inside lecturer; Robert Marsh, ticket; W. E. Alexander, Floor Circus; Dick Rasmussen, W. D. Smith, Paula Kennedy, John T. Beckman, glass blowers.

The two Carousels that came from Paris are still in course of erection. To make them fitting for a world's fair it was necessary to refurbish them from stem to stern. There is talk of moving the Giant Crane to better location. Ride is popular but as now located, little chance of getting off 100 per cent. It will cost \$9,000 to move it. George Halsey, who resigned as general manager for the Tex Cameron interests, will operate a number of concessions.

Headley Girl front is now complete and all of painting has been done. The stately building is finished in pastel shades and stands out on the Gayway. V. Roper, assistant manager, says business is continually climbing. Dufour & Rogers' Life show is doing consistently good business in the usual dignified manner employed in the operation of this attraction. Traver-Baker Coaster, Fun House and Speed Cars are holding their own with all other rides and should give a good account of themselves when big crowds start arriving. Stella, the picture made famous by Eddie Vaughan at the 1915 fair here and exhibited on the Gayway started off with a rush but is falling off now. It should get a good gross on the season but it is doubtful if it will reach the 1915 record of \$79,000.

Nowhere but in a monkey cage is the survival of the fittest more truly exemplified than on a world's fair midway. Attractions on which thousands of dollars have been spent but that do not appeal to fairgoers drag along for a while and soon are transformed into something in keeping with the fair atmosphere. Other attractions that cost approximately \$125 start off from the jump, doing consistently good business. A world's fair is not the best place in the world to start a campaign of education. Time is too short and costs are too great. William Juddins Mevitt just dropped in, declaring he has never seen anything like this Treasure Island show, and as he has seen about everything in the show line in the last century or more or less, his words bear weight.

There is strong probability that loudspeakers will be permitted on the Gayway soon and that Jake Newman may be the man in charge of their regulation. Harry A. Illinois, who left for visits by New York and Montreal, where he has interests, has been liaison man between the concessioners' association and the administration building and has made many friends among officers of

Freda
SAN FRANCISCO, April 1.—Harry A. Illinois, operator of the big Ferris Wheel, strolled along the Gayway to Cliff Wilson's Monsters Show and asked a couple of attaches if he could see Freda. They promptly brought out and displayed for him the big python called Freda. He had meant Mrs. Freda Wilson.

the fair. Frederick Weddleton, former director of concessions, was elected to the presidency of one of the prominent business men's clubs of San Francisco.

Lack of showmanship. The Douglas Corrigan \$900 "mate," an exhibition in the Hall of Air Transportation, is stuck in one corner of the building, poorly lighted and badly displayed. Brief story of the "Wrong Way" flight is painted on a 50-cent cardboard sign, rather the worse for wear, in front of the plane. A showman would at least have given this machine the same prominence that was given gangster cars.

When the fair opened the rule excluding motor traffic on the Gayway was strictly observed. Today it is almost as dangerous to walk thru the amusement zone as it is to cross Market at Powell. While California has fame as a State where about everybody likes to shoot and hunt the McFalls shooting galleries are not doing so well. The two are probably the best framed in the country, but people don't take to them as they did in Dallas and Post Worth. Weighing scales are not making the hit here that they did in Chicago. Cakes and candy are give-aways. They are working for 25 cents, which may be the reason. A couple of fried potato stands just sprung are doing plenty of business. Midget Village is still dark. It is said the fair would like to cancel Leo Slinger's contract, but he refuses to accept a cancellation. He opened the first and second day, grossed over \$1,000 and then closed, he said, to complete the structure.

Giant Octopus and Roll-o-Plane, operated by D. O. (Bud) Cross, have been neonized and he is assisted in operation by John E. Hertle, foreman; Ray Jacobson and Carl Hageman; on the Octopus, and Heine J. Hertle, foreman; John T. Ford, Eddie Hall and Tony Marino on the plane.

The \$1,200,000 Chinese Village clipped its 25-cent gate to 10 cents. Inside concessioners said attendance was too small for them to get by. It is a question whether this reduction will materially help. It is believed that those interested in this kind of an attraction will pay 25 cents. Help will come from increased attendance at main gates, which, it is anticipated, will come about May 1. At Greenwich Village of Johnny Castle and Harry Seber showmanship sticks out all over. Village was framed with the idea of a number of afternoons and a small front-gate admission. After operating a couple of days fair authorities stopped the afternoons. Without this revenue it appeared that the Village would have to fold, but with resourcefulness learned by many years in carnival business the two veterans made changes, met requirements of the fair and are doing better than in the way they originally intended to work.

BIG PULL
(Continued from page 39)
and departments within the fair corporation. Carpenters' union has had some minor strikes, and plumbers' union a week ago went out for several days. Electrical engineering division of the fair corporation has been a stumbling block to rapid building and a liquefying within the department is expected momentarily.

Amusements Far Behind
Amusement or concession area is far behind a building program that would bring it to completion by April 30. With just four weeks to go, a conservative estimate would indicate that between 65 and 75 per cent of the midway will be ready to operate on opening day.

With the advent of the Amusement Control Committee several weeks ago things pepped up considerably in the amusement area, but the new set-up arrived too late to catch up on time and effort lost in the last few months. Had the committee begun functioning three months ago it would seem obvious the midway would virtually be complete by the deadline.

Certain degree of conflict between departments within the fair still exists under the committee regime, and it is reported contracts for new concessions are still not going thru "the works" as smoothly and rapidly as possible. Under committee control, however, red tape and consequent lost-time have been reduced considerably, tho not eliminated entirely.

802 PREZ
(Continued from page 39)
York and chairman of the theatrical trades council; Ralph Whitehead, executive secretary of the American Federation of Actors, and others.

Tom Murtha, who is also head of Local 4, International Alliance of Theatrical Stage Employees, said recently that there was not enough activity yet at the fair to warrant a contract covering conditions for stagehands. This matter is expected to be settled a few days prior to the fair's opening.

GATE AND TAKE
(Continued from page 39)
show and Police Sergeant Edwin Frank Goldman's Band, in at \$7,500 a week for 16 weeks, drew only a few hundred at free opening performance. Concerts are unaltered, which may account for the showing. Ski jump, expo's curtain-raiser took series of sports events, appeared to draw little appeal. Cavalcade of the West is said to still be losing dough, but being about \$3,000 daily. Ted Rankin, dare-devil airman and called a really big attraction, is being let go after he refused to risk his neck any longer for \$500, altho he originally got \$1,700 for doing his sky stunts once a day. Lately they've been cut to two a week.

Some midway shows have come out against loud-speakers, with the expo refusing to take part in the discussions. "You're making the noise settle it among yourselves," was the explanation. Frederick Seibel opposed Johnny Branson's plan to move his Motordrome alongside the former's Day Dreams show, Sally Band is taking the spot with a "Miss America" idea. Grand shows at Greenwich Village have been cut from 15 to 11 a day, as result of a squawk reaching the American Federation of Actors. Harry Seber, one of the Village operators, plans a cabaret alongside the show.

ON THE FLUSHING
(Continued from page 39)
an oddity show in the B-way sector. . . Austin King in from OGLE with San Francisco. Rejoins the Clyde Ingalls' side show on Big Show. . . First commercial broadcast starts on Monday on WMCA with Dr. Scholl's Foot Comfort shops sponsoring. . . George Heilm's Garden of Eden show still in being-mulled stage. . . Treasury department announced advance sale is \$1,200,000 so far. Goal is \$3,000,000 snickerdoodle. . . President Whelan claims more scribbles will be assigned to WF than when covered the World War. . . High school and college student publicists getting nice revenue from advertisers seeking personnel. Even showman will use the rah-rah type. . . Strikes some folks funny that a guy called Archie Meckler is his agent of the plumbers' union which has been giving the fair headaches.

Press Chief Perley Spone denies any official statement has been made predicting 60,000,000 will attend. This is in variance with the latest WF bulletin. Introduction by Grover Whelan, says, "the gates will swing wide to the advance guard of 60,000,000 visitors."

Billy Rostan in OH extravaganza. . . Aquabelle Kleanor Holm. . . village redolent of exotic or nostalgic color. . . glamorous assortment of cabarets. . . J. H. Hill; the queering cartoonist, has assembled as screwy collection of oddities as one wouldn't care to encounter on a dark night. . . Cuban Village is a chance to see the next best thing to a real bull fight. . . If you hanker for the Wild West, money over to the Frontier Village and the rip-sportin' Cavalcade of Centours. . . Delightful village caravansaries or tempting taverns. . . Ladies an Gentlemen—give you that spectacular, that dramatic, that stupendous, that thrilling play

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See PAGE 7
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center—the New York World's Fair Amusement Area—the greatest, grandest, gayest, most gorgeous joyland ever. . . Quoted from the WF Bulletin. Nice parade-handling.

Beri (Better Late Than Never, publicist, to the town's gazette) by hiring Robert E. Whelan, who was fired by the fair because his name is Whelan, which sounds the same as Whelan, WF boss. Sounds like a lot of vowel stuff to us. Nevins put the youngster to work with L. J. Fox, the furrier. Pretty Foxy touch!

Gregory A. Pincus heads the firm negotiating for a Pantheon de la Guerre in big Plot O. Much like the attraction by the same name at Chicago and Piacca this year. It's a spectacle type with sub-concessions and a 4,000-seat arena. . . Messmore Kendall's Washington Hall is virtually set. It's a historical pageant and has sponsorship of Sons and Daughters of the American Revolution. . . Hyla F. Maynes, well-known ride op, has signed for a Waterbug to join the ride line-up.

Felix Perry, whose Monte Carlo club idea fell thru months ago, is back in the picture again and negotiating for spot vacated by Harry Roffman when his French Village plans froze. Perry wants a Riviera-type village, consisting of cafe, casino, subconcessions and a big night spot to be installed after the really warm months set in. Perry recently opened the Monte Carlo night club in Manhattan and it's becoming a fave hangout for cafe society trade.

Gloria Swanson's out of the Hawaiian Village picture, with Gilbert Kahn taking up negotiations where she left off. It's not set yet—by any means. . . Misses! Showman is definitely out, and NTO's Congress of Beauties, etc., in a similar position.

Children's World obtained two additional shows this week. Billy (Pot) Shop Rose signing for a bird circus and Howard E. Wheeler Jr. contracting for a vaudeville dog opera. Rose will present more than 100 trained feathered friends and Wheeler has 40 canines primed to work in three shifts. Stridhouse will command a dime, andish and Delouse two hits. Gerald Griffin, of the Griffin publishing firm (New York Enquirer) and Earl Newberry are fronting an org. negotiating for The Pathway show somewhere on the midway.

Table with names and initials: Mrs. Don Broun, James, Raymond, Underwood, etc.

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ROUTES

(Continued from page 31)

Theater's Articles of Magic; (Roshoko) Roswell, Va. 4.
 Virgo Magician; Seymour, Tex. 5; Chillscothe 6; Iowa Park 7; Wainora, Okla. 10; Lawton 11; Chickasha 13.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly missing points are listed.)

- Ace Midway Attrs.; Harvey, Ill. 8-13.
- All-American Chickasha, Okla. 11.
- B. & H. Am. Co.; Tregon, S.C.
- Barfield's Amusement; Opelika, Ala.
- Barrett; Charleston, Mo. 8-13.
- Baylenger; All Skeston, Mo. 8-13.
- Beck; P. H.; Glasgow, Ky. 8-13.
- Blue Ribbon; Oadenville, Ga.
- Bingo Ridge; Maryville, Tenn.
- Brown Novelty; Valdosta, Ga.
- Booth; C. G.; Portsmouth, Va. 13-15.
- Buckeye State; West Point, Miss.; Greenville 10-13.
- Bullock Am. Co.; Wadsworth, N. C.
- Burkett; Expo.; Phoenix, Ariz.
- Byers Bros.; Kennett, Mo.
- Central States; Stafford, Kan.
- Colley; J. J.; Durant, Okla.
- Crafts 30; San Diego, Calif. 3-8.
- Crescent Amusement; Manning, S. C.
- Crowley United; Ocala, Fla.
- Davis & Patrick; Vidalia, Ga.
- Dyer's; Brookville, Miss.
- Evangeline; Mason, La.
- Fairly & Little; Ft. Smith, Ark.
- Federal Baiter; Ardmore, Tenn.; Palauki 10-13.
- Fisher's United; E. Alton, Ill. 10-13.
- Fanning; Cody, Atlanta, Ga.
- Four States Expo.; Odessa, Mo.
- Fuzland; Calhoun, Ga.; Dalton 10-13.
- Fuzzell's United; Searcy, Ark.
- Gen. Am.; Lebanon Junction, Ky.
- Great Medal; Jeffersonville, Ind. 8-13.
- Greater U. S. & Daley Bros.; Independence, Kan.
- Greater United; Tyler, Tex.
- Groves Greater; Benton, Ill.
- Oravberg's World's Expo.; Rocky Mount, N. C. 8-13.
- Heller's Arms; Easley, S. C.
- Heth, L. J.; Springfield, Tenn.; Nashville 10-13.
- Hilderbrand's United; Compton, Calif. 8-9.
- San Ramon 12-15.
- Ideal Expo.; Charlotte, N. C.
- Jones; Johnny J.; Expo.; Augusta, Ga.
- K. G. Am.; Bayata, Okla.
- Knox Expo.; New Bern, N. C.
- Kline's Greater; Meridian, Miss. 4-9.
- Leah; Oro; Jonesboro; Ark.; Belleville, Ill. 10-13.
- Large; H. P.; Jonestown, Miss. 8-13.
- Lawrence; Sam; Waycross, Ga. 8-13.
- Lewis; Art; Norfolk, Va. 10-13.
- Liberty Am. Co.; San Angelo, Tex. 2-14.
- Magic Empire; Tulsa, Okla.
- Marks; Richmond, Va. 13-22.
- Midwest; Nees City, Kan. 3-8; Booth; City; G. G. Mighty Monarch; Seneca, S. C.
- Miller Amusement; Ponce de Leon, La. 3-13.
- Miller Bros.; Vicksburg, Miss.
- Motor City; (Liverpool & Warren) Detroit, Mich. 3-13.
- Oscar Am.; Sapulpa, Okla.
- Page, J. J.; Johnson City, Tenn. 8-13.
- Pan-American; Johnson City, Ill.
- Regal United; Deana City, Tex.
- Rocco; Chattanooga, Ga.
- Rogers & Powell; Kosciusko, Miss.
- Rubin & Cherry Expo.; Mobile, Ala. 2 & 3; Windsor, Ga.
- Sears Bros.; Haverhill, Ala.
- Shugart; Doc; Vian, Okla.
- Six; Harry; Atira; Rome, Ga.
- Smith, J. Ledy; St. Stephens, S. C.
- Smith's Greater Atlanta; Chatham, Va.
- So's Liberty; Cape Girardeau, Mo. 8-13.
- Spark; J. W.; Piedmont, Ala.

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- Tidwell, T. J.; (Stock Show) Lobbock, Tex. 2.
- (Plaster) Big Boy 10-14.
- United American; N. Little Rock, Ark.
- United; Monroe, Ga.; Commerce 10-13.
- Wallace Bros.; Mayfield, Ky.; Paducah 10-13.
- Ward, John K.; Monroe, La.
- Wetzel; Alira; (W. Washington and Morris) Indianapolis, Ind. 8-13.
- West Bros.; Morphisboro, Ill.; West Frankfort 10-13.
- West Coast Am. Co.; Santa Rosa, Calif. 6-9.
- San Mateo 11-13.
- West, W. E.; (Photocast) Neodesha, Kan. 8-13.
- Western State; Kerrville, Tex.
- West's World's Wonder; Winston-Salem, N. C.
- Greensboro 10-13.
- Winters; Expo.; Albuquerque, Pa. 8-13.
- Wolf; Am.; Elberton, Ga.
- Woods, Gene; Alira; Poyam, Okla.
- Wort; R. H. Mt. Pleasant, S. C.
- Zimders Greater; Russellville, Ark.

Circus and Additional Routes
 Appear on Page 129.

Little Contracting Done in Eastern O.

CANTON, O., April 1.—Circus agents are moving with utmost caution this spring with little definite contracting being done in Eastern Ohio and the upper Ohio Valley thus far reports reaching here the past two weeks indicated. With Brooklyn almost certain to be out this season for the Ringling-Barnum show, earlier Midwest dates are likely, as Pittsburgh has been contracted for June 3 and 6, with the regular stops in Ohio to follow soon after the engagement there. So far there has been no actual contracting in Eastern Ohio cities usually on the R-B route.

According to present plans, the Cole show will pick up a week or more in Ohio before it moves east about the middle of May. A half dozen industrial cities have been tentatively selected for the first month's itinerary, to follow a route thru Indiana and several stops in West Virginia.

Ohio is almost certain to see the Parker & Watts Circus, but not until at least June. A few selected Ohio cities of middle size are tentatively in, with dates yet undetermined.

At present time it looks like Russell Bros' Circus will head east immediately after opening April 20, as agents have contracted several West Virginia cities already, even in the face of Cole opposition. In some instances, Russell will be in at least 10 days ahead of Cole, it is said. Opposition by Russell also will be encountered in Illinois and Indiana, where Russell, first in, will be followed a few days later by Parker & Watts.

Downie Bros' Circus will jump fast out of Georgia after its opening at Macon, moving up thru West Virginia, with some of the key cities scheduled for early-May showing. A lively battle for the better West Virginia cities has been in progress the past three weeks, it is said, by Downie and Russell agents.

Barnett Bros., soon to open at York, Pa., will in all probability send its way into the usual upper Ohio Valley territory early in May, altho there has been little outward activity on the part of agents of this show in the battle for stands in West Virginia.

Lewis Bros' Circus also may be expected in Ohio soon after opening, altho there has been no agent in as yet.

Looks Like No Shows For Wilkes-Barre, Pa.

WILKES-BARRE, Pa., April 1.—Prox the looks of things, it kide and adidite in this hard-coal region want to see a circus or a rodeo this season they will have to travel some distance. Lack of space has made it impossible to house the annual JE Ranch Rodeo, which was previously sponsored by the 100th F. A. Army group. The unit has been motorized and there is less room to house the rodeo this year, Major William Smith announced.

The recent announcement by the Ringling-Barnum show that it was not planning a trip to this region this year may also rob the kids of a chance to see a circus. Last year the Ringling group was scheduled to appear here, but the strike called in near-by Scranton last year made it necessary to call off the local engagement. Cole Bros' Circus and Col. Tim McCoy's Wild West were also scheduled to play here last year, but the latter show went broke before reaching here, while Cole Bros, canceled its initial engagement because of business conditions but appeared at a later date and drew okeh.

Another thing which may keep the circuses from this town right now is that there hasn't been a daily newspaper here since October 1. When the plants of the three daily papers were shut down because of a strike called by the Wilkes-Barre Chapter 120 of the American Newspaper Guild. The Sunday paper has signed with the guild and is now publishing. The guild signed agreement with the local papers last week but resumption of publication hinges on agreement between publishers and printers, pressmen and stereotypers.

MGM contingent recently left Silver Springs, Fla., for Hollywood, Calif. It was there three weeks, filming parts of Teren in Exile, starring Johnny Williams. E. Ross Allen, director of the Florida Reptile Institute, Silver Springs, and Larry Teteloff, animal man for Allen's Wild Animal Farm, worked with MGM.

With the Ladies

By VIRGINIA KLINE

SALEM, Ore., April 1.—Spring has come at last to Salem, as the Brooping Amusement Co., which winters here, has its Merry-Go-Round operating. Every factory is at work, day and night, too, which means spring orders are going forward. Viola Parry writes the Parry & Little Shows have a good line-up of dates, shows and rides. Mrs. J. S. (Claire) Bullock writes that when she returned to the Bullock Shows' quarters at Sumner, S. O., she found 14 waiting to go to work and to eat. Like all good show women she is a good cook, so was not dismayed but opened the cook-house and let the crowd until the cook-house people took over.

Beat excuse I ever heard for owning a carnival was told to me this winter when Mr. Bullock said he booked his concessions on any good show until he couldn't find one that would not put on a gate. So he had to start his own carnival. The Bullocks now have enough of their own shows, rides and concessions to have a complete carnival, making them independent and able to show without a gate if they desire.

Mike, Ruth and Tony Martone's cooker spend, generally has a good disposition but hates to take medicine, and as Ruth wants him to have the best of health she gives him the medical treatment he needs. She has been bitten twice during these seasons, but she knows he does not mean it so does not hold it against him. Had a surprise letter last week from an old friend, Mrs. Midge Hamburg Bloch, who was on the Levitt-Brown-Buggins show in 1928. She is living in Jersey City, N. J., and attended the National Showmen Association Banquet and Ball but did not know I was there until she read the account of it in THE BILLBOARD.

Mr. and Mrs. Fred Philippon again are settled in the Forrest Hotel, New York. Both took time out for a little vacation after their 14,000-mile trip, but were so glad to be home that they soon recovered. George French and Al Miller, of Tacoma, Wash., visited us for dinner here on Thursday. George is planning a big summer with his Roll-o-Plane and concessions. Anna Jane Pearson, president of the Missouri Show Women's Club, made us all think when she addressed the Pans, Ill., Business and Professional Women's Club recently. We need more women who can state the case for the carnivals so concisely and clearly.

Final Chapter In Tom Mix Show

EL PASO, Tex., April 1.—The final step toward the liquidation of the Tom Mix Circus was taken when Tom Mix was cited by publication in a \$607 salary suit instituted by Gladstone M. Shaw, who was superintendent. Mix is now in Europe.

About all that remained for the court to attack pending settlement of the suit was 20 head of horses and ponies. Everything else has been sold from winter quarters here.

All-American Expo

WEBB CITY, Mo., April 1.—Advance agent has returned and reports the route is almost completed. Show opens here on April 15, so quarters work in going full blast. A new office wagon has been constructed, as has a new four game stock wagon. Mr. Holmes is doing the painting. Among concessioners here are Ben Zander, Leonard Wells and Jean Delorme. V. W. Burlingame, secretary, also will have the photo gallery. Roy Mairs will have five concessions, while George LaBelle will manage the Old Show. Art Powell will take over the 10-in-1.

A new kiddie train ride is being built and the Hurricane ride has been remodeled. Art Holden, electrical and mechanical superintendent, and staff have installed new power breaks in all semi-trailers. Members of Reynolds & Wells United Shows and Mr. and Mrs. Swisher, of Swisher Shows, visited this week. Reported by C. P. McGregor.

STARNES AND ANAVAN with Paul and Emrie, whose adagio foursome was an outstanding item in the last London Olympia Christmas Circus program, played from March 1 to 15 in Circus Krone at Munchen, Germany. Five Carlton Sisters, known in America as Juggling Jewels, were on same bill.

John C. Graham Takes Action in Amendment to 1913 Pa. Tax Act

CINCINNATI, April 1.—John C. Graham, attorney of Butler, Pa., who is interested in show business, was asked to assist in framing an amendment to the Amusement Tax Act of Pennsylvania of 1918.

The tax act of 1918 follows: \$1,000 for each and every circus traveling and exhibiting in the Commonwealth of Pennsylvania.

4. Having the transportation of such exhibition and its paraphernalia and equipment, 50 or more cars.

5. Such act further provides that for such circuses and exhibitions as are transported on cars the numbers not to exceed 50 more or less than 75, the sum of \$750.

6. For shows transported on 25 cars and not less than 15 cars, \$500.

4. Circuses transported on not more than 15 cars and less than 5, \$100.

Graham's recommended amendment reads:

1. For circuses and exhibitions having 60 railroad cars nor more than 100 used in the transportation of equipment and paraphernalia exclusive of Pullman cars, \$1,000.

2. Circuses, exhibitions and carnivals having 60 cars and no less than 40 exclusive of Pullmans, \$750.

3. Circuses, exhibitions and carnivals having 40 cars and not less than 30 exclusive of Pullmans, \$500.

4. Circuses, exhibitions and carnivals having 30 cars and not less than 20 exclusive of Pullmans, \$300.

5. Circuses, exhibitions and carnivals having 20 cars and not less than 10 exclusive of Pullmans, \$150.

6. Circuses, exhibitions and carnivals having 10 cars and not less than 5 exclusive of Pullmans, \$100.

7. All circuses, exhibitions and carnivals traveling on trucks or motor-driven

vehicles carrying equipment and paraphernalia—10 to 15 trucks inclusive of trailers, \$50.

8. Fifteen to 25 trucks inclusive of trailers, \$100.

9. Twenty-five to 40 trucks inclusive of trailers, \$125.

10. Forty to 60 trucks inclusive of trailers, \$160.

11. Sixty to 80 trucks inclusive of trailers, \$200.

Bryant Is Gruberg's P. A.

BIRMINGHAM, Ala., April 1.—Max Gruberg, owner-manager of the World's Exposition Shows, which open the season in Rocky Mount, N. C., on April 8, announced he has signed G. Hodges Bryant as press agent for 1939. Bryant for the past few years has been operating the Bryant Publicity Service in New York. He left the outdoor field in 1923. In 1917-18 he was with the No. 2 C. A. Wortham Shows, which toured the Pacific Coast under management of Fred Beckmann. Other organizations with which he was prior to 1923 included James A. Patterson, Abner K. Kline and Polack's 20 Big Shows.

Gooding To Get Under Way

COLUMBUS, O., April 1.—F. E. Gooding Amusement Co. is readying two shows, American Exposition and Gooding Greater, here for their annual tours, reports R. E. Gooding, general manager. Opening for both units has been set for April 20, with one launching its season near here.

WORLD'S FAIR SHOWS Inc.

SAMUEL E. PRELL

General Manager

TOM HASSON

Assistant Manager

Formerly With De Luxe Shows of America.

OPENING APRIL 29 IN HACKENSACK, N. J.

All Those Who Are Holding Concessions Please Report.

WANT

CAN PLACE

Monkey Show (GERALD WEEKS OR BOARDMAN PLEASE WRITE), Unborn, Dressed Africa, Crime Show, and two Single Pit Shows. Will finance any Showman who has worthwhile Attractions. WHAT HAVE YOU?

Talkers, Grinders, Cameramen, Ride Help, Electrician (MAC KLEIN WRITE), Artist and Man capable of Building Show Fronts.

WANT real sensational FREE ACTS: must be high. WANT THREE fine High-Diving Girls; must be good.

CONCESSIONS WANTED

Grind Stores, Wheel, CAN PLACE Photo Gallery, American Palmstry, Diggers, Pitch-Toss-U-Win, Long Range Shooting Gallery, etc.

Can Place on World's BEST SIDESHOW

One outstanding Frank to feature (ALXORIA please write), Glass Blower, Tattooer, Mind Reading Act, and outstanding Feature Attraction (BENNY ROGERS, IRENE FARREL, answer.)

Wanted for Oriental Revue

TWO Dancing Girls; young and attractive; \$20 week salary.

FOR SALE CHEAP: 28 Sections of Speedway Track. Also 20 Wax Figures for Crime Show. Will sacrifice.

Committees and Fair Secretaries, please write for open dates. Write or Wire SAMUEL E. PRELL, 36 Green Street, Newark, N. J. For Side Show Attractions and Dancing Girls, write to TOM HASSON, 1419 South St., Philadelphia, Pa.

WANTED-- GREAT BRITAIN SHOWS --WANTED

OPENING IN INDIANA, TWO SATURDAYS--APRIL 20--TWO SATURDAYS.

Long List of Acts and Celebrations in Indiana, Illinois and Michigan.

RIDES--On account of disappointment, will book Two or Three-Actors Merry-Go-Round, also Tilt, Loose-Place of any other Rides that don't conflict. Shows will own outside. Want Freddy Arado CONCESSIONS--Want first-class Cook House. Will sell X on Hints, Photos, Seals, Palmstry, Carnival, Cards, Diggers. All other Concessions open. All replies GREAT BRITAIN SHOWS, 1018 Myrtle, Kansas City, Mo.

DOC SMITH SHOWS

WANT SMALL MERRY OR ANY RIDE NOT CONFLICTING WITH WHAT WE HAVE. Want Free Act. Want two Grand Shows. Will furnish canvas if needed. Want legitimate Concessions, American Palmstry, Also Good Sided System. Closing last week in April, playing New England Territory. Mabel Mack, Mr. and Mrs. Roberts and Capt. Quilley, waiting to hear from you. Address Ad Mail and Wire to BOX 1946, Portland, Me.

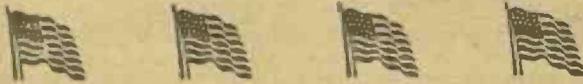
Goodman Wonder Show

FAIR PARK, LITTLE ROCK, ARK.

WANT MOTORDRIVE RIDERS. Will pay as good as you are. Ralph Justice please wire. WANT TO SELL 25 Sacrifice Price, 6 Rotary Machines and 6 Skon-Roll Alloys, in excellent condition. OPEN APRIL 14.

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Manager

AMERICAN EXPOSITION SHOWS

OPENING APRIL 15, KEYSTONE, W. VA.

Can use Frozen Custard, Cotton Candy, Apples, Snowballs, Penny Pitch, Hoop-La, Guess Weight, Guess Age Scales, Cigarette Gallery, High Striker, American Palmist, two more Ball Games, other legitimate Concessions. Girl Show still open. Also other Shows. Complete route booked through coal fields of West Virginia. Address inquiries

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NOTICE SPECIAL!!! ONCE IN A MILLION YEARS DISCOVERY

A Frank that is a children, having attraction, to equal or surpass any record top set by such ever exhibited anywhere, having more, little or none. Being absolutely the only one of this peculiar nature on earth, the building, strange, curious nature of this Frank has troubled a showman without comparison in this show with a number of entirely new ideas. Many believe an opportunity to be great. This curious attraction will prove and surpass the high expectations of its strong billing and will result to increased attendance at once. One caption of its billing is "unbelievable" until you see it. A-1 as a main feature, street show, etc. Will consider Wright's Play and Golden Gate Show, other possibilities through which it will be respectfully recommended. A further description is invited. Write for description. C. H. HILL, care The Billboard, World Bldg., 54 W. Washington St., Chicago, Ill.

CROWLEY'S UNITED SHOWS CAN PLACE

SHOWS WITH OWN OUTFITS HAVING HIGH-CLASS EQUIPMENT. FAT GIRL, UNBORN, OR ANY HIGH-CLASS GRIND SHOWS. MAN FOR MONKEY CIRCUS (prefer one with Monkeys). MAN AND WIFE FOR ILLUSION SHOW and MAN TO SELL TICKETS. LOT MAN THAT CAN HANDLE JOB (White Lutz, answer). FOREMAN for 8-CAR WHIP. CONCESSIONS THAT WORK FOR 10c. ADDRESS; ADA, OKLA., THIS WEEK; SEMINOLE, OKLA., NEXT WEEK.

WANTED

Ferris Wheel Foreman that can handle No. 16 Wheel, also Foreman for Lindy Loop. Do not wire, but write fully.

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BARFIELD'S COSMOPOLITAN SHOWS

WILL SHOW DALTON, GA., NEXT WEEK. IT IS ONE OF THE BEST SPOTS IN GEORGIA, AND ALL MILLS WORKING. WANT one or two Shows of men that do not conflict with what we have. Also a few more Legitimate Grind Stock Concessions. CAN PLACE one more reliable Ride Man who really understands Gas Motors. WANT Trumpet, Trombone and Chorus Chits for R. V. Lewis Colored Minstrels. Address C. E. BARFIELD, Opelika, Ala., this week.

OPEN MAY 1st READING'S SHOWS OPEN MAY 1st

SHOWERS WANTED—All Shows, Illinois, Penny Arcade, Monkey Circus, any good Grind Show, CONCESSIONS WANTED—Organ, Ball Game, American Palmistry, Hoop-La, Ontario, Pitch-Toss, etc. Wanting Game and others that work for 10 Cents and 20 Cents. CONCESSIONS AGENTS WANTED for Ball Game, Man and Wife, experienced, for Photo; Penny Pitch, Acrobats, Cook House Help, and Grand River Agents. RIDE HELP WANTED. Experienced men, opening May 1, near Nashville, Tenn. then into Kentucky, to ride some more. All answers to J. J. WILLIAMS, Mgr., 922 Joseph, Nashville, Tenn.

Hartmann's Broadcast

IN A recent issue we told a story about two Indiana residents on tour with circuits of that State last year who applied for and received unemployment compensation and gave the possible reasons why one of the men received the maximum of \$15 a week for 12 weeks, while the other, a higher-salaried man, was allowed only \$50, or 204 weeks' compensation.

For this effort we take a pat on the back from Clarence A. Jackson, director of the State of Indiana Unemployment Compensation Division, Department of Treasury, Indianapolis. He writes:

"Thanks for your letter and the test sheet with item about unemployment compensation. Of course we can give no explanation of the matter without knowing who the two individuals are."

"If all magazines and newspapers followed your policy in this particular story the country would be a lot better off because people would be better informed."

"We congratulate you on taking the trouble to explain accurately the possibilities under the present unemployment compensation laws as you did in the story sent to us."

WILLIAM JUDKINS HEWITT describes the Golden Gate International Exposition as a beautiful plant, with the Gateway having many good attractions and also many elegant buildings, little attractions and "wide open" spaces. "Bill" reached Oakland March 20 and after a few days stay there moved to San Francisco. That week the weather was unfavorable, with attendance at the expo and business on the Gateway light in consequence, Bill says, adding: "Business is expected to start in July."

W. D. BARTLETT has in his possession a letter which he looks upon as a masterpiece and prizes very highly. It is an answer to an inquiry of an agent working for "Bill" regarding the digger privilege at a small fair. The letter reads, in part: "Yours received and contents noted. In reply will say we are going to put in a \$100,000 water and sewer project here in the near future and if it is ditch-diggers you have you might do some good. If it is gold-diggers we have too many of them here now. I have talked to the other members of the committee and none of us know what a set of diggers are. You see we are just a bunch of country hicks."

THE Johnny J. Jones Exposition and its owner-general manager, E. Lawrence Phillips, are held in high esteem by the merchants of Augusta, Ga., where the show winters. This was evidenced by a full-page advertising tie-up in The Augusta Herald of March 29 on the occasion of the season's opening of the show at the Elks' Spring Festival in that city April 1 for an eight-day engagement. A large cut of E. Lawrence's smiling countenance accompanied the ad.

IT APPEARS to Frank (Doc) Stuart, the outdoor advertising mogul of Oklahoma City, Okla., that he has a job which he cannot get rid of. He tried his best to get out of office as municipal judge of Nichols Hills, near O. C. His wife even campaigned against him, but to no avail. The residents simply ganged up on Doc and the other office holders thru the generous use of the old draft system, and they didn't stand a chance after that. For six years now these men have run the town of Nichols Hills. "We thought we fooled the villagers long enough, but they thought otherwise," says Doc.

So many of the old-time circus men have died or quit the business within the last five years that Frank declares he has lost nearly all interest in the white tops—even with spring here. But wait till the first circus paper of the season is posted in or near Oklahoma City!

SINCE the death of W. H. (Bill) Rice, B. H. Patrick says claims to being the only living member of the original executive staff of the Frank C. Bostock Mighty Midway Carnival and Ye. Olde English Pleasure Fair, which opened in Brooklyn April 18, 1900. The staff con-

Start a POTATO CHIP BUSINESS

IN YOUR KITCHEN and MAKE MONEY!

Buy Potatoes for 2c A POUND

Sell Them as Vite-Sealed Chips for 35c a POUND



THERE'S big money in Potato Chips for any man or woman who wants a business capable of paying big daily profits from the very start. Just think of it. You can make the wonderful per cent profit in your kitchen—just manufacturing and sell a seasonal quantity of "vite-sealed" Potato Chips—and let the stores sell them for you. Only \$1.50 invested in raw potatoes brings back \$10.00 in cash. EVERYTHING FURNISHED—You don't have to have a lot of money to start this business. A small investment in the machine puts you in a big profit business of your own. I send you everything including special-size, number, oil-extractor (for making new "VITE-SEALS" chips), a big supply of printed bags and free advertising material. No experience is needed as I send complete, simple instructions showing how to make a profit the first day. Prices, pictures and complete plans will be sent free for the asking. DON'T BUY ANYTHING—Just send your name and address on a postcard for all this free information, including the "Secret of Making Delicious Potato Chips." No obligation, but hurry and you may become independent as so many others have done with these fast-selling new "Vite-seals" Chips. Address: Write to G. H. HARDY, 620 S. Michigan Ave., Dept. E-124, Chicago, Ill.

PLASTER



Latest Design in Novelty Drills and 20 Lines

Highly finished in lacquer, decorative, with silver finish, also our new Standard with Chromium Finish.

We also carry a fine assortment of New Numbers at \$3.00 and \$5.00 per 100 pieces.

Lowest Prices—Send for Catalog. FLORENTINE ART STATUARY CO. 614-12 E. 15th St., KANSAS CITY, MO. Phone Grand 3492.

GREAT SUTTON SHOWS

OPEN APRIL 15, OSCEOLA, ARK. WANT Shows, Rides and clean Concessions. Betty John wants Freaks and Working Acts for swift Ten-in-One. Write per wire Osceola, Ark.

Wanted

Motorcrome and Octopus, also expert Fun House Operator. Address GOODING GREATER SHOWS BOX 386, COLUMBUS, O.

PRIVILEGES FOR LEASE

Outside Lunch Stand, Candy Place, Ferris, Prize Game and other Legitimate Concessions. One of the largest and finest one-night stand musical comedy Tent Shows. Billed like a steady big seating capacity. Only first-class Concessions considered. Your outfit must be the best. Address

FRED YALE, Mgr. Box 312, Brownsville, Tenn.

WANTED

Carnival—Concessions UNITED SPANISH WAR VETS Blue Island, Ill. A Clean-Up Spot, Week of June 28-July 2. A. MYERS, 2556 New St.

assisted of Frank C. Bostock, sole owner; Francis Peratt, associate; Victor D. Levitt, general agent; Harry Potter, special agent; W. H. Rice, special agent, and Patrick, secretary-treasurer. B. H. further says this was the first carnival in this country with wagon fronts and the first to travel on flat cars. Show carried free attractions but no concessions and had a 10-cent pay-off.



Help for the Helpless (It's Up to Show Biz)

A LETTER has been received from a hapless old-time showman who had it in his day but is penniless now. He was recently discharged from a hospital totally blind, helpless, friendless and broken in spirit. Unless he can raise \$75 and enter an institution for the blind he will be committed as a common vagrant, he states, and would like to be spared this final humiliation.

The amount he mentions is not an exorbitant fee but a routine fee to cover burial expenses when, as and if needed. He is trying desperately to raise this sum because, imagine the agony this man is experiencing! He is appealing for a not too large sum, but for the present life but for the after life. "I am nearly at the end of life's midway. I do not wish to apply for relief. I'll be much better off in a place for the blind, where I can spend the remaining years of my life in peace and oblivion."

Of course, many letters along these lines are outright fakes, but that's not the point. The point is that there are many individuals in a similar plight, among whom there must be a great majority who would never make any sort of appeal in their own behalf. The fakes are easily eliminated by investigation.

There is an acute need in this busy new for a central fund to assist needy showfolk. Showmen's organizations are only scratching the surface. If that, moreover, a mass handful of the total number of people in outdoor show business are so afflicted. A central clearing point for receipt of money, clothing and other contributions could and should be established.

Under such a system the contributions would be distributed among the recognized showmen's bodies, which would earmark them for described and stated purposes under a common title. The amount each organization receives from the central body could be based on membership. For example, the Showmen's League of America, largest of outdoor organizations, would receive an amount proportionate to its paid-up roster, the roster to be certified at stated intervals. Other clubs such as the National Showmen's Association, Pacific Coast Showmen's Association and Heart of America Showmen's Club would get proportionate share of the fund. State bodies such as the International Association of Showmen in St. Louis and the Michigan Showmen's Association in Detroit and others could be worked into the deal.

The work these organizations are doing of a charitable nature, if any, can and must be supplemented, and there is no time like the present to start the fund, which should be administered by a neutral and impartial agency.

What does show business think of this new stretch of an idea? Let your letters tell us what can be done about the situation. Who shall be the agency, how should it work and who should be consulted when all other avenues have been exhausted?

The showman at San Francisco called Gate International Exposition quoted here in his attack on the American Federation of Actors because it has garbage collectors wearing AFA buttons sounds off again: "They are now trying to drag in the ride help to become members. Even on the carnivals the ride help are considered roughnecks. Mr. Whithead (AFA executive secretary) seems to forget that the AFA was originally started for actors. Whoinchil wants to belong to an association where every Tom, Dick and Harry can belong? It reminds me of some of the magic societies. Anyone who gets the dues is considered a magician."

An item in a San Francisco newspaper says that the AFA and the Building Service Employees' International Union are battling behind the scenes for control of more than 80 ride men on the Gateway. Meyer Lewis, AFA trouble shooter, was there looking over the situation. It appears that the jurisdictional

traces also extended to the garbage collectors, with the American Federation of Actors stuning control of this fertile field. The whole thing smells of dictatorship.

F. Eugene Sykes, Fenway promoter and free-actor, is now organizing his units for 1939 fairs, celebrations and conventions, with 14 booked to date in Pennsylvania, New York, New Jersey, Virginia, West Virginia, Maine and Vermont. Sykes claims they are spending more on free acts than in 1938. . . . John Hill observes in his Strange as It Seems cartoon that a 61-year-old shoveler was used by Grover Whalen to break ground for the show of that name (not Whalen but SAH) at the Atlantic's World's Fair. Strange as it seems (or maybe not so strange) your favorite show trade paper used the item months ago, the same thru the courtesy of Dufour & Rogers, who are the leading multiple impresarios at the fair, a fact which is not so strange to anyone who knows that incomparable duo.

Notes From the Crossroads

By NAT GREEN

THE year 1939 will go down in history as a great experimental year in outdoor show business. Confused by the many contradictory results of the 1938 season, showmen are eagerly listening to any ideas that promise to revivify the business. Out of the welter of suggestions there is little doubt that some workable innovations will emerge. The carnival, being a comparatively young industry, has a better opportunity to make substantial progress than the circus for the simple reason that the latter is still so bound up in tradition that it shies at anything smacking of change or novelty. At best progress in any field is a slow process. It is particularly so in the carnival and circus fields because of the element of uncertainty that is a part of the game. Such things as the weather, epidemics, waves of unemployment and the like are, of course, uncontrollable. But there are other hazards that can be controlled. The last season's experiences awakened the more solid showmen to a realization that it is high time to place their enterprises on a sane business basis. This they are proceeding to do insofar as possible. It's an excellent time to experiment on a conservative basis. Too much cannot be expected in one season, but the better methods that are being brought about by stern necessity are bound to react favorably to outdoor show business as a whole.

Austin King, of side-show fame, left Treasure Island (Golden Gate Exposition) early last week bound for Madison Square Garden and the Big Show and stopped off for a brief visit in Chicago. "It's a nice fair in the old home town," said Austin, "but I prefer the white top." . . . Noel Van Tilburg, of Zurich Shrine Temple, Minneapolis, his wife and daughter were Chicago visitors last week. Noel was highly pleased with the fireworks put on for the Minneapolis and St. Paul Shrines by Mrs. Edna Curtis. Despite sickness among the performers, several of whom were laid up with the flu, the show went over big. The Shrine organizations won the besting good will of performers by paying in full all of the acts that were compelled to lay off because of illness.

Walter A. White, on his way to Beckman's Coney winter quarters in San Antonio, lingered in Chi long enough to enjoy some of the swell mulligan prepared by Larry Hogan. At any rate, Larry dished it out, and we can testify that it hit the spot. . . . Lanquay Costume Co., which for years has furnished many costumes to circuses, soon will move from the old Capitol Building on State Street, where the firm has been located for 20 years. The building, known as Chicago's first skyscraper, has become obsolete and is to be razed. . . . Harry V. Winslow is passing up the circus this year to go with the J. Doug Morgan Show as agent. . . . Frederico Cantarelli and his wife, Norma, known as the Two Novellas, circus acrobats, were robbed of their car, clothes, costumes and equipment of their act while playing a theater engagement in Chicago. Car was recovered but not its contents.

Out on the Pacific Coast they are laughing at a crowd at San Francisco reporter made after viewing one of the midway attractions on Treasure Island. "It," he said in substance, "the fair had

GOOD NEWS! IT'S HERE FERDINAND THE BULL! Deal of 100 Assorted Items for \$49.75. Attention 5c BINGO OPERATORS. Again Horrow leads the field with the fastest-selling Bingo Items. Special Deal of 100 Assorted Items for \$49.75. Your first order will convince you. Write immediately and get in on this money-making deal. We also carry a tremendous line of 10c Bingo Items. Write for Special Deal. HORROW NOVELTY CO. 215 Market Street Philadelphia, Penna.

NEW - DIFFERENT - PROFITABLE Moto Kar. A real crowd pleaser that's going to put money in your pocket. Smaller and more compact than even midget racing cars, Moto-Kars give far more thrills and attract more attention. People like them—they keep coming back for more. Operate a Moto-Kar Track—Conduct Races—Sell Rides. Maintenance costs are low because Moto-Kars are sturdily built to withstand rough handling. Moto-Scoot Mfg. Co. 3432 S. Chicago Ave., Chicago, U.S.A.

WAXHAM LIGHT COMPANY. No. 55 URN BURNERS. No. 56-3" Burner \$2.00, No. 55-4" Burner 4.25, No. 48-6" Burner 6.95. Hotplate \$2.00, per ft. .05, Yarn for Mollie Wire .20, Juice Bowl, 5 gal. 4.00.

Cook House Men! BUY AT WAXHAM'S AND BE SURE. HOT DOG, Griddles and Complete Griddle, Coffee Drip, Popcorn Machine, etc. WAXHAM LIGHT COMPANY, 517A West 43rd St., NEW YORK CITY.

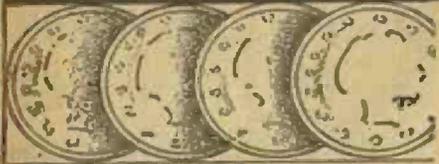
ZIMDARS GREATER SHOWS, INC. RIDES — Roll-O-Plane. SHOWS — Motor Drome or any Show that won't conflict, with or without own outfit. CONCESSIONS that work for 10c come on. THIS SHOW HEADS NORTH INTO CANADA AND HAS PLENTY OF FAIRS. Address this week: Russellville, Ark., after that per route in The Billboard.

JULY CELEBRATION 3 DAYS — 2ND, 3RD AND 4TH — DIRECTED BY GRAYLING DRUM AND BUGLE CORPS GRAYLING, MICH. — HEART OF MICHIGAN RESORT AREA. WANTED — Independent Rides, Shows and Concessions and Free Act. Everything must be legitimate. No grids will be tolerated. Concession space \$1.50 per foot. Write L. E. SONRAM, Grayling, Mich.

LAST CALL. RELIABLE. COOK HOUSE MANAGER with help, for brand-new 2nd floor office around corner. SPECIAL AGENT who can write cook formulas and contact Penn. CONCESSIONS — Hot Cakes, Candy Apples, Candied String Beans, Fruit Shows, Sealers, Raisin Games, Hamper, Dart Game, Short Ribs, Gelatin, Pop Balls, etc. FOR SALE — KYERLY ACROBATS, complete with Power Plant (200 lbs. lift), mounted on 1000 lb. Ford Truck. A real bargain, and will be sold soon. ALL PEOPLE CONTRACTED PLEASE CONFIRM BY LETTER NOW. Show Open April 22nd, Minneapolis, American Police Band, in Heart of City. All replies DWIGHT J. BAZINET, 626 3rd St., St. Paul, Minn.

allowed the blow-off to operate thru the season they could have paid off the national debt. Which must have caused a couple of oldtimers to grin and remark: "Bring on the booms!" Chicago Stadium has just observed its 10th anniversary and points with pride to the numerous attendance records it has established. Rushed to completion in the boom days of '29, it started off by registering what is claimed to be the largest gross ever tallied up for an indoor fight, the "make" of the Tommy Loughran-Mickey Walker bout being \$185,000.

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.

CO-OPERATION

"... The everlasting co-operation of every bloomin' soul."

Co-operation is a fine ideal, emphasized considerably in current news and discussions of national and world conditions. It is an ideal which the human race perhaps will never realize, but there is no law against every bloomin' soul at least taking some steps to co-operate with others for the general good.

Organization has been advanced as one of the ways in modern times to promote co-operation. The coin machine industry has tried organization to some extent and probably the greatest value reported from such organization is that members of the same trade or area begin to get acquainted with each other.

Personal acquaintance often goes a long way toward smoothing out competitive differences and may be called one of the primary steps in co-operation.

The division of the coin machine industry into the amusement, music and vending machine sections will always be a hindrance to full national organization and co-operation. But there are at least some spheres in which all sections of the trade may co-operate—and if we think we have a hard time working together, just think of the world problems of co-operation today.

One of the common subjects of discussion is that business and the government do not co-operate. Fortune magazine for April gives the results of a survey on the subject which shows that 25 per cent of the people interviewed blame business for the lack of recovery in this industry. About 23 per cent blame the government and, most interesting of all, about 23 per cent say they do not know who is to blame for the lack of co-operation.

Perhaps it is a sign of intelligence to admit that we really do not know how to promote co-operation. It is easy enough to blame groups and nations and races, but to actually suggest workable plans is next to an impossibility. For the simple reason that there can be no general agreement on ideas and plans as long as we are what we are.

Robert H. Cabel, president of Armour & Co., told a group of young executives in Chicago recently that business is getting better because of increased co-operation between government and industry. Let's hope that he is right.

Partisan politics blocks many moves toward co-operation. David Lawrence, prominent Republican editor and columnist, says: "Ask anybody in Germany or Italy today, who has lived thru the last 20 years as an adult, why Fascism is enthroned and he will invariably begin to tell you of the bickerings of party groups and factions which sapped the vitality of their respective democracies and gave to dictatorship a fertile seed for its poisonous doctrine.

"Look, too, if you like," Lawrence continues, "at the bickerings which have rendered France almost helpless in armament building, etc."

Many of us today, as never before, are taking personal interest in the hope of co-operation among democratic nations. Not so much that we hope to sell more machines or products in these countries, but because even our personal freedom may be promoted by such co-operation.



Cartoonist Mergen, in "The Miami Daily News," thinks of bridging the gap between Government and Business.

The United States has turned with greater friendliness toward the nations of the Western hemisphere; and yet there are many obstacles to full co-operation among the peoples on our own side of the world.

The April issue of Fortune devotes two pages to discussing an unusual idea for co-operation among the democratic nations contained in C. K. Streit's recent book, "Union Now." The gigantic dream in this book is that of a union binding together the democratic nations similar to the way the 48 States are combined to form the United States. It would include 280,000,000 people and perhaps is one of the fondest dreams of co-operation yet to appear in the modern world. Fortune has invented its own term of "liberatorial economics" to apply to the business possibilities that would lie in such a grand plan of co-operation.

Perhaps such gigantic dreams are the best antidote for the case of bad psychology which has played such havoc among business executives in this country. It is so much bigger than the ideals contained in the "American Dream" which Fortune advanced a few months ago that most of the world would share in its blessings. It is easy to see that one of the first difficulties would be the breaking down of trade barriers that now exist between all the countries concerned.

Race, religion, politics and competition are the great hindrances to co-operation, but there is something to dream about in the word co-operation.

OPERATORS AND THEIR AGENTS CAN MAKE \$50 A DAY selling Keeney's JITTER-BONES

Lite-ray Motivated DICE GAME

to locations in their territory. The "mysterious" way in which the dice are tumbled for each "shake" attracts 10 times the play the now outmoded dice box and board does. Not coin operated. Absolutely cheat-proof. Every location wants one, and you too make a "clean-up" off you grab this off before somebody else does. Wire or write at once for more particulars on this Jitter-Bone deal.

J. H. KEENEY & COMPANY INC.
2003 CALUMET AVENUE • CHICAGO



Flashing point on the glass "top" the dice for each new roll.

"26" and all other dice games playable on Jitter-Bones

\$1450 LIST
Special Price to operators for reselling

SPINNER-WINNER

Biggest Money-maker of all Counter Games

8-Coin, Selective, Coin Chute

Takes pennies, nickels, dimes or quarters

Odds Changing

FURNISHED WITH DICE, NUMBERS OR CIGARETTE SYMBOLS on top glass

A console-action counter game that is taking in \$25 a day and \$125 a week on locations all over the country. Absolutely cheat-proof. Gum vender standard.

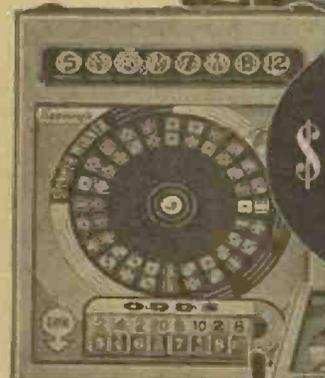
Telegraphed or telephoned orders will be accepted "charges collect."

J. H. KEENEY & COMPANY INC.

"The House That Jack Built"

2001 CALUMET AVENUE, CHICAGO, ILL.

POTSHOT Payout Table and Free Game • PASTIME Console Game



LIST PRICE \$39.50

FASHION MAY EB SPINACH..

but taking pictures is always in style. And so is PHOTOMATIC, the automatic picture-taker—the coin machine that is based on the deepest of human motives: VANITY. Think this over if you are ready to enter a business that will last year after year!

INVESTIGATE
International Mutoscope Reel Co., Inc.
518 West 34th St., New York.

Novelty Game Take

To the Editor: "Since seeing you a week ago I have traveled quite a few miles. I called on our distributors in Detroit, Toledo, Cleveland and Buffalo. The greatest thrill I get out of these trips is the splendid reception I get from these pleasant fellows. Their only complaint is that we can't give them enough of Chicago Coin's Majors, a novelty game.

"On my previous visit to Cleveland the operators were just starting to use novelty games and were worried about collections. At that time I told them they would be surprised and that I thought there would be a surprisingly small drop in collections. This has proved the case and in time the novelty game will produce a greater average than either slots or consoles. The above fact is hard to believe but is proved by the New York City operators; also those of Newark and Philadelphia. I have heard many similar reports from the West Coast."—Sol Silverstein.

Spinner-Winner In Sales Jump

CHICAGO, April 1.—"Now that operators and their locations see that Spinner-Winner is not a one-week game, but that its earnings increase the longer the game is on location, we are having our hands full trying to produce them fast enough to keep everybody satisfied." Such was a recent statement made by Ray Becker, Keeney sales manager.

"Then, too," he continued, "the new cigaret symbol top glass is already as popular as the dice and numbers dials, and a new and larger gum vender model has also played its part in the big jump in sales.

"Spinner-Winner is a console-action counter game with an eight-coin-selective coin chute taking pennies, nickels, dimes and quarters, odds change on each play."

Little Rock, Ark. Makes License Rulings

LITTLE ROCK, Ark., April 1.—Rules regulating the use of coin-operated amusement machines, legalized by the 1939 Legislature, were adopted by the city last week.

Applications for a license must be

\$

BAKER'S PACERS AND PACES RACES

THE LAST WORD IN HIGH-CLASS GAMES. "EVERYBODY LOVES HORSE RACING." FOR CLUBS, RESORTS, FAIRS, BOATLINES, ETC. INVESTIGATE NOW — SEND FOR CIRCULAR.

BAKER NOVELTY & MFG. CO.

2944-46 W. LAKE ST.,

CHICAGO, ILL.

\$

Mercury

TOKEN PAYOUT

CIGARETTE REELS PENNY OR NICKEL PLAY



"Fastest Selling Counter Game"

"Doing Swell"

Say to Customers who bought Mercury Last Month, Get Started Today.

PALMANTIER-KING
1167 W. Tusc., Canton, Ohio.

HURRY! HURRY! HURRY!

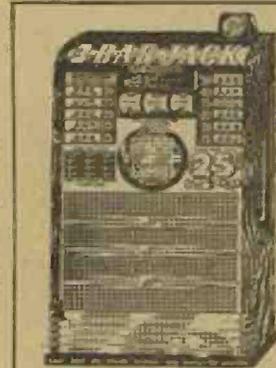
OPERATORS CLAMORING FOR ACME'S 4-COLOR FRONT DIE-CUT SLOT BOARD TO GET BEST LOCATIONS — BIGGEST COLLECTIONS

| | |
|--------------------------|--------------------------|
| 1600 Holes | 800 Holes |
| Take . . . \$80.00 | Take . . . \$40.00 |
| Av. Pay . . . 48.64 | Av. Pay . . . 21.35 |
| Av. Profit . . . \$31.36 | Av. Profit . . . \$18.65 |

Write for Circular

ACME F. AND M. CO.

1926 W. Monroe St. Chicago, Ill.



started. Each applicant must pledge that he will not permit the machine to be used for gambling purposes. He must state whether he has ever been convicted of a felony and must furnish three character references.

must be filed with the number of machines owned by each operator and their locations. The city collector declared that any owner or operator of a machine who had not obtained a city license would be ordered into court of his machines might be confiscated.

Kibitzing Art Brought Up To Date With Pin Games

By PHIL MUTH

Noah Webster termed a kibitzer a meddling spectator; one who gives gratuitous advice.

The art of kibitzing was undoubtedly practiced at the building of the pyramids when plans for their erection were looked at by outsiders as Pharaohs and their masons dotted over do's and don'ts in construction of those time-worn Egyptian monuments. Napoleon as a card and chess player probably had the kibitzer to contend with. Washington probably met some of them at Valley Forge, and today his exponents may be observed masses about excavation work, bridge tables and other scenes of activity or strategy. But it remained for the coming of the pinball table and the slot machines to revolutionize the industry into one of greater prominence.

Heretofore kibitzers have been handicapped by the material with which they have had to work. In the days before the modern pinball game or slot machine bridge furnished the best open channel for the kibitzer, but players in most games of bridge outnumbered the average kibitzer, which is a bad state of affairs and cramps the style of on-lookers no little.

Excavation work still offers some openings, but they are limited because of the fact that the operators are skilled workmen who sometimes entertain the quaint belief that they don't need any assistance by eye or voice and are resentful of such advice.

An Expert Kibitzer

But let's take a careful look at the reactions of one who has pronounced himself as an expert in the ways and means of a kibitzer. He is Lloyd Richard, of 211 Solomon avenue, New Orleans. Richard has devoted much of his lifetime to a study of uncommon pastimes and pursuits, with special emphasis upon kibitzing and allied diversions.

"After twenty years of confinement to a few undertakings like bridge, excavation work, accident scenes and the like," Richard opines, "the kibitzer has at last found an unhampered opportunity to peddle his wares. This is true because the marble shooters are generally 'home wolves' and thus in being unorganized are able to offer little more than feeble resistance. Again they are usually amateurs badly in need of advice and assistance."

Moreover, the New Orleans kibitzing student points out, the pinball machine is so constructed as to enable a number of kibitzers to gather around and function, unaffected by boundary restrictions.

"To the layman," Richard confesses, "a kibitzer is a kibitzer and that's all there is to the art. Actually this belief

is altogether erroneous. There are two classes of kibitzers with two separate schools of thought.

Shakers and Nonshakers

He divides these two classes into, first, shakers, and secondly, nonshakers.

"The shaker school teaches that the most effective method of obtaining results is to shake the pinball machine in aiding the player, but this method is frowned upon lately in the best kibitzer circles mainly because it sometimes does more harm than good, and then there is a conscience that might be hurt by such unethical manners.

"The nonshaker works on the principle that by violent manipulation of the body, without touching the machine as such, it is an route to the out hole a magnetic condition is set up that will cause it (the ball) to swerve from its course and into the proper money-maker hole."

"It is among these contortionists of the non-shaker class that the greatest number of kibitzers is found these days of 1939, Richard believes. Likewise these contortionists are divided into several classes.

"There is the 'teeterer' kibitzer," Mr. Richard adds. "He follows the movement of the ball by rocking on his toes and heels. This method is only in limited use because of the energy it consumes. Next there is the 'swivel-hipped' or 'free-style' kibitzer, who confines his movements to the vicinity of the hips, which conserves his strength and enables him to operate on a long stretch without fatigue. Then there is the shoulder-block kibitzer, who directs the ball with his broad articulator (shoulder to you). The latter had its merits, but I would not best recommend this manner because it has been known to lead to dislocation and permanent disfigurement."

Kibitzing With the Chin

A style of kibitzing requiring some acrobatic is that employing "chin English," the expert reports, which by vigorous revolution of the chin directs the ball into the desired hook.

"Big despite the abundance of specialists in this great art," Richard says, "a great many kibitzers employ no particular style but combine the essential principles of them all. These general practitioners of kibitzing have achieved some noteworthy results, but they do not command the prestige that the specialists do."

Breaking them down into additional groups, there is the "putcher," a species of kibitzer who plays an offensive game, and his functions, Richard says, are to push the shooter aside and take over when he feels it is necessary to save the unfortunate nickel spender from utter ruin. This is only done as a last resort where the shooter is obviously incapable of defending his own interests, perhaps just out of a stock bed or a grippe.

Papers and magazines, the expert reveals, are two of a similar group, both inspired by humane motives but employing a quite different technique. It is the function of the paper, Richard points out, when he sees that the shooter is about to err to insert his neck between the shooter's vision and the field of play so that said shooter will be spared the agony of watching the ball glide by the winning hole. The nudger, upon observing the shooter about to put

SEIDEL'S GREAT SALECARD DEAL GOING BIGGER THAN EVER

A NATURAL FOR THE SPRING GIVE AWAY GENUINE

FUR CAPES

BIG SPREAD — SMALL CARD — SMALL TAKE

RETAIL VALUE

\$20.00

SEND TODAY for FREE

Sample Card and Full Details



Here's a deal that's Hot and really New and Different. We make BIG MONEY for you. It's a Natural for the Spring and when placed on location will turn over faster than anything you've ever worked before. Works on a 63-hole card, 1c to 25c. Winner gets a gorgeous genuine Fur Cape, sizes 12 to 40. Seller also gets a genuine Fur Cape. Your only investment to start is \$4.00 for 100 salecards and beautiful illustrated catalog showing styles of capes. You don't have to buy the capes until the cards have been completely sold and you have collected your profits. If you still hesitate about investing in this amazing proposition we'll send you one complete deal, absolutely FREE. DON'T LOSE A MINUTE—WRITE, WIRE TODAY AND CASH IN.

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ANNUAL SPRING SPECIAL

All machines guaranteed by first-class mechanical condition.

| CONSOLES | |
|-----------------------------|---------|
| Jennings Early Race and Pin | \$49.50 |
| Evans Rifle, 9-hole table | 39.50 |
| 1937 Gallop Domino | 42.50 |
| Club House | 34.50 |
| Exhibit Tables | 39.50 |
| Favory | 25.00 |
| Roy's Train | 37.50 |
| Jennings Liberty Bell | 42.50 |
| Evans Ring Table (red) | 47.50 |
| Truck Time (red cabinet) | 32.50 |
| Thompson Western Race | 49.50 |
| De Lusa Bell | 19.00 |
| Domestic | 18.00 |
| Evans Keoco | 19.50 |
| Ritz | 22.50 |
| Zeta | 22.50 |

| PIN GAMES | |
|---|---------|
| Pinewood | \$40.00 |
| Multiple Race (Optional) | 40.00 |
| Red Ball | 38.00 |
| Kiendle | 45.00 |
| Sally Reserve | 12.50 |
| Gotches, two or more, Derby Day, High Cards, etc. | 12.50 |

| | |
|---|-----------------------|
| Racing Form, Golden Wheel, Grand Prix, Gemita, Belmont, Springtime, Bumpala, Western Daily Race, All Stars, Bluebirds, Great 8's, Baby Malaga, Ponce Fort, Challenger, Outer Growth, Royal Race and Lancers | 7.50 EACH 3 FOR 17.50 |
|---|-----------------------|

NATIONAL SCALE COMPANY

1415 Wab. Ave., S., Minneapolis, Minn.
733 DuSoye, St. 4033

McCall's Magazine Carries Full Page Coin Machine Photo

"With so many newspapers and magazines giving adverse publicity to the coin machine industry it is certainly gratifying to see a full-page color photograph in the April issue of McCall's magazine, page 51, giving the industry as fine publicity as anyone could ask for.

Every person connected with this industry should buy a copy of the April issue of McCall's and it would not hurt one bit if everyone wrote a letter to the editor to show our appreciation."—The Northwestern Corp.

\$5.95 REGULAR

Vends Charms, Everything, Holds Full 5 Lbs.

THE LUCKY BOYS

LUCKY BOYS, Monthly Rich, Monthly Sold, Either Size You Want, Money's Worth. Order, Your Samples Today, You Be the Judge. Satisfaction or Your Money Back. 1/3 Dep., Balance C. O. D., Manufactured by

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\$3.95 ROYAL

Vends All Nuts, Candy, Small Cones, Holds 2 Lbs. For Derby Day or Booth.

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| Whisper Phonograph Model 24 | \$125.00 | Records World Series | \$55.00 | Spinal | \$17.00 |
| Model 61E | 100.00 | Quaco Baseball | 38.00 | Shining | 14.00 |
| Model 41E | 55.00 | Stop & Go | 40.00 | Plant | 14.00 |
| Seeburg Grand | 155.00 | Stop & Go (Fr. Play) | 45.00 | Roll | 17.00 |
| NOVELTY GAMES | | Raylor | 14.00 | Shower | 22.00 |
| Kearney Free Race | 225.00 | NOVELTY RIFLES, NEW | | Booth | 22.00 |
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| SEMPER | | LEON TAKSEN | 2134 Amsterdam Ave., N. Y. C. | | |
| We Specialize in Export Price Includes Postage | | | | | |

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| 1038 Coin Times | \$100.00 | Mill Field | \$38.00 | Rever | \$17.50 |
| 1035 Kibitzer Coin | 52.50 | Mills PAYGUY TABLES | | Arington | 30.00 |
| 1037 Red Head Truck Times | 60.00 | Mills 1-2-3, Rally Pup out | 32.50 | Keyway Hi. Rambo | 42.00 |
| 1037 Gray Head Truck Times | 49.50 | Spout Pump | 130.00 | Across the Board | 20.00 |
| Bang York | 52.50 | Grandstands | 110.00 | NOVELTY GAMES | |
| Jennings Derby Day | 29.50 | Palaponds | 25.00 | Kearney Big Top | 99.00 |
| Leopards | 59.50 | Pinewood | 25.00 | Keyway Free Race | 55.00 |
| | | Peabody | 17.50 | Multi Free Races | 60.00 |
| | | 1/3 Deposit With Order, Balance C. O. D. | | Reynolds Free Play | 64.50 |
| | | | | Sally Reserve | 24.00 |

2729 Prospect Ave., Cleveland-Chicago Amuse. Sales Co. CLEVELAND, O.

either too little or too much English on the plunger, "accidentally" nudges said player so that the hand on the plunger releases the ball at the proper velocity.

Superkibitzers—Scouters

The kibitzer, like most of us, has his relatives," the New Orleans expert reveals. "A first cousin and one often confused with him because of his 'cau de gal' is the scouter. The scouter has no dealings with the shooting of the marbles but concentrates on kibitzing the kibitzer, taking issue with the latter and to correct any misstatement of fact issuing from that individual."

Not wanting to overlook any association with kibitzing of allied tradesmen, Richard lastly points out that there is a "stander," who works with an assistant and is so called because he stands a few feet away from the pin game being played, clicking his tongue, shaking his head and conversing in low tone with his accomplice, frequently motioning suggestively in the direction of the shooter and annoying that worthy no little.

It is Richard's humane intention now to organize kibitzers of the Crescent City area for protection against corrupt practices of some of the pin game shooters, especially those who have been known to monopolize a game so long that kibitzers have been forced to overstay their lunch hour and thus catch all-hail from the boss.

"Then, too, there are too many pin game players of late who have been rushing up the tables and pulling the plunger before the dear kibitzers have had time to assemble," one proponent of the art has complained to the expert.

FOR QUICK DISPOSAL

| | | | |
|-----------|---------|---------------|-------|
| Supreme | \$18.00 | Shaner's Race | 9.00 |
| 21-M | 11.00 | Ver. Peckel | 37.00 |
| Oscar | 25.00 | Bumpala | 49.50 |
| Ragtime | 32.50 | Truck Game | 75.00 |
| Plant | 17.50 | A. S. T. Game | 7.00 |
| Multiple | 55.00 | Deuce Wild | 12.00 |
| Roller | 6.00 | Sally Reserve | 5.00 |
| Shower | 6.00 | Peter Farn | 10.00 |
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WANTED FOR CASH

Shaner's Bill Derby, Retard, Electric Pin Tables, Western Bumpala, Hi-Ball, Sally Reserve, World's Game and all other machines suitable for Penny Arcade. Also want Penny Arcade Locations. Write to: BOX 959, The Billboard, 1566 Broadway, N. Y.

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Grandes Aves, 324 Love Letters, Myra Ray and Other Roadies for Machines

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Standard and Special Printed COLLECTION BOOKS

For Every Operator — Write to —

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TOPPER!



Designed to provide operators with maximum service and sales appeal at a LOW PRICE. Vends everything—candies, peanuts, chocolates, etc. Capacity 5 lbs.

\$6.75

Special Introductory Offer:
1 Topper
10 lb. Candy
1 Gr. Toys
All for \$6.75.

WANTED

500 USED COUNTER MACHINES AT ONCE

Liberal Allowance on Each. Write for Details.

REBUILT CIGARETTE MACHINES

Stainless Steel Finish—Stand Free. 6 Columns — 144 Cap.

\$20.00 each

STICK GUM VENDORS

Vends all Standard Makers, Wrigley — Beacham — or Torr. Cap. 125 Sticks.

\$2.85 each

TODAY'S BEST BUY

HAMMERLOID

Available on the Industry's Best Terms.

SILVER KING

At No Increase in Price, this will not ship, crack or peel. More practical than porcelain. Many times more beautiful.

Obtain 4 new GOLD SILVER OR NEW BLUE

SAMPLE \$6.50

Vends Chocoms, Nuts, Candies, Ball Gum, Wafers, etc. Write at once. Write and your operators place a "Silver King" on every stop for extra profit.

1-3 Dollars With Order, Balance C. O. D. Send for circular and easy terms. Order Now Factory Direct.

TORR 2047A-SO. 68 PHILA., PA.

WRITE FOR LOW PRICES

On Peanut, Ball Gum and Package Vendors. Also Table-Size Vendors. Superior for All Machines.

New Penny Cigarette Vendors at a Low Price.

Self-Serv Mfg. Co.

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EACH MONTH

Three Amazing New Copies of the Unequaled "Three Times" Gem.

King of Vendors "SILVER KING"

Three new outstanding features. 1. 100% profit. 2. 100% profit. 3. 100% profit. Most beautiful in design. Guaranteed more for your money. The original "Silver King" Vendors. Large discount in quantity. WRITE TODAY.

NATIONAL VENDOR CO.

2750 W. VAN BUREN ST., CHICAGO, ILL.



Pan Contest for Naming Bulk Candy

CHICAGO, April 1.—Pan Confection Factory announced recently a contest to name a bulk merchandiser candy which was introduced at the January coin machine show. First prize, a \$25 cash award, will be given to the person who proposes the best name for the product which has been selling temporarily under the name of Toy Jelly Beans.

In all, three prizes will be given. The second and third prizes are 100 pound and 50 pound lots respectively of the new candy. The contest is open free to bulk vending, package or bar goods vendors and counter rack operators and jobbers everywhere. The judges will be C. A. Gerlach and Willard Seefeldt, officials of Pan Factory.

The contest will end on midnight, April 30. Pan has announced that free samples of the new candy will be furnished upon request to contestants to enable them to select a new name.

Said Willard Seefeldt, contest judge: "Our candy makers have produced what we think is one of the newest candy creations, one of the most delicious confections ever offered for vending use. It will become one of the most widely sold items and is destined to be a big money-maker for all operators. The name you suggest may be the big success of the industry. Let's have your entry today!"

Canadian Tobacco Mfrs. Under Fire

EDMONTON, Alberta, April 1.—Canadian authorities have instituted suit against 44 incorporated and private tobacco products manufacturers and distributors charging them with suppression of free trade by boycotting the products of a manufacturer who attempted to market cigarettes at 12 for 10 cents. Also, it was charged, the public lost the benefit of premium cards formerly given with cigarette, the donations of matches or other gifts with purchases, a larger number of cigarettes for the same price and other concessions thru suppression by the combine.

It is alleged that the boycott was caused by the large combine of manufacturers and distributors against W. G. Macdonald's Inc., who attempted to sell the 10-cent package of 12 cigarettes. The crown, in the prosecution, presented 30 exhibits taken from the files of several tobacco manufacturing concerns endeavoring to prove that collusion had taken place.

cigarette merchandisers' association

The CMA of New York made some important changes in its by-laws at the last meeting. The most important change was the passing of a ruling that a member must pay a fine of \$50 if he delivers a machine to a location without a bona fide order. Other changes were made in those sections of the by-laws concerning old and new locations, lunch wagons and diners. To curb the slug menace, members passed a ruling to have stickers printed quoting Section 1203-C of the Penal Code which states, "2500 fine or six months' imprisonment or both is the penalty for using slugs or any substitute for lawful United States coins in this machine." Members also approved a measure to have stickers printed offering a reward of \$25 or \$50 for the apprehension or conviction of anyone caught tampering with their machines or using spurious coins in them. It is possible that both the association reward sticker and the one quoting the Penal Code will be combined. There is little doubt that the appearance of these stickers on the machines will do much to curb thefts and the use of slugs some of the members have been plagued with in recent months.

One of the 18 operators of cigarette merchandising machines in Rhode Island met last Monday, March 27, at the Narragansett Hotel to discuss the matter of organization. A. T. Butman, president of the CMA of Massachusetts, who also operates in Rhode Island got the men together and invited Alfred Sharenow, Louis Ritsman and Walter B. Guild, manager of the CMA of Massachusetts, to the meeting. The Rhode Island ops the importance of CMA work in cigarette merchandising machine business.

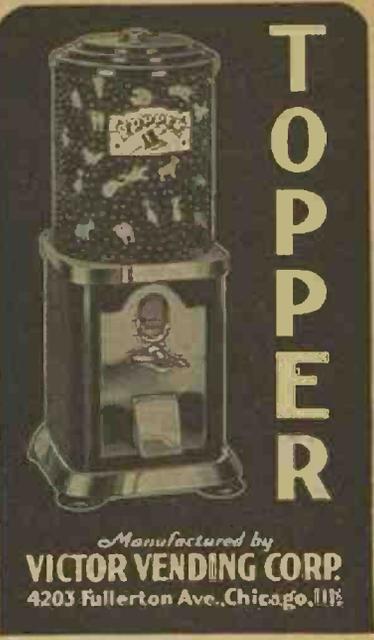
Outcome of the meeting was that the men decided it would be better to apply for membership in the CMA of Massachusetts as individuals than to form an independent association of their own. Nine Rhode Island ops have already signed applications, and the CMA of Massachusetts voted on their applications as a group at its Thursday meeting, March 30.

It is believed that the New Hampshire ops will now be asked to join with the Massachusetts CMA since they are reported to have been wishing to do so for many months. As a result of taking in members from Rhode Island and New Hampshire, it is quite possible that the CMA of Massachusetts will change its name to CMA of New England. Competitive, having its own association, would probably prefer to go its own way, but many believe the rest of New England ops definitely would be benefited by having one organization.

From Boston comes word that ops in that section are so busy these days that they haven't time to enjoy the delights of even a mild case of spring fever. In fact, Al Butman, CMA of Massachusetts proxy, had to decline Al Sharenow's challenge to meet him on the golf links this week-end because of the heavy schedule of work ahead. The CMA of Massachusetts held a special meeting on Thursday night at the Boston Chamber of Commerce for all ops in Massachusetts and Rhode Island to analyze the proposed Massachusetts 2-cent cigarette sales tax and its potential effects. Rhode Island has a similar bill coming up for a hearing the first week in April.

The Value of Trade Associations to Automatic Vendors was the subject of a symposium conducted by President John Sharenow at the last meeting of the CMA of New Jersey. Taking part in the heated discussions were Samuel M. Malkin, Charles W. Stange, Sol Kesselman, Harry Pearl, and LeRoy Stein, manager of the association.

Lasting well over an hour, the discussion stressed ideas as expressed by the following excerpts: "The progress of the association can be gauged by the fact that there are more members in the association now than at the beginning of the term despite the fact that there were consolidations of routes during the year and several purchases of non-member routes by members of the association.



TOPPER

Manufactured by VICTOR VENDING CORP. 4203 Fullerton Ave., Chicago, Ill.

PROVEN Money Makers!

Be an independent operator. Place your Topper Venders in stores, waiting rooms, taverns, restaurants, drug stores, you name them. Topper Vends candy, peanuts, gum, five penny cakes, Wrigley and rich on penny gum. Many Topper operators are independent. Start small, grow big, have a choice of your own. Topper Vends while you're away. Topper has evolved your profit daily. Independent, compact Topper Vends in where ordinary vendors are shut out. Marie Jack Admiration—see the proof. Precision machine; no high heels. Money-back guarantee protects you while you learn the profit. Write today for inside story of chain operation, full details of your own money-making opportunity. Many good locations now open. Don't wait. Write today. FIELDING BFG, CO., Dept. 54, Jackson, Mich.

SAVE ON STANDS

RENT OR BUY, COUNTRIES
Wood Hardware For
PINS, ANGLE IRON, BRASS METAL
STANDS, RAILS, UNRULLED
To Fit All kinds of Vendors
SPECIALLY MADE TO ORDER
\$1.00 100% excess of what you could
Automat Games - 2435 Fullerton - Chicago

The importance of raising special funds to combat adverse conditions is of the utmost necessity at this moment. The association has made much progress in co-operation with the manufacturers. Forcing objectionable non-members into membership is a bad policy. The new schedule of dues has had a favorable effect upon many new members who have been elected to membership.

"The employees of the association, including Manager LeRoy Stein, and Counsel, Sol Kesselman, are still co-operative and sincere in their efforts to give the association efficient and economical administration. The officers and the members of the board should be congratulated for the time, the effort and money which they spend individually for the good and welfare of the association.

"Objectionable members should be suspended from the association because they are a hindrance to its progress, but every effort should be made to educate such members in the error of their ways. Fortunately it has not been necessary to suspend or expel any member from the association.

In concluding the symposium, President Sharenow assured the members of the association that he would give his time and energy for the furtherance of the association. He would demand a stricter adherence to the principles as laid down by its founders, as well as a stricter observance of the established trade practices, he stated. He insisted that members report early at the meetings, because the gates would strike promptly at 1 p.m. and that the meetings would adjourn promptly at 11 p.m. whether the business of the meeting was concluded or not. He stated that the new policy would require any speakers

to address the membership after the meeting rather than before as in the past, so that the routine business of the association could be discharged without interruption or delay and that the members would be in a more receptive mood to their guest speakers after their business had been concluded. Sharenow further announced that he would demand that the executive committee meet regularly once a month and that each member would be required to attend without fail.

He informed the membership that the arbitration board would meet regularly twice a month to determine any complaints which might be presented to it. The rotation method of appointment of members to the arbitration board would be followed but that at least two experienced members of the board would remain each cycle in order that qualified members be present at all times.

President Sharenow strongly admonished the members to follow the rules of the association but if they found that certain rules were not practical or workable or detrimental to the best interests of the members that they had the power to change these rules by motion and amendment at any time and suggested that a Special Constitution Committee be appointed to study and revise the constitution from time to time.

In conclusion, he stated that the time had come when the association should not plead for non-members to join it, but on the contrary non-members should seek admission to the association themselves. He suggested to Manager LeRoy Stein that he visit each of the non-members personally once more in an effort to secure their membership, as the consolidation of which campaign no further effort would be made to enroll the few operators in the State who are not yet members of the association. It was his opinion that for nearly two and one-half years every effort was made to enroll the few outstanding non-members and that if they could not be convinced in that time they certainly were not association-minded and could not be of any great value to the association. In view of the new classification of membership which divides the association into 32 distinct groups, he felt that no operator no matter how small could now afford not to belong to the association.

The symposium was concluded by a round of applause as a mark of confidence in the president and his staff of officers.

Kiddies Say "Ah" For a Stick o' Gum

STATEN ISLAND, N.Y., April 8.—That a stick of gum is helpful in making little Johnny or Mary say "ah" was the theme of the most recent campaign by the National Association of Chewing Gum Manufacturers. The campaign in itself is over five years old, the association having stressed in its copy such items as the healthful value to gum and teeth, lessening of nerve tension, etc.

Most recent advertising expressed the idea that doctors and dentists who have a hand time making youngsters open their mouths or submit to examination and treatment can build good will and faith with the tots by giving them gum to be chewed during the examination or after.

5 STAR FINAL
 "Greetings Gals, Don't Beat the Skates!"
 Sample \$2.95
 4 Dep. Nat. C.O.D.
 No Personal Checks, Please
COLONIAL MFG. & SALES CO.
 Dept. 8, 1607 E. 39th St. Kansas City, Mo.

Sales Rising On Pioneer Scale

CHICAGO, April 7.—According to William Watling, pioneer scaleman and head of the Pioneer Springless Scale Co., reports from operators who have tested his new Pioneer Springless Guessing Scale are pouring into his office in increasing quantities daily. "Operators took a few to start," said Watling, "and now that they have found the scale to be everything we said it was they are ordering in route-size quantities."

"Some of the features of our new scale are: The non-clogging, plunger-type coin chute which does not necessitate the weight of a coin; the hinged head and door, enabling operators to get the mechanism easily; the entire bottom of the base enclosed; it is mounted on ball-bearing rollers; has a burglar-proof cash box which is under a separate lock; the scale cabinet is made of 16-gauge steel; stainless steel molding and non-tarnishing aluminum head and platform insure long life; the beautiful etch mirror front which exposes the no-spring device, and the fact that there is no timing device to get out of order."

"Scales have always been consistent, permanent money-makers. The Pioneer Springless Guesser Scale has put scale operating in the big-money class. All operators can operate the new scale with the positive assurance that they will make more money than they ever thought was possible."

New Englanders Hold Candy Show

BOSTON, Mass., April 7.—The First New England Candy Show and Pageant opened in Boston on Tuesday, March 28, and was heralded far and wide as one of the most complete and interesting candy shows yet staged. The show was held in the Mechanics Building and was attended by a majority of New England's candy men.

It was a broad-scale effort such as has never before been attempted in the industry, with all phases of the business, from the supply man who furnishes the ingredients and equipment for candy, down to the ultimate consumer, invited to attend.

Many promotional events were planned to stimulate interest in the show. Each night outstanding "name" orchestras played. A Candy Queen was crowned. A window display contest for New England retail candy outlets was held.

In the supply trade exhibition a display of a working exhibit of candy making, including the making of cream centers, applications of chocolate coatings, the manufacture of hard candy and other items was shown. As far as the trade here can recall, no exhibit of this type at a trade show has ever been staged before.

Georgia Soft Drink Tax Is Defeated

ATLANTA, April 7.—The attempt to impose a 20 per cent tax on soft drinks in Georgia, met defeat in the Legislature here. The tax proposal was killed, reconsidered, and defeated again. It can be reconsidered only once.

The Georgia Senate killed a drastic chain-store measure by approving an adverse report of the Senate Finance Committee by a vote of 30 to 15. The Senate's action also doomed a general sales tax proposal. The chain tax bill would have levied on a scale sliding from \$10 to \$750 per unit. The present levy ranges from \$2 to \$200.

Wrigley Reports Net Of \$7,653,780 for Year

CHICAGO, April 7.—William Wrigley Jr. Co., chewing gum manufacturer, this city, reports consolidated net earnings of \$7,653,780 for 1938. This is equal to \$3.82 a share of capital share after provision for depreciation and taxes. The firm's earnings in 1937 were \$6,743,590, or \$4.27 a share.

Net 1938 earnings were charged with the regular dividend of 63 a share and three extra dividends of 25 cents each. These dividends amounted to \$7,847,000. Excess earnings over dividends paid to be added to earned surplus, totaled \$306,780.



WANTED!

A NAME for a NEW PAN Vending CONFECTION (Temporarily being called "Toy Jelly Beans")
\$25.00 CASH FOR A NAME

NAME THIS NEW CANDY AND WIN—
\$25.00 FIRST PRIZE—
 2nd Prize—100 Lbs. New Pan Coated Jelly Pieces. 3rd Prize—50 Lbs. New Pan Coated Jelly Piece.

What this NEW CANDY is—This new and delicious PAN Vending Confection is a Pan Coated Jelly Piece counting out 650-750 pieces to the pound. (Temporarily we are calling this Toy Jelly Beans.) It is like the well known Pan Coated Jelly Beans seen in 25 stores—but made smaller. It is in assorted colors, for vending purposes. Our candy makers have produced what we think is one of the neatest candy creations, and one of the most delicious confections ever offered for vending use. It will become one of the most widely sold items and destined to be a big money maker for all operators. The name you select may be the big success of the industry... think of the honor and the rewards for winning...
RULES

1. This offer is open FREE to bulk vending, package or bag goods venders and counter rack operators and jobbers everywhere. No employees of this publication or the Pan Confection or their families are permitted to enter.
2. You do not have to buy anything. Simply submit a name, or as many names as you like. Name should be short, and if possible descriptive of the product. For instance "Boston Baked Beans," "Imperial," etc., which all operators recognize.
3. The judges will be from Pan Confection Co. Each entry will be judged solely on its merits as a suitable trade name. Each name submitted will become the sole property of Pan Confection Co., division of National Candy Co. The company will reserve the right to use each name as it may see fit.
4. In the event of a tie duplicate entries will be made.
5. FREE SAMPLES will be furnished on request to help you suggest a name.
6. The contest begins with the appearance of this announcement and continues until April 30th. All entries must be mailed on or before midnight of Wednesday, April 30th. Announcement of winners will be made as soon as possible after judges make their decision.

USE THIS CONVENIENT COUPON—

PAN CONFECTIONS, 345 W. Erie St., Chicago, Ill.
 Check which
 I have seen your new PAN Vending Confection (Temporarily being called Toy Jelly Beans), and suggest the following names:

1. _____
 2. _____
 3. _____
 Send me samples of your new Pan Vending Confection so I may try it and suggest a name. (For convenience of those checking this proposition we will send an entry form with samples.)

Name _____
 Address _____
 All names entered in this contest become the sole property of Pan Confection Co.

Challenger Sales Climb

CHICAGO, April 7.—Harold J. Schaefer, president of Victor Vending Corp., reports that his factory is humming with activity shipping out orders on his new Challenger Vender. Schaefer said: "Although we have received large quantity orders for Challenger from all parts of the country, the geared-up facilities at the plant will permit making prompt delivery so that no shipments will be delayed."

"Challenger," continued Schaefer, "was designed and built to meet the operators' requirements; we are confident that we have produced the type of vender operators need and want. This fact accounts for the sizeable orders received every day and the splendid reception Challenger has received from the trade."

"Our Topper machine," concluded Schaefer, "continues to be very popular and has hit a new high in sales."

Hershey Chocolate Corp. Nets \$4,126,254 in Year

HERSHEY, Pa., April 7.—The Hershey Chocolate Corp. and subsidiaries, with headquarters here, report a net profit of \$4,126,254 for 1938 after charges for taxes and \$600,176 adjustment to reduce inventory from cost to lower of cost or market at the end of the year and provision for market decline in purchase commitments. This is equal, after allowance for dividends on convertible preference stock, to \$4.17 each on 885,749 shares of no-par common, excluding 42,000 shares held in the treasury. This compares with a net profit of \$3,210,109 in the previous year.

In the final quarter of 1938 the net profit amounted to \$369,813 after deducting \$900,176 inventory adjustment, equal, after quarterly dividend requirements on convertible preference stock, to 46 cents each on 885,740 shares of common. In the preceding quarter ending on September 30, the net profit was \$1,258,980, or \$1.61 a common share.

EXPERIENCED OPERATORS WILL TELL YOU TO BUY Northwestern BULK VENDING EQUIPMENT

Operators who know real things and know the business invariably advise you to buy Northwestern when choosing bulk vending equipment. Their experience has proved Northwesterns are not only fine, dependable machines, but they earn more money. Six models to meet every requirement. If you are an operator or interested in this profitable business, write today for information on the complete line of Northwestern Venders.

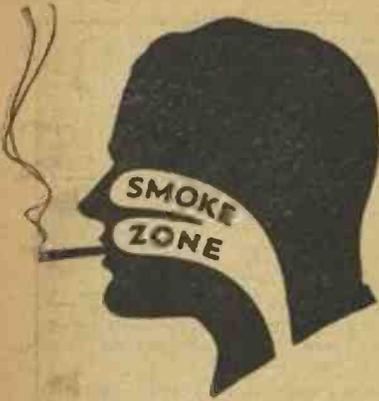
THE NEW MODEL 39

THE NORTHWESTERN CORPORATION
 411 E. ARMSTRONG ST., MORGAN, ILLINOIS

while in the December quarter of 1937 there was a net loss of \$2,716,466, including \$738,158 credit adjustment for federal and State income taxes and after deducting \$3,074,498 inventory adjustment.

Feb. Cig Tax Beats '38

WASHINGTON, April 7.—According to figures released by the Bureau of Internal Revenue, Treasury Department, cigarette taxes were a source of \$3,345,829.40 in February, against \$3,477,587.33 collected by the department during a corresponding period of 1938.



SPUDS Now \$6²⁵ PER THOUSAND

Spud is the top quality, original and correctly mentholated cigarette. That's why it's Spuds or nothing for millions of smokers. Spud cigarettes are now priced the same as other standard cigarettes, paying you a handsome profit. Cork or Plain.

The Anton-Fisher Tobacco Company
Louisville, Ky.



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CIGAR MACHINES \$ 7.50
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All Types of Merchandise Vendors at Lowest Prices.
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6121 Lorain Ave., Cleveland, O.

Confectioners Seek Co-Operation Of Michigan Ops on Cigaret Bill

To the Editor: A bill has been introduced in the Michigan Legislature calling for the imposition of a tax of one-half of 1 cent of each package of 20 cigars. I am attaching an explanatory bulletin that this office sent to all out-State Michigan tobacco jobbers yesterday.

"Will your magazine carry a short article on this proposed new tax since you probably reach many subscribers engaged in the cigar vending machine business that are not available to us. You can readily see the tremendous damage that the passage of this bill would have on the vending machine operators. Urge these vending machine operators to write their State representatives. We would like to have them operators co-ordinate their efforts with the jobbers' organizations. Operators in Detroit should work along with the Detroit Tobacco and Candy Jobbers' Association, located at 921 Fox Theater Building, Detroit. All out-State operators should work with our Michigan Association.

"If such a list is available, and providing it is not in conflict with your policy, we would like the name and addresses of Michigan cigar vending machine operators. It is quite necessary that we contact these people since practically none of them are even aware that such legislation is pending at Lansing. These boys shouldn't be legislated out of business without having an opportunity to express themselves.—S. E. Greene, Executive secretary, Michigan Wholesale Confectioners' Association, 175 Searies Street, Benton Harbor, Mich."

Proposed Legislation

On March 15 Representative Welch of Macomb County, introduced a bill in the House at Lansing to provide for the imposition of a tax of one-half of 1 cent on each package of 20 cigars. The bill provides that the first person making an intrastate sale, generally the jobber, shall affix tax stamps to each package of 20 cigars. No compensation is provided for this work of tax collecting as is the case in other States with a similar law.

This bill has been labeled House Bill No. 337 and has been referred to the committee on General Taxation. This committee is composed of the following members of the House: J. E. Smith, Alma, chairman; Walter Berkey, Hubbardston (Maclean County); Homer Allard, Stirling; Jack F. Neller, Battle Creek; John Hamilton, Detroit; Charles Sandstrum, Michigamme (Marquette County); Dora Stockman, East Lansing; George O. Harma, Atlantic Mine (Houghton County); Roy T. Gilbert, Agincourt (St. Clair); Gail Handy, East Clair (Barren); George Hig-

gins, Ferndale; Frederick Garfist, Wyandotte; C. P. Adams, Howell.

In the year 1938 the U. S. Government received a total tax of \$491,301,164 from the sale of cigars alone. The State of Michigan already receives more than \$1,000,000 annually in sales tax from the retail sale of cigars. And now another tax!

Jobber Must Affix Stamps

This bill has a number of features that will be extremely damaging to the industry. Each jobber will have the questionable pleasure of affixing tax stamps on every package of 20 cigars just as soon as it reaches his place of business. A jail sentence and fine await the jobber caught with unstamped cigars in his possession! Many operators of vending machines will be forced to discontinue business, certain brands cannot be sold profitably in machines, some brands will find their retail sales price increased. We could go on and tell you how this bill will decrease profits, increase overhead, increase sales resistance, bring inspectors into your books, etc., but you boys can all figure this out for yourselves.

Get word and contact your representative personally if he comes home during the week-end, or write to him if he stays in Lansing. The bill is still in committee and we want to stay there. Your secretary will keep you posted on developments.

Roy Torr Okehs Hammerloid Finish

PHILADELPHIA, April 1.—Roy Torr reports that the new Hammerloid finish used on all Silver King Venders is just what operators of bulk merchandisers want.

"The Hammerloid finish does not chip, crack or peel," Torr stated, "and the smooth, attractive finish is very practical."

New Cigaret Tax Bill in Minnesota

MINNEAPOLIS, April 1.—The Minnesota Legislature, still in session, "has had another brainstorm," say Minnesota tobacco men, who are declaring themselves against the half-cent package tax proposed before the body of legislators by Representative Kenneth Angstman, of Big Lake.

It was estimated by Angstman that the measure would produce \$1,000,000 in revenue for the State.

\$7,900,000 Reported as Value of Pepsi-Cola Co.

NEW YORK, April 1.—The total consolidated net worth of the Pepsi-Cola Co. of Delaware, exclusive of the surplus of the California company, as of September 30 last, was approximately \$7,900,000, according to a report made by certified public accountants to the directors at the request of the New York Stock Exchange. The above figure includes \$5,500,000 for trade-marks, formulas and good-will, and is equal to about \$30.21 a share on the 261,468 capital shares outstanding, of which 10,000 are the subject of litigation.

For the nine months ended on September 30 the accountants reported consolidated net earnings of \$2,700,000, exclusive of the California company, after depreciation and taxes, and equal to \$10.92 a share on the capital stock. On September 30 the net worth of the Pepsi-Cola Bottling Co. of California was approximately \$116,000 and net earnings for the nine months up to that date about \$28,000. The Delaware company holds three-sevenths of the stock of the California company, the remainder being the subject of litigation in California.

Candy Tax Proposal Killed in Oklahoma

OKLAHOMA CITY, Okla., April 1.—House Bill 242, which would have imposed a tax on confectionery together with many other products, was killed in the Legislature here last week.



"SAFE SHELL"
CANDY FOR VENDING MACHINES
Also charms for Walt Disney's Snow White and Seven Dwarfs, Mickey and Minnie Mouse, Donald Duck, Pigeon Post, Elmer the Elephant and over 500 other varieties.
SEND TODAY FOR COMPLETE PRICE LIST
CANDY CRAFTERS, Inc.
Makers of Good Candy
LANSOWNE, PA.

OPERATORS
Small Investment, Profitable Merchandise, Vending Laidoff and Children's Amusement in Taverns, Bill Clubs, etc. Write for full information.
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4002 Whitcomb Ave., DETROIT, MICH.

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Manufactured by
VICTOR VENDING CORP.
4203 Fullerton Ave., Chicago, Ill.

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TORR 2047A-SO. 68
PHILA., PA.

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Low Prices—Exceptional Values
National No. 8-20, Enclosed Stand, \$62.50
National No. 8-20, Enclosed Stand, \$41.00
National No. 8-20, Enclosed Stand, \$28.50
Stewart-McGuire 6-Coin, Enclosed Stand, \$22.50
Stewart-McGuire 6-Coin, \$20.00
Newspaper, Iron Stand, \$17.50
Stewart-McGuire 4-Coin, Iron Stand, \$15.00
Woodbury, 3-Coin, Enclosed Stand, \$12.50
Selectric Candy, 28 Bars, \$10.00
Selector Candy, 54 Bars, \$7.50
Harvey 1c Vender, \$5.00
National No. 8, 5 Cigarettes, \$5.00
P. O. B. New York City.
TERMS: 1/3 Cash, Balance C. O. D.
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681 FOURTH AVE., - NEW YORK, N. Y.

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CHALLENGER VENDING SERVICE
176 W. ADAMS ST., CHICAGO

CHARMS Not the Ordinary But an Extraordinary Assortment.
1 Gross Assorted **70c** | 5 Gross Assorted **\$3.25**
IDEAL SALES, Inc. 1516 Market St., St. Louis, Mo.

CHALLENGER
Provides a Higher Income for Operators Everywhere. Write at once for complete details and low prices.
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E. T. Barron & Company
19 East Lake St., Minneapolis, Minn.

SAY YOU SAW IT IN THE BILLBOARD

Spring Specials! Stock up now at these low prices!

| | |
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| <p>3-COL. MAR-TEN Cigarette Vender, Capacity 150 Pks. Refinished. \$10.00 Ea. Metal Stand, \$2.50 Extra.</p> | <p>4-COL. ADVANCE Late Model, 1-lb. New, Capacity, 100 Pkts. \$12.00 Ea. Metal Stand, \$2.00 Extra.</p> |
| <p>V. Depuill Cigarette, Check or Money Order, Capacity 100 Pks. Refinished. \$10.00 Ea. Metal Stand, \$2.50 Extra.</p> | <p>3-COL. JR. U. NEED-A-PAK, Libe. New, Capacity 80 Pkts. Free Book Match, Capacity 1130 Cigarettes. \$10.00 Ea.</p> |
| <p>6-COL. CORRETA Capacity 150 Pks. Refinished. \$10.00 Ea. Metal Stand, \$2.50 Extra.</p> | <p>STEWART-BROUWER Pump Handle Model, Capacity 41 Pkts. Refinished. Only \$8.00.</p> |
| <p>6-COL. ROWE ARISTOCRAT, Capacity 150 Pkts. Free Book Match, Capacity 1130 Cigarettes. \$10.00 Ea.</p> | |

X. L. Coin Machine Co. Inc.
1353 WASHINGTON STREET
BOSTON MASS.

New 1939 Model "E" SELMOR
\$6.25 SAMPLE

Vends all CANDIES, TOYS, BALL GUM, brings BIGGER PROFITS! New styled design, chromium and baked enamel.

SEUC-RECTOR Sample 1/2

ASK US ABOUT EXTRA PORTION DEAL!

GREAT STATES MFG. CO.
Dept. E, 7401-09 E. 39th St., Kansas City, Mo.

Sandhaus Reports Selmor Sales Good

KANSAS CITY, Mo., April 1.—A. E. Sandhaus, president of the Great States Mfg. Co., of Kansas City, who has just returned from an extended Northern trip, reports enthusiastic reception for Great States' new 1939 line of Selmor penny candy and nut venders.

"It is a trim, modernistic number with class written all over it," Sandhaus enthused. "Jobbers and distributors wrote their orders when they saw the sample.

"Great States' new penny slug reflector, designed to fit any penny machine, is the final result of months of experimental work. The Great States experimental department has been working on several new games and devices and urgently requests all to watch for announcement on new and novel games which will appear from time to time.

Idaho Candy Tax Fails; Legislature Adjourns

BOISE, Ida., April 1.—House Bill 301, calling for a tax of 20 per cent on all candy selling for more than 50 cents per pound in Idaho, failed of passage at the 1939 session of the Idaho Legislature, which adjourned recently.

H. R. 254, a labeling measure of interest to the candy and sweets trades, also died.

Gam Offers Ticket Deal, Baby Jack

PEORIA, Ill., April 1.—Gam Sales Co., manufacturer of deals and salesboards, recently introduced Baby Jack, a new Card-o-Pun deal. The new ticket, pull-card deal has 720 tickets which are printed in exact full color reproductions of fruit reel symbols. The award board has "Barrel-o-Pun" gold and silver sealed awards.

According to the firm, there are 69 awards on the colorful and play tempting card. Say they, "With all the time-tried appeal of the old familiar fruit symbols, Baby Jack gets the fastest play you ever saw. It gives you quick, big profits right from the start. Get in first with the leader in earning power."

Gam carries a complete line of salesboards and par deals in addition to the Baby Jack type of deal.

CHALLENGER

Meets the Challenge for a Built Merchandise That Provides POSITIVE FULL-TIME Performance.

Write at once for complete details and low prices.

Distributed by
Vending Machine Headquarters
1160 Mission St., San Francisco, Calif.

LIMITED TIME ONLY LUCKY BOY VENDOR

AMERICA'S MOST BEAUTIFUL VENDOR. Great Machine at Any Price. Vends Everything! Special Introductory Offer!

ONE VENDOR, \$5.95

5 lbs. Candy or Peanuts, or 500 Ball Gums.

1 Wall Bracket. Complete Casing. Lots of 10, \$88.50 Complete. RUSH YOUR ORDER! 175 Cash, Balance C.O.D. Send for Price List of Other Good New and Used Vendors. Penny King Ball Gums Machine, Capacity 250; Lots 25 or More, \$1.50 Each. Samples \$2.00.

RAKE CO.
5428 Woodland Ave., Philadelphia, Pa.

CHALLENGER

Offers You Streamlined Beauty, Genuine Quality and Full-Time Performance.

Write at once for complete details and low prices.

Distributed by
ROY TORR
2047 So. 48th St., Philadelphia, Pa.

WESTERN VENDING OPERATORS ATTENTION!

"The West's Most Complete Supply House" Machines, Parts, Glass, Fruit Cases, Candies, and All Supplies. California, Northwestern, Victor, Topper, Master, Drive Kops, and Many Others. Candy, Peanut and Cigarette Machines, New and Used.

Send for Free Profit Chart and Free Complete Catalog-Price List of Machines and Supplies.

RELIABLE VENDING
452-460 Venice Blvd., Los Angeles, Calif.

Reel Poker

\$17.50

ORDER TODAY

STELLE & HORTON
1515 Louisiana, HOUSTON, TEX.

U-NEED-A-PAK PRODUCTS CORP.
135 PLYMOUTH STREET • BROOKLYN, N. Y.

The new U-Need-A-Pak Cigarette Merchandisers will answer your question regarding the right machine to operate! We have spent months of careful planning according to operators' specifications and have made additional improvements to the 1939 U-Need-A-Pak to meet every possible operating requirement.

The 1939 line of U-Need-A Cigarette Merchandisers from 6 to 15 columns will go into production in three weeks. Write in now to get the inside information on the latest — the newest — the most remarkable innovations in the history of the vending machine industry!

U. S. PATENT 1891736

VENDEX No. 520 INTERCHANGEABLE JAR

BALL GUM VENDER A NEW DEVELOPMENT FOR THE BALL GUM OPERATOR

Patented Construction. Built so that the empty jar can be removed and a full jar inserted in 30 seconds with twisting thumb. Makes it possible to check collections accurately! Full display and handsome design and finish. Double and triple sales. WHITE FOR FURTHER DETAILS AND ASTONISHING LOW PRICES!

1932-2884 Newland Ave., BROOKLYN, N. Y.

IT'S NEVER TOO LATE! MALZONE CANDY MFG. CO.

SPECIALIZING IN VENDING MACHINES. Confections, Sugar Coated Rainbow Peanuts, Licorice Lozenges, Cinnamon Imperials, Boston Baked Beans.

717 Monroe Place, WEST NEW YORK, N. J. Samples and Prices on Request.

CHALLENGER

Offers You Streamlined Beauty, Genuine Quality and Full-Time Performance.

Write at once for complete details and low prices.

Distributed by
Reliable Vending Machine Co.
452 Venice Blvd., Los Angeles, Calif.

New Erie Diggers

The Standard Model, **PRICE \$50 Each**

5% Discount on 6 or More. Terms 1/3 with order, balance C. O. D.

ERIE MFG. CO.
Box 415, Middletown, Conn.

CHALLENGER

Meets the Challenge for a Built Merchandise That Provides POSITIVE FULL-TIME Performance.

Write at once for complete details and low prices.

Distributed by
VIKING, SPECIALTY CO.
530 Golden Gate Ave., San Francisco, Calif.

OPERATORS SANITARY NAPKIN VENDING EQUIPMENT NOW AVAILABLE

Specifications: Height 31" — width 10 1/2" — depth 6 1/2". Capacity 20 units. Color white. Coin mechanism. Drop change type construction. Positive in operation, easy to service, and mechanism can be changed without repairing the machine.

From well. Outside hardware chromium plated. Designed to handle any standard Sanitary Napkin on the market — can furnish merchandise. If special products are to be vendable machine can also be equipped with a 1/2 or 3/4 coin mechanism. Machine complete in every detail. Write for special prices.

MARSHALL CORNINE, Jr.
225 East 144th St., New York City, N. Y.



MUSIC MERCHANDISING



N. J. Regional Assn. Meeting

State's phono ops meet in Trenton to discuss group's future

TRENTON, N. J., April 5.—The first regional meeting under the leadership of Everett Masterson, president of the Automatic Music Association of New Jersey, Inc., was held at the Hotel Stacy-Trent, in Trenton, N. J., in order to afford the members of the Philadelphia, Camden and South Jersey areas an opportunity to attend the meeting. A large delegation of these members did attend the meeting headed by Frank Hammond, manager of the Phonograph Operators' Association of Pennsylvania. Herbert A. Redtch, a candidate for membership, was introduced and subsequently elected to membership.

Manager Le Roy Stein in his oral report stressed the importance of co-operation and the necessity of raising funds for the good and welfare of the association. His talk was based on the adage "Time Makes Waste" and admonished the members not to expect too much from an association which was only 10 weeks old and whose membership had risen from 12 to 62.

Counsel Keshwin suggested that the members notify him of any attempts to legislate on machines, because he felt that such taxation could be avoided if the various townships could be educated to differentiate between an amusement device and a service machine.

Of particular interest was a proposal that members who failed to attend meetings be assessed a certain amount in order to assure their attendance. While this seemed to be out of place in a meeting where every seat was occupied, it was, nevertheless, pointed out that if there was a single member absent and important legislation was passed upon it would be unfair to the absentee member. The discussion was concluded by a proposal that this be made into an amendment to the constitution.

A suggestion was made that certificates of membership be issued to members in good standing. Following considerable discussion, a resolution to that effect was passed, and Manager Stein was ordered to print the membership certificates.

The 1939 banquet committee, consisting of Archie Kaas as chairman, reported that it had made arrangements for the banquet to be held at the Hotel Berkeley-Carteret on the first available Sunday in June. An elaborate floor show, a string trio for dinner music and a large orchestra for dancing, plus souvenirs for the ladies were topics reported upon. The members of the committee and their specific duties include Archie Kaas, chairman, in charge of tickets; Edward Marks, treasurer; Harry Pearl, entertainer; Robert Graner, location; Mrs. Babe Kaufman, journal; Jerome Morris, seating; Arthur Segor, reception; LeRoy Stein, manager of general arrangements; Everett Masterson, president-chairman ex-officio. The committee was authorized to proceed with its suggested program.

Under good and welfare, considerable discussion concerning the future of the association was discussed. It was the general consensus of opinion that the members agreed with Manager Stein in his admonition that haste makes waste and that the association progress slowly but surely during the coming year.

President Masterson concluded the meeting by thanking all of the members for attending the regional meeting great distances from their homes and suggested that these regional meetings be held every three months in every part of the State so that membership might be able to fraternize with each other more closely.

Following the meeting, the association adjourned to a restaurant in Trenton for a social hour.

Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

By DANIEL RICHMAN

Tabulation is based upon radio performances, sheet music sales and record releases of the week. Reports from music publishers as to the relative importance of certain songs in their catalogs are also considered, as well as information received each week from prominent operators.

GOING STRONG—KEEP THEM IN

Deep Purple. Artie Shaw is coming out with a recording on this smash hit to add his contribution to Jimmy Dorsey's and Larry Clinton's for the continuance of its popularity. The addition of Shaw's name to the roster of record artists who have made this song will probably prolong its life quite a few weeks more in the phones.

Penny Serenade. Still riding along strongly to the sweet accompaniment of falling nickels is this English Serenade, as big a hit as any time to come from abroad this year. You have your choice here of Guy Lombardo, Horace Heidt and Sammy Kaye.

I Got Along Without You Very Well. One of the best numbers, musically and lyrically, to come out of the Tin Pan Alley mills since the start of the year, this Hoagy Carmichael compo has risen to a deserved position of preference in every department. Red Norvo's disc is particularly well liked, and Jimmy Dorsey has Bob Eberly taking a nice chorus on his platter.

Little Sir Echo. Dick Todd's waxing of this appealing novelty on a new disc makes an attractive addition to the other current waxings of it, the best of which, for operators' purposes, is Guy Lombardo's. Todd's completely vocal three minutes offer good contrast to the Lombardo sweet rhythms.

The Masquerade Is Over. It was no surprise when this tune jumped into enough prominence to land its position up here last week, and it's no surprise that it's going along very well. Despite the "name" competition of Jimmy Dorsey and Larry Clinton recordings, Lawrence Welk comes to bat with an especially fine version.

Heaven Can Wait. This Eddie DeBange-Jimmy VanHeusen ballad is strong enough by now to rate a "must" classification for the machines. It's a potent sheet music seller, and that means John Q. Public will do it, and that means the nickels will drop for it. Glen Gray and Kay Kyser do it, and well.

COMING UP—BETTER STOCK THEM

Songs from the new Bing Crosby picture, *East Side of Heaven*. The issuance of the score of a new Crosby film is invariably the signal for a new flock of hit tunes to start working their way into public favor. Words and music for Bing's latest cinematic effort have been turned out again by Johnny Burke and Jimmy Monaco, who gave ops, as well as the rest of the country, *I've Got a Pocketful of Dreams* and *On the Sentimental Side*, among others. New Crosby movie boasts four new ones, each of which seems to have definite possibilities for smash hitdom. Titles are *East Side of Heaven*, *The Sly Old Gentleman* (from *Feathered Love*), *Sing a Song of Sweets* and *Hang Your Head on a Hickory Limb*. Crosby, of course, recorded all four on two discs, and that may be all that operators need. Thus far, from the strictly "dance angle," Guy Lombardo is out with the title song and *Sly Old Gentleman*. Of course there will be plenty more waxings to choose from very shortly, but in the meantime you can stock up on the Crosby and Lombardo versions. Don't be caught napping on these numbers; they're going to be big, but big.

Undecided. Still not of hit proportions, this Chick Webb-Ella Fitzgerald record should nevertheless be in every machine. It's definitely phono fodder, and this department is positive that those admirers of Webb and Fitzgerald will consider this as one of the best things they have done to date. One hearing will mean several more in succession.

Don't Worry 'Bout Me. The most promising tune from the new World's Fair edition of the Cotton Club show that opened in New York a week ago is recorded with his usual finesse by Hal Kemp. This Rubie Bloomfield Keshler song looks good, and you might as well be prepared for calls for it.

OPERATORS' SPECIALS

Letting covers, these songs which in themselves cannot be classified as popular nation-wide hits, but which are or give every indication of becoming successful phonograph numbers.

When the Saints Go Marching By. Starting in the Mississippi Valley this Louis Armstrong number has caught on throughout the country and is now particularly strong in the East. Those ops not already playing had better hop on the band wagon pronto.

Tain't What You Do. A grand swing tune, and a pair of fine recordings by Jimmie Lunceford and Chick Webb, aided, as usual, by Ella Fitzgerald. The song has been a big favorite in the boxes and hasn't shown any signs of letting down as yet.

Pastel Blue. This is the reverse of the Artie Shaw disc of *Deep Purple*, mentioned above. We list it down here also because it's more than a mere platemark, but contains some of Artie's very best clarinet work on a haunting compo of his own authorship. It's a good bet in itself without its relationship to *Purple*.

Sunrise Serenade. Another backing that deserves special mention on its own account is this Glen Gray version of a song by Frankie Carle. It's coupled with *Heaven Can Wait*, likewise spoken about, and as far as this department is concerned it's the side that should be face up under the needles. It's a lovely tune beautifully played.

Cod Bless America! This is an Irving Berlin tune, inspired by the wave of Americanism sweeping over the country, and it has already distinguished itself by selling up an impressive sheet music sale. Kate Smith sings it, backed by *The Star-Spangled Banner*, and the combination would seem to tie in nicely with the patriotic fervor current throughout the nation.

Hillbilly Records: Makes No Difference Now by Cliff Bruner's Texas Wanderers, also by Jimmy Davis; *Nobody's Darling But Miss Jimmie Davis*; *Picnic in the Windows*; *Roman Oax*; *Musical Clock*; *Roman Oax*; *You Can't Put That Monkey on My Back*; *Shelton Brothers*; *Meet Me Somewhere in Your Dreams*, Shelton Brothers.

(Double-meaning records are purposely omitted from this column.)

Divide Rock-Ola Fla. Distribution

CHICAGO, April 1.—To further improve the service to Florida phonograph operators, the Rock-Ola Mfg. Corp. has divided the State into three separate sections, with factory representatives in each section, said Jack Nelson, vice-president and general sales manager of Rock-Ola. "The new plan makes it possible for the operators to get faster service on deliveries.

"The extreme south section, which includes Miami, Fort Lauderdale and Palm Beach in the counties of Monroe, Dade, Collier, Broward, Hendry and Palm Beach, will be represented by Bill Shayne, of the Shayne Dixie Music Co., 834 S. Miami, Fla.

"The central section, which includes Tampa, will be handled by the Twenty-Record Phonograph Co., Tampa, with T. O. Busbee and J. T. Johns in charge. Their territory consists of the following counties: Levy, Marion, Volusia, Flagler, Citrus, Sumpter, Orange, Lake, Seminole, Brevard, Pasco, Hernando, Osceola, Polk, Hillsborough, Indian River, St. Lucie, Okeechobee, Highlands, Hardee, Manatee, Sarasota, De Sota, Charlotte, Lee, Glades and Martin.

"The northern section, which includes Jacksonville, Gainesville and Tallahassee, will be handled by E. L. Woodfin, Atlanta, Ga. The counties: Leon, Jefferson, Madison, Hamilton, Suwannee, Columbia, Union, Baker, Duval, Taylor, Dixie, Gilchrist, Alachua, Putnam, St. Johns, Wakulla, Lafayette, Nassau, Escambia, Santa Rosa, Okaloosa, Walton, Holmes, Washington, Bay, Calhoun, Gulf, Franklin, Liberty, Gadsden, Jackson and Clay.

Mills Phono at Philly Preview

CHICAGO, April 1.—Mills new phonograph, *Throne of Music*, is being shown April 4 at a special preview for friends and customers of Bill Holmgren, Keystone Novelty and Mfg. Co., Philadelphia. The preview is being held in the Penn Athletic Club from 10 a.m. till 10 p.m. Vinos Shay, coin sales manager of Mills Novelty Co., is making a special trip there to be on hand for any questions that need answering.

Description of Mills' new phonograph by a Mills Novelty Co. representative is enthusiastic and exciting. Said the representative: "The new phonograph is breathtaking in its beauty. The cabinet is of beautifully figured Oriental wood accented with tiger wood inlay, ablaze with catalpa. There are corner caps, a beautiful dome and plaques of catalpa; also the grille illumination is beyond imagination. Silver-threaded grille cloth is mounted on a V-shaped perforated steel plate, forming a grille that is as strong as it is attractive. The silver cloth reflects the light with brilliant intensity. The whole cabinet is generously trimmed with chrome, throwing off moving reflections whether lights are turned off or on."

Preview showings are scheduled for other Mills distributors and will be announced later.

Mullinix Gets Good Will in Savannah

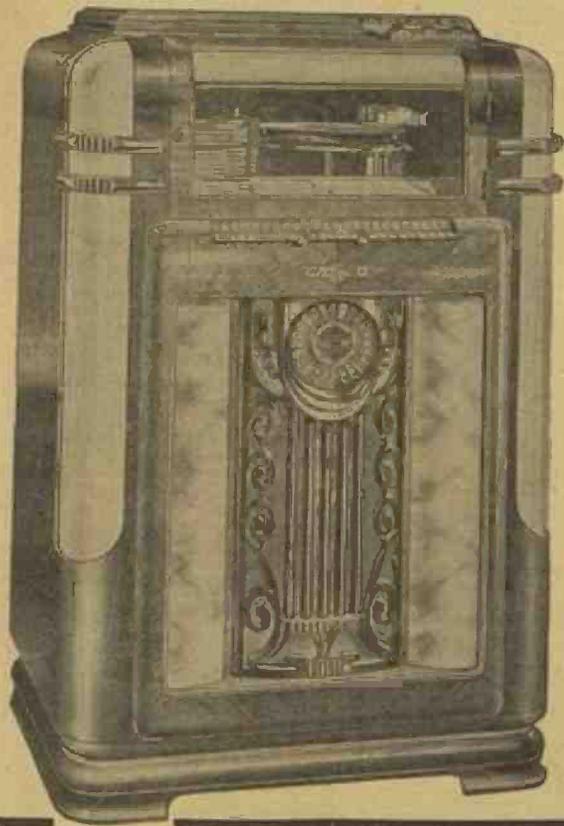
CHICAGO, April 1.—Good will and high standing in his community, Savannah, Ga., are undoubtedly enjoyed by O. J. Mullinix, owner of the Mullinix Amusement Co. In the March 27 issue of *The Savannah Morning News* appears a picture of Mullinix and a fine story.

The story principally deals with the distribution of automatic phonographs and phonograph records. The paper comments also, "In addition to automatic phonographs, the company carries marble and other automatic games which are of general interest."

It would appear that Mullinix is securing good will as a solid taxpaying citizen and a man who is doing a service to his townpeople.

WESTERN MISSOURI AND KANSAS DISTRIBUTORS FOR WURLITZER PHONOGRAPHS

"The undisputed Leaders in Automatic Phonographs" OPERATORS IN OUR TERRITORY require about the Special Inducement we are giving our Customers in conjunction with the WURLITZER BERMUDA CRUISE.



Manufacturers and Distributors of the Following Items. Permo Point Needles.

ADJUSTO PHONOGRAPH COVER

This is an actual Photograph of the same cover, on the largest and the smallest Complete Type Phonographs manufactured.



An Adjustable Slip-On Type Cover—Fully Waterproofed—Quilted and Heavily Padded



\$8.75 EACH

KAY-SEE VENDER



Pepper Vender, for Booth or Bar. The ideal machine for locations where space is limited. Complete with Wall Manger. \$3.00 EACH

KAY-SEE SLOT GUARD



Aluminum Guard, For 312-412-400-416 \$1.00 Complete With Screws.

PEDESTALS

FOR WURLITZER MODEL 61



PORCELAIN BASE \$9.75

All Aluminum \$13.50 Wurlitzer Dist. WRITE

Distributors of New and Used Coin-Operated Machines Send for Bargain List of Used Slots.

CENTRAL DISTRIBUTING CO. 101-105 W. LINWOOD BLVD. KANSAS CITY, MO.

Rock-Ola Sales Are Highest Ever

CHICAGO, April 1.—At the end of the first quarter of 1939 the figures released by the Rock-Ola Mfg. Corp. reveal tremendous gains in sales volume over all previous years. "The report made at a meeting of Rock-Ola executives at the Gramercy Hotel, Chicago, where plans were made for the second quarter of 1939. Key executives of the company at the meeting were David C. Rockola, president; Jack Nelson, vice-president and general sales manager; E. J. Hockstadt, treasurer and comptroller; P. P. Webb, vice-president, phonograph division; T. Leon Maurada, vice-president, and K. P. Boldt, advertising manager.

Following the quarterly report, David C. Rockola stated: "It is gratifying to achieve progress in our sales volume and improvement of our product from month to month and from year to year. We believe that 1939 will be one of the best years for our business as well as for the entire coin machine industry and we are laying plans accordingly. Steps have been taken to increase our production and to improve our facilities wherever possible in order that we may give the

fastest and most efficient service possible.

"Rock-Ola has grown from one product to many; from a few employees to many hundreds, and from a small building to a vast plant covering several city blocks. The plant occupies more than half a million square feet of floor space and contains the most modern equipment."

Wurlitzer Opens Atlanta Office

NORTH TONAWANDA, N. Y., April 1.—Rudolph Wurlitzer Co. has announced the opening of an office in the William-Oliver Building, Suite 204, Atlanta. Centrally located at Atlanta's Five Points, this office has been opened by the Wurlitzer firm for the convenience of Southern and Seaboard music merchants in rendering them credit service and assistance.

George Doyle, formerly at the factory at North Tonawanda and a junior executive in the credit department under William P. Bolje, will be in charge of the new Wurlitzer Atlanta office.

MASTERCRAFT PADDED COVERS For Automatic Coin Phonographs



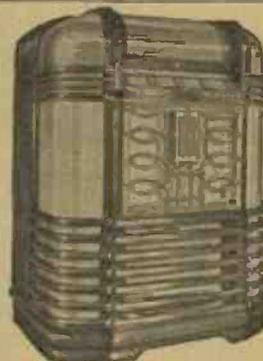
For Every Make and Size Machine. No. 4 Adjustable Pad—Accommodates all makes and sizes... \$8.70 each. No. 30 Adjustable Carrying Tray—Accommodates all makes and sizes... \$5.25 each. No. 31 Carrying Tray... 1.75 each. Write for prices on other pads to your specifications.

BEARSE MANUFACTURING CO. Inc. 1921. 2815-2825 Cortland St., Chicago, Ill.

Send your correspondence to advertisers by mentioning The Billboard.



GEORGE DOYLE, who has been named manager of the Rudolph Wurlitzer Co.'s new Atlanta office, shown at his desk as he takes over his new duties.



DEAL WITH CARL ALWAYS A SQUARE DEAL

Distributor for the WORLD'S FINEST PHONOGRAPH 1939 ROCKOLA LUXURY LIGHT UP

Will Accept Any Old Phonograph or Any Used Coin Equipment in Trade.

UNITED AMUSEMENT CO. 3410 MAIN STREET KANSAS CITY, MO.

WURLITZER \$25.00 EA.

SKEEBALL 14 FL. LIKE NEW ALSO PHONOGRAPHS, MODEL 412, \$50.00. THE J. G. MALOUF CO. 121 73RD STREET NIAGARA FALLS, N. Y.

PHONOGRAPH BARGAINS

- 6 Mills Dance Masters... \$15.00
- 2 Mills Dance Master Deluxe 25.00
- 5 Mills Do-Re-Mi... 45.00
- 8-Seeburg Royals... 159.50
- 6 Wurlitzer P-10... \$15.00
- 2 Rock-Ola Regular 1936... 35.00
- 1 Rock-Ola Regular 1937... 45.00
- 12-Record... 45.00

Guaranteed Reconditioned. 1/3 Deposit With Order, Balance C. O. D. SHAFER MUSIC COMPANY 514 S. High Street Columbus, Ohio.

300 USED PHONOGRAPHS

Wurlitzers P-12, 412, 312 and P-400.

SELLING AT BIG SACRIFICE. WRITE or WIRE for PRICES.

ORIOLE COIN MACHINE CORP.

138-148 W. Mt. Royal Ave.

Baltimore, Md.

IT'S SENSATIONAL!



MAESTRO POINT gets what you want out of the record in tone and plays. No groove alignment, it fits into the groove. Guaranteed to give satisfaction. A real forward step in phonograph needles. It's a money saver. Single needles 35c—get quantity prices



See Your Distributor or Write

THE ELDEEN COMPANY,
176 W. WISCONSIN AVE.
MILWAUKEE, WIS.

AUTOMATIC PHONO NEEDLE

2000 and Better Plays

WURLITZERS

MODELS 312 OR 412 \$ 69.50 Ea.
312 OR 412 WITH LIGHT-UP GRILLE 75.00 Ea.
MODELS 616 OR 716 105.00 Ea.
MODEL 616A 119.50 Ea.
24 RECORD MODEL 159.50 Ea.

1/2 With Order, Balance C. O. D.

HANKIN MUSIC CO.

258 PRYOR ST., S. W., ATLANTA, GA.

SPECIAL!

A. B. Y. MODEL PISTOL TARGET \$11.00 EA. 1 OR 100

DAVAL TALLY 16 CIGARETTE REEL MODEL — LIKE NEW \$15.00 EA.

USED PHONOGRAPH HEADQUARTERS OF THE EAST

WURLITZER P12 (Like New) \$37.50

● LARGE STOCK ALWAYS ON HAND

LOWEST PRICES ON ANY MAKE OR MODEL!

Phone—Write ? ? ? ? ? Wire—Come In!

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LOWEST PRICES! EVER OFFERED!

ON ALL RECONDITIONED PHONOGRAPHS
WURLITZER — ROCK-OLA
MILLS EVERY MODEL
LARGE SELECTION OF THE FINEST RECONDITONED CIGARETTE MACHINES.
BOWLETTE'S
25 — Practically Brand New. Lots of 10 Each \$25.00 Single \$35.00

WIRE OR WRITE
BABE KAUFMAN MUSIC (CIRCLE CORP. 6-1842) 250 W. 54th St., N. Y. C.

ATTENTION MUSIC OPERATORS

Call, Write or Wire for Circular and Full Information on how to make your Out-of-Date Phonograph look like a New 1939 Model. Hold the Location and Increase Your Take. Light-up and Pick-up New Business. Do it now and get set for the Spring and Summer Season with this new Eye-Filling, Sight-Thrilling Equipment. This is the Biggest Buy—Lowest Cost. Let Us Quote You!

THE STARK NOVELTY COMPANY

3570 WEST TUSCARAWAS STREET, CANTON, OHIO.

Mills Mechanism Of New Design

CHICAGO, April 7.—"Most phonographs that in the early models—were built to handle 12 records," declared Vince Shay, coin machine sales manager of the Mills Novelty Co. "Then, as time went by, additional record accommodation was added without changing the basic design of the machine. In some cases this weakened the structure of the machine, causing costly delays and record damage. Inferior tone from the unsatisfactory models took its toll in the cash-box returns.

"The Mills 'Throne of Music' was designed not for 12 records, but for 20; yet its exclusive design so controls the performance that it plays each record as if the machine were made to play only a single record.

"The turntable motor is stationary. The turntable operates with four pounds weight, which is so evenly distributed, so perfectly balanced that the needle rides the groove of the record with the same micrometric accuracy as embodied in the machinery on which it was originally made in the recording studios," concluded Shay.

OFF THE RECORDS

(Continued from page 20)

Swingly Strings

JOE VENUTI is a long-time absentee that's again wooing the waxworks. But the shades of his hot fiddle scratchings on *Somethin' and Nothin'* (Decca), using a full band, falls in approach anywhere near the excitement one derives in digging into his old records when he used to grate the gut against the lute. Eddie Lang's sizzling guitar back-ups. Or, when one calls to mind those Joe Venuti's Blue Four Oktavs of yesteryear.

And while dreaming about another day's disks, Bluebird releases a classic that the hot cult of musicians will want to include among their must-haves. Eddie Condon's Hot Shots slightly delirious for *I'm Gonna Stomp Mr. Henry Lee and That's a Serious Thing*. It's serious jammin' of a 1939 day with the hotness of the shot being Joe Sullivan's piano poundings and Jack Teagarden's tram and touseil torridness. And of historical note, the winding upward Mezz Mezzrow lifting a C Melody sax.

Django Reinhardt and Stephane Grappelly, git-box and fiddle, respectively, and mainstays of the Quintet of the French Hot Club, combine their talents for a Decca Personality label. With a weakly umpah piano in the background, they grind out le jazz hot for *Il Ved To Be Fou*. Somehow, however, they fail to retain the spark and vitality in their improvisations such as characterizes their Quintet efforts. Sorta like fishes away from aqua. Patternate is more tolerable, of special interest for the guitar genre. Django solos it for *Turneral*, sporting some terrific single string pickings.

Swing and Sweet

VICTOR lists a couple fetching couplets in Wayne King, applying his characteristic slow walk style for *Love-some-That's All* and *Till the Ends of the Desert Grow Gold*; and in Hal Kemp's attractive staccato brilliance for *Blue Moonlight* and *Hot-Polloi*. Latter is Harold Mooney's (Kemp's arranger) descriptive design in the pattern of Art Kame's standard *Hell's Bells*. Brunswick brings forth Harry James' new band, testing it with a solid sock that shows unusual promise for *Love's a Necessary Thing* and *Blues It on My Last Affair*. And while James' gang locks polka, there's added justice in his trumpet takes for these pops.

Major interest is centered in the Decca disks. Staying home with a pack of needles is worth the while if fortified with an album of Victor Herbert Melodias, ten sides of your fave Victor Herbert songs paired between Bing Crosby, Frances Langford, Rudy Vallee, Florence George (coloratura soprano) and Victor Young's salon ork for tripping the fantastic in the hop-skip-and-jump groove, hang the armature on *Conal Rastie's Shorty George* and *Thursday* or Andy Kirk's *Honey* and *Mary's Idea*—Mary Lou Williams' idea is a honey. And for check-to-checking, Russ Morgan dusts off a couple arrangements that bulge with wail-wahing, *Slipping Through My Fingers* and a melody of *Linger Awhile and Stumbling*.



These Decca Records are Dynamite on any Phonograph!

- 2214. HOLD TIGHT—HOLD TIGHT. BILLY BOY. FT. VO. ANDREW SISTERS with Jimmy Dorsey Orchestra.
- 2207 I PROMISE YOU SHUT EYE. FT. VO. GLEN GRAY and the Casa Loma Orchestra.
- 2210 TAIN'T WHAT YOU DO. FT. VO. Ella Fitzgerald I CAN'T STOP LOVING YOU. FT. VO. Ella Fitzgerald CHICK WEBB and His Orchestra.
- 2205 I HAVE EYES THE FUNNY OLD MILLS. BING CROSBY.
- 2208 DEEP PURPLE. FT. VO. FATE. JIMMY DORSEY and His Orchestra.
- 2203 LET'S STOP THE CLOCK. FT. VO. THE MASQUERADE IS OVER. FT. VO. JIMMY DORSEY and His Orchestra.
- 2200 LITTLE GIRL ECHO. WAIL V.O. I CAN'T GET YOU OUT OF MY MIND. FT. VO. GUY LOMBARDO and His Royal Cavaliers.
- 2201 HEAVEN CAN WAIT. FT. VO. SUNRISE SERENADE. GLEN GRAY and The Casa Loma Orchestra.
- 5004 IT MAKES NO DIFFERENCE NOW. FT. VO. I HATE TO LOSE YOU. FT. VO. CLIFF BRUBER'S Texas Wanderers.
- 5003 WHAT DIFFERENCE DOES IT MAKE. FT. VO. SOME DAY. FT. VO. LEON SELPH'S Blue Ridge Playboys.

Decca Records Inc. NEW YORK

Remember THE PUBLIC WILL BUY MORE MUSIC IF IT IS GOOD

SELL ONLY Good MUSIC BY USING Miracle Point NEEDLES

ASK YOUR DEALER

M. A. GERETT CORP. 2947 N. 30th St. MILWAUKEE, WIS.

MR. PHONO OPERATOR SEZ:

'CALCUTTONE' THE FINEST PHONO NEEDLE IN AMERICA! GIVES MORE THAN 2500 PLAYS AND COSTS LESS THAN ORDINARY NEEDLES!

Sample... 35c
10 Lots... 31c
25 Lots... 28c
100 Lots... 25c
Cash with Order

THE VENDING MACHINE CO. 105 15 Franklin St. Fayetteville, N. C.

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

What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to
WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING COMPANY, 1564 Broadway, New York City.

Philadelphia

April 1, 1939.

To the Editor:

In this man's opinion the swing artists that pull in the buffaloes, with Larry Clinton, Artie Shaw and the Dorsey sextet, the biggest play. Artie has produced the biggest phenomenon in the record biz with his wax of "Begin the Beguine." This tune, which has been in the machines since last summer, is only now showing signs of slipping. We stock the Shaw recordings of new tunes as soon as they are released, and generally they bring handsome returns. We do wish, however, that he'd confine himself only to recent numbers and stay away from the revivals.

Topping the current hit parade is

Deep Purple, *The Masquerade Is Over*, Penny Serenade and *Hold Tight, I Get Along Without You Very Well, I Cried for You* and *Umbrella Man* are also giving the needles lots of exercise in the orchestral field. *Jeepers Creepers* put up a hard struggle, but it's on the way out now. With a line-up like that it's safe to say that the volts is not as yet making a comeback.

In our college locations it's hot tunes only that get the patronage. In fact, the hotter the better. Slow and sentimental leader haven't a chance in these spots.

Bing Crosby rates a paragraph all to himself. It's a generally accepted rule that he must be represented at least once in every machine. As far as this area is concerned, everything he makes is in the solid selling class. You're a *Sweet Little Headache* and *The Funny Old Hills* are still big money-makers.

CHICK Webb does with Ella Fitzgerald vocals, Fats Waller, Jimmy Lunceford and Duke Ellington lead in our race locations. These septa crops get big plays on the standard pressings, and, in addition, hot blues solos can always be relied upon for extra coin.

Business since the first of the year has not been up to our expectations with the exception of a few good weeks. But signs indicate an upswing, and we're preparing to be right on the spot when it happens.

SAM STERN AND JACK SHEPPARD
United Sales Co., Philadelphia.

Detroit

April 1, 1939.

To the Editor:

Beer Barrel Polka, one of the new records which made its first appearance shortly after the first of the year, is proving one of the biggest hits in the history of the business. It is having a greater sale than any other record in spite of the fact that it has been on the market only a short time. It is proving popular in every kind of location, with every nationality, and appeals to the young and to the older patrons.

GEORGE MADUPP
Manager of Record Division, Radio Distributing Co., Detroit.

North Little Rock, Ark.

April 1, 1939.

To the Editor:

One of the top money-making records in Little Rock, North Little Rock and vicinity as far as we are concerned is Cliff Bruner's *It Makes No Difference Now*, a number that is played constantly but has not worn out and is still going strong. That record reminds us of the once-popular *The Music Goes Round and Around*, which clung so tenaciously to the hearts of music lovers in this section.

Fats Waller's *Hold Tight* has been bringing in the coin strongly and is still doing so. Of course, Bing Crosby's *Sweet Little Headache* is still far from a breadche with the customers. Bing, as in other sections of the country, is leading as the most popular crooner.

Glen Gray's *A Cried for You* is an old tune but the patrons really go for it. Benny Goodman, of course, is still a favorite. Records by Crosby, Goodman and Gray are popular almost wherever you put them, in high-class spots, downtown cafes or honky-tonks.

Honky-tonk favorites in this section include the Riverside Ramblers' *Let's Go Fishing*, Jimmy Davis' *Do You Ever Think of Me?* and *Bancho Grande*. Negro spots like Count Basie's records, including *Blame It on My Last Affair*, *Blues I Like To Hear* and *Pennate Stamp*.

It is peculiar how people are attracted to certain records. Sometimes we place certain discs in our phones and the patrons won't touch them. Suddenly after two or three weeks the patronage starts playing them and they become

AMERICA'S MOST BEAUTIFUL CONSOLE STAND FOR COUNTER MODEL 61



● The Hub Console Stand that has been acclaimed by all phonograph operators "America's Most Beautiful Console Stand" IS NOW READY FOR IMMEDIATE DELIVERY IN QUANTITY! Constructed of genuine, heavy gauge, steel, automobile steel; fascinatingly colored in a Red and Black duo-tone Duro finish combination; trimmed with attractive chromium strips; featuring a heavy gauge chrome band all around the top to prevent phone, graph being pushed off! The Hub Console Stand more than lives up to its reputation for the "finest quality, most beautiful stand in America." It's the one stand that will make your counter model doubly attractive! RUSH YOUR ORDER NOW!

ONLY \$1275
1/3 with Order, Bal. C. O. D., P. O. E. 30310H

HUB AUTOMATIC SALES CO.
329 COLUMBUS AVE. • BOSTON, MASS.

WORLD'S LARGEST DISTRIBUTOR

READY TO TAKE CARE OF YOUR SPRING BUSINESS WITH THESE ASTOUNDING LOW PRICES

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|----------------------------------|---------|------|
| Caphart 10-Record Multi-selector | \$12.50 | Each |
| Seeburg 1935 Selectophones | 17.50 | " |
| Mills Regular Dance Masters | 17.50 | " |
| Seeburg 1936 Selectophones | 22.50 | " |
| Mills Swing King | 29.50 | " |
| Wurlitzer P-12's | 39.50 | " |
| Seeburg Model A Symphonolas | 39.50 | " |
| Rock-Ola Regular 12-Record | 39.50 | " |
| Mills Zephyr | 49.50 | " |
| Rock-Ola 12-Record Rhythm King | 49.50 | " |
| Wurlitzer 412's | 52.50 | " |
| Rock-Ola 20-Record Imperials | 99.50 | " |
| Jennings Grand Stands, like new | 10.00 | " |
| Keeney Targette, Rifle Machine | 25.00 | " |
| Exhibit Merchantman Digger | 29.50 | " |
| Exhibit Rotary | 49.50 | " |

All above in A-1 condition, ready for delivery. Rush your order with one-third deposit or deduct 2% for cash in full.

SOUTHERN AUTOMATIC MUSIC COMPANY
The House That Confidence Built
620 Massachusetts Ave. 542 S. 2nd St. 312 W. 7th St.
Indianapolis, Ind. Louisville, Ky. Cincinnati, O.

SEEBURG DISTRIBUTORS—VISIT OUR SHOW ROOMS

★★★ SAMMY KAYE

Out-Pipes the Pied-Piper

...in leading money-spending customers right into your place!



Sammy Kaye

Exclusive Victor Artist
with one of the biggest followings in the entertainment world. Keep a standing order for his new wax Victor Records... and stand in first place with the dance band lovers!

THE NEWEST HITS

There's a Hole in the Old Oaken Bucket—Record No. 26157—Sammy Kaye and His Orchestra.

Penny Serenade—Record No. 26150—Sammy Kaye.

Deep Purple—Record No. 26141—Larry Clinton and His Orchestra.

Begin the Beguine—Record No. B-77461—Artie Shaw and His Orchestra.

Little Sir Echo—Record No. J-10169—Dick Todd, Vocal.

If Pays to Use
VICTOR AND BLUEBIRD RECORDS
Victor Division, RCA Mfg. Co., Inc., Camden, N. J.
A Service of the Radio Corporation of America

money-makers overnight. If a disc is not popular in one spot we try it in another. If it is popular in one spot we try the same record in other places.

JOHN LIMA AND MARION JERNIGAN
Lima & Jernigan Amusement Co., North Little Rock, Ark.

Regina, Sask.
April 1, 1939.

To the Editor:

Up here Bing Crosby is the answer to an operator's prayer. When his *Mexicali Rose* was first released I put one in each of my machines, and today the disc is still going as strong as ever. Already I've had to buy new pressings of the tune—the other discs were worn right thru. At the moment Crosby's *Lonely Trail, I Cried for You* and *Old Folks* are receiving a big play both by listeners and dancers.

Only other record to get anywhere near the play of the *Mexicali* platter to date has been Harry Horlick's version of the *Sweetheart Walls*. I have been using all of Horlick's recordings of "Strauss waltzes."

From my study of the customers' reactions during the three years I've been in the business I would venture to say that swing music is taking the back ground to speed music with Regimens.

Benny Goodman and Fats Waller, who used to be big favorites, appear to be definitely out. Artie Shaw is the rhythm-maker for those who lean toward the swing stuff, his *Begin the Beguine* and *Deep in a Dream* receiving a pretty steady play. Colored bands are not going over so good, although they get a better-than-average trade in spots near high schools and colleges. Chick Webb's *P. D. E. Jones* is holding its own.

Play in the downtown section of



ADDITIONAL INCOME FOR PHONOGRAPH OPERATORS

A few financially sound and successful operators in cities over 50,000 population can increase their weekly income by availing themselves of RAY-O-LITE ELECTRIC RAY GUNS with no investment on their part. Our plan is unique.

Write for Particulars
PHOEBUS CORP.
222 E. Superior St. - Chicago

WANTED
Used Phonograph Records

State Quantity Available—Price Asked—Condition—Wash Company and Time of Recording.

PREMIUM PROMOTION CO.
1167 BROADWAY, NEW YORK CITY.

Regina, where most of the machines are located, seems to be to grow-up trade, with a consequent trend toward the sweeter tunes. Guy Lombardo, once a big favorite, has slipped recently and about the only disc of his doing much are *Umbrella Man* and *Deep Purple*. Sammy Kaye is quite popular at present. His *Penny Serenade* is a big money-

TWO WAYS TO QUICK, LEGAL PROFITS!

"ASTRO-SCOPE"

MAKES THE DIMES ROLL IN

"ASKER"

SHE KNOWS ALL THE ANSWERS

Revolutionary Astroscope Vending Machine with Flashing Front makes EVERY LOCATION a GOLD MINE for LEGAL PROFITS. 7 ft. tall, yet base is only 1 1/2 ft. Operates on AC or DC. 100 per reading and each reading different. OPERATORS EVERYWHERE say this Machine is BEST EVER BUILT for BIG, CONSISTENT Year in and Year out STEADY PROFITS. Locations go for it. Be first in your locality. Order your "ASTRO-SCOPE" today. SEE THE DIMES ROLL IN!



This amazing new machine appeals to everyone. Myriads of operations, all answers any one of 12 questions for 1 cent. Answer books up. Different personal answers to same question. NOTHING NEEDED. NO FILLS. ALL LEGAL PROFITS. No electricity needed. Thousands of calls in machine operate it. 10 ft. machine. 76" high by 12 1/2" wide by 10 1/2" deep. Counter or drop style. Ideal for every location.



Write or Wire for Details on These TWO MONEY MAKERS
OPERATORS SUPPLY CO., 4311 N. Lincoln Ave., CHICAGO

Cover More Spots WITH LESS MONEY

HAMILTON Person-Weighing SCALES

Most profitable of all legal vending machines are Person-Weighing Scales. . . and Hamilton is the biggest producer of such Scales in the field. Why should you buy Hamiltons?

LOWER FIRST COST ENABLES YOU TO PUT OUT MORE SCALES FOR THE CASH YOU HAVE TO INVEST

Stabilize Your Earnings

You just can't lick HAMILTON SCALES for year round service, and steady, day by day earnings. It's a common experience for Hamilton owners to collect \$4 per month from each scale. . . place 100 Hamiltons and you have \$400 coming in just like clockwork. . . with just a few hours' work a day making collections.

If your distributor can't furnish Hamilton Scales write direct to

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THE HAMILTON SCALE COMPANY
1910 VERMONT AVE.
TOLEDO, OHIO



LITTLE POKER FACE

GET THE ORIGINAL—TIME TESTED IN OVER 5000 LOCATIONS.

WRITE FOR PRICES

J. M. SANDERS MFG. CO.
5453 W. Lake, Chicago

Atlas and Mallek Give 24-hr. Service

CHICAGO, April 1.—Emulating their operator customers who offer 24-hour service to their locations, the Atlas Novelty Co. maintains all-night service thru its night man, Frank Mallek, well known to coin machine men.

Mallek has been employed since the founding of the Atlas Novelty Co. in 1934. He enjoys recounting the highlights of the company's growth from its founding to its present status. His employers declare that he has earned the respect of all customers by his cordiality and ability.

Says Mallek, "People should experience waiting on a customer in the early morning hours. Nothing like it for concentrating with no noise and disturbance to interfere. At any rate, I find that operators are very pleased to be able to get game parts, etc., and service as provided by our 24-hour service plan."

Operators' Word Boosts Contact

CHICAGO, April 1.—Operators' discussions with each other are keeping the sales of Contact games going over a long period, Leo J. Kelly, of Exhibit Supply Co., said in explaining the popularity of the game.

"One operator tells two, two tell four, and that's why our 1939 Contact game keeps climbing to new peaks in sales. It is really the fastest selling novelty five-ball game you can find. The free-play model also helps operators in many sections."

The 1939 Contact is being offered as the most trouble-free game in the field, Kelly said. It gives such rapid-fire scoring, he added, in that after the score is registered the ball pops out and continues to give thrilling play.

Indiana Ops

A meeting of the Indiana State Operators' Association has been called to meet at the Claypool Hotel, Indianapolis, Sunday, April 16, at 1:30 p.m.

This is a change from the former announcement of April 2 as the date of the meeting.

Many important reports of recent work will be made to the meeting by officials of the group. Plans for the future will also be discussed and passed upon. Charles W. Hughes, Ladoga, Ind., is president, and H. J. Windy, Indianapolis, is secretary.

SPINNER WINNER

By KEENEY

Spinner Winner is bound—To make money come round—Own them—means money found—To an investment sound.

Hundreds of CONSOLES, PIN TABLES, SLOTS at lowest prices from clean stock.



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401 N. Main, San Antonio, Tex.

Salesboard Operators COLLECTION BOOKS

Standard or Specially Printed Collection Books for Coin Machine Operators. Write to: Mr. Charles Fleischman, BALTIMORE SALES BOOK COMPANY, 129 West 42nd St., New York City.

LITTLE POKER FACE



A Vest Pocket Type Counter Game with Deuces Wild. Plays Penny, Nickel, Dime or Quarters. Legal ball-gum vender. Small in size, but big in profits. \$19.95. One-third deposit, balance C. O. D. Order a sample today. If it doesn't pay for itself the first three days you are at liberty to return it for full refund.

WANTED—500 Used Counter Games; all types. Will allow credit on new Little Poker Face. Ship Counter Games prepaid.

KENTUCKY AMUSEMENT CO., INC.

919-927 W. Jefferson St., Louisville, Ky.

SPRING CLEARANCE SALE

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| AIRWAY | 30.50 | TOPS | 0.50 | MARVEL | 50.00 |
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1c-150-200 Olympic Machines

Philadelphia

PHILADELPHIA, April 1.—Despite the Lenten holiday period, business during the past few weeks has not been bad for operators. While collections haven't been outstanding, things are beginning to look up and everybody is feeling pretty good. Games and phonographs are all pulling in their share of nickels, and so there is nothing much to complain about.

A prize for finding new locations should be awarded operators who find particularly choice spots. Particular credit should go to Harry (Red) Sherdoef for placing his phonograph at Jack Lynch's Walton room night club.

Another operator worthy of praise is Maurice Pinkel. He secured more friends and publicity for phonographs when he rented a machine for the engagement party of a well-known actress. Not only that, she rented the same machine for her wedding and it was a grand affair too.

Business is pretty good at Autochait Amusement, where partners Frank Engel and Mike Spector distribute Seeburg phonographs.

Frank Engel was out of town, contacting operators in Central Pennsylvania during the week.

High Point Amusement's headquarters had a new, modernized appearance with the newly furnished, papered and painting jobs. Chirolium furniture, curved and modernistic made sitting easier. With the completion of this reconstructed office the Maurice Pinkels have one of the handsomest stores in the city.

Bernice Spector, daughter of Mike Spector, celebrated her 15th birthday recently. Mike is smiling and boasting about his pretty daughter's birthday party which was a smart affair.

Arthur Freeman and Jack Bloomenthal are being congratulated on the excellent service they're giving local operators on Decca records.

Jack Knuffman, of K. & G. Vending Co., reports that operators are buying plenty of the new Bally games. Players like them and so operators are placing these popular machines on all the good locations in the city.

Larry Yanke is doing some good collecting on his phonograph route. "There never was a time, like the present, when phonographs were so popular or so widely used," he opines.

The Mills Phonograph will be shown at the Penn. A. C. on April 4. Keystone Novelty, local Mills distributor, hopes that many phonograph operators will attend the showing of the new Mills line.

Seattle

SEATTLE, April 1.—Taking a broad view of the recent State statute enacted by the Legislature which now imposes a tax on pinball machines of \$5 a month, operators now view the tax as a legalization of the machines and of help to their greater distribution in Seattle.

Legislators, eager to fill the State coffers with fresh spending money, estimate that the tax on the game machines will raise a million dollars during the next two-year period. A clause of the new enactment is to the effect that the State's taxing power in this direction does not pre-empt the right of municipalities to license or tax the machines.

Proponents of the parking meter plan, now coming to attention in Seattle, look with approval on the Portland plan. They point to the fact that Portland has just completed the collection of 2,888,332 nickels and 1,888 slugs in its 400 parking meters of the downtown district in the first year of operation. The city treasurer of Portland recently reported that the first year has netted the total amount of \$149,418.60.

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Count and wrap \$12.00 in nickels per minute — new double speed, two barrel coin packer. Patent applied and same size. Price \$24.00.

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5 1939 WESTERN BASE-BALL MACHINES... \$65.00 Ea.
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New and used games at lowest prices.
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Perfectly Reconditioned
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- 5 Bally Flo. \$10.00
- 7 West. 1939 \$5.00
- Small with Meter \$9.50
- 3 Esh. Shoe. \$10.00
- 2 Lio. Ball. Mach. \$6.00
- 5 Strong Arm. to Grip. \$4.75
- 0 Doral Base. \$1.75
- 1/3 With Order, Balance C.O.D.
- 7 Doral Odd. \$5.00
- 8 Doral Reserve. \$5.00
- 2 Penn. Oils 1937 World Series \$5.00
- 5 Doral Double Reserve. \$8.50
- 6 Doral Spinner. \$5.00
- 8 Doral Reserve. \$5.00
- 1/3 With Order, Balance C.O.D.

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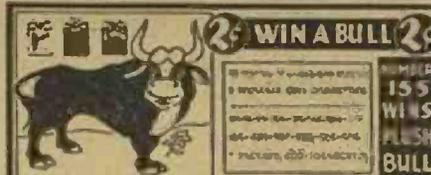
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WIN A BULL
155 WINS
PLUSH BULL

Inflatable rubber toy made of white rubber, printed in black and red. A removable stopper in tail permits inflation and sealing of air within the toy. This is not a balloon. Size 14 1/2 inches long, 8 inches high.

Sample, 10c. Dozen, 90c.

Big four-colored Plush Bull, measuring 15x15 inches. Comical looking, guaranteed to get the money where over shown.

Sample, \$2.25. Dozen, \$27.00.

1,000-Hole 2c Board—Pays out 30 Packages Cigarettes and one Large Plush Bull.

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Plush Bull, measuring 12 inches in length same as the Large Bull.

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BUY HERE WITH COMPLETE CONFIDENCE

GET THIS NEW SENSATIONAL CONFIDENTIAL ADVANCE PRICE LIST! SAVE MONEY—GET YOUR PRICES FIRST BEFORE YOU BUY! WE GARRY THE LARGEST STOCK OF USED GAMES IN THE EAST! GAMES YOU CAN BUY WITH CONFIDENCE AND BUY RIGHT!

- Big Ten (Fr.) \$39.50
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Patents and Inventions

By KEN C. SHYVERS

Patents are issued once every week by the Patent Office in Washington, D. C. Searches are made of all coin-operated devices and parts thereof, also on outdoor rides and such games as it appears could be adapted to coin operation. The Billboard's sole object in maintaining this department is to present in a matter of hours the patents just issued to enable manufacturers and inventors to get together on a commercial basis and for the general knowledge of those interested. Without inventions and new blood no industry can go forward.

Patent No. 2,144,988.
Pertaining to Coin Control Mechanism.
Application, August 19, 1936.
Issued January 17, 1939.
Number of claims, 3.
Inventor's name—Felix James Falkowski, Danville, Pa.
Assigned to the Fishman Co., Philadelphia, Pa.

In a coin control for electrically operated vending machines, the combination of an electric circuit, an electro-magnetic coin detector, a relay, a coin actuated normally open switch for closing said electric circuit.

Patent No. 2,145,498.
Pertaining to Phonograph.
Application, March 16, 1938.
Issued January 31, 1939.
Number of claims, 153.
Inventor's name—Jack Potter, Stockton, Spring Lake, N. Y.

Assigned to Stromberg-Carlson Telephone Mfg. Co., New York.

In a phonograph, the combination with a rotatable playing platform adapted to support a plurality of records about a center pin, and a reproducer and stylus co-operative with the upper record thereon for playing said record, of a magazine adapted to receive and support a repertoire of records stacked on top of one another in indeterminate relation and magazine being in the form of a record receiver and having a bottom extending to side walls at the more remote part of the magazine to support the records, the side walls providing stops for the records and limiting their movement so that their center holes are in predetermined positions dependent upon the size of the particular record and its position in the stack, inclined guides extending upwardly from the record receiver to points higher than the playing platform, and automatic record changing mechanism automatically set into operation upon the completion of the playing of a record to carry out a cycle of operations whereby the records in said stack are transferred to the playing platform one at a time and played successively thereon, said mechanism including a reciprocating arm carrying a pin movable over the positions of the center holes of differentiated records and engageable with the center hole of the upper record in said record receiver, to move said record from the record receiver along the guides to bring it above the playing platform, where it is supported by the center pin of the playing platform and said guides until the center hole of the record is

brought over the center pin on the playing platform to permit the record to drop onto the playing platform, said reciprocating arm being thereupon returned toward the stack of records in the record receiver and brought against the uppermost record therein to move it from the indeterminate position to a predetermined position from which it may be removed during the next cycle of operations.

Patent No. 2,148,250.
Pertaining to Phonograph Record Changing Apparatus.
Application, December 14, 1936.
Issued February 21, 1939.
Number of Claims, 19.
Inventor's Name—Paul F. Wilber Richard, N. Y.

A phonograph record-changing apparatus, the combination with a horizontally disposed turntable of fixed means for supporting a plurality of double-faced disc records in substantially a vertical edgewise position at one side of the turntable, etc.

Patent No. 2,148,250.
Pertaining to Game.
Application, September 30, 1938.
Issued February 21, 1939.
Number of Claims, 14.
Inventor's Name—Harry O. Chain, Brooklyn, N. Y.

Assignor of one-half to Harry O. Chain and one-half to Arthur D. Schneider and Charlip Lichtenstein, as trustees. A game embodying therein a base having a plurality of pairs of electrical contacts arranged in spaced relation to each other and to the contacts of other pairs, etc.

Patent No. 2,148,246.
Pertaining to Amusement Device.
Application, April 26, 1938.
Issued February 21, 1939.
Number of Claims, 2.
Inventor's Name—Moses Goldman, Brooklyn, N. Y.

An amusement device of the type described comprising a plurality of light bores formed of electrically conducting material, a supported game board electrically actuated, visual and audible score indicating means mounted on said board, etc.

Patent No. 2,148,354.
Pertaining to Football Game Apparatus.
Application, April 28, 1937.
Issued February 21, 1939.
Number of Claims, 5.
Inventor's Name—Edward K. Hurlock, Baltimore, Md.

Apparatus for playing games of the type embodying a field and goals adjacent the ends of the field, said apparatus comprising a field structure including a plurality of longitudinally movable carrier strips arranged in two sets with the strips of one set alternating with the strips of the other set, etc.

Patent No. 1,154,539.
Pertaining to Design for a Question and Answer Game Device.
Application, October 19, 1938.
Issued February 28, 1939.
Designer's Name—Arthur Lauritano, New York, N. Y.

An ornamental design for a question and answer game device.

SPRING SALE



DIAMOND BELL

AT A PRICE THAT WILL
ASTONISH AND PLEASE YOU

SEASON'S BIGGEST BARGAIN
DON'T MISS IT!

THE DIAMOND JACK POT THAT HAS
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\$17.50
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212 Broadway, Nashville, Tenn.

Colonial Shipping Five Star Final

KANSAS CITY, Mo., April 1.—Ben J. Earpest, sales manager of the Colonial Mfg. & Sales Co., announced recently that his firm is now in position to make shipments on the new counter game, Five Star Final.

Said he, "Five Star Final is an inexpensive counter game built on the principle of the old game of dropping a marble in the hole of a cigar box. With Five Star Final, instead of using marbles you use pennies, and instead of a round hole, there are 12 slots paying player rewards from 5-to-1 up to 25-to-1. The game itself does not resemble a cigar box. It is built with a glass globe and cash box, pennies are dropped thru the top in attempt to go thru award slots on the polished inclined aluminum casting located at the bottom of the globe atop the cash box. Players may bet among themselves on high score, for merchandise rewards, etc.

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|-------------------|------------|-------------------------|--------|------------------|---------|
| Pacemaker | \$204.00 | Springer | 50.00 | Mercury | 222.00 |
| Orby Clock | 200.00 | Makes | 20.00 | Bank Shot | 17.00 |
| Saratoga Square | 241 134.00 | 1-2-3 Trip Play | 149.00 | Vent Pocket Ball | 40.00 |
| | | U.S.G. MACHINES | | | |
| Dial, Homebound | 1185.00 | Book Page | 54.00 | Library Bell | 5 54.00 |
| Penn Race (Black) | 69.50 | Grand Stand | 54.00 | Texas | 20.00 |
| Penn Race (Album) | 100.00 | Thirlowens | 54.00 | Gallop Demise | 50.00 |
| Fast Grounds | 38.50 | Managers | 55.00 | Daily Race | 50.00 |
| Proved | 54.00 | Derby Champ | 50.00 | Rio | 50.00 |

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UNITED AMUSEMENT COMPANY, 210 Main St., Kansas City, Mo.

23 BANG-A-DEERS 23

GLOBEOUT \$139.50 each F.O.B. DEARBORN, MICH.
Very slightly used; Globeout finish like new, perfect mechanical condition. Latest type back casting.
Free play unit optional at no time cost.
1/3 Deposit With Order, Balance C.O.D.
2325 OLMSTEAD AVE WAYNE LIPPETT CO. DEARBORN, MICH.

INVENTORS

There comes an applying for patents. Don't risk failure in patenting your invention. Send sketch or model for examination or write for new 40-page FREE booklet, "Patent Guide for the Inventor." No charge for preliminary information. Free careful official service. CLARENCE A. O'BRIEN AND HYMAN BERMAN, Registered Patent Attorneys, 9024 Ad-ams Building, Washington D. C.

friends to keep his business operating smoothly.

14. Do I read the magazines dealing with my business regularly and do I keep on the alert for all items in the news which may be used in favorable arguments for the industry?

No man in any line of business who fails to read the best trade journals of his field is deserving of success, and the coin machine industry is no exception. In fact, there is exceptional need for the operator to keep informed of the activities of his industry.

15. Do I attend the conventions of my industry?

If you don't you aren't a full-fledged member of the industry. Every operator should want to know and should try to meet as many other operators as he possibly can. He should want to inspect not only the new coin machines in which he is interested but the ones he doesn't think he'd like. He may be surprised.

16. Do I have a definite expansion plan?

"Do I plan on standing still, or am I going to try to build my business?" A definite expansion plan means the laying aside of a certain percentage of profits for the purchase of new equipment, etc. It is a vital factor in the success of every line of business.

17. Do I pay my employees a living wage and demand that they conduct themselves as ladies and gentlemen?

You can't expect the best half of this question unless you do the first half.

18. Do I give my location owners reason to feel that they would rather do business with me than with a competitor?

If you have competitors weigh yourself honestly against the organizations with which you're competing. Analyze your points of superiority and then sell 'em—and hard—to your location owners. If you don't make your location owners see that there are definite advantages in doing business with you, somebody will take them away from you.

Modern Machines Required

19. Are my machines modern in design, attractive in appearance?

Coin machines are leading the world in the field of design. They're beautiful examples of what can be accomplished by expert designers to stimulate business. If your machines aren't attractive examples of the best in design, you're needlessly cheating yourself of extra profits.

20. Do I change models soon enough?

Do you try to milk a machine dry—get the last nickel it can possibly wheedle from the public? Those last nickels come pathetically slow—and keep a new machine from garnering coins with real speed. If an outmoded machine will take in anything on a location, it's a pretty safe bet that an attractive new machine would do far more than enough extra business to justify the extra expense of having it there.

Plan for Emergencies

21. Do my operations allow for the building up of an emergency reserve?

Every line of business has emergency times when a sound financial backing is imperative. The coin machine business is no exception to the rule, and the operator who "milks" his business of profits without building up a reasonable reserve fund will some time find himself in trouble.

22. Do I keep in close contact with the retail store patrons who incur the success of my business? Do I keep tabs on their changing tastes and desires in the amusement field?

The ultimate success of any line of business depends upon a knowledge of people, and the operator who gets out of touch with the folks who are finally responsible for his success or failure is riding for a fall. You have to rub shoulders with John Q. Public constantly if you're going to get his business.

23. Do I enjoy a good credit rating and good banking connections?

This point isn't peculiar to the coin machine industry. It's a necessity in any line of business.

24. Am I too slow to adopt improvements in my business?

Letting the other fellow do the pioneering may be all right in some fields, but the coin machine operator who is first in the field with anything new is almost invariably the one who makes the big money. It's a fast business, and the man who waits for new developments to prove themselves often puts his cash on those innovations at a time when they're worth out.

25. Am I in the habit of making derogatory remarks about competitors—going so far that might result in the detriment of the industry as a whole?

26. Do I base my purchase of new ma-

chines and my current methods of business operation upon a check of previous experience?

This is probably the most important point in the entire check list. The coin machine industry has been active long enough so that manufacturers, jobbers, distributors and operators have a vast backlog of experience upon which to base future activity. Experience is a hard teacher, but a good one.

And there you have the list of 26 points. It contains no deep, dark secrets. There isn't a thing in the entire list that you didn't already know. And yet, putting the points of successful coin machine operation into a check list can do just what it is supposed to do—check you up on points where you're falling down. It can't make a successful operator out of a failure—but it can show the failure where he's losing out. Similar lists are resulting in increased efficiency in other fields, and there's no reason why an analysis of operations won't help the coin machine operator.

Oriole Cleans Up; New Games Ordered

BALTIMORE, April 1.—Eddie Ross, president of Oriole Machine Corp., reports the firm will dispose of practically all old equipment on hand, including phonographs, cigars and other machines, to make room for the new machines for which his firm has already placed orders with the manufacturers.

"The greatest safeguard for the operator today," maintains Ross, "is a varied line of operations and the newest type of equipment. Most of the oldtimers have proved that the most money can be secured consistently from a line of different types and kinds of machines provided they steadily replace their old equipment with the newer and improved models as they are introduced by the manufacturers."

"Specializing in any one amusement device or merchandising machine has become a thing of the past," he concluded.

Wis. Considers Old Age Pension Bill

MADISON, Wis., April 1.—A second bill regulating coin machines was introduced in the Legislature here by Assemblyman Bernard B. Kroenke, Milwaukee.

The latest measure would tax all coin-operated devices, including vending machines as well as those used for entertainment. The bill provides for an annual fee ranging from \$1 to \$100 depending upon the type of machine. Revenue derived from this source would be used for old-age pensions.

Monterey Woodcrafters Now Selling Nationally

MIAMI, Fla., April 1.—Monterey Woodcrafters, Inc., which up to this time has been supplying the Florida trade with club and casino equipment and several



TWO WALLA WALLA, Wash., operators, E. G. Shaw and Frank Ray, look over the M-16 phonograph. They commented particularly on the new-style record-changing mechanism.

It's not my tested O.K. A REAL WINNER Bill Cohen

A NEW PACE 1 MAKER

\$134.50

SLUG REJECTOR \$100.00 EXTRA

5c-10c-25c PLAY.

Saratoga

SQUARE TYPE BELL

EXTRA SPECIAL!

Saratoga can be easily and quickly changed to a check separator model in just five minutes!

SARATOGA IS THE ONLY MACHINE OF ITS KIND THAT MAY BE SLUG REJECTOR EQUIPPED.

SILENT SALES COMPANY

Head Sales Building, The House of Wonders Minneapolis, Minn.

LIST TOP—Insured accessibility to mechanism. LIBERAL ALLOWANCES on old equipment for barter.

DROP SHIPMENTS—North Central State operators save freight by ordering from factory, Pace Mfg. Co., 2907 Indiana Ave., Chicago, Midwest and West operators, immediate delivery from Silent Sales Co.

styles of dice counter games, has stepped up production and is now going to advertise and sell nationally, according to a member of the firm.

Charles Freed, founder and head of the Monterey Woodcrafters, Inc., is said to have originated and designed many styles of counter games and is well known among Florida operators, jobbers and distributors.

"Thanks," Says Harry Hoppe

CHICAGO, April 1.—Harry Hoppe, veteran coin machine man, who last week announced his entrance into the manufacturing field, declares he is jubilant over the response the trade has given his initial game introduction, Topa.

"My associates and I, all of whom are oldtimers and well known to the trade, never expected anything so overwhelming as the prompt acceptance which has been given our machine. We knew that operators wanted a game that would make 'em laugh, besides giving players thrills galore. But we were more than surprised at their quick action in putting this new idea to work for them. Some time ago at a distributors' preview, surprising predictions were made for this game and its unprecedented earnings, and we are happy to say that these predictions have already been more than borne out in the reports we are receiving from test locations.

"We are introducing a new low-priced counter game, Pull-A-Ball, which has such unusual features as all-metal construction, no glass slides or signs to change, new cheat-proof design and other features to assure perfect mechanical operation."

CLOSE-OUT

250

PAYOUT TABLES AND CONSOLES

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|--------------|--|
| \$9.50 each | DERBY DAY GOLDEN WHEEL CLASSIC HEAVYWEIGHT |
| \$19.50 each | STABLES ROY TIP DARK HORSE (Console) |
| \$29.50 each | DERBY CHAMP FLETCHER AK-SAR-BEN ACROSS THE BOARD BALLY SKILL-FIELD GALLOPING DOMINOS |
| | STONER'S CHAMP FAIR GROUND QUEINELLA, 7 Coin PADDLES KLONDIKE GOTTLEB MULTIPLE |

ODD BALL—RESERVE 1/2 Royal With Ocar

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SEE OUR AD

PAGE 49

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America's Winter Playground - Miami - Miami Beach
A Counter Game With Plenty of Action



- 12"x12" — Each - \$14.50
- 12"x18" — Each - 17.50
- 12"x24" — Each - 27.50

One-Half Cash With Order.

- GALLOPING DOMINOES
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- HI LO FIELD
- CHUCK-A-LUCK
- COLOR GAME
- SEQUIETA POKER

FASCINATING-LEGAL-ENTERTAINING-IDEAL
FOR CLOSED TERRITORY. SELLS ON SIGHT.
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Pays for Itself in First Hour's Play.

Jobbers - Distributors - Write — Wire — Phone
Write for Special Prices on Layouts and Machines
Made to Order. Attention — Charlie Freed

MONTEREY WOODCRAFTERS, INC.
2035 W. FLAGLER ST., MIAMI, FLA.

Detroit

DETROIT, April 1—A new pop-corn vending machine company has been organized at Pontiac, Mich., as the Superior Popcorn Automat, Inc. Headquarters are at 102 E. Howard street. The incorporators are Ernest E. Zideck, Joseph Hagler and John L. Sheehan; capitalization is \$51,000, with 4,000 shares at \$7.50.

Manfred M. Linick, manager of the Detroit Automatic Exhibit Co., has postponed his plans for manufacturing some new-type machines until next fall.

Mrs. B. J. Marshall, wife of the Detroit Rock-Ola distributor, is convalescing from her recent illness.

Al Shifrin, manager of the Detroit Coin Machine Exchange, spent the week-end in Chicago.

G. G. Hughes, of the Herron-Zimmers Moulding Co., was at South Bend, Ind., on business recently.

Harry Chereton, of Electrical Products Co., has just returned from an extended trip thru Northern Michigan and reports preparation being made for a real upsurge in business in that section. The resort section, he states, is looking forward to a very busy season.

Edwin Brede, of Brede, Inc., distributor of supplies for nut vending machines, reports a considerable pick-up in their line.

Harry Graham, manager of the Marquette Music Co., reports a very enthusiastic reception of the new features of the Wurlitzer automatic phonographs, with orders coming faster than it is possible to fill. Graham reports sales to Rupe Dunlap, Mt. Clemens; James Passanante, J. & J. Novelty Co.; Michigan Mutual Distributing Co. and Modern Music Co.

Two important meetings were held recently by the Michigan Music Operators' Association, one at Grand Rapids and the other in Detroit. Max Marston attended the Grand Rapids meeting.

Max Marston, secretary of the Michigan Music Operators' Association, has permanently severed his connection with the Michigan Mutual Distributing Co., of which he was manager, to devote his entire activity as business manager, secretary and treasurer of the association. Peter Licavoll, of Michigan Mutual Distributing Co., is now in charge of the firm.

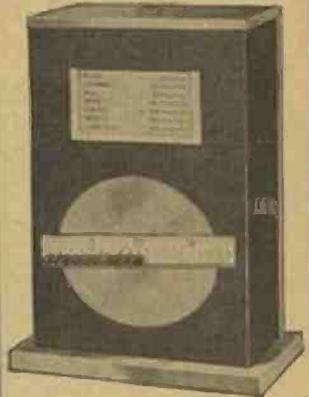
Music machine sales continued along at a steady pace, indicating confidence of local operators in the business, distributors report. Among sales reported by Seeburg were machines to Hazel M. White, Roy Small, Frank D. Noble and Andrew H. Banks.

C. E. Britton has taken over the distribution of the Nesley candy venders in this territory.

The firm of Business Boosters, operating music, pin and cigaret machines, has been taken over by a firm operated in-

PULL-A-BALL

AN IMPROVED
COUNTER GAME



WHY
PAY
MORE? **\$12.95**

Mechanically perfect! Cheat-proof! All metal. No glass slides or signs to change! 5 different types of award cards with each machine!

Wire Your Order Today!

HARRY HOPPE CORP.
Manufacturers
2738-40 N. Paulina St.
Chicago

dividually by Fred Farris. Farris is now specializing in the phonograph department.

Clarence J. Goodhardt, manager of the Modern Distributing Co., is very optimistic over the prospects for the next few months in the vending machine field.

T. J. Simon reports a general, although small, slump in the service machine field nationally. He is vice-president of the Swansdon Sanitary Garment Co., which operates its own line of machines throughout the country.

L. V. Rohr, Detroit distributor, is planning to specialize in the vending machine field. He is operating a large route of candy machines at the present time.

"Business is much better and operators are buying machines," Max Falk, jobber, reports. "The new machines are good sellers; in particular, Chubby and Spot-tem."

Al Shifrin, manager of the Detroit Coin Machine Exchange, spent the past week covering up-State Michigan. He returned by way of Chicago. He reports business generally good in the territory.

Max Schubb, well-known Detroit distributor, is confined to his home this week, a victim of the flu.

G. McBain, coin machine manufacturer, is busy these days at work perfecting a machine for the distribution of book-matches which he expects to have in operation in the next five months.

George H. Lightner, manager of Mills Automatic Merchandising Corp., who recently reported the placing of its vending machines and scales throughout the entire Kroger system, reports the machines showing fine returns.

Automatic Towel Cabinet Co. has moved into new quarters at 275 E. Perry avenue. Rankin P. Peck is head of the company.

Schermack Corp. of Michigan, manufacturer of coin machine devices, im-

1100 used games on sale all reconditioned
1100 used games on sale all reconditioned

ANNOUNCEMENT

ATTENTION OPERATORS—You can now pick up complete line of Wards in stock, tickets, bags on our machine list and write-up prices. Get on our mailing list and write-up prices.

USED RECONDITIONED GAMES

- DERBY OAY.....\$13.50
- CARDS.....5.50
- WINNERS.....2.50
- DAIKU RACE.....12.50
- HEAVY WEIGHTS.....12.50
- JEN-STRIKE.....40.00
- KLONDIKE.....0.00
- SPRINGTIDE & PARADOX.....0.00

USED MILLS, WURLITZERS AND ROCK-OLA PHONOGRAPHS.
Write us for prices, also special prices given for quantity orders.
1739 Depouit, Balance Co. O. D.

MIDWEST NOVELTY SALES CO.
777 UNIVERSITY AVE., ST. PAUL, MINN.

| | | |
|--|---------------------------------|--------------------------------------|
| CONSOLES | Exhibit Racer.....\$ 32.00 | 4-2-8s (New).....\$ 90.00 |
| 1938 Kentucky Club.....\$ 72.00 | Turf Special (Baby).....25.00 | 7-1-2s (3 Wks. Old).....72.00 |
| 1938 Truck Times.....105.00 | Truck Odds.....27.00 | 3-1-2s (Old Model).....35.00 |
| 1937 Red Head Truck.....60.00 | Roverman.....27.00 | 5 Fleetswoods.....37.00 |
| Times.....60.00 | Southland.....27.00 | 7 Flickers.....3.55 |
| Only Head-Track Times.....40.00 | Zetas.....27.00 | 4 Fete Finish.....12.50 |
| Derby Dash Start Top.....40.00 | PLAY TABLES | 1 Baby Stables.....35.50 |
| Derby Day Times Top.....38.00 | 1 Baby Klondike.....\$47.00 | 3 Centur Smash.....0.95 |
| Derby Day Console (Cottish).....29.00 | 1 Baby Entry.....22.00 | 12 Buckley Diggers.....25.00 |
| 15 Superior Cigarette (New).....\$ 9.50 | 1 Stone Champ.....37.00 | 2 Absorbers.....25.00 |
| 20 Cigarettes (Original Version).....22.50 | 25 Mini Pop-N-Walk.....\$ 99.00 | 10 Rock-Ola Imperial.....175.00 |
| 6 Baby Baby Reserver (New).....15.50 | 1 Mini Studio.....37.00 | 40 Mills Vest Pocket Balls.....37.50 |

1739 Depouit, Balance Co. O. D.
MODERN AUTOMATIC EXCHANGE, INC.
2016 CARNEGIE AVENUE, CLEVELAND, OHIO

Dave Marion Favors Majors

WICHITA, Kan., April 1.—Dave Marion, of the Marion Co., reports that Majors, produced by Chicago, Conn., is checking in a big way in his territory.

"The players are really taking to this new appealing game and the gross receipts are very gratifying. Operators who purchased their first machine are clamoring for more."

Marion went on to say, "That many months ago when a certain manufacturer came out with the original free-play machine he advocated to the manufacturers that they should immediately make their games with this type of unit, and it is very good that the manufacturers have seen the light of day because, undoubtedly, sales on all types of free-play machines have jumped skyward."



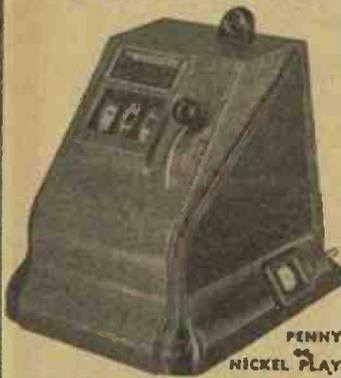
A. E. SANDHAUS, president of the Great States Mfg. Co., who has recently toured Northern States, presenting his new 1939 line of Belmont bulk merchandising venders.

MEMO

Be sure to watch for Daval's new counter game—coming soon! It's a wow! and made by Daval!

MERCURY

TOKEN PAYOUT



PENNY NICKEL PLAY

MERCURY is the classic counter game ever built. Such elegance never graced a location before.

No side handle. Balance Bell releases mechanism on the downward stroke. On winning combinations an Award Token is vendored automatically.

MERCURY Discreet Model shown above displays Award Tokens behind window. Plunger deposits token in cash box after game has been paid.

MERCURY will open your territory for you. The operator power is a sensation.

GROETCHEN TOOL CO.
130 N. UNION - CHICAGO

paring to introduce to the market a new item in the next 60 to 90 days, according to Manager Coulton.

Fred Richardson, operator of amusement machines, expects to move into new quarters shortly.

Harry E. Hornstein, operator and distributor of Safeway cigaret vendors and head of Safeway Cigaret Sales, is anticipating good business on the new model to be brought out shortly by his company.

Business is reported to be good with the A. P. Sauve Co., operator and distributor of phonographs, according to Manager Charles Hopkins.

Ed Lynch, Seeburg operator of Gaylord, Mich., who operates thruout Central and Northern Michigan, is reported recovering nicely from his recent serious illness.

James A. Pusanante, head of J. and J. Novelty Co., Detroit, left this week by motor for Hot Springs to spend several weeks vacationing.

Julian M. Krinke, manager of Atlas Automatic Music Co., Detroit, Seeburg representative, announced this week Seeburg is to present remote control on April 10.

Florence Haas was recently added to the staff of the Atlas Automatic Music Co. as bookkeeper. Miss Haas comes to Atlas with many years of experience and acquaintances in the coin machine field.

Atlas Automatic Music Co., Detroit, is presenting an interesting deal for Seeburg, thru the Detroit office, do operators in the State of Michigan who purchase four Seeburg phonographs.

New coin machine company was organized here this week by Henry J. Borch as the Mechanical Candy Sales Co. of Michigan.

Paul Henze, manager of the Henze Tool and Machine Co., which manufactures the Trading Post vender, was a victim of prevalent flu conditions in Detroit recently.

Paul Gordon, of the Four-in-One Mfg. Co., maker of the unique four-way vender marketed under that name, is making plans for increased sales activity this spring.

Fred Merrill, export manager of the A. G. Novelty Co., manufacturer of the Multi-Belly, reports considerable interest in its display at the recent coin machine show at London, Eng., where it exhibited.

Keeney Announces Jitter-Bones

CHICAGO, April 1.—"I guess the old leather dice box has seen its day," observed J. H. (Jack) Keeney. "If we are to judge from the way taverns, cafes, cigar stores and other such establishments are buying our new Jitter-Bones, life-ray motivated dice game."

"Jitter-Bones, not being coin operated, is not an operator's proposition, the operators all over the country are selling this game to their locations in supplying the outmoded outfit of dice box and board," stated the head of J. H. Keeney & Co.

"All of the well-known dice games can be played on Jitter-Bones, such as 26, craps, bingo, lucky-lucky, hi-lo, and others, and in one-tenth the counter space required by the dice-box method," Keeney concluded.

Lot-o-Fun Gets Wide Approval

CHICAGO, April 1.—"We are swamped with compliments and orders," explained Dave Gottlieb, "as a result of the splendid showing of the Lot-o-Fun game. Thruout the country operators report that they are duplicating the sensational records this game made on test locations. Indorsement and approval of Lot-o-Fun are daily received from all quarters."

"In two major cities, Lot-o-Fun was given the stamp of approval and as a result we report a tremendous volume of orders. The Los Angeles Operators' Association approved this new hit on March 4, and the Gottlieb distributor, Irving Bromberg Co., immediately wired a record-breaking order to the factory. The Detroit Police department gave its approval of Lot-o-Fun on March 25, and as a result A. P. Sauve Co., Gottlieb distributor in that city, rushed an equally large order. Shipment is being made to all parts of the country, and in many sections the game is reported as causing a sensation."

Nickelodeons at Film Anniversary

NEW YORK, April 1.—Remember the old nickelodeon? Well, it's going in for a lot of publicity here this past week. Occasion was the celebration of the 35th anniversary of the birth of the motion picture industry of which the old Mutoscope machine is the great-granddaddy.

Such stars as Nancy Carroll, Victor Moore and Mae Murray took part in the anniversary celebration by viewing the pictures in several ancient mutoscopes that had been set up on the actual site of the old Comedy Theater on 14th street which was the cradle of the present motion picture biz. Pics made all the local dailies.

Also present was Bill Rabkin, of International Mutoscope. He was one of the pioneers in the nickelodeon field and the maker of reels that are now being used in thousands of arcades thruout the world.



EDWIN BUERNELE and M. Kohler (left to right), of W. B. Service, Toledo, express approval of the 1939 Luxury Lighting Rock-Olas. They report they recently placed a large order for the phonographs with W. G. Deaton, Rock-Ola district manager for Ohio.

200 MILLS VEST POCKET BELLS

Latest Improved Model
Ready for Delivery
AT \$49.50 EACH




The Prices Below Are Effective April 8, 1939.

| AUTOMATIC PAYOUT | | NOVELTY GAMES | |
|----------------------------|----------|--|---------|
| 1 THISTLEDOWN | \$ 50.00 | 1 EXHIBIT RAY GUN | \$30.00 |
| 1 DRAG STAND | 50.00 | 1 HOLLYWOOD RIFLE GAME | 30.00 |
| 1 SPORT PAGE, new | 100.00 | 1 STORE PAGE | 2.50 |
| 1 HAWTHORNE, P. S. | 185.00 | 3 EXHIBIT REQUEST | 25.00 |
| 1 DAILY RACE | 10.00 | 1 BULLY BULL'S EYE | 20.00 |
| 1 GOLDEN WHEEL | 12.00 | 1 U POP IT POPCORN, used 10 days, cost \$27.50, sale price | 20.00 |
| 1 STONER CHAMPS | 40.00 | | |
| 1 PINES PEAK | 7.50 | | |
| 2 MILLS 1-2-3, reg. mod. | 24.50 | | |
| 1 EVANS BOWLING, 1 ball | 25.00 | | |
| 1 JENNINGS SPORTSMAN | 47.00 | | |
| 1 WESTERN QUINELLA, 7 slot | 40.00 | | |
| 1 FLOORER | 15.00 | | |
| 10 ZIPPERS | 25.50 | | |

| CONSOLES | | STANDS | |
|--|----------|----------------------|---------|
| 2 MILLS SQUARE BELL | \$ 77.50 | 1 MILLS Double Sets | \$20.00 |
| 2 JENN. LIBERTY BELL, flat top | 80.00 | 1 MELNIK Double Sets | 20.00 |
| 2 JENN. LIBERTY BELL, stand top | 87.50 | 1 BOX STANDS | 4.25 |
| 2 GALLOWING DOMINO, cash model, black cab. | 80.00 | | |
| 1 GALLOWING DOMINO, check top, mod. black cab. | 78.00 | | |
| 1 GO BANG TAIL, red cab. | 89.50 | | |
| 1 GO CHUCKLETTIE, single slot | 20.00 | | |
| 1 GO AFRICAN GOLF, check app. P. S. | 100.00 | | |

| COUNTER MODELS | | PHOTOGRAPHS | |
|--|----------|-------------------------|---------|
| 1 LEXINGTON | \$ 75.00 | 2 WURLITZER #12 | \$50.00 |
| 1 MILLS 200 DICE GAME, complete with stand, reg. mod. | 50.00 | 1 WURLITZER #12 | 47.50 |
| 5 JENN. CIGARETAE, stand V. Serial numbers 132100-134141 | 50.00 | 1 WURLITZER 400 | 60.00 |
| 5 WURLITZER SKEE BALLS, mod. modic slot, perfect condition. Each | 59.50 | 2 ROCK-OLA IMPERIAL 20. | 80.00 |
| 1 GENCO SKILL HOLD-EM iron game slot, 200 new | 29.50 | | |

Wanted to Buy or Trade for 1,000 Nickel Play Bells Blue Fronts, Make Boxes or Mills Water Beds or Venders. Write us what you have to offer, giving serial numbers, guaranteed condition, lowest trade allowance or cash price, delivered to us in Richmond, always reasonable.

Exclusive Distributors for Rock-Ola Photographs for Virginia and North Carolina. Write for Circular and Prices.

MOSELEY VENDING MACHINE EX. Inc.
80 BROAD ST. Richmond, Va.
Night Phone 6-5325
Day Phone 3-4511

SALESBOARD OPERATORS AND BUYERS

\$10.00 COMBINATION ASSORTMENT DEAL \$10.00

We are Wholesale Jobbers for Five Leading Salesboard Manufacturers. We buy in large-order deals and assort them up in deals for the Operator with fast-moving numbers that are quick sellers and that turn your money, as every board is different. This assortment is the best buy you can get. Every board is guaranteed and our standard makes. No dead numbers. Buy one deal and be convinced that they are the best buy you ever made on salesboards. We give you money and give you a real fast-moving assortment.

GLOBE NOVELTY SALES
125 EAST 9TH STREET, ANDERSON, IND.

SYMBOL OF PERFECTION

Pioneer of the slot symbol market. First successful board ever made with symbol tickets, and has grown in popularity with the passing months. As nearly perfect as it is possible to make anything. Tickets in brilliant colors, absolutely fraud-proof. Consolets played back into board cut 2400.



hole size down by 1056 punches. Jackpot dumps 13 times, player winning from \$1 to \$12 or advance to Gold Award Rows with chance at two \$25 winners. We sell operators only. Weekly commitments invited. Write for full details.

SUPERIOR PRODUCTS
14 N. Peoria St. Chicago, Illinois

| Payouts | Novelty Tables—your choice \$10.00 |
|----------------------------|------------------------------------|
| GOLDEN WHEEL . . . \$12.50 | HOMESTRETCH |
| TURF CHAMPS . . . 9.50 | MISS AMERICA |
| DERBY CHAMPS . . . 42.50 | STONER RACES |
| FAIRGROUNDS . . . 28.50 | BULLY RESERVE |
| BULL'S EYE . . . 614.50 | AIRWAY . . . 614.50 |
| | DAILY DOZEN |
| | GENCO FOOTBALL |
| | CARNIVAL |
| | DUX |
| | RAMBLING . . . 614.50 |

THE MARKEPP COMPANY, 3328 Carnegie Avenue, Cleveland, Ohio

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

GOTTLIEB'S LOT-O-FUN

ACCLAIMED
By The Operators Of
NEW YORK and
NEW JERSEY

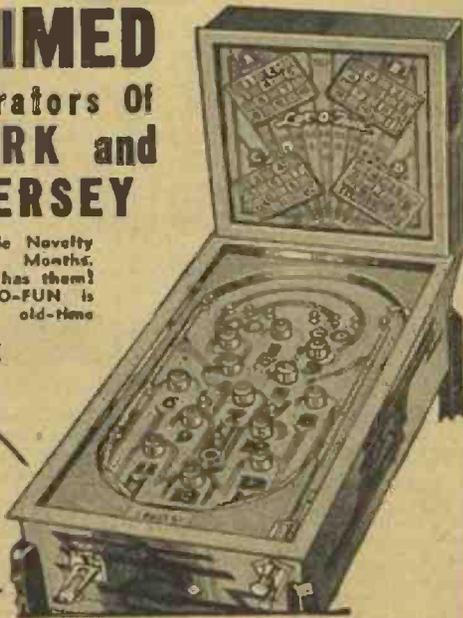
As the Most Profitable Novelty Game Introduced in Months. Ask an Operator who has them! He'll tell you LOT-O-FUN is bringing back those old-time receipts.

IMMEDIATE DELIVERY

NOVELTY

\$89.50

FREE PLAY \$99.50



Exclusive Distributors, New York and New Jersey

BUDIN'S

SPECIALTIES, INC.

174 S. PORTLAND AVE. (Phone: Navins 8-7528), BROOKLYN, N. Y.

NAVICOIN SPECIALS

| COUNTER GAMES | | AUTOMATICS | |
|----------------------------|---------|---------------------------------|----------|
| Q. B.D.T. 96 Targets, Used | \$ 5.95 | Fairground, Used | \$55.00 |
| Sparks, Used | 10.00 | Sport Papa, Used | 27.50 |
| Spinners, New | 15.00 | Wife 1-2-3, Used | 32.50 |
| Spinner Winners, New | 38.50 | Daily Races, Used | 14.50 |
| 3-Way Grip, Used | 9.75 | Steeper Upper, Used | 00.00 |
| Rome Drive and Gun, Used | 12.50 | Freakness, Used | 18.50 |
| Clippers, Used | 12.50 | Black Cabinet Paper Races | 72.50 |
| Red 21, Used | 4.00 | Bobby Derby, Used | 10.00 |
| FREE PLAY GAMES: | | Kenny's New POT SHOT, Patent | |
| Kenny's Big Ten, Used | \$72.50 | Model, New | \$158.00 |
| Multi-Free Races, Used | 65.00 | Free Game, 4-Coin Multiple | 125.00 |
| NOVELTIES | | Free Game, Single Coin Multiple | 155.00 |
| Paragon's Used | \$27.50 | SLOTS | |
| Patrol Springs, Used | 22.50 | White Blue Fronts, Used 72x | \$47.50 |
| Astrospace, Used | 22.50 | Jazzing Mystery Chief, Used | 42.50 |
| World's Fair, Used | 22.50 | Wasting Roll-o-Ten, Used | 42.50 |

MISCELLANEOUS

SPECIALS—One (1) \$2,500. complete Electrical BINGO Set, Like New, Used Only One Season, All Mahogany Counters. Real Bargain! \$2,500

WANT TO BUY

Used Gottlieb 3-Way Grip (Steel Stand); Kurekas, Multi-Prize Wasting Fortune Teller Scales, Thirtysix, Grandstands.

REMEMBER! WE WILL NOT BE UNDERSOLD!

D. W. WILLETT

NAVIGATION COIN MACHINE CO.

4704 Navigation Blvd. Houston, Tex.

3 IN 1 BABY RESERVE JACK POT

Cigarette Reels - Numbered Reels
Bell Fruit Reels - All 3 Included

Plenty intermediate rewards insure constant repeat play and jackpot award of \$1.00 to \$15.00 keeps players fighting for chance to play this interesting machine. Coin divider and separate cash box gives positive check on intermediate payouts. Turn every counter in your territory into big money by ordering a quantity of BABY RESERVE JACKPOTS—today.



1c or 5c PLAY
\$15.00
1-3 Deposit

AUTOMATIC AMUSEMENT CO.

383 Union Ave., Memphis, Tenn.

2624 Commerce St., Dallas, Texas.

EASTERN FLASHES

WE HEAR THAT . . .

The Saturday Evening Post has prepared an interesting article on the coin biz which is due to break in one of its coming issues. It is now waiting for the final touches. Article will be similar to the one that appeared on bingo a year or so ago. Most interesting to the trade will be the illustrations that will appear with this article. Here's hoping the yarn provokes a favorable reaction thruout the country.

AL COHEN . . .

of Asco, Newark, was thrilled this past week with his first order from Panama. "We are getting much more foreign business for vendors than we thought we would," he reports.

DICK STEINBERG . . .

will be playing golf in earnest this summer. His interest dates back to the time he lost a \$10 bet while taking lessons last summer at Totem Lodge. Steinberg hails from Newark, where he is well known for the fine work he has been doing in behalf of the Newark ops' association.

JOE CALCUTT . . .

of the Vending Machine Co., Fayetteville, N. C., is getting more and more requests for his phono needle test chart, it seems. "This test chart gives the op a new slant on phono needles," he reports. "It was created to show the varied differences in needles and to give the operators some idea of the Calcuttone point. Ops have shown a surprising amount of interest in this needle of ours because it is bound to save them real money." Calcutt adds that charts are being mailed free to all phono ops who request them.

SIDNEY LEVINE . . .

N. Y. phono ops' assem. legal mind reports that he learned plenty about conditions existing in the music machine business during the two weeks he spent in Florida. "I met so many phono ops," Sid stated, "from all parts of the country that I was able to get a mighty comprehensive picture of the industry from talking with them."

J. A. McILHENNY . . .

Wurlitzer's New England representative, is one of the proudest daddies in the coin biz. "Mac" was showing the boys over at Modern Vending pictures of his 16-year-old daughter, and the general exclamations made Papa Mac prouder than ever.

GEORGE PONSER . . .

was saddened by the loss of his father this past week. Condolences were extended by many column in this sad hour of his bereavement.

SAUL KALSON . . .

surprised the gathering the other day with some swell teasing. The Saul has displayed his capabilities as a tease before, this was one time when he went to town with some Irish ditties that had the ops applauding loud and long.

BERT LANE . . .

of Seaboard, is all smiles these days over the way ops are taking to Genoa's latest, Rink. "Looks like this is the game we've all been waiting for," he says. "Everyone is highly enthusiastic over this new high-score novelty hit with the new jumper holes. It's one game that is designed to keep the players coming back for more."

JOE ASH . . .

of Ponsler Philly office, hopped off the train at Newark last week for a few minutes' rest before hopping another palmer for the West. Joe is on the go again!

COIN GAME GOLFERS . . .

are getting set for another season. Billy Ehrenberg, of Newark, is considered one of the best in the industry, shooting consistently in the 70s. Sid Middleman also boasts a steady low score.

FROM THE MAILBAG . . .

Paul Bennett writes from Chh: "Orchids to the Amusement Board of Trade of N. J. for its swell ad." Jack Nelson Rock-Ola vice-pres., postcards, teasingly

IT'S EASY to pick those HOT \$\$\$



BASEBALL TALLY CARDS
Any Size--Any Kind
From the largest and most complete stock.

SERIES
Daily and Weekly large tickets, machine folded and sewed with your own label imprint.

Write for Samples and Prices.
Wheeling Novelty Co.
Incorporated
57 14th St. Wheeling, W. Va.

Mercury



Immediate Delivery.

Mercury Token Payout. Our customers find it most profitable to operate. Write us on Crock-Ken Columbias, Sparks Zephyr.

H. G. PAYNE COMPANY
312-314 Broadway
NASHVILLE, TENN.

A NEW WINNER

Legal everywhere in U. S. A. Be the first in your territory and clean up with this new small hit that pays out with amazing speed. Pick your Tin and pay what's under goal. 1c to 25c. No higher. Everybody plays. Comes packed 12 beautiful assorted new pattern silk tulle-made ties in box. Deal Takes in \$2.50. 1 Sample Deal prepaid, \$1.35. 6 or more Deals, \$1.25 Each. Write today.

S. & K SALES, Inc.
Dept. H.
100 N. Broadway, St. Louis, Mo.

CASH MONEY FOR U WANTED—Must Be Cheap

LUCKY LUCE O. T. SLOTS
CALLOPING DOMINOS - SLOTS
CONSOLES OF ALL KINDS
WURLITZER PHONOGRAPHS
WE PAY HIGHEST PRICES
WRITE US IN LETTER FULL DETAILS, PRICES AND QUANTITY
SIMCO COIN MACHINE EXCHANGE
26 15TH STREET - AUSTIN, CA.

from Miami, "Wish you were here to see the sights. This is the life."

GIL FARIA . . .

is a New York op with definite ideas about the present credit situation. "I agree with the jobbers and distrib that they should be careful with extension of credit, but I don't agree when they classify all of us alike. Some of us have paid our bills promptly, and once in a while we need a little extra time. Jobbers and distrib should form a credit bureau and save some of us from embarrassment and themselves from losing customers."

JOHN A. FITZGIBBONS . . .

will soon have an announcement of unusual importance for the trade, he reveals. He claims this "something new" will open the way to the greatest profits common in this area have ever enjoyed.

AL LIPSHAY . . .

of Amalgamated, looks like a college professor with those new-cold glasses. "I'm getting old," he says.

THE OLD DAYS ARE BACK . . .

It seems, with E. P. Chester and Henry Halbert, of Chester-Pollard Co., back in town. Both of these oldtimers are getting ready to unveil something new for the trade.

EARLE C. BACKE . . .

National Novelty Co., Merrick, L. I. is a mighty busy man these days lining up equipment for one of the biggest sales of reconditioned equipment his firm has ever staged, he reports. And Earle is also wiping the dust from his tennis racket. Won't be long before he's out on the courts.

NEWS IS EXPECTED . . .

from Philly most any day now that I. H. Rothstein, Banner Specialty Co. head, has started his spring planting. He is one of the industry's most enthusiastic farrow and horticulturists. His beautiful flower beds have won many a blue ribbon.

FRANK HART . . .

of Eastern Mach. Co., Newark, is one of the largest in the field in the sale of vander supplies. As usual he offers these to the trade at exceptionally low prices to help the ops enjoy best possible profits.

APPENDICITIS . . .

struck down Irving Mitchell, right-hand man of Dave Robbins, last Sunday. "Mitch" was rushed to the hospital; operation was a success and he is recuperating rapidly.

LEO FOX . . .

of Hub Amusement Co., Boston, who introduced the Hub Console Stand for the counter model phono, reports he is held pressed to meet demands for rush shipments. "It's really choking big with all operators who have seen it," he says. "For beauty, sturdy construction and price, this is one of the finest stands ever put out." Fox claims.

SOL SILVERSTEIN . . .

factory representative of Chicago Coin Machine Mfg. Co., dropped in town after an absence of three weeks. In the interim he hit Chi, Detroit, Cleveland, Buffalo, Baltimore and all stops in between for a little matter of some 3,000-odd miles.

MIKE MUNYVES CORP. . . .

is preparing for a real arcade boom. Joe Munyves, who is in charge of the games division for the arcade biz, states, "Judging by the amount of inquiries we are already receiving for arcade equipment, we are going to see a regular revival in this field." Our entire arcade department is busy preparing equipment for arcade use.

BERNIE SOSSENS . . .

spent part of the week with Dave Bond, who was on a visit from Boston. SosSENS is doing a great job educating the trade to the value of consistent merchandising technique.

MEETING PLACE . . .

of merchandise machine ops seems to be the Mohawk Coin Machine Exchange, run by Leon Berman and Sidney Lipston, we hear.

LARRY SERLIN . . .

who recently swapped his music machines for cig machines, renovated his offices at Woodside, L. I. Firm is known as Jaina Sales Corp.

JERSEY LIGHT CO. . . .

Newark, which has been helping the men with their bulb problems for these many years, reports it has inaugurated a free service to the coin-trade to solve all bulb problems. Firm claims it is endeavoring to do all in its power to save money for ops on bulb purchases.

OUT LOOKING . . .

for new quarters this week went George Ponsler. It seems his present establishment isn't large enough to take care of his needs. Additional space is needed particularly to show up the Mills Phonograph for which Ponsler has become distributor in this territory. When Ponsler finds an ideal spot, he intends to inform the trade with a large opening party.

HERMAN BUDIN . . .

of Budin's Specialties, was being congratulated by New York ops on Goldie's new novelty game, Lot-o-Pun. Budin himself is jubilant over possibilities of the game chalking up a new sales record for novelty games in this territory. "The ops," he says, "have tested the game on location and are raving about the results. We're plenty busy taking orders and deliveries are being made according to the reservations."

MILTON KAUFMAN . . .

creator of the Dipsy Doodle headwear, is seen constantly at Modern Vending's office. Kaufman is a friend of Nat Cohn and thru this association after hearing Larry Clinton's Dipsy Doodle recording, was inspired to name a hat for this song. Kaufman is trying to get up a name for a new piece of millinery, and cites this as his reason for hanging over an automatic phono.

A Bored Reader Writes on Gambling

MILWAUKEE, April 1.—In The Milwaukee Journal, under a dateline of March 28, a bored reader who disapproves of fun being brought by authorities on gambling speaks his mind. His article follows:

Makes Light of Gambling To The Journal: "Bank Night Bills Argued 'Big and Con' . . . Judge Calls Practice a Nuisance" . . . "Theater Men Demand R. Before Senate Judiciary Committee." "A bill introduced March 15 by Wisconsin State Senator Oscar H. Paulson, of La Crosse, would impose a six-month jail sentence or a \$500 fine on the promoter of any scheme under which an article of value is offered or given by chance as an inducement to attract people to traveling stores, auctions or fairs." This latter newspaper item of recent date.

The Sweetheart of Every Operator

Free Play Chubbie




Free Play Chubbie has won the hearts of operators everywhere — they like the fascinating play appeal — the handsome earnings — the trouble-free operation — and to prove their affection they're ordering and re-ordering Free Play Chubbie — Certainly proof of a successful game. Better see Free Play Chubbie at your distributors today.

Free Play Chubbie fully motorized **\$8450**

Regular Chubbie fully motorized **\$7450**

Stoner Corp.

AURORA, ILL.

STONER'S

CHUBBIE

18 WEEKS AND STILL GOING STRONG

BUDIN'S SPECIALTIES, Inc.

378 E. Portland Ave. WOODRIF, N. Y. Tel: Novis 8-7528

Perfect Penny

any pocket WIN OR PEEK

"SHOOTS ACTUAL PENNIES"

Only SKILL counter clarity machine. (Legal operation.)

Previous Out-put ON MOUNTS All winning games go into SEPARATE CASH PAN 40 or more coins. Appropriate PERCENTAGE

BIG CAPACITY

ONLY \$11.95 Deposit

World's FASTEST counter game WIRE YOUR ORDER TODAY

United Amusement Co. 210 So. Alamo St. San Antonio, Texas

Send your correspondence to advertisers by clipping The Billboard.

1017 N. 16th St. Milwaukee.

Mills Smoker

1c to 5c play

\$57.50



Keystone Novelty & Mfg. Co. 216 & Heston Ave. Philadelphia, Pa.

Jackpot Bell!

KNIFE BOARD

A Knife With Every Punch There Are No Losers

Complete 12-Hole Sales Card and 12 Jack Knives, punches and 1c to 5c coin-operated operator **\$4.00**

Wt. 8 Lbs. Best. no extra. **\$5.00**

\$2.00

3 Deals, 5.25

10 Deals, 17.50

LEVIN BROS. TERRE HAUTE, INDIANA.

IT *Must* HAVE

SOMETHING ON THE BALL

NEW! Western's 1939 BASEBALL is now available in FREE GAME and CASH PAYOUT MODELS. The regular model now in its 12th month of steady production!

WESTERN PRODUCTS, Inc.
925 W. NORTH AVE.,
CHICAGO

1939
**B
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is a worthy testimonial to the correctness, the ruggedness, the workmanship in the game.

"At the present time Western is also literally going to town with the two new counter games, Reel Poker and Empire," he said. "The first mentioned is a clever poker reel-type counter game that features the gouces wild. The very heart and soul of the machine is Western's new lifetime counter game mechanism that consists of less than half the usual number of parts one would expect in this type of machine. The smart casting cabinet of Reel Poker was especially designed by one of the foremost designers in the Middle West. Reel Poker may be had in straight 5-cent play or in a 1, 5, 10 and 25-cent model. Empire is a three-reel cigar machine that also features the Western lifetime mechanism, 1-cent play only.

"Derby Clock payout table and two brand-new payout tables just introduced by Western are now in production at the Western plant."

San Francisco
SAN FRANCISCO, April 1.—The phonograph business is picking up in Northern California as a result of the enthusiastic activities of the new Automatic Music Merchandising Association. In the opinion of local jobbers and distributors, Vance reports that his sales are "beautiful" with operators purchasing large and small models daily. Rock-Ola's super distributor Clarence McClelland says that local operators are buying his machines so fast he can scarcely keep a decent display on the floor. It's not freakish buying, however, he continues. Most orders are in lots of five from old-time buyers who know their phonographs.

Bill Corcoran, backbone of the phonograph association business in California for the past five years, has added a new line of phonographs. He recently moved to a specially equipped building on Post street where the larger facilities give him ample room for expanding his business.

Operators, in the opinion of Johnny Ruggiero, are just beginning to realize what a "sweetheart" Bally's Spottem is. The first hundred he sold, he said, were only samples, and the orders that are coming in now, he feels, bear out his statement. A carload of 50 machines lasts him just a little over one week. He stores them on the sidewalk, because it doesn't pay to take them in and haul them right out on location again so soon. Bruce Scriverer, of the local Jack H. Moore office, was in Chicago recently investigating the new Bally beverage venders which the local office plans to use in conjunction with Coca-Cola. Since the machine will reach the Coast shortly, Scriverer wants to find out all there is to know about it so that he will be able to set himself up as the local expert. According to Ruggiero, the new vender does a dandy job of getting the proper blend of Coca-Cola so that every portion is just the same.

Seven weeks of reorders and the Golden Gate Novelty is still reordering Majors and Chubbies. "Major is a humdinger," says manager Ed Heinle. A sample of Exhibit's Contact reached San Francisco this week, and Heinle thinks it looks good. He says that if it's just half as good as other Exhibit games operators are going wild over it.

Richard D. (Red) Marcus took unto himself a wife and great is the celebrating at O. K. Novelty Sales. The bride is the former Lillian Korenberg, and the couple are making their home in the Marina. Asked what his ambitions are now that he has taken this vital step, Red replied without hesitation, "Same as it was before, I want to make money."

P. E. McKee, of Mutoscope, was a recent visitor in the Bay area. He expressed his pleasure with the strides being made in the digger field in the local territory and commended Leo Gerkens for his fine association.

Lloyd Gilchrist, operator from Tulo Lake near the Oregon border, visited San Francisco recently. He increased his route with new Rock-Ola and left word that business is booming along so well he will return shortly for another order.

Western Reports A New Baseball

CHICAGO, April 1.—Don Anderson, sales manager of Western Products, announced this week that Western's 1939 Baseball is now available in a free game model. Anderson also stated that 1939 Baseball may also be had in a new cash payout model for payout territories, and with these two models Western to cover all types of territories.

"Western's 1939 Baseball is now in its 12th straight month of steady production—a record that has seldom been surpassed in the coin game industry," Anderson states. "The mechanism in Western's 1939 Baseball is so perfected and foolproof that absolutely no changes or refinements have been necessary on this machine for the past eight months. Naturally, however, the cabinet has been restyled slightly and slight changes have been made on the baseball diamond, but absolutely no technical changes whatsoever have been called for. This fact

Pennsy Law for Coin Game Thieves

HARRISBURG, Pa., April 1.—A bill has been introduced in the Pennsylvania Legislature amending the law prohibiting the use of counterfeit or spurious coins in coin machines by making illegal the use of other fraudulent methods and artifices to procure the operation of such machines.

The proposal, House Bill No. 842, sponsored by Representative Brunner, makes the use of such fraudulent methods equal to the use of counterfeit coins and provides penalties not exceeding \$50 fine or 60 days' imprisonment, or both. The bill has been referred to the House Committee on Judiciary Special.



SALESBOARD SMASH HIT!

The deal of deals, Everybody wins a big substantial and flashy looking Pocket Knife. Customers pay what they desire, 1c to 35c. Takes in \$4.00. Order \$26.97. Price per deal \$2.00. 10 deals \$17.50. 50 deals \$85.00—Best yet, above with Art Photo Knives. Per deal \$2.00. Best express only. See Our Other Ads in This Issue.

JOSEPH HAGN COMPANY
Distributors
217-323 West Madison St., Chicago.

SLUG-VISIBLE COIN COUNTER



Transparent counter quickly counts and tubes coins. No shut to check. Penny counter can be used for testing slugs. \$1.20 each, \$2.50 incl. Penny and nickel only.

WRAPPER TUBES in 1c, 5c, 10c, 25c and 50c sizes, 50c per 1,000, 50,000 incl. 50c per 1,000, 500 per 1,000. ACCURATE COIN COUNTER CO., Paton, Pa.

SALESBOARD OPERATORS

Read
"DEALS"
A column about new salesboard ideas, deals and personalities. In the
Wholesale Merchandise Department
THIS WEEK and EVERY WEEK



NEW! RED HOT! DIFFERENT!

Grab this chance to make more money more quickly than you ever did before. This is the newest thing out. Deal consists of 12 Beautiful Imported Tapestry Table Covers and Sales Board. Every play wins one of the Table Covers at a cost of 1c to 39c. No Higher. Each Deal takes in \$4.00. Don't wait! Order one or more deals right away. 1 Sample Deal, prepaid, \$2.00. 6 or more Deals, \$1.80 Each. Also Other Sure-Fire Deals. Write Today.

S. & K. SALES, INC.
Dept. G - 100 N. Broadway, St. Louis, Mo.

WANTED

500 USED COUNTER MACHINES. WILL ACCEPT SAME IN TRADE ON NEW VEST POCKET BELL, MILLS SMOKER JACKPOT BELL, GROETCHEN MERCURY OR GINGER. WRITE WHAT YOU HAVE TO TRADE AND MACHINES YOU WANT. LIBERAL TRADE-IN OFFER WILL BE MADE IMMEDIATELY. ASK TO HAVE YOUR NAME PLACED ON OUR MAILING LIST. NO OBLIGATION.

HARDEN SUPPLY CO.
302 W. 7TH, SIOUX CITY, IOWA.

"Salesboard Deals"

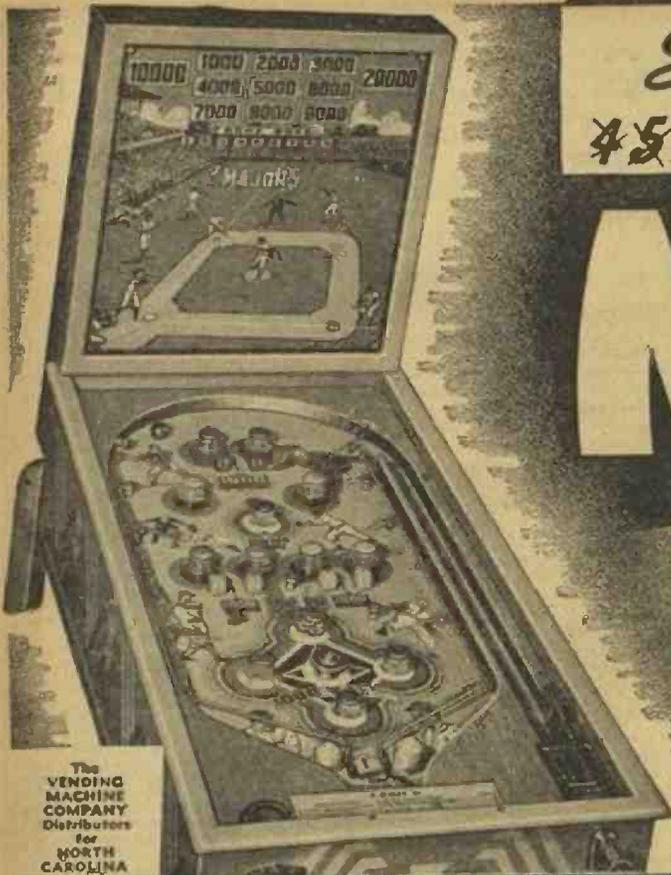
"We Make Up Any Kind of Type Deal" TABLE, PAD OR BOARD DEALS Let Us Know Your Wants. Order Series.
Southeastern Distributors
215 East St., N. Wilkesboro, N. C.

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

Urges Faster Parts Service

MERRICK, L. I., N. Y., April 1.—Complaints about the long time it takes manufacturers to answer requests for parts have been reaching the ears of Ernie O. Backe, of National Novelty Co., he reports. "When an op has a game go bad he must get another game to replace it on location while he hurriedly wires the manufacturer for the parts he needs to repair his machine. All the time this machine is off the location it means loss of revenue for the operator. It isn't our policy to complain, but in the past few weeks we've heard more manufacturers criticized for their laxity in answering requests for parts than ever before.

"Certainly, the manufacturers should do something to improve their present slow methods of parts delivery. We realize they're more interested in selling new games, but they must consider that the op, in many cases, must get his money out of the machine for which he is ordering parts before he can buy new equipment.



The VENDING MACHINE COMPANY Distributors for NORTH CAROLINA

Smashing all Records!
#56789 NOW 10 WEEKS!

MAJORS

AND STILL WE CAN'T MAKE 'EM FAST ENOUGH! OUTSELLING BECAUSE IT'S OUTEARNING ALL OTHER NOVELTY GAMES! Get Yours Now!

MAJORS NOVELTY \$ **79⁵⁰** MAJORS FREE GAME \$ **89⁵⁰**

CHICAGO COIN MACHINE MFG. CO. 1725 W. DIVERSEY · CHICAGO



The Sensational Board
2500 HOLES INDOOR SPORTS 5c Per Sale
 YOU GET THE THRILL OF PLAYING REAL POKER!
 Tickets printed in full color as playing cards, and reward winning and losing. **12 ROYAL FLUSHES** and **LAST-BALL** on Board, each pay 1. **Punch in Royal JACKPOT** containing 1000 Holes, paying 15-70-5-2-5-4-3-2 and 25-31-00. **ACE JACKPOT** has 30 Holes, contains 2 320-00; 20 50-00.
 Board Total is 2500 @ 5c \$125.00
 Pays Out (Average) \$1.97
PROFIT (Average) \$ 50.03
PRICE (Steel Thick) \$4.80
 An Exact Copy of This Board Made in a 4800 Hole Table in @ 2c per Hole \$96.00
 Pays Out (Average) \$5.50
PRICE (Semi Thick) \$5.00
PROFIT (Average) \$34.47

AJAX MANUFACTURING CORP.
 110-125 North 4th Street, PHILADELPHIA, PA.
 Write for 1939 Catalog.

WE OFFER A COMPLETE LINE
 OF BASEBALL BOOKS AND SERIES
WRITE TODAY FOR SPECIAL PRICES

Operators—Get Series Wise
 ENORMOUS PROFITS MADE EACH YEAR BY OPERATING
 BASEBALL SERIES — WRITE FOR SAMPLES

YOURS FOR THE ASKING
 1939 BASEBALL SCHEDULES
 72-PAGE ILLUSTRATED BOOK-A-LOG
 LATEST JAR GAME NEWSPAPER WITH A CHANCE
 TO WIN 10.00.

WERTS NOVELTY CO. Dept. B-4, MUNCIE, IND.



ATTENTION! CANADIAN OPERATORS!

| SLOTS | | PIN TABLES | | Bally Pinball Selected Games | |
|---|-------|-----------------------------|--------|------------------------------|--------|
| Juchison, 2nd Class | 50.00 | Bally All Star, pay-off 50c | 50.00 | REEBURGS 1938 Model | 375.00 |
| Reynolds 2nd Class | 50.00 | Bally Bonus, pay-off 1.00 | 60.00 | GOAL | 335.00 |
| Rock Double Jar Pinball | 30.00 | Bally Derby | 40.00 | REAR | 350.00 |
| MSL Church | 40.00 | Optical Home Run | 50.00 | CRASH | 375.00 |
| Serial 255-000 | 40.00 | Optical HA Parade | 50.00 | WHEELER 412, with new front | 515.00 |
| Miss Blue Frontal | 40.00 | PAY-OFF TABLES | | WHEELER 412, with new front | 500.00 |
| Cherry Mine, 255-000 | 50.00 | Thunderbolt | 550.00 | WHEELER 412, with new front | 200.00 |
| Miss Malone, 435-000 | 40.00 | Bally Suspense | 60.00 | WHEELER 412, with new front | 200.00 |
| We have all Bally Mfg. Co. and Embell Supply Co.'s latest releases. Write for 1939 Catalog. | | | | | |

DONALD FIELDING & COMPANY
 1100 HILL AVENUE, WINDSOR, ONTARIO, CAN.

Bally Ready For Busy Spring

CHICAGO, April 1.—“Business in the coin machine field is definitely on the upgrade,” declared Ray Maloney, president of Bally Mfg. Co., discussing the outlook for the spring and summer, “and Bally is prepared. Thanks to new equipment, and additional factory space, we are in a position to give real service to the operators who are now lining up their equipment for spring and summer operation.”

“The major part of our effort,” he stated, “is devoted to taking care of the tremendous back-log of orders on the Bally Bell and the Bally Beverage Vender. With summer resort season only a few weeks away, the demand for the Bally Bell has increased by leaps and bounds. By the same token, the approach of warm weather, which, of course, is thirt weather, is bringing in a new flood of Beverage Vender orders. At the same time, our Spotless, in the non-pay-out, and Pacemaker, in the pay-out class, are enjoying spectacular favor as dependable money makers.”

“Reports from our distributors nationwide, estimating requirements for the next 60 days, prophesy an unusually active season. Territory is opening up, money is loosening up and it looks like things will be on the up and up for some time to come.”

Ford, Ill., law. Council action was the aftermath of a raid of two South Beloit taverns by Sheriff William Bell and State's Attorney Robert E. Nash, in which two pinball machines were confiscated.

This action irked local councilmen, who pointed out that the raid was not general in Winnebago County and that it was conducted without any invitation or suggestion that local police cooperate. A letter of protest against the methods of the sheriff's department written to the sheriff and State's attorney by City Clerk W. W. Weirick resulted in the reply from the sheriff that the protest would be ignored and that his department would continue about his duties as conditions required them.

At the council meeting, it was suggested that since Rockford avoids pin ball trouble and the sheriff disregards such machines there because they are licensed, a similar measure should be enacted by the South Beloit Council.



CHARLES GROSE, spokesman for the W. B. Novelty Co., is now on the road thru Missouri and Southern Illinois. He reports high praise for the Seebury phonograph.

Plan Game License In South Beloit, Ill.

SOUTH BELOIT, ILL., April 1.—City Council here March 27 unanimously adopted a resolution authorizing Shelby Hood, city attorney, to prepare an ordinance legalizing pinball and other machines thru payment of a stipulated license fee. The resolution provides that the ordinance be exactly like the Rock-

ATLAS VALUE PARADE

GUARANTEED Reconditioned Phonographs

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| Rocca-Ola Regular No. 2 \$44.50 Rocca-Ola Improved No. 20 59.50 Seaburg Model 1A 47.50 Seaburg Model 1B 49.50 Seaburg Model "91" (Collective) 54.50 Seaburg No. 20 (records) 159.50 | Worlitzer #12 49.50 Worlitzer #12 54.50 Worlitzer #16 (16 records) 79.50 Worlitzer #12 (12 records) 69.00 Mills Seaburg King 41.50 Mills De Luxe Gramophone 32.50 |
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Tapes, amplifiers, tonearms carefully checked and taped. Cabinets polished. Beautiful illuminated grill installed on all models, \$16.00 extra.

Write for our new price bulletin on complete line of Pay Tables, Consoles, Sets, Phonographs, Genuine Games and Novelty Machines.

TERMS: 1/3 Deposit, Balance O.O.D.
 Cable Address "ATNOVCO."

ATLAS NOVELTY CO.

2200 N. Western Ave., CHICAGO, ILL. (General Offices)
 1901 Fifth Ave., PITTSBURGH.
 Associate Offices: Atlas Automatic Music Co., 3151 Grand River Ave., Detroit, Mich.

AMERICA'S LARGEST DISTRIBUTORS

EVANS' 1939 GALLOPING DOMINOS

WITH NEW JACKPOT-PLUS FEATURE AND NEW LEGALIZING SKILL-ATTACHMENT!



**PERFECT FOR
RESTRICTED
TERRITORY!**

Sweeping new ideas sensational BIG MONEY APPEAL added to this peerless KING OF FLAT TOPS! New Jackpot Plus feature showers \$3.75 to \$4.00 in nickels plus the regular payouts, when spinning Jackpot Rotator stops on red dot and at the same time player wins odds circled in red! New Legalizing Skill Attachment now makes it a "natural" wherever skill games are required!

EVANS' NEW IMPROVED 1939 COIN HEAD protects your profits—stops cheating cold! Stops grip from slugs, gum, string, steel strips, etc. Engineered to accept the new Jefferson nickel! New 1939 silent mechanism—steel inner wall prevents tampering—great power pack—dozens of other features plus Evans' famous precision engineering make it an investment that can't be matched for performance and profit!

OTHER EVANS' WINNERS
 LUCKY STAR — LUCKY LUCRE —
 BANG TAILS
 ROULETTE SR. (Ideal for Clubs, Etc.)

At Your Jobber or Write, Wire or Phone Haymarket 7630
H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

NATIONAL SUPER VALUES

WRITE FOR OUR PRICES ON BRAND NEW CLOSEOUTS IN ORIGINAL CRATES!

NOVELTY TABLES

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| Daily Events \$15.00 Keno Tables 35.00 Bingo Tables 45.00 Side Kick 45.00 Hood & Co. 45.00 No. 1 39.50 Red Time, Free 39.50 Official Free Play 39.50 Odds Ball 39.50 Hoopla 39.50 Expedition 39.50 Paramount 39.50 Review 25.00 Buttons 25.00 Daily View 25.00 World War 25.00 Thunderbolt 25.00 | Zeta 29.00 Pain Springs 29.00 Fiat 29.00 Negs 29.00 Mirror 29.00 Rita 29.00 Grand Slam 29.00 Fiesta 29.00 Troopie 29.00 Snaps 29.00 Jungle 29.00 Reelie 29.00 Super-Play 29.00 Utility Machine 29.00 Alfrey 17.50 Yaps 14.00 Trash Shot 12.00 Reelie 9.00 Chicka Deeky 9.00 Electric Score-board 9.00 |
|--|--|

SLOT MACHINES

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|---|--|
| Mills Blue Front, Single Jack, Co. \$30.00 Sorted second 400,000 35.00 Jennings Chief, Serial 100,000 35.00 Mills O. T. C. 29.50 Greenchen, Columbia, Co. Div. First 29.00 Walsing, Columbia, Co. Div. First 29.00 Mills Walsing, Co. Div. First 29.00 Pace All Star, Serial, 100,000 24.50 Safe Standby, late models 29.50 Western Hand-off Game 79.00 World Games 69.00 | Blue Bonnet 38.50 Greenchen #1 7.00 Greenchen #2 7.00 Greenchen #3 7.00 Penny Spinner 0.50 Post-Office 0.50 David Races 0.50 Red Races 0.50 Home Etas. Sheet 0.50 March 0.50 Mills Thirteen 2.00 |
|---|--|

1/3 Deposit, Balance O.O.D.
 P.O.E. Chicago.

COUNTER GAMES

Oliver, 10 & 24 \$20.00
 Oliver, 10 & 24 15.50
 A. S. Y. Tiger 15.50
 Model # 15.50
 David Tally, 10 14.00
 Floor game, 14 14.00
 Gristle Triple 8.50
 Grip 8.50
 Greenchen Zephyr 3.50

1/3 Deposit, Balance O.O.D.
 P.O.E. Chicago.

Fort Worth

FORT WORTH, Tex., April 1.—H. W. (Pop) Newell, manager of the Wichita Novelty Co., Wichita Falls, Tex., was a recent Fort Worth visitor. Newell also has a branch office and large operating interests at Lubbock, Tex.

H. P. Downs, well-known oilman of Texas, has opened the Fortex Sales Co. in this city at 110 South Jennings avenue. The firm will distribute coin-operated machines, salesboards and supplies. They will act as manufacturers' representatives and will cater to the entire Southwest territory. Downs, a former oil man, has been active in the coin machine business for several years.

Several Fort Worth operators were Arkansas visitors recently, going over to the State to investigate the new tax laws just passed by the Arkansas Legislature. Their report that operating activities are much in evidence in the State.

Helen Ewing, attractive daughter of P. C. Ewing, coin machine distributor of this city, was recently featured on the society page of The Fort Worth Star Telegram as being the president of the Muirda Club of the Junior Woman's Club. Miss Ewing is also an accomplished organist and has represented the Fort Worth Organ Guild at several of its national conventions. On top of all her social activities she finds time to operate and service a large route of merchandise vending machines. She is proud of her operating connections.

Sam Anderson has sold his string of vending machines, and amusement devices and will confine his attention to his service station business. He has been operating for some five years.

National Coin Machine Exchange
 1407 DIVERSEY BLVD., CHICAGO

POPULAR AS EVER! DE LUXE GRIP SCALE



3-WAY Strength Tester—100% Legal
 18 months in production. New Button Indicator for competitive play
 Tension Adjustment
 Bell Adjustment
 Non-Coin Slot
 Ejection Cap
 Built Metal Case
 \$2.95. \$19.50

D. GOTTLEB & CO.
 2700-22 N. Paulina St., Chicago.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES,
PREMIUMS AND SPECIALTIES

RINK



● Super-thrilling new high-score smasheroo by Genco with new "kicking saucers" that keep the action fast and furious. RINK'S really making MONEY!

SEABOARD SALES, Inc.
 619 Tenth Ave., New York
 Phone, Wisconsin 7-5688

CARL TRIPPE

Price Plus Guaranteed Satisfaction

ARKANSAS OPERATORS!

See **CARL TRIPPE**

FOR YOUR NOVELTY GAMES COMPLETE STOCK OF ALL NEW NUMBERS ON HAND FOR IMMEDIATE DELIVERY. WE CARRY THE LARGEST STOCK OF A-1 RECONDITIONED PIN GAMES WEST OF THE MISSISSIPPI. Tell Us What You Want—We'll Show It, or Get It For You.

Just a Few of the Bargains in NOVELTY 20-BALL PIN GAMES

| | |
|---|--|
| DAILY RESERVE \$1.50 DAILY DOZEN 1.50 CHICO NAGS 1.50 CARNIVAL 1.50 ELECTRO 1.50 HAPPY DAYS 1.50 OCEAN BASEBALL 1.50 AIRWAY 1.50 TORPEDO 1.50 NICHOBY 1.50 DEANLIGHT 1.50 ELECTRIC SCOREBOARD 1.50 | CHICO DERBY 7.50 BALL FAN (STONER) 7.50 NEW ROCKET 10.00 OCEAN BASEBALL 7.50 HOME RUN 8.50 GUN LINE 10.00 REPLAY 7.50 BUSBY 29.00 GENCO HIT ME 12.50 LONG BEACH 10.00 SWING 29.50 ROSE BOWL 17.50 |
|---|--|

All of these Machines Are Thoroughly Reconditioned and Put in A-1 Condition. Ready for Operation, Terms 1/3 Deposit, Balance O. O. D.

IDEAL NOVELTY CO. 1818 MARKET ST. ST. LOUIS, MO.

LIBERTY BELL

Keeps the Old Profit Bell Ringing a Merry Tune! All Tickets Are 3-Color Reproductions of Slot Symbols.

— 241 WINNERS —

No. 2431 2400 Holes
 Takes in \$120.00, Average Payout \$75.65,
 Average Gross Profit \$44.35.

Also Available With Average Payout of \$67.35. Order No. 2431-A.
 Send for Folder NC-18.

HARLICH MFG. CO.

Price \$8.98 Each
 413 W. Jackson Blvd., Chicago, Ill.

A NEW SUPER HIGH SCORE GAME

RINK

INTRODUCING GENCO'S NEW "KICK-UP" SAUCER IDEA!

More than "just a game"—RINK is different, entirely different! If a ball drops into one of the six "KICK-UP" saucers the score automatically increases until the next thousand is recorded and then the ball is kicked out for further play. A ball passing over the top skill lane registers 1000 if the lites are on. A ball going thru the lower skill lane gives a free ball if the lites are on. Gorgeous skating girls on the brilliant animated backrack.

Novelty \$79⁵⁰

Free Game \$89⁵⁰

All Prices F. O. B. Factory.

SEABOARD SALES
Incorporated
Direct Factory Sales Representatives for Genco on the Entire Atlantic Seaboard.
Seaboard Sales, Inc.
619 10th Ave., N. Y. C.

GENCO INC., 2621 N. Ashland Ave., Chicago, Ill.



A Profitable Craze Found

CHICAGO, April 1.—Coinmen in closed territories in the United States are expressing envy of their English counterparts who have comfortably and profitably found a way of going crazy when operating conditions become bad.

Seems that the County Hospital on the Isle of Wight has found a wonderful way to keep mental patients happy in the course of treatment. They are carrying out an experiment along this line by giving them a few coins each week while they are away from the hospital. Very handy for English coinmen.

"The few people receiving the money," said Dr. Davies-Jones to a London Daily Express reporter, "may have no desire to spend it, but the coins jingling in their pockets gives them a feeling of well-being and independence and acts as a mental medicine, just as tonics and restoratives do in physical illness."

"I hand the money to the patients, who come for it weekly, and I am thus kept in personal touch with them and am able to observe that the experiment is proving a wonderful success."

Doubt is expressed by skeptics that they can keep the population of this hospital from increasing by leaps and bounds.

Majors Now in Its 10th Straight Week

CHICAGO, April 1.—Chicago Coin Machine Mfg. Co. is bubbling over with joy in celebration of the 10th straight week's run on Majors. This game has topped all others in sales of the Chicago Coin firm. Sam Gensberg, of the firm, said that Chicago Coin has hundreds of orders on hand and that the end of the run on Majors is still a long, long way off. In fact, he was even willing to say that Majors will be selling for many more weeks to come.

Factory—CLOSEOUTS—Factory
25 Counter Games BRAND NEW—IN ORIGINAL CRATES 25 Payoff Games
15 Novelty Games AT REDUCED PRICES 15 Consoles

SPECIAL 9-foot GENCO SKILL ROLLS LIKE NEW—\$75.00 each. With iron play, coin chute and high score registers.

Write for our complete list of Pay Tables, Novelty Games, Slots, Counter Games and Photographs at prices that will interest you.

GRAND NATIONAL SALES CO.
2324-06-08 W. Armitage Bldg. Armitage 4570 CHICAGO, ILL.

BREAK YOUR PROFIT RECORDS WITH BARREL OF ACES (F-5075)

You'll Never Regret investing in **BARREL OF ACES (F-5075)**

The results are AMAZING. The barrel is overflowing with holes and the lucky ones choose the ones they want. 2295 Holes and the top Payout is \$25.00.

Takes in \$14.75
Pays Average \$9.29

Average Profit \$ 55.46

Price \$3.71 each

IT'S A SURE WINNER — ORDER TODAY

CHAS. A. BREWER & SONS
Largest Board and Card House in the World.
3320 HARVARD AVENUE, CHICAGO, U. S. A.

LOOK OVER THESE NEW LOW PRICES AND SAVE \$5

All Reconditioned Ready to Operate. 1/2 Cash With Order, Balance C. O. D.

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|---------------------------------|--------|----------------------------|-------|
| Wurlitzer Model 1904 | 22.50 | Seaboard Wyr-O-Lite | 58.50 |
| Seaburg 1927 800 | 124.00 | Western Baseball | 69.50 |
| Rock-Ola 1937 Imperial 200 | 39.50 | Eastern Baseball With Game | 69.50 |
| Rock-Ola 1937 Imperial 100 | 24.50 | Early Western Pinch Vendor | 69.50 |
| Rock-Ola 1937 Rhythmic 100 | 24.50 | Early Baseball | 48.00 |
| Rock-Ola 1937 Rhythmic King 124 | 44.50 | Evans Galloping Dominoes | 45.00 |
| Seaburg Symphonico Model "D" | 44.50 | Mills Rio's | 39.50 |
| Mills Dance Master De Luxe | 20.50 | Jewellings Liberty Bell | 29.00 |
| Mills Regular Games Master | 19.50 | Peabody All Star Baseball | 29.50 |

Write for Our New Catalog List, Listing Over 500 Reconditioned Machines. Used Phonograph Records, All Usable. Our Check For Hundred \$2.50.

BADGER NOVELTY COMPANY
25-46 N. 30TH STREET, MILWAUKEE, WIS.



"THE BELL FOR MEN" says Sam Taran, Mayflower Novelty Co., St. Paul, as he looks over Seaburg Mfg. Co.'s new two-way ball. George Holmstrom, of Daily sales staff, smilingly agrees.

VEMCO'S WEEKLY SPECIALS

REBUILD WITH FACTORY PRECISION AND GUARANTEED — MAKE YOUR SELECTION AND PHONE, WIRE OR MAIL YOUR ORDER TODAY. SHIPMENT WITHIN 24 HOURS.

(All equipments listed in offered subject to prior sale)

1-BALL AUTOMATICS

- 1 BALLY FLEETWOODS \$39.50
- 1 BALLY FAIRBORNS 44.50
- 1 BALLY KLOWDRERS 42.50
- 1 BALLY PEELERS 14.50
- 1 BALLY RACING FORMS 15.50
- 1 BALLY STABLES 32.50
- 1 CHICAGO COIN PADDON 17.50
- 1 GOTTLEB LONG SHOOT 7.50
- 1 MILLS RAILROADS 18.50
- 1 MILLS 1-3-3 TABLES 42.50
- 1 MILLS HI-BOYS 29.50
- 1 MILLS CLOCKS 12.50
- 1 PAMCO MAZUMA 12.50
- 1 WESTERN FEED BAG 12.50
- 1 WESTERN QUINELLA 12.50
- 1 WESTERN DELBY KING 29.50

COUNTER GAMES

- 1 A.B.T. MODEL 2 TARGETS \$17.50
- 1 GENETT DEUCE WILD 11.75
- 1 DENNETT LUCKY PACKER 11.75
- 1 DAVAL PENNY PACKER 11.75
- 1 DAVAL SMOKE REELS 10.00
- 1 DAVAL JOKER WILD 10.00
- 1 DAVAL JOKER WENDER 11.75
- 1 DAVAL TALLY 12.50
- 1 EXHIBIT TURF TIMES 7.00
- 1 GOTTLEB MIDDY WAGER 12.50
- 1 GROETCHER SPARKS 12.50
- 1 MILLS FRUIT KING 18.50

PHONOGRAPHS

- 1 MILLS DO-RE-MI'S \$ 50.50
- 1 MILLS De Luxe DANCE MASTERS 44.50
- 1 MODEL 187 SECURUS 29.50
- 1 MODEL 24 WURLITZERS 124.50
- 1 MODEL 616 WURLITZERS 124.50
- 1 MODEL 818 WURLITZERS 109.50
- 1 MODEL 822 WURLITZER 79.50
- 1 MODEL M-12 WURLITZER 49.50

TERMS: 1/3 CERTIFIED DEPOSIT WITH ORDER. SHIPMENT C.O.D. FOR BALANCE. (If machine or game wanted in not listed here, write for our complete list)

THE VENDING MACHINE COMPANY

205-15 FRANKLIN STREET-FAYETTEVILLE, N.C. Cable Address COINSLOTS

MERCURY

TOKEN PAYOUT
Cigarette Reel
PENNY OR
NICKEL
PLAY

\$32.50

1/3 Deposit with Order.

MERCURY will open your territory for you. No side handle. On winning combination 25 Award Tokens is vended automatically. Its exciting power is a sensation. ORDER TODAY.

SICKING, Inc. 1622 FREEMAN CINCINNATI, O.

CLEARANCE SALE

- 1 DAVAL ODD BALL \$32.50
- 1 DAVAL KICK KICK 29.50
- 1 CHICAGO COIN ST. MORITZ 34.50
- 1 BALLY PARAMOUNT 29.50
- 1 BALLY THUNDERBOL 29.50
- 1 DAVAL SPINNER 29.50
- 1 BALLY RESERVE 12.50
- 1 BALLY WORLD'S FAIR 12.50
- 1 BALLY ARCADE 19.50
- 1 GOTTLEB SWAY GRIPPERS, Long Base 9.50

PHONOGRAPHS

- 1 WURLITZER 4-12 \$ 50.00
- 1 WURLITZER P-30 30.50
- 1 WURLITZER 6-16A 118.00
- 1 WURLITZER 9-10 65.00
- 1 ROCK-OLA 12 REG. 49.50
- 1 ROCK-OLA 12 RHYTHM KING 55.00
- 1 ROCK-OLA WINDSOR, 1938 145.00
- 1 ROCK-OLA IMPERIAL 25 69.00
- 1 GABEL CHARM, 1937, 12 50.50

1/3 Deposit, Balance C. O. D.

MILWAUKEE COIN MACHINE CO.
2316 W. North Ave. Milwaukee, Wis.

CORRECTION

In our ad in last week's Billboard we incorrectly listed Odd Ball as \$29.50. The correct price is \$32.50.

1 DAVAL ODD BALL \$32.50
MILWAUKEE COIN MACHINE CO.
2316 W. North Ave. Milwaukee, Wis.

RED-WHITE AND BLUE

JAN TICKET DEALS.
Most profitable MCHM. Venues.
See Price, White

POLLY SALES CO.
1907 Chicago Street, Omaha, Neb.

NOVELTY GAMES

- 1 BALLY ARCADE \$27.50
- 1 BALLY FLEET 27.50
- 1 BALLY PALM SPRINGS 27.50
- 1 BALLY SHERBEE 27.50
- 1 BALLY THUNDERBOL 27.50
- 1 BALLY VIEW 27.50
- 1 BALLY PARAMOUNTS 49.50
- 1 DAVAL WAR ADMIRAL 10.00
- 1 DAVAL SPINNER 24.50
- 1 EXHIBIT BOUNTY 32.50
- 1 EXHIBIT FLIGHT 42.50
- 1 GENCO SLICER 47.50
- 1 GOTTLEB FIRE ALARM 24.50
- 1 JENNINGS PEAL PUSHERS 27.50
- 1 BALLY RESERVE 27.50
- 1 STONER SETS 22.50

GUARANTEED SLOTS

- 1 MILLS WEST POCKET BELLS \$41.50
- 1 MILLS 50 BLUE FRONTS 29.50
- 1 MILLS 100 BLUE FRONTS 22.50
- 1 MILLS 250 BLUE FRONTS 22.50
- 1 MILLS 50 BLUE FRONTS 22.50
- 1 MILLS 50 MELON BELLS 74.50
- 1 MILLS 100 MELON BELLS 77.50
- 1 MILLS 250 MELON BELLS 80.50
- 1 MILLS 50 CHERRY BELLS 29.50
- 1 MILLS 100 CHERRY BELLS 72.50
- 1 MILLS 250 CHERRY BELLS 78.50
- 1 MILLS 50 ESCALATOR FOR 27.50
- 1 JENNINGS DEERLY DAYS 37.50
- 1 JENNINGS 50 CHIEF 30.50
- 1 WATLING 50 ROLA-TOP 37.50
- 1 GROETCHER 10 COLUMBIA CIGARET BELL 42.50
- 1 GROETCHER 50 COLUMBIA JACKPOT BELL 42.50

CONSOLES

- 1 BALLY RAYS TRACKS \$ 42.50
- 1 BALLY SKILL FIELD 42.50
- 1 JENNINGS DEERLY DAYS 37.50
- 1 BROWN CABINET RACES 102.50

THREE

"HONEYYS"

BY MILLS NOVELTY



SMOKER Jackpot Bell

Small! Noiseless! Complete automatic mechanical payout with Jackpot, 25 or 50 play \$57.50



VEST POCKET BELL

Weights only 15 lbs., but a complete mechanical payout Bell. Very QUIET. \$49.50



FREE PLAY 1-2-3

Mills famous payout with big reels, now built with free play unit: 1 ball or 5 balls. Special new price.

Wire or Phone Your Order Now

MILLS NOVELTY
COMPANY

4100 Fullerton Ave.
Chicago, Ill.

Genco Rink Gains Approval Quickly

CHICAGO, April 1.—"It has been only one week since we announced Rink," said Myer Gensberg, of Genco, "and already orders have flooded our offices from practically all sections of the country. Our Eastern representative, the Seaboard Sales, Inc., has given us steady instructions for a calendar week until further notice. Equally impressive are the variety of orders for 25 and 50 where the usual order is 5 or 10.

"Rink introduces a new idea in the kick-up-saucer feature. A ball dropping into one of these saucers automatically causes the score to increase to the next thousand and then the ball is ejected back onto the playing field for further play. This feature adds to the zest of the play and, according to location reports to Genco, has met with the approval of players. The game also has two special skill lanes. The top skill lane gives the player 1,000 points if the skill lane is lighted. The bottom skill lane gives the player a free ball if that skill lane is illuminated."

This game, as well as most all Genco games, comes in two models. The regular novelty model and the free game model.

Editorials

Two Chicago newspapers mentioned "gambling" on their editorial page during March.

"Yes, There Should Be No Gambling," said *The Chicago Tribune* in its headline. *The Tribune* expressed the idea that people as a group often vote for laws which they as individuals will not obey. Meaning that people taken collectively will vote for anti-gambling laws, but as individuals will not obey. Meaning that a change in violation of the laws for which they vote.

Then the editorial takes a rap at "slot machines," saying that they do not offer a game of chance. Which is being rather partial on the subject of gambling. Slot machines happen to be the favorite device of millions who want to take a chance in their own way.

"Needed: Some Gambling Courage," said *The Chicago Daily Times* on March 14. The editorial suggested that "capitalism" needs the courage to take a chance at business and investments in these times — it also "capitalism" would go backward.

NOVELTY SPOTTEM now ready!

ALL THE PLAY APPEAL OF ORIGINAL FREE PLAY MODEL NOW IN SEVENTH WEEK . . . EARNING \$10 TO \$25 DAILY!

Now ready for IMMEDIATE DELIVERY! America's greatest non-payout hit . . . a sensation in Free Play . . . now available in BOTH Regular Novelty and Free Play models. Although NOT A RESERVE type game, SPOTTEM is actually earning more than Bally Reserve at its peak! Novelty SPOTTEM has all the features of original Free Play model . . . including PROJECTOR TYPE TOTALIZER . . . fascinating SCORE BUILD-UP . . . MYSTERY FREE NUMBERS . . . OUT-BALL RETURN . . . and simple, sure-looks-easy play appeal that guarantees constant repeat play and the kind of collections you thought were a thing of the past! Order SPOTTEM today!



Only **\$79⁵⁰** FREE PLAY MODEL \$89.50

BOTH MODELS METERED • ADJUSTABLE

5 BALLS

44 IN. BY 22 IN.

PACEMAKER

RESERVE TYPE MULTIPLE



All the features you've always wanted in a pay table . . . combined in one great game! New money-making ideas give you the biggest multiple collections you've ever seen. Now in tenth week and going stronger than ever! Order yours today!

PAYOUT OR TICKET

BALLY BELL

QUARTER-NICKEL • DOUBLE QUARTER • DOUBLE NICKEL

15-DAY MONEY-BACK GUARANTEE

Collection records prove BALLY BELL doubles or triples earnings of average Bellspot. But maybe you're "from Missouri!" and want to be shown. Okay, try BALLY BELL in location two solid weeks. If you're not one hundred per cent satisfied with operating power . . . or the smooth, trouble-free performance . . . you are privileged to return sample within 15 days for a full refund. You can't lose . . . but you can and will gain the fastest collections you ever scooped out of a cash box! Order your BALLY BELL today!



Write for descriptive folder on BALLY BEVERAGE VENDER

BALLY MFG. COMPANY

2640 BELMONT AVENUE
CHICAGO, ILLINOIS

Motion

IN COLORFUL LIGHTS

*Draws the Crowds
- makes them Spend*



CONTINUOUS MOVING CLOUDS
OF COLORFUL FASCINATING LIGHT

IT'S
ROCK-OLA
Luxury Lightup
FOR 1939

GREATER EARNINGS

WITH
MORE Motion MORE *Light* MORE *Color*

WURLITZER *Presents*

a New

REMOTE CONTROL MULTI-SELECTOR

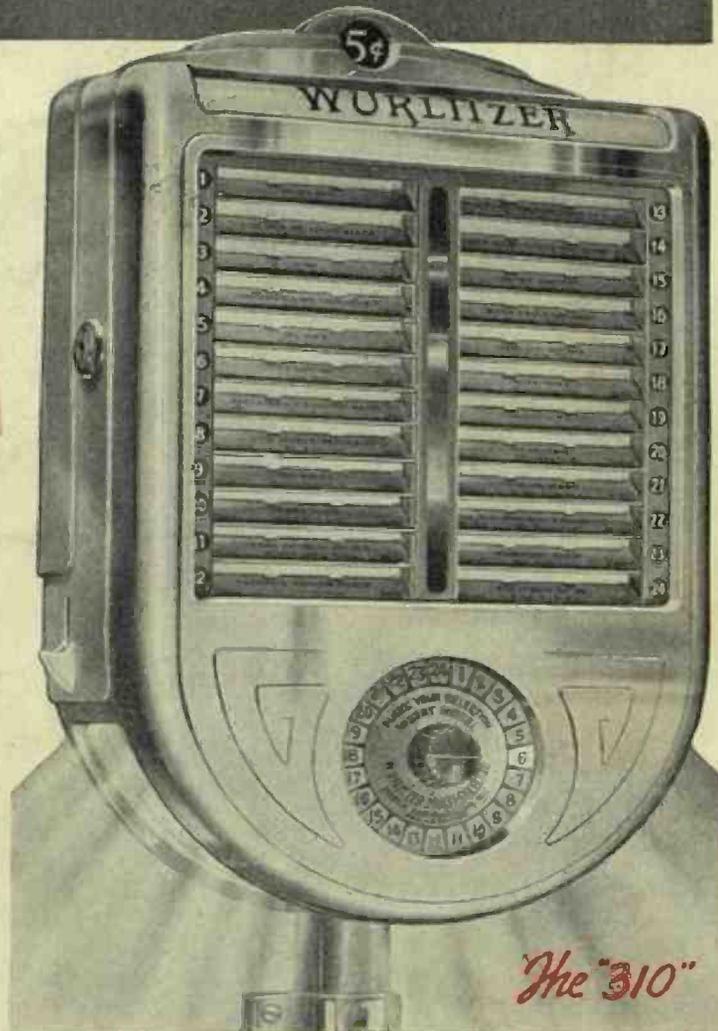


Increase Your Location Earnings

MAKE YOUR WURLITZER
AUTOMATIC PHONOGRAPHS
INSTANTLY ACCESSIBLE
from anywhere on location!

Put your phonograph near to *all* the patrons of your better locations with the new WURLITZER Remote Control Multi-Selector Unit . . . the fully selective wall box that's ideal for booth, wall or post.

Streamlined and modern . . . the unit has a translucent plastic light opening at the bottom which provides soft illumination, permits its use as a booth light and enhances the appearance of any installation. All 24 program slips are lighted and can be easily read. Make your present profitable locations permanent. Secure new locations with the WURLITZER Remote Control Multi-Selector.



5c Magnetic
Coin Equipment

24 Record Selection
Fully Illuminated

Reject Coin and
Slug Return

Attractive, Durable
Tamper-Proof

Dial Selector Illuminates
Record Selection

Translucent Plastic
Base to Light Booth

The WURLITZER Remote Control Multi-Selector is designed for operation with any 24-record Wurlitzer Automatic Phonograph with the addition of special equipment in the instrument. Trouble-free, attractive and neat . . . the unit is easy to install. When ordering specify length of multi-wire cable needed (sold as additional equipment).

The Rudolph Wurlitzer Company

North Tonawanda, N. Y.
Canadian Factory: RCA-Victor Co., Ltd.,
Montreal, Quebec, Canada.

Sold only to Music Merchants

GET AND HOLD THE BEST LOCATIONS WITH
WURLITZER
AUTOMATIC PHONOGRAPHS
AND AUXILIARY EQUIPMENT