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MAY 7, 1938

The *15 Cents* Billboard

The World's Foremost Amusement Weekly

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GOVERNMENT'S TAX WARNING

Bureau of New Plays Brodies

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

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

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

(See BUREAU OF on page 12)

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Unions Help Members?

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

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

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

NSA's First Annual Banquet Set for Nov. 19

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Cite FCC Inconsistency in Gannett Radio License Grant

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

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

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

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

THAT INCOME TAX HEADACHE

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

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

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

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

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

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

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

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

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

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

Atlanta Likes FTP Production

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

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

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

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

Peace—At Any Price

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

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

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

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

J. Kassewitz.

Framing Cincy Actors' Club

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

Push Drive on Indecent Shows

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

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

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

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

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

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

Two Coast FTP Heads

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

GERTRUDE LAWRENCE

(This Week's Cover Subject)

GERTRUDE LAWRENCE was born in London July 4, 1897. She was educated at the Convent of the Sacred Heart in Stratford, later studying dancing under Madame Epineux and elocution and acting under Italia Conti. She made her debut at a child dancer in 1906 in "Sibyl in the Wood," a London pantomime. Her first big chance was as principal dancer and understudy in a revue titled "Some," followed by appearances in "Cheer," "Tabu" and "Buss-Suss," all English revues. She likewise toured in variety shows and played at various London night clubs.

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

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

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

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

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

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

For VAUDE

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

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Cincinnati Radio Program Study

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

By JERRY FRANKEN

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

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

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

Sunday Tops List

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

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

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

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

Baseball

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

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

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

LOCAL LEADERS

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

"DAWN PATROL"—WKRC

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

"WOMAN'S HOUR"—WKRC

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

THOMAS C. SAWYER—WLW

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

"MAD HATTERFIELDS"—WLW

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

"RURAL ROUND-UP"—WLW

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

"DR. FRIENDLY"—WLW

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

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

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

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

Spuds' News

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

Leading Cincy Daytime Shows

TWO-HOUR PROGRAM

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

HOUR PROGRAMS

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

HALF-HOUR PROGRAMS

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

FIFTEEN-MINUTE PROGRAMS

(Five Times Weekly)

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

FIFTEEN-MINUTE PROGRAM

(Three Times Weekly)

Man on the Street	WCPO	L	3
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FIFTEEN-MINUTE PROGRAM

(Two Times Weekly)

Thomas C. Sawyer	WLW	N	14
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FIFTEEN-MINUTE PROGRAMS

(Once Weekly)

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

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

Frisco Dailies Give Radio Chill

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

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

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

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

Ether Writers Must Make SS Payments

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

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

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

Pabst Show-Shopping

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

Luckies Drops News

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

WOR Owners on WQXR

NEW YORK, April 30.—R. H. Macy & Co., owners of WOR, Newark, N. J., will advertise on WQXR here. Contracted for one hour of transcribed classical music, beginning May 2.

Y. & R. Auditions

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

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

Lloyd Yoder's Woo

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

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

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

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

Drug Co.'s Tie-In Ads

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

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

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

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

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

Contract Between Chains, AFRA Expected To Be Set This Week

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

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

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

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

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

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

Time, Life, Fortune Go Heavy on Radio

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

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

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

Schneider Unit Back at WGY

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

CBS Starting New Palsy-Walsy Idea

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

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

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

Harkins' New KFRC Spot

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

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

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

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

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

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

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

WWJ's Cackle

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

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

Program Reviews

EDST Unless Otherwise Indicated

Air Briefs

New York By PAUL ACKERMAN

Sports Reviews

Chesterfield Sports Column

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

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

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

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

"Highlights in the World of Sports"

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

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

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

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

"What's in a Word"

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

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

"Baseball Resume"

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

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

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

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

"The Old Coach"

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

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

Nixon Denton

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

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

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

altno adding nothing startlingly new to the breed.

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

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

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

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

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

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

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

Chicago By HAROLD HUMPHREY

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

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

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

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

"Time To Shine"

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

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

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

BALLROOM BOOM FOR BANDS

Rosey Fries Freed in Red

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

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

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

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

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

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

CRA Cops Philly Arcadia

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

Gordon Leaves Ten Eyck

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

Spare the Sympho-Swingo

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

Russ Horatio Alger Morgan

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

Guy, Goodman and Tommy for Canada

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

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

Penny Liquor Dealers Sponsor Anti-ASCAP Law

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

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

Tommy Tops Para Poll on First Tee

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

Petrillo Suspend Munro On Security Tax Violation

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

Britons Eye States Again

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

Summer Season Sets Fast Pace As Dance Emporiums Unshutter

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

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

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

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

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

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

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

Senders for Smoky Savoy

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

All-Fem Sepia Band Forms

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

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

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

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

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

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

Walled Lake Music Battle

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

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

Typographical Error

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

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

Orchestra Notes

By M. H. GRODENKER

Happy Birthday

RUSS MOHOAN not only marked the two-and-a-half-year point in his radio career last Friday (29), but it was also his natal day . . . telling tales, he was 54 . . . but oddly enough, Russ' birthday cake was "cut on the same date as that of **DUKE ELLINGTON** . . . and astrologists will have a tough time figuring that one out as Russ is an exponent of sweet music while Le Duke is a dandy for the swingers. . . . May 13, and it's a Friday, will also find Russ playing *Happy Birthday to You* for the Pierre S. DuPont birthday party at the Waterbury (Conn.) Country Club.

Batters Up

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

Clarinet Madness

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

Travel On

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

Gotham Cab

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

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

Coast to Coast

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

Cab Goes Mellow

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

Stray Shots

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

Notes Off the Cuff

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

JOE MARSALA
His Original and his Chicagans
NOW HICKORY HOUSE, N. Y.
Hear via WJCA Mon., Thurs. and Sat.

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

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

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

Personal Direction **FRANCES FOSTER**
1619 Broadway, N. Y. C.
LIVINGSTON
Multi-appeal and his "TALK OF THE TOWN" Male

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Music Items

Willet Signs With Robbins

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

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

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

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

Sheet-Music Leaders

(Week Ending April 30)

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

Position Last Wk. This Wk.	Title
1	1. Ti-Pi-Tin
2	2. Love Walked In
3	3. Heigh Ho
4	4. Please Be Kind
5	5. Whistle While You Work
6	6. Goodnight, Angel
7	7. On the Sentimental Side
8	8. I Love To Whistle
9	9. You're an Education
10	10. Always and Always
11	11. The Old Apple Tree
12	12. Cry, Baby, Cry
13	13. Moon of Manassas
14	14. Some Day My Prince Will Come
15	15. At a Perfume Counter

Soft-Pedal Yo' Stuff

INDEPENDENCE, Mo., April 30.—Bon vivants and musicians of this city must watch their steps in night clubs here in the future. City council this week adopted an ordinance providing for fines of not less than \$10 nor more than \$100 against celebrators who dance in niterias where may be found "the rendition of loud and boisterous music."

Action came about after Mayor Roger T. Sermon made the rounds after dark, shocked by the "Negro tin-pan orchestras going full blast and the sight of 16-year-old girls serving as bar maids and taking time out to dance with patrons."

Hillbillies Feud With Musicians

PITTSBURGH, April 30.—Old feud between performers who incorporate playing of musical instruments in their act and the musicians' union is coming to a head here in tiff between the musicians' local and a group of hillbilly entertainers.

Union first forbade the hillbillies playing cafes on ground that they were not members of the union. Then, when the performers tried to join the union, officials ruled that they were not musicians because they couldn't pass a music-reading test. Cafe proprietors promised to give hillbillies jobs, with result that the Hotel and Restaurant Employees' Alliance ordered bartenders and waitresses out on strike and into picket lines. Hillbillies then picketed the pickets.

Now the hillbillies have incorporated themselves as the Hillbilly Entertainers' Union under the direction of Edward (Tex) Harrison, president. Entertainers are willing to join even the performer union if permitted to continue to play

ASCAP Pubs To Let Committee De-Emphasize the Radio Plugs

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

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

Box-Office Battle At Akron Ballrooms

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

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

Songs With Most Radio Plugs

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

Songs listed are those receiving 10 or more network plugs (WJZ, WFAP, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, April 28. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

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

PW Trades Kingship For a Dictatorship

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

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

Kemp Songstress Sues

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

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

Foster Remains in Dallas

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

"COCOANUT GROVE"

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

"INVISIBLE ENEMY"

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

"LAW OF THE UNDERWORLD"

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

As I See It

By DAVE VINE

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

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

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

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

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

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

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

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

Chicago Chat

By NAT GREEN

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

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

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

(Plymouth Theater)
BOSTON

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

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

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

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

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

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

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

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

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

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

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

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

Harold Humphrey.

Open-Air Little Theater

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

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

"Dark Echo"

Foresters Hall (Chicago)

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

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

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

FROM OUT FRONT

(Continued from opposite page)

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

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

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

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

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

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

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

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

New Play on Broadway

Reviewed by Eugene Burr

44TH STREET

Beginning Friday Evening, April 22, 1938

ESCAPE THIS NIGHT

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

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

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

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

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

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

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

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

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

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

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

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

Summer Spots Set To Rival Chicago Clubs

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

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

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

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

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

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

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

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

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

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

Milwaukee Club Holds Lucas

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

What Next?

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

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

Who's Who in Person?

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

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

Chi Wants Magicians, But N. Y. Is Cold

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

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

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

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

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

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

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

Grand Rapids Drops Vaude

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

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

Dancer Sues NTG

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

More Summer Openings Set

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

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

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

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

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

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

Chorus Line Canceled But Wins 2-Week Salary Anyway

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

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

Names and Units for Salt Lake City House

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

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

Hartford Club Becomes Rink

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

Hub Gayety Resumes Vaude

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

Bridgeport Club Closed

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

Champ Layoff Finds Work — And Troubles

By JACK ZERO

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

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

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

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

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

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

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

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

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

Eight More Pitts Clubs Lose Licenses

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

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

Club Booker Plans To Test Agency License Law

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

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

Hardeen Lands First World's Fair Contract

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

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

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

Billy Rose Switches To Straight Vaude

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

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

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

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

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

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

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

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

Edney Spier is still doing publicity. Paul Denis.

Only One Boston Spot Where Sailors May Dance

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

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

Charlie McCarthy—D-Man

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

Mae West Just Misses Record, Despite Campaign

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

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

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

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

Falkensteins Acquire New Summer Location

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

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

Night Club Management

By GEORGE COLSON

Changing the Atmosphere

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

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

Song Challenge Stunt

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

B&K Closing Oriental; Band Policy for Chi

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

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

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

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

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

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

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

Show Workers Elect

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

It's a Secret!

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

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

Velox and Yolanda Plan Big Ballroom "Follies" Ballet

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

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

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

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

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

Whitehead in Boston

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

Shubert Two-a-Day Still in Doubt

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

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

New Act Review

Dixie Dunbar

with

Tommy Wonder

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

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

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

Maypole Stunt Interesting

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

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

Club Revival Meeting

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

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

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

Thru Sugar's Domino

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

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

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



E. E. SUGARMAN

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

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

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

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

(See SUGAR'S DOMINO on page 31)

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

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

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

with the important developments pertaining to the findings of causes and cures of syphilis since the discovery of America. Living newspaper idea is employed, using a double-deck setting and sections of the lower stage for individual scenes. In this way the action is permitted to flow uninterruptedly, focusing the light, beginning with 16th century medics and their continued fight with the deadly menace.

A large cast is employed to bring the notable events to life, including consequential discoveries and the leading figures involved. The moving drama reaches its climax in the State Legislature of Illinois, where last year a law requiring medical examinations for all (See FT IN CHI on page 31)

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

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

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

Loew's, Keith, KAO Biz Down

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

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

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

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

Henley Heads Coast Project

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

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

Shuberts Bar Another

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

16 Theatrical Floats In World's Fair Parade

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

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

TMAT Organizers Start

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

Morrissey Plans Show

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

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

Bronx House Drops Vaude

NEW YORK, April 30.—Bronx Theater, Bronx, has dropped vaude for the summer. Vaude had been booked by George Godfrey all winter.

WANTED

Mid Show Performers in all Shows, Novelties, Trapes, Burlesque and Variety Shows, for Outdoor Performances. Open May 18. Write or wire DOC FLOYD WILLIAMS, 2 Main St., Binghamton, N. Y.

Arkansas Traveler Tent Theatre WANTS

Medical Teams strong enough to open and feature Hobbies or Hobbies preferred. Seeley Filmore show Open May 18. Write or wire DOC FLOYD WILLIAMS, 2 Main St., Binghamton, N. Y.

Want Vaudeville Acts

Live Glee, Musical, Novelty Act, Two Comedians, Burlesque with act. Callahan, Fricker, Lauer, Saturday, Frick, Royal, Monday, all Vaudeville. ROME SHOW.

WANT QUICK

Young Team doing Leads with Specialties, Back-Back Piano Player, Double Stage. Good Musical or Vaudeville Act.

RICE-PERCY PLAYERS

Former Old, 18.

MAIL ON HAND AT CINCINNATI OFFICE

Parcel Post

Alton, Jack 15c
Alton, Jack 25c
Alton, Jack 30c
Alton, Jack 35c
Alton, Jack 40c
Alton, Jack 45c
Alton, Jack 50c
Alton, Jack 55c
Alton, Jack 60c
Alton, Jack 65c
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Alton, Jack 95c
Alton, Jack 1.00

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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.

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Women

Men

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

McCOY ADDS PARADE

Goes on May 9 At Reading, Pa.

Philadelphia dropped from route, other Pennsylvania stands substituted—bizz off

CINCINNATI, April 30.—Because Col. Tim McCoy's Real Wild West has not been drawing the crowds anticipated, the management decided here before the show left for Parkersburg, W. Va., Thursday night to stage a street parade as a business stimulant. The first one will be given at Washington, D. C., May 2, when the show opens a three-day engage-

ment there. The parade, however, will not be made a daily feature until it reaches Reading, Pa., May 9.

A change was made this week in the route of the show. Philadelphia, contracted for the week of May 9, was canceled, and the following stands, all in Pennsylvania, substituted: Reading, Allentown, Wilkes-Barre, Williamsport, Altoona and Allegheny. From Allegheny the show will move to Pittsburgh for a two-day engagement, May 16 and 17. Reason given for the cancellation of Philadelphia was that business conditions there were unfavorable.

Following its 10-day run at the International Amphitheater, Chicago, April 23, the show started its canvas season at Columbus, O., Monday, followed by Dayton, Tuesday, and coming here Wednesday and Thursday, appearing on the Cumminsville lot. Business at Columbus was light and at Dayton fair. Mattines in Cincy were light and nights fair. Weather here was ideal both days ex-

cept for a shower early Thursday night with the air turning cool.

With Colonel McCoy at the head of the program, doing a six-horse catch and appearing in other numbers, some good Wild West entertainment is offered, including an excellent Grand Entry; military drill on horseback by English Lancers, Bengal Lancers, Kuban Cossacks and United States Cavalry, directed by the Colonel; Argentine Gauchos, throwing boleadoras; American and Mexican cowboys, performing feats with the lariat; exhibition of skill with saber and lance by the cavalrymen; steer roping; Doctor Ostermaier's beautiful white stallion in dance steps and other routines; fine trick riding exhibition by Kuban Cossacks; broncho busting by American, Mexican, Argentinian and Australian cowboys, etc. Program is druggy in spots, and numbers in which there is shooting could be improved by making

(See McCOY ADDS on page 39)

U. S. Printing Co. Had No Lease on The Art Mix Title

CINCINNATI, April 30.—Neal Walters, sales manager of the U. S. Printing and Engraving Co., Kansas City, Mo., writes as follows regarding the Art Mix Circus:

"In last week's issue there appeared an item apparently sent in by Mr. Art Mix in which he states that he had leased his title to the U. S. Printing and Engraving Co., which appointed Joe B. Webb as manager of its equipment. This statement is erroneous. The U. S. Printing and Engraving Co., or its president, O. N. Walters, never at any time leased the Art Mix title or any other circus title, nor have they any intention of ever leasing any show titles. Our business is printing show paper. While it is true we held a mortgage on the show (we do on many other shows), we had nothing to do with the management of same."

Kelley, Others Convicted; To Impose Sentence May 9

NEW YORK, April 30.—John M. Kelley, former general counsel for Ringling Bros. and Barnum & Bailey Combined Shows, and two former internal revenue agents were convicted in Federal Court here this week on two indictments charging them with aiding and counseling the preparation and filing of false and fraudulent income tax returns.

Federal Judge Murray Hulbert will impose sentences on May 9. Under the jury's verdict each defendant is liable to a possible penalty of 40 years in prison and fines totaling \$130,000. Defendants were tried on four indictments and found guilty on two. The former revenue agents, Nathaniel F. Rabner and Charles D. M. Greer, both of Washington, D. C., were recommended leniency by the jury.

Kelley's counsel has already signified intention of carrying an appeal to the United States Circuit Court of Appeals. Joseph W. Burns, assistant United States attorney-general, and J. Randall Creel, assistant U. S. attorney, prosecuted for the government, while counsel for the defense included Nathan Probst, for Kelley; I. M. Radin, for Rabner, and J. J. Lubasch, for Greer.

The government charged that the gross income of Ringling-operated circuses between 1918 and 1932 totaled \$59,456,589, with deductions amounting to \$42,567,198, leaving a net taxable income of \$16,789,391. Income tax returns on total net income amounted to only \$4,324,426 for that period.

Government charged that Kelley and the other defendants had falsified the tax returns of the circus partnership as well as the returns of the estate of the late Charles Ringling.

Government's Tax Warning

Circus, carnival and other outdoor showmen should not fail to read the Social Security tax warning story appearing on page 3 of this issue.



IF THIS isn't the highest an elephant has ever walked a tight rope (4 1/2 inches in diameter), then what is? W. F. A. Pagel, owner of Pagel's Circus in Africa, started this elephant named Tempest at 3 feet and now has her up to 10 feet. He will continue till she goes up to 20 feet, he says.

WPA Show Closes Indoors; Union Trouble at Newark

NEWARK, N. J., April 30.—The WPA Federal Theater Project's Circus closed its indoor season here April 24 at the Newark Armory. Show was here four days under sponsorship of the 113th Infantry, New Jersey National Guard. Altho his was light, show made the nut and finished the season a winner.

For the first time since the show's inception union difficulties were encountered. (See WPA SHOW on page 40)

Wagner Receives Wheels From R-B for Famous Band Chariot

DES MOINES, Ia., April 30.—Dusty oblivion as a museum piece has claimed the Two Hemispheres Band Chariot at the State fairgrounds here, but the huge old wagon has not passed out of the memory of the circus world. A set of wheels to replace the cracked wheels now on the wagon were received this week by J. A. Wagner, chairman of Iowa Ringling Top No. 1 of the Circus Fans' Association.

The two front wheels weigh 300 pounds apiece and the back ones 400 pounds. Specially constructed, they have iron rims that are nearly one inch thick. They were donated by Ringling-Barnum circus and sent from winter quarters at Sarasota, Fla., before the season opened.

Last summer when the show was here Carl Hathaway, manager, promised Mr.

Toronto Okeh For Gardens

Play week engagement under Fire Fighters at CNE Coliseum—24 displays

TORONTO, April 30.—Garden Bros.' Circus had good business on its Easter week engagement for Toronto Fire Fighters' Association in the Canadian National Exhibition Coliseum. Show was formally opened Monday night by Mayor Ralph C. Day, with President George V. Kemp and Secretary George Allen of firemen's organization and William A. and Robertson B. Garden officiating.

Between 12,000 and 14,000 children from newspaper carrier staffs, radio sports clubs and charitable organizations attended dress rehearsal previous Monday morning. Radio interviews were granted (See TORONTO GOOD on page 40)

Great Inman Celebrates 51st Year of Trouping

NEWARK, N. J., April 30.—Forty people, friends of the veteran troupier, Harry Hillman, known professionally as the Great Inman, gathered at Mac's Tavern here April 19 to help the contortionist and clown celebrate his 51st anniversary of trouping. Stories of the circus were related. Clarence Blair entertained with feats of magic, and Ernest Gilbert did crayon sketches of the Inmans.

Among guests were Charles Rudolf Milbauer, Bill Koch, Mr. and Mrs. Cheestman, Mr. and Mrs. Joseph Tittle and daughter, Joseph Loew and wife, Otto Lebert and wife, Pat McGrug and wife, Elmer Loew and wife, Mr. and Mrs. Trotte, Mary Jarnsevich, Fred McNeil and Edward Kahn.

Wagner the set of wheels. The order sending the wheels to Des Moines was given by Mr. Hathaway in January, just a week before he died. George Smith, who is now manager, completed the order.

One of the old front wheels will be sent to Clyde Beatty. At the opening of Cole Bros.' Circus in Chicago Mr. Wagner said Beatty asked for the wheel for use as a chandler in his new home at Rochester, Ind. Mr. Wagner is going to use the other front-wheel, and the rear ones can be had for the asking, Mr. Wagner said. None but bona fide Circus Fans need apply, however.

For the last two years the wheels on the wagon have been considered unsafe. Two years ago the Cole show used the wagon in a parade here but substituted (See WAGNER RECEIVES on page 38)

W. Va. Governor Against Passes to State Workers

CHARLESTON, W. Va., April 30.—With the words that he did not believe it "good public practice" for State employees to accept passes from circuses, Governor Holt has forbidden, in a signed order, all State workers to dodge paying the entrance fee to either circuses or carnivals showing in this State. The order was issued to "all departments subject to the control and direction of the governor."

"I do not believe that it is good official or public practice to accept passes and free tickets . . . particularly when many of the representatives of the State are called upon to deal in an official capacity with these concerns," the order said.

Parker-Watts Opening Good

Start in winter-quarters city, Emporia, Kan.—parade draws many people

EMPORIA, Kan., April 30.—Parker & Watts Circus opened here, where it wintered, April 15-16. City took on a holiday air and thousands of people lined downtown streets for parade. Despite inclement weather there were four good houses. William Allen White's newspaper, The Emporia Gazette, gave show much publicity—plenty of first-page stories and pictures.

The Program

Program, directed by Bert Rickman, runs very smoothly. It follows in order: Spectacle, Aladdin and the Wonderful Lamp, Introduction of Kit Carson Jr., Pony drills and mule act. Revolving ladders in three rings. Elephant act. Clown marriage. Swinging ladders. Foot juggling and barrel jumping. Clown number, giant fireeacker. Cloud swing, three rings, Brock Troupe, Football ponies. Foot slide from top of tent by Albertini, Globe act in three rings. Concert announcement, Yamato Troupe, foot juggling, also hanging by hair from top of tent. Perch acts in three rings. Liberty horses, worked by Hazel King, center; Carl Bruce and Dell Graham. Twelve horses in center and eight each in other rings. Elephant head carry by James Conners, superintendent of show's elephants. Concert announcement, introducing Tige Tigerson, wrestler, and Kit Carson and his cowboys. Trampoline (See PARKER-WATTS on page 41)

McCoy, Downie Day And Date at Altoona

ALTOONA, Pa., April 30.—This city, with a population of about 82,000, has been contracted (lot and license) for Friday, May 13, by Col. Tim McCoy's Wild West and Downie Bros.' Circus. Downie will be on the regular circus grounds and McCoy on the Driving Park lot, about one-half mile apart. Zanesville, Canton and Massillon, all Ohio stands, have been canceled by the McCoy show.

Donations to Linard Jones Monument Fund Total \$52

ERIE, Pa., April 30.—Donations to the Linard Jones Monument Fund up to Thursday of this week totaled \$52.10. George H. Lux, general chairman of the Col. Linard Jones Memorial Committee, states. Those who contributed since the last list of donors was published in The Billboard of April 23 are Melvin D. Hildreth, Ed M. Hilleary and Dr. A. M. McCully.

All donations are handled by Chairman Lux, of 1231 West 10th street, Erie, and he in turn passes them on to Frank V. Baldwin, treasurer of the fund, who is located in New York City.

FIRST CIRCUS at Terre Haute, Ind. this year will be Cole Bros., May 10. It will be third straight year for show there, each time first part of May. McCoy show will be there first part of June, says John A. Schmidt.

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With the Circus Fans
By THE RINGMASTER

President MERVIN D. HILBRETH W. M. DUCKINGHAM
116 Evans Bldg., Washington, D. C. Secretary Thomas Bank, Norwich, Conn.
(Conducted by WALTER ROBINHADEL, Editor "The White Tents" and International Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., April 30.—Harper Joy, Spokane, Wash., writes of an interesting visit he had with Mr. and Mrs. Carl Sontz, who are promoting the date at Coeur d'Alene for Polack Bros.' Circus week of May 3. The week following show will play at Trall, B. C., the great smelter town, which is about 125 miles directly north of Spokane. Sontz states that business at Victoria, B. C., was tremendous due to the fact that show had an elephant and was the first elephant seen on the island in many years.

Dr. Roswell T. Pettit and wife, of Ottawa, Ill., while at Rochelle were guests of Mr. and Mrs. Earl Chapin May. Fred Schlotzhauser, of Oquawka, caught Hagenbeck-Wallace Circus at Springfield, Ill. John Tellow, of Peoria, also was there.

On April 23 Burt L. Wilson visited with George Brinton Beal in the book department of Marshall Field's. Mr. Beal gave a 40-minute moving picture show, showing movies of the Cole Bros., Ringling-Barnum and other circus acts. He also autographed his new book, *Thru the Back Door of the Circus*. Burt is now off on a long trek and will not be back home until August 1.

The date of Belle-Sterling Circus announced for Rochelle on May 14 has been changed to matinee only on the 15th.

When Mr. and Mrs. Walter M. Buckingham were in New York to see the Big One they visited the museum and state they saw a wonderful display of circus paper gathered from private collections. The exhibit also included paintings and drawings of the circus by well-known artists.

Fans present at the recent tamale and beer party given to entire personnel of Tom Mix Circus at San Antonio were Dr. W. M. Wolf, Park Street, Harry Hertzberg, Tommie and Pasco Jesperlands, Walter Loughbridge, Bill O'Donnell, J. O. Meusebach and Pompeo Coppini.

Texas Has Two New CFA Tents

GAINESVILLE, Tex., April 30.—Two new tents of the Circus Fans' Association were raised at the first annual meeting of Southern States Circus Fans at the Turner Hotel here Wednesday.

Col. C. O. Sturtevant, of San Antonio, Southern vice-president of CFA, presented charter to C. H. Leonard, chairman of the Antoinette Concello Tent No. 26 of Gainesville. Roy P. Wilson is vice-chairman; G. D. Bell, secretary, and other members are Leon Gilmore, Joe M. Leonard, A. Morton Smith, George J. Carroll and Roy A. Stamps.

The local tent received a telegram from Madison Square Garden, New York, reading: "Dear Circus Fans of Gainesville—It gives me great pleasure to know your tent will bear my name. I am sorry I cannot be with you today. Best wishes, Antoinette Concello."

At the same time, formation of the Carl T. Hathaway Tent at Waco, Tex., was announced by Holt Massey, chairman, and H. B. Waite, secretary. Cecil Crowe has been enrolled as a new member at Waco. A telegram telling of the formation of the tent was dispatched to Mrs. Carl Hathaway at Sarasota, Fla., by Massey and Waite.

Colonel Sturtevant spoke on *The Circus as a Hobby* at the Rotary Club luncheon to which the CFA members were invited guests. Roy A. Stamps, CFA, was program chairman.

At 6 p.m. the visiting CFA and members of the Gainesville Community Circus were guests at a barbecue supper in the circus backyard previous to the opening of the ninth season of the circus. A Universal newsreel photographer made shots of the convention activities.

Among those here for the meeting were Mr. and Mrs. Frank Walter, Houston; Mr. and Mrs. Cecil Crowe, Mr. and Mrs. Holt Massey, Waco; Colonel Sturtevant, San Antonio; V. N. Armstrong, of Wichita Falls.

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WITH HIS FAMOUS HORSE, "TARZAN"

AGAIN HEADING HIS WILD WEST CONTINGENT AND
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(Chameleons)

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GEETCHY

MAFA BODY VIGILANT

State Relations Group Is Active

Interests of established annuals guarded—problems talked at spring meet

WORCESTER, Mass., April 30.—Efforts toward better fair programs and revelations of "sponsors" of fairs suddenly "coming to life" under guise of agricultural societies to reap harvests from "activity" that would must the public and annex a slice of state-aid money and that are unknown to agricultural interests in the State were themes of the 19th annual spring meeting of Massachusetts Agricultural Fairs Association in the Hotel Bancroft here on April 22. Leon A. Stevens, MAFA president and secretary of Cunningham Fair, presided. The meeting was attended by about 60 representatives of 16 of 19 member fairs and Secretary Alfred W. Lombard, Boston, said it was 30 per cent bigger than that in 1937.

The new State relations committee, Milton Danziger, Eastern States Exposition, Springfield, chairman, gave a 25-minute report on its research into 2,224 bills, resolutions and orders of the General Court to protect interests of fairs. While most of them had no application to fair interests, sometimes innocent-appearing bills had direct connection with agricultural fairs and unless carefully watched might have been inimical to best interests of educational institutions, he said. The committee made appearances before legislative committees of the General Court and carried on extensive correspondence with members of the Legislature and MAFA members. In addition to Mr. Danziger, the committee included Mr. Stevens; Samuel T. Sheard, vice-president; Frank H. Kingman, Ernest H. Sparrell and Fred B. Dole, past presidents. Mr. Lombard warned that it was the MAFA's duty to combat any proposed activity that would hurt agricultural fairs. He cited a concentrated effort in the House to block reduction of

(See MAFA BODY on opposite page)

Detroit World's Fair Talk Is Revived by Commission

DETROIT, April 30.—First plans for a World's Fair in Detroit were voiced this week by the City Plan Commission. Little sentiment along this line has been heard in many years, although some was expressed about 1930 when Chicago's A Century of Progress was being planned.

With official expression from this commission, which is part of city government, the move is likely to result in action toward promoting such an event and an effort to secure official recognition.

Date probably would be set in the early '40s, although no important historical tie-up can be made before 1951, 250th anniversary of founding of the city. No site of sufficient size is available in city limits, except for one of three large city parks, but adequate acreage just beyond could readily be prepared.

Monroe, Wis., Adds Sunday

MONROE, Wis., April 30.—"An unbroken record of 83 years of annual fairs, with all bills, premiums and purses paid in full," is the claim appearing on stationery of Green County Fair here. Secretary Leland C. White said the 1938 fair will run five days and six nights, Sunday being added for the first time. Premiums will total \$7,000; budget for acts, \$4,200, and \$3,800 for race program. Success of the 1937 fair led to improvements, including a new building, repairs, painting and electric lighting extension. Flash Williams will appear on the grounds in May.

OXFORD, N. B.—Oxford Fair directors elected F. W. Smith, president; J. A. Moore, C. Thompson, vice-presidents; D. W. Wood, secretary-treasurer; L. B. Thompson, manager; R. P. McConn, assistant.



A. R. COREY, secretary of Iowa State Fair, Des Moines, which this year is known as Iowa Territorial Centennial Fair, and who has announced extended centennial programs in all departments. Exhibits, pageants and panoramas will depict Iowa progress. Premiums have been boosted to \$115,000, a top figure in the long history of the annual.

Wis. Aid Up To High Court

Favorable ruling of lower bench may be in abeyance pending WDA rehearing

MADISON, Wis., April 30.—Circuit Judge August C. Hoppmann, having on April 22 formally upheld constitutionality of the State-aid law in a test case instituted by Sawyer County Agricultural Fair Association, Hayward, against Secretary of State Theodore Dammann, ordered the secretary to audit claims for \$136.20 of the fair association, which was in addition to \$1,675.50 in State aid received by the association.

Secretary Dammann's refusal to make the audit followed a State Supreme Court decision holding the Wisconsin Development Act unconstitutional.

The Supreme Court has granted a re- (See WIS. AID UP on opposite page)

Lewis Up for Lieut.-Gov.

YORK, Pa., April 30.—Samuel S. Lewis, president and general manager of York Interstate Fair, is a candidate for the Republican nomination for lieutenant-governor of Pennsylvania. He has long been active in State affairs, having served as auditor general, State treasurer and secretary of highways. His campaign literature carries complimentary references from newspapers of both major political parties.

N. D. State, Minot, Battles To 100% Win

By SECRETARY H. L. FINKE

MINOT, N. D., April 30.—An International Peace Celebration, a State Fair and a five-day rodeo on July 4-10, 1937, was one of the most elaborate programs ever attempted in the Northwest and one which seemed destined to attract visitors from many States and provinces to the State Fair in Minot. Attendance, however, was effectively rebuffed on Monday, July 5, when temperature soared to 105 degrees in the shade while a 40-mile wind was parching crops. Small respite was allowed on the following days when, from Thursday morning until Saturday noon, it rained.

As a result, about \$5,000 was lost in operations and about \$5,000 remained to be paid on the buildings and grounds. Then, as now, the fair association had over \$33,000 in the county treasury. This had been used by the county for various county projects and as a result the actual cash had long since been disbursed. When the county wanted to return this money in the form of warrants, Fred M. Brey, newly elected auditor, flatly refused. Ever since last fair season these bills have been hanging fire and the issue has been involved in a (See N. D. STATE on opposite page)

Three Name Bands Booked for Toronto By Elwood Hughes

TORONTO, April 30.—For the 1938 Canadian National Exhibition here, what is called the world's largest outdoor dance floor will be constructed on the wide plaza west of the Electrical and Engineering Building. It will be enclosed and covered with decorative canvas walls and canopy.

General Manager Elwood A. Hughes, en route to Europe to engage attractions (See Three Name Bands opposite page)

Premiums Total \$115,000 For Iowa Centennial State

DES MOINES, April 30.—Cash premiums to be awarded in competitive departments of the 1938 Iowa Territorial Centennial State Fair, officials said, will total \$115,000, nearly \$8,000 larger than last year and one of the largest totals ever offered by the management.

This does not include prize offerings for centennial exhibits and features, plans for which are still in preparation. Largest premiums include \$31,480 for cattle; \$17,795, horses; \$13,164, swine; \$17,972, boys' and girls' 4-H Club work.

The 230-page premium list will soon be off the press.

Guarding and Pleasing Patrons

By A. C. CARTON

Chief of Fairs, Michigan Department of Agriculture

IN THE last few years we are hearing a great deal about security for the aged, security for unemployed and some kind of security for every individual who finds himself in an economic position where he cannot support himself. In this connection we have the fairs of the State, 4-H Clubs, Future Farmers and other organizations which will carry on during the next quarter of a century and they are naturally desirous of a measure of security. If these organizations are interested in security and are desirous of being relieved from the uncertainty of legislative appropriations from year to year they must concern themselves to see that the moneys received thru the channels of the racing act are restored to the support of these organizations and institutions which the Legislature had in mind when it author-

ized wagering on horse racing in this State.

In the past I have from time to time called attention of the members of Michigan Association of Fairs to certain conditions that, in my opinion, would be not only for protection and advancement of the organizations holding fairs but the public as well. On a great many fairgrounds there are standing old wooden grand stands which were built many years ago. In all cases these grand stands should be inspected and the necessary precaution taken to see that they will carry the load when fair time arrives. This should be done early in the season, and no expense should be spared in making them perfectly safe.

All fairgrounds should have an adequate underground drainage system so (See GUARDING on opposite page)

Extended Mich. State Causing Sees Headaches

DETROIT, April 30.—Decision of Manager Frank N. Leiby, Michigan State Fair, to extend the 1938 fair from 10 to 16 days, is causing some headaches among county fair boards in the State. Plan was first announced at the annual meeting of Michigan Association of Fairs in the Fort Shelby Hotel here in January and some secretaries then exchanged information on dates to avoid conflicts so far as possible.

Up-State secretaries fear that fairs held at the same time as the State Fair will suffer a natural loss in patronage, while some difficulties in booking dates are anticipated among show people and exhibitors who will want to play both the State and some county fairs. Some changes in dates are anticipated.

Fair boards, which have set dates conflicting with the extended State Fair include those in Allenville, Alpena, Ann Arbor, Big Rapids, Charlotette, Crosswell, Harrison, Hart, Hatting, Jackson, Marne, Norway, Pickford, Plainwell, Sault Ste. Marie and Traverse City.

White Confers On a Revue for San Fran Expo

SAN FRANCISCO, April 30.—George White may bring his big revue to Golden Gate International Exposition in 1939 as result of a conference here with Harris Connick, expo chief director. White having come from Hollywood with Archie Selwyn.

Ballyhoo for sale of expo ticket books is starting, with \$1,500,000 worth of admission tickets due to roll from presses for distribution on June 1. There will be no season tickets, fair moguls taking a lesson from the 1915 expo, when there was too much passing around of personal tickets, it is said. Two books will be offered; 288 admissions for \$20; 12 for \$5. Holder must paste a passport photo on cover and promise not to transfer the book.

United Airlines is sending mainliners around the bay for a peek at the fair site on Saturdays and Sundays for \$3. Yolo County has received an appropriation for an exhibit which was to have come from half a cent added to the tax rate. Supervisors took action at insti- (See WHITE CONFERS on opposite page)

POSTVILLE, Ia.—L. D. Walter was elected secretary of Big Four Fair here to succeed John C. Wethe, deceased.



FRANK F. TURLEY, shown here in rube make-up, who died in Columbus, O., was a veteran of fairs and celebrations, where he was a familiar figure as "Cy Milliken, the Buckeye Rube." For many years he also appeared at indoor shows and in street work. His home being in Columbus, he was always in attendance at conventions of Ohio Fair Managers' Association. Further details in the Final Curtain in this issue.

Grand-Stand Shows

SHOWS have been booked by Eddie Burke Attractions for fairs in Eureka, Ferndale, Stockton, Turlock and Tracy, Calif.; Gresham, Canby, Myrtle Point and Grants Pass Ore.; Chehalis, Wash.; Preston and Filer, Ida.; Elko, Nev., and Heber City, Provo and Logan, Utah.

ACTS will be interspersed with auto races at Jungle Park Speedway in Rockville, Ind., at season's inaugural, reported Frank Funk, operator of ovals in Rockville, Port Wayne and Winchester, Ind.

JACK POLK, Barnes-Carruthers, sold for Nebraska State Fair, Lincoln, last week. W. E. (Candy) Hammer-Clyde Miller Boles as top grand-stand attraction. Additional acts include Seven Pridemans, acrobats; Willie Neckel's Dobetmann Pinschers; Randow Four, clowns, and the Bryants, the movers.

ELISE AND HEILMAN, posing act, en route to St. Louis for the Police Circus, sustained minor injuries and damage to their automobile when it overturned, following a fire blowout near Lewisburg, O. The Ricardos, aerial act, also booked for the show, took them to Lewisburg for treatment, after which the trip was continued. Both acts will play Montreal Shrine Circus.

BONETTE BROTHERS, balloonists, have been booked for the 1938 Halifax (N. S.) Exhibition.

Fair Grounds

DETROIT—Grand stand and stables of Mount Clemens Racing Association, 26 miles north of here, were practically destroyed by fire on April 31, with damage estimated at \$30,000. About a dozen horses perished. Lighting is believed to have been source of the blaze.

POSTVILLE, Ia.—Big Four Fair here, which Advertising Manager A. S. Burdick refers to as a "farmers' fair, always operated by dirt farmers," is making good progress. Gate receipts for 1937 were six times those of 1931, he reports. A record is expected this season, 18 acts having been booked, and the Regal Shows will be on the midway.

McARTHUR, O.—Members of Vinton County board were held in contempt by the Court of Appeals for failure to pay Vinton County Fair board \$1,300 due for conduct of past fairs, commissioners being given 16 days to make payment.

MEXICO, Mo.—Eight additional members were named to Audrain County Fair board's advisory committee. Carl Johnson, Martinsburg, and Lee Bonwalt, Carl Weiland, Wilbur Kunkel, Dr. W. K. McCall, Berry Andell, Russell Spurling and Mitt Harrison, Mexico, Plans for a 1938 fair progressing rapidly.

OXFORD, N. S.—At annual meeting of Oxford Fair finances were reported better than in 30 years. Decision was made to enlarge the entertainment program at the 1938 fair. Assistant Manager R. F. McCunn was placed in charge of concessions and entertainment and R. D. Russell of advertising. A new building is planned this year.

BRADY, Tex.—Brady July Jubilee has been given a charter of incorporation by the State. Purpose of the group is to hold annual July fair. Incorporators are given as F. M. Richards, E. A. G. Broad and G. H. White.

LIVINGSTON, Tex.—A permanent plant for Polk County Fair Association has been purchased by the fair committee.

tee, said A. W. Peebles, chairman. A 63-acre tract a mile southeast of Livingston on Liberty road will be landscaped and stock pens, exhibit quarters and a grand stand erected in time for a 1938 fair.

COMO, Miss.—Directors of Panola-Tate County Live-Stock Association voted additions to the grounds here, expansion to include a barn for 100 more head of stock and a 1,000-seat addition to the grand stand. Grounds will be shrubbed, buildings painted and fences erected. Helen Hunter is chairman of a committee in charge of a spring show.

SHEREVEPORT, La.—A committee headed by R. T. Carr has been appointed by stockholders of Louisiana State Fair Association to study methods of revising by-laws, which date back to 1910. W. R. Hirsch, secretary-manager, discussed plans for the 1938 fair at a meeting.

GUARDING

(Continued from opposite page) that a day's rain will have no effect. All fairgrounds should be provided with sanitary arrangements that will meet approval of the public. I would suggest the painting of buildings so as to make them attractive. Provision of restrooms that can be occupied by women during a fair should be given consideration. All eating places should be supervised, and State laws governing sale and serving of food should be strictly enforced.

Gambling and eyp games should be driven from fairgrounds and only those entertainments and amusements that please instead of repel should be allowed to operate. The county fair should be a place where fathers and mothers can bring their boys and girls with a feeling that they will come in contact with no entertainment that will be in any way distasteful.

Every fair manager should exercise due care to see that all animals and other exhibits are shown in the name of the individual, corporation or company which owns the exhibit, and that judges refuse to grant premiums when upon investigation they are satisfied that the exhibit has been entered under the name of an individual, corporation or company other than the owner.

Due care should be exercised in cleaning all barns and sterilizing all stalls on fairgrounds before exhibitors are expected to occupy them with high-grade stock. The nearer you can make your fair into a real homecoming to the people in the community served by it the greater chance your fair has to exist as one of the great institutions of country life.

THREE NAME BANDS

(Continued from opposite page) for this year's exhibition, spent several days in New York arranging for appearance of three outstanding bands. Guy Lombardo's Royal Canadians, Benny Goodman's and Tommy Dorsey's. The ballroom, in which famous bands and orchestras have appeared for several years, will be devoted to purposes of the British Government for an exhibit symbolizing empire transportation and communication.

Dance bands which have appeared at the exhibition include those of Rudy Vallee, Horace Heidt, Duke Ellington, Abe Lyman and Guy Lombardo. Royal Artillery Band of England, 75 musicians, will appear afternoon and evening in the band shell throught the exhibition, the organization being a combination military band and symphony orchestra.

WIS. AID UP

(Continued from opposite page) hearing on the WDA and Mr. Dammann is expected to await its decision before complying with the writ of mandamus issued by Judge Hoppmann.

WHITE CONFERS

(Continued from opposite page) gation of Burton Swartz, president of the county's Associated Farmers, who charged that San Francisco is dominated by labor unions with discrimination against agriculturists.

Chief pilot for the fair will be Frank W. Fuller Jr., who will make publicity speed hops between here and other cities. Wire from Montevideo advises that Uruguayan Government is latest to vote for participation. Already nearly \$20,000,000 worth of construction is under way on Treasure Island.

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CAUTION—No Other Person Has Any Authority To Contract This Attraction.

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N. D. STATE

(Continued from opposite page) maze of legal technicalities—grand jury actions, court trials and so on.

A mandamus action against Brey was started by the county commissioners. District Judge C. W. Butts, Devils Lake, an outside judge, was called in to hear the case. After three or four days in court he stated emphatically that there should be \$23,000 in the county treasury belonging to the fair association which "the county commissioners have no right to use or appropriate for any other purpose; that if an attempt has been made to appropriate or encumber this fund for general county purposes, such act is illegal and void, and that to the extent that there is any money whatsoever in the treasury, up to the amount indicated by the audit as the fair fund cash balance, such money belongs to the fair fund and not to the general fund; that it is the general fund that has been overdrawn, not the fair fund, and that therefore to the extent of, and as fast as received, any funds that are available must be credited to the fair fund until that fund has been supplied with the amount due it; that if part of these funds have been illegally used, they must be replaced at the earliest opportunity by Ward County from income to the general fund, plus any other way which the money can be legally obtained, and that in the meantime warrants may be issued against the fair fund to the extent of \$33,850.76 as found by the audit."

For the benefit of other fair secretaries who may become involved in similar conditions, the above decision is given. There was 24 pages of it, including plenty of information on what the auditor's duties are, and one of them was that he had no business mixing politics with fair matters. Credit goes to Halvor L. Halverson, counsel for the county commissioners and one of the founders of the fair, for his 100 per cent legal victory.

MAFA BODY

(Continued from opposite page) prize allotment money from \$29,000 to \$14,500 and referred to legislators' deep interest in fairs. Proposed reduction to \$14,500 was beaten in the House by a vote of more than 2-1.

Mr. Kingman, secretary of Brockton Fair, said the executive committee had voted to hold the 1939 annual convention in Northampton on January 19 and 20. Host will be Hampshire-Hampden-Franklin Agricultural Society. Charles N. DeRose, president, and James A. Dorsey, secretary of the Chamber of Commerce convention committee, were present. Mr. Kingman reported recommendations of the poultry show section, which were accepted on motion of Charles A. Nash, general manager of Eastern States Exposition.

Director Robert F. Cross, division of reclamation, soil survey and fairs, state department of agriculture, speaking on 1939 State prize money regulations, said he would take care of fairs according to statistics in his department, with allotments depending on last year's exhibits and to be made as a result of inspectors' visits to fairs. President Stevens reappointed the board of appeals, Mr. Nash, chairman; Ralph H. Gaskill, Essex County Fair, Topsfield; Mr. Sheard, manager of Sturbridge Fair; Willard A. Pease, secretary Highland Agricultural Society, Middlefield, and Warren V. Bodurtha.

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THIS WEEK and EVERY WEEK

\$100,000 FIRE IN ERIE SPOT

Hall Is Razed At Waldameer

Rainbow Gardens lost and entire park threatened — Moeller plans to rebuild

ERIE, Pa., April 30.—Fire of undetermined origin, discovered by Owner F. W. A. Moeller from his home near by, destroyed the \$100,000 Rainbow Gardens dance hall in Waldameer Beach Park early Thursday morning and for a time threatened destruction of the entire park, four miles west of the city.

The Gardens had been used the night before for a dance by a grocers' association and it is believed that a lighted cigaret caused the blaze. More than \$1,000 in the park office safe in the structure was destroyed when heat forced the strongbox open, as well as large supply of liquor in the recently completed bar section.

Almost all tables and chairs from (See \$100,000 FIRE on page 46)

New Ownership at Wichita

WICHITA, Kan., April 30.—Park-of-Fun, southeast of Wichita, will open the season under new management. F. M. Campbell, manager several years, announced its sale to R. S. Trimmel, Wichita, who is supervising work on the grounds.

BEE KYLE, high diver, featured at opening of Pontchartrain Beach, New Orleans, was there for the second consecutive season, she having opened on May 1 last year, being held over for the fourth week.

Big Impetus in Calif. Swim Drive, Says Huedepohl

PORTLAND, Ore., April 30.—After 18 days in the San Francisco and Santa Cruz, Calif., area Paul H. Huedepohl, manager of Jantzen Swimming Association, has returned to headquarters here. He reported successful conduct of the third annual Learn-To-Swim campaign for Santa Cruz Seaside Co., which had a 110 per cent attendance increase over last year.

"From a community of 6,000 more than 500 were enrolled in the class, and I believe this to be one of the most outstanding swimming campaigns I have ever conducted," he declared.

"Percentage of number of persons learning to swim within the six-day period was really remarkable; 85 per cent of all that completed the course were awarded certificates showing proficiency in the classifications which we have in the swim school, elementary, intermediate and swimmers. We also held Red Cross life-saving classes in the evening, which were very well attended, but the course continued for another week after I left.

"Regarding business in San Francisco and Santa Cruz, these two cities enjoyed (See BIG IMPETUS on page 46)

Eslick Is Planning For Australian Spot

CINCINNATI, April 30.—T. H. Eslick, internationally known showman and amusement engineer, back in Australia after 17 years' absence, is planning a modern amusement park there in Brisbane. In a letter to *The Billboard* he advises that the park will be opened for the next summer season, which begins in December "down under."

Having acquired \$250,000 capital, he declares the spot should prove successful because the climate makes all-year operation practicable and with Brisbane's 350,000 population and easily accessible environs there are more than 1,500,000 potential patrons from which to draw.

An illustrated article on his career in various countries appeared in *The Telegraph*, Brisbane, of March 23.

Capitol Beach Opens May 14

LINCOLN, Neb., April 30.—Capitol Beach Amusement Park here will start full operation on May 14 with Hoyt Hawk again general manager and Ralph Beechner as assistant, besides operating the pool. Harry King will continue in charge of the dance pavilion and Art Rogers will have the roller rink for the second season. The pool sand beach has been widened by 100 feet to provide more room for sun bathers. Park will be dark on Mondays.



EUROPEAN SHOWMEN LOOK OVER ATLANTIC CITY. Left to right, S. W. Watson, an outstanding booker of Europe, who furnishes attractions for Blackpool, Eng., often called the "Atlantic City of Europe"; George A. Hamid, New York, new operator of Hamid's Million-Dollar Pier, Atlantic City, and Henry Hagenbeck, Hamburg, Germany, operator of the world-famous Hamburg Zoo, look over rush preparations for summer on the Boardwalk.

Why Bar the "Barkers"?

NEW York municipal authorities have banned "barkers" from Coney Island side shows and concessions. This looks like another evidence of the panic into which Wall Street has been precipitated by the restrictions of the SEC; but it seems to us that banning the side-show barkers is going a step too far. Just because a brokerage house is prohibited from barking the virtues of a new 6 per cent issue of gold debentures, secured by common stock in a Patagonian ivory ranch, must the Manhattan millions be deprived of hearing the marvels of the Streets of Cairo (intriguingly described)? May not the crying need of the nation in the present recession be more, louder and better "barkers"?

Mr. Roosevelt proposes to save the nation by lending billions to industry so that industry can produce more automobiles, electric refrigerators, radios, percolators and stew pots, when what industry really needs is a few getting salesmen who can get rid of gadgets already on hand. Yes, what industry really needs is a few side-show-barker super-salesmen like Deacon Delmore, who used to announce Capt. Snyder's trained lion act. After expatiating at polysyllabic length on the marvels the captain would perform, and his death-defying intrepidity in entering the cage with the carnivorous denizens of the jungle, the Deacon would drop his voice, inject a quaver into it, and continue:

"And now, ladies and gentlemen, let us all bow our heads in 30 seconds of silent prayer for this brave man who risks a horrible death for our edification. Let us pray for his safe return from that den of ferocious man-eating felines."

Thereupon, the Deacon would bare and bow his head, and the spectators, with lumps in their throats and tears streaming down their cheeks, would do likewise.

Now, there was a salesman—CHICAGO DAILY NEWS, April 22, 1938.



SCENES AS RAINBOW GARDENS, \$100,000 DANCE HALL at Waldameer Beach Park, Erie, Pa., was destroyed by fire early on the morning of April 28. The hall, one of the best in the country, had a capacity of more than 3,000 couples, and many bookings had been made for the 1938 season.

Ops Are Rallying to Risk Plan Daily, Declare NAAPPB Brokers

CHICAGO, April 30.—"According to statements recently made by John Logan Campbell, of J. L. Campbell & Co., Baltimore, and other brokers handling the public liability insurance plan sponsored by the National Association of Amusement Parks, Pools and Beaches, operators all over the country, including concessioners, are flocking to come under the plan and enjoy the benefits and savings which have been discussed in detail in recent issues of *The Billboard*," said Secretary A. R. Hodge of NAAPPB.

Mr. Campbell declared the campaign conducted by Mr. Hodge from executive offices in the Hotel Sherman here has been the most elaborate and intense in history of amusement business. The entire industry has been made aware of this new plan and many operators who of necessity have become self-insurers have again resumed coverage because of the large savings made by those policyholders who came under the plan the last two years, he said.

Since closing of the 1937 operating season policyholders under the plan in

1938 have received two dividends, one of 5 per cent late in September and a second of 3 1/2 per cent early this April. (See OPS ARE RALLYING on page 46)

Excursions Will Use Pier At New Atlantic Beach Spot

ATLANTIC HIGHLANDS, N. J., April 30.—Fireworks and thrill acts will mark opening of new Atlantic Beach Park here on May 28, said Managing Director Fred H. Ponty, who, with associates, is planning innovations in entertainment.

Arrangements are being made to permit chartered excursions to land at the pier, a privilege not given in former years, and Dimon Steamship Co., operating the excursion steamer, *Mandaly*, is fully co-operating with the new management, it is said.

Billy Koche, vet referee, will be promoter of pro and amateur boxing in the open-air arena, he said. Mr. Ponty having been associated in boxing promotion in former years.

Blackpool Uses Natural Assets, Asserts Wathon

ATLANTIC CITY, April 30.—While it does not compare with Atlantic City in amusements, Blackpool, England, often called the "Atlantic City of Europe," makes the most of its natural advantages, said S. W. Wathon, outstanding booker of Europe, who, with Henry Hagenbeck, Hamburg, Germany, operator of Hamburg Zoo, is paying a short visit to the resort and to George A. Hamid, operator of Hamid's Million-Dollar Pier. Blackpool light festival has become world famous, with the city's lighting bill amounting to more than 60,000 English pounds, he said.

The English resort has a season comparable to the short summer of Atlantic City, with its population on week-ends hitting the 250,000 mark. Blackpool has several amusement piers, but, he said, nothing to compare with those in this country. While here there is a variety of attractions, ranging from concert to circus, all under one roof, principal European pier attractions are concerts, operas, symphony orchestra and the like.

Mr. Wathon will shortly return for the summer season. He and Mr. Hagenbeck inspected plans for Hamid's Million-Dollar Pier with an eye to introducing some of the attractions in Europe.

\$100,000 Spent on Beach

POINT LOOKOUT, L. I., N. Y., April 30.—More than \$100,000 is being expended for construction of bathhouses here, bringing the total spent for improvement of the beach resort to about \$100,000. Point Lookout, being groomed as one of the popular smaller resorts, is situated on the ocean not far from Jones Beach.

SOUTH BEND, Ind.—Al Wish, new manager of Playland Park here, said a Tumble Bug has been bought and that the park is being redecorated in preparation for season's opening on May 30.

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CAN ERE (two or four Rides, also legitimate Concessions and Attractions. Big crowds every day. Over 11,000,000 to date from. Largest and Best POOL on Jersey Coast. Write or wire
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On the Peninsula, opening for first season May 28. Rides: Tilt-a-Whirl and others. Also Concessions. The Best Park in Northeastern Maine.
Three miles from Bangor. — Write or Wire.
MR. E. J. NICKERSON, Chas., Bangor, Me.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Short Splashes

The new mammoth open-air pool being constructed in Carlin's Amusement Park, Baltimore, will be ready on Decoration Day, and John J. Carlin, who expects to do big things with the new emporium, is said to be all smiles these days. While there is talk that Gwynn Oak Park will also have a tank soon, possibilities are said to be that one will not be ready this summer.

Operators seeking tie-ups with kids are hereby advised about the Junior Birdman of America. Fred Chapman, in charge of the J. B. group in New York City, passes word that branches of the nation-wide club are much interested in mutual promotional stunts during summer. Birdmen have over 1,500,000 boys and girls as members and each branch has a tie-up with a newspaper, which means that pool men successful in negotiating tie-ups will be able to get a certain amount of free advertising. Types of tie-ups that will interest Junior Birdmen are special swim parties for members, health and beauty contests and use of pool grounds as sites for model plane competitions.

I have always maintained that water polo or aquatic football as it is more commonly called, is a great attraction for a tank. And I still think so. My reason for writing this now is to determine why the game can't be played on the level. It is a great game to watch. However, I think it is losing in popular fancy because it is getting to be a great vaudeville act—the same as much of the wrestling. The majority of water-polo games I've seen indoors this past winter have appeared to be good grunting exhibitions and nothing more. Let's see if we can't clean up the sport of water polo for the sport's sake and for the sake of those in aquatic biz who can tilt box-office receipts with good polo games.

Ed Jaffe, who was associated with the Dallas expo, in New York last week, said that he would like to conduct high-diving championships in Cleveland this summer along the lines of the contest this department ran in New York two years ago. He hasn't anything definitely lined up at present but promises to give us all the dope in a few weeks. Frankly, many high divers could stand such a competition at this time, especially the prize money!

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, April 30.—Summer amusement menus will have more variety on the Boardwalk than since early days. It is noted that flesh will predominate and rides and other devices make come-backs, with pictures a poor second. Steel Pier and Hamid's Million-Dollar Pier will lead with new features, new buildings and theaters, while other spots are fast lining up, with the promise of no dark ones on the Boardwalk. Joseph Quittner is to return to the Globe Theater with road-show burlesque along musical comedy lines. This is the last season for the Globe lease and rumors are that when the owners take it over there will be a change of policy.

Garden Pier is preparing for several all-summer events. Les Carlin, who operated the theater with legit last season, is again dickering for it and a well-known fight promoter would like to get hold of it a couple nights a week. Myer Saul is to renew his Garden Pier contract for wrestling in the ballroom and with a Toledo promoter will continue operation of the ballroom on other nights with a skating rink set-up, scheduled to open on May 25. Outdoor deck at the ocean end is being rebuilt. Concessions will be leased on front of the pier. Sam Gordon, who has operated here for years, said to be interested.

Heinz Pier is going in for a Kitchen of the World exhibit, which later will be taken to the San Francisco expo. Hazel Hartman has charge of the pier. Cowboy Tom Endicott is heading east from the Coast to get his Dude Ranch in shape. Marty Harris has his Hypnea pool going. Steel Pier will have some new attractions, several improvements and an old

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"ONE RIDE OR A COMPLETE PARK"

WOODCLIFF PARK On Hudson River Poughkeepsie, New York OPENS SATURDAY, MAY 28th NEW COASTER BEING BUILT.

WANT

Ferris Wheel, Octopus, Tilt-a-Whirl, Loop-a-Plane, Kiddie Ride. — Legitimate Concessions of all kinds. — Sportland, Pony Track, Night-triker, Rotisserie Operator, Restaurant, Hot Dogs, Ice Cream, Soda, Bingo, Casino and Roubouts.

FOR RENT

Skating Rink Building, 60 feet by 90. — Penny Arcade (completely furnished). Woodcliff is a seven-day Park, has mammoth Pool, 11 Rides, Living Quarters and Boat Landing on Hudson River. Eleven boatsload (3,330 cap. each) from New York City already signed for this year and many more negotiating.

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stand-by, Frank Elliott's Minstrels, again to occupy Casino Hall. Bill Larkin's walktrous will also hold over. Jules Falk, pier musical director, is getting his operas set and has signed some new stars. Harry Volk will soon have his publicity office on full summer schedule. Pier dropped its week-end policy on Easter and since has been running full weeks, with vaude over week-ends, Eddie Sherman booking.

The Auditorium booked the Ice Polies of 1938 for summer, starting first week in July, and publicity campaign under Mall Dodson is under way. Baseball Stadium will again be going, as will three shooting galleries on lower end of the Walk. There will be about two blocks of game concessions between Million-Dollar Pier and Auditorium, with a block below.

ST. JOHN, N. B.—A big firemen's tournament is planned in Dominion Park near here by Bud Tippett, proprietor of the riverside spot, which is also the permanent home of Mr. and Mrs. Tippett, latter being park co-manager. He will invite fire departments of the maritime provinces for a two or three-day meet.

HIGHLAND PARK LAST CALL

CAN ERE a few more Rides, also Photograph Concessions and Game-Your-Weight Boats. What have you?
HIGHLAND PARK OPR., INC. AVON, MASS.
HARRY C. BAKER, Pres. (Near Brockton)

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100-acre Farm, including Park, fresh running water swimming Pool, Indoor Park, Book and other (18) Cities. Two miles east of Martinsburg, W. Va.
HILLSIDE LAKE PARK, Owner and Manager.

Marks Shows Now on Tour

Opened season in Richmond with many new attractions

CHARLOTTESVILLE, Va., April 30.—The season tour of Marks Shows, Inc., using baggage cars and trucks, was inaugurated in its home town, Richmond, Monday, April 11, and continued for that week. Location was South Side showgrounds, Petersburg pike. With ideal spring weather prevailing engagement was productive of good results and excellent patronage, crowd being especially large on opening night. During winter months while in quarters, owner-manager John H. Marks expended a small fortune entirely rehabilitating all equipment and constructing modernistic show fronts, embellished with lavish lighting effects, and several new rides. Spick and span in its new vogue, augmented midway presented an impressive scene at opening and won praise from Richmond newspapers as well as public in general. Many city officials and a delegation from the Chamber of Commerce, of which Marks is a member, attended initial festivities and praised show owner in most enthusiastic terms. Week of April 18 shows moved to new location at C. C. A. Baseball Park, where (See MARKS SHOWS on page 60)

Fairly & Little Open in Missouri

Start season in Springfield, shows' "home town" —weather hurts business

JEFFERSON CITY, Mo., April 30.—Thursday, April 14, marked opening of Fairly & Little Shows, motorized, at Springfield, Mo. Good weather first night, but a continuous rain all day and night Friday kept midway in darkness. Saturday favorable day and business was fair. However, from that day on for balance of six days' engagement weather was cold and much rain. Nine days' engagement closed, with business being far from profitable. Entire midway is an array of beauty. All canvas from front to back of midway is new. Stage settings are plush draperies. All concessions tops are plush-lined. Rides were all overhauled and painted, giving them a look of newness. DeLille Chappel and company, serialists, furnished free attraction. Phil Little and wife arrived from Dallas in time for opening and will remain on (See FAIRLY & LITTLE on page 60)

Goodman Wonder Pleased Muskogee

MUSKOGEE, Okla., April 30.—Favored by best of weather Goodman Wonder Show opened in Little Rock, Ark., winter quarters town, to seven days of "fattening" business. Auspices one that everyone in the town feels he has an interest in, that is the Zoo, of which Little Rock is justly proud, and which is growing under impetus of home-town affection. Cool weather early part of week was not enough to chill ardor of amusement seekers. From start crowds played shows and rides consistently. They came to go (See GOODMAN WONDER on page 60)

After 25 Years
EAST RADFORD, Va., April 30.—Eddie and Mollie Owens, of the Sam Lawrence Shows, were married in Harrisonburg, Va., 25 years ago while with the Smith Greater Shows. They have not showed the town since, but will be there with the Lawrence show next week, when, on May 4, they will celebrate their silver wedding anniversary.



NIGHT SCENE ON SOL'S LIBERTY SHOWS taken at Cape Girardeau, Mo., opening stand of 1938 season. For a motorized carnival, its illumination is outstanding. Note brilliancy of main entrance, five light towers down center of midway, twin Eli Wheels in far end and illumination of show fronts in general. Show carries its own generating plants and stands on the lot as a monument of the show's founder and general manager, Samuel Solomon. He believed in motorized carnivals as thoroughly feasible and has proved it.

Ideal Weather Greets Dodson's Shows' Big Opening in St. Louis

Main entrance arch a standout—illumination, general equipment better than ever—Press Agent Dave Carroll rates show best in career of C. Guy and M. G. Dodson

ST. LOUIS, April 30.—It was a most auspicious opening here when Dodson's World's Fair Shows made their formal 1938 bow to outdoor amusement-seeking public. Ideal weather prevailed. Business was very good. Everything along midway clicking in grand style. The show is billed for an engagement of 19 days starting April 20 on Second Ward Athletic Field, located at 19th and Penrose streets. Every inch of space on the large tract is utilized by most brilliantly illuminated show ever to take to road under Dodson's banner. New main entrance arch, embellished with over 1,500 square feet of chromium and 2,500 running feet of neon tubing, is a thing of beauty. A huge globe, set high in air between center pillars, brilliantly illuminated and encircled by a large neon sign reading "Dodson's World's Fair Shows," revolves continuously. More attention has been given to the general lighting than ever before. Novel and dazzling illuminating effects catch the eye at every turn. Eight light towers erected on the grounds make everything sparkle. Best Dodson's Shows Yet This year's edition is truly most modern, largest and best show since its inception. (See IDEAL WEATHER on page 60)

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE
The Late Andrews, W. Va., Week ended April 23, 1938. Dear Red Onion: A bit of a mix-up in advance billing regarding name of town, but that did not affect business a bit one way or other. General Agent Trucklow misunderstood name of town over telephone when he booked it. Our paper read, "The Lake Andrews," but burg's moniker really is "The Late Andrews." Whether show arrived here too early or late in season was never found out. But show arrived, played date, and all with it as a happy over our leaving as natives were. Auspices for week were Unlicensed Coroners, Doctors and Medical Students. Our contract called for nothing but educational and medical exhibitions or acts and features pertaining to same. Our first in line concession, show's cook-house, started ball rolling by "doctoring" hamburgers and so on down line to shows. Monday night show opened with more Vandyke beads on lot than paid admissions. This confused different showmen, none of them knowing whether they represented mitt reading, magic or medicine. This night was billed as Viva-Section Day and featured dissecting of a human body by medical stu-

Kaus Exposition Opens in New Bern

BALTIMORE, April 30.—The Kaus Exposition Shows, now exhibiting in this city, opened its season in New Bern, N. C., April 18, auspices Button Fire Co., to satisfactory returns. Show travels in baggage cars. Since opening here it has made a very favorable impression with showgoers by reason of the appearance (See KAUS EXPOSITION on page 59)

Big Gooding Unit Opens

American Expo Shows under police auspices present impressive appearance

HUNTINGTON, W. Va., April 30.—The American Exposition Shows, one of the P. E. Gooding Amusement Company units, William J. Goutermout, manager, opened season here Saturday, April 23, under Fraternal Order of Police auspices. Despite cool weather large crowds were on hand. Show had an ideal location on old circus grounds, Fifth avenue and 28th street. Midway brilliantly illuminated and presented an attractive appearance. Three new light towers thru center with floodlights and revolving beacons, in addition to hundreds of lights on show fronts and rides, make this one of better illuminated shows. New fronts with modernistic color schemes facade the attractions. Free acts are Aerial Bathers and Sky High Girl, presented nightly at 9:30 and 11 o'clock. A 40 by 60 marquee at entrance, with 10-cent pay gate. Staff: F. E. Gooding director; William J. Goutermout, general manager; R. L. Overstreet, assistant manager and secretary; Mrs. William J. Goutermout, treasurer; Felix Bley, general representative; (See BIG GOODING on page 60)

Huggins' Shows Open in Wash.

New edition best in history of West Coast Shows — \$40,000 spent in quarters

SPOKANE, Wash., April 30.—Presenting a new streamlined, neon-lighted edition of West Coast Shows, W. C. Huggins drew 10,000 at his season's bow here Sunday, April 24. Show rolled in on 42 trucks, trailers and semi-trailers from quarters at Seattle and spent a week putting all in readiness for opening. Huggins is well-known figure here, having operated midway at old Interstate Fair for 15 years. Told The Billboard correspondent he spent \$40,000 since last season enlarging show 30 per cent. Now has 315 people. Show was well publicized by Special Agent Joe Demouckelle and opened under auspices of Spokane Post No. 9, American Legion, Don P. Holbrook, chairman; assisted by Walker Irwin and M. J. Kubloek. Weather was ideal and Otto Tag (See HUGGINS' SHOWS on page 58)

Nat'l Advertiser In Tie-Up With Beckmann & Gerety

SAN ANTONIO, April 30.—Contracts were signed here a few days ago linking the Beckmann & Gerety Shows and the Nevada Co. in a publicity, radio and advertising tie-up that will doubtless prove the forerunner to a new era in reciprocal arrangements between national advertisers and carnival companies. The Nevada Co., which manufactures a nationally advertised and distributed nerve sedative, will sponsor daily radio broadcasts of talent taken from the various attractions with Beckmann & Gerety. Too, in a campaign opening May 1, the firm will feature midway personalities in several leading magazines. Zeke Shumway, stunt man, who turns over automobiles and performs many (See NAT'L ADVERTISER on page 60) and teenage numbers. Manager of our two-headed baby show started suffering with pains when his help walked off. Rest of week was a post-mortem and a hastily impeached coroners' jury settled with show Saturday night. MAJOR PRIVILEGE

Glick Opens Season in Va.

Ideal Exposition Shows larger and better—business to date satisfactory

BALTIMORE, April 30.—Following a 400-mile move from quarters at Salisbury, N. C., the Ideal Exposition Shows, under management of William Glick, opened the season in Alexandria, Va., April 11. Bad weather accompanied the trip, but show opened as per schedule and business for the week was very satisfactory, taking elements and general business conditions into consideration.

The shows are in Baltimore for a limited number of stands and are doing quite well. The management feels that with carefully selected bookings the season as a whole will prove profitable and as the season advances business conditions will improve.

Show in general is greatly enlarged over last season, with addition of several new custom built semi-trailers to accommodate new rides and tented attractions. Work at quarters progressed rapidly, therefore leaving very little to be done with the shows building en route.

Staff All Experienced

Staff: William Glick, president; William Hartzman, secretary and treasurer; William M. Breeze, general agent; Larry Nathan, special agent; Thomas Saunders, billing agent; Charles Bradley, master of transportation, with Max Cooper, assistant; Robert Brockway, electrician, with C. Huff, assistant; William Anderson, in charge of front door; Robert Robinson, general utility; Al Keenan, mail man and The Billboard sales agent; Sara Dobbins and Alice Purchase, front door tickets.

Free act is Three Queens and a Jack, working 127 feet in the air, presenting a fast routine of novel feats. Personnel of act are Al Keenan, Mrs. Bud Keenan, Louise Maynard and Fritzie Hartzman.

Shows and Rides

Shows: Jim Hodges, Side Show, Partisan Polka, Ralph Decker, manager, with following personnel recruited from vaudeville and night clubs, making their first appearance under canvas: Russell Stanford, emcee; Gene Vaughn, juvenile, supported by Honey Lee, Julia Holt, Ann Bradley, Gladys Joyce, Virginia Little, Betty Brown and Nancy Doyle; stage band, Mike Doyle, Joe Conley, James Chris, George Prawley and Bill Perry, Mearkey Circus, Bill Purchase, manager, featuring Snookie, the Chimp, Hawaiian Nights, Molly Decker, manager; Workdrome, Ray Thomas, manager; Giggles-Shops, Bill Purchase, manager; Fountain of Youth, Jack Sumner, manager; Funhouse, Gene Ditrick, manager; Working World, Joe Simms, manager; Jungleground, Jim Hodges, manager. Rides, Merry-Go-Round, Bert Peliky.

SHOW-KANVAS TENTS MILFORD H. SMITH, CAMPBELL TENT & AWN. CO.

"POP" BAKER 5161 Trumbull, Detroit. Comes you had better have THIS Season, By One That Really Knows. Showers, Skillets, Coozers, Roll Downs, Catalog Free. Prices Way Below Others.

SHOW TENTS and TRAILER CANOPIES Fulton Bag & Cotton Mills

foreman; Hidee-O, Fred Dyke, foreman; Auto Speedway, Charles Leister, foreman; Danger, William Fairbank, foreman; Lindy Loop, Joe Johnson, foreman; Twin Big Eli Wheels, George Dobbins, foreman; Caterpillar, Harry Stearna, foreman; Whip, James Small, foreman; Kiddie Rides, George Jones, foreman.

Merchandise Concessions

Concessions: Fisher and White, merchandise; Mike Faust, merchandise; Mr. and Mrs. Don De War, cookhouse and lunch stands; Quenten Anderson, pop corn and candy apples; J. Datolt, hoop-la and pitch-'til-u-win; Mr. and Mrs. Woods, cigaret shooting gallery; Mrs. William Glick, frozen custard and penny pitch; Bill Jones, corn game. Reported by William Hartzman.

Winters Has Good Opening in Pa.

ALQUIPPA, Pa., April 30.—With ideal weather prevailing Harry H. Winters Shows opened season here April 29. City and surrounding territory had been heavily billed and at 7:30 p.m. 3,000 were present. City and county officials were visitors and comments were expressed in praise of general appearance of show. Practically all new equipment from front to back and everything spoke and span in new paint. Harry Winters is proud of show that bears his name. Members of V. P. W., the auspices, gave splendid co-operation. Early Saturday afternoon V. P. W. Drum Corps was on job and stayed until closing time. Staff: Harry H. Winters, president;

Government's Tax Warning

Circus, carnival and other outdoor shows should not fail to read the Social Security tax warning story appearing on page 3 of this issue.

Selbert, huckley-buck. Mr. and Mrs. Frank Lewis, mentalist. Mr. and Mrs. Nane DeCinto, two ball games and bumper; assisted by Carl O. Bartella Jr. Bob Baker, three stores, cork gallery, Bob Baker; huckley-buck, Bill Baker, and string game, Brooks Mason. Mrs. Lois Bartella, fishpond. Burton Little, cane rack. Fred Solomon, penny pitch, and Fred Haley, Mickey Mouse.

Shows: No-Name, Mrs. Merritt Anderson, manager and tickets, No-Name in pit, Dr. Weeks, lecturer, assisted by Barney Hawks. Adam and Eve, managed by Merritt Anderson; Mabel Smith and Myrtle Hawks, models; Eugene Lavole, tickets. Sun Kist Bevela, managed by Bugs Brooks, with Edna; Jackie Briggs, Billy King, James Wright and Joey Smelter, Side Show, managed by Tiny Goldsberry; Speedy Joe, tattooed man; Mildred Goldsberry, fire-eater; Kay, human pincushion; Madam Estell, mentalist; Professor Tiny, magic; Kay Roy, iron tongue; Demon Paul, strong man and man-they-cannot-hang and a four-legged illusion. Angus McKinnon, mirror funhouse; Angus McKinnon, manager; Mrs. McKinnon, tickets, and Roy Blake, helper. Night in Orient, managed by Doc Sidel; Mrs. Jean Sidel, tickets; Joe Lee, Hip Sing and Ray Highminger, assistants.

Rides: Big Eli Wheel, William Wells,

Happyland Now Open in Mich.

First stand of season profitable despite some bad weather

WYANDOTTE, Mich., April 30.—Occasional showers and cold weather greeted Happyland Shows here April 16 as they made their 1938 debut under American Legion auspices. Altho attendance was not as big as anticipated, the patrons who did come out seemed amusement hungry and spent well, indicating a successful opening stand for all associated with the shows.

Show's midway reflects the work done in quarters. Rides have been repaired and repainted; several new show fronts have been built and light wagons repainted. Organization is transported by three baggage cars, 24 trucks and trailers and 42 house trailers. Staff: William O. Dumas and John F. Reid, owners and manager; R. J. Quick, electrician; Frank Schultz, assistant.

Rides

Merry-Go-Round, L. E. Dickey, foreman; Charles Rucker and Charles Delaney, Duplex Ferris Wheels, V. L. Dickey, foreman; Mitchell Rucker and Charles Roberts, Tilt-a-Whirl, Otto Hughes, foreman; William Gerard and Charles Wilkerson, Hidee-O, Archie Peathers, foreman; Jerome LeLine and Leo Paul, Kiddie Auto Ride, Buck Allsup, foreman, Octopus, Ray Tabash, owner; Don Garner, foreman, Loop-o-Plane, V. C. Ferguson, owner; Frank MacKay, foreman, Chairplane, V. L. Dickey, owner; Ralph Post, foreman; Neil Groce, Kiddie Airplane Ride, V. L. Dickey, owner; Robert Woodward, foreman.

Shows

Side Show, John T. Rea, owner and manager; Elmer Fincher, Eddie Bennett, front; Ernest E. Wheeler, magician, inside lecturer; Essie Butcher, electric chair; Madam Rea, mentalist; Lennie Brown, big pythons; Texas Cliff, shooting act; Eliss Corenold, fat girl; Paul Roers and wife; Elvie Lydick, boss canvas man; Steve Brown and Bea Williams, in charge of trucks; Jerry-Ann, added attractions. Snake Show, John T. Rea, owner; J. W. Rea, manager; Lenora Rucker, handling inside. Jungleground Show, John T. Rea, owner; Arnold Ray-buck, manager; William White, canvas man. Unborn show, John T. Rea, owner; William Seibert and Fred Glenn, operators and managers. McDormore, Capt. R. V. Ritz, owner and manager; J. C. Hutcherson, front; Capt. and Beadie Ritz, feature riders. Penny arcade, Mr. and Mrs. J. L. Alexander, owners and managers.

Concessions

Ray Tabash, cookhouse; Frank Allen, corn game; Lamson, one; Stavros, one; Watson, two; Sanders, one; Allen, three; Boyles, seven; Quick, one; Slewnski, two; Parkis, two; Barton, one; Ferguson, one; Mattson, two; Miller, two. Bernard Mattson purchased a new Bollo Funhouse. Reported by V. L. Dickey.

Youthful Wedded Couple Honored by C. & W.

DARBY, Pa., April 30.—A wedding celebration was tendered here last Sunday night by Cettin & Wilson Shows to Shirli Sakobie and his recently wedded wife, former Mary Kathryn Parrot, of Miami. Event was held in Kitty's cookhouse. Festivities lasted until 1 a.m.

Shirli is youngest son of well-known show, concession and ride owners, James and Myrtle Sakobie. Former Miss Parrot is daughter of old established family in Miami, now engaged in wholesale liquor business. Bridge graduated from Miami Edison High School in class of '37. Both bride and groom are 18.

Guests were Speedy Merrill and Mrs. Hazel Merrill; Mr. and Mrs. B. H. Patrick, representative of The Billboard; Mr. and Mrs. J. W. Wilson, Mr. and Mrs. I. J. Cettin, George Hirschberg, L. C. (Ted) Miller; Bob Todd, Philadelphia politician, and Raymond Spade, his assistant.

Ten-in-One and Eau, chimpanzee. William Malone is general agent. Present activity includes repainting on each lot.



J. W. LAUGHLIN AND VIRGINIA LAUGHLIN, owners of West Bros. Shows, a Western carnival, are seen here with Earl Bruce Barham Jr., getting ready to have a slice of Mrs. Laughlin's birthday cake on April 20. The cake was presented by Mr. and Mrs. Cliff Barnhart, of 'Cookhouse.' Mrs. Laughlin was showered with gifts by members of the show. As to her age there were 18 candles on cake and that was all the information Barham, reporter, could get. Photo was taken in sitting room section of office wagon at West Frankfurt, Ill., by Cliff Barnhart, show photographer.

Curtis L. Bockus, general manager; Alice J. Winters, treasurer; Carl O. Bartella, secretary; H. H. Howard, general agent; Ethel Bockus, contracting and press; Joseph Winters, general superintendent; William Mackey, lot superintendent; Ernest Firestone, electrician; Kenny Hall, billposter; Viola Winters, mail and The Billboard sales agent; Harold Hersey, public-address system.

Cookhouse, Mr. and Mrs. Roy Williams, owners and managers; Densetta Horne, cashier; Robert Taylor, headwaiter; Roy Williams, griddle; Mrs. Roy Williams, chef; Carl Macek, waiter; Robert Horne, waiter; Raymond Williams and James Smith, kitchen. Corn game, Robert Coleman, C. D. Casey and Vivian Tolkinson. Ball game, Mrs. Robert Coleman, assisted by Mrs. Roberta. Hoop-la, Mr. and Mrs. Joseph Oldrose. Cigaret gallery, William Timme. Litter four owned and managed by Mr. and Mrs. Robert Coleman. Mrs. Ernest Firestone, candy apples. William Mackey, needle store. Mrs. William Mackey, spill-the-milk. Warren Heliver, assistant. Mrs. Mabel Bartell, English ping-pong. Harold De Bond, pitch-'til-u-win. Mrs. Jack Allan, mentalist. Jack Allan, guess-your-weight scales. Mr. and Mrs. Brown E. Miller, long-range shooting gallery. Mr. and Mrs. J. C. Martin, photo gallery; William Flowers, assistant. Mr. and Mrs. William Pratt, candy floss. Mrs. William Wells, snowballs. Mike Mutt, pop corn, assisted by Mrs. Kenny Hall. Johnny

Tex Graves and Mrs. Wells, tickets. Tilt-a-Whirl, Jim Winters, Charles Hull and Sam Ask. Merry-Go-Round, John Warren, W. C. Burch, Al Martin and Sherry Sims. Chairplane, Paul Bennett, Harold Sims. Taylor and Ken Garden. Kiddie Autos, Charles Hendrichs and Paul Jones. Kiddie Airplane, Ernest Firestone and Mike Rooney. Reported by Ethel Bockus.

World of Pleasure Do Well in Colored Section

DETROIT, April 30.—Frank Miller's World of Pleasure Shows closed successful 11-day stand at Chene and Hunt streets Sunday, moving to Vernor and Military avenue, on west side. Chene street stand, mile away from downtown district on east side, was in an almost entirely colored neighborhood and drew good business from this class. Lot was well filled almost nightly and visitors proved good spenders by comparison with some other neighborhoods visited this season. Engagement was under auspices of Disabled Veterans of Foreign Wars.

Those noted on lot with World of Pleasure were: Frank Condon, who has ball game; Dave Sheets, shooting gallery and cane rack; Mrs. Frank Duby, Pitch-'Til-You-Win; Roy Wilson, wheel; Charles Hess and Doc White, long-range shooting gallery. Mrs. Mae Kelly has Bill's Half Acre.

Strates Shows Bow in Harrisburg To Fine Weather and Attendance

Show now on 25 cars—shows, rides and concessions very attractive—press and radio co-operated in fine style—repeat date—gate and free act

HARRISBURG, Pa., April 30.—After its dress rehearsal period in quarters at Weldon, N. C., the Strates Shows loaded its "Orange Special," moved here and opened Wednesday evening, April 27, to 3,742 paid admissions thru three gates. The Strates Shows are practically new this season with many new and novel features on their brilliantly illuminated midway, embellished by two additional light towers, making four 60-foot towers with 24 powerful searchlights mounted on each tower, thus giving the midway ample illumination facilities. The Strates Shows exhibited in Harrisburg last year under auspices of the Governor's Troop and made a favorable impression with the public, and the Governor's Troop is again sponsoring the show for its initial 1938 engagement. A heavy advance billing campaign which covered every street in the city. Splendid co-operation by *The Harrisburg Telegraph* and *Harrisburg Courier*. Radio Station WHP sponsored a 15-minute daily program, as well as four spot announcements each day prior to the opening for two weeks. All this gave the shows a splendid publicity break. Opening night arrested with ideal weather.

Equipment, Shows and Rides

Every piece of physical equipment on the show was thoroughly painted before leaving quarters and presents an impressive appearance.

Shows: Choc and Mona Phillips' *Follies de Nuit*, girl revue with 22 people. Flashy wardrobe and a seven-piece swing band. Sammy Green and company, colored entertainers, present one of the best minstrel revues, *From Dixie to Harlem*, ever on Strates midway. Wally Smithly has the Lion Autodrome with five riders. Fred Thomas presents the Side Show with an entirely new presentation. Great Leffel presents *Mystic India* with a company of illusionists. Fred Jule has Artists and Models, posing show, behind a gorgeous front. Ed Breckenridge presents *Monsters*, a snake show, and one of the most attractive fronts on the midway. Royal South Sea Islanders, Hawaiian show. Dewey Eberstein has *Life show* and the *Girl in the Gold Fish Bowl*. Paul Faun is manager of the Showboat, a funhouse. Tom Evans has developed into quite a showman and is presenting *Jolly Ellen*, fat girl, and *Giggie Land*, funhouse. Fred Thomas has an attractive penny arcade. Rides are beautifully decorated and are Merry-Go-Round, Twin Big Big Wheels, Ride-O, the Octopus, Dangler, Dinty Moore's new Scooter, Blue Goose, Kiddie ride; Fred Thomas' Kiddie Autos, Whip, Blackman's Loop-o-Plane and Carr's Loop-the-Loop.

Concessions, Free Act, Train

Peter Christopher has a most attractive cookhouse, completely screened in and seating 70 people at one time. Bill Jones has a flashy bingo. Other well-known concessioners are Bill and Ada Cowan, Fred and Frances Foruler, John Gordon; L. D. Powers, new long-range gallery; K. J. Dahmer, photo gallery; Louis E. Strates, grab stand; Chip Dunn and Merry Williams, mentalist booth; Oswald Lenzsch, cotton candy, and Al Campbell, four ball games.

Five American Eagles are the outstanding free attraction, and present their act each evening at 8 and 10:30 p.m.

Strates Shows are traveling this season on 25 railroad cars, consisting of 20 steel flat cars, 4 Pullmans and 1 steel box car.

Notable Executive Staff

Staff: James E. Strates, managing director; C. W. Cracraft, general agent and traffic manager; Ben H. Voorheis, contracting agent and press agent; Harold C. Inglish, secretary and auditor; Mrs. Gertrude Putnam, Social Security secretary; Ed Breckenridge, lot superintendent; James Gifford de Ralyea, chief electrician, with Roy Smith and Eddie Seaman, assistants; Frank Walden, transmissioner; Mike Elmer Olson, mechanical superintendent; James Yotas, construction superintendent; Fred Jule,

artist; Peter Christopher, commissary superintendent; William Cowan, concession superintendent; Keith Buckingham, supplies; Sky Putnam, *The Billboard* sales and mail agent, and Robert Haswell, press back with show. Reported by Ben H. Voorheis.

W. E. West Carnival Opens; Press Lauds

PAOLA, Kan., April 30.—Show opened season at Cherryvale, Kan., Saturday, April 2. Weather cold and rain. Crowd small but very good spenders. Show is sparkle of light and paint and much larger than ever before. Location was on outskirts of town. Editor of *Cherryvale Republican* told writer that show should have been invited to set up in town on streets free, in appreciation of money spent during winter by show people, and published an editorial to that effect.

Thursday morning worst snowstorm of season hit and all tops went down. Very little damage was done but it was impossible to show rest of week. Mr. and Mrs. George McAllan and Mr. and Mrs. Sammy Culotta got an extra bunch of orchids for very modern and excellent cookhouse.

Rides and Concessions

Rides: Merry-Go-Round, Ray Spurgin, foreman; Bill Flint, tickets. Mix-Up, Lee Wise, foreman; Curley Carnig, tickets. Big Eli Wheel, Romaloe Hartsock, foreman; Dabby Dotson, tickets. Loop-o-Plane, Mrs. Sadie Ziegler, owner; Milford Ziegler, foreman; Nevin Ziegler, tickets. Rock-of-Ages, Mr. and Mrs. Fred Chandler. Lovers' Lane, Mary White, manager; Frank Pierson, tickets. Kiddie Autos, W. E. Krug. Kiddie Chairplane, Mrs. W. E. Krug. Willie Dodd, ride superintendent. Concessions: Fishpond, Pete Bales, Jimmy Doyle, Pitch-till-you-win, Mr. and Mrs. Ed Meyers. String game, Melba Williams. Roll-down, Owen Jones. Joe Ucar, Penny pitch, Mrs. Carl Marvia. Penny pitch, Kent Robert. Lead gallery, Carl Smith. Erie diggers, Mrs. Forest Runer. Pop corn, Carl Marvia. Pennant machine, E. E. Hart. Photo gallery, Mrs. E. E. Hart. Roll-down, Joe Ibrahim. Bowling alley, W. C. Honnicutt. Corn game, Mrs. W. E. West, owner; E. C. Simmons, operator. Ham and bacon, Clyde Hill. Skillo, Babe Emswelder. Ball games, Babe Ucar, Mrs. Marva Williams, Mrs. Joe Ibrahim. Cookhouse, Mr. and Mrs. George McAllan, Mr. and Mrs. Sammy Culotta, Elsie Blades.

Shows and Staff

Shows: Ten-in-One, Betty-John, manager; Moody P. Cook, tickets and treasurer; Paul C. Miller, second openings; Whittie Bentley, No. 2 ticket box; Dorothy Scott, iron tongue and electric chair; Buck Massey, fire-eater; Pauline Pratt, sword box and illusion; Bertha Bentley, lecturer; Madame Naida, mentalist; Margaret Lou Cook, fish bowl illusion; Edward Evans, tattoo artist; Betty-John, annex. Peaches and Temptation, Whittie Brown, manager; Fern Williams, Stella Miller, dancers; Kelly Rule, tickets. Hawaiian Nights, Whittie Brown, manager; Helen Bales, Jackie DuVal, dancers; Jimmie Cook, tickets. Rose Girl, Betty-John, manager; Mr. and Mrs. Edward Davis, tickets and inside. Athletic Arena, Forest Runer, manager; Kid Whitey, Johnnie Lovenger, boxers and wrestlers.

Staff: W. E. West, owner-manager; Mrs. W. E. West, secretary and treasurer; Babe Emswelder, adjuster; Bill Pratt, electrician; Mae McCord, mechanic. Reported by Betty-John.



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12 CARS. 18 CARS.

Scores Sold—None Ever Ransol.

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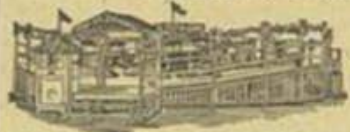
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WILL MAKE MONEY FOR YOU TOO

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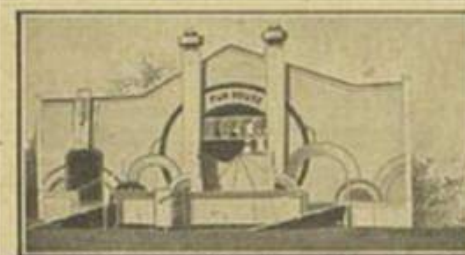


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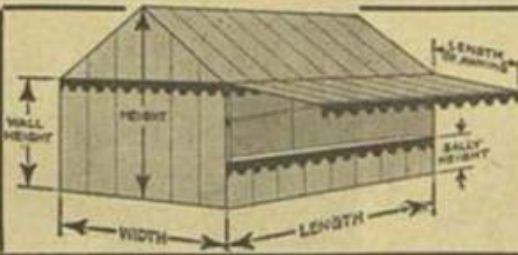
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New "Walk Thru" and "Ride Over" Greatest!
All New Patented Features.
The BIGGEST FLASH and stream-lined appeal ever placed on a Midway.
Loads the wagon. Two people operate.

Many shows already sold, including Gooding Greater, Huppel, Coleman Bros., Jayland, etc.

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North Tonawanda, N. Y.



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Give Measurements as Indicated BUY from Factory SAVE Money

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26th and Reed Sts., Phila., Pa.



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8-CAR WHIP

A Riot of Colors and Chromium. Beautiful Streamlined Cars. A persistent money-getting ride. Exported to All Countries.

W. F. MANGELS CO., Coney Island, New York

UNITED STATES TENT

S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.

CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST. Send for Used Tent List. LEADERS FOR OVER 40 YEARS.

701 North Sangamon Street,

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BOOMERANG

The New Sensational Ride

ENDORSED BY THE LEADING RIDE OWNERS OF AMERICA

Boomerang Mfg. Corp.

HARRY WITT, Sales Mgr.

366 HAMILTON AVE. BROOKLYN, N. Y.

Capacity Gross Repeats

Send for Illustrated Circular

NEW CASH REGISTERS \$25.00 and \$35.00

Model No. 14, \$25.00. Height, 15"; Depth, 15"; Width, 9". 5 Keys. Go to \$1.00.
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TRUCKS

AUTOMOBILES — MOTORIZE YOUR SHOW Write

CHARLIE T. GOSS

With STANDARD CHEVROLET CO., EAST ST. LOUIS, ILL.

very busy and of all things my typewriter had to go haywire right in the middle of a big idea." Starr came very near putting the midgets in the White House last week the day Henry Ford visited President Roosevelt.

Naturally, every general agent is going to beat all the towns he books. No one ever heard of them booking a bad one. Did you?—Uncle Jerk.

DR. BENAVENTE PARDO letters from St. Louis: "Now entering my ninth year as a mentalist with Pete Korles Side Show with Beckmann & Gerety. Beef with him all that time with exception of seven months last year when I visited my birthplace in Amsterdam, Holland, and France. Prior to that was employed for full years with Korles." He is professionally known as Great Lorenzo.

FEOGIE MAYES cards from Dillsboro, Ind.: "My daughter Betty is in Betty Hospital, Indianapolis, and is not expected to live much longer. She has been there for several weeks. I was called to her bedside from Belle Glade, Fla., where I spent the winter. Am formerly of Royal American and Dodson's World's Fair Shows."

WHAT IS your ambition? Let's hear about it! Late Francis Fesari wanted to quit the carnival business and return to England and open a little saloon in Derby. However, he never realized this ambition and died in harness as a carnival owner and manager.

FRANK P. SPELLMAN one time had one of the largest and best carnivals on tour. Was first to launch a motorized

Dick Collins Tells of Circus and Carnival Things

Had pleasure of seeing Newton Bros. Circus in Rome, Ga., April 14. It proved to be more than an average pleasure. My old friends Rhoda Royal, Mrs. Royal and Harry Fitzgerald are on show. Colonel Newton is a gentleman-showman of 35 old school, courtesy personified. His son, Harold, a chip off the old block. . . . Over 150 years of show experience was represented in the combined quintet, which was joined by Elizabeth Penn. None had less than 30 years of trouping to their credit. Wonderful reunion, but somewhat pathetic as when we finally separated, late at night, altho not mentioned, the fact remained that each wondered when and where will we meet again. If ever. . . . Rhoda seems as young and active as in old Forepaugh-Sells days. He sits on his horse like statue in bronze. Harry still same clever writer. Mrs. Royal and Penn same charming personalities as in former years. . . . Colonel has a nice show. Not a fill-in act in line-up. For the first time in years the old-fashioned leaps were witnessed, reminding one of the old Van Amburgh Circus and Howe's Great London shows and previously to that Lord George Sanger, of England. Clever clowns, three each of elephants and camels and a great bunch of Zealus, the real article, in "Savage Africa." It was a pleasant evening. One of few long to be remembered. . . . Harry Fitzgerald pulled a good one when he told Dick Collins that he had been three years trying to put his cowboys in Hollywood

MERRY ROSE PERRY cards from Springfield, O.: "Joined Gooding Greater Shows, making second season. Manager Jack Perry has built a complete new show and it rates high in flash and equipment. Spent winter in Tampa and it was our pleasure to have entertained many showfolk there. Perry and yours truly, Merry Rose, fat woman, are optimistic regarding this season. We find that we cannot get along without *The Billboard*."

W. H. (BILL) RICE lettered from his bed in the hospital in Greensboro, N. C.: "Whether the croakers put me in a box or not I want Red Onion to stop calling me 'director general.' I just put on the 'director general' title to kid Bill Fleming, Art Lewis and Max Goodman, and as a cover-up for Ward Dad Dunbar calling me the general agent of Mighty Sheesley Midway. J. B. Hendershot is the general agent. I cannot write now, so my son, Bill Jr., is doing it for me."

KITTIE DOEN lettered from De Land, Fla.: "Built an alligator show and booked it with Endy Bros. Shows. This will make my third year with them opening in Goldsboro, N. C. My show is an educational show catering to children but interesting to grownups as well. It is a far cry from a posing show to an alligator show but I have made the change with no regrets. Placed the posing show in storage for good. Looking for a good season with Endy Bros. Have titled my new show Alley-Oop. Buying a copy of *The Billboard* is a weekly habit with me and I turn to the carnival section first to start my reading."

great fellow. For several years I was in radio and handled publicity for endurance shows also. Worked with such promoters as Al Painter, Jack Stievel and Hugh Talbott. Latter, son of late Edward C. Talbott, one-time president of Showmen's League of America."

CARNIVAL OWNERS: Stop giving so many free shows to various organizations in the towns you play in. It is all right to entertain those confined in institutions free, but others, no. Why take the edge off the value of your talent by giving it away free?—Red Onion.

RECENT CALLEUS at carnival desk: Floyd King, general agent and traffic manager Hobbins Bros. Circus. Tex Cooper, of Col. Tim McCoy's Wild West. Joe Mercedes, former vaudeville artist, now handling exploitation for the lake regions of Wisconsin. George W. Westerman, showman and special events promoter. Mike Gravia, concessioner Broadway Shows of America. J. H. Otis and



THE THREE "ROYAL AMERICANS," LEFT TO RIGHT: Carl J. Sedlmayr, general manager; Elmer C. Velore, business manager, and Curtis J. Velore, concession manager, of the Royal American Shows. Thru co-ordinated ideals and objectives this trio has built up and continues to operate a carnival organization that has become the admiration of their competitors and the outdoor amusement industry in general. For them the season is on in earnest and they will continue to build and add talent as the season goes on. Consistent with this policy is a statement made years ago by Sedlmayr in which he said, "Royal American Shows will never be finished either in physical equipment or talent, because if we are to progress and hold public esteem we must continue to replace and build."

circus. Took a carnival to Porto Rico. Had big booking offices in Cleveland and New York and did many other things of importance in outdoor show business some years back. He is in a commercial line now and was a recent visitor in Cincinnati.

WILLIAM C. MURRAY, general agent for C. A. Hartsberg's Keystone Shows, letters from Latrobe, Pa.: "Back from a booking trip in North Carolina and Georgia. Show jumped from Douglas, Ga., to Latrobe where it opened the season April 28 for a 10-day engagement. Organization is larger than last season. All new panel fronts and Tilt-a-Whirl added. Thank *The Billboard* for its past favors."

WALTER D. PAUL was with Doc Palmer one time. He writes from New York: "Prince Leon and myself are still with Ed Wynn's theatrical attraction, a smash hit. He expects to close his season in June and then we will join World of Mirrh Shows. Will have charge of Snow White and Seven Dwarfs and will feature Prince Leon, who is now featured with Wynn. I will handle the front and Bobby Maloney, who is also with Wynn, will be with it."

The most intelligent and dignified men and women obtainable should be on the main entrances of all carnivals. These people stand before the public and management and the impression they make counts a whole lot toward the success of the enterprise. Think it over. Dress them up right.

and succeeded at last. On April 14 lot in Rome, Ga., on which they were to exhibit being under water, he changed to a lot in Hollywood, adjacent suburb of the city. So he got his Hollywood try-out after all. . . . How about efficiency of radio? Press agent on World's Exposition arranged for Dorothy Stone to give a broadcast over local station at Rome, Ga., Saturday morning, April 16. Show opened about 75 per cent of the attractions at night. Stone, the English lady rider, gave such a splendid interview to roving reporter that Motordrome did a turnaway business on its first show in less than four minutes and took in more than any other three attractions combined. A beautiful woman and a clever talker evidently. . . . And they say that if you watch the work of Ruby Davis in the French Casino you will see the makings of a real trouper. She has everything. No telling where she may land. Joan Crawford left Ernie Young to star in films. History may repeat in carnival world. . . . It is not the case of the Chinaman who said, "Loosee ticket, no catchee meal." With Mrs. Rosie Oruberg, altho the help and assistants, who are legion, loosee six days work out of seven, they catchee meal, sleep and everything all lightee. "Missed Gluberg see to it, chop, chop. . . ." Mrs. Grace Firpo received good news regarding her mother's health and will remain to keep John L. Firpo in training on the World's Exposition. He won't meet so many men now who knew a friend of John L. Sullivan.

FRENCHY LAPAGE lettered from Savannah, Ga.: "Was in a restaurant recently when a couple of high-power concession agents came in. They being the kind that would grab a walk-away and then hate the customer if he came back with a squawk. Well, these two men bought a pack of cigarets, laid down a quarter and left seven cents change on the counter. Later they came back for it and let out a yelp such as no so-called 'tucker' would do for a 25 walk-away. Wonder if some of these would be 'wise guys' will ever get next to themselves and wake up and be real men and give and take as they should. I wonder!"

CHICK FRANKLIN lettered from Hutchinson, Kan.: "Am press agent Miller Bros. Shows. It is my wish to co-operate with *The Billboard* in every way possible. For three months last season I handled the press for Jimmie Lynch's Death Dodgers and am very proud of Jimmie's friendship as he is a

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MONEY MAKERS

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SHOOTING GALLERIES

IMMEDIATE DELIVERY.
Complete Line of Shooting Galleries.
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EVANS DICE WHEEL

One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handomely plated and polished. Write for Prices.

PADDLE WHEELS \$7.50 up
of All Kinds

FREE CATALOG
H. C. EVANS & CO.
1520-1530 W. Adams St., Chicago, Ill.

OCTOPUS

LOOP-O-PLANE

TWO BIG WINNERS

UNEQUALLED FOR PERFORMANCE AND PROFITS

EVERLY RIDES GUARANTEE BIG PROFITS

EVERLY AIRCRAFT CO., Salem, Oregon

ASHER K. KLINE, Sales Manager. Lucas Bros. Ltd., Blackpool, England, European Suppliers.

Mrs. Fannie Otis, of the act known as St Otis and Edeger, latter a trained mule, William Kemper, manager of shows owned by Paul Hauck, which are booked on Midwest Shows, owned by Harry Mills, accompanied by Howard Mason, who will operate Ten-in-One on same organization. Opening set for early in May at Jackson, Mich. Mickey Vest and Lou Alpert, musicians with Frank Dailey Orchestra, of Meadow Brook Club, Cedar Grove, N. Y.

Red Onion says he knows some men who are supposed to be business men who will step up the lunge in a barrel and then knock the head out. Some men do have funny ideas of what business efficiency is and will let the last man who talks to them turn them his way and it matters not what was originally decided as a matter of business policy.—Uncle Jack.

L. E. Ted Miller Pens Some Nice Observations

Cetlin & Wilson Shows made 450-mile jump from Burlington, N. C., to Darby, Philadelphia. Locals getting quite a kick out of Southern drawl of shows' personnel. . . . A survey of See and Double You shows that 63 per cent of the people come from below Mason-Dixon line. 17 from Mt. Airy, N. C., alone. . . . Jack Wilson feeling quite happy that his trips to dentist are over. . . . for a while. . . . Ivey Cetlin making arrangements to entertain all his political friends in Philadelphia. . . . Floyd Newell, fast-stepping press agent for Mighty Sheesley Midway, doing a real job for his show in Greensboro, N. C. . . . John M. Sheesley and his vivacious wife looking happy despite adverse weather conditions that hit all shows "down yonder." . . . A good slogan for Fraise Agents, "He who tootheth not his own horn—his horn shall not be toothed." Slogan made up by a tuba player. . . . Max Linderman in Richmond looking in pink since his sojourn to Hot Springs, Ark. . . . "Feel strong enough to take on Joe Louis," says Max. . . . Frank Bergan very busy not only around quarters, but also in rib department, with that Irish wit he is famous for. . . . Gaylord White looking astonished when Linderman told him he was buying a moving picture outfit for the press department. . . . Getting Gaylord ready for Hollywood, eh what! . . . William C. Fleming standing at the head of Johnny J. Jones midway in Washington, D. C., listening with Ralph Lockett, Starr DeBelle and E. Lawrence Phillips to a 27-piece band they contracted for season. . . . Ralph Lockett showing samples of advertising mats that every show should have. . . . This correspondent can never meet that very clever Starr DeBelle. J. J. press agent, without expecting him to say, "She's out of the water now and we've got her so she can't splash the ladies like she did yesterday!" . . . Baby Lillian looking very beautiful in her own show, which was doing capacity business, and sent her best to her old friend Red Onion. . . . Incidentally, where did Red Onion get his nicknames? . . . If all the Ripley "Believe It or Not" were laid end to end, how long would the line be? . . . Isn't there a synonym for the two words, "new, innovation"? . . . They're slightly worn out. . . . Mrs. Jean Tiedale visited Herbert Tiedale, who was very ill at the Elwood Hotel in High Point, N. C., and had him sent to his sister, Lillian Inman, 2003 Lombardy circle, Charlotte, N. C. . . . If you know him it would not be a bad idea to send him a card. . . . he would certainly appreciate it. . . . Just a word about those two grand fellows, John W. Wilson and I. J. Cetlin, they are the tops. . . . They pay me every week. . . . Quick Watson, bring me another beer.



SHIRL SAKOBIE AND MRS. SAKOBIE. They were married in De Land, Fla., February 19. She was Catherine Mary Ferroti, of Miami. Groom is son of Mr. and Mrs. James Sakobie, concessioners with Cetlin & Wilson Shows. Photo furnished by George Hirschberg, show's secretary, and taken soon after the wedding.

MORRIS VOLTAGGIO, manager Latip's Home State Shows, lettered from Charleston, W. Va.: "With the results of advertising in *The Billboard* and co-operation of the American Legion Post 1 was enabled to put over a successful fair recently at Belle Glade, Fla. It was an artistic and financial success and the legion committee informed me they had the biggest and best fair ever held in the Everglades. Attendance was good and interest in the event was evident all week, possibly due to better crops this year than ever before. Following played this fair: Doc Willie's Side Show, Alexander's Plea Circus, Anfenger's Animal Show, Mabel Mark's Mule Show, Clyde Howey's Monkey Show, Old Revue and auto ride. Other rides were Big Eli Wheel, Octopus, Loop-o-Plane, Chair-plane, Loop-the-Loop and kiddie autos. Concessions were Bennie Weiss, bingo; Eddie Madigan, cookhouse; Eddie LeMay, waffles and pop corn; Max Golden, frozen custard; Ernie Buzze, candy apples, snow cones and peanuts; Sam Kaplan, Johnnie Claburri, Sammy Applebaum, Fritz Winters, Max Tarbo. Good business was had by all and no complaints. After this fair we jumped to Charleston, W. Va., and opened Saturday, April 16, with rides and shows, no concessions on account of prohibitive license. Had fair

15 Years Ago
(From The Billboard Dated May 5, 1923)

Johnny J. Jones Exposition played to wonderful business last three days of second and final week of its Washington engagement. . . . Howard Pink left Chicago for Streator, Ill., to join Nat Weiss Shows as bandmaster, his third season in that capacity. . . . Rubin & Cherry Shows opened to capacity business at Lexington, Ky., under Elks' auspices. . . . Brown & Dyer Shows went into Atlanta for a week's stand after a fair week's business in Waycross, Ga. . . . Louis Beck, of Beck's Amusement Co., signed his Noah's Ark show as a feature of Krause Greater Shows. . . . Gray Shows played a two-week stand in Oretna, La., to highly satisfactory business under Fire Department auspices despite much inclement weather.

Dykman & Joyce Shows had an auspicious opening at Litchfield, Ill. . . . Included in a party of Narder's Majestic Shows folk visiting Cincinnati offices of *The Billboard* were E. B. Braden, T. R. Edwards, Milt Holland, Claude R. Mullen and William R. Kirschner. . . . Rain on opening night failed to keep De Kreko Bros.' Shows from playing to a huge crowd in Baton Rouge, La. . . . George A. Hamid and Frank Wirth bought out Herman Blumenfeld and Max Lowenstein in Wirth-Blumenfeld Fair Booking Association, Inc. . . . Bill Aiken returned to Dayton, O., after severing his connections as general agent for Torrens United Shows.

Heart of America Showmen's Club and Ladies' Auxiliary farewell dance in Coates House, Kansas City, Mo. was highly successful. . . . Hardin Bros.' United Shows were playing New Orleans city lots before taking to road. . . . With fair weather predominating, World at Home Shows opened their season in Alexandria, Va., at first annual Spring Charity Festival under Elks' auspices. . . . Billie Clark, owner of Billie Clark's Broadway Shows, was released from hospital, where he was confined with a fractured leg and had body cuts sustained in an automobile accident at Rocky Mount, N. C. . . . Colin Campbell was enjoying much success on his booking trip for his New York Festival Producing Co.

weather and business was about up to standard here. Dan Cherry, high net dive, is booked for season."



HIGHLY intelligent and a world tourist is Rosie, age 4, belonging to Mr. and Mrs. Walter K. Sibbey. Last year while on tour with Goodman Wonder Show she became lost on a Sunday run. Rosie was found patiently awaiting her master's return at last filing station at which their car stopped. Photo was taken in Belgium, but she is now enjoying California sunshine with Walter K., who is assistant director in division of concessions at Golden Gate International Exposition, San Francisco, scheduled to open in 1939.

American Carnivals Association, Inc.
By MAX COHEN

ROCHESTER, N. Y., April 30.—Within the next few days the 1938 membership certificates will be forwarded to each of the 40 members of the association, and at the same time there will become available the annual cards for employees of members.

This year a change has been made in the individual employee cards so as to afford space for each of the individuals to sign his own card and thus restrict its use in the event of loss. As in the past, the individual employee cards will bear a registration number.

The annual membership certificates sent to each member for posting in his office will be in the same form as heretofore.

The State Supreme Court of Errors of Connecticut within the last few days handed down a decision in which it held that games of the bank night variety were lotteries. The unanimous decision of this court declared that bank night, so called, was contrary to the public policy of the State of Connecticut. We call this decision to the attention of some of our members who exhibit in Connecticut so that they may be familiar with the law as decided by the court of last resort of that State.

We are indebted to some unknown person for sending us a newspaper clipping from Jacksonville, Fla., which praises the activities of side-show oddities and carnival workmen in their efforts in recently saving a 13-year-old boy from death in a cave-in. We do not know the name of the show to which these compliments should be paid but the newspaper item sent us indicates that the show management took all of its help who were at the time engaged in setting up the show and devoted the activities of their total manpower to the assistance of the youngster in difficulty. We heartily approve of publicity of this type and wish that more shows would send us information of this sort. We feel quite certain that the people of Jacksonville will feel a bit more kindly toward the carnival industry and the people engaged in it.

West Los Angeles Business Men Get Big Boost Because They Booked a Carnival In

Reprinted in full from *Looking at Los Angeles*, a column by F. C. R., in *The West Los Angeles Independent*, issue Friday, April 8. "Fifteen Thousand People Can't Be Wrong" this writer subtitled.

I was slowly making my way thru the throng at the Jubilets last Saturday night, with my mouth agape at the sights and thrills, and one of the managers of the show took me by the elbow and yelled a message in my ear. He had to yell because of the excitement and the noise. He said, "See all these people having a good time, well remember that these people are America and that there isn't any other kind that count." Well, as I turned, to look them over more critically, I came to the conclusion that he was right. They were there in thousands. Pa, ma and all the kids. Riding the Merry-Go-Round, the Whip, the Octopus and the dare-devil contraption that throws you clear around and upside down. Not to mention the Ferris Wheel.

It is too bad that more of the so-called adults didn't chuck their dignity and give away to impulse. If they had they too would have been riding and shouting with the joy of fun. From the totally unexpected throngs that have attended the show it must be that a whopping lot of people in West Los Angeles have been half-starved for innocent excitement for a long time.

I'll bet you or anyone four bits that I can get 10,000 votes to repeat this show at a later date to 200 that would vote against it. And of course I will concede that anyone gifted with fault-finding could find plenty to criticize. But not justly criticize when it is considered as just plain fun of which there is always a tremendous shortage.

I think the reason for the tremendous patronage of the show is that the people have been so worried and bothered and scolded and browbeaten and pushed around this way and that way by forces they cannot control that the innocent attractions and the glitter of the "Midway" offered a temporary escape that could not be resisted. What we need is more and more such means of escape where we can all get together and whoop and holler and throw darts and balls and generally raise a rumpus. What do you think? The serious troubles of the world will wait while we do it. We don't need to worry about that!

So I doff my hat to the West Los Angeles business men and their able aides and abettors who had the courage to give us a show. I think it is swell!

The DAILEY Aluminum Center Wheel

Is the best made. Built Bearing. Best Coarse on the road. Comes with Proof, all ready to go.

24-in.	\$27.50
30-in.	33.50
36-in.	37.50
40-in.	44.00

Tax Included. Catalog Free. A Few New Ones.

DAILEY MFG. CO.
No. 511-12 E. 7th St., St. Paul, Minn.

SARATOGA KETTLE POPPERS

Heavy 14 gauge spun Aluminum. Built to take the wear and tear. \$14.00.

We also have the lighter Kettle Poppers for \$5.50.

A. T. DIETZ CO.
27 Miller Bldg., Toledo, O.

Babett Yearout in ticket box of the Octopus. C. A. Dawson opened his Mickie Moss show here. J. E. Wilson, manager. New banner front and had nice week. Bud Cross' bingo topped midway. Gentry & Lewis Kongo show making front-page publicity. Bob Wilson joined to talk on front. Oscar Bird, of Athletic show, limping around with sprained hand. Capt. Smith purchased Vampire show which he is remodeling. Mr. and Mrs. Lefley's Dinner Bell Cafe is headquarters for all showmen. Bill Warrington building new concession. Johnnie Hicks has new panel front for his trading post, all neon lighting. Rhinehart Doc gave cocktail party at Santa Rosa Hotel for number of visiting showmen. Reggie Marlon recovered from accident received last week during high wind. Jerry Mackay had Frank Pierce and wife from San Francisco, newspaper owners and ex-troupers, as visitors. Mrs. O. H. Underland, Mrs. Billie Hicks, Leone Barve, Mrs. Wendell Foss and Verna Beeberg all showed up with permanent, Verna Beeberg and Hazel Fisher have as their guests Mrs. Anna Kuivala and Kate Kuivala, Verna's mother and sister from El Cerrito, Calif. Sam and Toots Epple received an imported Chow. Inez LeDoux and Billie Baldwin with two of costliest games on midway. Morris LeRoy and Red Sandy with No. 2 cook-house running neck and neck with No. 1. Great Rodo pulling an auto with eye-balls and Bud Foster joined Ten-in-One.

CLAUDE BARRIE

Barkoot Bros.

Toledo, O. April 16-23. Opening lot. Good and sticky arena. Weather. Good. Rides, fine business. Concessions, only fair.

Easter Sunday gave show real break in weather, windy, but warm. Rides opened at 1 o'clock and ran until midnight. Opened at same time on same lot last year. In spite of present recession gross was only off 7 per cent from last year. Show added two new Kiddie rides and Fun-on-the-Fartin. People with it: Merry-Go-Round, Chuck Ray, foreman; Mike Calahan and Bill Wells, assistants, Big Eli Wheel, Glen Parks, foreman; assisted by Earl Lambert. Loop-o-Plane, Gordon Burk, George and Curley Powers, Ocean Wave, John Roberts, Mike Hancock. Al Williams, corn game, penny pitch and roll down. Jerry Parks, Jack Esterink, Harry Burgess, parks, Jack Eddie Herman has shows.

H. O. SOCKETT

Golden State

Santa Paula, Calif. April 12-17. Auspices, Veterans of Foreign Wars. Weather, good. Business, fair.

Holy Week and a lack of spending among Spanish people quite noticeable. Midway was packed every night. Side show is once again in harmony and playing to good business. Dick Kanthe, with Athletic Arena, had banner Saturday, topping midway. Girl show also played to good business. Friday evening, after show was closed, Bill Hobday, manager of shows, gave surprise birthday party for his wife. A Dutch lunch was served for 125 present. Edwards, chief of police, and wife were honored guests. Entertainment was given by several. Chief of police stole show by stories told in several dialects. Legend, magician, and his "Charley McCarthy" put on a real comedy act. Lee Boston gave a tap dance. One of bright spots of party was Mrs. Pat Ryan and her violin. Eddie Shores and Leroy Belyea told a few stories. Party was held in Side Show top and those present were: Chief of Police Edwards and wife, Mr. and Mrs. Bill Hobday, Mr. and Mrs. Jack Lindsey, Homer Rees, Mrs. Margaret Ragland, Charlene Lindsey, Lorraine Learnard, Mr. and Mrs. Summers, Lawrence Soto, James Murphy, Edward Lopez, Tony Apratos, Mr. and Mrs. Weedin, Doc Ashwell, Gladys Dale and Lu Lucille, Tex Tooman, Mr. and Mrs. Bill McMahon, Phil Bertoni, Mr. and Mrs. Belyea, Mr. and Mrs. Eddie Paradise, Mr. and Mrs. Dick Kanthe, George Black, Edward DeLoos, Pop Hannameyer, Clarence Hannameyer, Clarence Patynski, Bud Morrison, Joe Friday, Harry Takel, Bud Hartwell, John LeConte, George Simmons, A. C. Young, Bob Carroll, Mr. and Mrs. Cecil Bailey, Mr. and Mrs. Crimmins, Paul Ansberry, Steve McCarthy, Dan Darkin, Mr. and Mrs. Harold Lewis, Mr. and Mrs. Harold Emberg, Mr. and Mrs. George Kafer, Jack Magies, Patty Ryan, Harry Buckels, Billy Moall, Phil Jabonaki, Buster Dennhardt, Scooter Mack, June Synok, Lucille Zimmerman, Mr. and Mrs. Babe Collins, Mrs. Lambert, Bob Lambert, Otto J.

Mals, Jack Gordon, Tommy Newberry, Mr. and Mrs. Earle Clark, Mr. and Mrs. Tiny Grable, Wallace Apel, Everett White, Homer Nesson, Lee Boston, H. B. Coleman, Larry Dunlap, Lee Cole, Benny Irby, Charles Austin and Mrs. Ethel McDonald. Harry Sanders, who practically brought Dodson World's Shows up from a pup, was a visitor and renewed friendships with Jack Lindsey and Otto Mals. Mrs. Sally Rees was on sick list.

WILLIAM HOBDAY.

Rubin & Cherry

Richmond, Ind. Week ended April 23. Auspices, Knights of Pythias. Weather, fair but cool at night. Business, fair.

It was a most impressive sight at official opening in Richmond, Ind., evening of April 18, when Rubin Oruberg was presented with a large horsehoe floral piece with "Good Luck" printed in gold across a white ribbon. The tribute was extended on behalf of the personnel. Considering the cool weather during the week, crowds were satisfactory and shows and rides did fair. On Kids' Day, Saturday afternoon, thousands of children kept the rides on a continuous whirl from 1 to 6. Many unsolicited compliments have been received from business people on the completeness and cleanliness of the midway. Performances in the different shows are moving more smoothly as the season progresses. The management had the pleasure of the company of two staff members of The Billboard, A. C. Hartmann and William Jenkins Hewitt. It seemed good to meet these people, who keep showfolks informed as to who's who and what's what when it comes to authentic information. All the writer hopes is that by this writing these men have thawed out and that they are enjoying real spring weather in Cincy. Show left for Terre Haute, Ind., Sunday evening.

ED SQUIRES.

White City

(Baggero cars and trucks) Coolidge, Calif. Population, 5,000. Week ended April 16. Auspices, fire department. Location, SPRR lot. Business and weather, fair. Pay rate.

Fire and police departments did everything possible to make event a success. Special Agent Lucille King got many banners and merchants reported satisfactory business. Lee Manos arrived to join George and Edna LeBrell's Scandal on Parade and topped midway on shows. General Manager C. F. Corey spent two days in Los Angeles on business. Claude Renner and Teddy Leavitt also visited Los Angeles. Charles and Penny Marshall departed for Los Angeles to join one of Jack Schaller's aerial acts. Mr. and Mrs. Mike Collins departed to join West Coast Shows in Seattle. Jack Murray arrived and took over Athletic Show. Mr. and Mrs. Frank Forrest arrived to manage Ten-in-One, with Teddy Leavitt taking over management of new "49 Camp." Camp's opening most auspicious, a surprise, as there has not been a camp in operation on Coast for years. Personal of camp is Mrs. C. F. Corey, owner; Teddy Leavitt, manager; Virgie Miller Martin, tickets; Ralph Chinn, bartender; Frank Hopkins, piano; Johnnie Craft, drums; Eddie Ryan, violin. Dancing girls, Penny Marshall, Rosie Drake, Sue Thompson, Margie Owens, Mary Gerath, Bobbie Young, Peggy Gibson, Billie Hyatt, Rene Wilson and Ann Peyton. For second time this season tower of Marlo and LeFors act narrowly escaped destruction by a reckless auto driver who drove car thru free act inclosure. Frank Klink arrived to join H. O. Long's concession and Mrs. Frank Klink Mulligan Kaplan's ball game. Johnnie Herti and Heinie Herti spent week reconstructing their housecar. Virgie Waters had a fair week's business with her concession. Showfolk went mud and sulphur baths gaga at near-by Hot Springs. Electrician J. B. Bailey is creating new design for marquee. Mr. and Mrs. Dewey Blair and family departed to join Dennis Shows. Peg Malone spent week putting marquee organ in shape. Mr. and Mrs. H. W. Charlen's privilege car doing nicely. Betty Corey returned to school in Los Angeles after a vacation with her parents, Mr. and Mrs. C. F. Corey. Mr. and Mrs. Swede Olson are constructing several new concessions. Chester Martin joined Ted LeFors' concession. Among rabbit hunters and Rehermen who enjoyed a week of sport were Ted LeFors, Joe White, Earl Gold, Charles Marshall, Aubrey de Pellaton, Johnnie Herti, C. C. Lesaire, Johnnie Sterling, William Sinclair, T. T. Smith, Don LaMarr, Myles Nelson and Ted Bales. Easter egg hunt



COOKED on COLEMAN STOVES and Served at the Army-Navy Game

Cooking seven miles of hot dogs in a couple of hours is a truly "colossal" performance! But 50 Coleman Handy Gas Plants did the job at a total fuel cost of less than \$20!

The man who held the stadium concession contract and fed about 120,000 people—Albert D. Gerber—says: "We are well pleased with the performance of Coleman Handy Gas Plants and Burner Equipment and can sincerely recommend them for their quick-action, dependable heat at an extremely low operating cost!"



LIGHT INSTANTLY! Whether you cook one hot dog or seven miles of them, Coleman Stoves give dependable service at minimum cost. Coleman Appliances make their own gas from ordinary gasoline. They light instantly. You can start cooking right now—regulate the heat to any degree you want. They give you real gas service wherever you are, for cooking in concessions, restaurants, trailers, cottages, apartments... for heating steamtables, griddles, coffee urns, boilers... for use in hot dog and popcorn stands.

And remember—30,000 Coleman Dealers are in the United States and Canada! You're never far from Coleman service.

FREE—Write today for illustrated literature showing various models of Coleman Handy Gas Plants and Urn Burners, Coleman Lanterns, Cabin and Trailer Stoves.



THE COLEMAN LAMP AND STOVE CO.
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110 VOLTS A. C. ANYWHERE!

With Katalight Plants and Retray Converters. Furnish standard 110 AC 60 cycles for operating sound trucks, coin-operated music machines, motion pictures, AC radios, floodlights, etc.

550 Watt 110 AC, IRA1 \$ 89.50
550 Watt 110 AC, IR55 130.00
1000 Watt 110 AC, 25AL 225.00

KATOLIGHTO, Mankato, Minnesota, U. S. A.

staged by Mr. and Mrs. C. F. Corey for kiddies was grand success and topped off with ice cream and cake in Pa and Ma Slover's cokuhouse. May and Arthur Collier purchased new housecar, also added concession. Since opening of "49 Camp" Claude Renner has become master. Earl Gold joined the Ted LeFors' bingo crew. Mary Buckmeister joined Artist Model show.

WALTON DE PELLATON.

Elite

Independence, Kan. Week ended April 16. Weather, three days rain; three fair. Business, poor.

Following bad weather with snow in Coffeyville sun was bright Sunday when show moved here. Everything was ready by 7 o'clock Monday evening. J. L. Landes, who has the Octopus, Funhouse, Monkey Drome and Pony Ride, moved them back to Chapman at close of week here to get ready for his opening April 23. Jack Conway, owner of cookhouse, bought Ford truck, to be used as sleeping quarters for his crew. Mr. and Mrs. Orval Cox and Billy Canney were visitors. New canvas arrived here for Athletic Show.

Staff: Charles Rotolo, manager; Carter Buton, general agent; Ferd Bogie, special agent; Don Poitz, lat superintendent; Willis Clark, electrician; Harold Freeman, mechanic; Dave Reeco, master of transportation; Daddy Clark, night watchman; Mrs. Opal Bogie, front gate tickets; Mrs. Charles Smith, side gate tickets; Mrs. Dave Reeco, relief ticket seller; Madam Florence, high pole and trapeze, free act; Philip Darling, in charge of rigging; Benn Poitz, mail and The Billboard sales agent. Concessions: Corn game, Mrs. Rotolo, manager; Arkie Cooper, agent, Jack's Cafe, Jack Conway, owner and chef; Mabel Conway, cashier; Frank Harris, griddle; Ernest Jones, waiter; Oscar Sistrath, steward; Guy Campbell, yardman. Scales, Ward Saunders, Pop corn. Dave Reeco, Erle diggers, Bob Wells, Cotton candy, Ben Rhodes, Snow cone, Mrs. Bert Banty, Penny

Majestic

Huntington, Tenn. Week ended April 23. Auspices, Lions' Club. Location, fairgrounds. Weather, rain. Business, one big day.

Lot 19 minutes' walk from center of town. Efficient co-operation of County Fair Manager Walters, acting chairman of committee. This date raised hopes of everyone, looking forward to real week's business. Four days' rain thru Thursday night left first of week dark, clear and cold. Friday, light. Saturday afternoon and night brought real big day for entire midway. Kid Bailey's athletic show topped lot by lucky break in form of Blue Jones, who arrived middle of week, and a local colored hantam, who brought out fight fans, white and colored. Mary Lou Story joined Kanara's Hwallians here. Mr. and Mrs. Jack Bradley, with their illusion show, joined Saturday. Coming from Detroit, arrived late account motor trouble, but got show up in time for less than two hours' showing Saturday night. Hiley Johns drove in to take exclusive mentalist camp.

CHRS M. SMITH.

Showman Is Urged For K. C. Jubilesta

KANSAS CITY, Mo., April 30.—A third annual Jubilesta here appears assured following a meeting of the 1937 committee. Altho loss to underwriters was nearly \$35,000, it was agreed another Jubilesta should be staged in Municipal Auditorium in September.

Conrad H. Mann, chairman of the board, resigned and his place will be filled at a meeting on May 9 here. Judge H. E. McElroy, city manager, who also resigned from the committee, urged that another show be held. He said the city would not charge the committee of merchants, hotel men and Chamber of Commerce leaders for use of the building. About \$20,000 was spent last year on talent for the eight-day festival, including Edger Bergen and Charlie McCarthy, Benny Goodman's Band, Frances Langford, Jack Haley, Jack Waldron, Gertrude Niesen and orchestras of Eddy Duchin, Isham Jones, Wayne King and Buddy Rogers.

Mr. Mann asked that even more stars be hired and that a professional showman, instead of Chamber of Commerce committees, be entrusted with buying of professional talent and handling the show. Events last year drew more than 100,000.

Badger Post Books Acts

DE PERE, Wis., April 30.—Contracts with Ernie Young, Hinck's Motor Derby, Keating's midget auto races and Midwest Fireworks Co. have been made by the American Legion Post here for the annual celebration on Brown County Fair grounds. Clarence E. Riley is secretary.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

St. Louis Police Circus, Under Belmont, Promises To Be Most Successful in Its Long History

ST. LOUIS, April 30.—Proceeds of the 1938 St. Louis Police Circus in the Coliseum, April 25-May 8, believe officials of the Police Relief Association, for benefit of which the circus is held annually, will exceed all previous figures. Advance sale was estimated at 175,000 admissions. Souvenir program of 398 pages, with about \$45,000 worth of advertising, is 38 pages larger than the 1937 book.

Sidney Belmont, again director and producer, has always tried to bring practically a new show every year, and 90 per cent of the acts now here have never appeared in a St. Louis Police Circus before. There are more feature acts and animal acts than in any show of previous years, with 32 displays and 246 performers in the circus, which runs 2 hours and 20 minutes. When reviewed on the night of April 26 the show ran smoothly and fast, and spectators were generous

with applause.

Executive staff assisting Director Belmont comprises Jules Blattner, bandmaster, who has his band of 35; Tobe W. Cooper, superintendent of properties, with 20 assistants; Kenneth Waite, producing clown, with 40 clowns; William T. Murphy, master electrician, with 10 assistants; Kenneth Korkotan, radio engineer, and Elmer Grossheider, sound technician, with four assistants.

Acts in Big Array

Programed are grand entry; quartet of highly trained horses, Little Man, presented by Miss Romig; Silver and Sheba, presented by Misses Rooney and Root; Arab, presented by Mr. Romig; the Konopka, ground bar act; Black Brothers, comedy contortionists; the O'Neill, barrel jumping, with new nickel rigging; Pepper, football mule, handled by James (See ST. LOUIS POLICE on page 63)

WANTED RIDES for KOLACH FESTIVAL

JULY 20-23.
Write J. L. PROCHAZKA, Chairman,
1700 Hamilton St., S. W., Cedar Rapids, Ia.

WANTED

Concessions and good clean Shows of merit.
All Rides Booked.
JULY 20-21-22-23.
GREEN CAMP CENTENNIAL
DANA G. BARBER, Secy., Green Camp, O.

RIDES & CONCESSIONS WANTED

For July Fourth.
AMERICAN LEGION, Rock Rapids, Ia.

CARNIVAL WANTED

4th JULY CELEBRATION
JUNE 28th TO JULY 4th.
AMERICAN LEGION POST 73,
Vincennes, Ind.

WANTED

CARNIVAL COMPANY WITH RIDES.
Must Be Clean Guts, for July 2, 3 and 4.
AMERICAN LEGION POST No. 281,
Jacobsville, Ohio.
Address communications to POST ADJUTANT,
giving name, etc.

AMERICAN LEGION REUNION and 43rd ANNUAL HOME-COMING

July 28-29-30 and 31—4 Days, 4 Nights,
CRAG, MO.
WANTED—Shows, Entertainment and Concessions.
R. E. LIPPE, AG.

WANT

CONCESSIONS AND SHOWS
Also Free Acts for Week of June 20,
Golding's Rides Booked.
J. B. TRUBY, Chmn.,
Knox Volunteer Fire Co., KNOX, PA.

WANTED

CARNIVAL 4th OF JULY WEEK
B. P. O. E. No. 827, GOONTO, WIS.
CLYDE M. DAVIS, Chairman.

WANTED A Small Carnival

To show in our town July 2, 3 and 4. Guaranteed attendance of 2,500 or more, weather permitting. Also for the Community Fair on September 2th.
FLOODWOOD CIVIC CLUB,
Floodwood, Minn.

WANTED

FREE ACTS, SHOWS AND CONCESSIONS
For Our
Eleventh Annual July Celebration
Three Days, July 2, 3, 4. Sponsored by Legion.
Write JIM M. BROWN, AG., Coop. Ill.

CARNIVAL WANTED

Week of August 22.
11TH ANNUAL HOME-COMING HUMBOLDT
AMERICAN LEGION.
Address HUMBOLDT AMERICAN LEGION,
Humboldt, Kan.

WANTED

RIDES & CONCESSIONS OR SMALL CARNIVAL.
LEGION CELEBRATION
DE PERE, WIS., JULY 3 AND 4.
Hinck's Motor Derby, Amphibious Coach, Midget Auto Race, Fireworks, Free Acts. Write
CLARENCE RILEY, De Pere, Wis.

WANT MORE REVENUE for YOUR ORGANIZATION? Read "BINGO BUSINESS" A Column About Bingo in the WHOLESALE MERCHANDISE Department THIS WEEK and EVERY WEEK



SOME IDEA OF THE CROWDS AT ISMAILIA TEMPLE CIRCUS in Broadway Auditorium, Buffalo, week of April 24, may be gleaned from this view of the seat tiers and arena floor. Bob Morton, vice-president and general manager of the Hamid-Morison-sponsored National Producing Co., staged the 57th annual event there. Included on the committee, who took part in the opening grand tournament, were present and past potentates. Uniformed bodies of Ismailia Temple also appeared.

San Antonio Fete Is Seen by 150,000

SAN ANTONIO, Tex., April 30.—After a week of parades, shows and spectacles, the 47th annual Fiesta San de Jacinto ended on April 23 with the spec, La Roca de Fiesta. It was generally admitted the most successful in history of the fiesta committee. An estimated 150,000 witnessed the big event, the Battle of Flowers parade, on Friday, while Saturday's procession, filled with gay costumes and traditions of Old Mexico, with scores of beautiful floats, was seen by nearly 100,000.

Other events that attracted immense crowds included coronation of the Fiesta Queen.

CARNIVAL WANTED

American Legion Celebration
JUNE 5-11.
S. R. MUSSEHL, Chairman, Plattville, Wis.

WANTED

Shows, Concessions, Carnival, July 2-4. Free Park. Large crowd. A money-making spot.
LEONOUA, ILL.
C. E. HAYON, Secy., Ironia, Ill.

Celebration Season on For Mid-South District

MEMPHIS, April 30.—Carnival season hit the Mid-South this week, with Collierville, Tenn., staging its annual Cheese Carnival and Live-Stock Show, with Buckeye State Shows on the midway and free acts, including Jewel Cowboys, of CBS-WHIO. They also served as air bally for the opening as musical portion of a broadcast which featured coronation of the Cheese Queen.

With Memphis Cotton Carnival the outdoor season will be in full blast. Forest City (Ark.) Peach Festival, scared off the 1937 calendar by an infantile paralysis threat, will be revived. Date of annual Water Valley (Miss.) Watermelon Festival is still tentative. Other (See CELEBRATION SEASON page 65)

Sheboygan Show Has Acts

SHEBOYGAN, Wis., April 30.—The four-day annual Home Show in Eagles Auditorium, closing on April 24, drew more than 5,000. Bill included Rube Tronson and his Texas Cowboys, Hooster Sod Busters from WLS, Sheboygan Harmony Boys, King's Yeomen, Eddy Becker's Blue Mound Boys; Virginia Grandie, soprano, and Marvel Strohmer, tap dancer. Admission was 15 cents and a commentator from WHBL described displays and interviewed visitors.

Biz Marks Set in Joplin

JOPLIN, Mo., April 30.—Second day of Joplin Fiesta, last Tuesday, broke all records for attendance of out-of-town visitors, reported D. J. Foyner and Paul Van Pool, of the amusement committee. Hennie Bros' Shows officials said midway records for crowds and gross business on the first two days had been broken. With excellent weather the night parade on Tuesday was longest in history of the Fiesta, with more elaborate floats. Newsreel men and pictorial magazine representatives took shots of the parade and Hennie Bros' midway.

LaGard Hurt in St. Louis

ST. LOUIS, April 30.—Capt. Rual LaGard was injured at Wednesday's matinee performance of St. Louis Police Circus, being a featured act in a 200-foot slide for life. He was doing an iron-law turn prior to his slide when he dropped from a height of about 20 feet. In City Hospital it was found that he had sustained broken wrists, a fractured back and contusions of face and head. It is expected he will be hospitalized about two months. His home is in Decatur, Ill.

HELP This Department by Telling Committees About It.

BALLOON ASCENSIONS for Fairs, Parks and Celebrations, covering the United States and Canada. Write JACKSONVILLE BALLOON CO., Jacksonville, Ill. my7

BALLOON ASCENSIONS, Parachute jumping. One to five drops. Fairs, parks, celebrations, new ideas, any time, any place. Reliable. CLAUDE L. SHAFER, 4704 West Washington St., Indianapolis, Ind. my28

BALLOONISTS AND AIR-PLANES Parachute jumpers. Go anywhere for reliable committees, fairs, parks, etc. Established 1903. THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill. my21

TUMBLING AT WOODS—Duo, Raggedy Ann, Felling House. Billboard, Cincinnati, O. my28

AERIAL ACT FOR ALL OUTDOOR EVENTS—High Swaying Pole and Trapeze. Appearance guaranteed. BOX C-144, care Billboard, Cincinnati, O. my27

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. my21

BALLOON ASCENSIONS FURNISHED FOR ALL occasions. HENDERSON BALLOON CO. Hickory, O. (Formerly of Toledo). my28

CARMEN'S CIRCUS REVUE — FOUR complete and distinct Free Attractions. Price and literature on request. Address BOX 21, Williamson, Mich. my21

EDUCATED MULE ACT — 2 COMEDIANS, Cowan Numbers. Now playing night clubs. H. OTIS, Billboard, Cincinnati. my14

FOUR HIGH CLASS ACTS — WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobatic Act. BINKS CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis. my7

ACTOR-DIRECTOR—15, some experience in each. Books, legitimate, radio, reputation. Reliable. Salary \$200 to \$300 with work. Salary secondary. Write BOX NY-82, Billboard, New York.

AERIAL CLOWNS — Three Standard Acts. First Double Trapeze, Comedy Revolving Ladder and Climbing. Revolving Ladder, Literature and more on request. Address The Billboard, Cincinnati, O. my28

AT LIBERTY—Four separate Acts. Wire Walker, Novelty Juggler Act, Balancing Trapeze Act, Dog Act. Something new and different from the rest. CHATHUR HURCH, Wabasha, Minn. my7

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CLOWNING, COMEDY ACTS—America's foremost. All and celebration Clowns. Clown Motorcycle Cop. Comedy Juggling, Comedy Wire, General Clowning. Illustrated on 24 cent card. ART AYTHA, Billboard, Chicago.

DASHINGTON'S ANIMAL CIRCUS—Ten Days. No Monday. Two days open for fair attractions. Shows. Go anywhere. We never disappoint. Now playing Police Club, St. Louis. Starting May 8. Kelvin Theater, Chicago, May 12 to 14.

FRED AND MARIE GUTHRIE — Four separate Acts. Wire Walker, Novelty Juggler Act, Balancing Trapeze Act, Dog Act. Something new and different from the rest. CHATHUR HURCH, Wabasha, Minn. my28

SALE YORK—For Indoor or Outdoor. Appearance guaranteed. With this act never a dull moment. On Mts. etc. 212 W. Superior St. Fort Wayne, Ind. my7

HIGH CLASS FREE ACT—Original and the only one of its kind. No other act has ever done it. Now and different from anything ever seen before. Now playing night clubs in Kansas City, Mo. Write to Mrs. M. L. W. BRADFORD, 1844 Maecor, Kansas City, Mo.

LICENSED PARACHUTE and Hunt Men. Let us be the first to show you a new idea. We are experienced. Training. Guaranteed All Shows. Also Free Ground Acts. Now Booking. STEWART PARACHUTE SERVICE, Elgin, Ill. my21

O'NEILL BROS. AND SKIMMILK—Combination Clown and Trained Male Acts. Big smile, funny and good natured. For any attraction. Write for complete literature. O'NEILL BROS., General Delivery, Parma, Ohio. my21

PLEASED DOG ACT—With "Cocker," the High-Flying Dog. 10-foot high. Also good Trampoline. Fairs, celebrations, etc. Attention, you must see. Complete will draw crowds on the lot. EDGAR BRYANT, Red Lake, Minn.

"SUN SHINE"—The Hollywood Clown, puts real fun into any attraction. Class A act. Also the best. Performance. Day. Two separate acts. Write for details. Care Billboards Office, Chicago.

THREE ACTS—Tight Wire, Slack Wire and Bull-baiting. All acts first class. Write for details. RALPH AND SYLVIA BRIDGES, Rock Hill, S.C. my21

TWO ACTS — Russian Wire and High Trapeze. Colored costumes. Special lighting equipment. Complete apparatus. Read if desired. BOX C-144, care Billboard, Cincinnati, O. my27

WHITESIDE TROUPE AT LIBERTY—A high-class, top act. Now playing in Chicago. Write for literature. Whiteside Troupe, Presenting Eva May Moore and her sensational Clown Wagon and Loop Trapeze Act. This Wire Act, Single Trapeze Act, Swing, Loop and Two Clowns at Liberty with one act and lot. We want our fairs at Turkey, Calif. Write to Mrs. J. W. Whiteside, Whiteside Troupe, 112 Pennsylvania Ave., Wichita, Kan. my21

YOUNG ACTOR—Desires to contact for Summer stock, opening late May or early June. Age 23, 5-10; height 155. Dark hair and eyes. Experience in dramatic, historical, comedy, farce, vaudeville, light characters, general business, repertoire. Read Book Stock experience. WITHOUT HOLDUP. Billboard, New York.

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST—READ, FAKE, ETC. Reliable, all essentials. BOX C-505, Billboard, Cincinnati, O.

PIANO PLAYER—EXPERIENCED DANCE MUSICIAN. Sight read, rhythm. Sober, reliable, young. All essentials. Also experienced with all types of shows. Write or wire details. EDDIE FELLOWES, 3962 Wallace St., Philadelphia, Pa.

PIANIST—SOLOS, SONGS, EXPERIENCED. Appearance—Excellent Reader. MAURICE LUCKETT, Eddyville, Ky.

PIANIST—EXPERIENCED, ABILITY, ALL ESSENTIALS. Young, modern, union, sober, appearance and dependable. Write all details in first. REG COFFENHAVER, Utzville, Pa.

PIANIST AND DIRECTOR—FRENCH HORN. Well schooled, experienced all lines, band orchestra, band, improviser. Accredited teacher all instruments. Prefer location but will travel. All offers considered. WM. SHONE, East 11th St., Chico, Calif. my14

CONCERT PIANIST—Trained musician. Distinguished professional experience. American, desires refined opportunity. Soloist, accompanist; also recitals. No evening. State particulars. BOX C-199, Billboard, Cincinnati, O. my27

HIGHLY TALENTED PIANIST — 20-21, who work in mountain resort of New York State or New England for entire summer. Excellent soloist, pianist and orchestra player. Ten years of wide and thorough experience. Trapeze, take all bookings. Fairs. Has solo and varied repertoire. Nonunion but will join if necessary. Ready to relocate. Write for details. DAVID SILVER, 22 Tremont Ave., Bridgeport, Conn.

MAY 8 — Experienced Sight-Reading Pianist. Fairs, trapeze, recitals. Don't double stage. Nonunion. For information, write to: JAMES H. MALBY, 822 E. S. Dakota, SELLAR ROGERS KATON, care Warren's Comedians, Bingham, La.

PIANIST — Non-union. Consider any reasonable offer with cash hand. Read, solo, rhythm. Write to: DONALD KING, 14 Collin St., Buffalo, N. Y. my21

PIANIST—Double College. Would like to join girl show or small road show. Experience in setting up and taking down. State all. HARRY McKENNEY, General Delivery, Charlotte, N. C.

RHYTHM PIANIST—Modern talent, young, reputation for entertaining. Trapeze, take all bookings. South or east. Consider all. Join immediately. PIANO MAN, Rankin Hotel, Columbus, Ga.

AT LIBERTY SINGERS

LYRICO TENOR (Trained Voice)—Also play Accordion. Good singing. Would like to join show or night club circuit. Write: WARREN STEELE, 145 Brook Ave., Bronx, N. Y. Morningside 4-1540.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY — FRENCH STREET SINGERS. Male and Female. BOX 304, Billboard, Chicago. my14

3 VERSATILE PERFORMERS FOR MID OR TONIGHT. Comedians, Singers, Dancers, Magic, Contortion, Escapes, Comedy, Hillbilly Singing. Play own music. Change 2 or 3 weeks or longer. Produce one or two-hour show. Paid Dog for acts. Best wardrobe on and off. Sober, reliable. Go anywhere. Answer by Western Union. WALTER MOLLY & PAT KING, Chadbourne, N. C.

AT LIBERTY—Team for Mid or Vaude Show. Female Impersonator, specialists in Characters in Acts, Singers, double Pianist and Striped Man. Irish Tenor, feature voice and work as M. C. Have our best of wardrobe. Both can work female for 1000.00. SACH FEW, 222 Broadway, N. Y.

GUSSIE FLAMME AT LIBERTY—Lady, singer, Dancer, Trained, 19 years. Shows 10 nights, A-1 in acts. Middle-aged. Join at once. Max. Pay. Trust. Need ticket. General Delivery, Columbus, O.

VERSATILE MEDICINE TEAM — Paid Comedians. Good songs, double good plans. Party strong changes. Go anywhere. Best prefer shows playing the north. FRANKLIN B. WHITE, General Delivery, San Antonio, Tex.

ST. LOUIS POLICE

(Continued from page 61) Hamiter Jr.: Travel-Air, football horse, handled by Vivian Ferrin; loop-the-loop novelties, Misses Dolly and Thelma; Holland-Doekrijl riding troupe; Romig and Rooney riding troupe; Hobo Jim, European panto novelty; double and single trapeze, the Solts, Winnie and Dollie, the Ricardos, the Ruals, Miss Cotter and Miss Patskowski; Whiteside Troupe, Cereve Trio, Rooney Troupe, wire acts; Gerogetto Brothers, hand stands and upside-down dancing; Mills and Mills, sensational high wire, featuring the "Human Elephant"; Police Quartet, 10 minutes of harmony, Sergeant Eugene Martineau, announcer; Russ Kettler, pianist; Walter Imhoff, first tenor; Fred Johannmeyer, second tenor; Jack Lehr, baritone; John Tudor, bass; menage horses, Trot, presented by Mr. Leonard; Major, presented by Miss Leonard; Pat, presented by Mr. Hamiter; Great Dalbanie, equestrian novelty, "the man on the wagon wheel"; Mona, Oriffin, dropping from roof of the Col-

iseum while suspended by his teeth; Living Water Fountains, posing act, Elsie and Herman; Ebenezer, January mule, presented by Sidney Rink; Hamiter's Military Ponies; Contrary Tommy, January mule, presented by Carl Fay; Winifred Collesano, flying trapeze, one of the hits, offering double somersault to heel catch; Gerogetto Brothers, upside-down bosing; Captain LaGard, 200-foot slide for life by his teeth; elephants, Ring No. 1, Vern, presented by Betty Leonard; center, Will Hill's Baby Elephants, presented by Will Hill; No. 3, Big Burma, presented by Eva Huntley; Great Fuserner, aerial spiral act, the same hit he was at the 1937 circus; the Danwills, six men, and the Gauchos, seven men, in fast featherboard performance; Prof. Fred K. Leonard's black and white stallions, liberty act; Flying Sensations and Flying LaVans.

Clowns Are Veterans Kenneth Waite, who has his clowns in new wardrobe, has played every St. Louis Police Circus with clowns since 1924. Chester Sherman and Whitely Harris, who work the come-in to many laughs, have worked in every Police Circus here since 1924. Other clowns are Jack Kennedy, Jim Thompson, Bob Gow, Larry Owen, Billy Ashton, Abe Kaufman, Will Howard, Grace Owen, Bobby West, Frank Black, Erie Black, Jack Klippel, Charles Derer, Victor and George Gerogetto, Ed Delmar, Ben Evans, Walter Weber, Charles Baker, Manie Evers, Ferris Phillips, Herb Shelly, Willie Paulsen, Tommy Whiteside, Robert Coultis, Ben Collier, Len Hauser, Bill Bentlage, Charles Hart, Harry Holmes, Sam Westman, Ray Bond, Harry Cohen, Fred Sloan, Leon Weir, Sammy Walters, Eddie Taylor and Jim Parker.

CELEBRATION SEASON

(Continued from page 61) celebrations in this district will include Humboldt (Tenn.) Strawberry Festival, Clarkdale (Miss.) Spring Cotton Carnival, Newport (Ark.) Bridge Celebration, Stuttgart (Ark.) Rice Carnival and Martin (Tenn.) annual celebration. Royal American Shows will be on the midway at Memphis Cotton Carnival and John Ward Shows in Humboldt.

SAN ANTONIO FETE

(Continued from page 61) Queen, arrival of the King and the Manufacturers' parade. Fifty concert and marching bands from every section of the State added pomp and pageantry to the events. About 50 State, civic and national organizations staged meetings, conventions and banquets. The celebration was again given considerable space in Texas dailies, and the Beckmann & Gerety Shows, playing the downtown plazas, came in for an unprecedented amount of publicity. Station KMAC broadcast a daily program plugging the midway.

P. L. BROWN, former showman, will direct this year's two-day McComery (Tex.) Rattlesnake Derby, featuring midway entertainment, dancing and competitive events.

ANNUAL Merchants' Industrial Show in Enid, Okla., on April 18-23, had satisfactory business. Vaude show, with 40 people under direction of H. C. Truax, Truax Attractions, was held in Convention Hall, which seats 3,000. Broadbeck Shows furnished rides.

COMMITTEE chairman for the annual Milwaukee Midsummer Festival on the lake front are Morris Oesterreich, amusement; William L. Pieplow, publicity; Alfred Hiles Bergen, music; C. U. Smith, aquatic Venetian night; H. A. Propp, bike races; Eugene Bissett, fire safety; Joseph W. Nicholson, fireworks; Robert Hansen, Government Service League cooperation; Howard Digner, illumination; Jerome Dretzks, landscaping, seating, staging; William Knuth, motorcycle hill climb; A. J. Obenberger, parade; Deputy Police Inspector Hugo Goehlen, traffic safety.

MAFA BODY

(Continued from page 43) second vice-president of MAFSA. L. B. Boston, Hampden Improvement League, reappointed chairman of the judges' board, will select the other members.

At luncheon, served at 12:30, William Casey, State commissioner of agriculture, and Eugene M. McSweeney, State commissioner of public safety, were to have been guests. Mr. Casey, who was ill, wired regrets. Unable to attend because of a previous engagement, Mr. McSweeney sent Lieutenant George O. Mansfield, State chief fire inspector, who

declared that if baseball turnouts the past few days were a criterion, then fairs are in for a good season. He expressed the willingness of State police to cooperate with fairs in handling crowds and in highway travel. Largest details are sent to Eastern States Exposition, Brockton and Topfield.

President Stevens praised co-operation The Billboard has given Massachusetts fairs thru its columns and thanked Sid Paine, The Billboard Boston correspondent, for copies and notebooks distributed at the meeting. Earle S. Carpenter, Massachusetts State College, Amherst, chairman of the classification committee, reported on the revised 1938 suggested premium list for community and orange fairs. Committee consisted of Grace B. Gerard, Marion E. Forbes, Grant B. Snyder, Mr. Carpenter and Leroy Sabin. Three County Fairs, Northampton State College, United States department of agriculture and county extension services in agriculture and home economics co-operated.

Short Talks on Problems

Five-minute presentations on solving local problems were given by President Bodurtha, Blandford Fair; H. W. Kingman, Plymouth County Fair, Bridgewater; David A. Millard, Bristol County Young Farmers' Show, Ferrisburgh, and others. Secretary Kingman said that at Brockton directors made a budget and "put it on ice," not to be looked at until July 1. At that time, depending on business indices, it will be sliced or added to. Their one desire is to get more people thru the gates. Last year they revamped and localized departments. They have looked to their publicity scrapbooks for aids. They find it increasingly difficult to get publicity in metropolitan papers. So they are going after local angles. They will run a cattle show of their own for local interests. A program of nationality buildings is under way. Last year, he said, among attractions billed were a railroad head-on collision and a balloon race, later forced out due to high winds. He stressed importance of merchandising and using showmanship in programs. General Manager Nash said the ESSE plans to run a New England saddle horse championship.

Fred B. Dole, Franklin County Agricultural Society, Greenfield, said a successful venture was advance sale last year of 16,000 tickets for \$4,000. He reported booking for the 15th consecutive year of George A. Hamid attractions, thru the Boston manager, Paul N. Denish, and rebooking American Fireworks Co. for displays. The fair board has reduced a \$20,000 indebtedness to \$8,000. Elmer O. Olds, Littleville Fair, said attendance problem there had been solved by more merchandising. Mr. Sparrell, president Marshfield Fair, and a former MAFSA president, said he was proud to note that he is the president of the first Massachusetts fair to take advantage of pari-mutual betting. Secretary Pease, Middlefield, said the board there will advertise the scenic locale of the fair, advertising in newspapers, heretofore reluctant. He called for more co-operation between the four hill-top town fairs in adjusting items to abolish controversies among the fairs in Littleville, Middlefield, Blandford and Cummington.

George H. Bean, a former MAFSA president and former secretary of Three County Fairs Association, said he did not know whether it was inability, unwillingness or neglect that resulted in some fairs not getting worth-while attractions. He urged showmanship. He has gone after a beet sugar exhibit, as Northampton is to celebrate the 100th anniversary of beet sugar manufacturing. The industry and department of agriculture are co-operating. Mrs. Pearl Holcom, Southwick Fair, felt that not enough women are helping in fair work. Robert P. Trask, manager of Essex County Agricultural Society, Topfield, said that with a \$75,000 investment, the fair group is going in for increased outside income and not relying too much on the fair, since weather cuts deeply into the gate. In two years they have boosted revenue from \$300 or \$400 to \$3,000. A one-fifth mile track for midget auto racing within the regular track is used for weekly races. Clarence A. McComery, Inc., sponsoring Secretary Lombard said that last season there were 78,000 agricultural exhibits and he called for an increase of from 7,000 to 10,000 more.

Fifteen member fairs and four non-member fairs were represented. Paul N. Denish, Boston manager of George A. Hamid, Inc., attended. President Stevens is delegate to the New England Conference in November.

Wholesale Merchandise

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Disney's Folk Steal Toy Fair

Snow White and Dwarfs decorate items of 117 toy manufacturers

NEW YORK, April 30.—Snow White and the Seven Dwarfs stole the show as completely as any item or group of items has ever stolen it at the Toy Fair here this week.

The pretty maiden and seven little men decorated about every conceivable type of item, such as picture puzzles, coloring sets, table lights, drinking glasses, story books, dolls and toy furniture.

According to Kay Kamen, exclusive representative for the Walt Disney enterprises, 117 manufacturers have been licensed to use Snow White and the Dwarfs in the toy industry alone. Of course, there are further scores of manufacturers in other fields also tying in the Disney characters' popularity with their own items.

H. Fishlove Co., for instance, is offering live lucky turtles with Snow White or any of the Dwarfs painted on the animals' shells.

Other items on which the Disney folks have been featured are the lamps and shades produced by La Mode and the Doris Lamp Shade companies. Oak Hubber Co. also features the appealing girl and her dwarfs on their balloons to good results.

BINGO BUSINESS

By JOHN CARY

FEATURE OF the Ladies' Social Club Bingo held every Wednesday afternoon at the Continental, "Newark's most luxurious ballroom," is the Dark Horse Mystery Special. It's a fascinating name and some afternoon we're going to run over there and see just how it works. The ladies award 25 attractive merchandise prizes for a 25-cent general admission. Game is managed by Walter Ferry in co-operation with the club women. And Ferry drops us a flattering little note, saying: "Your column is swell." Thanks, Mr. Ferry!

WE WERE PRESENT at an interview between Ed Lowe and a reporter from The New York World-Telegram the other day. The reporter came into Lowe's office with a distorted and airtight attitude toward bingo. After a half hour of listening to Lowe, however, the reporter cursed the short-sighted, bigoted, blue-nosed politicians who are using the game as a political football with all the vehemence which we ourselves use in denouncing that type of public official. Lowe merely pointed out facts about the public's viewpoint toward the game and the reasons why action against it must be termed "ridiculous."

BINGO BUSINESS NEEDS more boosters like Ed Lowe. Too many persons engaged in the business spend too much time knocking others in the business and taking a bitter attitude toward everything. If they spent more time in "educational work" among public officials and other outside parties; if they made an effort to present their side of the story to the newspapers they would do the industry and themselves some good. Perpetual squawking never got (See BINGO BUSINESS on page 71)

After the Battle

A Direct-Selling Editorial

By MAYNARD REUTER

The many financial bigwigs are moaning in doleful tones of the ravages the government and the recession have made on their businesses, there is one group of business men who still go about whistling a merry tune. You're right! It's the direct-selling people. Thousands and thousands of men and women for whom industry has no work



M. REUTER

leading direct-selling firms decided in the last few months of 1937 to roll up their sleeves and do something about the wave of ordinances that were springing up all over the country and interfering with the normal operation of their businesses. They started a concerted campaign for repeal of Green River ordinances. The Billboard lent its support, too, and several editorials were published showing the folly and injustice of such laws. Results of the campaign were shown on this page in the April 23 issue in the report that three high courts had decided that laws brought forth by the opponents of direct-selling were unconstitutional.

Why All the Fuss?

Now that the battle is over and won, the whole question of the direct-selling industry and its right to exist seems to have been revived. One of the big questions seems to be, "what's caused all the fuss anyway?" When you come right down to it all of the opposition to the direct selling industry is silly. Some retail merchants have made a mountain out of a molehill which in 1935 did only \$125,000,000, or four-tenths of 1 per cent of the total retail sales of the country during that year. In other words, the 6,200 firms which were engaged in the direct-selling business during 1935 all together sold enough goods to the American public to amount to about \$1 per head. With such figures before them those retailers who view the direct-selling industry as an all-consuming dragon that will some day swallow their business lock, stock and barrel are as foolish as the merchants who some years ago cried out against the vending machine for fear that all business soon would be done with the aid of a coin chute and clerks would no longer be necessary.

Direct-Selling Needed

The truth of the matter is that the direct-selling industry fulfills several important functions in the economic world. One of its priceless contributions to the field of merchandising is that it is a proven way of pioneering a new product cheaply and quickly. Many an article that sells at a profit from the shelves of hardware, variety and novelty stores today was sufficiently popularized by direct salesmen to make it worth while for the retail merchant to handle.

One direct-selling hosiery company, soon followed by others, popularized silk hosiery in this country to such an extent that it became an item of daily wear rather than one of luxury. It was the agents of direct-selling firms who educated the farmer's wife and her daughter to the use of cosmetics and toilet articles. They also did the bulk of the job of building up a demand for spices, condiments and flavoring extracts. When aluminumware was first introduced merchants had a hard time selling it off the counter until direct-sellers took hold of it and by means of various promotions made it a common household article. Yet today the bulk of the hosiery, cosmetic, extract and aluminum business is enjoyed by the retail store.

Other Reasons

Of course, there are many other reasons that can be cited to prove the value of this industry. Filled with sociological importance is the fact that the extra dollars most of the 3,000,000 to 5,000,000 house-to-house pick up thru either full or part-time selling represent the difference between their eating and not eating. The majority of sales persons give only part time to the business on account of having other occupations or being subject to conditions which will not permit full time operations. Many housewives sell during the time which they can take away from their household duties. Others with underpaid jobs or physical disabilities give what time they can to selling. Regular professional salesmen give most of his business time to selling and these persons usually average as much money as that enjoyed by skilled or unskilled labor.

This industry is also one of the very few that gives employment to people over the usual employable age. The average age of the direct-seller is 41 years, which is much higher than the usual age of the industrial employee. Then, too, this industry is a godsend to the person who does not have the capital with which to start a business of his own. Literally thousands of persons have started out with direct-selling and have accumulated capital with which to go into business for themselves.

Of course, the same group of local merchants who oppose the carnival, circus and pitchman say that direct-selling takes money out of the community. This, however, is true only to the same extent as is the case of retail merchants. Seldom do they buy goods from a local distributor or manufacturer. Usually the purchase price goes out of town. Same is true of the direct-seller's wholesale price. He usually buys out of town. His profit, however, is spent where he lives and a recent survey has disclosed that 82 per cent of all direct sellers live in the community in which they work.

An Average American

When you look at the average direct-seller you find he's pretty much of the usual type American citizen. A survey made last year disclosed that the average (See AFTER THE BATTLE on page 71)

Pick-Up Noted In Sunglasses

CHICAGO, April 30.—With the coming of sunbiny weather and its attendant increase in automobile traffic the demand for sunglasses and goggles is beginning to pick up. In fact, several leading makers have opined that the season's big will be the best in a half-dozen years. Intensive safety campaigns emphasizing the need for elimination of glare from headlights and proper deflection of sun's rays are one factor in the anticipated record demand.

Counter card men have been particularly active in placing goods with filling stations, garages and stores. Pitchmen, too, are taking note of the trend and are beginning to stock the lower-priced glasses.

Certain concessionaires also report plans to feature sunglasses this season, using glasses in all available colors and prices. While none in this group plans to feature the item exclusively, it is certain that the boost given will be the biggest in history. And by properly merchandising the safety and comfort features of the sunglasses there seems to be no reason why everyone concerned should not be able to share in liberal profits.

DEALS

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Except for deals similar to the Trading Post, which are still going strong, legit deals, it seems, are about all washed up. We refer to the small 20-item affairs which hit the market a few months ago in such abundance and with such apparent success. It was claimed that these deals were 100 per cent legal and could be worked everywhere and, because they were small and gave away something with each purchase, could be turned over rapidly for handsome profits.

For a while they did click and operators had no trouble placing them. But a basic weakness of the legit deal seems to have finally caught up with it and, looking back, that weakness doomed the deal from the start.

Because 20 items had to be distributed on a small take operators were forced to keep their merchandise cost down to an absolute minimum. As the deals were run on 1 to 39 cents per purchase more often than not the player found he received an item worth as much and in many cases worth less at regular retail than what he paid to win it. This, probably more than anything else, finally caused John Public to desist. Greatest appeal a salescard has for the player is the chance to win an item worth much more than what he pays to play. And unless a deal has this appeal it will last only as long as it takes the public to get wise.

Jimmy Cante infos that he will soon announce a new jar deal along the same lines as his Bingo-Ball Gum Jar Deal, but with a baseball twist. Baseball jar will not have a card system, but will use a straight pay-off feature.

We understand that some operators have been concerned about sending a card along with their mailing pieces. An operator who uses the mails extensively tells us they needn't be. "So long as they do not try to pull any fast ones like the layout mentioned in Deals several weeks ago," he says, "and so long as the card carries this statement, 'Contents, Mail' (See DEALS on page 71)

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Balloon Hits

New and popular items in Oak Rubber Co.'s new catalog are the Spiral, Serpentine and Nobby balloons. In the spiral balloons the various segments inflate one after another. The Serpentine balloon during inflation provides many curves, twists and turns, while Nobby balloons furnish the novelty and thrill of inflating a long string of separate balloons. Another section of the catalog creating unusual interest is that pertaining to Walt Disney's Snow White and the Seven Dwarfs. Characters from the famous picture are presented in a variety of numbers. Then there are the Soapy Suzie and Tumbling Dummy tow-ups, Mickey Mouse prints, heads, tow-ups and stratosphere balloons; Donald Duck tow-up; nursery rhyme, holiday, emblem and lodge, patriotic, party, park, fair, circus, wild animal and the regular line of squawkers and noise makers. Catalog also features popular card assortments for retailing at 5 and 10 cents.

To-Na-Coustic Radio

Reported to be reaching a new high in popularity with salesboard operators, push-card men, premium users and



Silver Manufacturing Co. states the set comes with giant-size cloisonne dial and is equipped with five RCA tubes, including the new beam power tube, which is said to increase the efficiency of the set considerably. Beauty of cabinet design and true tone reproduction, it reports, are fast making this set one of the leaders in its class.

bingo games of the new 1938 model is the Silver To-Na-Coustic Radio.

Sail-Me Plane

An item expected to go big at parks and fairs this season is the Sail-Me Co.'s Flying Aeroplane. Number is available at a very low price with the cost of imprinting included in quantity lots. Firm is also marketing the Toy "Parashoot," which is propelled aloft by means of a rubber band and comes gliding down to earth in the same manner as a regular parachute. Firm expects this number to be a natural for outdoor concessionaires and reports it has priced the number within their range. Both aeroplane and parachute should prove real hits, according to the firm.

Sparklite Signs

With the addition of business signs to the popular secret motives, Sparklite House reports that its line of tinseled cards offers direct sellers a chance to

make up to 400 per cent profit in 100 lots. Signs are said to be of unusual design and fashioned by one of the foremost show-card writers in the Middle West. Addition of business signs

makes the firm's lines one of the most complete an agent can carry. Cards should be an attractive full-time or sideline proposition for house-to-houses as merchants throughout the country are said to offer a ready market for them.

World's Fair Walnut

Goldfarb Novelty Co. specializing in souvenir items, announces it has received a license from the New York World's Fair (See POPULAR ITEMS on page 71)

BOUDOIR DOLLS



\$24.00 Dozen WINDOW BOXED

Beautiful Dolls attract business. This Doll is exceptionally large and realistically dressed in fine silk and lace. It contains anything ever offered at this price. 25¢ with Dodes.

STANDARD DOLL CO. Inc. 24 E. 22 St., N.Y.C.

WEX'S POCKET WATCH — WALTHAM OR ELGIN, 12 Size, 7 1/2 Ounces or round shape. Recommended Movements. Ex. \$3.25 with W.M.H. Co. Lts. of N. York. 16-J. Ex. \$4.25. 16-K. Ex. \$4.25. 16-L. Ex. \$4.25. 16-M. Ex. \$4.25. Also big assortment of Swiss Ladies' and Men's Watches from \$2.00 up. 50¢ Extra for Gemstones. 25% Drop. Sat. C. O. D. Send for New Spring Catalog.



KANE WATCH CO. 155 Canal St., NEW YORK, N. Y.

\$10000 PER WEEK Guaranteed

It is as clearly defined your money. Our men work up to \$100 per week profit with The New Life-Of-Flame vapor lighter. Business reports have paid to pay with an additional investment, an unlimited field. Great demand. Send open territories. Pleasant work among high class business men. A money maker without equal for you. Get full facts today. Dept. B-5. Aurora, Missouri

VENTRILOQUIST DUMMIES EACH 18c

No. 32 - "GABBY PETE" 15 1/2 IN. HIGH

Dressed in Brilliant Two-Color Costume, with Glistening Tinsel Bow-Tie and Stud. Trimmings with Sparkling Metallic Tinsel. Black Moulded High Hat. Packed 12 to Carton.

No. 7469 - "KADETTE" DOLL

Made of Fine Quality Silk Plush, Two-Tone Colors. Composition Head with Removable Major Type Hat. Height 17 Inches.

SAMPLE \$.70 Each (in dozen Lots) \$.65

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- Write for Catalog and FREE SAMPLE CASE OFFER—Right Now!

THEY SELL—THEY REPEAT! Pop Your Price Sales! Highly Finished GENUINE BRIAR PIPES—Many Popular Shapes and Sizes. 12 on Attractive Directory Card, only \$1.50. 50¢ Disp. on C.O.D.

CHAMPION SPECIALTY CO., 514-R CENTRAL ST., KANSAS CITY, MO.

DIRECT SALES STUFF

By WALTER ALWYN-SCHMIDT

One of the most remarkable families I've ever met was the Sve Nilsens. No, they were not a team of acrobats, and there were really six of them, but the sixth member was still too young to show the talents of the five senior partners. Pete Nielsen, head of the family, made his living by selling paints, roofing material and similar supplies to farmers in his neighborhood. His wife, Greta, conducted a small chicken farm and sold her own and neighbors' eggs to home owners in the near-by county town. Arnold, oldest of the boys, did a good business with flashlights and scout knives and was a wonder in trading stamps for a cash profit attached. Other youngsters, a boy and a girl, sold magazines. They moved away from the neighborhood some years ago and I often wonder whatever became of them. Perhaps one of them will see this and if so I hope they'll drop me a line.

Moral in the above: If you happen to be in the direct-selling business don't rely entirely on yourself. Sometimes a member of your family may show unusual talent for the work you are doing. Give him a share in it. You can't tell where it will lead.

There is something exciting these days over opening one's mail. Manufacturers of direct-sales merchandise are becoming alive to the fact that it is not always their merchandise that interests prospective representatives, but how it can be sold. So, one finds more good advice in one's mail just now than has been the case for some time. Your mail really offers a liberal education in sales methods.

Steady work often counts more in direct selling than accomplished salesmanship. Experience of Mrs. Nina Duroso, who is working a fairly large territory with a line of household linen goods, proves this. She calls on her customers at least once every four weeks. Knowing that she will call, her customers wait for her and do not buy anywhere else. She generally has at least one new article each trip. Her main business is repeats for outdoor articles.

Curt Berents: Selling an item you make yourself may click once in a while. As a general practice I do not advise it. The better plan is to buy from a manufacturer and concentrate on selling. The manufactured article generally responds better to the needs of your market, otherwise the manufacturer would not be turning it out in large quantities.

K. S. Coasting: Recent Spring Special issue of The Billboard contained several advertisements featuring the article you mention.

Jep Jepson, super-salesman, says: "Work hours are shoe hours. Make sure your shoes fit well."

ANOTHER EVANS SCOOP! The Most AMAZING SENSATIONAL LOW-PRICED PREMIUM IN TEN YEARS!

Just What You've Wanted! NEW... red hot... in big demand! Priced so low you'll be astounded... You'll find it hard to believe. Here's your opportunity to make the biggest "killing" of the season. Wire or write NOW for complete details.

EVANS NOVELTY CO.
946 W. DIVERSEY - CHICAGO, ILL.



NEW 1938 MODEL! **\$10.54** 10% of 6
HERE is the 1938 version of the famous Silver Tone-coupled radio with new Cicoanne Dial and 5 GENUINE RCA Tubes— including one BEAM POWER Tube. Size 15x 2 1/2x6 1/2 inches. Best Tabletop and Premium Item in Radio History. Money-back guarantee.

NEW CATALOG—Just off Press!
Write for this new catalog, showing home, farm and auto radios at low as \$9.34.
Send 10c for Sample Push Card.
SILVER MANUFACTURING CO., Inc.
2868 Elston Ave., Dept. 123, Chicago, Ill.

Snow White and the Seven Dwarf Dolls



Cash in on this Walt Disney movie sensation. Groups and children alike are crazy about them.

D18X105—Original 15" Dwarf Doll, Snow, Doc, Grumpy, Happy, Sleepy, Grumpy and Baubel. Dressed in gayly colored reproducible clothes. Each \$1.05
D19X106—18" Original Snow White Doll. Each \$1.44
D20X107—Flashy 14" Dwarf Dolls. 7 popular characters only. \$3.00
D21X108—14" Baby Dwarf Dolls. \$2.00
D22X109—Dumpy, 8 1/2" Dwarf Dolls. \$2.00
D23X110—14" Snow White Dolls. \$2.00
D24X111—Comp. Hi-Hat Dumpy Dan. \$3.00
D25X112—21" Hi-Hat Dumpy Dan. \$3.00
D26X113—27" Hi-Hat Dumpy Dan. \$3.00
D27X114—33" Hi-Hat Dumpy Dan. \$3.00
D28X115—24" Gobby Joe. \$3.00

25% Discount on C. O. D. Jewelry, Novelties and Premium Cat. No. 321 or Sporting and Home Goods Cat. No. 322 sent on request. Mention your business. We do not sell retail.
JOSEPH HAGN CO.
Wholesalers and Importers Since 1911.
217-225 W. Madison St., Chicago, Ill.

Extra Value! **\$2.25** Each
5 for \$10.50 **5 for \$10.50**

No. 88 8883—Ladies' Bracelet Watch. Exceptionally styled 10% L. Chrome case in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movement. Each in attractive gift case. An amazing Big Value and wholesale premium item. Save money NOW by ordering five watches for \$10.50.

ROHDE-SPENCER CO.
223 W. Madison St. Chicago

Flashy Rings - Crosses
CHARM BRACELETS
Send \$2.00 for 18 samples
Laurence M. Weisberg Co.
Transportation Building
122 E. 7th St., Los Angeles, Calif.

HORSES..HORSES..HORSES
NEW! RACE Game is winning the country. Big money to be made. Guaranteed to start each race. No losses! Guaranteed! A different winner each time. \$1.10 per 100 or 24 per 1,000. Samples 10c. Chicago, Cleveland, Dallas, Houston and Omaha. Send \$1.00 for 25 Samples. Catalog 25c.
T. B. PAYNE, 25 Cardinal Plaza, New York.

Our NEW 1938 CATALOG is NOW Ready for You

SEND FOR YOUR FREE COPY TODAY!
• CONCESSIONAIRES • NOVELTY WORKERS
• PITCHMEN • AUCTIONEERS • PARKMEN
• SPECIALTY MEN • STREET WORKERS

You can't afford to miss the hundreds of "money-making" values to be found in our New 1938 Catalog. It presents the most extensive lines of merchandise we have ever offered—at Prices That Defy Competition. Hundreds of illustrated pages featuring thousands of clever, original novelty creations. Don't fail to send for your copy of this big "Buyer's Guide" today.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

TODAY'S HEADLINER! **LEVIN'S NEW CATALOG NOW READY**

Are You Interested in Bargains?
If you want a copy of LEVIN BROS.' NEW 1938 CATALOG... it is bristling with the Biggest and Best "BUYS" the market offers!

Watches, Jewelry, Carnival Goods, Leather Goods, Novelties, Cutlery, Sporting Goods, General Merchandise and Electrical Goods of All Kinds.

LEVIN BROS. Terre Haute, Ind.

BUY DIRECT FROM OUR FACTORY AT LOW PRICES

WE SPECIALIZE IN CHROME TUBULAR FURNITURE FOR PREMIUM SALES BOARD, SINGO AND CARNIVAL TRADE.

This item is SURE FIRE WINNER. You will get lots of money with this Flashy Chair... It is new on the market and useful everywhere. THE PUBLIC DEMANDS CHROME FURNITURE... We use the best Colored Leather on all the leading styles. You can have any color you like at an extra charge. Weight 15 lbs. each chair, packed two to a carton. Write for free Catalogue and Jobbers' Price List of other items. 1/3 Discount on All Orders.

Every Jobber is Buying Chrome Furniture—Let Us Hear From You. WE MAKE THE BEST AT THE LOWEST PRICE IN AMERICA.

SUPERIOR CHROME MFG. CO., Inc.
5110 Germantown Ave. Phila., Pa.

NEW CATALOG NOW READY
Send For Your FREE Copy--TODAY

Compare our merchandise and prices with the rest. Convince yourself that we are giving you the best. Orders shipped same day received. Complete lines for Concessionaires—Carn Games—Parkmen—Specialty Men—Pitchmen.

LOUIS L. SCHAFER, INC.
1257 WEST 3RD STREET CLEVELAND, OHIO

IF YOU WANT REAL FLASH
OUR BRILLIANT, LIVE HAND PAINTED **BABY TURTLES**

ARE YOUR BEST SET.
5 Colors, including our exclusive "GLAZED" finish, 10 attractive decorations, lettered with any name desired.
50 TURTLES, Selling for 25c Each... \$6.00
50 PKGS. OF FOOD, Selling for 10c Each
50 MAILING CARTONS, Complete, for \$6.00
Total Selling Price, \$17.50.
Shipping Charge Prepaid. Cash With Order. Prompt Deliveries.

CLEVELAND PET TURTLE CO., 224 High Ave., CLEVELAND, O.

REMINGTON

The New SPRING-O-MATIC Pen.



A Life Saver for Pen Workers.

JOHN F. SULLIVAN
423 Broadway, NEW YORK CITY.

SELLS

ON SIGHT DEMONSTRATIONS!
New, Sensational Kitchen
Necessity Cuts Food Bills!

Every housewife, cafeteria, restaurant, delicatessen will buy our sensational, new patented kitchen necessity. Newly invented material cuts food bills, keeps refrigerators odorless. Retail \$25. Average sale over dollar. Pays excellent profits. Write for selling plan.

KITCHEN FOOD SAVER COMPANY
Dept. B., 1775 Broadway, N. Y. C.

NEW LOW PRICES!

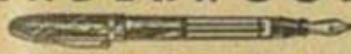
Tumbling Mouse
LARGE SIZE
Giant Feet. **\$3.25**
Cross.....

Tumbling Cat
Giant Feet. **\$3.00**
Cross.....

25% Deposit with Orders, Balance C. O. D.

BENGOR PRODUCTS CO.
875 BROADWAY, NEW YORK, N. Y.

UNDERWOOD

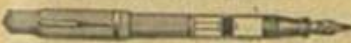


PLUNGERS—Special \$18.00 PER GPO.
PENS • PENCILS • COMBOS
328 Broadway, New York City.

ELGIN & WALTHAM
WRIST WATCHES \$3.95
In New Cases.

Send for Circular, showing the Biggest Bargains in Wrist Watches and Diamond Diamonds in the country.
H. SPARBER & CO.
118 North 7th Street, St. Louis, Mo.

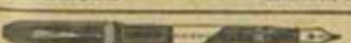
We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.



SOUTHERN PEN CO.
Manufacturers Since 1913.
14 N. Union St., Dept. B., Petersburg, Va.
Send \$1.00 for Samples. Prompt Shipments.

MED. MEN OPPORTUNITY

See G.P.I. Quality Preparations. A complete medicine show, private label and office special line. Home-aid service. Reasonable prices. Wholesale quantities on request.
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
127 E. Spring St., Columbus, O.



YOU WILL MAKE FRIENDS SELLING OUR MERCHANDISE
Write us your needs.
ARGO PEN-PENCIL CO., Inc.
320 Broadway, NEW YORK CITY.

ACE BLADES

FACTORY PRICES. FREE DELIVERY.
Details FREE. (Samples 10c).
ACE BLADE CO.
27 South Avenue, Dept. 102, Rochester, N. Y.

CLOSING OUT

Emulation Glass Cakes, Knife and Scissors Sharpener, 10,000 on hand. Special price for quick disposal.
NOVELTY MFG. CO.
54 W. 7th Street, St. Paul, Minn.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

GEORGE BLAKE . . . is reported to be working to fair turns with the razor paste in North Carolina.

REPORTS DRIFTING . . . in to the Pipes desk from Louisville indicate that Charles Martin and Harold Thompson are working their road layout to lucrative business in Kentucky territory.

PRETENDERS always wind up becoming defenders of their voracity.

SERGEANT YOUNG . . . is working to fair results in North Carolina.

FRENCHY THIBAUT . . . blew into Cincinnati last week from Louisville, where he has been working med to okeh business. During a visit to the Pipes desk the affable Frenchy intoned that he plans to go to Milwaukee to visit relatives for a short time before resuming his med-purveying activities in the Blue Grass city.

DOG SPERRY . . . well-known med-show operator, was in Kansas City, Mo., last week making arrangements for an early opening in Missouri.

MERE CONVERSATION will not make a new idea function. Action and financing are what get results.

"JUST RETURNED" . . . from a prosperous tour of Indiana, Illinois and Wisconsin," letters Fred Piker from Toledo, "Met many sheeties and pitchmen and they all seemed to be doing okeh. The Hub, under direction of Jim McGraw, is the pitchman's headquarters here."

RED GUTERIDGE . . . and his brother, Fred, who have been working Ohio territory to fair-to-middlin' business, were welcome visitors to the Pipes desk last week. They intoned that they plan to remain in the Queen City for several days and that they worked Springfield, O., on a Saturday recently to good results.

THE SUCCESSFUL pitchman is cool headed, sanguine and confident. He proceeds deliberately and carefully and does not propose to let anyone or any circumstances confuse or stampede him.

BOB POSKY . . . comes thru with the following from Fort Smith, Ark., under date of April 21: "Got in here a little early, as the spinach gathering began today. Hennes Bros.' Shows are held here this week. I haven't

seen a pitchman for 60 days. I've been finding it a shade rough, but I'm opening here with a new layout and I'm gonna try to make it click. Would like to read pipes from Jim Corburne, Al West, Glen Bernard, Roundy Carruthers, Tom Sigourney, Doc Golby, Don McNeely and Al Cover. What has become of Jack Bruner and Charlie (Chuck) Eldert? And how about a pipe from Indiana?"

HARRY MAHES . . . writes from Reading, Pa., that he will head for Detroit soon. Now that we've heard from Harry, let's have a pipe from Morris Kahntroff.

RED MCCOOL . . . ace med-purveyor, blew into Cincinnati from Indianapolis last week and took enough time off from his labors to visit the Pipes desk. Red advised that he plans to return to the Hoosier State after a few days' visit in the Queen City.

WE KNOW MANY men who in their march of progress have stepped off on the wrong foot but had common sense enough to get in time with the pace-setting majority. In other words, they adapted themselves and their interests to the governing conditions.

CHIEF TWOHOUSE . . . cracks from Akron, Colo.: "Twohouse & Lyon Show is clicking here. We're preparing a new program and expect to play Oregon and as far south as Arizona, where we will winter. Garth Twohouse, serialist, will join the show May 7."

NAT K. MORRIS . . . tinks from Asbury Park, N. J., that he is working kitchen gadgets on the boardwalk there to fair results. He recently perfected five appliances which he claims will get the long green.

PRAISE after the first pitch in a town means but little when compared to what is meant comment after you have finished your stand and left the town; that is, first from a judgment of merit standpoint.

J. H. McCASKEY . . . scribes from Clarksville, W. Va.: "Have made a 12-week trip thru Pennsylvania, Maryland and West Virginia and find business in those territories ready for the hospital. If an operation is contemplated an anesthetic won't be necessary, because business is already numb."

SHORTY TREADWELL . . . is working North Carolina court days and stock sales with soap and med to good results.

MR. AND MRS. CARROLL . . . have been collecting some lucre with can openers, according to word from North Carolina.

MEMORIES: Remember when Wayne Garrison worked cement in Allentown, Pa.? Wayne had a red devil painted on his car as a sort of ornamental decoration. One day he happened to park in front of the local Salvation Army barracks and as he was alighting from the car the captain of the barracks stepped up and said: "I'm, my friend, you can't park here. We don't want that red devil parked in front of our meeting place. It might give us a bad reputation." Those were the good old days.

QUESTS AT . . . Doc Murray's recent doughnut party at the Washington Hotel, Binghamton, N. Y., according to Horace Van Camp, included the following pitchmen: Joe Hall, Tommy and Mary Barrows, George Wilson, Doc Hughes, Mr. Ketchen, Doc McLain, Slim Zitta, Alice Walker, Cotton, George and Martha Barry, Maurice Cohen and Izzy Frank.

"SEEMS AS THO" . . . there are more pitchmen here than I've ever seen at one gathering before," blasts Kid Carrigan from Chicago. "They are coming in from all sections of the country, and there were 21 in one block on Maxwell street Sunday. I must say, however, that they are all real workers, no heat or trouble, which is a real

MICKEY MOUSE



TOSS UP
OAK RIVALS BALLOONS

STEP UP your sales and profits with Oak's exclusive Mickey Mouse Toss-ups and many other Walt Disney numbers.

Be sure you get **OAK-HYTEX** in the Blue Box with the Yellow Diamond label. Sold by the leading jobbers.

OAK RUBBER CO. RAVENNA OHIO

CROSSES and RINGS
For Sales Promotions! **BUY DIRECT AND SAVE!!!** See OUR PRICES BEFORE Placing Orders Elsewhere!!
Send \$1.00 for line of CROSSES or \$2.00 for line of Games and Whistlers rings in gold and rhodium finish. New Catalog.

OLYMPIC BEAD CO., 501 5th Ave., New York City

NATIONAL

Plunger Pens — Pencils — Combinations
LEAD THE FIELD
LOW Prices — Prompt Service.
Send \$1.00 for 5 samples or write for details.
NATIONAL PEN CO., 210 West 5th St., Kansas City, Mo.



Presto Comb, File Knife and Comb Combination. Sample 95c.
WALLENBECK MFG., Sandwich, Ill.

The only Pen just like a Banker. Is another Banker. Streamlined Bullet Shape. Combinations-Plungers Vacuumark . . . Get my low Price List.



JAS. KELLEY, The Fountain Pen King.
487 9th St., N. Y.; CHICAGO, 180 W. Adams St.
1554 Mission St., San Francisco, Calif.

NO MORE INK BOTTLES

800% Profit!
JUST FILL WITH WATER
A Bottle of Ink in Pen.
\$1.00 Brings Complete Sample Assortment. REFUNDABLE.
EV'R-INK PRODUCTS, INC.
515 Broadway, New York.

REX HONES

Now Less Than 3c Each
\$4.25 a Gross
Send \$1.00, S. C. O. D., Plus Postage.
Each Hone in Safety razor has, tested 50c. A real fast-cutting shaver done of good quality. Wonderful demonstration for Pitchmen. Home men are clearing \$100 profit. Sample, \$2.00.
ACT QUICK, REX-HONE MFRS., 1500 West Madison, S. S. Chicago, Ill.

PITCHMEN — STREETMEN

(276)282725 (57)432,1845
(8413)4,7210 (99)904,90024
THESE PROBLEMS DO NOT MENTALLY.
New Magic Calculating Book taking country by storm. Ideal, scientific method, ever demonstrated. Sell on sight. One-minute demonstration gets the sale every time. 100% profit. Sample, \$2.00.
ARITH-MAGIC, Dept. B, Elmhurst, Ill.

Send your correspondence to advertisers by mentioning The Billboard.



HERE ARE FOUR OLD WARRIORS of the pitch fraternity still going strong after a score of years on the sheet, as they were photographed recently in Antlers, Okla. Left to right: Mrs. Topsy Austin, Hot-Shot Austin, Mrs. Madge Dawson and Kenneth Dawson.

"JEWELRY HITS" For Promotions and Fairs



Jewelry sales are going over... Harry Pakula & Company Chicago, Ill.



Pitchdom Five Years Ago

Mary Hagan was in Chicago waiting for warmer weather before hitting the road... Count Golden was collecting the long green in Dallas, Pa. . . .

"Can you spell it?" Jim said: "I guess I ought to. I drink enough of it."

FAMOUS LAST WORDS: "That's a lot of stuff and nonsense. Who ever heard of my giving anyone a bum steer."

"HERE'S MY FIRST . . ." scribbles Ed-pipe in several months. . . .

MRS. R. E. MOON . . . tells from Seneca, Mo., that Doc R. E. Moon is critically ill in the United States Veterans' Hospital, Fayetteville, Ark., and is anxious to hear from his friends.

WILLIAM H. LeROY . . . letters from Kansas City, Mo.: "Have been working with Dr. J. M. Pierce for the last three months and I believe he is one of the best money getters, cleanest and fairest workers I've ever seen."

PITCHMEN'S SAYINGS: "Not weeks, but years, and still going strong."—Ricks, "Barnum of the sticks."

INCLUDED IN THE . . . stripes and keister fraternity working Syracuse, N. Y., are William C. Perry, Penn; Lydell, gummie; Al Fisher, skinner; Charles Gunter, stropes, and Carragher, glass cutters.

DAVID L. MATHEWS . . . scribbles that he is still working his Lord's prayer-on-a-penny layout in Brooklyn.

HUSTLER'S TIPS: "A good supply of picture frames of the stand variety should prove a lucrative side-line item for the boys who are working the studio coupons."

TO DISPEL ANY DOUBT . . . about the death of Dr. James F. Williams, who was reported to have passed away last summer, Ed Frink shoots thru a newspaper clipping under a July 5 Springfield, Ill., dateline.



Simple scientific way of removing tar and nicotine from cigarette smoke. Eliminates over 70% nicotine.

GORDON MFG. CO.

Dept. NF-9 110 E. 23rd St., New York, N. Y.

CHEWING GUM 15c

High Quality Chewing Gum in Spearmint, Peppermint, Fruit, Dental and Gooey Flavors. Big Flashy Display! 20 5/16-1/2 pack size to a box. Sample 30c. We pay postage.

ELGIN & WALTHAM REBUILT WATCHES \$1.75

7 Jewel, 18 Size, in E. H. Engraved Case, at. Send for Price List, Money Back if Not Satisfied. CRESCENT CITY WATCH MATERIAL CO., 178 N. Broadway, St. Louis, Mo.

BANG! WELL! Here We Are!

- FREE! NEW BIG CATALOG!!! 3000 FAST-SELLING SPECIALTIES! MAJESTIC ELECTRIC SHAVERS \$1.98. LABEL WATCHES (Anti Colors) .69. TREE BLADES (25 Pieces of 4 1/2 on Card), Per Card .115. FLY RIBBON (Ivory Grade), Car- use of 100 Ribbons .65. SUN GLASSES, Assorted Colors .60. LARGEST VARIETY U. S. A. Sun Glasses, Needle Books, Blades, Fast Selling Side-Line Merchandise, Etc. 25-Sample Catalog and Special Circular. 25-Cent Greenback, All C. O. D. Orders.

FREE CATALOG AND SPECIAL CIRCULAR. ROSS PRODUCTS. 69 West 23rd St., New York City.



FREE! 100 Advertising Folders, including Sample Blades, with every Order of Ten Cards. For Card, 25 BLADES (24-4 1/2) 90c. TEN CARDS (Including Adv. Folders) \$6.50. Order 50 Cards and we pay freight.

REGENT MFG. CO. 124 W. 32d Street, NEW YORK CITY.

50c VALUE FOR 4 1/2c

Sample Prepaid 10c WORLD'S FAIR GIFT. Contains 10 useful items. Gifts fast. Every Man, Woman, Home a Buyer, 1,000's of Other Benefits. Free Catalog. MONARCH IMPORT CORP. 874 BROADWAY, NEW YORK, N. Y.

NEW WONDER BANDAGE

Never to take to make it stick. Wonderful pitchmen's and agent's item. WRITE FOR FREE DETAILS. Send 10c for full size sample. MODERN NECESSITIES. 737 W. Randolph St., CHICAGO.

MEDICINE MEN

If you want to find towns with good trade and be welcome back from year to year hereafter, write BAR-TONE & COMPANY. 1214 Linn Street, Cincinnati, O.

BAREBACK GLASSES

Whiskey Glass, 75c. Cordial Glass, 80c. Old Fashioned, 80c. Highball, 90c. Dixie, 1.15. Highball, 1.40. Dixie, 1.50. Above packed 6 in box, DE-CALCO for Glasses, 12 Designs, easy to apply. Packed 6 in box, in Quinley Case. 2.50 Dix. Exp. For Large Glasses, 6 in dia. Exp. 3.40 Dix. Exp. BULK per 1000, Small, 15.00; Large, 25.50 M. Sample Set Small Dealers, 25c; Large, 40c. Quantity orders write.

PITCH SPE. Great Wonder Mouse 1.50. Coin & Ring 1.50. Rustle Bars 3.50. Hindu Varnish 1.75. Imp. Baitles .75. Oil & Ring 2.00. Smart Coat .50. 4 Mouth Puffles .50. Big & Folders .25. NEW FUNKY MYSTIFYING! RED DEVIL INK—Spills it on someone, it fades away. Write with it, the writing fades in a second. Mammoth. Guaranteed not to stain the finest fabric. Per dozen, bottles 75c. CHANGES. 50 new ones, 75c Green. MAGIC RACE GAME (5) Horses, who is the winner? Per 100, 1.10; per 1000, 5.00. Mammoth Band 2.00 for 10, assorted articles. MEGALOTRIX NOV. CORP., 136 Park Row, N. Y.

Tell the advertiser in the Billboard where you got his address.

treat after seeing some of the smart slicks fight and close towns."

CHARLEY THE FENMAN . . . from Detroit, is mailing out a novel card, the front of which depicts him wearing only a high silk topper and a palm leaf. Printed on the reverse side is the following: "This practically shows you what race-horse betting has done to me in about three years. Not only race-horse betting but also misplaced confidence in those whom I thought were real friends. Neither one is worth while. I need your business badly, so send in for a price list today."

THE BEST WAY TO understand things is to talk them over. That's what the Pipes Department is meant for. Everybody has ideas; let's have yours.

MICKY WALKER . . . pencils from 3420 South Ninth street, Terre Haute, Ind., that while working a sale in Illinois recently he lost a list of sales days and some valuable papers, including a title for a car which he had just purchased. He says he is anxious to retrieve them. He says he will appreciate it immensely if the person who found the papers will return them to him. Micky adds that many of the boys are passing thru the Hoosier city but that sales are n. g. and will be getting worse from now on until August or September. "There isn't," Micky continues, "much work of any kind here except a WPA project. Two sales are conducted here every Tuesday and Friday. Attica, Ind., has one on Wednesdays; Paris, Ill., conducts one on Thursdays; while Bloomington, Ind., has its on Saturdays."

THIS PILLAR has and always will do everything in its power to gain prestige and due recognition for members of Pitchdom. What part are you playing in your own defense?

CARL HEERON . . . fogs thru some notes on New York: "As the World's Fair draws near here the streets are getting hotter and hotter and the judges more hostile toward pitchmen and peddlers. They are intent on cleaning up the town from river to river and from the South Ferry to the Bronx by the time the fair opens. One is not immune from arrest and a heavy fine; even canvassers are included. New York newspapers will back this statement. The few who still remain here, including myself, are hanging on by a hair."

JIM BARBEE . . . wigwags from Los Angeles that he is still banging away on Main street to good results. "Some of the boys," says Jim, "are hitting for the wide-open spaces and I join with the remainder of the boys in saying, 'Come on, girls, let's have some pipes.'"

MAKE GOOD with the natives and they in turn will start questioning and getting busy with the discriminatory methods of their local lawmakers.

H. B. MAXEY . . . generally accepted as one of the best med showmen in the profession, has opened a wax figure exhibit in the downtown business section of Cincinnati. During a visit to the pipes desk last week he inhaled that business thus far has been good. The show came into the Queen City after a successful run in Southern spots under Kiwanis Club auspices.

SLEEPY WORTHY . . . pipes in that he is anxious to read pipes from Dr. John Steen.

Hustler's Hymn. Dear Lord, send us the people, I don't want a pest; Please just send us the people—We'll take care of the rest! —By Dee-troit Slim.

HERE'S SOME information that might be of interest to the boys and girls in the profession. Pipes copy is sent to the composing room not later than Friday. Those communications received later in the week are too late to be published in the following issue and must be held over until the next edition.

STANLEY NALDETT . . . better known as Willie Nelson, blasts from Los Angeles: "Just finished the Outing and Sport Show here, which turned out to be a red one for all. Will leave soon to open in McCrory's, St. Louis, with Pop Adams, of juice extractor fame."

FRED J. McFADDEN . . . of jewelry fame, pipes from Butte, Mont.: "Wish to lay claim to having made the longest jump of any pitchman or demonstrator. Came here from Dayton, O., a distance of 1,700 miles, and find business satisfactory. If any of the pitch fraternity have ever made longer jumps let's read about them in the pipes column. Plan to remain here a few weeks and then go to Seattle and Spokane and open several jewelry demonstrations. Would like to read pipe from Eddie Diebold, Ed Gillespie, Paul Austin, Fido Kerr, Shorty Martz and Earl Godfrey."

TRIPD OPININGS: "Now is the time to hustle, boys, not grieve; because better times are coming. That's what I believe."

TOBY STAFFORD . . . blackface comic; Fatsy Baker, pianist, and Ted Quinn, straight, scribe from North Little Rock, Ark., that they have been left stranded in a local hotel by the manager of a med organization with which they were associated.

"THIS IS MY . . . first pipe in a long time, altho I read the pipes column every week," letters Nat K. Morris from Ashbury Park, N. J. "Have just completed a new line of peelers which I plan to spring soon."

JIM KELLY . . . tells the following on himself. At a demonstration last Christmas in a New York department store he relieved the young lady attendant for lunch period. A lady customer approached Kelly and wanted to know if he would deliver six gross of pens. The order being a good one, Jim agreed. Asking the lady's name she said it was Calvert, and remarked,

since show and later headed a small circus, died here today after a two-year illness."

Events for 2 Weeks

(A New Weekly Service)

(Week of May 1-7)

- CALIF.—Hanford, Rodos, 4.
- Ind. Legion Fairs, 7-8.
- Coast Beach, Boy's Club Expo, 2-8.
- Sonora, Rodos, 7-8.
- ILL.—Chicago, National Premium Expo, 3-8.
- IND.—Huntingburg, Merchants' Celebration, 3-7.
- Rockville, Auto Races, 8.
- MICH.—State College, May Festival, 4-8.
- MO.—Clayton, Dog Show, 7.
- St. Joseph, Apple Blossom Festival, 5-7.
- K. J.—Trenton, Dog Show, 8.
- K. Y.—Buffalo, Food Show, 2-8.
- PA.—Erie, Dog Show, 7-8.
- Philadelphia, Dog Show, 7.
- TEX.—Humboldt, Strawberry Festival, 4-8.
- VA.—Hristal, Dogwood Festival, 4-5.

(Week of May 9-14)

- CALIF.—King City, Stampede, 14-15.
- IND.—Bates, Dog Show, 14-15.
- ILL.—Aurora, Celebration, 11-14.
- IND.—Fl. Wayne, Dog Show, 13.
- Hammond, Auto Races, 15.
- IL.—Pella, Tulip Time, 9-14.
- MICH.—Ann Arbor, May Festival, 11-14.
- Rockton Harbor, Museum Festival, 7-13.
- K. J.—Atlantic City, Horse Show, 13-14.
- South Orange, Dog Show, 14.
- O.—Greenville, Auto Races, 15.
- OKLA.—Oklahoma City, Horse Show, 13-14.
- Tulsa, Dog Show, 13.
- PA.—Petersburg, Celebration, 9-14.
- Madison, Anniversary Celebration, 9-15.
- Nash, Dog Show, 13.
- IND.—Muncie, Cotton Carnival & Textile Show, 10-14.
- TEX.—Strahan, Market, 12-13.
- WASH.—Richmond, Dairy Show & Rodos, 13-14.

POPULAR ITEMS

(Continued from page 67)

authorities to use the official emblem on an exclusive item known as the World's Fair in a Nutshell. Incidentally, it ran into over 2,000,000 sales at the Chicago Fair. It consists of 30 principal scenes of the fair in colors, all folded in accordion fashion in a walnut shell. Pictures of the Perisphere and Trylon appear on a mailing tag attached to the walnut.

World's Fair Needle Book

Pilgrim Needle Co. has received a license from the World's Fair Corp. to use the official insignia Perisphere and Trylon and have ready for the market a beautiful Needle Book with a six-color cover with a picture of a section of the fairgrounds. Books are marked New York World's Fair, 1939, Pilgrim Needle Co. Copyrighted. Needle book is changed from the old style. It is an elaborate affair, cut modernistically in place of the old shapes. Books also contain rust-proof, gold-eye needles. Firm will furnish circulars describing the item.

Water Pen

Ever-Ink Products, Inc., is introducing a Water Pen which it claims has a new feature—it is not necessary to take the pen apart to refill. The refill is inserted like a lead in a mechanical pencil. Ever-Ink water pen writes with water but can also write with regular ink if preferred. Each inkstick lasts from six months to a year, depending upon the amount of use it receives. It supplies a blue black ink.

New Moto-Scout Line

New line of 1938 Moto-Scouts has been announced by the Moto-Scout Manufacturing Co. Firm reports that even it has been surprised with the way Moto-Scout has taken the public's fancy. Since its introduction, the firm reports, the public has found a wide variety of uses for the Moto-Scout. It is being used for light delivery purposes, as a ride concession at parks and fairs and for general sports use. Moto-Scout is a two-wheeled scooter, much like a child's sidewalk scooter but substantially

heavier, larger and motor driven. Comes in sport, rear trunk and side-car trunk type in standard and de luxe models. Mechanical features include aeroplane pneumatic tires, re-enforced spring fork and cushion seats. It is capable of speeds up to 35 miles per hour and will travel over 100 miles on a gallon of gasoline, according to reports.

Tattletale Pen

John P. Sullivan (Fast Service Sully) announces a new version of his well-known Remington line, the name of the new pen being Remington Tattletale. He presents a new idea in showing when to refill and reports considerable success thus far with the new pen. Sully also would like his friends to know that he is caught up on Spring-o-Matios and is making immediate deliveries.

Radio-Phono Combo

A portable radio and phonograph combination has been introduced by Playland Supply Co. Radio is RCA licensed and contains a powerful dynamic speaker, and selectivity is hairline. Phonograph will play 8, 10 or 12-inch records and works with the top either open or closed. Set comes in black fabricoid finish. Walter Spiegle, of the company, says "the price is exceptionally low and is ideal for concessioners, bingo, offices, clubs and boats."

Metal Summer Furniture

Hampden Specialty Products, Inc., is introducing to the concession and bingo trade low-priced metal summer furniture. Concern carries a complete line of flashy, colorful, chrome, modernistic chairs and tables of all kinds. Among feature items are bridge table chairs. Firm has a catalog showing all the varied items it manufactures.

Gas Tank Cap

A new item on the market is the Stop-Thief Keyless Automatic Gas Tank Cap. It slips open at the touch of a button on the dash, but cannot be opened when the ignition is locked. Beautiful and modern in design, item should help stop gas thefts and stolen gas tank caps. New tank cap is manufactured by the Faith Manufacturing Co.

DEALS

(Continued from page 66)

chandise. Postmaster: This parcel may be opened for postal examination if necessary; they can use the mails without any trouble."

And speaking of the mails, we are informed that the biggest outlet for the Kal-Klok has been the consumer on a direct-mail solicitation. One of the cards used has 44 holes, 1 to 29 cents, with a \$10.95 take.

Abner Jacobs, of the Abner Rose Corp., is working on several new deals which he expects to spring soon.

M. Hanfield, of the Standard Doll Co., tells us he received a fine response from operators on the doll cushions he announced in the Spring Special issue of *The Billboard*.

Happy landing.

BINGO BUSINESS

(Continued from page 66)

anyone anywhere and it will only harm those in the business and the business itself, if the squawkers persist.

A NOTE FROM PAUL WINKLER tells us that he and E. D. Kelmans, working as Kelwin Enterprises, have taken over the concession at Woodbridge Speedway, Woodbridge, N. J., and that all things point to a successful season.

HOW ABOUT some of you bingo concessioners with the outdoor shows? Let us hear from you.

AFTER THE BATTLE

(Continued from page 66)

age is 41. Sixty-one per cent are married and 77 per cent are church members. Fifty-two per cent own their own automobiles and 69 per cent have bank accounts. Eighty-two out of a hundred are registered voters, and 95 per cent support local activities, pay local taxes and buy from the merchants in the communities in which they live. So all in all, to paint a picture of the average direct seller is to paint the portrait of an average American. He's a good citizen made of sound timber. No knots. No wormholes. He's hewn from the same stuff as those who fought at Bunker Hill, Bull Run and Belleau Woods. So why not let him conduct his business as he sees fit instead of trying to legislate him out of business!

Alton-Babcock Combine Shows

C. H. Alton and F. H. Babcock launch season—Doc Hall general agent

LOS ANGELES, April 30.—The Alton-Babcock Shows were combined three weeks ago. Both parties had operated their own outfits for a number of years. F. H. Babcock Shows playing around Los Angeles area, while C. H. Alton's Silver State Shows had been playing Northwest for past few seasons.

The new combination started the season at Terminal Island, a fishing community with a population of 7,000, mostly Japanese. Opening April 18 was for a nine-day engagement under auspices of Spanish War Veterans and was very good first four days, but then out of a clear sky came a "bomb," a strike at Ford assembly plant, which employs 2,000 men, and then to make the shock complete the fishermen went out on a strike. These strikes ruined business for rest of engagement.

Show moved to San Pedro, opening there Monday, April 25, for the Annual Harbor Days Celebration under auspices of Chamber of Commerce, with very desirable location in downtown business district.

Visitors and Rides

Visitors at opening were Ben Dobbert and wife, of Downie Tent Co.; Frank Downie; Elmer Hancock and wife, of Crafts big show; Bob Winslow and wife; Buddy Cohen and wife; Harry Banard, manager Crafts No. 3 show; Jack Peabody, secretary Frank H. Babcock's hotel; John Morris, attorney for Babcock; George Cohen, secretary Cherry Festival, Beaumont, Calif.; Harry Peerless, manager Pioneer Days Celebration, El Monte. Rides: Merry-Go-Round, Frank Babcock, owner; Bill Howery, foreman, and Will Wood, assistant; Elsie Ray, cashier. Big Eli Wheel, Babcock, owner; Ed Wright, foreman; George Cox, cashier. Mix-Up, Babcock, owner; Ray Thornton, foreman; Ed O'Neil, cashier. Tilt-a-Whirl, C. H. Alton, owner; Frank Martin, foreman; Mrs. Alton, cashier. Loop-o-Plane, Alton, owner; Fred Jones, foreman; June Pickard, cashier. Pony ride, Roy Kinsley, owner and manager. Kliddie Airplanes, Babcock, owner; Bob Norton, foreman. Kiddie Autos, Jack Elhart, owner; John Barber, manager.

Shows and Concessions

Shows: Follies of 1938, Phil Perry, manager; Mrs. Eva Perry, producer; Leon Keeler, talker. Athletic, Cyclone Gans, manager; Mrs. Gans, cashier; Big Boy Maney and Wild Cat Jenkins, wrestlers. Platform, Pink Eye, Jack Osborne, manager; Mrs. Osborne, cashier. Snake, Bill Larzens, manager; Roy Stein, cashier. Concessions: Candy floss, J. L. Cooley;

photos, G. Pickard; watch-la, Mrs. Rockwell; milk bottles, Joe Oase; balloon game, Mrs. Tom Gathery; ham and bacon, Harry Phillips; Arkansas Funks, Vic Johnson; pop corn, Mrs. George Weller; candy apples, Charles Holt; hoop-la, Mrs. C. H. Alton, owner; Lee Rishel, agent. Cookhouse, Johnnie Miller, owner; Mrs. Miller, cashier; Ted Dowell and Cy Croton, griddle. Gun Club, Louis Minter. Milk bottles, Tom Gathery. Dart gallery, Mrs. C. H. Alton, owner; Smokey Hagg, agent. Bingo, Mrs. C. H. Alton, owner; Jack DeSalvo, agent. Spot-the-spot, Spot Blair and Charles Blair. Girl in Bed, C. A. Dalton, owner; girls, Sylvia West and Eleanor McDonald; Helen Steel, Alton Weekly, agents. Charley McCarthy, George Weller, owner; Lucky Foreman, agent. Ball game, George Weller, owner; Chris Murnecks, agent. Croceries, Nig Dobbert. Big cats, Jack Elhart. Blankets, Louis Rockwell and Mrs. Louis Rockwell. Penny pitch, Mrs. Bath. Boats, D. L. Collard.

Moves Trucks and Trailers

Staff: Alton and Babcock, owners; F. H. Babcock, president; C. H. Alton, general manager; Doc Hall, general agent; Walt Tanner, secretary; J. Ryan, promoter; B. Burke, lot and transportation; Ivan Ripple, advertising truck; Jack Osborne, electrician. Show moves on trucks and trailers. Reported by Doc Hall.

Performers' Club

By CHRIS CORNALLA

CHICAGO, April 30.—Will G. Hill and his elephants left for St. Louis to play the Police Circus.

Among new arrivals last week were Con Collesano, Hazel Manganen Girls and the Cordova Troupe.

Velma Griffin and her acrobatic gypsies are slated for early fairs. Boer Brothers, midgest acrobats, spent a few days around the club en route to join a show.

Bert Lambert, clown, joined Cole Bros. Circus.

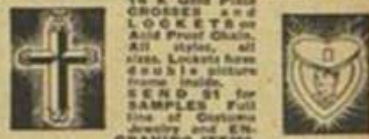
Aerial Matthews and Mann Brothers left last week for Toronto.

FISHING TACKLE OUTFIT NO. 638



THE FASTEST ONE-SHOT ITEM. Steel Box, filled with standard Fishing Tackle, including Steel Rod with full guides, Ball-bearing Reel, Silk, \$3.15. Line, 50 yds., 10 lb. Test, Each, \$1.25. 10 Lbs. of 12, 25, 35, 45 Lbs. of 6, 9, 25. Sample \$3.50. TERMS: 1/3 Deposit, Balance C. O. D. Zenith Sales Co., 539 S. Franklin, Chicago

HOT MOTHERS' DAY NUMBERS



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No Extra Charge for Sample Order.
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361 LANSLOW ST., PHILADELPHIA, PA.



Hartmann's Broadcast

DESPITE a clause in the billers and billposters' union agreement with circuses calling for an assessment of a fine of \$100 against any union man covering another union man's paper, the practice of covering paper and sloughing lithos seems to be every bit as bad this season as in any previous year. We refer especially to territory east of the Mississippi River, where brigades and advertising car crews are slapping paper right and left over that of other circuses, which in turn naturally slap back when in a position to do so. All, of course, in their madness to outdo one another and with no regard for ethics.


So far as we can learn there are only two circuses, Ringling Bros. and Barnum & Bailey Combined Shows and Cole Bros.' Circus, both railroad shows, where the advance managers have a gentlemen's agreement forbidding the covering of paper of their respective crews of billers and billposters. This naturally means that the gentlemen's agreement has the approval of the management of each show.

Which causes us to wonder if the employers of these billers and billposters who are guilty of covering paper and sloughing lithos of their competitors really know that such practices are resorted to. If they don't it would be well for them to investigate immediately and take the necessary action to put this work of circus billing on a business basis.

A gentlemen's agreement seems to be the only solution to this problem. Let's see other shows fall in line with Cole Bros.' Circus and Ringling Bros. and Barnum & Bailey Combined Shows.

† † †

IT WILL be interesting to watch the outcome of the tie-up made between



NATIONAL SHOWMEN'S ASSOCIATION

An Organization by and for Showmen and Allied Fields.

BENEVOLENT-PROTECTIVE-SOCIAL
(Cemetery Fund, Hospitalization, Relief Bureau)

Dues \$10 Initiation \$10

Sixth Floor, Palace Theater Bldg.,
1564 Broadway
New York City

the Beckmann & Gerety Shows and the Nevelo Co., of Memphis, national distributors and advertisers of Nevelo for Nerves, claimed to be the only nerve sedative sold nationally thru drug stores without a doctor's prescription.

The hook-up involves a heavy national advertising campaign on the part of Nevelo, featuring, testimonial style, personalities of the midway. It is pointed out, for instance, when Zeke Shumway turns over an automobile in a blaze of fire he must have steady nerves—the slightest miscalculation would result in a serious injury. So to insure steady hands and bright eyes he takes Nevelo before retiring.

In citing another instance, it is pointed out that after a strenuous day at a State fair on the stage of Gay Paree, Nancy Miller is another performer of the B & G midway who finds immediate rest thru the use of Nevelo. It is believed that this will make celebrities of the people concerned and will publicize the show from Coast to Coast.

The Nevelo people are paying the show an appreciable sum of money for the sponsorship privileges in regard to radio and publicity releases.

Altho understood to have been attempted before, but with little if any success, it is believed that this is the first real tie-up ever made between a national advertiser and a carnival.

Walter Hale, press representative of the show and who represented the show in making the deal, envisions a golden vista of advertising and publicity on a national scale if this reciprocal agreement is the success which he thinks it will be.

Winston-Salem Gives Sheesley a Break

WINSTON-SALEM, N. C., April 30.—The Mighty Sheesley Midway broke the "jinx" on carnivals in Winston-Salem by having the first real crowds seen at a carnival here since the law against carnivals was repealed.

The show selected a new lot in the Wauhtown section of the city and did not try to draw the people to the 28th street grounds.

Another reason for the increased attendance was the splendid job of billing done by John E. Lampton, this being the first real job of billposting this city has seen in many moons. Tickets were distributed very freely for the main gate and this created much interest from the local patrons. Bus drivers, policemen, deputy sheriffs and others distributed the passes.

Floyd Newell secured radio programs galore. However, the newspaper space was very limited. His tie-ups with local merchants were too numerous to mention.

The weather was ideal with the exception of a light shower Saturday afternoon. The midway was crowded most of the time, but money seemed a bit scarce. The show was sponsored by the VPW Post No. 134.

An interesting item of this week's carnival was the number of political posters covering the midway. The sheriff now in office seemed to have the greatest number posted.

One of the best looking groups of trailers seen here in a long time housed the many members of the show. The girl show still unnamed furnished the best flash of the midway. However, business seemed way below normal.

Altho the Mighty Sheesley Midway broke no records on business here, it was gratifying to know that Winston-Salem is still carnival conscious and that a show billed properly and using a good lot can bring out the crowds.



National Showmen's Association

Palace Theater Building,
New York.

NSA'S FIRST

(Continued from page 3)

logical date inasmuch as it closely follows the end of 1938's outdoor show season, yet does not conflict with the annual and long-established Showmen's League of America Banquet and Ball in Chicago. SLA party usually falls early in December and practically every NSA officer and committeeman has always attended the Windy City conclave.

As reported in last week's issue, campaign will be conducted thru three major committees, members of which have not been designated as yet. Jack Lichter temporarily heads the committee for New York City, with Fred Phillips, assistant. Chairmen have not been appointed for the World's Fair body and third committee consisting of representatives on all major carnivals and circuses.

Hamid announced yesterday that to date the following members have pledged sale of tickets for the banquet: World's Fair, 200; Frank Miller, 50; Fred Phillips, 100; Jack Lichter, 50; Pat Valdo, 25; Joe Hughes, 50, and Ladies' Auxiliary, 600.

The following outstanding fair, park and theatrical men have pledged their support, Hamid said: Charles Somma, Virginia State Fair; Paul Smith, New York State Fair; Will Davis, Rutland (Vt.) fair; Edward A. Hughes, Canadian National Exhibition; M. H. Beery, Allentown (Pa.) fair; Charles Swoyer, Reading (Pa.) fair; Jack and Irving Rosenthal, Palisades (N. J.) Park; Herbert F. O'Malley, Playland Park, Rye, N. Y.; Harry C. Baker, park engineer and president of National Association of Amusement Parks, Pools and Beaches; Billy Rose, operator of the big Broadway theater-restaurant Cass Manana, and Sam Grisman, legit producer, who made his big mark with Tobacco Road.

Hamid plans to call another temporary committee meeting before permanent working bodies are appointed. Session will take place within the next two weeks and at that time details of promotion campaign will be worked out. Officers contacted by your correspondent this week expressed firm belief that the event will go over the top with a bang, especially due to the date, November 19, New York is usually the mecca of many outdoor men at that time of the year, many of them stopping briefly en route to Chicago's annual park and fair meetings and SLA banquet.

Ladies' Auxiliary

By the time this appears in print the auxiliary's second major fund-raising specialty will be a thing of the past. A few weeks ago auxiliary realized a sizable profit from a bingo game at Bossoff's Restaurant, and on May 3 it is scheduled to conduct a card party and strawberry festival. Dorothy Packman, president, announced this week that the ticket sale is good and that she expects the Palace Theater Building clubrooms to be overflowing Tuesday evening.

Midge Cohen, chairman of the entertainment committee and in charge of the party and festival, will have the following members as hostesses on the floor: Peggy Landry, Leah Greenspoon, Flo Lewis, Helen and Clara Rothstein, Dede Allen, Marjorie Hughes, Edna Lazures, Bella Brevig, Magnolia Hamid, Madge Block, Irene Green, Edith Devany, Mildred O'Done and Dorothy Packman. Edythe Hamburg will have charge of the checkroom and Anita Goldie the door.

Donations include 20 pounds of candy, Pearl Meyers; orangeade, Mrs. George Hamid and Ida Harris; playing cards, Ida Harris and Anita Goldie; 1,000 chips, Marge Gutman and Flo Lewis; paper tableware, Leah Greenspoon, and tickets and reminders, Peggy Landry.

Cake donors will include Dorothy Packman, Helen Rothstein, Madge Block, Irene Green, Edith Devany, Pearl Meyers, Magnolia Hamid, Edna Lazures, Midge Cohen, Mabel Schoonmaker, J. Cohen, Martha Wagner, Lillian Brooks, Mildred O'Done, Vi Lawrence, Palmina Fantino, Ruth Robbins and Anita Goldie.

There will be three door prizes, con-

sisting of a men's leather set, Howard's credit slip and three pairs of silk hose.

An unintentional error in this column last week stated that because of other pressing duties Anita Goldie had been forced to resign as secretary of the auxiliary. Item should have read that Miss Goldie relinquished duties in other organizations in order that she could devote more time to NSA. She is still secretary and one of the most active members in the org.

Ringling-Barnum Biz On Par With 1937

NEW YORK, April 30.—Altho attendance figures were not available as this issue went to press, the Ringling-Barnum circus apparently played to business about on a par with last year during its 23-day run at Madison Square Garden here. Show closed its New York engagement tonight and moved to Boston for a week at the Garden.

Show played to excellent business during Easter week, several complete sell-outs being registered while school children were on vacation. Final week has been good, altho usual large amount of paper had to be taken care of during the final days.

John Ringling North, head of circus, is not overly optimistic about prospects for the 1938 season. "With general economic conditions as poor as they are and our daily nut increased considerably over other years, we obviously can't expect a really big season," he said.

Show has received tremendous publicity since it moved into the Garden, most of it concerning the workmen's strike, Gargantua (gorilla) and Frank Buck. Hardly an evening passed that one of the local papers did not carry a feature yarn on the show. And Beverly Kelley succeeded in obtaining radio tie-ups almost daily.

Mix Show Nearing St. Louis Territory

ST. LOUIS, April 30.—The advance crew of Tom Mix Circus billed Alton, Ill. for May 7; Belleville for the 8th and Centralia the 9th.

At Holla, Mo., where show exhibits May 5, the billers were treated well by the merchants, not a business place in town refusing to place the window posters. This attests the good will of the people of Holla, which are indeed circus minded and have nothing but high praise for Russell Bros.' Circus folks who make Holla their winter quarters.

The Mix show is now using four new styles of cutouts in colors, while the schools and business houses are covered by multi-colored blotters carrying a good likeness of Tom Mix and his famous horse.

Like the show, the advance has experienced every kind of weather from hurricanes to hailstorms since opening.

Newspapers along the line have been very generous with publicity and stunt tie-ups arranged by Edw. L. Couray and Dan Fyne, who has been successful in getting many schools closed for afternoon performances.

Several new styles of lithograph paper have been added, as well as banners.

Billy Walsh is handling press back with the show.

Dennison, O., Church, Civic Groups Against Sunday Show

UHRICHSVILLE, O., April 30.—A concerted effort to halt two scheduled performances at near-by Dennison Sunday, May 8, has been started by church and civic groups, which point to a statute prohibiting circuses from showing on Sundays. Robbins Bros.' Circus is contracted to appear here under auspices of the fire department, the first time in years that a show has been granted a Sunday permit.

So far administration officials have made no comment on the Sunday show protest, and no action has been taken to prevent the circus from filling its engagement here. Last year Ringling-Barnum Circus exhibited at near-by Dover to excellent Sunday business, with little or no opposition being voiced.

JEFFERSON CITY

(Continued from page 3)

several new rides as well as side show, opened for a week's stand that conclude tonight. A particular feature is the DeLyle Chappelle aerialist troupe.

On Thursday Bella-Sterling Circus played to fine crowds despite cloudy weather and carnival competition.

THE OPPORTUNITY OF A LIFETIME!

A COMPLETE AMUSEMENT PARK AT ONE-FIFTH THE COST.

Modernized and Rebuilt in 1936-37. Can Be Made Ready To Open in 10 Days. Only \$3,000.00 Cash Necessary, Balance on Terms.

Area 100x90. Huge Casino, Dance Hall 90x120, Restaurant, 2 Chairplains, Merry-Go-Round, Auto Wheel, Swimming Pool 200x50, Bath House, Lake, Magnificent Scenery, Large Drawing Population. On Main Highway U. S. 122. Good reasons for selling. Apply

HOWARD F. HOBBS, Agent
Pottsville, Pa., at once.



Notes From the Crossroads
By NAT GREEN

THE indifferent business done by both Cole Bros. Circus and Col. Tim McCoy's Wild West in Chicago cannot be taken as a reliable criterion of what other shows will do on the road. While general business conditions were none the less favorable, there were other factors that militated against both shows. The McCoy show, being entirely new, could get hope to equal the business of an established show. It was further handicapped by its location. The International Amphitheater is an excellent building and there are plenty of free parking facilities, but a large percentage of Wild West show patronage comes from people who travel by street car or the elevated, and the elevated service is very poor. The Cole show publicity department got off on the wrong foot with some of the newspapers and as a result did not get its usual quota of stories. Both shows were glad to hit the road.

The McCoy show equipment presented a beautiful appearance at the initial stand, Columbus. O. The blue and white striped canvas showed up like a million dollars on the grassy fairgrounds lot. Night house was about half filled. There were some minor mishaps in the show, such as the p-a system going bad when it was most needed and the jumping horses shying at the shiny new white rope enclosure, but on the whole the show ran very well for a first time. Tom Keith got some nice story and picture hits in the dailies. The Side Show in its present form isn't set to get money and doubtless will be revamped. Other minor changes are likely and there is not a better man than B. L. Cronin to put the show on a paying basis.

Ruby Cutshall won a \$25 wrist watch in a spelling bee over WBBM, participated in by members of Cole Bros. Circus. . . . Judging from reports, Chicago will have more than its usual share of carnivals this summer. . . . A few of the smaller outfits have already opened on lots. . . . Mr. and Mrs. Guy Reid, Mr. and Mrs. Frank H. Myers and Nick Albanese were among showbiz visitors to the McCoy show in Columbus. . . . Bernie Heid also was on hand for the night show. . . . Seen at the Cole show in Chi Stadium, Harold Van Orman and his wife, the former Harriet Hodgkin, equestrienne. . . . Looks as if St. Petersburg will be added to the Florida towns having circus winter quarters. . . . I. K. Pond, well-known circus fan, is in St. Luke's Hospital, Chicago, nursing a broken leg and will be laid up for several weeks. . . . He was hit by an automobile. . . . The Legion Theater, where stage and water shows were presented at A Century of Progress, is being razed.

Florence, auto loop-the-loop man on the Cole show, will be out of the raftering for at least three months because of injuries to his head and shoulder received while doing his stunt on opening night. . . . His sister, Miss Delor, has been doing the stunt thru the remainder of the Chicago engagement. . . . Council Bluffs, Ia., is planning a big centennial celebration for next fall. . . . Shepard Vogelgesang, prominent Chicago designer in architectural color and industrial art, has been made director of the decorative arts exhibit of the 1939 Golden Gate International Exposition at San Francisco. . . . He served in a similar capacity for A Century of Progress. . . . Ernie (Upside-Down) White and Ira Millette have closed their Chicago engagement with Cole Bros. Circus and expect to play fare during the summer. . . . Both were given special announcements on the Cole show. . . . Mrs. Frank D. Sheen is from New York on her way to Minneapolis. . . . L. B. Hoggan and B. L. Schmar in Chicago on business Friday.

Russell Staff; Other Personnel

CINCINNATI, April 30.—The following pertains to the staff and other personnel of Russell Bros. Circus:

The Staff

C. W. Webb, owner-manager; Mrs. Webb, director of personnel; Charles Heaton, legal adjuster; A. G. Hardin, assistant adjuster; James H. Webb, secretary-treasurer; Gene Enos, equestrian director; Ernest Peterson, superintendent of transportation; "Hi-Brown" Bobby Burns, radio and press back; Harry Well, 24-hour man.

Side Show

Jack Sampson is manager; Lew Lyom, Fred Fitkin, on tickets; Jimmy Crouch, boss canvasser with 12 men. Attractions—Rufo Todd, Punch and magic; Clara Sampson, mentalist; Lola Griffin, Hawaiian dancer; Three Mariowes, Scotch Highlanders; Joe Sweet, sword swallower; Pepper Joe, one-man band; Jeff Griffen, human pin-cushion; Zaballo, fire eater; Jo-Jo, African pygmy; Grace Brown, blade box; Trel Cowan, fat boy; Bessie-Bessette, Minstrel — Chick Simmons, band leader; William Tucker, Frank Frost, trumpets; Buddy Hollins, sax; Fred Jones, drums; Chick Jones, comedian; Clara Simmons, Blanch Hopper, Tosalie Sly, Hannah Beasley, chorus.

Wild West

Tom Aumann, superintendent, featuring William Noble Jr., trick rider, roper, rifle shot and wonder horse, Flash; Beverly Harriet, trick rider, roper and high-school horse; Buck and Chickie Wells, Australian whip act, assisted by the little Buckaroo and Timber, singing dog; Tommy Hucka, trick rider; Jimmie Groves, rider and roper; Hube (Kid) Esgan, clown.

The Band

C. S. Brooks, leader; C. E. Foster, Van Vance, Fred Newall, cornets; John Heins, clarinet; W. R. Robson, baritone; Walter Van Dyck, Lloyd Guyot, trombones; Ralph Horak, bass; Bill O'Brien, drums; Mollie Murphree, soloist and calliope.

ADVANCE—Joe C. Webb, acting general agent; Jackie Wilcox, contracting agent; Justus Edwards, general press representative; W. K. Rose, contracting press. Billposters and lithographers—Francis Kitzman, superintendent; Elsie Kitzman, secretary and schools; Clyde Haskell, boss lithographer, and Harry Hevaner, assistant; Harry Java, Harold Gabby, Albert Beland, E. J. Bolyard, Ray Eastman, Albert Whittle, Ray Kern, Jack Oibbons, Abe Newman.

CONCESSIONS—C. V. Crawford, manager; George Thompson, Kenneth McLaughlin, Leslie Grant, sweets; Herhall Mintz, Fred Elsie, meat butchers; Bill Drake, outside stand; Lawrence White, Q. L. McGee, novelties.

TICKETS—Robert O'Hara, superintendent of reserves; E. E. Whetzel, C. H. McKay; Irene O'Hara, Mrs. C. S. Brooks, Mrs. Gene Enos, ticket takers; Gladys McLaughlin, Milton W. Sydow, on front door.

MENAGERIE—C. L. Alderfer, superintendent; Alvin Welch, James Meyers, elephant trainers; Jack Crippen, trainer for Topsy, feature chimp; William Lacy, Albert Story, hay animals; Roy Hart, Harcher Brewer, Hobbs Beams, ring stock; Eddie Miller, Al Cooper, Floyd Jeans, ponies.

PROPERTIES—Bennie Gibson, superintendent; Charles (Gentry Red) Somersfield, assistant; Jimmie Salyers, Jack Skilton, Pat Donavan, Frenchy DeMoine, Everett Morgan, Eugene Shulte, Gene Tucker, Joe Pitts, Larry Seaman.

COOKHOUSE—C. M. Crump, chief chef; Earl Welsh, Fred Chastain, cooks; Lewis Woods, fireman; Jesse Decker, stock man; waiters—Charles T. Fritta, chief of staff; James Gaffnoy, A. E. Bartlett, Sam DeMaria, Joe Polizzi, M. H. Murphy, Arnold Udrecht, James Baker, E. J. Wilkins, William W. Davis, Max Hellingworth.

MECHANICAL STAFF—Electrical department; Clarence Carrall, Melvin Reynolds, Robert M. Mathers, Roy Hrusky, Roy Dixon; tire man, Murrel Kitchen; master mechanic, Louis Schmidtker; gas truck; Raymond Hardster, carpenter, James Swartz; sign painter, Alexander DeBeers.

BIG TOP—George Werner, superintendent; James Decker, first assistant; Covis Anderson, second; Charles (Holla) Webb, kid worker; Orville Speers, stake and chain; Tom Murray, salesman; J. C. Pisher, stake driver; crew of 40 men.

WORLD ON PARADE
Can place Rele or any other Fun House that can gillye. Want Boomerang, new Eight-Car Whip and Live Pony Ride. Slover's Riding Pony, please answer. Can place worth-while Grind Shows. Want to hear from Tesca Working World, also Maybelle Mack.
WONDERFUL PROPOSITION FOR SILODROME
To play best Drome Territory in America. All who wrote and telegraphed us before, please get in touch again. Can place strictly legitimate Merchandise Concessions. Address
GETLIN & WILSON SHOWS, INC.
Camden, N. J., this week.

LOOK--WEST BROS. SHOWS HAS
Waterloo, Ia., week May 9; Boone, Ia., downtown, week May 16; Sioux Falls, S. D., downtown, week May 23; Aberdeen, S. D., downtown, week May 30; Fargo, Valley City, Devils Lake; all North Dakota. The two best July 4th Celebrations in the Minnesota Iron Range, International Falls and Ely; a long String of Good Minnesota, Iowa, Mississippi Fairs following.
WANT Concessions that want a good season and can put money in the office. SHOWS—Pit Show; if you haven't anything don't take up our time. Girl Musicians; young, attractive, not over 5 feet, 2; also Chorus Girls, same size. Penny Arcade; must be flashy. American Readers for office Mitt Camp; good Ride Help that can Drive Trucks. Quincy, Ill., this week.

PAN AMERICAN SHOWS WANT
Shows and Show People. Will furnish outfits for Girl Revue, Snake Show or Single Pit Attractions. CAN PLACE Manager and Working Acts for Side Show. WANT Musicians and Nuts Dancers for Hawaiian Show. CAN PLACE Monkey Circus, Drome, Midget Show or any money-getting Shows with own outfits. CAN PLACE Concessions except Corn Came and Popcorn. WANT Diggers, Scizes, Lead Gallery, Floss and Merchandise Concessions, all kinds. CAN PLACE Agents for Wheels, Grind Shows and Bill Games. WANT experienced Waiters, Griddle Man and Crab Joint Man for Cook House. Address this week, Carbondale, Ill.

JOHN R. WARD SHOWS WANT
FOR MEMPHIS COTTON CARNIVAL WEEK MAY 9; OSCEOLA, ARK., MAY 10; POPLAR BLUFF, MO., OZARK JUBILEE WEEK, MAY 23; OYERSBURG TENN., COTTON CARNIVAL, WEEK MAY 29.
Real Hawaiian for completely revised Hawaiian outfit. Have complete outfit for Ten-in-One for Manager with Props. WANT Talker and Musicians for Musical, high-class Girl Revue. Have outfit. PLACE all kinds Jewish Concessions. Will sell Earbuds Novelties. WANT Side Program for Merry-Go-Round, Toll-a-Whirl, Champagne and Twin Wines. Must be able and reliable and can get Bides open Monday nights. WANT Electrician who can light show Monday night. This show has only two full-dates balance of season. Long season Celebrations and Fairs. Address Humboldt, Tenn., Strawberry Festival, this week.

COTE SHOWS CAN PLACE
Legitimate Concessions of all kinds, reasonable rates. Good opportunity for Cook House. CAN PLACE first-class Shows. Want to hear from sensational Froe Act. Mt. Clemens, week May 2; Royal Oak, week May 9; Owosso, week May 15; all Michigan. This Show has a real route of Michigan territory with Fairs and Celebrations. Address per route.

WANTED—JOHN H. DUANE SHOWS—WANTED
BLOSSOM FESTIVAL WEEK AT BENTON HARBOR, MICH., WEEK MAY 9; NILES, MICH., TO FOLLOW.
RIDERS—Till, Loop or any Flat Ride with or without transportation. CONCESSIONS—Want Stock Concessions of all kinds, reasonable prices. SHOW with or without their own outfit. Must be up to date. Bill Charlitz wants Man who can handle inside of Side Show. Good proposition. Also Localities. Art, Sound Engineer, Glass Blower and Wind Blower. Dr. Mid-Ray covers. Guide for Girl Show. WANT Electrician and worked People in all lines.
JOHN H. DUANE SHOWS.
Atula, Ind., this week; Benton Harbor, Mich., week May 9. Fair Secretaries and Celebration Committees in Indiana and Michigan, we have some open work. Get in touch with us.

WANTED TO JOIN ON WIRE
Fresh Working Acts, Mind Readers, Talkers and Grinders for big Circus Side Show. Will PRACHER MONROE. Del Crouch would like to hear from capable Man to handle Monkey Show and Trained Monkeys. Monk Hill, formerly with Ira Watkins, also Henry Lee Johnson, wire immediately.
Care WORLD'S NEXT WICK SHOWS
This week, Sunbury, Pa.; next week, Williamsport, Pa.

Loos in Hospital But Show Goes On; Grateful
SHAWNEE, Okla., April 30.—J. George Loo, general manager of Greater United Shows, who has been confined in the Municipal Hospital here for the past 30 days with a serious stage of pneumonia, expects to be out in two weeks.
He has had daily visits from Prof. Baley, president of the Baptist University; Rev. Hyde, City Manager Thompson, members of the Shawnee Rotary Club, and has had daily messages from

members of the Rotary Club, Laredo, Tex., as well as from friends at other distant points.
Loo, in speaking of his plight, said to a reporter for The Billboard: "The comfort of friends near and messages from distant ones have helped me materially. The show is going on under the fine direction of C. N. Hill and Jack Edwards, general agent. I am deeply grateful to them and all members of our organization for this laudable loyalty and co-operation and I hope to be back in harness with them at an early date."

POPCORN

SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO ALL KINDS PAPER BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC.

A Freely Packed Card to us will bring you our 16-page Descriptive Booklet, Price List of Popcorn Supplies.

PRUNTY SEED & GRAIN CO.
14 S. FIRST STREET, ST. LOUIS, MO.

"Over Sixty Years Distributing Popcorn."

CATERPILLAR FOR SALE

THIS RIDE HAS NEW TRACK, NEW JACK- STAND AND TUNNEL, UP AND OPERATING IN A-1 CONDITION. WILL TRADE FOR ELI NO. 5 FERRIS WHEEL OR OTHER RIDE. CAN BE SEEN AT NEWPORT, KY., WEEK MAY 2 TO 7; READING, O., MAY 9 TO 14.

J. F. DEHNERT, Mgr.

GIRL IN THE GOLDFISH BOWL

LENS - \$15.00

COMPLETE. Shipped Parcel Post with Instructions and Diagram To Make Your Own Illustration, or We Can Furnish Complete. 15 New Ideas. Write for Free Literature.

STANCO STUDIOS Fe's Theater Bldg., Philadelphia, Pa.

MILLER BROS. SHOWS WANT

Talkers for Shows. Free organized Mixed with band. Opening for Frozen Custard, all Legislative Commissions. Can use Rides Hello, Ice-cream, etc. Use special attraction for Omaha. Festival on street—10-day celebration. MILLER BROS. SHOWS, Emporia, Kan., this week.

WORLD OF FUN SHOWS

WANT—Legitimate Commissions of all kinds. Which You Win, Fish Pond, Bowling Alley, Long Range Shooting Gallery, Spring Games, or any other Legitimate Commissions.
SHOWS—5 to 10-12 to 18-20-25 Shows, Illustration or any other money getting Show. Have been and are for making money.
RIDES—Tob-A-Wheel, Octopus, Caterpillar and Rattlesnake, or will buy or lease same. Joe Anderson, Red Hook, let me hear from you. North Yorkville, Va., this week. Dislocated to follow: Show Pennsylvania. Address all mail and items to:

J. J. SYBLAR, North Towson, Va.

WANTED

Rides of all kinds and Commissions. Permanent or short period. Cross Country Club between Joplin and Potosi, Mo. Address: J. D. WINKELAND, Potosi, Mo.

WANTED

DOUBLE DRUMMER AT ONCE. For SAUND EXHIBITION SHOWS. Write AL KADEL. Hamburg and Nantuxka Sts., Baltimore, Md.

Grimes Greater Shows

Palisades Park, N. J., May 2-May 9

WANTED Grind Stores, Kiddie Ride, Shows.
We Work Sunday

WANTED

EXPERIENCED PAINTER for CONKLE'S SHOWS in Canada. One who can really produce can do well. Apply

MRS. NORA RADTKE
P. O. BOX 31, HAMILTON, ONTARIO.

SUNSET AMUSEMENT CO.

Have complete new Ferris-Cos, Banners and all things for Electric and Gas Shows. West Joplin, Mo. Phone 1-2-3-4-5. Dinning, Ala. Medina, Mo. This week; Mendota, Mo. Next.

Out in the Open



Roger Littleford Jr.

NEW YORK, April 30.—It's preview time in New York this week—and the year-in-advance ballyhoo stunts by the 1938 World's Fair. The big exposition is scheduled to open its gates officially exactly one year from today, and New York is celebrating in colorful fashion.

Creating and developing world's fairs are momentous tasks—unwieldy, wasteful and usually a politician's delight. But somehow all that is overcome in time and the shows operate fairly close to pre-arranged schedules. A World of Tomorrow, like Chicago's Century and other recent expos at San Diego, Dallas, Cleveland, etc.,



R. S. Littleford Jr.

has had its share of criticism from the outside—part of it just, but most blinging on a "sour grapes" attitude on part of would-be participants.

When the public treads to the Flushing site today and tomorrow it will witness a city partly built—the groundwork of probably the most extravagant fair this nation has ever known. They will visit half-constructed monstrosities that will house magnificent exhibits of all sorts, and they will see 220-odd acres of brown expanse tabbed "Amusement Zone" with nary a building on it. As usual at fairs of this sort, it seems apparent show business will take the rasp—very few concessions will realize reasonable profit, some will just break even and the rest will drop plenty.

But that seems to be the story of all big fairs these days; and what can be done about it? It's almost impossible to overcome one-sided contracts, over-emphasized regimentation and, most important, a strictly secondary location on the exposition grounds. That's what the preview means to the show business.

About town . . . Bert Nevins, publicity chief for Palisades (N. J.) Amusement Park, has started this year's campaign with several swell newspaper stories and cuts, a couple of broadcasts and a Universal newsreel. . . . Fred H. Ponty, new managing director of Atlantic Beach Amusement Park, Atlantic Highlands, N. J., a visitor this week and reports plenty of concession interest thereabouts. . . . Arch E. Clair, manager of Norumbega Park, Auburndale, Mass., in town for two days to contact band agencies. His ballroom opened a couple of weeks ago to best business in five years. . . . Henry Rapp, head of American Fireworks Co., here on business recently and to look over the World's Fair.

Almon H. Shaffer, general assistant to the director at Cleveland's expo, also a World's Fair visitor. He attended the circus with Earl W. Brown, director of Florida, Inc., which will operate the Florida exhibit at the fair. They'll remain until after the preview. . . . Billy Dickson, of National Crochet Bureau, reports that the org has nearly twice as many fairs as last year lined up for 1938. NCB runs a national crochet contest in conjunction with State, district and county agricultural shows.

Henry Cogert, outdoor emcee with Hamid shows, writes from Pittsburgh that he is busy producing a kiddie production titled Talent on Parade. . . . Captain Billy Menke, showboat personality, appeared on Wm. the People radio show last evening. He departs immediately for St. Louis and his Goldenrod boat there. . . . Art Lewis, carnival op, expected in shortly while his show plays New Jersey spots. He's been in Florida and the South two months. . . . L. H. (Doc) Cann, World of Mirth Shows agent, a brief visitor this week between jumps out of town.

Stanley Watton, well-known talent broker working from Europe, here to look over American circuses and theatrical projects.

With him is Henry Hagenbeck, of the famed German circus family. Hagenbeck was off to Nashua, N. H., and John Benson's wild animal farm there, while Watton follows next week. Benson represents the Hagenbeck animal farm in this country. . . . John Robinson IV attended the Ringling show early in the week and left immediately afterward for his home in Cincinnati.

Combining business with pleasure, Harvey Mayer, Joseph Mayer Publishing Co., leaves today for Louisville and the Derby May 7. Will also do business with the Mammoth Cave people and some Kentucky breeding farms. . . . Floyd King, general agent of the new Coley-controlled Robbins Bros. Circus, in town and off again for New England. Plans to work out of New York for a couple of weeks, tho. . . . Jerome Harriman, general agent of the Downie show, and James M. Beach, contracting agent, stopping for a few days at the Claridge and have been constant visitors around the Garden.

Frank Buck Enterprises will probably have a jungle show at the World's Fair next year. . . . H. B. Dean, p. a. with Robbins circus, writes that they are all set for the opening April 30 at Kokomo, Ind. . . . Paul Gallico, former well-known sports editor who turned freelance, is writing a book on the circus business. . . . John Powers, former associate of Col. Tim McCoy, back from Chicago and resting here for a while. . . . Vernon Beaver, Hagenbeck-Wallace, departed recently for parts unknown.

E. Liverpool Best So Far for Barnett

EAST LIVERPOOL, O., April 30.—Barnett Bros. Circus apparently has shaken off the poor weather, bad business lull which had trailed it from the South here, only Ohio stop played so far this season. Show attracted nearly three-fourths house at matinee, mostly school children at a special 13-cent admission tie-up, and a slightly better house at night. Show again played under the Elks and it was the best day since opening at York, S. C., according to O. C. Cox, manager and operator of show.

Show has a very good program and is clicking under direction of Tommy Burns, equestrian director.

Mr. Cox informed The Billboard representative here that the show's itinerary out of here was rather indefinite, that routing was being done cautiously after careful survey of territory. Show did not fare near so well coming up thru West Virginia as a year ago, and Western Pennsylvania, where the Barnett show in recent years has played for weeks at a time, is in a bad way industrially and money is scarce, he said, with executives of the show anticipating that grosses in this territory will be much under last season. Much the same Pittsburgh district territory usually played by show has been contracted for next two weeks, after which it may switch to any section of the country where reports are more encouraging. Cox added.

GOVERNMENT'S TAX

(Continued from page 3)
intentions of some of the show managers.

"Ask Collectors for Advice"

"The best advice we can give is ask revenue collectors for advice about doubtful questions in regard to the set when they come on the showgrounds for a check-up.

"However, from our reports it looks as if some showmen consider the revenue collector as public enemy No. 1. They do not seem to realize that the Treasury Department has not made the law, but has to enforce it. It will be well to remind show managers that revenue collectors have not only the right to inspect the books and records of a show, but also the right to question any employee, if employed by or an individual contractor on the show, in regard to Social Security Act questions. Instead of co-operation we find that employees are told to keep out of sight or to leave the grounds until the collector or investigator has gone and that everything is done to hamper the work of our men.

That will have to stop, and stop quickly, if drastic measures are to be avoided. We are tired of the condition prevailing on a number of outdoor shows, and we are not going to stand for it. Either the showmen will come to their senses and do what is right or

it will be up to us to show them that they will have to do just that."

Many Serious Complaints

In answer to a question about the nature of the complaints to be made against outdoor show managers the following cases were quoted:

Some outdoor shows that closed their last year's season after September 30 have completely failed to make reports or tax payments which were due for the last weeks of their season.

Tax payments and reports have been made for only a small number of employees of a show, "forgetting" completely about the others. This applies especially to those employed only for a short time by a given show. The law requests that taxes must be paid even if an employee worked only one day and received wages for that time.

A few show managers are accused of having collected taxes from their employees but failed to turn all or part of it over to the government. This is a very serious offense. For instance, the second man of a Merry-Go-Round on a carnival worked last season for 32 weeks and earned a total wage of \$512, on which the owner of the riding device collected taxes from the man. This employee wrote to the Social Security Board at Baltimore, Md., where the bookkeeping is done, and asked how much wage earnings were credited to his account. He received the answer "210.00." What happened to the balance of \$300 the government is now going to find out about.

"Sloppy Bookkeeping Records"

"It is surprising how some show owners can tell from their records and bookkeeping systems whether they are losers or made money," continued the official who is thoroughly familiar with outdoor show business. "I remember having heard from circus people years ago that old man Wallace, of the Wallace show, carried a little black book in his hip pocket which was the entire bookkeeping system he had. Well, it seems to us that some show owners even today employ the same hip-pocket system. We realize that we cannot expect certified accountants as office men on smaller shows, but books and records should be kept clear and clean enough so that we can make head and tail out of them. Remember, the law requests that certain accounts and records must be kept in a way to make a check-up possible at any time and without any trouble.

"Naturally our field men will gladly assist in showing show office people how records should be kept, but it would be a great thing if The Billboard would take up this matter and educate the show world in this matter."

Report System Simplified

The official directed attention to the fact that the reporting of wages and tax payments has been considerably simplified by new regulations. The monthly tax returns and the six-month information return filed by employers for 1937 are not necessary any more. A new quarterly form, known as 99-1a, takes their place. The first return for January, February and March should have been filed with local collectors of internal revenue not later than today (April 30) to avoid a penalty. Other quarterly returns for 1938 on this form will be due on or before July 31, October 31 and January 31. Any collector has these new forms and will explain how to file reports correctly.

Tickets Must Be Numbered

Another question of interest, especially to circuses, has been raised in the Treasury Department. This concerns admission tickets on which a federal admission tax is to be collected. The Billboard last fall published a very explicit order issued by the commissioner of internal revenue, but it is claimed by treasury officials that the outdoor show world is not paying any attention to these regulations. All tickets on which a federal admission tax is due must be numbered and cannot be resold at any time. Ticket numbers of tickets sold must be kept in the show office to allow a check-up. Circuses still using so-called "hard" tickets for general admission are advised to get an official ruling from revenue officials. Unfortunately, it is learned that the unnumbered "hard" tickets are against treasury regulations, provided they are liable to federal admission taxes.

JOPLIN, Mo., April 30.—Jack E. DeWitt, press agent-photographer, arrived here this week from Cuba and started work taking 200 "shots" of scenes at Henries Bros. Shows.

Robbins Bros.' Circus Gets Hearty Send-Off at Kokomo

Matinee light but house three-fourths full at night —thousands greet parade

KOKOMO, Ind., April 30.—Several thousand people gave the new Robbins Bros.' Circus a hearty sendoff here today when the show made its debut to the accompaniment of clear skies and chilly breezes. Business was only fair, a light house at the matinee and about three-quarters at night, but those who came were highly pleased with the performance and went away stinging its praises.

On the lot the show looked like a 25-car outfit. A beautiful spread of canvas, laid out in the old John Robinson style. Physical equipment splendid. Wardrobe is colorful and makes a great flash. Performance at night show ran remarkably well for a show that had not had a single rehearsal, and in a few days should be working smoothly. There is a lot of show, excellent talent, and the general opinion is that the Robbins Bros' Circus is going to be a "money show" that will give its larger competitors something to shoot at.

Show arrived here in good time and the parade reached downtown about 11:30 and was greeted by thousands of people who thronged the line of march. Led by Emma Maley and Cyse O'Dell on horseback and with many brightly painted and gold-leaved wagons in line, the parade was extremely colorful and beautiful, making a great flash. It is going to be a great asset to the show.

Joe Adkins, manager of the show, was on hand for the opening and well pleased with the way the show worked. The act, Argentine, produced by Rex de Roswell, with dances by Betty Jones, is truly. Full of color and beautifully gassed. Big top is well lighted.

Many Showmen Present

Many showmen were present and congratulated Manager Atkins on the splendid showing of both performance and physical equipment. Show opened for the matinee with absolutely no rehearsal, which naturally caused a rough performance, but the night show moved with speed and precision except for a few rough spots, which will be quickly ironed out. A big high-school rally in the afternoon undoubtedly kept many people away from the matinee. In addition the town is in the midst of a hot political fight and there were a number of political meetings Saturday night. In view of these handicaps the circus made an excellent showing.

The Program

- Display 1—Inaugural pageant, *Le Argentina*, staged by Rex de Roswell; music arranged by Rodney Harris; wardrobe by Josephine McFarlan; dances by Betty Jones; electrical effects by Louis Scott; H. J. McFarlan, equestrian director. Done in Roswell's usual brilliant style, the spec was a pleasing pot-pourri of music, song and dance, colorfully costumed and nicely presented. Excellent vocals by Ella Harris, prima donna. The announcements by Milt Robinson, in both the spec and the show proper, were clear and distinct.
- Display 2—In Ring 1 the Velarde Trio, comedy acrobatic act in pantomime and gymnastics; Ring 2, fast comedy juggling by the Marcellis; Ring 3, the Nippon Troupe in characteristic Jap acrobatics.
- Display 3—Educated seals in Rings 1 and 2, presented by Albert Fleet and Richard Emley. The usual juggling, ladder-climbing, etc.
- Display 4—Aerial bars. The Alpine Brothers gave a pleasing performance of straight and comedy bar work.
- Display 5—Equilibristic number, Ring 1, the Oriental Wongs; Ring 2, the Karljos; Ring 3, the Aljos Troupe, clever balancing feats.
- Display 6—Lady principal riding acts, Juanita Hobson, Rose Walle, and Georgia Sweet. Graceful and agile riders. Mrs Hobson was particularly good in her spectacular fire jumps.
- Display 7—Parade of clowns on track in the usual tomfoolery.
- Display 8—Aerial numbers. In center ring the Great Moreens, double trapeze. In end rings Emma Wilson, Ella Harris, Joe Evans and Ida Volsing, single traps.

On swinging trapeze Senorita Velosa and Armila Velarde, doing a specially announced heel catch. On the swinging ladders Marie Harding, Edna Sullivan, Doris Swisher, Jeanne Teeters, Ida Mills and Mabel McGrath. Altogether a highly entertaining display.

Display 9—High-pole acts in end rings. Display 10—Elephants. The John Robinson troupe of elephants presented a series of entertaining tricks. Feature was elephant in center ring walking a plank and making front and hind-leg stands on the plank. Acts are paced more slowly than usual circus elephant acts. Result was a much better opportunity for the audience to appreciate the tricks and many favorable comments were heard.

Display 11—Clown band on track and in center ring. Display 12—Wire acts. In center ring a clever bounding rope routine. In end rings Mexican tight and slack-wire artists.

Display 13—Mlle. O'Dell, aerial gymnast, in graceful and pleasing feats of strength and endurance. Display 14—Center ring, an entertaining Liberty horse act, worked by John Smith, trainer, who skillfully put the equines thru their paces. In end rings educated ponies, worked by Clarence Canary and Frank Schmidt.

Display 15—Iron-jaw acts. The Sisters Rita, Sullivan Sisters and Tacoma Sisters. Display 16—The Hobson Family of riders, seven people in a varied display of bareback riding skill that was nicely received. Herbert Hobson does some spectacular jump-ups and the entire troupe gives an excellent performance.

Display 17—Gymnastic exhibition. The Moreen Family in equilibristic balancing; the Toyama Troupe, difficult hand balancing, and the Arcadian Family, clever Risley work.

Display 18—High-school horses. Robbins Bros' Circus has some splendid stock and excellent riders, and the display of skill on the track was exceptionally good. Special feature was a high jump by Mrs. John Smith, whose mount cleared an unusually high hurdle with the greatest of ease. Riding the high-school horses were Jeanne Teeters, Ella Harris, Peggie Leonard, Jean Evans, Frances Glibbreath, Doris Parker, Ida Mills, Louise Swisher, Edna Sullivan, Marie Harding, Anita Velde, Juanita Lopez, Emma Maley, Cyse O'Dell, Mabel Kline, Elsie Graham, Mabel McGrath, Alston Love and Shelby Bruce.

Display 19—Clown walkaround, Toonerville Ganda Dancers on parade. Display 20—Flying acts. The Flying Thrillers and the Aerial Bebees. An excellent exhibition of flying. Display 21—Finales; Races, Jockey race and riderless horse against jockey rider.

The Concert

In the concert or after show Hoot Gibson and his band of cowboys and cowgirls gave an entertaining exhibition of trick and fancy riding, roping, bucking and shooting. In Gibson's troupe are Hal George, Maurice De Wilsie, Georgia Sweet, Ida Mills, T. P. Lewis, Frank Gilbert, Mrs. Frank Gilbert, Clarence Canary, Marie Harding, Billy Hammond, Mabel Kline, David Gilliam, Wild Bill Asal, Estelle Clark, Estelle Tatam, Edward Kernetz, Billy Pickett, Earl Downing, Frank Gilbraith, Al Stevens and Miles City Joe.

The Staff

Staff of show: Jess Adkins, manager; Fred H. Seymour, legal adjuster; Floyd King, general agent and traffic manager; Harry Harrel, treasurer; Al Bartley, secretary; Harlan Burkhardt, auditor; Stanley Dawson, superintendent of tickets; Harry McFarlan, equestrian director; Fred C. Kilgore, general contracting agent; Bernie Head, contracting press; Al Wilson and Raymond B. Dean, advance press agents; Arnold Maley, white wagon; Rodney Harris, bandmaster; H. J. Lawell, advertising agent; Harry Mills, banners; Mrs. H. J. McFarlan, wardrobe mistress; Charles Luckey, superintendent canvas; Leo Loranger, boss property man; Joe Wallace, superintendent ring stock; P. H. McGrath, trainmaster; Manny Malman, superintendent concessions; John Belmont, light superintendent; Charles Land, superintendent ushers; Clarence Adolph, lot superintendent; Bert Googins, com-

missary and dining care; Milt Carl, superintendent cockhouse; William Backall, manager Advertising Car No. 1; Artie Welch, manager Advertising Car No. 2; Pat Murphy, manager opposition brigades; Stanley Beall, manager distribution brigade; L. C. Gillette, checker-up; Frank Taggan and Elmer H. Jones, 24-hour men.

Side Show

Milt Robinson is manager of the Side Show. P. O. Lowery has the band and Bill O'Day the canvas. Show has a nice line-up of attractions.

Clown Alley

In Clown Alley are Happy Kellema, Leo Kerns, George Reid, Van Wells, Lee Smith, Melin Hinkle, Charles Graham, Stanley White, Freddie Freeman, Joe Yale, Art St. John, Bob Marks, George Healy, Herb Adair, John Misco, Joe Esposito, Bart Scully, Toots Engle, Frank Morris, Joe Consolvo, Sylvester Cain, Whitley Flanagan and Alex McBride.

The managerie, while not large, has a pleasing array of cage animals and elephants, including three baby bulls.

Notes

Rex de Roswell and Betty Jones were down from Chicago to supervise the first showing of *Le Argentina*.

Billy Benter, performer and booking agent, is with the show temporarily, supervising some of the details.

Al Burroughs, of Chicago, caught the opening show and also rode in parade.

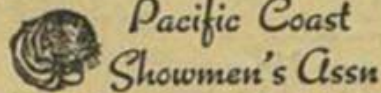
John Robinson IV and his mother came on from Cincinnati by auto, caught the first two shows and drove to the next stand, Minster, O.

Harry A. Atwell was on hand getting some picture shots.

William Gosper Sneed, to whom the boys have given the moniker "Band-box," drove down from Chicago to wish Jess Adkins luck.

In the Wild West announcement the announcer got a laugh when he credited Hoot Gibson with being an expert poker player when he meant to say "polo player."

LIMA, O., May 2.—Because of a crowded condition on the show train, John Robinson's Elephants are leaving Robbins Bros.' Circus here today and returning to their winter quarters at Terrace Park, O.



730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, April 30.—Monday night's meeting attracted 51 members. First Vice-President Harry Hargraves presided, with Ross B. Davis, treasurer, and H. C. Rawlings being the other officers present.

Communications: President C. F. Zeiger lettered about the conditions in the territory his Zeiger United Shows have covered. Harry Seber wrote some interesting notes on matters pertaining to Cooklin's All-Canadian Shows. He opined that he, with the new World's Fair Dancers, should have a big season. Joe Olney lettered that the Huggins West Coast Shows' opening at Spokane, Wash., was one of the biggest he had seen in years. M. Lee Barnes, of Foley & Burk Shows, lettered thanks for the beautiful good-will banner sent that show by the club. Louis Wald advised that he has joined Beckmann & Gerety Shows.

There were no important reports from standing committees. Recess for the weekly award and lion's head went to Bud White.

After recess the matter of sending out good-will banners, as yet undelivered, came up for discussion. In a few cases there was a bit of delay due to the fact that they were not completed in time to catch some of the openings. Others were not sent out because the club did not have the information as to the date and location of the openings. The banners have evoked many complimentary remarks and it appears that sending these banners instead of wires and flowers was a rather sensible thought.

Reports from the fields from chairman of membership committees are encouraging. All express the opinion that this will be a banner year in obtaining new members.

The selection of a chairman for the next annual Charity Banquet and Ball is a bit hard to decide, there being many who are qualified for that important assignment. President Zeiger and First

Remarkable New Type Soft, Tender, Flaky POPCORN!

POP-O—the new sensational popcorn—outdoes them all in soft, volume, tenderness. NO HARD CENTERS. Grown from specially bred seed. Treated in our own poppers before leaving our plant.

We supply every need of commercial poppers. Popcorn in 5 varieties—Pure Cornmeal Seasoning with delicious nut-flavor. Curtains—50 and 100 sizes. E-Z Flip Salt, Glancing Corn, Butter Covered.

Write for Prices and Premium Plan.

POP-O PRODUCTS, Inc.
1717 W. Pershing Road, CHICAGO.

SIEBRAND BROS. CIRCUS & CARNIVAL

WANT Ground or Platform Acts, also Talking Clowns. CAN PLACE Colored Girls for Minstrel. ALSO WANT Side Show People.
Route! Denver, Colo., until May 14.

KING REID WANTS

Legitimate Shows with very outfit for long season of Celebrations and Fairs in Vermont, New Hampshire and New York. Liberal offer to Monticello, Mickey Mouse, Pit Shows, Fun House, A few legitimate concessions open. WANTS Clowns, Magicians, Trapes, Ring Owners, Ice Shows, No Girl Shows, No Girls, No Girl. Address:
KING REID, Denver, CO.
Open May 22. Booked solid through September.

Vice-President Harry Hargraves, however, are working on preliminary plans on the selection, and the appointee will be announced soon.

Organization seems to be the thing at this time. There is no reason why the vast horde of outdoor showmen should go along blindly in their business with no definite plans, aimlessly directing their efforts and with little or no success. Showmen's organizations have definite objectives and stand on their records of past achievements. If you are eligible the sensible idea is to think seriously over the matter of being in the distinctive class of showmen who are members of showmen's organizations. We want you here. The latchstring is out.

Ladies' Auxiliary

President Peggy Forrestal presided over Monday night's meeting. Chaplain Mother Fisher, Secretary Ruby Kirkendall and Treasurer Inez Walsh were in their respective chairs. Invocation and salute to the flag, led by the chaplain, were given.

Members present included Minnie Fisher, Ethel Krug, Marie Morris, Minnie Vernon, Mrs. Burke, Pearl Jones, Rose Rosnard, Josephine Foley, Edith Bullock, Ruby Kirkendall, Mora Bagby, Margaret Welch, Stella Linton, Anna Metcalf, Mabel Bennett, Jenny Rawlins, Vera Downie, Regina Pink, Etta Hayden, Alfreda Barnes, Blossom Robinson, Aetna Henry, Nettle Pauley, Inez Walsh, Martha Levine, Ester Carley, Stella Braks, Lalla Pepin and Peggy Forrestal.

Under communications was an Easter card from Sister Marie LePora, of the White City Shows; also a heartening letter from Second Vice-President Marie Jessup, of the West Coast Amusement Co. She told of plans already under way to swell the auxiliary fund and interest new members. She and Edith Walcott pledged their loyal support and sent greetings and best wishes to all. Letter was enthusiastically applauded.

Sister Tilly Farmentier was reported recovered from a recent illness, as was Sister Millie Dalbert.

Beautiful new desk and chair purchased last week was installed and added much to the clubroom. Its selection was highly praised.

Plans for the card party in the men's clubrooms April 28 were reported complete and a good time was promised all. Several ladies responded to the invitation of the president to speak on plans for the good of the order. Mora Bagby won the bank award.

After adjournment bingo was played and a delicious lunch served by Mother Fisher and Etta Hayden. Reported by Inez Walsh.



T H O U S A N D S OF FLASH ITEMS! FOR A BIGGER SEASON PARK-CARNIVAL-PREMIUM USERS OUR NEW CATALOG READY SOON—WRITE FOR YOUR COPY TODAY...

HOLLYWOOD CHOCOLATES Double Layer Ass. Chocolate, Individually Cupped, Ass. Mocha Star Biscuits, Cakes, Wrapped. Doz. \$1.20...

INSURANCE CIRCUS, RIDES, TRUCKS, CARNIVALS. Showman's Insurance Man. CHARLES A. LENZ...

WANTED SHOWS AND CONCESSIONS. Nation's Main Street Celebration Chamberlain, S. D., Apr 21-24.

HUGHEY BROS. SHOWS Wants experienced Ride Boys on all Rides. Shows on Wed. thru Sat. Want Shows with or without permits...

WANT Party Wheel Operator. Good wage to sober, reliable Operator. WM. HOFFNER, Peas, Ill.

TRUNKS All Kinds — Stock and Custom Trunks. Some are 42x24x27" and smaller. All with strong locks and keys.

WANT MANAGER For PA Show that can furnish Attractions. Have complete notes. Wichita, Kan., this week; Hutchinson, Kan. week of May 7.

BALL GAME WORKERS Men and Women. WANTED AT ONCE. EUBY COBB. Care Don Lang's Famous Shows, Iowa City, Ia. This Week.

WANTED FOREMAN FOR NEW BOOMERANG RIDE. Must be sober and reliable. Top salary. ENDY BROS. SHOWS. Chester, Pa., This Week.

BIG ANNUAL CELEBRATION 3 Days of Fun and Amusement. THURSDAY, FRIDAY AND SATURDAY. JUNE 9-10-11, 1938.

Off My Chest

Is a Newspaper Background a Requirement for Press Agents?

By LEONARD TRAUBE

OUR recent and current preoccupation with the subject called publicity and the practitioners thereof has brought an interesting letter from one of the nation's best known ballyhooists and surgeons...

Of course he wishes to remain anonymous—all conscientious p. a.'s interested in their craft do not seek personal publicity. It is incumbent upon the writer to respect this confidence and the man shall therefore be nameless.

He writes: "Actual newspaper men do not have trouble with their copy when they become press agents, since not all good newspaper men are good planters."

"Boys working up from journalistic schools, warned against press agents and taught to know copy, but thoroly unfamiliar with the show world, can be made or spoiled by their first contacts with press agents."

"What I am really trying to get at is that any show that puts out a press agent that has never worked on a paper and gained the proper experience is not only sacrificing its own prestige but is a terrific detriment to every fair, carnival and show in the business."

"A few ingenious boys have come up

to be crack press relationship men without newspaper experience, but they are not writers—rather they are good ideas men who peg features and can make contacts. There is no bunks in their make-up."

Many people will not go all the way with the nameless correspondent, whom they will call "nameless" and mean something else. It is agreed that p. a.'s with legitimate newspaper experience make better publicists...

Yet it is my honest opinion, honestly arrived at, that the turnover boys generally shape up better. They may give off less presumed color and that thing called swing, but that may be because they've played on the other side of the street...

The subject is open to discussion, my lids.

Seils-Sterling Opens at Aurora

AURORA, Mo., April 30.—Seils-Sterling Circus opened here last Saturday under auspices of high school band. Program is under direction of Fred Ledgett...

JEFFERSON CITY, Mo., April 30.—The first circus here this season, Seils-Sterling, played to big crowds at matinee and evening performances April 30.

ROUTES

(Continued from page 23)

- Pierce, Magellan; Westfield, N. J., 4; New Brunswick 5; Easton, Pa., 6; Wilkes-Barre 8; Nanticoke 10; Pottsville 11; Shamokin 12.

CIRCUS AND WILD WEST

- Narves-Sells-Pietot; Oolifax, Calif., 3; Brook Nov. 4; Sacramento, Calif., 5; Oakland 6-7; Marysville 8; Reading 10; Modford, Ore., 11; Roseburg 12; Salem 13; Marshfield 14; Eugene 15.

April—and No Foolin'!

Who said "depression" or "recession"? The Billboard Circulation Department entered more subscriptions (paid in advance) during April than ANY other month in the history of The Billboard—and that dates back to 1894.

The circulation records (verified by Audit Bureau of Circulations) show 3,268 subscription orders entered in April.

More copies of The Billboard are being sold on news stands than EVER BEFORE.

So what? Just this. The Billboard sales records prove that The Billboard MUST be a better paper—that more people are getting back into show business—that showfolks, optimists that they usually are, realize full well that the public wants and needs professional amusements, recession or no recession.

- Hagenbeck-Wallace; Zanesville, O., 4; Bensenville 5; Warren, Pa., 6; Allentown 9-11; Parkersburg, W. Va., 12; Huntington 13; Beckley 14.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Alamo; (Nelson & Walker sta.) Atlanta, Ga. American Expo.; Charleston, W. Va.; Fairmont 9-14.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

PERCENTAGES

Critics of coin-operated amusement games like to tell how the percentage odds are stacked against the player, how the percentage may be changed, how little screws inside the machines do the trick, how the percentage of awards to the players is very low, and so on.

A Pittsburgh newspaper delivered the "master stroke" in this field not long ago by publishing on its front page a picture of the little mechanism that supposedly regulated the all-important matter of percentages.



WALTER W. HURD

Books have been written about the percentage odds in all games of chance, from racing bets to dice, and every now and then some publicity seeker gets into print by showing mathematically that "the odds are all against the player." Newspapers find it very profitable to publish the percentages on racing bets.

The most amusing thing about what the critics say of the odds in amusement games is that, if you read between the lines, they seem to want to tell the operator he should buy expensive machines, place and service them, all for the amusement of the public without any returns for himself. That amusement games form the basis of a definite business for professional operators, with buying risks, hard work, profits and losses just as any other business, does not seem to count with these critics.

What these critics never seem to consider is that this matter of percentages runs thru all business and thru life itself. In the coin machine business long experience has shown pretty well what percentages the operator can pay to the merchant, what awards can be paid to the player, and still make the machines a paying investment. That is just what happens in any other line of business.

We remind the critics of amusement games that business itself is a game of manipulating percentages. The merchant who gets a commission from the coin machines in his place of business changes prices on his goods so that a fair percentage of profit may show up at the end of the year. The operator must vary his percentage of awards to the player so as to attract players and at the same time have a margin of profit left.

The business of manipulating percentages runs thru the basic industries of the country. Amusement machines have turned mostly electrical in the last few years and all the machines taken the country over use considerable current. And there is a game of percentages in the electrical utilities. On the front page of The New York Times, April 25, 1938, is an item showing that rates for electric current in similar towns in New York State may vary as much as 358 per cent. It would be much easier to give good reasons why the operator must vary his award percentages on his games than to explain a variation of 358 per cent on electric rates in similar cities in the same State.

The manipulation of percentages in many lines of business affects the lives, happiness and daily bread of masses of the people, while the percentage of awards on amusement games is so trivial that one wonders why critics of the games

bother about it at all. As long as the New York and London stock exchanges continued to be the gambling centers of the world, the daily bread of millions of people depended upon the manipulation of percentages on these gambling boards. If anyone is inclined to weep over the variation of percentages in amusement games, he might better turn his attention to the human misery that has followed stock market gambling.

Even so necessary a thing as life insurance is a game of percentages, if you want to look at it that way. The mathematicians can produce figures to show that such a thing as life insurance is one of the biggest legalized rackets in the country—or they can produce figures to show that life insurance is a legitimate form of protection yielding a good percentage of profit to the insurance companies.

Likewise, figures can be produced to show that coin-operated games are "fixed" against the players, or figures can be presented to show that the games offer the player a legitimate amusement value for his money.

Big business plays the game of percentages for all it is worth. Rumors have it that the statisticians in a prominent university have figures on percentages that will astound the country once they are explained to the public. These statisticians have the figures to show that this game of percentages is ruining the country as fast as it can be ruined (much faster than coin machines can ruin it), if you want to look at it that way.

These statisticians have the figures to show that big business enterprises have been taking out, or draining off the highest percentage of profits the traffic will bear for the past several years. If the government dumps billions of dollars out to start trade again, these statisticians have the figures to show that business can drain off this surplus money in short order by raising the level of prices about 10 per cent. These statisticians also have the figures to show that if big business, instead of raising prices, would generally lower prices as little as 5 per cent, it would start business humming again. Thus, this game of percentages goes merrily on, while millions are out of work and many people are beginning to wonder whether the machine age is worth saving or not.

These comments on how the game of percentages runs thru all forms of business are given in order that reasonable people may base their thinking upon intelligent information.

The amusement games business is based on a system of percentages, it is true. It pays a percentage of earnings in commissions to merchants and owners of locations where the machines are placed. It pays a percentage in awards to the players, because all people who play games, whether it be bridge, golf or pinball, expect either a chance to make bets or to win some kind of an award. The operator of games knows that the more liberal in awards his games are the greater will be the patronage of his games. But in order to have a profit left for himself, he has learned that the percentages must be changed according to conditions, just as the merchant must vary prices, use loss leaders, change displays, etc., all for the purpose of inducing people to buy more goods.

The professional operator of coin machines has learned many things by experience and that is why he is able to continue in business. He employs the matter of percentages just as it is done in all other lines of business.

NACOMM Announces Next Show At Stevens Hotel, December 12-15

(The following bulletin was released for publication by the National Association of Coin Machine Mfrs. on April 28, announcing the dates and other details of the next Coin Machine Show to be held under the auspices of this organization):

Arrangements were made this week by NACOMM to hold the next coin machine show in the Stevens Hotel, Chicago, the largest hotel in the world, and selected universally as the finest convention hotel. This marks another step ahead in the growth of the coin machine industry, which now finds it necessary to go to the world's largest hotel for suitable show accommodations.

Every consideration has been given to visiting operators, jobbers and distributors in formulating these new plans. Visiting coin machine men have complained that the coin machine shows have been held at the wrong time of the year, and that it would be more appropriate and convenient to hold the show some time in December. This request has been fulfilled by selecting the dates of December 12, 13, 14 and 15, 1938, for the next show. It has been reported by operators that merchants usually order their machines down just before the Christmas holidays to make room for Christmas merchandise and, therefore, it is a dull time of the year for them but an ideal time for them to transact their business with the manufacturers in Chicago at the annual show.

Another request that has flooded the offices of various manufacturers as well as NACOMM is the selection of the hotel. This request has also been fulfilled by NACOMM in the selection of the Stevens Hotel. With its 3,000 rooms, a visitor at the Stevens could sleep in a different room every night for eight years and still have 78 rooms left to sleep in.

Fifth Annual Show

Celebrating the 5th anniversary year of NACOMM, the directors of this organization have decided to produce the most elaborate coin machine show ever held in the history of the industry. This, of course, takes in the elaborate banquet, which will be held in one room under one roof in the largest banquet hall in the world.

The Stevens Grand Ballroom, the largest and most beautiful of its kind in the world, is large enough to accommodate the enormous attendance at the coin machine banquet in a single room.

At the next coin machine banquet, a performance second to none will be produced. For the benefit of all visitors, the show will consist of the very best known talent available at the time. In fact, many surprises are in store already, which will make the banquet most outstanding.

Another feature will be the quality of the dinner served at the banquet. The committee in charge will outdo themselves to furnish the most delicious, delectable meal ever served. An outstanding swing band will furnish the music, and music it will be on this gala night celebrating the 5th anniversary of NACOMM and the inauguration of the growth of the coin machine industry in the selection of new, bigger and better quarters for the annual show. December 12, 13, 14 and 15, 1938, will be memorable in the coin machine business.

New Show Manager

The growth of the coin machine industry, automobile industry, the steel business and any other progressive industry makes it necessary to seek the very best talent available to manage the show. It is a big job and many people must be satisfied. NACOMM has selected from the key convention managers of the United States, A. B. Coffman, who will have complete charge of the show management.

Mr. Coffman has managed the Automobile Service Industries Show for the past 19 years, as well as many others for 5 to 10 years or more, including the National Premium Exposition, the Atlantic Coast Premium Buyers' Exposition and shows for the aeronautical, confectionery, engraving and other industries. The Automotive Service Industries show is the largest booth show in America, with 1019 booths at the 1937 show held last December. Mr. Coffman is considered among hotel managers and other industries holding conventions to be the best fitted for this work of anybody in his line of business. Mr. Coffman is a man of many years of experience in operating shows successfully—has a pleasing personality and knows how to handle a show from start to finish without the least difficulty.

Arrangements have now been made with Mr. Coffman to spend the remainder of this year up until show time to build the biggest and finest coin machine show ever held in the history of the world.

Mr. Coffman will work under the direction of an experienced show committee of NACOMM members, headed by N. Marshall Seeburg, of J. P. Seeburg Corp., who has been chairman of the NACOMM show committees which have supervised the successful shows of the past four years, assisted by W. E. Bolen, of the Northwestern Corp.; J. E. Broyles, of the Rudolph Wurlitzer Co.; D. W. Donohue, of Mills Novelty Co.; E. Gebert, of Advance Machine Co.; R. E. Greene, of Howe Mfg. Co., Inc.; F. H. Parsons, of Buckley Mfg. Co.; David C. Rockolis, of Rock-Ola Mfg. Corp.; W. J. Ryan, of O. D. Jennings & Co.; T. M. Stoner, of Stoner Corp.; W. A. Tratch, of A. B. T. Mfg. Co., and F. H. Vogel, of the Columbus Vending Co. All members of NACOMM, as well as exhibitors, distributors, jobbers and operators will be asked to contribute their suggestions for making the next coin machine show the finest ever.

Lieberman Reports Increased Sales

CHICAGO, April 30.—Encouraging notes are sounded from the offices of the Century Manufacturing Co. these days by Bud Lieberman, Century executive. He reports marked sales increase of Century's new penny vending machine during the past week.

"This definite upward surge in sales is due to a number of factors," he stated. "The first, of course, is the dependable vending service of candy, nuts, confections, charms, etc., day after day. This service is backed by a one-year unconditional guarantee of mechanical performance. Secondly, many operators who placed these new machines in various locations and under various operating conditions have been so firmly convinced of the possibilities of this machine that they are replacing entire routes with them. Thirdly, improved weather conditions have helped operators open many new outside spots in addition to making old ones more appealing. We could go on with 'reasons why,'" concludes Bud, "but we feel it would be boring. The fact remains that for greater profits operators are switching to the new Century penny vending

With successful operators,
with men who know
coin games the best—

It's Keeney, 2 to 1

KENTUCKY CLUB & SKILL CLUB
4-dial, 7-play console game with \$10 all cash top award

1938 TRACK TIME & SKILL TIME
3-dial, 7-play console game with \$7 top award

KEENEY'S DERBY CHAMP
7-play, 3-dial, 1-ball payout table. \$7 top award

KEENEY'S FREE RACES
Legalized 5-ball pin game, now in its 11th production run

J. H. KEENEY & COMPANY

NOT INC.
"The House that Jack Built"
CHICAGO

machine—and that's the biggest 'reason why.'"

City Councilmen Weigh Vender Tax

HARRISBURG, Pa., April 30.—Owners and operators of vending machines in this city were walking around with their fingers crossed this week. The reason is that an ordinance is now before city council to tax the owners and operators of vendors \$1 a year as a mercantile levy. At present there is no such tax on vending machines.

Who Wants Vender A Bit Different?

"To the Editor: Can you suggest any vending machine manufacturer that you think might be interested in something a bit different in merchandise vending machines?—G. O., Ohio."

Editor's Note: We had to tell this Ohio reader that about all we could do would be to publish his letter and if any manufacturer of vending machines is interested in new ideas we will be glad to supply the address upon request.

Popmatic Executive On Eastern Tour

ST. LOUIS, April 30.—Popmatic should begin to sprout up in many Eastern locations, according to officials of the Popmatic Manufacturing Co., for Walter Gummershimer, general sales manager of the firm, is now reported to be at the Hotel New Yorker in New York City on the first leg of a six-week tour of Eastern key cities. Gummershimer expects to procure a big stack of orders on this trip, for he believes Eastern ops are really "becoming Popmatic-conscious."

From New York Gummershimer will journey to Boston, Philadelphia, Buffalo, Baltimore, Birmingham, Providence, Hartford, Pittsburgh, Wilmington, Cleveland and many other cities. "On this trip Gummershimer will contact distributors

BARGAINS

WIRE 1/3 IMMEDIATE SHIPMENT

12 Rotary Merchandisers	\$45.00
3 Bally Tractors	
8 Parnio De Luxe Bells	
18 Clean Ray's Tracts	
8 Parnio Races—A-1	
14 Parnio Races (Over 3000)	\$5.00
16 Brown Paces (Over 4500)	\$45.00

ALL SOLD SUBJECT TO MONEY-BACK GUARANTEE IF NOT ENTIRELY SATISFACTORY ON ARRIVAL.

Wire Your Best Offer on Fairgrounds, Engraving, Quinlan, AtterBons, Dentons, Bantails, Tractons.

UNITED AMUSEMENT CO.

310 S. Alamo, San Antonio, Tex.

BARGAIN LIST MAILED WEEKLY

SLOT MACHINES, ALL Makes and Sizes, Automatic Payouts, Novelty Games, Phonographs.

S. D. McC. Cig. Machines. We Buy, Sell and Exchange.

COIN-O-MATIC CO.

1022 Cathedral St., Baltimore, Md.

on the new deluxe model Popmatic popcorn machine," stated President Greenbaum. "If present orders are any indication of what we might expect from this trip it looks like we'll have to figure some way of getting in more than 24 hours in each day."

Wrong Address

In the advertisement of Sanaphane, Inc. appearing on page 88 in the April 30 issue of *The Billboard*, the address of the New York office was listed incorrectly. It should have read 110 West 40th street, New York City.

SPECIALS

SLOTS

50—Milly Blue Front, No. 104	\$47.50
25—Light Cabinet	
50—Jewelry Chiefs, No. 104	42.50
25—Lax Series	
25—Pans Gammas, No. 104	39.50
Late Series	
5—Celia Commanders, No. 104	42.50
5—Lax Series	
5—Waltling Rotators, No. 104	39.50
Late Series	

All Slots Refurbished and Reinspected. Factory Reconditioned Like New.

NEW DEUCES WILD

Newest Penny Counter Game.

\$27.50

Lots of 10—\$27.75

AUTOMATIC

Barley Day \$	37.50	Racing Fern	\$ 20.50
Flora	17.50	Leland, Tex.	32.50
Envy	104.50	River	39.50
Quinnella	139.50	Evans Kono	37.50
Tran	22.50	Sony Tails	129.50
Tran Ltd.	22.50	Favella	100.50
Prokessing	30.50	Club House	95.50
Quinnell	129.50	Roy's Track	99.50
Dark Horse	12.50	Exhibit Room	72.50
Dominola	39.50	Osicle	25.00
Fast Track	89.50		
Winger	22.50		
Turf Change	32.50		

5 Rotary Merchandisers . . \$67.50

PHONOGRAPHS

2—Wurlitzer P-29	\$ 44.50
2—Wurlitzer P-12	79.50
50—Wurlitzer 412s or 312s	404.50
2—Sears Selectophones	49.50
1—Milly Queen Master	44.50

Terms 1/3 With Order, Balance C. O. D.

AUTOMATIC AMUSEMENT CO.

1000 Pennsylvania St., Evansville, Ind.



U-POP-IT

EQUIPPED WITH A. B. T. SLUG REJECTOR

ELIMINATES ALL SLUG EVILS

GUARANTEED FOR A SOLID YEAR

A PRODUCT OF DAVAL

The ONLY thoroughly perfected automatic corn popper and vendor

RANEL, INCORPORATED

325 N. HOYNE AVE. • CHICAGO, ILL.

MERCHANDISE MACHINES

Trading Post Is New Bulk Vender

DETROIT, April 30.—A new type of selective candy or similar small bulk merchandise vender is being prepared for the market by the Henze Machine and Tool Co., of Detroit. This new product has been under development for a considerable period of time, and is expected to be ready for active sales, at least in this territory, within about three weeks.

The company is headed by Paul Henze, who has headquarters at 280 Harmon avenue, where all experimental work upon the machine has been done. The company itself has been building vending machines for several years, usually developing vendors for other companies, doing the development and styling at its own plant. In at least one case one of these machines became a national success, proving the sound experience in vending machine construction that is back of the present organization.

The new machine will be a four-unit selective-type vender, to be known as the Trading Post. It has attractive polished chrome case with glass compartments, and is furnished with an exceptionally neat name plate.

About a hundred of these machines have been on location in Detroit for several months, and the various problems—"bugs" to the trade—that inevitably occur on new machines have been ironed out, so that the machine is now ready for successful commercial operation.

The tools and dies for the actual line production of the Trading Post in quantity are being prepared now at the Henze plant, and the company will be ready to go into quantity manufacturing as soon as these are completed.

Distribution is now being handled thru the Michigan Vending Service, organized some months ago. Final sales plan has not been completed but will be announced shortly.

them into dollars and cents we were up the creek.

"Model D Sel-Mor," declares Bowen, "has a world of features that eliminate most of the grief operators experience. It is practically slug proof and tamper proof and is finished in heavy crinkled baked enamel and chromium. All inside working parts are heavily nickel-plated and are guaranteed against defects for a two-year period. We have had few complaints in the thousands of machines we have manufactured and sold during the past few years.

"We not only intend, but do give complete satisfaction," concluded Bowen. "We've taken the bugs out of coin vendors to cure those headache operators can get so easily. Model D Sel-Mor's triple modernistic base is fully covered by design patents. This is another precaution we have taken for the protection of our customers. We make our own styles and let the slugs fall where they may"

Popmatic Built To Last, Claims Exec

ST. LOUIS, April 30.—The Popmatic automatic pop-corn merchandising machine should last indefinitely," states George Delf, works manager and chief engineer of the Popmatic Mfg. Co.

Delf further stated: "The stetting process which is used on valve hooks and lifts of Diesel and Corliss engines is also included in the manufacture of the Popmatic machines. It is common knowledge that Diesel and Corliss engines not only operate smoothly, efficiently and economically but also last for extremely long periods of time.

"This stetting process is only one of the many modern processes by which Popmatic is built, and we emphasize this point because it clearly shows that neither time nor expense is spared in giving our customers the finest product that can be manufactured. Incidentally, the stellite material costs \$30 per pound," he concluded.

Cadillac Vending Closes

DETROIT, April 30.—Cadillac Vending Machine Co., manufacturer of a four-unit vending machine, has discontinued all operations, Tony Jacobs, who headed the company with Gattas Ammar, said this week. Plans for the company have been indefinite for some time, but dies and patterns have now been sold to a Chicago manufacturing organization, and the company finally liquidated.

Theaters Making Change for Venders

NEWARK, N. J., April 30.—Smaller theaters in this area have adopted a change-making system which is reported to be helping operators realize greater revenue from their merchandising machines. Large quantities of nickels are kept at the box office, one manager reports, and the cashiers are instructed to make change in nickels whenever possible. As a result the machines located in the lobbies of the theaters are reported to be realizing greater play.

The average theater owner claims to keep the merchandisers solely for the convenience they are to his patrons. It is understood that some of the smaller movie houses are realizing fine revenue from these machines. Some of the machines are reported to be serviced by the operators three and four times a week.

One operator reports that the public still has not become accustomed to the smaller bars of nationally advertised chocolates used in the machines, but they seem to accept them good-naturedly. Chocolate raisins and other candies seem to be the most popular.

King of Mdrs. Is Popmatic Pledge

ST. LOUIS, April 30.—The tools from which the new de luxe Popmatic are made are cut from Tungstite-Carbide, report officials of the firm. This material is the hardest and sturdiest known to the engineering profession, it is claimed, and costs \$800 a pound, which is practically twice as much as the present market value of gold.

"The use of Tungstite-Carbide in the cutting of our tools," stated R. E. Greenbaum, president of the firm, "is another example of how we use only best of materials obtainable in manufacture of Popmatic machines. We want to insure all our customers that they not only will obtain a unit that will make tremendous profits for them but also a unit that is built in such a manner that will last for many years to come. In keeping with this idea we have spared neither time nor expense in fulfilling our pledge to manufacture the king of automatic merchandisers."

LOW PRICES ON USED CIGARETTE MACHINES

THOROUGHLY RECONDITIONED FULLY GUARANTEED.

NATIONAL No. 2	\$ 3.50
NATIONAL No. 4	5.00
NATIONAL No. 5	5.00
NATIONAL No. 6	5.00
ADVANCE—4 Columns	7.50
MASTER—6 Columns	12.50
NOBREL—4 Columns	5.00
HOWE ARISTOCRAT—4 Columns	22.50
UNEEBA-PAK—8 Columns, En- closed Stand	27.50
NATIONAL—No. 6-20	37.50

F. O. B. New York City.

Terms: 1/3 Cash, Balance C. O. D.

HENRY WERTHEIMER

331 Fourth Ave., New York, N. Y.

PEANUT & GUM VENDING MACHINES

NEW, DIRECT FROM FACTORY

Only \$2.40 and up

Over 60,000 Sold

Write for Full Information Today

5/8 Ball Gum at New Low Price.

ROY TORR

2047-A So. 68th St., Philadelphia, Pa.

U-SELECT-IT

Candy Bar Venders, 54 bar capacity, slug proof, tamper proof, 3 colors to choose from, precision built, absolutely selective, minimum space. Write for circulars and price.

MILLER VENDING COMPANY

615 Lyon St., Grand Rapids, Mich.

Michigan Distributor

\$200 Weekly Profit WITH EACH 2 IN 1 VENDOR YOU OPERATE

DAVE ROBBINS' STIMULATION PLAN DOES THE TRICK

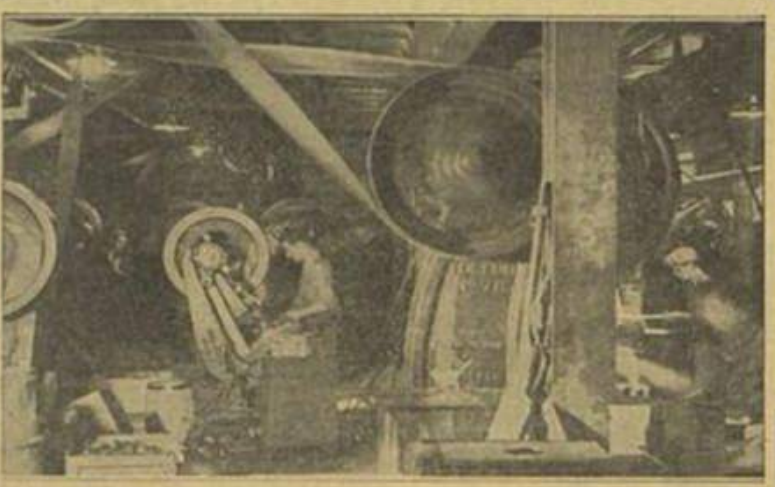
Write for details today

D. ROBBINS & CO., MFRS.

11416 DEKALB AVE., BROOKLYN, N. Y.

Sel-Mor Vender in Full Production

KANSAS CITY, Mo., April 30.—The Star Mfg. and Sales Co., Kansas City, reports full-scale production on the new 1-cent vender, Sel-Mor Model D. L. S. Bowen, Star's manager, states: "We have already received over 400 orders from foreign countries thru advertising in The Billboard, altho Model D has been on the market only a short time. In fact, the orders were of such varying languages that we had to call upon the foreign department of a local bank for translations. We could read the figures all right, but when it came to turning



HERE'S ONE OF THE POWERFUL PUNCH PRESSES used in the production of the Popmatic automatic pop corn vending machine.

NUT VENDOR

5¢ Coins Money FOR YOU!

HUGE DEMAND BY MERCHANTS

MARKET DRUG STORES, TAVERNS, BARS, RESTAURANTS, CLUBS, CIGAR STORES, WAYSIDE STANDS.

Establish a permanent paying business in your community with Cashmere Nut Vendor. Millions of dollars spent monthly for 5¢ nuts and candies. Most theaters agree to post Magic Salesman dispensers on their premises. They pay only for the minimum cost of merchandise. You keep 5¢ per nut—and collect your regular WEEKLY INCOME! Strict territory rights protect your growing business. Write: **CASTERLINE BROS.** 1016-1528 Sunnyside Ave., Dept. 88, Chicago, Ill.

PERFECT PAC ASSORTMENT

FOR VENDING MACHINES . . . \$1.25

New! Exclusive! PERFECT-PAC contains 250 Chances, Novelties, Includes Editions, Jewelry Charms, Flags of Nations, All Birds, Dogs, Gamesters, Novelty Draperys, Soured Charms. Order TODAY!

COLONIAL SALES & NOVELTY CO. 2301 Wayne, Kansas City, Mo.

CHARMS Not the Ordinary But an Extraordinary Assortment.

Great Assorted \$1.00 As Low as 75c Gross. All Best Grade Charms—No Metal.

IDEAL SALES, INC. 1510 Market St. St. Louis, Mo.

Co-Operation

By W. R. GREINER

Northwestern Corp., Morris, Ill.

"We must all hang together or assuredly we shall all hang separately." So said Benjamin Franklin on July 4, 1776, but those words are just as true today. Show me the business, large or small, which is not kept thriving by the co-operation of all concerned.

Take the bulk vending industry for example. From the time a machine enters the assembly line until it is on location there is one round of co-operation—manufacturer, distributor, operator and location owner all do their part to keep the wheels of the bulk vending industry turning smoothly and profitably. The success of one means the success of the other; likewise when one partner falls down everyone suffers.

Consider Others

The operator who has designs of really going places in this field should mind well this business of co-operating. Carry on your work in a manner which would be pleasing to all concerned. Keep in close contact with your distributor, for he can give you helpful hints on operating and excellent advice in situations which may be puzzling to one not so familiar with the field. Show the location owner you're a regular guy. Keep your machine sparkling and filled with fresh, inviting merchandise. Make him

realize that the most profitable spot in his establishment is right where your machine is located.

Treat your brother operator as you want to be treated. Stick to the unwritten laws of bulk operating. Don't try to beat him out of a location by offering higher commission which is completely out of line with the bulk vender. Too late you'll realize you were only cutting your own throat. Don't sell machines to location. If they will not have a vender on a commission basis you're not their man.

Put your confidence in the manufacturer of your equipment. He has constructed the machines to the best of his ability, and should you have some slight difficulty with a particular machine take the matter up with him directly, don't go around voicing complaints to those who can't do anything about it.

So take heed. Remember you are a member of a large organization which owes its success to the individuals who compose it. Your efforts will mean bigger profits for you and better business for the entire industry.

Stewart & McGuire Buy Out Vendrink

DETROIT, April 30.—Stewart & McGuire, Inc., vending machine distributor with offices in New York and Detroit, has taken over the Vendrink Corp., manufacturer of a vending machine under the name of Vendrink. The entire plant has been transferred to Long Island City, N. Y., where Stewart & McGuire, Inc., will continue the manufacture of the machine. The machine is for vending any kind of drink, altho it is being made primarily for Coca-Cola, which is in the greatest demand. The customer inserts a nickel and out comes a paper cup filled with a full size drink. Each drink is individually carbonated and electrically cooled. The first display of the machine in Detroit is expected to take place shortly as the machines are now en route.

The drink costs 1.8 cents, including the syrup and the cup, commission usually given the location owner is 1 cent, which leaves the operator 3.2 cents profit on every drink.

New Angle Seen In Service Field

DETROIT, April 30.—An important but little known field for vending machine operation is typified in the field of service machines manufactured and distributed by the Swansdown Sanitary Garment Co., Inc. This company, located in Detroit, merchandises its products on a national basis.

Machines distributed by this company are placed on location solely in ladies' restrooms and similar locations and prove a steady source of revenue.

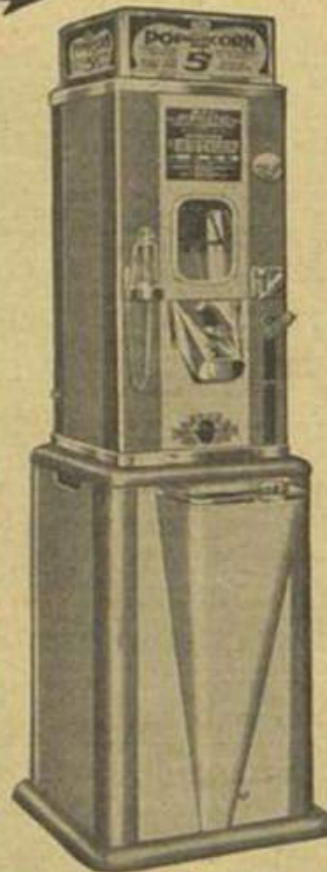
Because of the unusual nature of the service this type of machine is ordinarily distributed directly to the building or industrial operator, rather than to a coin machine operator. As far as reported no operators in the trade sense are specializing in this field despite the examples of steady business to be found in other types of washroom service machines, as the Nik-o-Lok, whose franchise for several States has been operated for many years by Frederick E. Turner.

Appliances Placed By Detroit Firm

DETROIT, April 30.—Eimer Bower, manager of the meter division of Hurley Machine Division (Electric Household Utilities Corp.), reports business in its field as being good and quite consistent. Company places coin-operated washing machines and ironers on a percentage basis.

Mr. Bower states while there have been quite a number of changes in users by reason of removal of tenants and new tenants coming into apartments, the decrease has not been more than 8 per cent below the normal expectancy.

Willard Lapham is in charge of the wholesale division of the branch here. Several of the new 1938 models have been placed on locations. These have white tubs and all safety wringers. This new wringer carries the approval of the Underwriters Laboratories, and the first wringer to be approved by them, according to Mr. Bower.



LOOK AT THESE FEATURES!

★ POSITIVE SLUG REJECTOR

The same drop type as used on the best cigarette merchandisers. 95% slugproof.

★ AUTOMATIC HEAT CONTROL

Corn cannot possibly burn as heat is automatically shut off at high temperatures.

★ AUTOMATIC POP-CORN RELEASE

Popped corn will automatically trip into delivery chute even if purchaser walks away from machine.

★ POPS CORN IN LESS TIME

Tests have revealed that the POPMATIC pops a brimming bagful of popcorn in less time than any similar machine on market.

★ AIR CONDITIONING

Insures crisp, mammoth grains.

★ GLASS ENCLOSED POPPING UNIT

Prevents leakage and makes cleaning easy.

★ ACCURATE SEASONING—Compound Leveling System

Insures owner that the right amount of seasoning compound is always in compound compartment. Also insures a clean, healthful popcorn aroma and definitely eliminates unsavory oil odors.

★ SIMPLIFIED, DEPENDABLE OPERATION

★ SANITARY CORN CHUTE AUTOMATICALLY CLOSED WHEN NOT IN USE

★ SUPERIOR CONSTRUCTION THROUGHOUT

Neither time nor expense has been spared to produce the finest popcorn merchandiser money can buy.

★ PRICED LOW

The selling price of the new POPMATIC is extremely low when compared with its high earning power and excellent construction.

★ 100% LEGAL

When you operate POPMATIC you are in an automatic merchandising business and will not have any trouble whatsoever from legal sources.

★ 4 YEARS IN THE MAKING

It has taken over 4 years of research and development to bring the new POPMATIC to its high degree of perfection. That is why we say FIRST AND BEST.

★ REQUIRES ONLY TWO PHYSICAL OPERATIONS.

The POPMATIC is 100% more efficient than any other similar machine on the market.

★ FULLY PATENTED.

READY FOR IMMEDIATE DELIVERY

Hundreds already on location! A very few days after you place your order your POPMATIC machines are on location, ready for business. That's the moment your income begins! DON'T DELAY ANOTHER DAY! ACT AT ONCE! PHONE—WIRE—OR WRITE FOR COMPLETE DETAILS AND PRICES.

By all means obtain a demonstration at your distributor's show rooms.

POPMATIC MANUFACTURING CO.

5147 NATURAL BRIDGE AVE.
ST. LOUIS ++ MISSOURI

UNIVERSAL VENDORS

THE FINEST TOY AND BULK MERCHANDISER OF ITS KIND. INTRODUCTORY PRICE!

Cash \$6.95 With Order Vends Everything

★ MASTER Merchandiser For Bigger Profits. 1¢ Single, \$6.00. 1¢ and 2¢ Cans—\$11.00

★ PEANUT AND GUM VENDING MACHINES NEW FROM FACTORY. \$2.40 UP

Write for further information. Cash with all orders less than \$10.00.



RAKE COIN MACHINE COMPANY, 1815 Woodland Ave., Philadelphia, Pa.

PROVEN Money Makers!



Be an independent operator. Place Tom Thumb Vendors in stores, waiting rooms, taverns, restaurants, bars—where you know Tom Thumb vendors candy, peanuts, gum, juice, paper tobacco. Why get rich on penny gum. Make Tom Thumb operators more independent. Start small, grow big, have a chain of your own. Tom Thumb works while you're away. You keep key, collect your profits daily. Handmade, compact Tom Thumb gets in where ordinary vendors are shut out. Make your business "Tale Tumbler" back. A profitable—get out the credit. (Tom Thumb) be kid-back. Money-back guarantee products you while you grow the trade. Write today for inside story of chain operation, full details of your own business opportunity. Many good openings now open. Don't wait. Write today. FILDING MFG. CO., Dept. 19, Jackson, Mich.

IRON STANDS

FOR ALL TYPES OF VENDING MACHINES, INCLUDING FLANGES FOR STEWART & MCGUIRE MACHINES. AT NEW, LOW PRICES!! WRITE FOR PRICE LIST TODAY!!

SUNFLOWER VENDING MACHINE CORP. 558 W. 183rd ST., NEW YORK

"TRINKETS"

FOR YOUR VENDING MACHINES. New, original, beautiful. Very large assortment. Increase the play 100%.

225 Pieces — \$1.00
1350 Pieces — \$5.00
M. T. DANIELS
1025-1027 University Ave., WICHITA, KAN.

A PEACH FOR PROFITS



Sensational opportunity to make real profits with MOTO-SCOOT. Dealers and concessionaires everywhere are "cashing in" renting and selling. Rents just like a bicycle. Take advantage NOW, and write or wire immediately for special dealership offer.



209 So. Western Ave., CHICAGO

cigarette merchandisers' association

Address Communications to The Billboard, 1564 Broadway, N. Y. C.

CIGARET price maneuvering is still a bit indefinite in spite of the fact that the New York tax deadline has passed. Philip Morris & Co., usually the first to show co-operation with retailers, refused to absorb the tax on the grounds it would encourage similar taxation in other cities since it took away the responsibility of the consumer paying the tax. . . . The American Cigarette and Cigar Co. announced it would absorb the tax on Pall Mall, and P. Lorillard announced a similar policy for its new brand, Dieties, altho they will not absorb the tax on their other brands including Old Golds. . . . Axton-Pfizer dodged direct reference to the tax by announcing a general price readjustment on their Spud brand. The previous allowance of 25 cents per thousand on Spuds has been suspended in favor of a general allowance of 10 per cent. In other words, each 1,000 Spuds will be billed as \$90. . . . Brown & Williamson have not, and probably will not, announce a price change. . . . The big three, of course, are taking an independent attitude and definitely will not absorb the tax.

Taxation is the newest of our obstacles in the path to profit and success. For weeks now we seem to have pushed petty suspicions and grievances into the background, all of us anxious about the taxation problem.

Well, it has happened. And it's my opinion that whether it be taxation, high commissions, bonuses or non-member competition—any or all of these difficulties can be overcome if we will only brush aside those of our complaints which are minor, those of our difficulties which are relatively too unimportant to interfere with a broad program of progress.

Personal grievances, petty slights, whether they are real or imagined, small individual problems can well afford to be sacrificed if in our fight against major obstacles we can attain harmony.—Will R. Golden.

There are few associations that have the esprit de corps of the CMA of New Jersey. Just by way of citing how much they recognize the rights of the minority the meeting of April 12 was held in Trenton, N. J., even the journeying there was a great inconvenience to the majority of the members. Seventy-five per cent of the members were on hand, 500. . . . Another interesting sidelight of this meeting was President Malkin's institution of a "good welfare period." The idea of this period was to secure expressions of opinion from members who previously had more or less sat on the sidelines during the discussions. The president told those who usually lead the discussions that their opinions were not wanted and to keep still while the "listeners" had their inning. The result was that for more than an hour the "quiet" members gave voice to their opinions and the group sat up and took notice of the interesting and constructive criticism that these discussions brought forth.

Undaunted by the success of the First Annual Banquet and the Exhibit of the Evolution of the Cigarette Merchandising Machine, which the Cigarette Merchandisers' Association of New Jersey just concluded, the association is forging ahead on its new program of progress in New Jersey. It has appointed a ways and means committee, whose purpose is to seek and maintain the complete co-operation of the manufacturers of cigarette machines to the end that stabilization in the industry insofar as New Jersey is concerned may be hastily attained.

An organization meeting of Cigarette Merchandisers' Association of Massachusetts was held on January 13, 1938. The meeting was addressed by Mr. Stein. The members wanted to know why the Jersey association was so successful, and Mr. Stein told them that his organization was patterned after the Cigarette Merchandisers' Association of New York. They therefore decided to engage a paid manager. Eighteen members were present, which represented 90 per cent of the operators in that State. A. Sharenov was elected president. They will pattern their association after that of New York.

The association movement was also started in Baltimore, Md.; Aurora, Ill.; and Milwaukee, Wis. Any assistance they wish will be gladly furnished by the New York and New Jersey associations. . . . J. Goldenberg is president of the Ohio association.

Times Change

—By SANAPHANE, Inc.—

Times change. Old taboos are forgotten. What was yesterday talked about behind closed doors and in hushed whispers is today given fullest publicity without shocking anybody. Thus the U. S. Public Health Service, together with other forward-looking institutions, is today spending millions to make the public familiar with the dangers of social diseases and allied infections. Newspapers and magazines are contributing millions of dollars' worth of space in this crusade to make the public recognize the dangers of innocently catching disease, and to point out important safeguards.

Thus, free publicity on an unprecedented national scale is creating a public interest and receptivity for any products that vending machine operators may purvey which will decrease the danger of toilet-room infection.

We offer Sanaphane, a self-disposing seat cover of fine tissue, as the obvious answer to the vending machine operator's prayer. The cover is so arranged that the flushing action carries away the entire cover. The cabinets take up small floor space, are handsomely finished in a beautiful brown crackle effect, and it will enhance the attractiveness of the most modern restroom.

Most locations welcome a service such as this, since it means a saving in supplies now used by many buildings. As 90 per cent of the patrons of public restrooms are inveterate "nesters," con-

sistent sales can be made at a good profit almost anywhere.

To better facilitate the handling of Eastern business, Sanaphane, Inc., has recently opened a New York office at 110 West 40th street, which will be under the direct supervision of William Novack. The home office of the firm is at 3423 Franklin avenue, St. Paul, Minn.

CMMA Meeting

CHICAGO, April 30.—The officers and directors of the Coin Machine Manufacturers' Association held an enthusiastic meeting at their headquarters, Suite 323 and 324, at the Hotel Sherman here, on Wednesday evening, April 27.

A unanimous decision was reached to continue the active drive for membership. What was said to be an important step was the decision to make arrangements whereby operators could have annual membership privileges at an extremely low fee.

H. W. (Dick) Hood was elected as vice-president. The resignation of J. H. Keeney as vice-president was also accepted with regrets.

Grenner Appoints New Distributor

NEW YORK, April 30.—Bob Grenner, of the Mechanical Sales Corp., announced the appointment of a new distributor this week for the new perfume vender known to the trade as the Perfume Bar.

"The States of Ohio and Michigan will be handled by the Champion Vending Co., of Detroit," Grenner stated. "This firm is headed by two well-known experts in the vending machine trade, Louis and Philip Berman. They are enthusiastic over the potentialities of the Perfume Bar and believe that it will become one of the leading merchandisers in their territory. This firm expects to make immediate contact with leading ops in their territory and are also formulating plans for presenting this machine to ops in outlying territories," he concluded.

Charms Score With Ops

LANSDOWNE, Pa., April 30.—According to officials of the Candy Crafters, Inc., the assortment of charms they are offering at this time are proving to be quite popular with bulk vender operators. "This assortment contains 144 different items," they explain, "and that means no two pieces are alike in each assortment. For many years our firm has been popular with members of the vending trade as a manufacturer of bulk vending and specialty candies. We cater to operators," they concluded, "and maintain jobbing outlets in various parts of the country to give our customers the best service at all times."

Robbins Buys Cig Machines

BROOKLYN, April 30.—Dave Robbins, of D. Robbins & Co., has just purchased a large stock lot of Howe Aristocrat cigarette machines. He purchased the machines at a reasonable price and claims he is passing the bargain along to operators. Machines have slugged coin slots and a capacity of 150 packs.

FOR VENDING MACHINES HARD SHELL—

Boston Baked Beans

Smooth Burnt Peanuts

Fruit Dibs

Black & White Licorice Dibs

Rainbow Peanuts

Dainty Cup Eggs

Licorice Petites

Mint Patties

C
A
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S

PANS DE LUXE ASSORTMENT

200 Charms—40 Varieties.
No lead—No junk.
(Fill in Coupon for Price List.)

Name.....

Address.....

City..... State.....

One Panel, 14x 7 1/2" 12c

PAN CONNECTION FACTORY
(Incorporated Candy Co.)
345 W. Erie St.,
Chicago, Ill.

Customers: Please send no full particulars and samples of your Hard Shell Candies.

The NEW STREAMLINED SEL-MOR DeLuxe



ABSOLUTELY GUARANTEED AGAINST DEFECTIVE PARTS FOR 5 YEARS

\$7.25 SAMPLE

Write for Quantity Prices
The Best and Most Complete Vender at 80¢ PER PACK!
Rich Machine, lowest cost and most complete.
CHARMS, CONFECTIONS, PERFUMES. Discard your old-fashioned vendors, go Modern with SEL-MOR!

GREAT STATES MANUFACTURING CO.
1601-09 East 39th St., Kansas City, Mo.

A Real Buy!—ROE 15c



ARISTOCRAT CIGARETTE VENDORS

SLUG PROOF COIN SLOT
8 Columns
Capacity 150 Packs.
Vends Book Matches Automatically
PRICE—\$27.50.
Lots of 5—\$25 Each.
Metal Floor Stand, \$3.00.
Furnished with 200 Coin Slugs at \$2.00 Extra. Mechanism and Finish GUARANTEED Like New. Terms: 1/3 with Order, Bal. C.O.D.

D. ROBBINS & CO. 1141-B DEKALB ST. BROOKLYN, N.Y.

WHY HAVE WE SOLD MORE DE LUXE CHARM PACKS THAN ANY 5 OTHER JOBBERS IN THE U. S. A. COMBINED?

LEARN WHY—MAIL 75c TODAY FOR SAMPLE GROSS CHARMS POSTPAID TO YOUR DOOR!

EASTERN

350 MULBERRY ST. NEWARK, N. J.

THE COIN CHUTE LEAGUE

INDEPENDENT • CONSERVATIVE • EMPLOYMENT • CHARITY

Address THE COIN CHUTE LEAGUE, 404 Woods Building, Chicago, Ill.

Greater Needs

The New York Times, April 19, 1938, explains how the needs of private charitable agencies are constantly increasing, as follows:

"Private social welfare and health agencies in New York City spend about \$65,000,000 annually. From various sources, including capital funds, they receive about \$60,000,000 a year. They must depend on annual contributions for the remaining \$25,000,000. These contributions have fallen off as the needs for social services have increased, so that an additional \$10,000,000 will no more than keep the services afloat. This money will go to approved organizations to care for the sick, at home and in hospitals, and to provide health education and advice; for family welfare and emergency relief; for the care of children and old people; for vocational adjustment in the cases of young people and handicapped adults; for recreational facilities, and for study and research.

"There are many reasons why these services cannot all be rendered by public agencies. The private agency fills in gaps, can dispense with red tape and can meet pressing human needs which no relief law, however ingeniously drawn, could cover. Private agencies, such as the Greater New York Fund will help, are expressions of the spirit of the good neighbor. This will be something worth hearing in mind next month. We will be giving, in form, to institutions, but in reality to people in trouble."

A similar story could be told of every other city and town, where members of the coin-operated machine trade live and work and make their contributions to local charities. The need for private charities increases in all cities and towns, regardless of size.

Community Chests

Community Chests have provided some sort of systematic way of contributing to charitable agencies in many cities. Members of the coin-operated machine trade contribute in their respective cities to the general fund. The head organization, Community Chests and Councils, Inc. (New York City) reveals that during the recent community fund campaigns, 9,000,000 donations were made to private agencies thru Community Chests in 467 cities. These gifts, it is said, reached a total of \$83,500,000. Since the World War donors in the nation have given a total of \$1,200,000,000 to the Community Chest funds.

The comparatively new profession of social work is becoming an important factor in all public and private charities in recent years. Walter S. Oiford, head of the Charity Organization Society in New York, says that trained social workers who can recognize facts and conditions affecting people in need are just as essential in the field of charity as trained engineers in industrial fields.

Eyes for the Blind

Since the possibility of contributing to old phonograph records to schools for the blind was made known a year or so ago the coin machine industry has shown more interest in those who have lost their sight.

The Chicago Evening American recently made an editorial appeal for the blind, as follows:

"This is Be Kind to Animals Week and the plea gains significance in the story of the first Seeing Eye dog, now starting a 11th year of serving her master, a blind founder of the organization which has furnished 350 sturdily trained dogs to fortunate blind persons, 12 of them in Chicago.

Even as the man and his dog celebrated their 10th anniversary by a visit to the Seeing Eye office here, the dog again saved her master's life. A car, skidding out of control, bore down upon them at Adams and Wabash.

The dog jumped backward to safety, saving her master to do likewise, and the auto missed them by inches.

"Grateful as you are that the fortunate down here have their dog companions to give them sight, what of Chicago's other 8,000 blind? The Chicago city council has passed an ordinance limiting use of white canes with red bases to blind or partially blind persons.

It has provided fines of \$1 to \$100 for motorists and others who fail to give the right of way to bearers of such canes.

"Every blind person in the city can obtain one of the canes, furnished without charge by the Lions' Club, by applying to a police station. The rest of us can do no less than lend a helping hand when we meet a blind person carrying one of the canes."

Mrs. Roosevelt Records

The voice of Mrs. Franklin D. Roosevelt was added to "the library of talking books for sightless readers" recently when she read from the first chapter of her book, "This Is My Story," for the American Foundation for the Blind. The Foundation asks as many authors as possible to make at least one record of books they have written. Then professional readers complete the recordings.

Several agencies for the aid of the blind can use old phonograph records for making these "talking books" and are always glad to receive gifts of such records.

Plenty Experience Behind Abbott Work

CHICAGO, April 30.—Altho the Abbott Sales Co. is in name a new company, yet in experience it is an old one, for that experience is made up of over 20 years of slot machine work—over 20 years of reconditioning and rebuilding slots so that they may again be put into steady profitable use. It is reported, "All work done by the Abbott Sales Co. is done by experts, by factory-trained slot machine men," state officials of the firm.

"In addition to offering coinmen the service of rebuilding and reconditioning slot machines, we carry in stock a complete line of used slot machines—machines that have been rebuilt and carry the Abbott guarantee of quality workmanship and dependable performance," they concluded.

Jungle Is Name Of Genco's Latest

CHICAGO, April 30.—The Genco, Inc., plant this week introduced another new novelty game to the coin machine trade. This newest game is titled Jungle and, according to Meyer Gensburg, Genco official, is appropriately named, for "it incorporates all the weird fascination and interest of the jungle, even to the backdrop and playing-field decoration and action.

"Jungle is the most beautiful novelty game you've seen in years," he stated. "Actual jungle scenes decorate the playing field. The player's score is indicated on the light rack, where 100 points are recorded for each bumper hit; 1,000 points when the ball rolls over one of the 1,000 switches. The player is rewarded for achieving certain high scores, and as a double appeal awards are doubled if the jungle picture in the back rack is completely lighted up.

"When a player steps up to the game the center back rack is mirrored. When a ball rolls between one of the six pairs of bumper springs in the playing field a corresponding section of the Jungle picture will be illuminated on the transparent completely mirrored surface. There are six sections to the picture, so in order to light up the picture completely the balls must roll between every pair of bumpers. It is possible to complete the picture with just two of the five balls. This feature will keep the player's interest at high pitch at all times.

"While we now offer coinmen a brand-new idea in a coin game on which they may capitalize, our latest success, Gay Time, is going greater than ever," Gensburg went on. "Each day sees more and more orders arrive for this outstanding high-score novelty game—the game that incorporates both the bumper spring and kicker progressive scoring systems. Operators throughout the country express their enthusiasm for this powerful profit earner, not only in the unusually large number of orders they are placing for it but in their many comments as well.

N. Y. City Cig Tax Regulations

Regulations relating to the local law imposing a tax on the sale of cigars in the city of New York as applied to cigaret vending machines.

Permits

A permit in the form of a disc approved by the comptroller and required for each cigaret vending machine. Such permit disc will be furnished by the treasurer and must be affixed to the inside glass on the face of the vending machine in such a manner as not to cover the federal stamp. In no event should the glass in front of a vending machine be transferred from one machine to another, nor may a disc permit be transferred from the glass of one machine to the glass of another. The disc permit is evidence of the licensing of a specific machine at a specified location and is issued to the person named in the application only.

When a machine is removed from one location to another the vending machine owner or operator must notify the treasurer of such a change and make application for a new permit. A statement must be submitted to the treasurer, showing that the old permit was removed and destroyed. When a disc has not been obtained for a vending machine the treasurer reserves the right to seal such machine promptly. The seal may not be broken without the treasurer's permission. In the case of temporary stands or other places where cigars are sold for a limited time, permits must be secured for the term of business, and when business is discontinued the permit must be surrendered to the treasurer.

Purchase of Stamps

Stamps are to be paid for by currency, money order or certified check, week days from 9 a.m. to 3 p.m.; Saturdays from 9 a.m. to 12 noon, at the office of the city collector, Room 100, Municipal Building, New York City. Checks, drafts or money orders must be made payable to the city collector. The treasurer, in his discretion, may permit the purchaser of stamps to pay for such stamps within 30 days after date of purchase, provided a surety bond satisfactory to the treasurer is filed with him. All persons are prohibited from transferring, selling, lending or borrowing stamps.

Use of Metering Machines

The treasurer, in addition to the sale of stamps, may permit agents to stamp packages of cigars by means of a metering machine to be approved by the treasurer. The right to use such metering machine is restricted solely to agents who sell cigars at retail directly to the consumer. Payment of tax shall be made either in cash at the time the meter is set or on 30 days' credit on the same terms as above.

Bally Game Starts 3-Day Marblethon

CHICAGO, April 30.—"With apologies to Hippy," says Archie Berger, "you can believe it or not, but I recently saw with my own eyes what I'm positive is the longest continuous marble-game session on record—a dignified elderly gentleman who played Bally's Elderly from Friday morning until 1 a.m. Saturday, stopping only to grab a sandwich two or three times during the day; then back on the job at 9 a.m. Saturday until 1 a.m. Sunday, and from about noon Sunday to 1 a.m. Monday."

Berger is field assistant to Jack Fitzgibbons, Eastern regional distributor for Bally Mfg. Co. "Naturally I didn't spend all day watching him," Archie explained, "but he was there every time I came into the spot—which was the drug store in the hotel where I live—and the clerks told me he practically never got more than a few feet away from the game. The operator tells me he is going to install a Bally Reserve in the spot, and I suggested it would then be necessary to furnish a cot for the old gentleman."

And that players are enthused over Gay Time does not need to be told by them, for the operators' reports of earnings and orders for games speak for themselves.

500 BRAND NEW 3-WAY DE LUXE GRIP TESTERS FOR IMMEDIATE DELIVERY

JOBBER AND OPERATORS WIRE YOUR ORDERS



USED PIN GAMES	
1 Pacific Phantom, S. U., like new	\$17.50
1 Pulsona Jr., S. U., perfect	20.00
2 Tuff Operator, S. U., perfect	25.00
1 Mills Post Time, S. U.	20.00
1 Bally Club House, S. U.	30.00
1 Western Deputy, S. U., like new	25.00
1 Bally Kandy, S. U.	27.50
1 Stoner's Air Race	17.50
3 Real 21, perfect	3.00
1 Bally Classic, S. U.	17.50
3 Bally Bulls Eye, S. U.	27.50
1 Mills 1-2-3, like new, S. U.	30.00
1 Goldfish, Hershey's, F. & G. F.	25.00
1 Palace Escamote, S. U.	45.00
1 A1 Star Gun Multiple, S. U., like new	30.00
2 Mills McGee, milo check, perfect	20.00
2 Bally Carvins, S. U., perfect	16.50
2 Mills Big Race, S. U.	30.00
1 Goldfish Derby Day, ticket model	35.00
2 Shooting, ticket model	25.00
1 David Bad Side	15.00
6 Jennings Deluxe Sportsman, perfect, cash pay	27.50
4 Miss America, like new, cash pay	25.00
2 Arlington, cash pay, like new	22.50
5 Previews, cash pay, like new	30.00
1 Royal Race, cash pay, perfect	15.00
1 Macintosh, cash pay	15.00
1 Gallop and Dodge, cash pay, perfect, original model	35.00
PHONOGRAPHS	
2 Rock-Ola Rhythm Master, 16 reel, brand new	\$175.00
2 Gabriel Jr. Multivibrator selection	27.50
2 Soundex Symphony-A	30.00
2 Rock-Ola Night Club, perfect	22.50
2 Gabriel Jr. Set, not multivibrator	22.50
6 Rock-Ola 12 Record Multivibrator, perfect	60.00
WAYS TRACKS	
Ray's Tracks, brand new, 50 cash model, direct from factory	\$107.50
50 Cash, direct from factory	175.00
50 Tr. Mod., direct from factory	175.00
4 Ray's Tracks, slightly used, for check correspondence, serials 2547-4501-4416-4571	75.00

We have available for delivery Bally's Multivibrator, Reservoir, Kahlert's Turf Times, Paul Bennett's Double Wheel and others. All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order. All used machines are offered subject to prior sale. Write and ask us to put you on our mailing list. These prices effective May 7, 1938.

MOSELEY VEND. MACH. EX. Inc.
60 Royal St., Richmond, Va.
Day Phone 3-4511 Night Phone 5-5222

SELLING-OUT 357 Rebuilt Slot Machines

Mills Blue Fronts, 50 Play	\$ 41.50
Mills Blue Fronts, 10c Play	42.50
Mills Blue Fronts, 25c Play	43.50
Jennings Chiefs, 5c and 10c Play	39.50
Walling Nak-A-Tops, 10c and 25c Play	39.50
Four Royal Twin Coinsets, 5c and 10c Play, Brand New	185.50
Four Royal Twin Coinsets, 5c and 10c Play, Used two weeks	149.50
Four Coinets, 5c and 10c Play	34.50
Columbia Slots	33.50
Jennings Little Ducks, 1c Play	14.50

Terms: 1/3 Deposit with Order, Balance C.O.D. IMMEDIATE DELIVERY—Every Machine Guaranteed Mechanically Perfect.

OHIO SPECIALTY CO.

(Plenty of Stock at Eber Office)
713 E. Broadway, Louisville, Ky.
129 W. Central Parkway, Cincinnati, O.

truly amazing
VANAK

SLUG REJECTOR

Patented Chuck and Chuck Separators give extra protection. Individual chucks available for each operator—no added income required! See your jobber or write

A. DALKIN CO.
4311-13 Ravenswood Ave., Chicago.

Cooper Plans To Modernize Phonos

CHICAGO, April 30.—Larry L. Cooper, distributor of parts for Wurlitzer phonographs in the Central States, has announced the opening of new offices at 3420 South Parkway, Chicago. The firm will bear the name of Chicago Simplex Distributing Co. Since the opening of the new offices Cooper states that everything has been humming with activity.

At the same time Cooper also announced a "simple, inexpensive idea for modernizing various models of Wurlitzer phonographs which is proving to be a big success from every standpoint." He said that every operator who has investigated the new replacement unit has been very enthusiastic about the way it improves the appearance of the machines and drags in the nickels.

"This new idea consists of an attractive grille for the front of the machine," Cooper explained, "which is made of Lucite bars, thru which color in run and reflected from a back plate of Apollo mirror metal, giving a weird and beautiful lighting effect. The installation of such a unit gives any model Wurlitzer exactly the same lighting as the new 1938 models at a very low installation cost. The unit is adaptable to all Wurlitzers, but particularly models 412, P-13 and 400."

Cooper has traveled over the United States for six years as service engineer for the Wurlitzer firm and is said to be well equipped to conduct this new business enterprise. His wide knowledge and acquaintance with music operators' needs enables him to offer special services. He invites operators of the Central States to visit the firm.

Liked Editorial On Commissions

To the Editor: I take pleasure in congratulating you for your splendid and well-written editorial, "Commissions," in the issue of April 23. You have made a complete exposition of facts concerning phonograph operators and location owners.

"Every location owner indeed is taking advantage in trying to see how far he can go in squeezing higher commissions out of the operator. The operator, as a matter of prudence, takes the word of the location owner and gives away part of his commission just to avoid changing his machines from one location to another. The operator after all, besides his investment, risks, service costs, etc., has to stand for any kind of extortion."

"I know locations where the latest model phonographs have been delivered against a guarantee of \$4 per week. The location gets the cash-box key. The result is that the location gets (1) a new-model instrument; (2) it adds to the attractiveness of his place; (3) increases his income, and (4) all money over \$4 per week goes into the location owner's pocket."

"The only safety is a music operators' association, which is in embryo as yet. Such an organization could put a stop to this painful system of doing business, which in the long run is very detrimental to the operator.—F. M. Co., Chicago."



"Cry, Baby" Takes Air Leads; "Memory," "Gold Mine" Thru

By DANIEL RICHMAN

NEW YORK, April 30.—Cry, Baby, Cry is fully living up to its expectations, climbing this week into the top air spot and bowing in as a best seller. Like its predecessor from the same writers and publisher, I Double Dare You, it has shot into the higher brackets in a short time. It hasn't reached the limit of its possibilities as a hit either, and now that what seemed to be a couple of perennials on the sheet sale list have given up the struggle, thereby leaving room for younger ditties, look for Baby to make full use of that opportunity. If you don't grab it quick you will be losing plenty of nickels.

Thanks for the Memory and Gold Mine in the Sky are finally thru as important songs, and it won't pay to keep them on the turntables any longer. There are too many up-and-coming tunes that people want to hear to allow these die-hards to take up space in the machines. The same applies to numbers which, altho traveling in fast company, have shown that the public's attitude is only lukewarm. Tunes like Some Day My Prince Will Come, At a Perfume

Counter and Let's Sail to Dreamland, which break into the big time only because certain sections of the country go for them, fall into this category.

Concentrate instead on songs like Something Tells Me, So Little Time; Joseph, Joseph, and Where Have We Met Before?, which, altho far from big, have risen steadily on the air waves to a point where they can be rightly classified as potential winners. You Couldn't Be Cuter and Bewildered have also proved themselves in this direction. Do more than watch these tunes climb; have them around right now.

It may be a bit early to do any predicting, but The Girl in the Bonnet of Blue looks very good. It hits the networks for the first time this week and the song is slated for plenty of heavy plugging. You'd better go out and stock it immediately, for it was one of the biggest hits of the winter in Europe, and nobody can forget how well Red Sails in the Sunset; Dinner for One, Please, James and other European numbers did here. By next week Bonnet of Blue may be a must on every operator's list.

Don't Be That Way is continuing its march to the top this week and, altho it doesn't appear likely that it will ever be a Ti-Pi-Tin, you should have it on hand now. Benny Goodman has another one due to make its debut soon, Lullaby in Rhythm, and it might be a good idea to hold on to it if it comes your way. There's no hurry, tho, right at the moment.

Altho there's no sheet music call for it, and the number of radio plugs is nothing to write home about, it is advisable to stock up on some of the newsworthy versions of old Scotch tunes, principally Loch Lomond, if you haven't done so already. People have been listening to and hearing about this craze for Scotch ewing and there should be enough demand to make it worth your while to have one or two of these recordings on tap. In addition to Loch Lomond, they may be interested in getting an earful now and then of the new streamlined Annie Laurie.

A good one to have around in case a few beers make the crowd nostalgic and mellow is The Old Apple Tree. It's popular enough to merit machine consideration anyway and it's the kind of tune the boys can sing along with, both of which rate it attention.

Rock-Ola Op Tests New Type Location

CHICAGO, April 30.—An outlet just being established for Rock-Ola phonographs is beauty shops, according to A. M. Weinand, of the phonograph division of the firm, who has just been in the East on a business trip. He reports that one of Rock-Ola's aggressive operators is placing phonographs in certain beauty shops in New York City. "To date 14 phonographs have been installed in shops along this operator's route, with six in immediate prospect as soon as the new-model phonographs can be shipped to the operator from the factory," Weinand stated.

"Women enjoy the music while they wait a few moments for their appointment and afterwards while they are having their beauty work done," he continued. In one establishment the phonograph is placed in the reception room near the cashier's desk. A patron may send her request for a popular number to the desk and the cashier will play the machine. She keeps a record of the customer's requests, then when the customer pays her bill she also pays for the playing of her request numbers. The volume of the phonograph can be controlled so that the music can be heard even above the whine of the driers, according to the operator, and still not be too loud for those who are not sitting under them.

"The experiment is working out with surprising results, this operator tells me," he continued. "The phonographs in the shops are being played nearly all the time from 9 a.m. until 9 p.m., which means a sizable profit for both the operator and the shop proprietor at the end of a week."

"One shop owner felt that the phonograph music stepped up the efficiency of her own workers. The girls didn't chat so much because both the customer and the beauty operator listened to the music and naturally they speeded up their work. Business was increased in another spot because customers stayed longer and were unconsciously more susceptible to sales suggestions for additional beauty work. Another shop owner said that she set the phonograph near her large display window, and not only did people stand outside and watch but her customers, too, clustered around the machine to watch the record-changing mechanism. The music could be heard outside the shop, and the owner said it drew new customers into the establishment," he concluded.

Graham Sees Hope In Music Business

DETROIT, April 30.—"Conditions in the music business today are dormant, but not hopeless," Harry Graham, general manager of the Marquette Music Co., said this week. As head of the largest and oldest operating company in the territory—30 years in business, with 1,000 machines now on location—he is

Record Buying Guide

Going Strong—Keep 'Em Around

Ti-Pi-Tin
Please Be Kind
Love Walked In
Heigh Ho
On the Sentimental Side
Goodnight, Angel

On Way Up—Better Stock Them

Cry, Baby, Cry
So Little Time
The Girl in the Bonnet of Blue
Where Have We Met Before?
You Couldn't Be Cuter
Bewildered

On Way Down—Not Worth Pushing

Thanks for the Memory
There's a Gold Mine in the Sky
Toy Trumpet
One Song
Moon of Manakoora
I Can Dream, Can't I?

Sheet-Music Leaders

(Week Ending April 30)

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

Position	Last Wk. This Wk.
1	1. Ti-Pi-Tin
2	2. Love Walked In
3	3. Heigh Ho
4	4. Please Be Kind
5	5. Whistle While You Work
6	6. Goodnight, Angel
7	7. On the Sentimental Side
8	8. I Love To Whistle
9	9. You're an Education
10	10. Always and Always
11	11. The Old Apple Tree
12	12. Cry, Baby, Cry
13	13. Moon of Manakoora
14	14. Some Day My Prince Will Come
15	15. At a Perfume Counter



PHILADELPHIA MUSIC OPERATORS ENJOY BANQUET given by Sam Kressburg, of East Coast Phono Distributors, Inc., at the Hollywood Cabaret, Philadelphia, April 7, 1938.

in an excellent position to value the possibilities of the immediate future. While not exactly optimistic, Graham's realistic analysis of conditions is one of the soundest presented in the trade in some time.

"If the man with money will co-operate with labor, good business for all can result," he said—referring to the Roosevelt-Ford conference of last week.

"U. S. Steel's quarterly report shows a drop of 22 per cent—largely because there is little demand for autos, and Detroit is still practically a one-industry town.

"This condition directly affects the music business, so that volume is off 65 per cent from a year ago. It is unfair, however, to make comparison with the 'Big Depression' of 1932. There are today 3,000 more locations for music machines in Detroit than we had then because that was in the days of Prohibition. However, this present depression, in terms of loss in net earnings per machine, is the worst I have seen in 14 years in business.

"The small merchant or operator buying on time payments must have a reserve of capital today to get along. This reserve must be used for payments on new machines, which the earnings today will not cover.

"I am more firmly sold on the Wurlitzer policy, announced the first of the year, of curtailing production 40 per cent, than ever before. This works out perfectly in contacting operators. Of course, this is not a normal condition and I look for conditions to 'break' in the next 90 days. We believe we have the finest phonograph on the American market and that it will be the first to net a real profit."

Distrib Suggests Price Remedies

"To the Editor: It is with pleasure that I have read your comments on used phonograph prices and trade-ins.

"Several months ago while I was employed by a large manufacturer of phonographs it was noticeable that if something was not done by the manufacturer to make some concession to the operator for his used equipment, the saturation point would soon be reached, or the operator would be as dead broke as last year's bird nest.

"Before entering the coin machine field I was employed by one of the largest manufacturers of office equipment in the country. While I was there a situation arose which made it evident that the saturation point in that field was fast being reached. At the suggestion of their managers, this firm formed a separate company for the sole purpose of disposing of their second-hand equipment after it had been put in first-class condition. Even competitive equipment was handled by this separate firm. Business houses looking for cheaper equipment could buy from this firm at a saving which still enabled the equipment to be disposed of at a profit. Often we were in direct competition with the parent firm, but it was a matter of who was the best salesman, a letter or a personal call, as they did not have salesmen.

"It was proposed by the writer to this large manufacturer of phonographs that some allowance be made on every machine for which they traded. This allowance to be figured on the resale value of the machine after it was overhauled



W. C. MOSSBARGER, Wurlitzer district manager for Minnesota, and I. Alpert (right), prominent Wurlitzer op of Duluth, talk things over.

and reconditioned. By doing this (if they all did it) the manufacturer could make arrangements to form a separate company to take these machines, rebuild them with parts purchased from the original manufacturer of these phonographs. The cost of running such a place would be based on the number of phonographs sent in by each manufacturer. Such a shop would completely rebuild these machines. An operator who wished to purchase a rebuilt phonograph for a location which would not permit putting out money for a new machine could buy a rebuilt from the rebuilding company.

"What arrangement would be nicer! An operator who wants new machines gets them for his old ones, and the small operator who wants rebuilt machines can get what he wants at a price he is able to pay. This rebuilt stuff would be cash-on-the-barrel-head and there would not be a vault full of 'paper.'

"I do not know of a kindred line which does not make some sort of arrangement for trade-ins. Typewriters, cash registers, sewing machines, refrigerators, stoves, adding machines, and a long list of other products can be bought on the trade-in plan. Some day the automobile manufacturers will adopt a plan similar to the one I've outlined, and it will create new jobs for the unemployed and give an outlet for factory rebuilt equipment.—MAW, Atlanta, Ga."

McCormick Foresees Big Phono Season

GREENVILLE, N. C., April 30.—From the phono men he has contacted during the past few weeks L. B. (Mac) McCormick, head of the McCormick Machine Co., states opinion is that this season is going to be a profitable one for all operators of phonographs.

"There has been a decided pick-up in optimism among phono ops at this time," he stated. "Many leaders in the music field have told us that they are making arrangements to place more machines in roadside stands and other places of summer amusement than ever before. Every spot they have approached seems to welcome them with open arms. Location owners seem to appreciate the value of coin-operated phones as far as increasing their receipts is concerned and want to have them on hand thruout the summer months.

"Due to this demand for phonographs, many of the necessities which we are manufacturing are in greater demand. The orders we receive for phono covers, and especially to reprint needles, are a pretty accurate barometer of conditions within the phono field. Right now that barometer indicates one of the best summers in years," McCormick concluded, "so we are preparing for a mighty busy season."

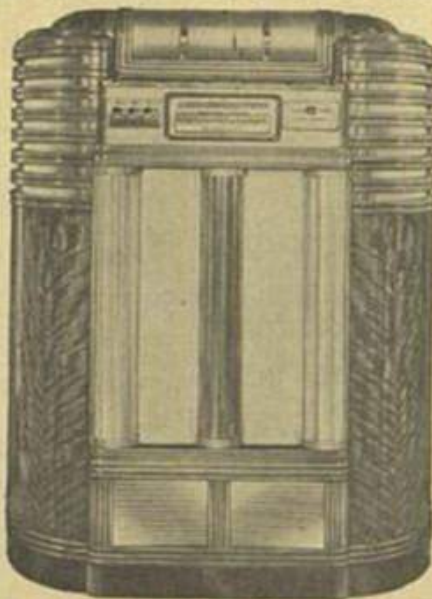
Seeburg Ops Laud Their Symphonolas

CHICAGO, April 30.—"Each day in the west music innumerable communications from music operators, jobbers and distributors in all sections of the country, and in foreign countries as well, arrive at the offices of the J. P. Seeburg Corp., manufacturer of the famous Seeburg Symphonolas, Concert Grand, Regal and Gem," report officials of the firm.

"It is extremely interesting to note the many different ideas these Seeburg operators, jobbers and distributors express. Not only do they report the high profits they are earning with the Concert Grand, Regal and Gem, and how such mechanical improvements as triple tone flow and the new compensated bias amplification have helped to make the reproduction of these new Symphonolas even more perfect than before. They report as well how patrons have expressed their favor over the convenience of the new selection panel. And how with complete colored cabinet illumination the true value of the Concert Grand, Regal and Gem has been so appreciably enhanced.

"We realize that first in the music operators' minds is profits," they continued, "and that it is up to our organization to provide those qualities in the Seeburg Symphonolas which will help operators earn outstanding profits. From the reports of music men we believe that they have been built into our phones. It's the earning records of Seeburg operators that are selling more operators on the idea of operating the Concert Grand, Regal and Gem. Once

Seeburg Original COMPLETE CABINET ILLUMINATION



THE CONCERT GRAND

Design and mechanical construction of Seeburg Symphonolas fully protected by patents issued and pending.

* SELLS MORE MUSIC

20 RECORD MULTI SELECTOR SEEBURG SYMPHONOLAS CONCERT GRAND—REGAL—GEM



J. P. SEEBURG CORP.

1500 DAYTON STREET CHICAGO, ILLINOIS

Seeburg Selectophones \$35⁰⁰ Each 3 for \$100

Green, Red or Walnut Finish. Excellent Condition. Perfect Working Order. These machines will save money for you for many years. Supply limited, so rush your order.

TERMS: 1/3 Cash With Order, Balance C. O. D.

SOUTHERN AUTOMATIC MUSIC CO. 420 W. 7th Street, Cincinnati, O. 542 So. 2nd Street, Louisville, Ky.

sold, it is the absolute dependability—the trouble-free mechanisms of our Symphonolas that makes these operators lifetime Seeburg operators."

Kresberg Fetes Philly Phono Men

PHILADELPHIA, April 30.—Sam Kresberg, Seeburg's Eastern distributor, was host to the Seeburg operators in this area on April 7 at a party in the Hollywood Cabaret of the Hollywood Hotel. Over 50 guests were present at the gala affair which lasted into the wee hours of the morning.

Among the coinmen present were Jerry Thorne, Mr. and Mrs. Tippy Klein, Mr. and Mrs. Frank Viscidi, Mr. and Mrs. Field, Miss S. Goodman, C. Juniewicz, S. Hinden, A. Feldman, B. Hopkins, S. Widrow, B. Yanks, L. Yanks, Harry Scherdtorf, H. Elkins, B. King, J. Melwig, Frank Hammond, H. Lederer, M. Margolia, M. Finkel, Ben Fireman, S. Stern, E. Leopold, M. Bushwick, J. Sheppard, W. Schneider, S. Myers, B. Murphy, M. Spector and the host and hostess, Mr. and Mrs. Sam Kresberg.

Detroit Music Op In New Location

DETROIT, April 30.—Marlong Music Co. has moved to a new location in northwestern Detroit at 5345 Ward avenue. The new location is more conveniently arranged for operating purposes and servicing of routes.

Mrs. Mary V. Long, owner of the business, is one of the few women operators in this field but is finding conditions such that she is continually expanding

PRODUCED BY SCIENCE and SKILL

PERMO POINT

THE WORLD'S MOST PERFECT LONG PLAY PHONOGRAPH NEEDLE

MORE THAN 2000 PERFECT PLAYS

Only PERMO POINT is standard equipment on ALL new phones. Is recommended and sold by all record distributing companies. . . . Accurate high fidelity reproduction—longer record life—true tone—undistorted volume output.

Insist on PERMO-POINT

The Only Needle for Dependable Performance

IT'S ALL IN THE PATENTED ELLIPTICAL POINT!



PERMO PRODUCTS CORP.

Metallurgists—Manufacturers 6015 BAYVIEW AVE. CHICAGO, ILLINOIS

the route slowly but steadily thru sound operating principles.

Lucius M. Carr is the service manager for the organization. He is a nephew of Mrs. Long and familiar with the mechanical operating end. In addition to his work for the Marlong Co., Carr has a small route of phonographs of his own which he operates "in his spare time."

MUSIC OPERATORS CUT EXPENSES

New Process Saves Money by Renewing Worn-Out Phonograph Needles

GREENVILLE, N. C., May 7.—A new process for renewing worn-out phonograph needles is helping music operators save hundreds of dollars annually and thereby show greater profits from their operations than ever before.

This process of bringing new life to used needles is being acclaimed by operators who have already tried it as the "greatest money-saving invention in all music-machine history."

It actually gives old needles up to 2,000 additional perfect plays, saving operators from 90c to 45c per needle. Or, what is even more impressive, from \$4.32 to \$5.40 saving on each dozen needles.

All that any phonograph operator has to do to save this kind of money is to wrap up one dozen used needles in a dollar bill, include his return address, and mail to L. B. ("Mac") McCormick, McCormick Machine Company, Greenville, N. C. Advt.

FOR SALE PHONOGRAPHS

GUARANTEED PERFECT AS TO
CONDITION AND APPEARANCE!

3 ROCK-OLA RHYTHM KING. \$95.00
Late Series, Each

1 ROCK-OLA No. 2 REGULAR. \$9.50
Late Series, Each

5 WURLITZER P12 Each \$ 65.00

WURLITZER 412, Each, ... 20.00

WURLITZER 616, Emb., ... 105.00

WURLITZER 616A, Emb., ... 185.00

2 SIMPLEX DEBUTANTES, Each 25.00

5 MILLS (Model 501), Each, ... 15.00

TERMS: One-Third with Order, Balance C. O. D.

HANKIN MUSIC CO.

238 PRYOR ST., S. W., ATLANTA, GA.

EXPERIENCED MUSIC MEN Insist ON PERMO POINT

More Than 2000
Perfect Plays!

Only PERMO POINT is standard equipment on ALL new phono-sets. Recommended and sold by all record distributing companies. Assures high fidelity reproduction—longer record life—true tone—unparalleled volume output.

It's All in the Patented
Elliptical Point!



PERMO PRODUCTS CORP.

Metallurgists—Manufacturers
103 BAKENWOOD AVE., CHICAGO, ILLINOIS

ILLUMINATED GRILLS

SAMPLE \$9.95

Third With Order, Balance C. O. D.
Write Today for Quantity Prices.

LUMI-CHROME MFG. CO.

25th and Leavenworth Sts., Omaha, Neb.

SACRIFICE!

WURLITZER'S—

412

(Late No.) EACH \$90.00

F. O. B. N. Y.

1/3 Deposit.

L. HERMAN

17 West Prospect St., N. Y.

New Orleans

NEW ORLEANS, April 30.—Merchandise venders operators report a marked pick-up in play in the New Orleans area and the majority are convinced that the city is becoming more and more machine minded. For many years it was a hard proposition to get Southerners to take kindly to the nut venders, although candy and gum were persistently good producers, but with better looking machines and more information on how to properly place machines, operators are doing a much better job. There are no less than a dozen important downtown locations that were sans machines at the beginning of the year.

More good reports on operations of pin games and slots in the strawberry belt are reaching here. The crop looks like a money maker and that means plenty of cash for the farmers and residents of that section of Louisiana that lies between New Orleans and the Mississippi State border—east of the Mississippi River. Operators at Hammond, Independence, Gonzales, Covington, Ponchatoula and Kentwood are particularly pleased with increased play since the berries began to move unusually early in March.

The Star Amusement Company reports further good demand for its specially marketed counter games throughout this section of the country. Ed Kramer is busy these days supervising his rapidly growing business.

Partaking of a recent chicken and spaghetti dinner at the invitation of the New Orleans Novelty Co. were several prominent figures in the professional world, including Horace Bradford, writer of *Green Pastures* and other Negro dialect plays, and his wife; Lyle Saxon, historian and novelist whose *Succor* was recently brought to the screen; Ray and Bob Bosworth; Mr. and Mrs. Hank Friedberg, of the Crescent Novelty Co.; Adam Eason, well-known cigar manufacturer of Chicago; Louis Bossberg, head of the firm, and

WURLITZER'S

1936—412
P 12 \$64.50

ROCKOLA'S

1936—Regulars

If Boxing Necessary \$4.00 Extra. 1/3 Deposit, Balance C. O. D.

EAST COAST PHONOGRAPH DISTRIBUTORS, Inc.

625 10th Ave. (Phone, Long 5-4577) New York City

several others. The dinner was to formally "house warm" the new East End sportland opened recently by the New Orleans Novelty Co. under management of Vincent Casertano.

With Ponchartraine Beach set to reopen on May 1 this season, General Manager Harry Batt is all set to open with a bigger and better machine sportland this summer. Free outdoor acts, a finer swimming beach and many new rides and attractions at the beach will evidently enable Batt to again break attendance records at the resort and at his playland. The beach is a favorite haunt thruout the warm season for the coin machine colony of New Orleans and surrounding sections.

Jack Sheehan, well-known sportsman and at present manager of the Sport Center, downtown playland, is contemplating the erection of a big hotel down at Grand Isle in the Gulf of Mexico. One of the finest slices of paradise ever seen, Sheehan says he has further discovered that the little island with its salty air is a sure cure for rheumatism and other ailments. His favorite way of going away with his bodily ills down there is to sit in a rocker in the surf and wiggle his toes to keep crabs and other sea life away.

The three R's are back again, but this time they are not for school children, but for the modern pinball player. Yes, we refer to the Bally new triple threat of the 1938 spring and summer season, Racer, Reserve and Rocket. All three

MUSIC OPERATORS!

Save money! We repaint old phonograph needles for 11.00 per dozen! Up to 2,000 extra plays per needle! Send a dozen old needles with 11.00! Results will amaze you!

Operator's Service Supply Co.

2045 Carroll Ave. Chicago

machines are on display this week at the Dixie Coin Machine Co., and the Racer has been so popular with attaches of the firm that it is hoped that nobody buys it. That is, everybody hopes so but the boss himself.

Complete rearrangement of the office and display rooms of the Bell Distributing Co. is under way. Desks have been shunted around, merchandise moved out and new stock taken in, wall decorations shifted and changed and new equipment installed to make the place look real homey. In the meantime Emile Iacopelli, head of the firm, reports continued steady demand for the new chromium and "red skin" Dixie Belle slots, reporting that sales have included machines playing all the way from a penny to a dollar.

Everybody in the coin and slot machine game in the New Orleans area will be glad to hear that a certain "pulpit filler" has left for a three months' vacation on the Continent. Several who have already learned of his going away for such a long time are busy these days "washing down that bad taste he left in their mouths."

Among recent visitors to New Orleans distributing houses from out-of-town were Joseph Lucia, head of the Capital City Novelty Co., Baton Rouge, who is now on pins and needles awaiting the opening early in May of the Louisiana Legislature. The lawmakers are some of Joe's best customers and business is always at its best in Baton Rouge when the State body is in session. And, best of all, it looks like a prolonged session.

Varied Line Is Oriole Ambition

BALTIMORE, Md., April 30.—"The greatest safeguard for the operator today," maintains Eddie Ross, president of the Oriole Coin Machine Corp., "is a varied line of operations. Most of the oldtimers have proved that the most money can be earned consistently from a line of different types and kinds of machines. Specializing in any one amusement device or merchandising machine has become a thing of the past. Many of the manufacturers realize this and have been making machines of various types which naturally tie in with one another.

"Especially is this true in the merchandiser field," he went on. "Many manufacturers realize that for some operators the small machines pay the overhead while the larger ones contribute the profit to the business. Consequently they are making both large and small machines of such a type as to complement each other.

"Varied operations are needed in the case of the amusement machine operator," he continued. "Here is a division of the industry that exists solely on the immediate whim of the public. Therefore the amusement machine operator must have three or four different types of bait dangling in front of his catch to get a good profit. The successful operator of amusement and service machines has a well-diversified line these days. To cater to ops of this type we plan to carry machines of all kinds on hand so as to help our customers in every way possible," he concluded.

The Week's Best Records

Selected by The Billboard From the Latest Recordings Released

That phonograph operators may be more selective in buying records The Billboard presents this special feature. Each week's popular dance and race records are heard, but only those with greatest play potentialities are listed.

SWEET MUSIC

GUY LOMBARDO
Victor 25818
Where Have We Met Before? (you'll want to meet up with this sweet song).
Let Me Whisper (one of the newer songs that has a tango twist. And as the Royal Canadians play it, it's tantalizing).

HORACE HEIDT
Brunswick 8110
Levelling in the Starlight (make the lights soft for this sweet music. The song is from Dorothy Lamour's *Her Jungle Love*).
Where Have We Met Before? (the same delightful ditty Lombardo used to split his number).

JAN GARBER
Brunswick 8111
On a Rainy Day (this will keep 'em satisfied to stay inside).
In a Little Dutch Kindergarten (it's not a novelty song that Jan dishes out so nicely).

ROY SMECK
Decca 1750
Love Walked In and *There's a New Moon Over the Old Mill* (a couple slow songs that're reserved for those phono fans that get the electric steal guitar fans).

SWING MUSIC

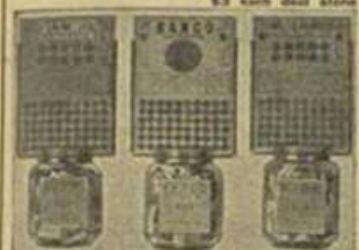
TOMMY DORSEY
Victor 25821
When the Midnight Chop-Chop Leaves for Alabama and *Everybody's Doing It* (not the full band for these two daddies. It's the Claribke Seven, the cream of Dorsey's dandies, with Edythe Wright doing right by the song stories).

BOB CROSBY
Decca 1747
Yancey Special (a special stomper in what is known as the "boogie woogie" style. And that's just the way it makes you feel).
At the Jazz Band Ball (the torrid dixieland style for this sockeroo. In fact, these hot notes were originally written by members of the Original Dixieland Jazz Band).

VOCAL

ANDREW SISTERS
Decca 1744
Shortenin' Bread (those Bel Mir gals are bel mir again, their voices blending in swing style for this Negro folk ditty that'll make 'em hungry for shortenin' bread).
ooo-Oh BOOM! (the trio, and not forgetting the solid band tooting behind them, gives this ditty a better treatment than it deserves).

3 Complete New \$888!
JAR DEALS ALL THREE
 at \$3 each deal alone



Get a Natural
 2,280 Tickets @ \$0.5114
 Average Pay-out, \$71
 Ac. Profit, \$42.50

Bonus
 2,280 Tickets @ \$0.5114
 Average Pay-out, \$71.40
 Ac. Profit, \$42.60

Half a Hand-dred
 2,280 Tickets @ \$0.5114
 Average Pay-out, \$71.50
 Ac. Profit, \$42.70

\$24.00 Per Dozen

Get in the money-making class. Throw out your old deals and operate the great deals in the country that give you a lot more for way less. COMPLETE Deals \$29.40 per dozen. Profits and costs \$24.00 per dozen. If 2,520 tickets are desired, add \$25 on each deal.

Just off the press, 4 brand new 2,280 Ticket, 1 and 2c Cigarette and Cash Award Jar Deals, each \$2.00 complete, or \$8.00 for all 4. Send only \$1.00 with order. Pay balance on delivery. Full refund guarantee if not satisfied and deals returned unused within 7 days' time.

WINNER SALES COMPANY

Pick a "Winner" with Winner!
 3157 ARMITAGE AVE., CHICAGO, ILL.

show. I saw many a storekeeper at the last show. I know of one man who is president of a closed club who had several slots and other machines in the club; he came to the show, borrowed a badge and now owns his own slots.

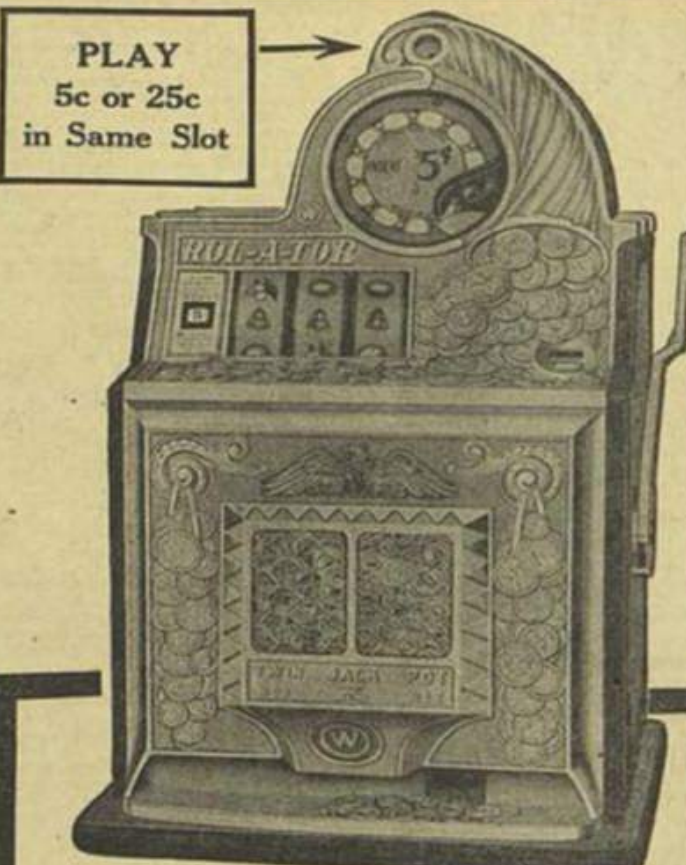
"It seems that the committee just takes things for granted. It would be another source of revenue if the operators had to first prove that they were operating machines and then have their photo taken by one of the many photographers scattered around the lobby of the Hotel Sherman. It would do some operator a lot of good and no one would object to 10 cents a shot to get his picture on his passport to the show. It's not a hard thing for one to prove that he is an operator of machines; any manufacturer would give a certificate to the effect that he had sold some 10 or more machines to a man, thereby establishing him as a legitimate operator of machines. All this can be done without much cost and at the same time the man in the booth who talks to the prospective buyer could easily tell whether he is talking to an operator, a jobber or a distributor by his passport button. A different-colored button could be given to operators, another color to jobbers and still another color for the distributors. The manufacturer could vouch for the man as to what he is on the manufacturer's books. I venture to state that no one is an operator any more; every man to whom one talks in a booth is a distributor, and even if he is an operator when he enters the show he is a distributor before he leaves the show.

"When I asked you at the beginning of this article to leave all blue pencils alone you will perhaps remember that at different times I have suggested that the show be held at some other time than in the dead of winter, because I know perfectly well that twice the attendance would be there. Parties would get together and drive down for a few days, but at the same time care would have to be taken as to who did and who didn't get into the show after they arrived there. If anyone has ever stayed in one of these booths day after day talking himself hoarse he will realize that it's a man's job and that one does not like the idea, after speling your guts out for half an hour on some stranger, to find that he is waiting for someone or that he runs a gas station somewhere in Maine and was just visiting Chicago and thought he would stop in and see the show.

"The committee could go even further than this; it could charge \$25 admission, said \$25 being in the form of a credit memo. Said credit memo could be cashed in by any manufacturer of the show. No operator would object to this, because if he did not intend to spend this amount while at the show he has no earthly use there whatsoever in the first place.

"I don't know how many shows have been held in Chicago, but I do know that a statement has never been made public as to the total money taken in, the cost of the various items and who got the balance. I do know that there has never been a shortage and that the show has never been in the red, otherwise there would have been plenty of publicity about it. Not that this matters at all; I don't care who makes a few thousand out of the affair, but to publish some figures would stop the stories about a certain clique running the show for a profit. Every man is entitled to his hire and if anyone can make a profit out of this sort of thing he is entitled to it. Don't get me wrong on this—I hope that someone gets a nice bundle out of it—but I hate to see profits go to some great big concern (on paper) when the profits could be divided evenly to all so that some small exhibitor could get back a rebate.

"There is a vast difference now between the show of the present day and those we used to have back in the days when we held it at Cleveland. I remember well one show there where two factions buried the hatchet that they had been warring for years, and right after that the show was opened with a prayer from the regular minister. The show was orderly and well conducted. It wasn't necessary for naked women and what have you to sell pin tables and peanut machines. All this sort of thing is unnecessary. I realize that all conventions mean a good time. I go for a good time and I have a good time, but when business is going on it should be all business, and no monkey business at that. Any convention is held for a good time; the Shrimers have theirs, the



PLAY 5c or 25c in Same Slot

For 5c You Get 1 Play, For 25c You Get 5 Plays

Yes you can do exactly what it says above. You can play a nickel in the machine and you get 1 play. You can deposit a quarter in the same slot, mind you, and get 5 plays. It pays out in nickels or in checks, whichever you set the machine for.

50% INCREASE IN PROFITS

What is the advantage of having a machine where you can play in nickels and quarters? Well, put your hand in your pocket, what do you come out with? Nickels and quarters, don't you? All right, what is the result? The man will play his nickels in the machine and when they are gone he will put a quarter in, but that same man possibly would not go up to a machine and play a quarter in for only 1 pull. About 50% of the coins in the cash box will be quarters.

15-DAY MONEY-BACK GUARANTEE

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More Opinions on Annual Trade Show

A lot of opinions have been advanced since the 1938 Coin Machine Show on how to improve the annual show, where to hold it and when, etc. The following opinion was written by John Goodbody, staff contributor to *The Automattic Age*, and published in the April issue of that magazine:

"First, you will never have a 100 per cent operators' attendance at the show until advertisers advertise in magazines that are circulated to operators only. At the time of writing any storekeeper can pick up a magazine in his store and not only see the price of the pin tables that are in his store but at the same time he can figure out what profits the operator is making on the machine, especially if this machine should be a good one and stays in the store for a long time. The storekeeper not only gets an education out of this same magazine but at the same time (at show time) the magazine will tell him to write in advance and tell the committee that he is an operator, then he will receive a badge and full co-operation at the



MEYER MARCUS, of Markepp Co., Cleveland, is fascinated by the scrambled marble action of *Bally Mfg. Co.*'s new counter game, *Mill-wheel*.

USED MACHINES Like New!

EXPERIENCE counts in this business. We are operators ourselves and we know operators' needs. Our games when unpacked are all ready for location; nice, clean and working perfectly.

BALLY BUMPERS—First-class condition... \$10.00
 Slizzer... \$44.00
 KALING Basketball... 25.00
 Hit & Run... 14.00
 FREE—Get our Machine List for Weekly Price Bulletin, 1/2 Cash With Order, Sat. C. O. D.

NATIONAL NOVELTY CO., Merrick, L. I., N. Y., Cable Address: "NATNOVCO."

EXPORT
 We Ship to All Parts of the World

hardware men have theirs, the druggists theirs, the radio men theirs and hundreds of others have theirs. But go to a radio show, the hardware show or any respectable show and you will find everything on the up and up while business is being conducted. They don't have half-dressed, half-baked women selling screw drivers, and it's not necessary to have some gawky, lean-legged, overpainted trollop to sell the newest radio tubes. Everything is orderly, but after the show—ah! that is another story and it should be. There are places for he-men to go, and they do go, and there is absolutely no reason why there shouldn't be places to go at the show, but it should be after the show, please."

Baseball Fever Aids World Series

CHICAGO, April 30.—With "Dizzy" Dean in the Chicago Cubs' fold and with baseball "fever" reaching epidemic proportions, operators are storming Rock-Ola distributors and the Chicago plant for more World Series coin-operated baseball games, officials of the firm report. "Patrons wherever World Series is on location are playing the game," states N. L. Nelson, head of the games division. "because 'Dizzy' Dean is the robot pitcher in Rock-Ola's game. Introduced by 'Dizzy' Dean at the national Coin Machine Show a year ago in January, World Series immediately caught the public fancy and its sales volume from that time up to the present shows a steady increase. Operators say that baseball fans are season-round enthusiasts and they claim its steady play appeal is unparalleled. Because earnings from World Series have been so steady operators in many instances have found it possible to place the machine on location for as low as 25 to 30 per cent commission for the merchant."

"World Series was recently declared a legal amusement machine by Judge William H. Brothers," remarked Jack Nelson, vice-president and general sales manager of the firm. "Ever since this decision was handed down in the Chicago courts distributors in this city have besieged us with their requests for immediate deliveries of the game to meet operators' demands."

Sunflower Reveals Free Delivery Plan

NEW YORK, April 30.—Besides offering his ball gum to operators at an unusually low price, Harry Krain, of the Sunflower Vending Machine Co., states that he is now guaranteeing free delivery of all orders within 1,500 miles of this city. "This brings our product to ops at the lowest price possible," he states.

"For some time we have been known as one of the leading firms for vendors and merchandisers. Besides this we have a complete stock of supplies for merchandisers. In a few weeks we intend launching a campaign which will release a huge collection of used vendors at a low price to introduce our supplies and service to members of the merchandiser operating fraternity. The opening gum in this campaign is our present ball gum special with its 1,500-mile free delivery feature," he concluded.

Taksen Proud of New Repair Dept.

NEW YORK, April 30.—The opening of his new offices is not the only thing of which Leon Taksen is boasting these days. According to reports, he is justly proud of the new repair department which he has installed.

"With two of the best men in town to take care of reconditioning and repairing used equipment," Taksen stated. "I believe I've every reason to throw my chest out a few extra inches. We use new parts everywhere and all the machines that leave our place are gone over and thoroughly cleaned, repolished and painted in the original color scheme. We use spray guns and a new polish that has been developed for the machines plus the latest methods of rejoining and repairing the wood cabinets."

"Many of our customers report that it's difficult to tell one of our machines from a new one," Taksen concluded. "with all the equipment plus experienced men on hand, it's easy to see why such reports come in."

Mutoscope Exhibit Attracts at Expo

NEW YORK, April 30.—How photographic conscious the American public is becoming was proved last week by the crowds which thronged the first annual International Photographic Exposition, held at the Grand Central Palace. Over 7,000 people are reported to have passed thru the turnstiles the first day. School teachers took their classes to the exhibit to show pupils the advancement in photographic art. Camera clubs as well as many unattached fans who make photography their hobby visited the various booths.

One of the most popular of the booths

at the exposition is said to have been that of the International Mutoscope Reel Co., Inc. "Crowds hovered around the two Photomatic machines all day long," Bill Rabkin, president, reports. "Dime after dime dropped into the machine as the photography fans watched in wonderment how the Photomatic took their picture, developed it, printed and framed it all in the space of a few seconds."

Interest in the machine was so great that editors of Life magazine requested and were granted permission to reprint pictures of the machines and the many snaps it took, according to reports. These pictures may appear in an early issue of the magazine and result in some widespread publicity that would benefit Photomatic operators in particular and the industry in general, several coinmen stated.

Gottlieb Firm Has A New Day of Days

CHICAGO, April 30.—"There's Mother's Day, Father's Day, Decoration Day and many other special days," so says Dave Gottlieb, of D. Gottlieb & Co., "but April 26 turned out to be Grip Scale Day at our plant without any planning whatever. It seems that day proved to be something entirely new in a sales record breaker for those well-known strength-testing machines."

"Tuesday Hy Greensfeldt, of Hy-O Games Co., Minneapolis, came to Chicago," said Gottlieb, "and he started the day off by ordering 500 De Luxe Grip Scales. He spent the entire day at our plant, most of it in showing us reasons why he ought to get extra speedy delivery, as the machines are in heavy demand in his territory. While he was convincing us how important those machines were to many of his customers in came Henry Lemke, of Lemke Coin Machine Co., Detroit, who also placed an order for 500 of them. He explained that as an old-time operator and distributor he made more money on penny machines in the old days than he made at any time since, and now he is again largely concentrating on them. Lemke was followed by three other distributors who ordered 100 machines each. Their experience likewise proved the old principle still holds true that people spend five pennies more readily than one nickel. The next five orders each called for 200 machines, so a steady stream of distributors filed into our office during almost the entire day, placing a record-breaking total of orders that seemed to run mostly in lots of 100, 200 and up."

"I don't know what made Tuesday so phenomenal in the number and size of orders, but it certainly topped all records for one day. Of course, every day couldn't be as brisk as that. We wouldn't be able to produce Grip Scales fast enough. However, sales have been more than satisfactory day after day, even without Tuesday's rush. These little penny harvesters are showing the operators how to keep profits coming in, and as they find that out in their own locations they're ordering them more and more. But what a day was Tuesday!"

It's Batter Up for Western's Baseball

CHICAGO, April 30.—"Right now it's batter up on baseball diamonds throughout the country," states Jimmy Johnson, head of Western Equipment and Supply Co. "It won't be long, tho, until it's batter up on coin machine locations in all parts of the land if orders for our new low-priced console-type baseball game keep pouring in at their present rate. This game is really one of the lowest priced baseball games ever to appear on the coin machine market."

"Operators who have seen this creation of ours," he continued, "say that the novelty of seeing lighted men running the bases as hits are made will prove to be one of the strongest appeals ever built into a game. This, coupled with the fact that a player continues to play until three outs are made, cinches operators' chances for profits with Baseball everywhere."

"What's more," Johnson added, "the game is 100 per cent legal and can operate everywhere. On the beautifully colored playing field we've incorporated the kind of action that takes place in a regular big league game. There are singles, doubles, triples, sacrifices, home runs, etc. Players like the action of a real pitched ball and this is one game that gives it to them," he concluded.

Pick-Up in Pinball Sales Is Reported

DETROIT, April 30.—A sudden pick-up in sales of new pin games in this territory is reported by Michael A. Angott Jr., of the Angott Coin Machine Exchange. This is the most encouraging report received in the trade here in many months and appears to justify the optimism of most operators who have held on to their trade during several months of bad business, to find conditions improving today in this line, despite generally bad industrial conditions still prevailing.

"Much of the success is due to one machine," Angott said. "Bally's new Reserve is proving very popular with Detroit operators and players. The idea of the reserve is one that seems to appeal well to players."

"There is one trouble to this, however: we can't get delivery on machines fast enough. Look at our store today—there are almost no machines in stock on the floor just because we can't keep them in when we do get delivery. We have sold 350 games in three weeks and we could have sold plenty more if we could get them."

The secret back of this little success story appears to lie in the development of a new playing principle in a radically different type of game—the answer to the operators' prayer of many months for something new to save the industry. From Angott's experience the Reserve appears to answer this need, as far as Detroit is concerned at least.

Keeney Looks for Big Season Ahead

CHICAGO, April 30.—"We've been sitting on top of the world in a business way all winter and from the signs of things I don't think we'll be doing any falling act as spring gets under way," states Keeney's sales manager, Ray Becker. "Operators in the vacation areas and summer places are already beginning to line up their equipment, and we are getting substantial orders from those who want to be going full force by Memorial Day and likewise from those in sections already getting the vacationing crowds."

"Fortunately," he continued, "all of our games are ideal for the summer spots, as both of our console games, Kentucky Club and Track Time, provide that quick and exciting play thrill which the vacationing pleasure seeker wants. And that also goes for Derby Champ if the operator uses payout tables or for Free Races if he wants to put out legalized pin games."

"That's why we look for even bigger business during May and June, because those spots with Keeney games on locations are certainly not going to move them, and now we'll be shipping additional orders for many spots just opening up. Last winter broke all existing sales records as hung up by this concern to date, and I'm betting our spring sales volume will even top our winter business," he concluded.



ANOTHER U-POP-IT pop-corn machine on location at the Lakeview Billiard and Bowling Parlor, one of Chicago's prominent recreation buildings.

Exhibits
NEW!
BASEBALL GAME
PLAY BALL

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Player Actually Bats Ball with Bat

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LARGE, ROOMY (22" x 48") BALL PARK TO BAT HOMERS—TRIPLES—DOUBLES—SINGLES—FOUL BALLS AND STOLEN BASES

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4222 WEST LAKE STREET CHICAGO, ILL.

N. Y. Constitutional Convention May Liberalize Basic Document

ALBANY, N. Y., April 30.—The coin machine industry is keenly watching the liberalizing tendencies at work in the Eighth Constitutional Convention, which brought 168 delegates here to re-vamp the State constitution in keeping with present-day needs. A flood of proposals for this modernizing process have been presented. Almost at the beginning it was made clear that leading members of the convention would press for changes in the basic law which would permit the Legislature to legalize lotteries, betting and other forms of gambling for revenue purposes. As in many other States, the present constitution is so strict that it is difficult to frame bills to derive revenue from lotteries and games of chance that will comply with the basic law.

A thorough re-examination of the present ban on lotteries and pari-mutuel betting on horse and dog racing is assured. The first proposal of this kind came from Irwin Steingut, Democratic leader of the Assembly and a delegate to the convention, who announced that he would submit to the convention a proposal to authorize the State to operate lotteries for relief purposes.

Mr. Steingut's intention to bring up lotteries recalled the fact that during the closing days of the Legislature influential Republicans, such as Joe H. Buckley, a minister and a recent Republican keynote, called for reopening the whole question of the ban on gambling.

It is known that several Democrats, headed by John J. Dunningan, the party's leader in the Senate, are determined to pass on the question of pari-mutuels for horse racing at the convention. Moreover, Governor Lehman, in vetoing the dog-racing bill, suggested that it was a concern of the Constitutional Convention.

A reading of the agenda for the convention, prepared by the Poletti committee, shows that the arguments for and against gambling in the State to be advanced at the convention are not new.

Lottery Situation in 1821

The first constitutional ban on lotteries was written into the instrument in 1821, when its proponents argued that the State could not consistently ban private lotteries, as they had been banned by statute for many years, and still permit public lotteries. Those in favor of lotteries considered them a painless way of obtaining revenue for the State.

Present-day advocates of lotteries point to the Irish sweepstakes and the big sale tickets have in this State. A similar argument was made at the convention of 1821, quoted by the agenda as follows:

"Mr. Young, one of the delegates, pointed out that lottery tickets from other States which authorized their sale would seep into New York, and the evil of gambling would exist, the advantage of obtaining funds for New York State would be lost."

Lotteries were run by the Colonial government, beginning in 1748, and the State government continued them, almost every year until 1821, despite maintenance of the Colonial ban on private lotteries, according to the agenda.

Relief Lottery Plan

Mr. Steingut, in his statement, said: "The revenue realized from these lotteries shall be earmarked exclusively for relief purposes."

"The State will be the only one authorized to operate the lotteries, and no individuals, firms or corporations, charitable or otherwise, will be permitted to engage in the same. This will assure a maximum of protection to the public and a minimum of cost in the administration thereof."

"The number of lotteries to be held every year shall not exceed two and the Legislature shall pass appropriate laws to carry out the purposes of the proposed amendment. In no event shall the State, however, divest itself of the management or operation of these lotteries."

"The loud hue and cry raised in any attempt to levy taxes for relief purposes has once more focused the attention of the people to find new sources of revenue which would not be painful."

First Consideration

On April 26 it was clearly indicated by the Committee on the Bill of Rights that the first problem to be dealt with on the convention floor would be the revision of the anti-gambling clauses of the present constitution. It was announced that all five of the proposals now before the committee dealing with lotteries and gambling in general would be the subject of a hearing on May 10 in the Assembly Chamber at 2 p.m.

An early decision can be made on the subject of gambling, since the problem is hardly technical, but rather a simple question as to whether the State is going to continue to bar gambling or permit it and profit by it thru taxes.

One of the principal proposals before the committee came from District Attorney Henry Hirschberg, Republican of Orange County, which would eliminate prohibition against the Legislature's legalizing gambling. This, in the words of the official convention analysis of the Hirschberg proposal, would "dump the whole subject of gambling into the lap of the Legislature."

Pari-Mutuel Proposal

There are three proposals legalizing lotteries for relief purposes, introduced by Irwin Steingut, Nicholas A. Rossi and James B. McNally, all Democrats. A fifth proposal, also by Mr. Rossi, would make lotteries for slum clearance purposes lawful.

A sixth proposal, expected to be introduced, will be a pari-mutuel amendment from John J. Dunningan, Democratic leader of the Senate.

It became apparent that very few if any proposals, outside of the one dealing with gambling, will reach the convention floor before May 25, the deadline set for introduction of proposals from individual members except by unanimous consent.

Chicoin Swing in Tune With Times

CHICAGO, April 30.—Sam Wolberg, executive of the Chicago Coin Machine Mfg. Co., took time out during the past week to point out the parallel which he claims exists between his firm's latest game, Swing, and the present vogue in the music world.

"Ever since swing became our national music craze," he stated, "it has done a lot to help unknown bands, singers and other entertainers to rise in the entertainment world. The same has been true to a great extent with our latest coin machine creation which we appropriately christened Swing. For this game has boosted the earning power of many locations and brought a revival of earnings to operators in all parts of the land. Like a mushroom which springs from the ground overnight, this game has skyrocketed to popularity in the coin machine world."

"The success of this game," he went

on, "is not due to any freak type of construction. It has risen to its present status solely because of the fact that it has a powerful appeal plus interesting action that makes the player feel he has received more than a nickel's worth of fun for his money."

"Perhaps some of the success of this game might be attributed to the fact that it took its cue from Snappy, the high-powered novelty game which was Swing's predecessor. This game is still much in demand by ops, who are realizing big profits from its operation in many spots," Wolberg concluded.

Munves Arcade Biz Bright, Is Report

NEW YORK, April 30.—"Our arcade business has almost doubled within the past few months," reports Max Munves, of the Mike Munves Corp. "It seems that the modern arcade is again capturing the fancy of the public and ops are beginning to set up more arcades than have been in existence for some time past."

"The demand for arcade machines has been heavier in the past few months than for many years," he continued. "The turnover of the stock of new and used equipment which we keep on hand has been stepped up considerably. In fact," he concluded, "the demand for some machines has been greater than we can take care of. Such a brisk spurt in business naturally causes us to believe that the arcade biz faces one of the best years in its history."

License Boom on Pinball Machines

FREDERICK, Md., April 30.—A brisk demand for licenses for pinball machines marked the first week of issuance of licenses for the next tax year beginning May 1. Reports say that the demand for pinball licenses has been heavy since the 1937 Legislature legalized them to help provide funds for relief.

The tax is \$35 each. License Commissioner O. Ed Myers said one man came to his office recently, purchased licenses for 65 of them and paid by check. During the first month of pinball legalization last year revenues in Frederick County from that source were \$3,821.14.

London

LONDON, April 23.—Sportlands in London continue to increase. Total now is 312. Majority of new ones are elaborate with smart schemes of decoration. One in Whitechapel, known as American Sports Saloon, has glass front with sky-scraper in frosted effect. Equipment at these sportlands, better known in Britain as arcades, consists chiefly of American bumper games, crane (American, English and French with first named predominating), rotary merchandisers (American, English and Swiss), with here and there a punchball and shooting machines. Largest sportlands make feature of shooting gallery.

One London Chamber of Commerce antagonistic to sportlands asked Home Office to intervene, but reply was that amount of alleged gaming too small to warrant interference.

Practically certain that Amusement Trades Exposition will take place again as such in 1939. This means that coin machines and other amusement devices will be shown under one roof. If held, date will be during British Industries Fair, towards end of February. New hall will probably have to be found, as that used this year is not likely to be available on date specified.

Hannen Swaffer, famous columnist, attributes to George Black, of London Palladium, suggestion that television sets would be equipped with coin chutes. For ordinary transmissions one switch covered by license fee would operate; for more elaborate transmissions, such as plays, second switch would operate after insertion of shilling in slot.

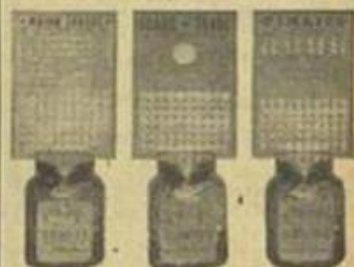
Grandma Holloway is seriously ill. This grand old lady, 90 years of age, is mother of late Jack Holloway, founder of Samson Novelty Co., agent for Mills; Charlie and George Holloway, grandmas to their sons and daughters, and great-grandma to their offspring.

SKILL DERBY A GAME OF SKILL

Legal
Everywhere

STONER Corp.
AURORA, ILLINOIS

3 BIG HITS ONLY
(Complete—Card—Holder
—Jar and 2280 Tickets.) \$2.95 EACH
3 for 8.75



MAJOR LEAGUE BOARD OF TRADE FIMLICO
Deals Take In, 2280 @ 5c.....\$114.00
Average Payout.....70.00

PROFIT (Average).....\$44.00
TAKE OUR WORD FOR IT—THREE JAR
DEALS ARE "HOT." ORDER YOUR BIG 3
TODAY.

2280 Tickets.
Complete Deals, \$50.00 per Doz.
Refills (Tickets and Cards), \$24.00 per Doz.

2520 Tickets.
Complete Deals, \$33.00 per Doz.
Refills (Tickets and Cards), \$27.00 per Doz.

2772 Tickets.
Complete Deals, \$36.00 per Doz.
Refills (Tickets and Cards), \$30.00 per Doz.

1/3 Deposit, Balance C. O. D.
MONARCH COIN MACHINE CO.
1721 BELMONT AVE., CHICAGO, ILL.
Send for Circulars on Other Winners.

When looking for dependable and good
earning used and new equipment, write to
SEIDEN DISTRIBUTING CO.
1240 Broadway, Albany, N. Y.

SPECIAL
200
BLUE FRONTS, D.J. (5c)
Excellent Condition, Newly Reprinted.
\$37.50
GERBER & GLASS
914 Diversey Blvd., Chicago.

PARKS and SPORTLANDS

See Balls	\$48.00	Galloping Dominions	\$75.00	Scoreboards	\$10.00
Shutters	60.00	Chuckaballs	40.00	Bally Basketball	45.00
Footboards	55.00	Brooklyn Angel	17.50	Homerestrich	14.50
Dome's Lancers	50.00	Patrol Test	17.50	Centivels	14.50
Four Grounds	75.00	Classics	15.00	Chicago Express	50.00
Rich Guard	35.00	Caroms	14.00	China Derby	20.00
Five Traps	84.00	Discs	20.00	Assarion	80.00
Turf Champ	32.50	World Series	125.00		

Will Buy Trunk Times and Size model Consoles.
BEST NOVELTY COMPANY, 1047 St. Clair Ave., Cleveland, Ohio

C'mon Operator!
GET A HIT!
WESTERN'S
BASEBALL



- Lowest priced Console-Type Baseball Game ever offered!
- Thrills . . . suspense . . . action of actual Baseball Game!
- Player plays till 3 men are out!
- 100% legal everywhere!

ORDER TODAY FOR IMMEDIATE DELIVERY
Priced at 1/3 its value!

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WESTERN Jimmy Johnson
EQUIPMENT & SUPPLY CO.
925 W. NORTH AVENUE CHICAGO, ILLINOIS

McCALL NOVELTY CO.

NOVELTY GAMES

Happy	5.00
Mid'g'n	12.00
Scoreboard	15.00
Shovel	5.00
Hand Ball	15.00
Hand U.	12.00
Running Wild	12.00
Saloper	5.00
Around the World	5.00
Happy Days	17.50
Football 1937	5.00
Book "N" News	7.50

COUNTER GAMES

Five Ball	5.00
Track Shot	25.00
East and West	15.00
Dixie Dominoes	5.00
Portland Vendors	4.00
Prize Colors, Jr.	5.00
Head & Draw	5.00
Red Sunk	15.00
Red Sides	11.00
Red Dog (New)	2.50
Punchless	4.50
Turf Flash	4.50

SLOT MACHINES

Ed. Mills Q. T.	\$22.50
Ed. Mills Q. T.	37.50
1-Mills Q. T. (Latest Model)	39.50
1-Ed. Jennings L.C.	23.50
1-Ed. Duke, S.P.P.	17.50
1-Ed. Galle	22.50
1-Ed. Wollens Gold Award, Q. T.	22.50

1/3 Deposit. Balance C. O. D. Cable Address "McCall's" Phone: Jefferson 1644.
Send for Our Latest Price List.

2147 LOCUST ST. ST. LOUIS, MO.

FREE Set of 10 Exclusive HERCULES PAYOUT PROTECTOR PADS with every order. Rush Your Order Now!

AURORAN	\$16.50	FOOTBALL	\$17.50
ZEPHYR	39.50	MERCURY	19.50
VOGUE	22.50	1937 SENSATION	17.50
CHIC. EXPRESS	17.50	SPRINT	8.50
POWER PLAY	24.50	TRACK MEET	14.50
CHICO DERBY	8.50	WAR ADMIRAL	47.50
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1/3 Deposit. Balance C. O. D. F. O. B. NEWARK.
WRITE FOR COMPLETE NEW PRICE LIST.

HERCULES MACHINE EXCH. INC. 1175 BROAD ST., NEWARK, N. J.

Monarch Presents Electric Machine

CHICAGO, April 30.—Ever since the coin machine show it has been evident that penny equipment of an amusement nature is staging a big comeback. Some attribute this demand to revived interest in the old-time penny arcade. Others to the fact that present economic conditions have restored penny machines to the pedestal of popularity which they once occupied. Whatever the reason, Monarch Coin Machine Co. announces that it is helping out the comeback of these machines by announcing a new variation of the old-time coin electricity machine so popular with arcade fans years ago.

"Any way you look at it this machine of ours is a money maker," claims Roy Bazelon, head of the firm. "It will take but little space on a counter, yet it has sufficient flash to compel attention. This device produces a harmless electric vibratory current which can be increased at will and which is indicated by a pointer on a dial in plain view of the patron. Expense is practically nothing, for one dry battery is all that is needed and this is good for 1,500 to 3,000 plays. Machine is automatic, too, and rewinds at each play. It also has a cut-off and means of regulating the time from one-half to one minute.

"Crowds have gathered about this machine every place we have put it on location," Bazelon concluded, "and from all indications it's a real winner."

H. Drollinger and G. Wrenn in Deal

DALLAS, April 30.—On April 27 Harry I. Drollinger and George Wrenn entered into a deal whereby Drollinger purchased Wrenn's interests in the Wrenn Sales Co. and Wrenn took over Drollinger's phonograph interests in Houston.

Both men are well known in Texas music machine circles. The two organized the Wrenn Sales Co. in April, 1937, with a capital of \$17,000, which has grown to a sworn statement reported to be \$87,000. Their specialty has been music machine and vending devices.

For the time being the office here will be operated under the name of the Wrenn Sales Co. A change in name may be made later on.

Jennings Has Deal On Triplex Chief

CHICAGO, April 30.—"Triple your profits with a Triplex is more than a slogan—it's a reality," according to W. J. Ryan, of O. D. Jennings & Co., who said that actual tests show that more than half the coins in the cash box of the machine are dimes and quarters. This assures an increased income better than 100 per cent, he said.

Then Ryan went on to explain a new offer by the Jennings firm by saying: "We'll prove it to you and make you a present of Triplex. We are not trying to sell you a sample Triplex; we'll give

it to you. The machine sells to operators at over \$150, tax included, but we are giving you a sample without cost. We want you to convince yourself by actual operation in your own location that Triplex will actually earn two to three times as much as any other machine.

"During the month of May we will give any operator or jobber a Triplex Chief with every order of 10 Silver Chiefs, Red Ships or Dixie Bells. With an order for 20 machines the customer will get two Triplex Chiefs and so on. If you can only use five Silver Chiefs, etc., you get a Triplex for half price. On an order of three machines you can get a Triplex for 75 per cent of the operator's price. Your distributor will give you the same deal also."

Lemkes Enjoy 19th Honeymoon in Chi

CHICAGO, April 30.—Mr. and Mrs. Henry C. Lemke came to Chicago recently to celebrate their "19th anniversary honeymoon" and before going back to their home city of Detroit they had visited a number of the manufacturers and had also bought some large orders of machines.

When interviewed the demure couple between blazes explained how they had always taken a honeymoon trip as each anniversary rolled around. "We've been married 19 years and we have been in the coin machine business 17 years," Henry explained.

Lemke said that his biggest purchase on this trip was an order for 500 of the Gottlieb grip scales, which he has found to be profitable under present conditions. "I'm turning to pennies as fast as I can," he said, "because fast pennies are better than a slow nickel. I recently converted a well-known nickel table game into a penny-play machine. The location checked carefully with me to see the results and we were astonished to find that play made a pick-up of about 400 per cent."

Lemke stated that he and his bride would spend the summer in Northern Michigan and that he planned to place a lot of machines in that territory for the summer.



J. A. DARWIN, special representative of the Rudolph Wurlitzer Co.; Mrs. Darwin; their son, Edward, and guide (right to left) enjoy the view from the second tier of the Pyramids of Mexico

NEW Sparks Ball Gum Vender with Automatic Token Payout

Insert this marvelous new Sparks machine at your nearest jobber. Positive Token payout from one to ten tokens on winning combinations eliminates all controversy with Operators, gives you full profits you are entitled to.

Large size Model, rugged mechanism which is removable from cabinet. 300 Ball capacity Gum Vender.

Nickel Model has Cigarette, Beer or Honey Rouse News, Jackpot optional for \$2.50 additional.

Penny play in Cigarette Style only.

SPARKS IS MASTERBUILT BY GROETCHEN TOOL COMPANY

130 N. Union Street, Chicago, Ill.



With the thermometer going up, sales come down

Boost your batting average with the brand new Waldemar Knife and Chain Deal. Coupons under each Knife and Chain ranging from \$1.00 to \$5.00. There are two \$5.00's on hand.

BRAND NEW AND RED HOT — GET IT NOW!

2000 punches with one-third of the punches free. Takes in \$64.80 and pays out \$26.10, leaving \$38.70 profit. Operators' price \$7.50 for sample, \$7.00 in lots of 10 or more. The best money-maker of the year! Order now.

H. G. PAYNE COMPANY
312-314 BROADWAY, NASHVILLE, TENN.

HAVE ON HAND 200 USED MACHINES MAKE US A BID

Shoggers	Stoner Races	Turf Kings	Beamite
Early Basketball	Summers	Vegues	Home Runs
Exhibit Basketball	Batter Up	Home Stretch	Free Play
Dux	Zephyr	Chicago Baseball	Always
Tournament	Silver Flashes	Line Up	5-10 Mills Q. T.
Football	Mass "n' Hownds	Chic Derby	Gottlieb Hollywood
Ree Bowl	Preview	Speed	Tops

One-Third Deposit, Balance C. O. D. If You Don't See What You Want, Ask for It.

YALE AMUSEMENT COMPANY, 952 Grand Ave., New Haven, Connecticut

Many Plans Under Way To Collect And Maybe Simplify Maze of Laws

(Reprinted From the United States News)

Editor's Note: Legislative mills have been grinding for years. The result is a vast accumulation of laws. The coin machine business is kept spotted by this conglomeration of laws, differing in States and cities. The following article is reprinted simply to show what is being done to simplify laws. Other important matters are under way, such as the present constitutional convention in New York State.

A survey just inaugurated by the Works Progress Administration may profoundly influence future business development in the United States.

The objective, briefly, is to record all the rules business must abide by in the respective States. Those rules have increased manifold in recent years. They were changed in 46 States in 1937 alone and are being changed almost constantly

as Legislatures meet.

As a result many business men find it practically impossible to keep abreast of the rules—the laws. Important trade associations have set up staffs in an attempt to do so for them. In no case, however, has a really comprehensive, correlated summary been prepared.

Business men and economists long have stressed the desirability of such a study. The increasing tendency toward erection of interstate trade barriers re-enforced the demand. Variance between State laws, especially in regard to taxation, caused President Roosevelt and other leaders years ago to support movements to promote uniformity. But nothing substantial resulted.

Corrington Gill, assistant administrator of WPA, who will supervise the study, said in an interview there was no special reason for its being undertaken just at this time.

"Others have been talking about it," he added. "We considered it and decided to act. That's all."

A Relief Project

A good deal of discussion preceded the decision. WPA economists concluded that information on all laws designed to increase or curtail the flow of goods was a prerequisite to an effective study of unemployment, because those laws affect employment, pay rolls and prices. They believed the business man would want the information, that it might benefit consumers, that all government agencies would find it useful and that lawyers and teachers should have it.

A handful of economists are beginning to work out a program in almost bare offices five flights of stairs up one of the WPA buildings in Washington. They hope to be able to complete it by July, after which the broad work will begin.

The research will be done by members of the white-collar class on relief. Estimates of the time required range from a year to two years, of the expense, up to \$100,000.

A tentative list of subjects chosen and the method to be followed would seem to indicate they will write a history of "the rise of American economic civilization." The subjects include taxation, advertising, "fair trade" acts, child labor, quarantine regulations, ports of entry, price discrimination, trademarks, labor relations, etc.

The laws of each State will be surveyed individually. In one State, for example, they say that eggs imported must be painted red while eggs laid in the State must be labeled "fresh." That item would be listed under the State laws.

After that, under the plan, there will be cross-reference pamphlets or books about commodities. All laws and regulations affecting oil or nuts or steel would be listed.

No interpretations or recommendations

are planned. Rather the listings will be purely factual reporting.

Citizen Can't Know

An explanation by Mr. Gill illustrates the potential effects of the survey on future legislation affecting business.

"The business man faces a complicated system of laws governing marketing," he said. "The trend toward those laws together with passage of the Robinson-Patman and Tydings-Miller Acts in Congress make it necessary for them to adjust old merchandising policies.

"To do it they must await clarifying court decisions; they must understand the legal implications of the laws themselves, and also they must know about the present and probable future impact of those laws upon trade and the consuming public.

"Many State laws are not in harmony with existing federal statutes nor with similar laws in neighboring States. Any proposal to revise either State or federal laws affecting the marketing of goods to bring them abreast of modern business techniques must take into account the legal and economic implications found in all the State laws now on the books."

A number of trade associations and individual business men wrote to WPA welcoming the survey and offering cooperation. An advisory committee of representatives from 10 government departments is to be formed to promote co-operation there.

Value to Retailers

The American Retail Federation has attempted something along the same line, but so far has reviewed only the 1937 State legislation affecting retail businesses. It discovered that 42 States now have resale price maintenance laws, resulting in part from the Supreme Court validation of the California and Illinois laws and subsequent legalization by Congress of interstate price contracts.

The Bureau of Foreign and Domestic Commerce of the Department of Commerce also has concerned itself with the subject. A report prepared there by James L. Brown showed the six States without these laws were Alabama, Delaware, Mississippi, Missouri, Texas and Vermont. He remarked on the similarity between many of the State statutes.

In the WPA study, to use a State price maintenance act as an example, the following information would be given: The law's text and an explanation for the layman; digest of all court decisions; digest of legal articles written about it; an analysis of enforcement machinery, and the legislative history.

The possibility that the survey will serve as an impetus toward a codification or simplification of both national and State laws affecting business is plain. If that should eventuate and result in a help to business men or increased employment, the officials responsible doubtless would be pleased. So far, however, they say that their interest is "only in getting the facts."

FREE!



Mills Melon Bell or Vender

During May, 1938, you are given your choice of a Melon Bell or Vender or a Bonus Bell or Vender ABSOLUTELY FREE with every purchase of \$1,000 worth (net) of New Mills Bells or Venders, Q.T.'s included. This offer is made to operators only—write for full details. Big, Interesting Catalog Sent Free. Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Ill.

* World's Largest Manufacturers of Coin Operated Machines



Mills Bonus Bell or Vender

FREE!

CLOSING OUT!

PENNY SKILLO

COUNTER PROFIT SENSATION! REQUIRES ONLY 1" SPACE.

Only 260 LEFT

ORDER TODAY!

\$4.00 EACH

Tax Paid F. O. B. Chicago.

CENTURY MFG. CO.,

4156 W. Chicago Ave., CHICAGO, ILL.



LIVE PROFITS

THIS MACHINE IS 100% LEGAL

A Real Money Maker On Any Location.

An Electric Shock Machine, controlled in volume by the player. Made of pressed steel, finished in red enamel, very attractive.

Price \$9.50 each

(Slight extra cost for 5c play)

WIRE YOUR ORDER TODAY

1/3 Deposit, Balance C. O. D.

MONARCH COIN MACHINE CO. 1731 BELMONT AVE., CHICAGO.

BLOOD PRESSURE SELF-SERVICE SLOT MACHINES BLOOD PRESSURE INSTRUMENTS CO. 4530 PARK AVE. NEW YORK



CHARLIE PARKER, production manager of the Rudolph Wurlitzer Co., signs releases for materials to be supplied the production lines for the new Wurlitzer phonographs.

3-WAY SUPER GRIPPER

3 Grip Tests—Mechanically Perfect—Attraction Brilliant—Red Crackle Finish—Jam-Proof Coin Slot.

Jobbers—Operators

Write for Prices, Immediate Delivery

PAYOUT.	
Alamo ...	\$ 9.50
Big Bear ...	2.50
Arlington ...	49.50
Bally Entry ...	94.50
Daily Races ...	15.50
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Better Up ...	\$16.50
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Hold & Draw ...	\$ 6.50
Life-A-Pix ...	27.50
Race Sport ...	11.50
Great Guns ...	\$28.50
Home Run ...	14.50

COUNTER. Dobby-Auto. Pay ... \$10.50. Wagon White ... 6.50

1/3 Deposit, Balance C. O. D. New Price List, a 1c Postcard will get you one. ROYAL COIN MACHINE CO. 2212 N. Western Avenue, Chicago, Ill.





UP - UP - UP
SWING PROFITS with

Swing

CHICAGO COIN'S newest novelty game sensation with such profit-building features as GORGEOUS PLAYING FIELD . . . TUNNELS . . . SWING GATES. NOW made even more appealing with the 3 new MYSTERY LANES and other exciting features galore!

\$74.50
Tax Paid
F. O. B.
CHICAGO.

and

SNAPPY 5-ball novelty powerhouse with new type progressive high score system. As strong today as it was when first introduced!

\$74.50
Tax Paid
F. O. B.
CHICAGO.

Order Today for Immediate Delivery!

CHICAGO COIN MACHINE MANUFACTURING CO.
1725 DIVERSEY BLVD., CHICAGO, ILL.

COIN MACHINE HEADQUARTERS

ATTENTION COIN MACHINE BUYERS.

If you are in the market to purchase New or Used Coin Operated Machines, write us! We carry a complete stock of all types of Machines at prices which you can afford to pay. WE GUARANTEE YOU 100% SATISFACTION on all purchases. What more can we say? JOE HUBER, Pres.

SPECIAL—WURLITZER 412 PHONOGRAPHS \$97.50

HUBER COIN MACHINE SALES CO., 400-418 W. Van Buren St., Chicago, Ill.

Banner Business Shows Big Boom

PHILADELPHIA, April 30.—J. H. Rothstein, of the Banner Specialty Co., reports that the business done by the home office during this past month will better the 1937 mark approximately 28 per cent and top the 1936 April figures by 22 per cent.

"We attribute this increase to the fact that more and more operators are joining the list of Banner customers," Rothstein stated, "because they know they can rely on us to protect their interests. Our branch offices in Newark and Pittsburgh are also hanging up new sales records. One reason for this is the able management of these branches by the respective managers, plus the fact that they must adhere strictly to the policies of the main office.

"We believe our customers are in much better position to keep on increasing their profits, since they hardly ever have non-productive equipment, since Banner indorses only the best and because all Banner employees do everything possible to co-operate with their customers in every possible way," he concluded.

Winner Sales Co. Relates Policies

CHICAGO, April 30.—It has been the custom of some companies selling high-priced equipment to give a limited time guarantee in which ops may return the equipment and receive their purchase price should they be dissatisfied with their purchases.

Winner Sales Co. reports it is making this same guarantee in the jar-deal field. "We are offering our Get-a-Natural, Banco and Half-a-Hundred jar deals, also Pik-a-Pak 1-cent or 2-cent ticket cigaret deals," reports Hy Salkind, sales manager of the firm. "Other deals of ours are the Jar-a-Jak 1 or 2-cent cash ticket deals. All of them are available now on a seven-day money-back guarantee. So far not a single request for return of payment has been recorded. In fact, ops are reordering constantly."

Royal Features Watling Scales

NEWARK, N. J., April 30.—"Since this is one time of the year ops can expect a boom business on scales," state Dave Stern, of Royal Distributors, "we are making a drive on Watling scales.

"Once the women put their heavy winter clothes in storage," he went on, "they begin to worry about their figure

50 MILLION NICKELS CAN'T BE WRONG! IT MUST PAY TO DEAL WITH . . .

GEORGE PONSER ORGANIZATION

33 WEST 60th ST., NEW YORK CITY

11-15 East Runyan St., NEWARK, N. J.
1435 Bedford Ave., BROOKLYN, N. Y.
900 North Franklin, PHILADELPHIA, PA.

DEUCES WILD

Sensational New Poker Counter Game. . . . \$27.50

- PHONOGRAPHS**
RECONDITIONED—GUARANTEED
- SEEBURG MODEL "E" . . . \$ 19.50
 - SEEBURG SELECTOPHONE . . . 42.50
 - DE LUXE . . . 59.50
 - SEEBURG MODEL "A" . . . 57.50
 - WURLITZER P-10 . . . 69.50
 - WURLITZER P-12 . . . 109.50
 - WURLITZER 400 . . . 129.50
 - ROCK-OLA No. 2 . . . 75.00
 - MILLS DANCEMASTER . . . 37.50
 - MILLS DANCEMASTER (New and Wood) . . . 47.50
- 1/2 Dupont, Balance G. O. D. Cable & Street "Edison" Phone Garfield 0072.
IDEAL NOVELTY CO. 1119 MARKET ST. PHILADELPHIA, PA.

SKEE BALLS

1938 WURLITZER SKEE BALLS in good condition. Cost \$250.00. Will sell for \$40.00. Contact, F. O. B. Buffalo. Should pay for themselves in a few weeks. **H. L. BARBER, 310 Liberty Bank Bldg., Buffalo, N. Y.**

and seem unable to resist the lure of a scale to find out how much they have lost. As a result scale profits soar. Outdoor scales get a bigger play, too, since the average person has less clothes on his back and consequently can get a truer estimate of his weight.

"The Watling scales we are featuring have won the confidence of the public. They are springless, and the new fortune-telling scales which we have are going over big. We believe that many operators are interested in getting a route of the new Watlings started. As a result," Stern concluded, "we intend making a feature of the line for the rest of the outdoor season."

DOLLARS from HEAVEN

A new "GLOBE" STEP-UP BOARD consisting of 2470 combination tickets, beautifully made up with a rainbow of colors.

170 Winners—From 25c to \$25.00

Board Taken In \$125.00	PRICE
Average Payout 75.00	\$4.60
Average Profit \$ 45.44	plus 10% tax

GLOBE PRINTING CO. 1023 Race St. Philadelphia, Pa.
SEND FOR LATEST CIRCULAR

WANTED
500 SLOT MACHINES
LATE SERIAL NUMBERS AND IN GOOD CONDITION

For the past ten years we have served the trade throughout the country. We intend keeping up this policy and would like to hear from our many patrons to whom we attribute our success.

PIONEER NOVELTY DISTRIBUTING CORP.
6127 GEORGIA AVE., N. W. WASHINGTON, D. C.

NO MORE CHISELING
POLISHED ALUMINUM SLOT GUARD COMPLETE
WITH SCREWS, **\$1.00** EACH

CENTRAL DISTRIBUTING CO.
105 West Linwood, KANSAS CITY, MO.



PACKING AND SHIPPING DEPARTMENT of Star Mfg. and Sales Co., Kansas City, Mo., hustles to get Sebnor vendors out to the trade.

**You Must Be Satisfied
Guaranteed Bargains**

62 Grippers, 3-
way, used only **\$9.95**
2 weeks

ONE BALLS

Carom	\$18.50
Preview	18.50
Classics	22.50
Turf Champ	26.50
Golden Wheel	26.50
Racing Form	29.50
Foto Finish	29.50
Sportsman De Luxe	39.50
Preakness	39.50
Arlington	39.50
Clocker	49.50

SLOTS

Watling Rolatop, 5c. .	\$29.50
Paces Comet, 10c. 25c	
Ser. over 320,000. .	34.50
Chiefs, 5c., 10c., 25c.	39.50
Columbia	34.50
Reliance, 5c., 25c. .	22.50
Mill Dice Game, 25c.	97.50

MISCELLANEOUS

PACES RACES (20 to 1)	\$119.50
PACES RACES (30 to 1)	129.50
Serials over 3700	

Stewart-McGuire
7-Col. Cig. Machines 59.50
17 A.B.T. Targets. . . . 19.75
PHONOGRAPHS—Every Make
over 500 in stock.

Write for Prices.
Bowling Games 9, 12, 14 Ft.

GERBER & GLASS
914 Diversey Blvd.
CHICAGO

**\$400 Monthly Income
from PENNIES!**

**Dropped Daily
Into the
HAMILTON
Person Weighing
SCALE**

(New 8th Anniversary Model)
You can't beat Hamilton Scales for moderate investment and prompt profits. Build your own business and have it paid for in 6 to 10 months. Get your first "Hamilton" at our special introductory price, with the right spot for it and complete the "deal" on the best of your own kind. Any town, large or small, will produce \$4 or better average monthly profits per scale. Experience necessary. We give you all the suggestions needed for successful operation.

Shipping To Pay After First Out. We Guarantee Every Hamilton Scale Against Repairs for 1,000,000 Operations.

WRITE FOR THE FACTS TO
America's Largest Exhibitor Makers of Person-Weighing Machines.

HAMILTON SCALE CO.
Dept. B, 1910 Vermont Ave., Toledo, O.

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**LOOK! AT THESE
LOW PRICES!**
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CHICO BASEBALLS	\$24.50
WARS	24.50
DUZ	18.50
STONER PACES	18.50
MISS AMERICAS	18.50
HILLS FLASHERS	24.50

Orders Filled in Notation.
1/3 Deposit.

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WRITE FOR COMPLETE LIST,
AUTOMATIC SALES CO.
227 Second Ave. N., Nashville, Tenn.
•••••

Send your correspondence to advertisers by mail—Using The Billboard.

Dallas

DALLAS, April 30.—W. F. Emerson, of Greenville, Tex., is reported to be operating almost every kind of coin machine here and has been in the business long enough to know how to operate on a business basis. On a recent visit to Dallas he was kept busy showing his new patented base for holding automatic phonographs. W. F. is manufacturing this base in his own plant in Greenville.

Steve Balach, Cameron (Tex.) operator, was in the city recently to purchase new merchandise and visited quite a number of local jobbers.

That wonderful pair of boys, Milam and Brown, who have been successful operators in Corsicana for 25 years, were in Dallas recently. It was the third trip with their own beautifully decorated truck, which they load each trip with new automatic devices.

Earl Roundtree, of Abilene, bought a number of cigaret and other vending machines from the Wrenn Sales Company recently. Mr. Roundtree reports business good in West Texas and says that section is prosperous due to excellent crop conditions.

Marvin McLarty, of Lubbock, Tex., one of the largest operators of West Texas, has been ill for several weeks but is now convalescing at Mineral Wells, Tex., and is reported on the road to recovery.

H. B. Poor, of Trent, Tex., was in Dallas recently and purchased equipment for his music business in that East Texas city.

Mrs. Ed Morris, of Kaufman, Tex., just won't give up but stays on with the automatic amusement business. Ed Morris, her husband, who was one of the old-time operators of that section, passed away last December. Mrs. Morris is now in Dallas taking training for the operation of the new automatic beauty machines under the tutelage of Harry Drollinger's staff and will operate her own automatic beauty business in Kaufman.

Ed Brown, one of the best established operators and distributors of cigaret vending machines in the Southwest, recently moved his sales office and plant to 4606 Lindsey street.

Among South Texas operators who have wired Harry Drollinger for equipment and installations of his new automatic music machines were Dick Warnke, of Santone Coin Machine Co., San Antonio, and L. R. Gardner, of Houston.

Mike Akeman, from the service department of Wrenn Sales Co., spent several days recently in Shreveport, La., teaching Joe Carroll and J. K. Theo the operation of new automatic beauty machines and helping them with the installation of a line of these machines for their automatic beauty service in Shreveport.

Church Hay, of Greenville, Tex., and E. R. Whittle, of Paris, Tex., were out-of-town operators who purchased cigaret machines and phonographs from local jobbers recently.

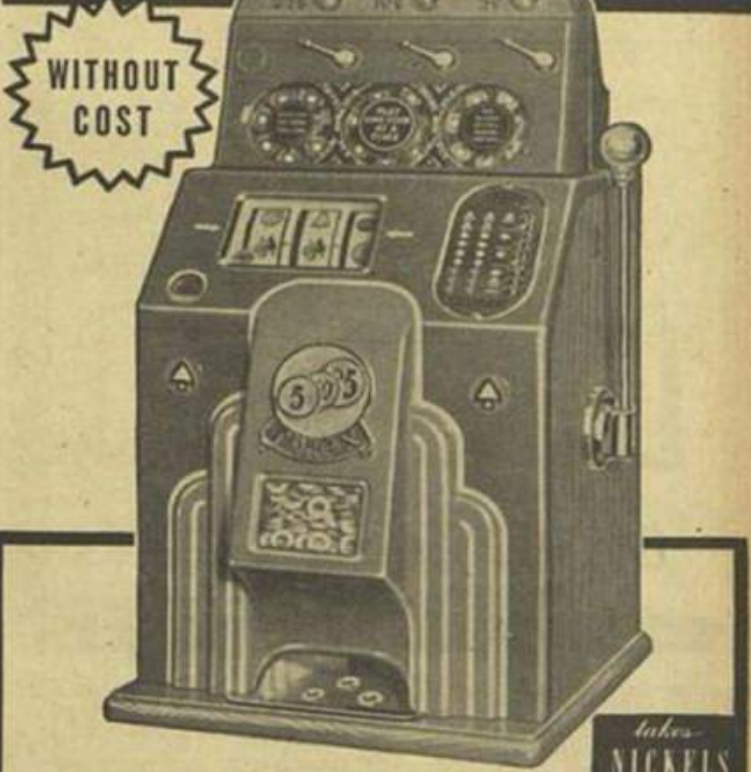
**Columnist Writes
On Phono Slang**

NEW YORK, April 30.—Louis Sobel, whose column, "The Voice of New York," has taken the place of Odd McIntyre's "New York Day by Day," set off some fireworks the other day when he stated that in the new Harlem slang a "joy box" meant a nickel-in-the-slot phonograph.

One of his readers replied: "Referring to your Harlem jargon in which you described a nickel-in-the-slot phonograph as 'joy box,' you might add that among the Negroes of the Florida west coast—and by absorption from household servants among the school kids—a neighborhood dance hall or roadhouse is a jook joint, hence to jook or go jook-ing—and the automatic phonograph is a jook organ."

Perhaps operators in other parts of the country can contribute other terms used to describe the phone which we can forward to Sobel. Down in the Carolinas we have heard that some colored folk call the phone a piccolo.

FREE
YOU CAN GET THIS
Triplex **CHIEF**



**WITHOUT
COST**

takes
**NICKELS
DIMES
QUARTERS**
GIVES ONE FREE
FOR EACH 50

"Triple your profits with Triplex" is more than a slogan—it's a reality. Actual operation shows that more than half the coins in cash box are dimes and quarters, assuring an increased income better than 100%. Many testimonial letters prove this. We'll prove it to you—and make you a present of a TRIPLEX.

That's true—we're not trying to sell you a sample Triplex—we'll give it to you. Triplex sells to the operators for \$163.35, tax included, but we're giving you a sample without cost. We want you to convince yourself by actual operation in your own locations that Triplex—the machine that takes nickels, dimes and quarters—will actually earn two to three times as much as any other machine.

During the month of May, we will give any operator a Triplex Chief FREE OF CHARGE with every order for ten Silver Chiefs, Red Skins or Dixie Belles. With an order for twenty, you receive two Triplex Chiefs, etc. If you can use only five Silver Chiefs, Red Skins or Dixie Belles, you get a Triplex for half price; if three is your capacity, the Triplex will be yours for only 75% of the regular operator's price. Your distributor will give you this same deal.

This offer is limited—don't wait. Write or wire at once.

O. D. JENNINGS & COMPANY
4305 WEST LAKE STREET • CHICAGO, ILLINOIS



BALLY RESERVE

THOUSANDS ON LOCATION 4 TO 8 WEEKS EARNING MORE THAN EVER!

Yes, here's a 5-ball novelty game which actually earns more money each week—and first week collections often equal earnings of pay-out games! BALLY RESERVE is the only novelty game ever operated in batteries of 2 and 3 per location! Why? Write for CONFIDENTIAL details—and act quick to get in the big money.

Pat. Nos. 2063168 and 2082708.

\$99.50
FREE PLAY
MODEL 111.31
F. O. B. Chicago



SPORT PAGE MULTIPLE ONE-SHOT

Collections actually 10 to 20 per cent better than Fairgrounds. Also NEW MECHANICAL REFINEMENTS, NEW ADJUSTMENTS AND ANTI-CHEAT FEATURES add many dollars to your net earnings. For the biggest multiple profits you've ever known, order SPORT PAGE today.

\$194.50

Ticket Model
\$206.50
F. O. B. Chicago



MILLWHEEL

1-5-10-25-CENT COUNTER GAME

Fascinating new "Scrambled Marbles" action gets immediate attention. Repeat play guaranteed by: (1) FREQUENT WINNERS, (2) BIG WINNERS ALWAYS IN SIGHT, (3) ENTIRE ACTION VISIBLE, (4) EVERY GAME COMES CLOSE

Write for AMAZINGLY LOW PRICE.

BALLY MFG. COMPANY
2446 Belmont Ave., Chicago, Ill.

Plans To Build Second Sportland

DETROIT, April 30.—The large new sportland at Jefferson Beach Amusement Park, described in last week's *Billboard*, is being operated by Stanton Welsh. Welsh, a well-known Detroit showman, was manager of the ballroom at the park for several years but has found the coin machine business even more interesting than show business directly—alho he believes closely enough in their connection to keep his major location right in one of the biggest amusement parks in this section of the country.

Welsh also operates a route of Rotary diggers in Macomb County locations, northeast of Detroit. These machines are especially popular thru this county, and Welsh is finding plenty of opportunity to put them to work profitably during the winter when the arcade is closed.

Chauncey Reynolds, Detroit operator, who used to manage the arcade at Eastwood Park, is managing Welsh's arcade for him now. This includes digger stands as well as the arcade. Future construction will give another location for a sportland on the west side of the park when it opens in full force for the season proper.

Aronson Seeks Foreign Markets

BROOKLYN, April 30.—Charley Aronson, of Brooklyn Amusement Machine Co., revealed that his firm is interested in establishing foreign markets to dispose of the various used machine stocks it has accumulated. "We believe," Aronson stated, "that the foreign market offers the best chance in the world for the sale of this type of equipment."

"Right now," he concluded, "we are making arrangements with several foreign buyers for immediate disposal of this equipment of ours in wholesale quantities."

Callahan Popular With Uptown Ops

NEW YORK, April 30.—Since taking over the uptown offices of the John A. Fitzgibbons Co. Gene Callahan is reported to have won a fine following among ops in this section of the city. Ops who have dropped in at these uptown offices since they were installed have remarked to John Fitzgibbons, he reports, that Callahan really believes in giving them service and attention. "Coinmen like Gene so much," Fitz stated, "that they are making a habit of dropping in at our uptown offices to look over what's new in games."

"We are trying to give the boys every possible service to keep them earning the largest profits," Callahan declared. "Not only are we repairing their games just as we do at the Bally Building but we are getting the games to them first and

SLOTS

Completely Rebuilt - Repainted Castings Replated

5c Mills Blue Fronts, D. J.	542.50
10c Mills Blue Fronts, D. J.	45.00
25c Mills Blue Fronts, D. J.	50.00
1c Mills Blue Fronts, S. J.	49.50
5c Mills Blue Fronts, S. J.	54.50
10c Mills Blue Fronts, S. J.	57.00
5c Cherry Bells	64.50
10c Cherry Bells	67.00
25c Cherry Bells	70.00
10c Juvvings Chief	32.50
10c Walling Relatop	51.50
25c Walling Relatop	54.00
5c Pace All-Star Comet	37.50
10c Pace All-Star Comet	39.50
50c Pace All-Star Comet	41.50

PAYTABLES

Fleetwood	997.50
Stables	71.50
Arlington	44.50
Fairgrounds	89.50
Golden Wheel	27.50

Write for list of 250 Paytables, Novelty Games, Counter and Slot Machines.

SPECIAL Write for descriptive literature on outstanding show-out bargains.

WANTED To buy for cash or trade - the CON-SOLE. Send list of names and quantities.

ATLAS NOVELTY CO.
1901 Fifth Ave., 2200 N. Western Ave.,
PITTSBURGH, PA. CHICAGO, ILL.
1826 W. Flagler St., MIAMI, FLA.

HOT OFF OUR PRESS! BOX SCORE

BOX SCORE
A BASEBALL JAR DEAL

Introductory Offer
3 DEALS \$10.00

Complete Taxes in 2,250 Tickets
 25c \$114.00
 Average Payout 75.00
 Average Profit 33.00
 Don't Wait—Order Now—See the Fund in Your Territory

We also have another timely Deal called "Daily Double" with a picture of a real home race on the Jackpot Card that we also offer 3 complete Deals for \$10.00

All Prices F.O.B. Louisville, Ky. by Deposit of Postal or Express Money Order Must Accompany All Orders.

Write for illustrated literature of other quality Jar Deals we are at present manufacturing.

LOUISVILLE NOVELTY MFG. CO.
Manufacturers of Quality Jar Deals and Trade Stimulators.
330 E. Brookridge St., Louisville, Ky.

Joe Louis Meets Max Schmeling in June
PUNCH - PUNCH - PUNCH

Round for Round—Thrill for Thrill, all unfolded in this exciting Board. It'll be a ringer's seat in itself, so get yours now and enjoy the fight!

FORM 3810-G—600 Holes.
 Tickets in \$20.00
 Post Out 14.50
 Print 1.10
 Plus 10% Federal Tax.

Write for our Catalog of Money-Making Boards, Cards and Die-Cut Sheets.

CHAS. A. BREWER & SONS
6320-32 Harvard Ave. Chicago, U. S. A.
Largest Board and Card House in the World.

THE BIG FIGHT
IS BOUNDS \$10.00 IS THE WINNER

JOE LOUIS vs. MAX SCHMELING



ANOTHER KEENEY WINNER—William (Bill) Fraser, of J. H. Keeney & Co., is a member of the Chicago Sparta Soccer team which defeated St. Mary's Celtics, of New York, for the National Professional Cup.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co.	D. Gottlieb Co.	Daval Mfg. Co.
H. C. Evans & Co.	A. B. T. Co.	Western Equip. Co.
Groetchen Mfg. Co.		

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

Dewey Goes After Big Gamblers Rather Than the Little Fellow

NEW YORK, April 30.—The strong hand of Thomas E. Dewey, as seen in the conviction and sentencing of Richard Whitney, former president of the New York Stock Exchange, to 5 to 10 years in prison for stock frauds, indicates that Dewey intends to go after big gamblers rather than make a grandstand play by "crusading" against petty gambling.

Incidents connected with Whitney's conviction recall an editorial published in *The Billboard* December 11, 1937, which is reprinted in full because of the underlying truths affecting the amusement-game industry:

"Reformers"

"It seems there is an inborn instinct in every human being to try to reform something. Even those who are forever cursing 'the reformers' have their own pet reforms in which they are just as intolerant as the most professional reformer.

"The chief mistake of all reformers seems to be that they spend so much time, money and ability on petty evils but do little to help in eliminating major evils. They become so absorbed in drives against petty evils that often they show surprising ignorance of what the major evils confronting the nation may be.

"It is to those few reformers who have ignored petty evils to concentrate on the major reforms of history that the civilized world today owes its debt of gratitude. In fact, the multitude of reformers who are always worried about petty evils have come to be little more than pests at a time when serious major problems are of real concern.

"A good working policy is in the fact that petty evils tend to take care of themselves as the major evils of society are brought under control.

Dewey's Future

"The temptation to let our reform instincts be led astray into petty fields is aptly illustrated in a splendid tribute to Thomas E. Dewey, recently elected district attorney in New York City. The tribute to Mr. Dewey is written by Jay Franklin, one of the few liberal columnists of the time.

"Concerning Mr. Dewey's brilliant rise to prominence, Franklin says:

"He has won respect and popularity by his fearlessness and his success in striking down some of the slimier parasites of his community. . . . But the real test lies before him. It is always popular and exciting to smash vice rings and clean up market racketeers. . . . But just as it is more exciting to wage a campaign against venereal disease than against the diseases of stum overcrowding and malnutrition, so it is easier for a city prosecutor to strike at a "Public Enemy" than to attack the big industrial and respectable rackets which levy a far heavier toll on a community's income and welfare."

"The picture which Mr. Franklin attempts to draw is that of many a young and brilliant man who finds himself in public office and who must make the choice between reforms that go to the root of the rackets and ill that inflict society today. Or whether he will give way to the temptation to make a campaign against superficial and petty evils that immediately make a man a newspaper hero.

Officials Tempted

"All over the country there are public officials, mayors, prosecutors, high police officials and others, many of them still young enough to render a distinctive service to the people, who face the dividing of the ways. They must either take the slower way to real success or use the more flashy way of waging clean-up drives against petty evils at regular intervals.

"From newspaper accounts it would appear that about half of the public officials in the country have yielded to the temptation to get periodic publicity and headlines by staging a clean-up on some petty thing. In 8 out of 10 of all such campaigns it is soon discovered that such drives are staged to 'cover up' evils of a much worse nature. Newspapers help to deceive the public by giving full publicity to the petty drives. In fact, it may be said that in the average city the newspapers often serve as the chief protectors of major evils and rackets by making a paper hero of the

man who stages a periodic clean-up for public consumption.

Newspapers Guilty

"If anyone desires proof as to what extent newspaper publicity has gone in shielding the big rackets by its sensational ballyhoo about petty clean-up drives let him ask any reporter who makes the beats and knows all the ropes.

"Some of the newspapers are making an honest effort to reform their own racket. They are beginning to recognize that such public institutions as newspapers, enjoying valuable constitutional privileges, have a heavy obligation to play fair with the public. Such newspapers recognize that there is a rapidly increasing number of voters who question everything published in a newspaper and have to a large extent lost confidence in newspapers as reliable mediums of public information. Such newspapers are beginning to frankly puncture some of the drives staged for publicity.

"The *Indianapolis Star* (October 29, 1937) called attention to a petty thing that is periodically attacked by some public official in half the cities of the country. 'Perhaps it is time to cease the perennial agitation over operation of these marble machines,' said *The Star*. 'Some of them unquestionably are used for gambling small sums. The majority perhaps supply harmless diversion.'

"Apparently here is a newspaper staff that has realized there are a lot worse evils in the average city than pinball games. It is apparent, too, that the staff has recognized the usual motive behind the drive against pinball games. In 9 cases out of 10 it is either for publicity or to 'cover up' for some other thing that needs reform.

Publicity Seekers

"In any discussion of reform the highest respect must be expressed for all honest and sincere reformers. They have made civilization what it is. But only contempt can be held for the publicity seeker and the person who wastes time and money on petty evils when civilization itself is threatened by major dangers. The amusement games business at its worst can only be a petty evil. In fact, if anyone is sincerely interested in reforming the coin-operated machine industry the quickest way to do it is to support and encourage its national and local programs for charity and employment.

"In view of the major economic and social dangers of the time, the coin-operated machine industry feels that public officials, newspapers, civic and church leaders can find much worthier causes than fighting petty things like pinball. The industry itself is willing to go far in cleaning its own house as it concentrates on the national problems of charity and finding jobs for the unemployed."

EVERY SINGLE MANUFACTURER, JOBBER, OPERATOR and DISTRIBUTOR

ADMITS
THAT THE BIGGEST
PROFITS
In All History Are Being Earned
TODAY

With the World's Greatest Game

BALLY'S
RESERVE

"BANK NIGHT" NOVELTY HIT!

\$99.50

DAILY
DOZEN

The latest model of our Bally Reserve. Single Cash Box—Armor Proof—Double Meters—Perfect Checking System.

APPROVED AND RECOMMENDED BY BOARD OF DIRECTORS OF AMALGAMATED VENDING MACH. OPERATORS ASSN., Inc.

and GREATER NEW YORK VENDING MACHINE OPERATORS ASSN.

IMMEDIATE DELIVERY GUARANTEED—RUSH YOUR ORDER TO . . .

JOHN A. FITZGIBBONS
453 WEST 47th STREET
NEW YORK CITY

362 MULBERRY ST.,
NEWARK, N. J.

2178 AMSTERDAM AVE.,
NEW YORK, N. Y.

DISCRETION

Resourceful operators are changing to a new type of Columbia, which is the essence of DISCRETION. No money, no checks are paid out through the front payout cup. Instead these rewards are directed towards a separate, locked cash box in rear, for which location has the key.

This "concealed payout" idea has done wonders in opening territories.



Supplied with Cigarette Reels, but changeable to Fruit Reels and Front Payout. All Columbias are instantly convertible from Nickels to Dimes, Quarters, Pennies.

NO BULK, NO NOISE, NO RESTRICTIONS. Just continuous, comfortable PROFITS.

GROETCHEN TOOL COMPANY
135 N. Union Street Chicago, Ill.

GUARANTEED for LIFE!
Metal Slotted Coin Counter
Sample 75c
10 or more 66c

Get the Best for Least Buy the STAR Slotted Coin Counter. Polished aluminum indestructible. A new one if one ever wears out! Stays easily detached through slot. Stamped gauge marks; wide throat for tubing coils. (For Pennies Only.)

STAR MANUFACTURING COMPANY
3001 Wayne, Kansas City, Mo.

FINAL CLOSEOUT OF RECONDITIONED GAMES

Fleetwood	\$79.50
Fair Grounds, packs	69.50
Prizekness	29.50
Arlington	29.50
Photo Finish	19.50
Golden Wheel	19.50
Key's Track, Paces Races	50.00

1/3 Deposit With Order
MT. ROYAL NOVELTY, Inc.
306 E. Baltimore St., Baltimore, Md.

SALESBOARD OPERATORS
Read "DEALS"

A column about new salesboard ideas, deals and personalities. In the Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



JIM BUCKLEY, left, Bally sales manager, and BILL MARNER, of Sicking Mfg. Co., Cincinnati, take time out to enjoy a bag of pop corn from Bally's Hot-Vender.

GENCO'S JUNGLE

COMPLETE THE JUNGLE PICTURE ON THE BACKBOARD AND THE AWARD IS DOUBLED . .

How Jungle Picture Is Completed . . .

Before played the center of the back rack is mirrored. When a ball falls between 1 of the 6 pair of bumper springs on the board, a corresponding section of the jungle picture is illuminated on the mirrored section of the back rack. There are 6 sections to the picture, so in order to complete the picture the balls must fall between every pair of bumpers. It is possible to complete the picture with just 2 of the 6 balls.

A new novelty game with a double appeal! The player may win an award for high score—THIS AWARD IS DOUBLED IF THE JUNGLE PICTURE IS COMPLETED. Even if the score isn't high enough for an award the player receives a 2 free game award for completing the Jungle Picture in the back rack. 100 points is recorded for each bumper hit. 1,000 points when the ball rolls over one of the skill switches.



ORDER TODAY—QUICK DELIVERY!

GENCO, INC.
2621 N. ASHLAND AVE., CHICAGO, ILL.

\$74⁵⁰

21 YEARS OF LEADERSHIP

is our reward for adopting and maintaining a policy to ENDORSE ONLY THE BEST coin-operated machines and protect operators' investments with all the care and vigor at our command. This shall always be OUR policy—which is the only OPERATORS' safeguard.

BANNER SPECIALTY CO. 1530-32 PARRISH ST. PHILADELPHIA, PA.

BRANCHES 1840 Fifth Ave., PITTSBURGH, PA. 1125 Broad St., NEWARK, N. J.
Mr. Harry Rosenthal, Mgr. Mr. Jack Kay, Mgr.

BUY FROM OFFICE NEAREST TO YOU

Gets Patent on Play Ball Game

CHICAGO, April 30.—Exhibit Supply Co. reported this week that notice had been received from the U. S. Patent Office of the granting of a patent to the firm on an important feature of the new Play Ball table game recently put on the market.

The patent will cover the feature on the scoring board whereby the illuminated runners are shown advancing from base to base, it was stated.

Production is being rapidly speeded up on the baseball game, it was said, since a widespread demand has already been felt for a game that capitalizes on the national sport as this one does. It is said to offer many features of the real game, so that the public naturally turns to it for diversion when baseball is so much in the air. Instead of the usual plunger the table game has a bat which the player can "swing" at the balls for home runs, etc. The player releases the balls from the pitcher's box as he desires by pressing a button.

Leo J. Kelly, of Exhibit, returned from a trip to New Orleans this week, reporting that Exhibit diggers were being operated in large numbers in the New Orleans area. He said he especially enjoyed talking with Messrs. Stevens, LaHane, Quillian and Centos, of the Arcadian Amusement Co., which operates between 400 and 500 diggers and is also planning a big expansion move in the digger field.

in sight at all times—another repeat-play stimulator. Third, winners are quite frequent, encouraging the player to stick with the game. Last but not least, the player can see what goes on inside the machine—the continuous agitation of the marbles is fully visible. This creates confidence in the player's mind and gets play from those who are skeptical of ordinary machines. These four stimulator features are piling up fast profits for operators, as a result of which Millwheel will unquestionably be the biggest summer seller in the counter-game class.



WIN A RADIO

THE SENSATIONAL BOARD THAT IS MAKING REAL MONEY FOR SMART OPERATORS. TRY A SAMPLE BOARD, 2625 N. 4th St.,

Takes in . . . \$191.25
Last 525 Free Payout . . . 26.25

Total Take in . . . \$196.00
Pays Out in Cash . . .

1—50.00, 2—\$1.00, 4—50c, 10—25c,
82—10c. Total Payout . . . 19.70

AND ONE RADIO.

JACK POT contains 100 holes, with 40 Open Numbers. Balance of 60 holes remain for Last Sale on Board, giving the Radio a chance to stay for the Last Sale on Board.

PRICE \$5.54 Plus 10% U. S. Tax
AJAX MFG. CORP.

119-125 N. 4th Street, Philadelphia, Pa.

MACHINE CLOSE-OUTS

- | | |
|-----------------------------------|--|
| 46—HOME STRETCH \$13.50 | 16—HOME RUN \$ 9.50 |
| 27—LONG BEACH 13.00 | 15—DAVAL BASEBALL 10.00 |
| 14—BATTER UP 13.00 | 21—PRAKNESS 12.50 |
| 5—SKI HIGH 16.50 | 6—ARLINGTON 14.50 |
| 3—VOCUE 35.00 | 5—SPORTSMAN (Ironings) 19.50 |
| 4—BOBS 32.50 | 96—MILLS BLUE FRONTS 24.50 |
| 3—CHICAGO EXPRESS 27.50 | 4—TOM MIX RIFLES 94.50 |

12—BALLY ENTRY'S (Brand New - in original crates) 84.50

1/3 Dep. With Order. Ref., A. P. SAUVE, Detroit; GENCO, INC., Chicago.
ROBINSON SALES COMPANY

2005 GRAND RIVER DETROIT, MICHIGAN

Bally Millwheel Has Repeat Play

CHICAGO, April 30.—Discussing the popularity of the new Bally Millwheel, 1, 5, 10 and 25-cent counter game with "scrambled marbles" action, Jim Buckley, general sales manager of Bally Mfg. Co., attributed the success of the machine to four so-called stimulator features.

"First of all," Buckley stated, "every game comes close." That always results in repeat play. Second, big winners are



CELIA PHYLLIS JONES, 8-year-old daughter of Herb Jones, Bally Mfg. Co. advertising manager, is following in the footsteps of her dad as a word stinger. She was a prize winner in a recent radio contest to suggest a name for the island on which Orville's Orphan Annie was marooned.

Evans' HIALEAH ^{Twin} PIN GAME AND SPINNER-LITE CONSOLE

Special

EVANS' NEW 7-COIN HEAD



PERFECT WHERE AMUSEMENT GAMES ONLY ARE PERMITTED!

TWO GAMES IN ONE with amazing new ideas to meet every location requirement! May be operated for payout, checks, ticket or amusement only — or with Evans' Remote Payout Control for "over the counter" awards. Answers your problem of making top profits everywhere!

HIALEAH SPECIAL gives racing fans DOUBLE chances to win! First by pin-ball play, matching selection indicated. If no hole is made, then FREE PLAY on Spinner-Lite comes up, and player may still win! Odds 2-1 to 40-1!

EVANS' REMOTE PAYOUT CONTROL Unit (5" wide, 8" long, 3" high) may be placed anywhere. Registers payout due player, so location owner need not leave his work.

EVANS' NEW 7-COIN HEAD—last 3 coins visible—is absolutely gyp-proof. Prevents coin chute grief and increases profits. Acknowledged by experts and big-time operators as the best in the business. Scores of other features plus Evans' famous engineering guarantee perfect performance.

Write for Evans' Franchise Plan—Biggest Money-Maker in the Industry! Get the Dope Quick for Your Territory!

OTHER EVANS' WINNERS!
PROFIT-SHARING PHONOGRAPH
BY-A-BLADE ROLLETO SR.
WRITE FOR CIRCULARS!

At Your Jobber or Write, Wire or
Phone Haymarket 7630.



H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

RECONDITIONED and GUARANTEED!!

- BALLY FLEETWOODS.....\$79.50
- BALLY FAIRGROUNDS..... 75.00
- MILLS BIG RACE..... 75.00
- WESTERN PADDLES..... 65.00

WRITE OR WIRE FOR ANY OTHER EQUIPMENT THAT YOU MAY WANT! WE HAVE IT IN STOCK!

All Prices F. O. B. Baltimore.
1/3 Deposit — Balance C. O. D.

SAVOY VENDING CO.
406-B W. FRANKLIN ST.
BALTIMORE, MD.

Rock-Ola Equipment Pleases Canadians

TORONTO, Ont., April 30.—George H. Pickett, head of the P. & H. Coin Machine Co., Canadian distributor for Rock-Ola, reports that sales of Rock-Ola phonographs and amusement equipment have far exceeded the high quota they had arbitrarily set up for themselves for the first part of the year.

"Our people are thrilled with the new 1938 streamline phonographs," Pickett stated. "They appreciate the good music and the true-to-life tone. The borealis light-up grille appeals, too. It is somewhat reminiscent of the aurora borealis we see up here once in a while. And do they like to watch the records change! Locations say that there are patrons who feed the machine nickels just to get a kick out of watching the mechanism work."

"A short time ago the P. & H. Coin Machine Co. was host to Canadian operators, at which time plans were laid for an intensive campaign," he continued. "Ever since then our personnel has been busier than a Canadian Mountie dispatching orders for phonographs, games and scales."

Pickett, a native of Toronto and well known thruout the entire dominion of Canada, is also proprietor of Parliament Electric Co., which has for 20 years handled electrical contracts under license and approval of the Hydro Commission. This wide experience has been invaluable in his capacity as Rock-Ola distributor, he reports, and Rock-Ola's phonographs are fully approved by the Hydro Electric Power Commission.

"Thousands of people from the States visit Canada every summer," says Pickett. "Besides our unsurpassed beauty of natural scenery and other attractions, these vacationists like wholesome entertainment as they travel. That's why so many of our Canadian operators have been showering orders upon us. They want to be all set when the tourists—Americans and Canadians—start to visit our great summer playground. They know Rock-Ola music in the States and they feel right at home the minute they walk into a strange place and see a Rock-Ola there."



ZEPHYR \$18.75 TAX PAID

Two Machines in One—Cigarette Vender or Ball Fruit Vender, Visible Ball Gum Vender, Cigarette or Fruit Symbols, 4 Reward Cards. Entirely new Mechanism designed for this machine. Really spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken.



BALL GUM

15c a Box (100 Pieces)
Case Lite (100 Boxes)
\$12.00

MINTS

100 Balls, 75c Case (1000 Balls)
\$8.50

GINGER TOKEN PAYOUT \$27.50 TAX PAID

Finest automatic payout machine in lowest price field. Tokens call for 1, 2, 3, 5 or 10 packs of Cigarettes. Operator inserts tokens in payout tube, thus controlling payout percentage accurately to its full retail price of Cigarettes.

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

Stoner's Races	\$25.00	Royal Races	\$15.00
Homestretch	15.00	Penny Backs	5.00
Scoreboard	6.95	Koeney Free	
Skooky	10.00	Races	77.50
Haw & Hound	35.00	Fleetwood	100.00
Big Game		Ak-Sar-Bem	
Hunter, Lute		Free Game	85.00
Model	9.95	Track Times	
Bally Bumper	6.95	Life Needs	165.00
Auto Derby	15.00	Rosement	35.00
Chico Derby	12.50	Bally Balls	35.00
See How	12.50	Ray's Tracks	75.00
Bally Booster	7.50	Tanferan	65.00
Bally Derby	6.00	Derby Day	
Center Smash	15.00	Consoles	75.00
		Derby Day	25.00

Cleveland-Chicago Amusement Sales
2729 Prospect, Cleveland, O.

WANTED TO BUY

KEENEY TRACK TIME
LIBERTY BELLS
MILLS BLUE FRONTS
BALLY FAIR GROUNDS

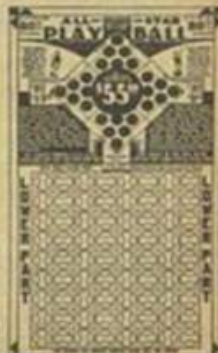
The Billboard, Cincinnati, O. Write BOX D-128.



"Sock it out of the Park!"
"All-Star"

The newest sensation in Barrel Board Games! Made in either 2250-holes or 2520-holes size. Shows \$40.31 profit on 5c board; \$69.15 on 10c. Base hits touch proper bases. Made in thick and thin. Sold to operators only. Write for details.

SUPERIOR PRODUCTS, INC.
Dept. X
14 N. Peoria St., Chicago, Ill.



DE LUXE REGISTER

LOWEST PRICED BIG GAME!

A red-hot 5-Ball Novelty that scoops everything in playing interest and buying value! Coin inserted in slot lights up Mystery Star on colorful backboard. When player scores award score, a colored Circle is illuminated on the backboard. Matching the color of the Star with the color of the Circle doubles the award. Play is visible at a distance. New invisible plug enables change of awards to suit location. New Spiral Bumpers—pure gum live rubber Bumpers—airplane dial Recorder—chrome fittings—Award Cards furnished—dozens of other features!



22"x44" Backboard, 22"x8" A. C. Current.

\$49.50

GLOBE TROTTER

5-BALL NOVELTY THRILLER A LOW-PRICED SENSATION!

Get this money-making express and clean up! Has everything you'd ask for in a high-priced game, yet sells at a record-breaking low price! New Odometer Mileage Totalizer; new-type Bumper Springs; New Simplified Mechanism; Mystery Slot revolves Twin Spinner Discs. Top disc shows miles player must travel to win. Lower disc shows destination, which represents odds. Award cards furnished.



17" x 14" CABINET BACKBOARD 11" SQUARE

\$69.50



The Greatest Little Machine to Make Friends With the Store-keeper.

DE LUXE GRIP SCALE

3-WAY STRENGTH-TESTER

100% LEGAL

THE ONLY TESTER WITH THESE QUALITY FEATURES!

New **BUTTON INDICATOR CONTROL** for competitive play! Indicator remains at highest number until player presses button! • **CHROME TRIM, CHROME HANDLES THROUGH-OUT!** • The only machine with **ANTI-TILT** to prevent cheating. • **SEPARATE CASH BOX!** • **TENSION ADJUSTMENT** to suit location! • **BELL ADJUSTMENT** to ring at any number! • **NON-CLOG SLOT**, button in rear instantly clears obstruction! • **RUBBER SUCTION CUPS** hold machine securely to counter! Top quality in every detail, built by a manufacturer who knows how! Metal Stand, \$2.50 Extra.



\$19.50

With operators who know their GRIP MACHINES it's **GOTTLIEB-50 TO 1**

WRITE FOR CIRCULARS AND QUANTITY PRICES

IMMEDIATE DELIVERY

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO

STILL IN PRODUCTION! GIANT GRIP SCALE, \$17.50

MORE PROFITS THAN EVER!

NEW LOW PRICES NOW IN EFFECT

HIT THE BALL—A SENSATIONAL PROFIT-MAKER

Now Only \$1.78 PLUS 10% TAX

Write today for our new illustrated catalog and price list. Ask for NC-15.

HARLICH MFG. CO.

1413 W. JACKSON BLVD. CHICAGO, ILL.



Imperial Popular In Sunny South

BIRMINGHAM, Ala., April 30.—Maybe it's due to the fact that operators in the South have learned that they are better off with legal equipment; maybe it's because the common belief the Mason-Dixon line are closer to our display room; whatever it is, however, we're thankful to the operators of the Sunny South for the business they've been sending our way," states Max and Harry Hurvich, of the Birmingham Vending Co.

"The greatest demand for our Imperial coin-operated billiard table has come from the South," they continued. "In practically every instance we have reorders for the machine. One operator from Mobile after thoroughly testing one of our Imperials phoned us to ship him 10 more immediately. Southern ops have found that the profits from this modern table compare favorably with those of any other amusement device, with the added feature that this table will last for years and years.

"As the word continues to spread throughout the South about the Imperial," they concluded, "we believe it will be but a short time before the demand for this game will be nation wide. That's why we expect sales on the Imperial to soar sky high this year."

New Game Peps Up Modern's Staff

NEW YORK, April 30.—The entire staff of the Modern Vending Co. is all agog these days over Daval's new bowling game, U-Bowl-It, according to reports. The firm is making plans for a one-week festival, states Nat Cohn, in which it intends to introduce this new game to New York, New Jersey and Connecticut operators.

"The fact that this game has true bowling action is reason in itself to get excited about it," maintains Cohn. "There are nine pins on this game, and whenever any one of them is knocked

NAPOLEON

did us a favor

Good old "Nappy" did us a favor when he met his Waterloo. He proved you just can't get TOO BIG! And we operate on that basis. Small enough to meet you personally and give you real service. Big enough to get you the BEST at the LOWEST and get it for you FIRST!

NEXT TIME TRY....

ORIOLE

COIN MACHINE CORP.
Oriole Bldg., BALTIMORE, MD.

—ALSO AT—
Pittsburgh • Washington • Buffalo

THIS WEEK'S CLOSEOUTS

EVERY PIECE GUARANTEED PERFECT CONDITION AND READY TO SET IN OPERATION. OFFERED AT HERETOFORE UNHEARD-OF LOW PRICES—FIRST COME, FIRST SERVED. "PHONE, WIRE OR WRITE FOR PRICES TODAY!!"

- | | | |
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| FAIRGROUNDS
FLEETWOODS
BALLY ENTRIES
ARLINGTONS
DE LUXE SPORTSMAN | GOLDEN WHEELS
RACING FORMS
STABLES
CLOCKERS
RACING CLUB | PACES RACES, Checks and Cash,
BALLY RAY'S TRACKS
SKILL FIELDS
FLASHERS |
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- 75 ASSORTED ONE-BALLS—90 AMUSEMENT GAMES.

THE VENDING MACHINE CO., 205-15 FRANKLIN ST., FAYETTEVILLE, N. C.

WURLITZER \$159.50 ea.

— 616 — (Lots of 10)

SINGLE MACHINE—\$169.50. 616A—\$189.50. P12—\$244.50. 716—\$189.50
ROCK-OLA, Late 1936 Model, \$79.50.

- | | |
|--|--------------------------------|
| USED CIGARETTE MACHINES. | KEENEY'S |
| HOWE ARISTOCRAT
(6 Columns) | BOWLETTE \$49.50 |
| STEWART & McGUIRE
(8 Columns) | (PRACTICALLY NEW) |
| NATIONAL 1937-4-30 | 50% Discount, Balance C. O. D. |

BABE KAUFMAN MUSIC, (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

down it registers on the electric scoreboard. A regular bowling game can be played on this game, with the score being chalked up in the same strike-and-spare fashion.

"It is one of the first games ever to bring a sport to the business that is perfect in every detail," he concluded. "All the thrills of a regular game have been built into this machine. That's why we expect it to score such a hit with ops in this territory. And, of course, it is the prospect of these sales to come that has all of us here so pepped up."

ROCK-OLA'S

"Monarch"

OF THE MUSIC WORLD



What do customers want from a phonograph? **MUSIC** — their favorite melodies. Rock-Ola's phonograph offers them glorious, true-to-life music. The streamline cabinet, full-vision record-changing mechanism and the brilliant light-up grille abet its popularity. Operate Rock-Olas — Watch real money flow into the new 99% slug-proof coin-chute (standard equipment). Profit from the Nation's Choice.

Rock-Ola

MFG. CORP., 800 N. KEDZIE AVE., CHICAGO

GREATEST OF ALL PHONOGRAPHS

In
CANADA

It's
P. & H. COIN MACHINE COMPANY

128 DUNDAS ST. W., TORONTO, CANADA

In our vast country, rich in tradition and resources, we know the importance of offering the best there is in music—Rock-Ola's superlative phonographs — Fully approved by the Hydro Electric Power Commission. When you are in Toronto, visit our modern offices and look over the complete line of Rock-Ola phonographs. Ask us about the money-making possibilities of operating Rock-Olas, scientifically created to meet Canadian needs. Get into this big, dependable and profitable business.



MR. GEORGE H. PICKETT,

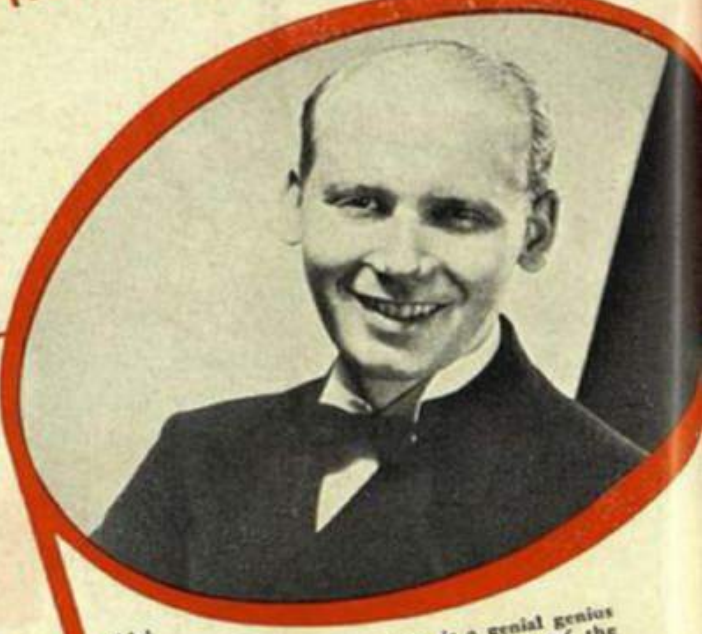
head of the P. & H. Coin Machine Co., says: "Long experience qualifies us to offer, in addition to superior products, our continued co-operation in aiding you to increase your profits."

**EXCLUSIVE ROCK-OLA DISTRIBUTORS IN
THE DOMINION OF CANADA**

MILDRED BAILEY and RED NORVO
 are the "Mr. and Mrs. of Swing" — nightly favorites of Mr. and Mrs. America
 on tens of thousands of **WURLITZER Automatic PHONOGRAPHS**



MILDRED BAILEY "The Rockin' Chair Lady", sings hot and sweet in an unforgettable, plaintive style that tugs the hearts of millions.



RED NORVO is a genial genius — master of the "woodpile", his flashing sticks giving the xylophone a delightful, rhythmic lift.

To the millions who prefer swing that's played "lightly and politely", there are no brighter stars in the world of music than Red Norvo and his Orchestra, with Mildred Bailey.

And to the millions who want to hear every top-flight orchestra in every neighborhood, every night, there is no simpler, more enjoyable, more popular way than to listen to the rich, colorful, life-like music as reproduced on the Wurlitzer Automatic Phonograph.

In tens of thousands of restaurants and taverns from coast to coast whose limitations make automatic music the only possible entertainment, Wurlitzer music is overwhelmingly preferred by owners and patrons alike. Naturally, alert music operators have lost no time converting this preference into substantial, permanent profits!

THE RUDOLPH WURLITZER COMPANY
 NORTH TONAWANDA, N. Y.

Canadian Factory: RCA-Victor Co., Ltd., Montreal, Que., Can.



WURLITZER COUNTER MODEL 51
Sold Only to Operators

MILDRED BAILEY and RED NORVO add to their long list of hits with these latest **BRUNSWICK RECORDS**

- 8068 "I Was Doing All Right"
"Love Is Here To Stay"
- 8069 "It's Wonderful"
"Always and Always"
- 8085 "More Than Ever"
"A Serenade To The Stars"
- 8088 "Please Be Kind"
"The Week End Of A Private Secretary"
- 8089 "There's A Boy In Harlem"
"How Can You Forget"

OPERATORS! These new hits mean increased play appeal on your Wurlitzer Phonographs.

WURLITZER

AUTOMATIC PHONOGRAPHS

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Bring the Music of Modern Masters to Millions