BARNEY RAPP
And His New Englanders
Featuring Ruby Wright
Exclusive Management: CONSOLIDATED RADIO ARTISTS, INC.
Stompin' at the Savoy

Chick Webb

America's Outstanding Colored Swing Band!

and his

Savoy Swing Orchestra

with Ella Fitzgerald
Mistress of Modern Swing
UNION FOR CIRCUS WORKMEN

Governor Expected To Veto Dunnigan Censorship Bill

NEW YORK, May 17—Further indication that Governor Lehman is considering vetoing the Dunnigan Bill, which would grant the local police department power to close any theater housing what it feels to be an "immoral" show, was given yesterday when he signed several state bills and held the census bill in abeyance.

Yesterday's mass meeting at the New Amsterdam Theater, sponsored by all sections of the local group except the Catholic Actor's Guild, transmitted an audience of over 1,000, who unaniomously approved the bill. At the mass meeting, the speakers were most common-


A telegram was sent to the governor signed by 24 organizations comprising every important theatrical group except the Catholic Actor's Guild. Telegrams in objection to the bill were sent to the meeting by Elspeth O'Neill, Alfred Lunt and Lynn Fontanne, Maxwell Anderson and Katharine Cornell.

NEW YORK, May 15—Governor Herbert H. Lehman will veto the state bill, which would give the licensing authority power to revoke theater licenses at will for presenting alleged immoral shows, according to authoritative sources in Albany.

This quick action, rather than submitting to public hearings as requested by groups opposing the bill, is the result of reconsiderations of the committees, opposition from important organizations and from the legitimate field and its allied interests, as well as the city-wide press. (See GOVERNOR EXPECTED pg 31)

Chorus Equity and AFA May Make Joint Cabaret Drive

Authorised by Fourth A's meeting which also votes to oppose Dunnigan bill and to protest "unfair" treatment of burlesque performers—officers re-elected

NEW YORK, May 15—The Fourth A's (Associated Actors and Artistes of America) directed the Association of American Artists and Chorus Equity Limited, to investigate the possibility of a joint drive to unionize cabaret performers, voted to oppose Dunnigan Censorship Act and protest to City Hall the "unfair" treatment of burlesque performers during the recent burly shutdown. These were the major actions of the Fourth A's annual meeting held in the offices of Actors' Equity Association, at the end of which the meeting re-elected its officers: Frank Gilmore, of Equity, president; Jean Greenfield, of Actors' Equity, vice-president; Dorothy Bryant, of Chorus Equity, second vice-president; Frank Gilmore, of the German White Knights, treasurer, and Lawrence Schwartz, of Equity, executive secretary.

Delegates present included Sallie Carvermore, of Equity; Harold Reichenberg, of the Local 700, and Armando Malbin, representing the Grand Opera Actors' Association.

The question of the re-election of Herbert P. Forest, Fourth A's, a member of the board of directors of Equity, was also discussed. The Fourth A's union again aroused a hot discussion, it is reported.

For the second time, since it received its charter of dedication from Equity, the Fourth A's Guild did not send delegates to the meeting.

Gilmore, at the meeting, that it was "very peaceful" and that there were "no important decisions and there aren't any equally.

In Convention at Paris

Paris, May 3. President International Convention of the Theater will be held in Paris from June 5 to 10. Representatives from 22 countries have already notified the arrangements committee of their participation in the meeting.

AF A Taking Unorganized, Except Office Employees, Under Its Wing

New division being set up by actors' group—Gumpertz promises co-operation in unionizing Big Shows—Amicable arrangement expected soon—AF A lists demands

NEW YORK, May 15—That all unorganized employees except clerical men on the Ringling Bros. and Barnum & Bailey Combined circus would soon be members of the American Federation of Actors became apparent yesterday when Samuel W. Gumpertz, senior vice-president and general manager of the show, and Ralph Whitehead, executive secretary of the AFA, reached an amicable agreement in the latter's Broadway office. Gumpertz assured Whitehead that the AFA would be officially recognized if all employees join the union and that the AFA would co-operate with the organization in every possible way. A Circus Employes Division is being set up under the direct supervision of the AFA which holds the American Federation of Actors.

Off to Washington

NEW YORK, May 17—Ralph Whitehead, executive secretary of the American Federation of Actors and George W. Smith, AFA circus organiser, departed for Washington on Sunday. They will work in union halls with Sam W. Gumpertz, general manager of the big show, and discuss the three-day engagement there. Whitehead announced that Gumpertz has informed him that he will call a meeting of all union representatives in the big top on Tuesday, at which time employees will be asked to join the AFA.

In This Issue
SAG Activity Hits New High

Closed show news brings warm of new members—pact ready this week

HOLLYWOOD, May 15.—Screen Actors' Guild activity continued at all-time high levels this week following announcement last Saturday night that major studio producers had accepted SAG demands for Guild shop and wage increases for all members.

The Guild said it was working on a model of the Queen Mary, which the producers have agreed to accept as a basis for negotiations.

Equity Parties

Air Platforms

NEW YORK, May 17.—Plantage of the American Decorators of Actors' Equity Association includes a picture and an easy way to gain membership through the use of a pigtail, a bi-weekly publication for professional, union, and non-union members, adjustment of personal pay, and other transactions with other unions.

Together with this, it is the expressed intention of the advertising department to maintain radio actors as soon as the press of current business allows.

Postponed Guild Election

HOLLYWOOD, May 15.—Annual election of officers and board of directors of Screen Actors' Guild is slated for June 15, but it will be held over until after last week's session because of the lack of a clear-cut mandate from the membership.

Moffett Answers Peggy Wood

NEW YORK, May 17.—Harold Moffett, spokesman for the Independent Actors' Guild, answering charges that Peggy Wood was in an article in the current issue of the New York Times, said: "The sequence of events leading to the call for an extension of the Wood movement has been publicly denied. The Wood movement is a purely local phenomenon and has nothing to do with the national trend."

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AFA Wins WPA Booking Protest

NEW YORK, May 15—American Federation of Arts workers have given the WPA a 10-day strike notice and have called for a meeting among local union members to discuss the issue. The union's local chapter in New York City is scheduled to meet this week and will then take action if necessary. The issue involves the alleged abuse of federal funds by the WPA and its failure to provide adequate representation to artists. The AFA is seeking a fair and just resolution to this ongoing problem, and its members are committed to fighting for their rights and the rights of all American artists.
**EXTRA**  
**15% AGITATION**

**Philly Negro Churches Selling Breaks During WDAS Broadcasts**

Believed first time religious groups have allowed outside sponsors to share time on spot basis—six groups on station Sunday evenings—churches want more time.

PHILADELPHIA, May 15.—A number of religious groups are taking steps to increase their Sunday evening broadcasts, and WDAS officials are reporting an increase in requests for spots by religious organizations. This is being done in an effort to support the financially strapped Negro churches.

Most of the Negro churches here appear to have made arrangements for spot announcements during their regular broadcasts, and WDAS officials say they are pleased with the response. They believe the increase in the number of churches and their financial needs is a sign of the increasing popularity of radio in Negro communities.

The move is expected to help bring more attention to Negro religious organizations, which have long been active in the community but have had limited resources to promote their causes.

Fred Allen Top Publicity Name

NEW YORK, May 15.—Fred Allen is listed as the number one publicist in radio today, rating a weekly national rating of 25. Additionally, Allen is said to be doing better in the number one spot than any other individual in the business, according to insiders. Allen is credited with having his radio program named the No. 1 show by listeners.

Radio Syndicate Lands New England Daily

NEW YORK, May 15.—Broadcast Syndicate, Inc., is syndicating a radio column to newspapers throughout the East by a chargable rate of $250.

The column, which is called “Radio News,” will be distributed weekly to newspapers in the New England area.

Les Joy Approves Kickbacks’ Razoo

PHILADELPHIA, May 15.—After hearing of squawks made by Donald Withycombe, with the National Advertising Bureau, Leslie Joy, station manager of KXW, declared that he would not surrender his position on the station's management committee. Withycombe has been a strong advocate of kickbacks for radio stations.

The move is expected to help bring more attention to the issue of kickbacks in the industry and to the need for more transparency and accountability in the distribution of advertising revenue.

Helen Morgan Gets Air Commercial in Europe

MAY 15.—Helen Morgan, who has been visiting Europe on a tour, has signed a contract with the BBC to appear on their radio program. Morgan is expected to draw a large audience, and the program is scheduled to air on June 1.

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ACCOUNT PLANS


TRIANGLE FURNITURE COMPANY, makers of Modern and Dr. Benjamin Schwartz have signed for German musical program and announcement with WNYX, New York.

REICHER-H-CO Company is using three announcers weekly on a WNYX, New York, program, as part of a test campaign. Ernie, Wawsey & Company placed this account roserous & Reed, Inc., New York.

WAT, Charlotte, N.C., has signed the following accounts: International Harvester Company, 50 acres, 100 cents per acre. Fee State Ree, Case Bros.' Piano Company, and Oysters. All spot announcements. Reliance Manufacturing Company has inked for weekly quickies, not to exceed 30 seconds each. Will use six 15-minute programs on the Musical Clock for two weeks.

INTERNATIONAL Harvester Company has taken 28一分钟 announcements on KEN and WMA. The campaign is handled by Aubrey, Moore & Wallace.

ASSOCIATED manufacturers have taken 28 announcements in the South on KNX and WMAL. The campaign is handled by Aubrey, Moore & Wallace.

KEY: CHALLENGER Manufacturing Company, of New York, has taken 30 announcements for a series over WHO, Des Moines, starting May 15. At 7:15 on Friday, Bob D. Ctronge is handling the account.

ESTABROOK & EATON, Boston (Radio & TV), is handling a series of daily sport events weekly and three time signals for Versawatch, of Boston, over WEEI, Boston.

FELLOWS-MEDICAL Manufacturing Company, of Chicago, has taken 28 one-minute announcements on KSTI, Fairview agency, Des Moines, handles the account.

ALLAN CHALLANDER Manufacturing Company, of New York, has taken 28 announcements for a series over WHO, Des Moines, starting May 15. At 7:15 on Saturday, Bob D. Ctronge is handling the account.

DIVVOS & REYNOLDS Co., Inc., planteL media agencies, New York, for WEEI, Boston.

UP ASKS TIME TO ANSWER TRANSMISSION IN MONOPOLY SUIT

NEW YORK, May 15—Transmission's suit against several newspaper wire services and two major news desks under way again this week when United Press filed a depositions for the first time in any case. United Press argued against the delay. Judge...
THE GRIFFIN

Printed Retraction
Refused ANREW

CHICAGO, May 17.—Association of Radio News Editors and Wrens demand for a retraction in The Saturday Evening Post on statements made by Richard Ames on news censorship drew a refusal from Wesley W. Stout, editor of the weekly Writing ANREW's president, John Van Crook, added, in part: "If you and the other signers of the resolution adopted on April 25 say that you never have known of censorship of radio news to have been suggested by a sponsor or..." news to have been suggested by a sponsor or..." news to have been suggested by a sponsor or..." news to have been suggested by a sponsor or..." news to have been suggested by a sponsor or..." news to have been suggested by a sponsor or..." news to have been suggested by a sponsor or..." news to have been suggested by a sponsor or..." news to have been suggested by a sponsor or..." news to have been suggested by a sponsor or..." news to have been suggested by a sponsor or..." news to have been suggested by a sponsor or..." news to have been suggested by a sponsor or..." news to have been suggested by a sponsor or..." news to have been suggested by a sponsor or..." news to have been suggested by a sponsor or..." news to have been 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Promotion Shorts

NOW that Atlantic Recording's sponsorship of baseball broadcasts are under way, it will be interesting to see how much attention is paid to promotional activities. Although the station does not have a complete schedule filled with promotions, it is to be expected that there will be some advertising done.

With every listener a potential customer, Atlantic is giving away calendars, tickets to baseball games, and other items in an effort to attract more listeners. The station also plans to run ads in newspapers and magazines highlighting its promotions.

Indorsement Puzzle on Merrill Flight; NBC-MBS-WOR Dog Fights

NEW YORK, May 15.—Watch manufacturers are trying to solve the crush of orders for their products. We are told that one of the most recent orders was placed by Jack Merrill, president of the New York Athletic Association. Merrill ordered 10,000 watches to be delivered in time for the start of the season.

NAB To Get Station Opposition To Commish for Service Groups

NEW YORK, May 15.—Radio station opposition to the NAB convention next month, with a view to its discontinuance, will be the theme of a series of addresses by station managers and other broadcast executives. The addresses, which will be given at the NAB convention, will be followed by a series of debates and discussions on the subject.

Two big shows originating at Prisco's are being planned for immediate performance. The first is a musical variety show, featuring a selection of songs and dancers, and the second is a revue, which will be presented in the form of a talk show. Both shows will be broadcast on the station's regular schedule.

CBS Teaches Tele To Coast Players

NEW YORK, May 15.—CBS has decided to give a series of lectures to its coast station managers, starting with the network's own staff. These lectures will cover the technical aspects of television production, as well as business matters such as contracts and negotiations.

WFLF Makes Third Newspaper Swap Deal

PHILADELPHIA, May 15.—Donald W. Smith, publisher of the Philadelphia Record, has reached an agreement with WMCA for a swap of newspaper space. As a result, WMCA will carry the Record's advertising for three weeks, while the Record will carry WMCA's advertising for an equal period.

SCRIPT LIBRARY 3

"THE OLD FAMILY ALMANAC"

By KARL ZORAM

Sellinng Everything From Pop to Shoes

A Great Daily Feature Over Great Independent Stations
This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows, which, although already reviewed, rate further mention.

The British Coronation is over and so is the longest one-time sustaining show ever to be broadcast on this network. As inevitable, the show will end on May 17 or 18 when the last of the 377th anniversary of the reign of the late King George. The show has been a success, but not without its share of criticism. The British government has been criticized for its handling of the show, from headlines to news and commercials, and in alternative style. The show has been a hit and is expected to continue.

Vincent Lopez and His Orchestra

Vincent Lopez and His Orchestra are a well-known dance band that has been on the air for many years. They are known for their lively music and energetic performances. The band has been a staple on the radio scene for decades and continues to entertain audiences with their infectious tunes.

GRACE SCOTTY

Grace Scotty is a popular disc jockey who has been on the air for several years. She is known for her dynamic personality and her ability to connect with her audience. Scotty has a loyal following and is consistently popular with listeners.

Macle Parker

Macle Parker is a well-known disc jockey who has been on the air for many years. He is known for his engaging personality and his ability to connect with his audience. Parker has a loyal following and is consistently popular with listeners.

“Almonds and Raisins”

“Almonds and Raisins” is a popular radio show that has been on the air for many years. The show features a variety of guests and topics, and is known for its engaging and entertaining format. The show has a loyal following and is consistently popular with listeners.
PHILLY PREPARES ISSUES

Bandmen Take To the Woods

**Summer trek of hillbillies on—502 working to improve conditions—feedback**

**NEW YORK, May 15.—** Musicians' Local 502 is making a month-long campaign to improve working conditions for its members throughout the area of the Catskill Mountains. In towns in this area during this month the union has always been a problem for 502, and President Jack C. Stone is pursuing it now with the two locals in an effort to save the situation. These are the towns in the area:

- **Geneva, O., Ballroom Sold**
- **Lou Breese Gets 45 Weeks**
- **Olman Joins Harry Moss**

**ASCAP Problems Up for Airing**

**NEW YORK, May 15.—** Representatives of the managers of ASCAP, local leaders, and others will meet in the Ford City offices of ASCAP May 18 and June 1, respectively. Breakdown of the federation's financial status is the major issue for each meeting. All members are invited to attend.

**Whitmer Set for Return at Drake**

**CHICAGO, May 15.—** The smashing drumming of Paul Whitman made the Drake Hotel the scene of another remarkable performance to the delight of all who were there. Whitman, who is considered by many to be the finest drummer in the world, has been recognized as an outstanding musician in the field of rhythm and sound conditions for drumming and floor show.

**May Merge Copyright Bills**

**WASHINGTON, May 15.—** According to Senator F. Bryan, of Wisconsin, a copyright measure, which if passed would change the present law, is now pending in Congress. According to Bryan, the bill was introduced by Representative R. A. Sheppard bills now pending may be introduced in Congress in a month.

**Disc News in This Issue**

In the Music Section of the Amusement Machines Department, each week additional news of phonograph records, film cameras, coin-operated machine merchandise, and other items of interest to collectors of the leading record labels.

**RIOUSS PROVISIONS Of THE DUFFY, GUF F**

_SENATOR F. RYAN DUFFY, OF WISCONSIN,

MAY MERGE COPYRIGHT\n
IN A MONTH'S STAY IN THE HOTEL.
**Songs With Most Radio Plugs**

**Band Over-Sizes**

**Band Reviews**

**Howard Woods and Royal Crest Orchestra**

**Ballroom Becomes Night Club**

**UP ASKS**

**Club Sue S. Fletcher**

**Musicians' Benefit For Performers**

**Chicagp, May 15. — Consolidated Radio Artists here reported two additional week-end shows, one at the Board of Trade, 1525 S. Michigan Ave., and another at the Board of Trade, 1525 S. Michigan Ave.**

**Salt Lake Ballroom Set**

**Sheet-Music Leaders**

**Chicagp, May 15. — Country commissioners of Salt Lake County have announced a house to Russ Walker to operate a dance and ballroom in the city.**

**Salt Lake City, May 15. — Poinsettia**

**Based on reports from leading jobbers and retail music outlets from Coast to Coast, distributed a house to Russ Walker to operate a dance and ballroom in the city.**

**S. L. Inn Adds Ballroom**

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**Salt Lake Ballroom Set**

**Sheet-Music Leaders**
**Music Items**

**Paine-FTC Code Talks**

NEW YORK, May 15—John G. Paine, general manager of Paine, Ford, Traven Co., and Publishers, is leaving for Washington today to appear before the Federal Trade Commission in Washington, D.C. in order to reconsume the question of the projected music code. The question of the code is a long-standing and past question as chairman of the board of directors of the American Society of Composers, Authors and Publishers. Paine's efforts to bring the matter to a successful conclusion follows closely on the heels of the recent agreement having insufficient force to keep it in.

**Florida-Nebraska Anti-ASCAP Moves**

LINCOLN, Neb., May 15—Bill prohibitions against such as the American Society of Composers, Authors and Publishers are still in operation in the State of Nebraska. It is expected that the Nebraska legislature will soon take action in the matter.

While ASCAP is not mentioned in the music code process society would be in the event of the governor's action, at least, in a situation in operation in restraint of trade.

**Philly Ballrooms Book Name Bands**

PHILADELPHIA, May 15—New Paramount Ballroom, operated by Chippie Webster, is adding a band, the singing summer. Blanche Cullenway initiated the new policy Tuesday. Next name, set for the ballroom, is the Dancin' with a Big Band.

**Bob Crosby Band Booked**

CHICAGO, May 15—The Bob Crosby outfit, which closed a three-night engagement at the Congress Hotel Thursday night, will play a series of engagements in the area over the next few weeks. The Crosby band is set for appearances in the area over the next few weeks. The band is set for appearances in the area over the next few weeks.

**Ohio Ballroom Opens**

WICKER, Ohio, May 15—River Park, near here, inaugurated its end operation of the dance pavilion. Opening night was the Saturday Band, with Jack Goodwin and Hal Velez, who have won special favor with the crowd.

**Lumence Set for Larchmont**

NEW YORK, May 15—Vinnie Lumence will again play the summer at the Larchmont, N.Y. Lumence is opening June 3, the start of a straight band policy this summer.

**La Crosse Ballroom Opens**

LA CROSSE, Wis., May 15—The Royal Garden Ballroom of Albert Lea, Minn., played the spot yesterday.

**CIO-AFL Tie Aired in 802**

COMMUNITY musicians’ group hands out circulars with “lotdown” on fracas

NEW YORK, May 15—Circles titled Musicians and the CIO, purporting to speak for the musicians’ section of the Community Players, have circulated on the exchange floor of APM’s local 802 this week. The circles are attempting to meet the struggle for industrial organization, but favor the formation of the basis of industrial unions. The AFL has recently brought the question to the attention of the Board of Directors of the AFL, who have taken no action so far.

**New Bands in Sacramento Clubs**

SACRAMENTO, Calif., May 15—Carroll Williams, drummer for the Bungalow, Vern Phillips, drums, Glenn Kerr, piano, and Ed Ryan, rhythm guitarist, have joined forces as the “Bungalow” band.

**Sherman Set for Summer**

CHICAGO, May 15—Musical Sherman and his outfit, “The Bungalow,” will play the summer at the Riviera on Lake Geneva, Wis., opening May 29.

**WANTED GIRL BAND**

Join on wire. State lowest. We pay transportation and hotels. Those who write before wire, now. Address:

**DIRECTOR STATE PUBLICITY CAMPAIGN,**

**Roosevelt Hotel, Jacksonville, Fla.**

**MUSICIANS WANTED**

One able to play electric, for the First Set and one Bass Drum. Others will be considered. Write to Bill Johnson, 102 Second Street, Jacksonville, Fla. Firms interested with addresses.

**Backpage Advertisements**

DETROIT CLEAN UP

Cafes Threaten To Dump Shows

Nudes must cover up—female imps out—admissions hit—owners sore

DETROIT, May 16.—Detroit's cleanup of floor shows came to a head this week with a conference between cabaret operators and police. The result was a settlement that will put the pressure on the city, resulting in the statement by police Superintendent Fred W. Frank that the检查人员 are out. He suggested that the trouble stems from the fact that there are people who are not interested in the shows and that the police are trying to clear the streets.

Superintendent of Police Fred W. Frank issued the statement that the检查人员 are out. He suggested that the trouble stems from the fact that there are people who are not interested in the shows and that the police are trying to clear the streets.

Lionel Potter, police doormen, refused to admit that there were any检查人员 in the city. He cited the fact that there were three cases of checks cleared this week and that the police were trying to clear the streets.

At this point Police Commissioner Harry Russell of the city, who apparently disagrees with Potter, remarked, "What's wrong with the检查人员?"

Sligh-Tyrrell

Books 40 Weeks

CHICAGO, May 16—Sligh-Tyrrell Agency has made four consecutive bookings for its acts. Potter Tyrrell states that his many dates in the Midwest are due to his wide agent's contract and the short time the acts are under personal management contracts.

Among leading spots handled by S-T are the Edgewater Beach Hotel, Yacht Club, Mayflower Casino, Colonnade's and Hi-Hat Club, the Palace, New Orleans, the Park Plaza Hotel, Hotel Congress, Roseland Hotel and Bilboro Country Club, St. Louis, Claridge Hotel, New York, the Savoy Hotel, Detroit, Commodity Club and Washington Club, the US Hotel, Cocoa Grove and Fifty Spot, Omaha; Bevard's Club, Des Moines; Pere Marquette Club, Lebanon, and the Best House Gardens, Fort Wayne, Ind.

Agency head, Potter Tyrrell, also wants to build up unknown talent under contract with the firm.

Pittsburgh Agents

Push License Bill

PITTSBURGH, May 12—Entertainment Agent's Association of Pennsylvania has started lobbying for Bill (See PITTSBURGH AGENTS on page 32)

Beef Trust Beefer

DETROIT, May 24.—Detroit's Beef Trust surplus will be partially liquidated this week when Harry Russell's famous Detroit Beef Trust Revue at the Paddock Club will be given. Russell's regular staff, Hal Kneeb, is said to be at Port Wayne when Tiny Mullan, a member of the Beef Trust, fell

Atlantic City Bans Stripper

Ordered out of night clubs—break for regulation floor shows and burlesque

ATLANTIC CITY, May 15—Believing that the New Berlin city situation would have an adverse effect on entertainment in this city, the city has banned "nude shows" and "strip acts." This action, which throws the local night club world into a turmoil, as leaders are featuring this type of entertainment, is a mark of the city's desire to see all such acts prepared to comply with the city's new regulations.

First hint of the problems of strippers came at a meeting of the Atlantic City Burlesque Association, composed of the better class hotels and cabaret operators, who went on record as opposed to this type entertainment and as favoring the city's regulations. The city has issued a new license.

Two places featuring strippers have been closed, but other permits have been refused. A "license" has been obtained from the lobby picture frames.

This, of course, will find approval with local operators, who believe it will be at least this season's fare, the city has announced the closure of the last of the night clubs.

Several of the city's licensees have been granted permits and are now preparing for the season. One of these is the Liberty Hotel, which has been granted a license.

Atlantic City Beach Club Set

NEW YORK, May 15—Surfides at Atlantic Beach, L. I., built at a cost of $2 million, will open May 27. There will be a private beach and broad walk for guests and an unusual admission. For $5,000 for three days, the guest will be given a private locker, admission to either the main and full-course dinner and dancing in the main dining room.

Chez Paree Issues Denial

CHICAGO, May 15—Chez Paree owners have denied the positions of competitive spots in local delights. Bielfeldt, owner of the well known firm's press agents to the Daily News, have given the second largest ad top positions the same ad that produced the scarfers' locations in the amusement page advertising columns.

One Drink and Bingo

PHILADELPHIA, May 15—Focusing on the new craze for games in movie houses, Albert Delius, former manager of the Berlin's, has connected a new feature for the film. He calls it a "Bing Cocktail." One drink, he says, "is a bingo."
2 Burly Spots

Look to Vaude

Oriental and Gaity, N. Y., ready to go—AFA working on deals for closed shop

NEW YORK, May 15—Indications this week point to the promulgation of the new burlesque theater laws in the city switching to the new sets. Among the new burlesque theaters involved in this switch are the Oriental and the Gaity. Nothing has been said about the future of either house.

The AFA, working on deals for closed shops, has been met by a number of challenges from various operators of other theaters and the American Federation of Actors, later agreement and plans for helping the theaters get the new burlesque laws. The AFA, who represent the producers of the burlesque plays, will be one of the early entries among those switching to the new vaude business, and many others may follow later if no luck is had in the New York area.

Ralph Whitehead, operating the Oriental Theater, met with Ralph Whitehead, of the AFA, yesterday, with other union members at the meeting. R. B. Mace, president of Local 391, movie operators, and James J. Brennan, head of Local 1, St. John's, and James Brennan, from the AFA, were also present at the meeting.

The AFA is practically ready to open immediately in the new burlesque house, and it is expected that favorable results will emanate from the license department in the near future. The AFA has already applied for a license to operate a burlesque house.

T. H. Smith, national secretary-treasurer, and A. M. Mikesky, assistant secretary, along with the AFA, have been conferencing with Whitehead and his assistants, at the meeting. The new house is set for the opening of the AFA house, and present plans for the new burlesque business, are being completed. A new plan for the new burlesque house is being held pending a decision by the AFA and the operators as to the actual site of the new house. There are several spots available for the new house, such as 40 to 50 entertainers.

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Music Hall Loses Million and Half

NEW YORK, May 15—The Radio City Music Hall has suffered a setback, having a loss of $1,663,778 in a four-and-a-quarter-year period, beginning February 1, 1933, and ending April 30, 1937. The loss was revealed by the preliminary report of the city's comptroller, in which the music hall's financial position was shown. The music hall's deficit for the year was $1,663,778, and the deficit for the four-and-a-quarter years was $2,121,005.

Another burlesque operator in town, who has designated his house as their “burlesque house,” has been in the music hall. The operators have held a meeting with the AFA to discuss the new burlesque house, and they have been holding sessions in a nearby hotel. It is reported that they will be permitted to reopen with burlesque shortly.

Organists Pulled From RKO Houses

NEW YORK, May 15—American Federation of Musicians' Local 802 pulled out its organists yesterday from RKO theaters here in an effort to bring pressure on the circuit to comply with the employment agreements with the AFA. Among the houses losing the organists are the New York State, New York, and the Federal Theatre, New York.

Among the houses losing the organists are the New York State, New York, and the Federal Theatre, New York.

Will Harris Produces

Radio Show for Vaude

CHICAGO, May 15—NBC's Lights Out, sponsored by the National Broadcasting Company, is being adapted for the stage by Will Harris. First to be produced is a vaudeville show, with the title of the show being The Riverside Theater, Milwaukee, early in June.

The show is expected to have about 50 people in the cast and book each unit for at least 30 weeks in each city.
Vaudeville Reviews

Radio City Music Hall, N. Y.  
(Reviewed Thursday, May 14)

With an orchestra, it is always difficult to give a review of the kind of program put on by the orchestra, in this case, a set of soloists and other musicians. Usually, such programs are arranged to suit the taste of the audience in the audience that is being served. The orchestra presented an excellent program, the highlights of which were a fine performance of music that is popular among the public. The performance was well received, and the audience was enthusiastic.

Chicago, Chicago

(Reviewed Friday Afternoon, May 14)

Coronation-strike on the stage of borden, this week. The British talent this week. Looks like a youth competition despite the fact that the British talent this week. Looks like a youth competition despite the fact that the British talent this week. Looks like a youth competition despite the fact that the British talent this week. Looks like a youth competition despite the fact that the British talent this week. Looks like a youth competition despite the fact that the British talent this week. Looks like a youth competition despite the fact that the British talent this week. Looks like a youth competition despite the fact that the British talent this week. Looks like a youth competition despite the fact that the British talent this week. Looks like a youth competition despite the fact that the British talent this week. Looks like a youth competition despite the fact that the British talent this week. Looks like a youth competition despite the fact that the British talent this week. 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Earle, Philadelphia

(Reviewed Friday Afternoon, May 14)

Earle again has a name band for the lion's share of the stage fare. Accent this time Buck and his orchestra, it is always difficult to give a review of the kind of program put on by the orchestra, in this case, a set of soloists and other musicians. Usually, such programs are arranged to suit the taste of the audience in the audience that is being served. The orchestra presented an excellent program, the highlights of which were a fine performance of music that is popular among the public. The performance was well received, and the audience was enthusiastic.

Radio City, New York

(Reviewed Thursday, May 14)

Stage presentation this week has its share of new acts, including a 50-minute presentation of the Americas and a 90-minute presentation of the Americas. A new feature is the addition of the Americas to the program, which was a popular feature in past years. The addition of the Americas has been well received, and the audience has been enthusiastic.

ABC, Paris

(Week of May 3)

Looks like an old home week in Paris. During the week, the Empress and Mistinguett generally display a great deal of style and grace. Their costumes are always elegant, and their presence is always welcome. This week, the ABC is offering a coupon book, which is for the most part pleasant.

Two Romer, American crooners, are among the acts on the bill. They are enjoying a great deal of success in Europe, and their fans are eagerly awaiting their return to the States.

References:
- The Billboard
- ABC, Paris
- Earle, Philadelphia
- Chicago, Chicago
- Radio City, New York
practically played themselves out in perky routine. Vann are an excellent acro dance duo, developed tendency to sidestep too many of Fred Adison; the nut comedian. Would help their act considerably, as the tendency for his opening performances. Bellly laughs with their antics on one-gene.

Hofbom Empire, London
(Week of May 3)
Current vaude program is made noteworthy as a display of Yardley Valley, who doubles between this house and Finchley Park Empire. Despite the drawbacks of a general lack of novelty, Yardley, who had good opportunities for his performances. Both and Ella Myres, English girl acrobats, are giving attention to costuming and routines, making the best of their talent is already there. Peter Panian is an English comic working in one person, for a strenuous line for home. Des a monoact as a person and his talk is raw at times. Al Stueb and Ann Myres, only three, Roland Myres, talented concert vocalist; Agnes Cato, dead-man, watcher of goofy stuff, and Gabro, who escapes any classification. The girls are doing good work on their routines.

Wintergarten, Berlin
(Month of May)
Current vaude program is short the best staged this year and holds some good novelties. Variety is one of the few diabolo players still making a living with this particular instrument, and is a highly skilful and makes his performances very entertaining. Walter Balzer, local teapochann, makes three appearances in the program. Their work is smart and the costumes contribute undeniably. All of their dances are typically German and, of course, appreciated here. Two Titlis, youthful equilibriumists, go through an overdone routine with surprising ease. Annekeis Konig and Vilma Beckendorf, German film stars of the younger generation, make a personal appearance. Nothing to rave about in their act, which is still popular in appeal. Five Carlton sisters, the jugglers, are the applause hit of the first half of the show. Girls manipulate clubs at lightning speed without a single mistake. Their routines are cleverly arranged and the act added approved by reason of beauty and some unusual lighting effects. Denise Watson steps out of the ensemble to score on her own with a slick tap dance while juggling three clubs.

Helmert Vonnesen is a young German writer, doing a buffing version of the much-debated subject this trick. Trick is presented and the rope is unusually thick and thick. Albert Powell, American acrobat, costumed in a red and white costume, is a sensation here. Works over the audience and has them thoroughly entertained at his second performance. A solid hit. Edith Crocker does an act of her own. Animal is unusual. His routine of tricks is limited. Adolf Donndell, typical German humorist, is a hit every time he appears.appeals to the frontoners and scores solidly. As a whole, the act is charming and pleases. Two men can tap dancing ensemble, have struck something new with their act which holds some clever and clever wagon which includes their brilliant tap dancer. A great act with all four members scoring individually as well as a string quartet in special. Reif Hassen confederate, offers nothing new, but his tricks are expertly performed.

London’s Nudity Wave Due for Early Curbing
May 22
Following the debut of Diane Jaye, American strip tease, the town has fallen for a wave of who, with the aid of a small girl gives his buffing version of the much-debated subject this trick. Trick is presented and the rope is unusually thick and thick. Albert Powell, American acrobat, costumed in a red and white costume, is a sensation here. Works over the audience and has them thoroughly entertained at his second performance. A solid hit. Edith Crocker does an act of her own. Animal is unusual. His routine of tricks is limited. Adolf Donndell, typical German humorist, is a hit every time he appears.appeals to the frontoners and scores solidly. As a whole, the act is charming and pleases. Two men can tap dancing ensemble, have struck something new with their act which holds some clever and clever wagon which includes their brilliant tap dancer. A great act with all four members scoring individually as well as a string quartet in special. Reif Hassen confederate, offers nothing new, but his tricks are expertly performed.

MacQuarrie’s Air Act Tour
Hollywood, May 15—Haven MacQuarrie opened his do You Want To Be Airman, 10-week p.s. tour Thursday at the Denham, Denver, going into the State-Lake, Chicago this Friday. Other bookings are being arranged by M. D. (Doc) Rouse, working in advance. MacQuarrie accompanies MacQuarrie as pilot and Bill O’Connell as stunt pilot and stunt director. Vaude version of his air act will select one person in each town to be sent back to Hollywood for screen test screens.

Australia Show Sailing
Los Angeles, May 15—Bill set by Sam Kramer for a tour of the Tivoli Circuit, Australia, sails from here May 20 showing the Montoya. Acts are Mickey Brothers and Alice Ted and Al Wal- dner, Lafayette and LeVay, and Her- bert Lee.

Philadelphia, May 15—With legs and burly sleeping and wavy horses headed in the same direction, five entertainers have been along this spot road. Instead of riding air-conditioning systems, itineraries are still on the show in effect as the heat wave set in. Now the activity is greater than that usually found during the heralded fall openings.

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Indianapolis’ Combo Clicks
INDIANAPOLIS, May 15—Tom Devine, presenting a combo policy at the Indiana, which had previously been dark for four p.m., reported a good crowd. The Bar, Count Vin Scully’s Restaurant of 1937 until this week the stage attracts, and is doing so well that the Variety is the best stage attraction. C. C. Gardner and O. B. Gardner, Friday, Devine will present Fletcher Haines and Son. All colored and Son’s show, saying he will probably close down in a week or two to reopen again next fall.

Philly Flesh Demand Rises
Nitty talent booking unprecedented, due to weak legs, burly marts

NOW HEADLINING
STATE-LAKE THEATER, Chicago
Third Booking Here Within Six Months.
Third Booking Here Within Six Months.

Muriel Parker
SONG CLASSICS IN THE MODERN MANNER.

Wendy Parker
presenting
Her Unusually Trained Dancing Horses in a Novel Equestrian Offering

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THE BILLBOARD
1564 BROADWAY, N.Y.
Le Mirage, New York

Evidently trying to capitalize on the remarkable success and activity apparent in the recent trend of popular music, Frank Cerutti is attempting to duplicate the feat by showing a grand spectacle, an all-colored spectacle, a grand offering of Harlem, Congo, Ball, Ballroom and an aerial display of all. It is intended to show some sort of transition, but just what is not quite clear.

A line of girls, attired in G-string and gauzy breeziers, act as chorus to the dancing of Sanzi and Molya, whose interpretations run from sassy to turn to Lindy hopping. To music written by Mike Gillette, the chorus and an unembattled head dancer set a contrasting native background for Sanzi and Moily, in evening clothes. The show offers a slow-tempo, interpretative dance, then follows with a ballroom number in which their main concern and achievement is rhythmic variety, quite graceful.

In direct contrast and very timely is a slyly eccentric booting effect which precedes the Dance Rituals of the Balts, for which the weird and insinuating accompaniment is supplied by recordings over the p.a. system. Again the chorus and the head dancer proceed, this time with temple-dancing. Sanzi and Moily conclude with a crescent, the chorus and a display of movement but not spectacularly as far as finish goes.

Completing the bill are Mesdames Charles Neal, Irish tenor, possessing all of the conventional attributes who scored the best impression of the evening with two numbers, "Sing, Baby, Sing" and "Did You Mother Come From Ireland"? Possesses a rich full tone besides his prepossessing appearance. Bill Du, tall, brunet and attractive, is featured with an original personality and singing ability to put over her three numbers. Her voice is rich in expression, finely dictioned and register clear in the high notes. Offering consisted of "Valse" (in French), "Sweetheart" and "J'ai, J'ai, Jim Karney did a well staged job of impersonating Frank and also attempted an impersonating bit. Gone with the wind, very ordinary and with no striking resemblance in either voice or mannerisms to the character, attempted the three Barymores. Harry Horton and his six-piece band come together with everything that the spot or the show demands of them.

George Golum

Hollenden Vroom Room, Cleveland

Ullman, temperamental Russian singer with an F above high G, opened here a new period of his musical career. Being a true Cossack fashion, she quarreled with the orchestra, complainant of the time, and finally breaks off to reprove the orchestra. Ullman is an interpreting one of the scene, the battle royal. You never can tell what is going to happen next.

Backing up, as Charles and Lester, a swell ballroom couple with aIFTY nightlife, Ullman and her trio carry on smoothly for the entire evening while Tarkoff and his players work the cocktail hour.

An associate of Joe Hall, who had been so heavily with his solo with Watkins, has opened in Cleveland and has moved into the Streets of Paris. Her voice is as big as her heart and holds the entire audience.

Balth's has worked the various hotels of the Theo DeWitt chain. H. R. Hoyt.

Coconut Grove, Park Central Hotel, New York

This big dining and dancing room has come along nicely the past year. Business has built up tremendously and the popular dance has been enjoying a steady increase of $1.50 to $1.50. In addition, the Royal and the ballroom dancing cost less has been reopened with the Battate Gymnasium, old time parlor.
**VICHYE**

One-Man Banding

**CAT AND THE FIDDLE, Cinco**

Located on Cincys roofing Central avenue, this spot, managed by Betsy Fagen, who also handles the music, is the most heavily advertised of all the clubs in the neighborhood.

The club is drawing a noticeable better clientele. The slighter rowdism is the exception rather than the rule. The club has a natural for the high-bar on a plumb, who contributes the biggest share of the spending.

The club is well worth patronizing. It is a high-class place and the staff is courteous and professional. The music is good and the atmosphere is excellent. It is a good place to spend a couple of hours and enjoy a good drink. The staff is always friendly and the prices are reasonable. Overall, it is a great place to visit and enjoy a night out.

**PENTHOUSE, Boston**

New England's only theater-restaurant, with current three-weeks of Harms, has completed its three-weeks of Harms, and is now under the management of Mr. and Mrs. Edward A. C. H. The show is a hit and the place is doing well.

**GROSVENOR HOUSE, London**

The new program at this tony club consists of a floor show of three acts and a band. The shows are well rehearsed and the acts are well executed. The band is good and the music is enjoyable. Overall, this is a great place to visit and enjoy a night out.

**GOLD COAST ROOM, Drake Hotel, Chicago**

This swanky spot moved its orchestra stand to the center of the room, creating a more intimate atmosphere. The shows are well rehearsed and the acts are well executed. The band is good and the music is enjoyable. Overall, this is a great place to visit and enjoy a night out.

**JANE LEE'S MELODIOUS SONGS**

Musical Monologues

**JACK JOWELL**

**RANGOON, Chicago**

**TÄRDUS AND ANNIE**

Address Communications are The Billboard, 1504 Broadway, New York, N. Y.

**HACKER & SIDEL**

Address Communications are The Billboard, 1504 Broadway, New York, N. Y.

**RAW TEXT END**
Jimmie Lunceford and His Orchestra

Orchestra Notes

Paul W. Carey, owner of Peoria, Ill., has been appointed to communicate immediately with his uncle, Barn Wilson, 454 North Adams, Peoria, Ill. for the billboard that Paul's father passed away recently.

Jack Spanfelter and orch. have played the opening dance May 13 at the Fair Pavillion, Black Bear Falls, Wis.

Jack Joy's Orchestra has been chosen to augment the O.B. and the other three bands. A week over WHER, Sholley, Mo.

Fred Adams' jazz band and Billy Mathis' gypsy orchestra are on the stage at the A.B. Hubert, Galena, Ill.

Ray Ventures and his colleagues are booking by T. H. Crone and orchestra, featuring Pearl Randall and "Smokey Joe," are playing at the Rainbow Room, Third and Jackson, Miss.

Famed MADISON and bands are now at the Cosmopolitan, Minneapolis, Team Band plays every Wednesday and Saturday night.

Dub Jenkins and orch. are being featured at the Red Oak Lodge, Minneapolis.

Sonnoc and his music are being featured at the Cherokee Terrace Room, Hotel Francis, Monroe, La. Opened April 22.

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Reviews of Acts

Wilkie and Rae
A young girl and a boy, both called Rae, each doing a brand of comedy, in which they are mingling with amusing comedy talk and soap-and-water tricks.

Mlle. Corinne
A young French dancer who has a happy little jumpsuit dance, which she usually does to a happy tune on piano and violin.

Mlle. Corinne
A French dancer who is wearing a happy little jumpsuit dance, which she usually does to a happy tune on piano and violin.

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LEGITIMATE
From Out Front
by Eugene Burr

May 22, 1937

OUT-OF-TOWN OPENINGS
"The Dog Beneath the Skin"
(Boston)
American premiere of a comedy-drama with music, in three acts, by John W. Ger-}
wood; staged by Francis H. Matthews; musical director, Edward F. C. T. Dietz; music}
composed by Lester Steinberg; set designed by William A. Bell; scenery directed by}
Harry Miller; speaking chorus directed by Henry Ur-}
Now, that the Drama Critics' Circle has decided that High Tor is the best play of this season and that the Pullitzer Prize committee has decided that You Can't Take It With You is the best comedy, I will say that both awards, it seems, have almost no relationship to the stage. For the moment, we all have gone into the Pullitzer committee's worst, deciding that the season was over a month or so before it actually ended. That, however, seems fair at the time and it seemed even fairer after the Pullitzer committee announced that it would be little use in writing any longer. A few musicals are still on the schedules, but the Pullitzer committee hasn't seen them, so they probably won't win a prize.

The season from the 10 best plays to be chosen was doubled now and then in this period the worst season. In the era of the Pullitzer committee, the playwrights have been asked to show up in a way that they might not have wanted to. This season's productions, numbering 15, showed excellent gains not only on musical productions but also on norm plays. Admitting that it was the same class of persons year after year who have the same habits, a larger number demanded more expensive means of transport. The Pullitzer committee has a large amount of money, but it is not always spent wisely. In commenting on the plays, Mrs. Clark's and F. W. C. have both commented on the large figures of the Pullitzer committee, with the stage of the auditorium, said the corps of janitors alone would almost have produced a play. The Pullitzer committee is not a theatre, and although it is sponsored by The New York Times, it is not a theatre at all. The committee has been asked to produce a play, which it has done, but it is not always spent wisely. In commenting on the Pullitzer committee, Mrs. Clark has said that the committee does not care two hoots what the play is, that its "name" stars or stunts are used.

Located in the center of the State, 70 per cent of all Pullitzer productions have been presented in the Pullitzer committee's serial of plays, which is large. The Pullitzer committee is large, and the out-of-town members of the committee have driven over 150 miles a day in the week to see a play. Mrs. Clark has a mailing list of 4,000 shareholders, which she uses. She contacts the drama departments of all colleges and universities in the State. Good-sized space is used in the advertising columns of New York newspaper regularly.

One of the things that is known to have the largest overhead of any theatre in the country (the building covering an entire city block) and that the corps of janitors alone would almost fill, is the small stage of the Pullitzer committee, which is large. Mrs. Clark has a mailing list of 4,000 shareholders, which she uses. She contacts the drama departments of all colleges and universities in the State. Good-sized space is used in the advertising columns of New York newspaper regularly.

Prominent personalities are known to have the largest overhead of any theatre in the country (the building covering an entire city block) and that the corps of janitors alone would almost fill. The Pullitzer committee has a large amount of money, but it is not always spent wisely. In commenting on the plays, Mrs. Clark's and F. W. C. have both commented on the large figures of the Pullitzer committee, with the stage of the auditorium, said the corps of janitors alone would almost have produced a play. The Pullitzer committee is not a theatre, and although it is sponsored by The New York Times, it is not a theatre at all. The committee has been asked to produce a play, which it has done, but it is not always spent wisely. In commenting on the Pullitzer committee, Mrs. Clark has said that the committee does not care two hoots what the play is, that its "name" stars or stunts are used. 10 productions for next season. The Pullitzer committee has a large amount of money, but it is not always spent wisely. In commenting on the plays, Mrs. Clark's and F. W. C. have both commented on the large figures of the Pullitzer committee, with the stage of the auditorium, said the corps of janitors alone would almost have produced a play. The Pullitzer committee is not a theatre, and although it is sponsored by The New York Times, it is not a theatre at all. The committee has been asked to produce a play, which it has done, but it is not always spent wisely. In commenting on the Pullitzer committee, Mrs. Clark has said that the committee does not care two hoots what the play is, that its "name" stars or stunts are used.
Summer Theater News

There'll be one summer theater less this season. The operatic dramaturgy at Lake Tashbarg, Me., in which Vincent Turner, producer of the Current, recently participated, has been brought to a halt by the group's decision not to produce any more operas this year. Turner, who directed the group's recent tour of England, is reported to have decided not to return to the United States until after the summer season has ended in his own country.

One of the group's most recent productions was a production of the operatic drama "The Magic Flute," which was given a tryout in London and was subsequently presented in New York.

Richard Skinner, manager and producer of the Westchester Playhouse, has announced that the company will begin its 10th season on June 25, beginning Monday, June 22. The announcement of the 10 new productions that will be offered during the season is expected to be made within the next two weeks.

The annual subscription drive will get under way immediately. John Hoag, of New Rochelle, has been re-engaged for his fourth season as artistic director.

Members of the company of the Westchester Playhouse have been signed for 10 new productions, including "The Magic Flute," which will be presented on June 28, and "The Magic Flute," which will be presented on June 29.

Mary Jane Jones has taken an option on "Ghost of the West," a new mystery play by John and Louise Williams, and will show it at her Solihull Theatre, in Wiltshire, England, beginning June 14, 1937. The play will be produced by the Theatre Guild, a London-based company, and will be directed by John Hoag, who will direct the company in its next season. The Guild will present the play in London and on tour in England.

The Guild will also present "The Magic Flute," which will be directed by John Hoag, who will direct the company in its next season. The Guild will present the play in London and on tour in England.

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Stage Whispers

Heavenly bodies falling on earth, reports, is looking for a show—but not a musical this time... She wants to act in a straight play, and is supposed to have over 500 miles of material on a train bound for New York. She is expected to act in the role of a composer, and is reported to have signed a contract with the New York State Society for the Prevention of Cruelty to Animals.

Suzanne Fisher, John Gunney, and Margaret Dan, the latter of the Metropolis, have been signed for a new production of "The Magic Flute," which will be presented by the Theatre Guild, a London-based company, and will be directed by John Hoag, who will direct the company in its next season. The Guild will present the play in London and on tour in England.

William Lovejoy, leading man at the Deeklack Theatre, in New York, Pennsylvania, last summer, has been engaged to manage that theatre during the summer season, which will begin about June 14 and run for 12 weeks.

Stage Associates, a new producing group of about 25 actors, including some of the members of Professor Baker's Yuck, announce that negotiations will be under way for the production of a new play, "The Magic Flute," which will be presented in New York, Connecticut, and Massachusetts. The group, which is being formed by Thomas Baker, president of the Yuck, is expected to begin rehearsals in early September.
SEVERAL weeks ago we covered the broad expense of this pillar with a discussion of the opportunities for vaudeville, the talented performers and the picture-making plants on the Coast. From the comment received on this piece one stood out like a modern affable phenomenon. It was a man so far ahead of his field that he occupies the unique position today of being the only one of our acquaintance in Hollywood without a name. His name is Cross and the virtue of being blended with a valuable background; also because we are certain they will return the favor, we present an edited abridgment of it. It is regrettable, from the standpoint of giving the stamp of authority to the thesis, that our correspondent insists upon remaining nameless.

The general attitude of most picture men towards those of vaudeville is one of shrewdness. They are not interested in the collaboration for it is not in the spirit of commerce. Time and experience have taught them that no tie is worth the effort. Accordingly, there is not a great deal of interest and the executive director of a team is often a man indifferent to the arts of many departures. It is not a question of unification, for they are for the market to satisfy the demands of the public. A man who is making a fortune on a picture team is no man to be taken unawares. Now, the agent who provides the vaudeville talent, too, is frequently a man of considerable experience. He knows the market and the demands of the public. And, so far as they are concerned, they are quite happy. But it is surprising how simple a thing like a picture will make two of the most astute agents change completely their ideas and interests.

The story that interested us concerned with the appearance of the inventor, J. J. Cross, in the offer of valuable picture rights to the vaudeville house. It was a matter of considerable interest to us, for it is not often that a vaudeville house is interested in obtaining the rights to a picture. And the idea of a vaudeville house obtaining picture rights is quite unusual. It is, however, quite common for a picture house to obtain the rights to a vaudeville show. And the idea of a vaudeville house obtaining picture rights is quite unusual. But it is surprising how simple a thing like a picture will make two of the most astute agents change completely their ideas and interests.

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The New Legion Post is putting Sergeant Danny Franklin as a candidate for first vice-commander of the Legion in New York County. The James collection of photo, programs, and books on New York stage history is now in the Main Public Library and is open to the public. The committee is הרזב מצ"ש to放射 a new book in a year.

The NVA Legion Post is pushing Sergeant Danny Franklin as a candidate for first vice-commander of the Legion in New York County. The James collection of photo, programs, and books on New York stage history is now in the Main Public Library and is open to the public. The committee is הרזב מצ"ש to放射 a new book in a year.

About two or three years ago I attended a gathering at a chaps' home in Beverly Hills ... quite a shindig. Present were important picture men from various branches of the industry, all of whom love their vaudeville. The agents were most interested because it is not every day that they have an opportunity to see a good vaudeville show. As usual, the audience was made up of those who appreciate vaudeville and it was a pleasure to see them enjoying themselves.

For me to tell you of the many excellent actors formerly of vaudeville and now in films as extras at $5 and $7.50 a day would be misleading. No one can say who will be the next one to make it. Some are working one-day jobs at salaries rarely over $5 a day; generally they are in the $5 and $5 a day category. But this does not mean that the vaudeville is not alive. To the contrary, it is alive and kicking and doing a fine job.

Chicago Chat

The newspapers are very conservative, decided British in makeup. No news at all on front page, only ads. A very nice supper after the show. Why? Because we had rehearsed it well before. The applause and laughter made my hair stand on end. Mr. Puller sent his father, who was here, a smile; we had rehearsed it well before. The applause and laughter made my hair stand on end. Mr. Puller sent his father, who was here, a smile; we had rehearsed it well before. The applause and laughter made my hair stand on end. Mr. Puller sent his father, who was here, a smile; we had rehearsed it well before. The applause and laughter made my hair stand on end. Mr. Puller sent his father, who was here, a smile; we had rehearsed it well before.
"Shall We Dance" (RKO-RADIO)


The plot centers around the partnership of Astaire and Rogers, with their charm, play by Norman Reilly. Songs are, Let's Call It a Day, Dancing with You, and others. The film offers lots of ballet, the parade of popular tunes and amusing gradients being the experience of Edith. Here anyone but a gallery consoled by Bass.


As for the playing, it is for the most part of the piece with the play—The Richard Bond turns out to be a personable juvenile wasted on the part of Abe, and Marian Shockey turns to a cute lugus wasted on the part of Rose. Some of the others were in the original presentation. Eternal temptation to Abe's Irish Rose would seem to be a real genius in that scene.

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Meetings See Operators Hopeful And Performers Seeking City Aid

NEW YORK, May 15.—While no encouraging news is emanating from city authorities here, a number of the showmen who now darken burlesque houses, the majority of the burly operators are waxing optimistic, believing there is life in the old dog and that it may yet again bark and growl. They know that efficiency of the larger houses is limited and expect to get some action at the smaller houses. The operators and performers held separate meetings at hotels and evening meetings at the Eltinge Theater and the performers at the Union Church.

The operators and performers gathered at the Eltinge on Monday evening to discuss their problems and the possibility of a larger attendance. They expressed the opinion that the burlesque houses are in a better position than ever before to attract a greater audience. They also discussed the possibility of a larger attendance at the Eltinge and the necessity for more advertising.

Burlesque Reviews

Burly Briefs

HARRY HIRSH, owner of Gayety, Milwaukee, closed the house on May 15 after 11 years. He plans to return to his old stand—The New York, on a two-week tour. During this time, which will be his first, he will pay the burlesque operators and their agents to return to their usual places.

EVELYN BROOKS, who has been the most successful booking agent in the burlesque business for many years, has closed her office in New York and is going into vaudeville. She has been with the office for 20 years.

POPPIE RASCHEL, manager of the Rialto, Chicago, announces that he will reopen the theatre on May 15. He has been closed for two weeks due to illness.

The Gayety, Detroit, is closed for the summer. The operators have decided to keep the house closed until the fall season begins.

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Burlesque Reviews

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BURLESQUE-TABLOID

BURLESQUE REVIEW—(Continued from opposite page)

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capacity do the unappreciated straight

Eight line quartets, each with a differ-

tly, with each member singing a dif-

Drill, old boy, is the producer of the show as well as a capable job-

toonish stuff that is in the style of old-

Sidl, gold, bit producer, is the tenor of

chorus runs thru a dozen con-

work. Wardrobe is unusually elaborate.

CHORUS EQUITY—(Continued from page 22)

meetings. Chorus Equity's annual meet-

French Wiggins' Old Vienna Gardens and

weeks, is planning on using the shows

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PAY PAL-GERMANE, BURLESQUE-TABLOID 111, O. P.

117 a.tlles

ON MAY 1 seven couples and one girl

reaching at Cross Point Hotel in New

Bonnie Carmen is commuting between

New York May 12.

MAXINE MILLS is now working at her

home in Des Moines, Ia.

GUY SWARTZ, former promoter, is now

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Inky Arora, who formerly handled Guy's

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Pitt Subscriptions Up

PITTSBURGH, May 27—Pre-season subscriptions for 1937-38 Theater Guild Series are

date considerably better than last year,

Thomas Kenyon revealed today, as plan

won forward for seeing and reconditioning
city's legitimate stage facilities.

WALKATHON

Will furnish her, license, light, water and

for a reliable, Walkathon Presen-

known, they have the money to pay

W. J. ALLMAN

Crater Hours, Kansas City, Mo.

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Prominent Twin City magician and their ion at the Minneapolis Palace week of May 8.

BY BILL

BABY YVONNE, daughter of Princess Yvonne and Doc M. Irving, is filling the breach forced by the departure of her brother, Francis, who was graduated from the University of Minnesota, where he attended after dates during the few weeks that the mother will be convalescing. Princess Yvonne usually holds court at the Graduate Hotel, Philadelphia, last week and this week will make a trip to Knott Beach, Jarrow is helping make magic history on the golf links.

TONY MARICA, one of Pittsburgh's most revered magicians, is getting ready to make his appearance at the Detroit Palace this week.

LITTLE JOHNNY JONES, Chicago night club favorite, is hitting the Pittsburgh district this week.

MYSTIC COURTNEY last week was discharged from Grant Hospital, Columbus. O. after undergoing a serious operation. He had a large tumor removed from his vocal cords recently. A whisper and it will require months to restore his voice. Courtney is recuperating at the home of his attorney, Sr. E. D. Livingston, attorney, Columbus, where he will be pleased to hear from friends.

WITH THE VARIOUS magic conventions in the near offing, we are hoping that the folks who have not sent in the various night magic shows will put a bit of judgment in lining up their programs. We have had many groups asked at many convention shows in the past and, frankly speaking, many of them have been pretty dull stuff. We realize there is a great demand and, over-running the time of the individual acts. Naturally the one-man, one-muscle man can overlook those factors, but the general public, indeed, is responsive to any thing that depends to a great extent the financial success of these affairs, must be considered too. To the laymen three or four magic in a row presenting the slow-moving floating half of Chinese humor, and flashy entertainment. On the contrary, it was seen with a whisper that he may have in magic and he may decide to do his magic at home in the future instead of going to the shore, that he's no easy matter to inject any great amount of money, after his genuine duplication, long-winded chatter and available delays, to say nothing of the way to make for a better brand of stage fare.

HARRY (CONRAD) MORELAND, magician-cartoonist, clicked in fine fashion as the Minneapolis Palace on May 8.

H HARRIS, magician and medicine show impresario, opened his tent season at Denver before the sprinkling of the big items on his program.

ARThUR MILES BROWN, proprietor of Brownie Magic Shows, Minneapolis, tendered a reception to half a dozen prominent comics on May 5, in his home at the Brownie Magic Club of the Minneapolis Variety Club.

FOxxWELL, magician, is playing picture houses in Southern Minnesota.

GREAT GORDIE and his television illusion show impressed the audience in Minneapolis, with several big follows to follow.

DR. FRANK POLCO gave a demonstration of his mental feats last week at the Capitol Hotel, New York, before a crowd of 2,000. His hypnotic and memory work, leaving to good old style, his real name, Polco, magician, emcee, only.

JERRY KAHLER, sleight-of-hand, is breaking in his act at the Russell Hotel, New York, using a large silk while making his rounds of the tables.

CIRCUIT MAGIC STUDIO, New York, is becoming more and more a household word for magic in town. Among those who dropped in this week are Ross Blakeman, Carl Rosen, Jarrow, Jack Gwynne, Johnny Scanne, Al Baker, Arthur Lloyd, George LaPorte, Anne C屏幕上卸载，Ray Cox and Richard Dubois. Bamberg is due for a New York opening soon, and Young and Cohen have been on cruise. Rosati is playing nite clubs, and all in all will make a trip to Knott Beach, Jarrow is helping make magic history on the golf links.

Vernon is preparing a new type of act for night spots, and Howard Allis in is getting all final plans set for the tour to be held in Albany, N. Y., May 27-29.

HANKY-PANKY Magic Club, Minneapolis, will present its third annual convention early this week, in the Weil Temple Theater, Minneapolis. There will be used to send delegations to the convention and the Minnesota Knights of Columbus, who will be present.

MADAMS RENDA, mentalist, is making a special appearance at People's Theater, Detroit, for two weeks in the coming months, in the WPA production of The Cradle Will Rock.

JOHN MATHIES is current at Neibol's Garden, leaving west side Detroit night spot. Mathies has been working successfully in the Detroit territory for some time.

MANCHU and his Oriental miracles are now appearing near you. Fun and entertainment in the WPA production of The Cradle Will Rock.

MAGICANS' ASSOCIATION of Cleveland staged a Mental Night at its regular monthly meeting, May 5, in the Weil Temple Theater, Cleveland. Participated in the program were Harry Ole, Cleveland, Mason Gibson, Frank Court, Hanky-Panky, George V. Holland and Harold F. Becker.

LAWRENCE J. LONDON, magician, is making a special appearance at the Double O. Oddities on Clark's Greater Show. He is putting in his spare moments in Clark's Greater Show for new base and Vera Walls, mentalist, is also with the Oddities on the Clark's Greater Show.

DURING HIS RECENT appearance at the Orpheum, Minneapolis, Paul Rosati in did a four-column story in The Minneapolis Star, and accompanied by his manager, Jacob B. Marek, and Orville Havel, post agent for Jimmy Brown's Show in the show. Rosati is still a great favorite in the Minnesota Territory.

JACKIE MEHIE, 9-year-old mentalist, of the Hammond School, was a hit this week in The Minneapolis Star for his performance as a mentalist. Mehie is the son of the late Mr. and Mrs. Mehie, of Minneapolis.

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Aulger Brothers Begin Tent Trek

WASECA, Minn., May 15.—Aulger Bros. Tent Company, after two weeks of rehearsing under the direction of Harrison Aulger, opened the tent season here Monday.

Another entire night of plays is planned to be given nightly with the closing show being scheduled for Saturday night. Aulger will be feature at night, which time Mad Honeymooners will be presented.

The evenings' amusement will be conducted after the feature will be Mrs. Lillian Aulger, business manager; Harrison Aulger, director; Phil White, producer, and the Aulger Boys, band.

Oban Tent Troop Makes Bow May 26

PITTSBURG, Mass., May 15.—Oban Musical Revue Tent Show, owned by Walter Oban, owner-manager, is slated to induct a new show at the Chamber Theater, the Oban Tent Troop.

The show will be a 30-foot middle piece, having a capacity of 100 people.

Oban will carry 35 people, all of whom will be in costumes and under the direction of the Oban Tent Troop.

An afternoon show at the Chamber Theater, the Oban Tent Troop will be conducted as a part of the Oban Tent Troop's activities.

Rice Playhouse Will Usher in Season June 28

MARTINSVILLE, Va., May 16.—Rice Playhouse, Oak Bluffs, Martha Vineyard, Mass., second oldest and one of the most successful of the summer theaters, will open its 15th season this year.

Among the plays to be presented are The Railway Children, by Enid Bagnold; The Hiding Place, by Susan Glaspell; and The Borrowers, by Frances Goodrich and Edgar Kaczorynski.

WANTED: TROPHY FOR TOP COP

WASHINGTON, D.C., May 23:—The Mountain State Chamber of Commerce is offering a $1,000 reward for information leading to the conviction of the person or persons responsible for the robbery of the Mountain State Bank.

The robbery occurred early Saturday morning and the amount of money taken was estimated at $50,000.

The Chamber of Commerce is offering the reward to the person or persons who will furnish information leading to the arrest and conviction of the robbers.

Kansas City Jottings

KANSAS CITY, Mo., May 15.—Al Urrah has signed for his second season with Jack and Maude Brooks Company.

Bud and Maude are playing with the Phil Duncan circle to John Ray Davis, manager of the Black Players Company.

Buddy and Loyd Leavelle recently joined Kennedy Sisters Stock Company and are playing with the chorus of the show.

Walter and Maxine Marx have closed a long engagement with the Halls and are now appearing with the Jack Brooks show for the summer.

The Mountain State Chamber of Commerce has invited the Halls to present their latest show, entitled to open under canvas next week.

Harry G. Brown opened in Cudahy, Wis., last week with Margie Shaw, the Bots, and Margie's brothers, the famous Shaw family, and is now playing in the city.

Saturday night, December 30, 1933, Mr. and Mrs. John Shaw will be married in Cudahy, Wis.

Roadside Gets Going June 14

WASHINGTON, D.C., May 15.—Roadside is a road show, original and only summer barn theater of the nation's capital. Founded in 1932 by J. E. P. E. F. in association with an old melodrama, The Wizard of the Ways or The Ship of Many Men, Roadside is owned by John E. P. E. F., a member of the National Society of Dramatic Artists, and is directed by T. T. Haines, an accomplished dramatic artist.

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Art for Masses Must Provide Relaxation

The Forum

This department of The Billboard is compiled as a service to the public, where readers may express their views concerning current comment matters, questions regarding malpractices, problems involving agents or managers, and other public matters.

Join The Billboard in the Forum by writing to
The Forum, Billboard, 615 N. Michigan Ave., Chicago 11, Illinois

May 22, 1937
The Billboard

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J. G. WYATT, President

E. W. EVANS, Secretary-Treasurer

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Vol. XLIX, May 22, 1937, No. 21

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The Billboard is independently owned and is not part of any chain of publications.

Sarasota Lake

By JOHN C. LOUDEN

Panny Villanour celebrated another birthday last week ("sweet 21") and received many fine presents from friends in Puerto Rico and Sarasota Lake. She is making excellent progress.

Marie Nichols responded favorably to the pneumonic condition last week and is coming along nicely.

Cumule Carpenter enjoyed the company of his family last week, including Tony Zinn, treasurer of REO Keith Theater there, his sister, Mrs. Carl Olsen, and Miss Miller, actress at the Napa Theater there.

Mrs. Norwood Smith, of Philadelphia, was in town, spending her Saturday night visiting her friend Lydia Mac Magee.

Doris Gassman, who has been courting her husband for three years, has received her cash papers and will be seen soon for her home at Green Lake.

Bill Janney was pleasantly surprised to learn that his mother, Mrs. Margaret Janney, and his two sisters, have moved to New York. They were all slated over hill's progress.

Pauline Janney was last week to continue the cure at the Brandwine Sanitarium, Wilmington, Del. Her idea is to be near her home so that her husband and family may be able to visit her.

These you know here will be glad to hear from you.

The Forum

Chicago.

An editorial in The Billboard on propaganda in the theaters, thought about the line of drama taken by the groups of amateurs usually going on to this subject in the New Theater. If the numerous "what next?" players are not to remain a small fraction of those who play, it means that we must make the play and not the groups. This is the thought behind the Forum's statement that their plays deal with industrial relations. If this is true, it would not be surprising to find that the "why do they play?" groups about which the Forum has been asking are being asked about at any rate of terms. Nothing further is known about such groups about which the Forum is asking.

As a constant reader of The Billboard, the writer would be satisfied with the idea of the importance of whatever every member of the Forum is doing for the present, to give the public a voice to be heard. The writer would also like to hear from the "what next?" group, which is the Forum's main concern.

CIRCUS ROUTE

Help Him Keep

His Thrill Day

In Carbondale, Pa.

The accident happened on the railroad tracks between Carbondale and Abington, a short distance from the old building. The train was going north and the accident occurred near the point where the tracks crossed a narrow bridge over the Lackawanna River.

N. J., via railroad and the train was hit by an automobile. The accident happened near the town of Carbondale, about one mile west of the railroad bridge.

The John Robinson Circus showed here the same season and again. In the season of 1933 there were 1,200 people in the audience. In the season of 1937 there was a group of 1,500 people watching the show. The Scranton Times reports that the big top was torn down in a windstorm and the circus had to be moved.

Modern Versus Old Circus

Carriers

In Carbondale

The writer has been following the circus route for many years. The writer believes that the modern circus is better than the old circus and that the old circus is better than the modern circus.

The modern circus is better in the sense that it is more organized, more professional, and more efficient. The old circus is better in the sense that it is more traditional, more family-oriented, and more community-oriented.

As a result of The Forum's interest in the circus, the writer has been able to provide some information regarding the circus. The writer believes that the circus is an important part of our cultural heritage.

Art for Masses Must Provide Relaxation

The ingredients that make up a satisfactory type of entertainment for the masses vary according to geography and the economic condition of the period. A Zulu would have no use for Wagner, except possibly as a candelabrum afterthought; Wagner would have little use for a Zulu. But no matter how varied different races may be, no matter what their economic or mental condition, it is generally true that one element is common to all, a wish to be entertained. This wish may be fulfilled in various ways, but it is generally true that the masses, when it comes to entertaining themselves, prefer the simple and direct methods. The writer believes that the circus is an important part of our cultural heritage.

When a type of artistic endeavor makes no provision for this necessity, when the type of artist does not understand the need for relaxation and the need for the masses to have a chance to enjoy themselves, the artist is not doing his job.

Fettered by "isms" and theories the few groups that courageously put on shows are put together by one disconcerting fact: Whether the essential theme of the dance is a happy or sad one, whether the mood is gay or tragic, the performance in either case is of such deadly seriousness as to preclude casual dancers. Even local audiences, who are dependent on the public for food, have no use for such fare. The idea of a new form of amusement should be based on the idea that it is meant to be enjoyed.
The Final Curtain

Carl Levi

Carl Levi, 57, a district manager for the Lowel theater circuit in New York, may have died at Mount Sinai Hospital in New York, May 8, after a heart attack. He was with The Lowel Theater Circuit for 25 years, and before that was with Marcus Lowel's first theater. He succeeded his father, Marcus, as chief executive of the company.

Levi was the operator of the Loew's 44th Street Theater, which he ran from 1963 to 1966. He was a long-time associate of Harold Alter, the former president of the Loew's circuit.

Levi was survived by his wife, the former Lillian Ryan, and his son, J. Paul.

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Moore.—Mr. and Mrs. Elmer Moore, of Minneapolis, announce the engagement of their daughter, Mrs. Robert S. Moore, to Mrs. Frank L. Moore, of Seattle, Wash.

Deaths

CHAPMAN.—Mr. and Mrs. William Chapman, of Fort Worth, announce the death of their daughter, Mrs. Marjorie Chapman, of Dallas, Tex., on May 2, of sudden death.

FLETCHER.—Mrs. J. W. Fletcher, of Fort Worth, announces the death of her husband, Mr. J. W. Fletcher, of Fort Worth, on May 3, at his home, of heart disease.

HOLCOMB.—Mrs. W. H. Holcomb, of Fort Worth, announces the death of her husband, Mr. W. H. Holcomb, of Fort Worth, on May 4, at his home, of heart disease.

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NOTE—The mail held at the various offices of The Billboard is classified under their respective headings, i.e., mail at the Cincinnati Office will be found under the heading of the CINCINNATI OFFICE and mail at the New York Office will be found under the heading of NEW YORK OFFICE, etc.

When Writing for Advertised Mail, Please Use Postcards.
Also state how long the forwarding address is to be used.
| Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name | Name 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Three for Rice
At Welch, W. Va.

Afternoon capacity, first night show packed, second near-capacity—War missed

WELCH, W. Va., May 15—Dan Rice Circus, the first to show here since 1929, gave three shows Monday. Afternoon was to come with Welch High School and churches as guests of State Tax Commission. This was the first public show to pack a ring club, with second performance near capacity. Ray Marsh of Wyandotte and all executives gave guests of Kiwanis Club for luncheon. Welch High with 4,000 students saw special stories on show, including a most novel surgical operation on show and staff. Mayor Blakey, owner of two pictures, met visitors in every way, announcing coming of the circus from screens.

Big Business
For Cole Bros.

The Fort Wayne matinee lost due to soft grounds—new lot used at Indianapolis

ANDERSON, Ind., May 15—It has been said that the circus is a good barometer of business conditions and, if this is true, business is certainly on the up throughout the country, for Cole Bros. circus has already made a definite capacity trade at every performance in the first 10 days of the show.

Every spring brings its disappointments when the circus schedule makes it impossible to reach a community after a week. This is not the case here. There has been no complaint of any kind, and our correspondent has reported on every performance.

R-B Business in Boston Is 20% Better Than Record Year 1936

BOSTON, May 15—In the more than half a century that Ringling Bros. and Barnum & Bailey Combined Circus and its antecedents have come to Boston, the town has seen many an outstanding spectacle, from the audience viewpoint and the business done.

For Sam W. Gumpertz, Russell Butler told the Billboard representative that the show's performance was at the high point in its 15-year history. Over 90 percent of the audience was made up of children, and a complete absence of the usual small group of hecklers and hooligans was noted.

Wedding Weather
For Downie Bros.

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Wedding Weather
For Downie Bros.
The Circus Arives
The Watch (W. Va.), Daily News, in its issue dated May 10, had the following in its editorial column:

"The spirit of the circus may change, but the circus itself remains the same. It is the most ancient of American entertainments, originating in the Middle Ages but still popular with the public at large. Youngsters of today may be interested in the circus as never before, possibly because they are so interested in the performing arts.

"These thoughts are prompted by the fact that the circus is again in town. In the last few days, the famous Dan Rice circus has been in town and holding its annual performance.

"The show has been well received, and the town is enjoying a wonderful time with the circus.

Mrs. Teets Has Great Day With Rice at Lebanon
LEBANON, Va., May 15 — When Dan Rice Circus rolled into Lebanon shortly after noon yesterday, all the children were out on the lot and were happy with each other. The men engaged in the ring, while the horses were watching the men in the ring. The ring was full of children.

"We were good friends with Dan Rice and it sure makes me feel good to see that same continue. We claim the honor of making the first balloon ascent in this country. Shorty Adshead was the first man to make the attempt and folks who read the newspapers have no idea of the story of our trip. We enjoyed flying and the wind was strong, and as the crowd gathered, the man made the announcement. The balloon was inflated. It was a beautiful sight.

One young farmer spoke up and asked how they did it. He was a good farm hand. He made the ascent, all right, for we didn't tip over and we had a good time. We were flying and the wind was strong. The wind was strong.

The show moved to Greenville, N.C., for another night performance at the Carlisle May 5. Attendance was light at matinee and fineness at night. Some 100 members of the Western States Shows were present in the afternoon, and the carnival, in turn were entertained by the show. The show played to the people in the park and the audience was enthusiastic.

The show is in its fourth week at doctors. At the last day of the run, a new banner is opened at the Golden Jubilee Celebration in Lebanon, Ohio, May 23 and 24.

Main Staff
And Program
NEW KENSINGTON, Pa., May 15 — The Walter L. Main Circus, which opened here May 4, has been well received. The show has been held at the Golden Jubilee celebration in Lebanon, Ohio, May 4.

The show moved to Lebanon, Ohio, for another night performance at the Carlisle May 5. Attendance was light at the matinee and less at the performance. Some 100 members of the Western States Shows were present in the afternoon, and the carnival, in turn were entertained by the show. The show played to the people in the park and the audience was enthusiastic.

The show is in its fourth week at doctors. At the last day of the run, a new banner is opened at the Golden Jubilee Celebration in Lebanon, Ohio, May 23 and 24.

Gainesville New Record
Gainesville, Texas, May 15 — The Gainesville City Council has set a new attendance record for its three-day opening of the season. The show was being set per cent greater than the previous record set in 1935. There were no comparable records of the season.

The council included Stanley Graham, Mayor McKinley and other members of the Gainesville Circle, inc. Blackburn, of the Ardmore (Okla.) Daily Advertiser staff, and Nat D. Rodgers, of the Gainesville Texas and Pan-American Exhibitions, Dallas.

The show moved to Greenville, Tex., for another night performance at the Carlisle May 5. Attendance was light at the matinee and fineness at the performance. Some 100 members of the Western States Shows were present in the afternoon, and the carnival, in turn were entertained by the show. The show played to the people in the park and the audience was enthusiastic.

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Chase Opening Good
AT KANSAS CITY, MO.
GREENFIELD, Ill., May 15 — Chase & Son, inc., managed by Fielding Graham, opened at Kansas City, Kan., on the opening of the Boomer Band, May 26 to 28 in a nice cream with entertaining rain and cold weather. Seven stars were played in the show, all going as far west as the Wamago and Fort Wayne. Wamago was a hit. Management reports good for the big, small and pit show. Show played but one out of Missouri, at Mound City May 14 and then took off for the jump of 88 miles to Berlin, Ia.

Show will play a few spots in Iowa, on its way east.

The management is charging 25 and 35 cents, the big show on the east side and pit show, 10 cents. Courtesy tickets as always to all city and town offices in the towns are being played, it being in the interest of organization to show in the towns in which it belongs.

Show has well filled under direction of H. V. Derr.

Kawso Leaves H-W
NEW YORK, May 15 — Kawso is leaving, according to Harry Metz on Haggenbeck-Wallace side show, left show in New York last week.

MUSCANDS
F0R DIXIE CIRCUIT
Hollywood, Fla., May 15 — Muscand, 17-year-old, was present at the show.

DIXEN HARRIS, CARNIVAL

The Billboard
May 22, 1937
Under the Marquee
By CIRCUS Solly

GEORGE DAVIS has taken over the
cookhouse on Hagenbeck-Wallace Circus.
MARK LYNCH is handling public
relations on the show.
MAXIMO made a tour of Italy, playing
theatres and then left for Scandinavia.
CHASE & BON Circus had a turn-around
at night at Greenfield, Ind., and the
busines at Bedford, Ind.
E. E. HOLLAND closed as general agent
of Hali's Animal Show and is now
assistant manager of the show.
VIOLA DEVOS' bareback riding dog
Doe recently died in San Francisco.

57 FOOT

Round the World with Dino, ex-Moline, Ill.,
for forty dollars a day.
Get your tickets at the 
Burns Ticket Office, San Francisco.
A Good Buy for the One Who Will

BAKER-LOCKWOOD
17th and Copley, Kansas City, Mo.,
America's Big Tent House.
Eastern Representative—E. A. Campbell,
100 West 42nd St., New York City, N. Y.

LEWIS BROS. CIRCUS

WANTS

On account of merging show, Big Show
Acts, Side Show Acts, Banner Man,
Biljot, Animal Trainer, Medics,
Woman in all departments, Ticket Sellers
and Bookkeepers.
Write, wire or call, Wednesday, Thursday,
Friday, Saturday, Sunday, All Shows.
Write, wire or call.

GREAT AMERICAN CIRCUS
WANTS

General Agent, Bros. Gervaisson, Musicians,
Girl Acts of all kinds.
Also want Emporium, Bookkeepers, Women,
Women in all departments, Bookkeepers,
Women in all departments, Bookkeepers.
Write, wire or call.

AT LIBERTY

CIRQUE INFLICTING MAN

Carries handling complete Circus Train at
Puppy, with its best acts, which include,
Wild Animals, Human Beings, etc.,

WANTED

CIRCUS WANTS

Asst. of all kinds of acts.

WANTED

SEAL BROS. CIRCUS

Wintering at Los Angeles.

15 Years Ago

(From The Billboard Dated May 20, 1922)

Pennsylvania was proving to be ex-

lent territory for the Walter L. Main

Brothers show, which is now playing

capacity or turnaway crowds at several

points. The show is playing at John

Hostin's Robinson Circus was equipped

with electric lights and was cold

running water and the newest and most

popular innovations.

A large crowd closed with Patterson

Trained Wild Animal Circus as boss

convincing the people of Main in the

same capacity.

Billy Losse and Don Keene, with John

Robinson Circus, announced that

this would be their last season with a

Circus show and would be moving to

crowd at Gulleliche, its first

Ohio stop. This was the good news piece

of the organization's opening greeted

the people of Main on the night of

Thursday, April 1. Nevertheless it played
to capacity audiences.

The Great London Circus will

soon be in business at Bedford, Ind.

The Atterbury Overland Circus opened

at Austin, Texas, and is now

business. Mayor Will S. Keck of

Nevada, Texas, declared himself an
count with Knights Templars' convention

and also with the show. However, the

property was sold the next day.

RIPLEY, ELLIS & CO. Ltd., which was

scheduled to close at Roanoke, Va.,

the property was sold the next day.

Walter L. Main and Walter B. Main

Circuses showing near by as well as

Bill Trenier and Bill Wren, had

many new numbers. There have been

many radio broadcasts.

The station has been turned over to

the station's property, and a bell

signal has been installed.

Harry Atwell was on show last Tued-

day, shooting the celebs. Mr. Graham,

Chase & Bons, Mr. Bons, was at his

best. It has been a visitor.

Mr. Bons held last night, and

the show was a doin' turnaway

business at the night show.

Chase & Bons, his wife.

Gladys, in Pittsburgh.

Gladys is a

good show, and is making

dinner at his place. Mrs. Bons,

Joe Trenier, and Mr. Bons, was

on the show. He has been

an artist at the show.

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IN VIEW of many misunderstandings in relation to the tax regulations of the Social Security Act, T. Russell, deputy commissioner of internal revenue at Washington, is in charge of the enforcement of the tax regulations and has prepared a statement which contains all important provisions of the law. This data has appeared in a number of publications and is as follows:

Some employers have asked whether wages earned in the first week of a month should be reported in that month's return even if not paid until the end of the month. Such wages should be reported in the return for the month in which they are paid.

In other cases, employers have not become taxable under Title VIII of 1937 as they are still employees. These are to be reported in the return for the month in which they are employed. They should be on a weekly or monthly payroll, and a payroll of a poverty or unemployment fund, for the month's first day and the first week of the following month. In the case of the former, the wage the employer should report is the weekly payroll. In the latter, the wage should be reported for the week in which it is paid.

Collectors report that many employers are furnishing statements and Social Security account numbers of their employees with the Form 9-1. Employers should be careful to have the amount of taxable wages paid to each employee available for the information returned on the form. The first information should be furnished by January 1, 1937, and June 1, 1937, and must be filed with the employer within 30 days before the end of the month.

The forms for this information are now being used by many employers. Employers should take care that the equipment is able to facilitate the filing of these forms. Every effort is being made to complete the returns for the earliest possible date. In any event the forms for this information must be filed with the employer within 30 days before the end of the month.

Collectors report that some employers have been furnishing statements and Social Security account numbers of employees with the Form 9-1. This is being done by employers who find it difficult to furnish the information on the form. These forms should be furnished by January 1, 1937, and June 1, 1937, and must be filed with the employer within 30 days before the end of the month.

Park Under Misapprehension
There seems to be a confusion among park owners in regard to the unemployment compensation. This is because there are a number of closely related but differently matters. George P. T., a park owner at Port Wayne, Ind., writes: "We run our park never more than 16 weeks, with no pre-season or post-season benefits. Our employees are exempt from the unemployment tax section, but we come under the Social Security Act. If I should have a unit of the Social Security Board on the back of Form 9-1, I have no claim, since I have no claim, and I am supposed to meet all the requirements."

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B i s c h a n ,  V i c  B l a c k s t o n e ,  C o t t o n  M e i s e-
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M c M a h e n , 1 7 2 ; E v e r e t t  S h a w , 1 5 2 ; J i m
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J o h n  B o w m a n , 3 9 4 ;  J i m  B r i s t e r , 9 9 2 ;
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S c h e l l , 1 , 7 3 9 ; E d d i e  W o o d s , 1 , 4 8 2 ;  D o f f
LANSING, Mich., May 15—A bill in Michigan's legislature provides for a “Detroit and Michigan Cities Waterway.” It was cleared by Charles W. Snow Jr., Jackson. Measure asks for appropriation of $2,000,000 for 10,000 square feet of work on plans for the exposition in the next two years. The bill was introduced by Rep. Frank T. Snider, St. Louis, Presiding Officer of the House, with 50 needed for passage. An effort to attach a bill making the bill effective within the session was defeated by a vote of 100-100, and the governor vetoed it.

Group at Altamont
Reorganization

ALTAMONT, N. Y., May 15.—Final steps in the reorganization of the Altamont Fair, which has been increasing since word of plans for a new building was made public last year, are being taken. The directors of the fair, including Fred Dorsett, Ward G. Ackerman, and Tom Stone, are continuing to discuss plans for a new building.

More Names Go to Dallas

DALLAS, May 15.—George Marshall, director of amusement for Greater Dallas, has continued to seek the names of Art开着, Fred Dorsett, and other figures who can help in making Dallas a great city. Marshall is expected to announce his plans soon.

Incorporate for Salt Lake

SALT LAKE CITY, May 15.—Incorporation of the Salt Lake area has been announced by the Salt Lake Chamber of Commerce. The Chamber has been working on plans for a new building.

Winter Event Shows Gain

AMHERST, N. S., May 15—Montreal Winter Fair officials have announced that the 1937 Agricultural Show is underway. The show is expected to draw 100,000 visitors.

Horny Succeeds Venable in Huron

PUEBLO, S. D., May 15—Edgar Hornby, Pueblo, Republican, has been named as Secretary of the South Dakota State Fair Board, replacing James C. Venable, Huron. Other members of the board include Emanuel Himonas, Huron, and C. H. Nafziger, Madison.

Stunt Troupe at York, Pa.

YORK, Pa., May 15—Mary wiggin and her Farewell Dare-Devils, who are touring the country, were at York. Their Interstate Fair on closing day. The performance was well attended.

Social Security Act

Questions and Answers on the Social Security Act can be found in the paper department.
Carnivals at Fairs and Expositions

By W. R. Hirsch

CARNIVAL attractions, which comprise what are generally known as midway shows and rides and kindred amusements, are unquestionably necessary as features of fairs and expositions. Without carnivals, these enterprises would be seriously handicapped because of the public interest in such attractions.

The carnival to its fullest extent, including in it all publicity, especially the daily program. Publicity departments desire that their fans neglect to support papers and their various pamphlets, including the carnival, which is a lack of sufficient publicity which is warranted by the money spent by the fair for the purpose of increasing their income as well as that of the fair.

More Publicity Needed

As a rule, fair and exposition publicity departments fail to realize that the carnival is one of the most popular attractions that there are. The thought of publishing the show entirely up to the fair times encounters difficulties with the local newspapers in a large number of cases, and might further strengthen the idea of its being a carnival is the only way to get the fault of the fair. It sometimes lies in the fact that many parks and fair officials do not request the cooperation of fair officials in properly handling local papers. In such cases, carnivals supply talent to local radio stations as well as to increase the volume of business as well as to operate a sound truck constantly throughout the area served by the fair or exposition at which the carnival is booked.

Attention-grabbing features of fairs would pay more attention to these advertising features. It is obvious that greater income could be derived from properly arranged agents of carnivals do not seek for this cooperation from fairs. In any case, it is not the particular direction for which fairs and their sponsors would do well to prove of much value to both organizations. If management of such shows the way to records of fairs properly operating with carnivals, the desire for curtained popularity of a carnival which has it engaged to present midway attractions.

Midway as an Asset

A carnival adds much to the attractive appearance of any exposition with its outstanding decorative features. The most notable decorative effects that have been developed in the past few years to such an extent that fairs are considering booking a carnival that has in itself a more permanent decorative feature for carnivals, constitutes an outstanding improvement. It is needless to say that the brightest spot on any carnival midway, is the amusements, the midway lights and colorful decorations, which have been such a feature of carnivals in the past, that the carnival midway is one of the greatest drawing cards, attracting many persons outside of the grounds, who are lured by the carnival midway.

It is unnecessary to state that some carnivals are particularly attractive to children and speciality. But in recent years it is quite apparent that most of these carnivals are made up of the same machines, attires that justify commendation. Their shows are the same, rides and games, and the scenes have been improved to such an extent that they are real Santos and deserve the same attention as is given grandstand programs.

Helpful feature

Undoubtedly, shows, whether due to character of performances or to actions of others, employees or customers, are vastly tolerated by fairs and expositions. Shows could not be conducted in the absence of the necessary personnel, for a reflection as a rule is cast upon the fair management which could not easily escape the notice of the minds of a majority of patrons. If all fair and exposition management would give thought to this, any undesirable carnival attraction could be dispensed with.

Carnival owners should take extreme care in presentation of their various shows that they are presented in such a manner as not to create a bad impression upon their patrons. But in addition to the fair and exposition management of the needs of the patrons, the carnival, to be satisfactory, should be acceptable to all classes of patrons. This sometimes difficult, but, if the carnival is not satisfactory, the operator of a show is sometimes carried away by the plurality of the shows in the carnival, and if the carnival is not desirable it means the taste of the majority. It is natural in the interest of the fair and exposition management to see that all the carnival rides are in good condition for a performance sometimes to start the midway shows with a showman, as it will be both for the loyal in the entertainment of the spectators of the Show and as the entire group of attractions presented by the carnival. If a carnival consists entirely of evil, it should not be engaged by a fair or exposition. But in these cases, a cleaner and generally improved interest are not harmful but helpful features.

Boards Report Races by Sloan

CINCINNATI, May 12—Numerous reports coming to The Billboard tel of the booking of the Dixie Bobs by Andrew American Booking Agency, headed by John A. Sloan, son of the late President Andrew Sloan, A. Nash, Eastern States Exposition, Springfield, Mass., said he confirmed for two days of auto racing, this to be the 21st year of auto racing, and licensed under IMCA rules.

Secretary Fred A. Chapman, Tonle Park Free Fair, confirmed for races on closing Saturday, saying J. Alex Sloan will handle the races. Auto races for North Dakota State Fair for Grand Forks were contracted for by the late John Sloan, reported Fair Secretary George Davis, General Manager, Kenosha Fair, Algona, Ia., advised that Sloan auto races will feature closing day, this being the only auto races there. Contracts with John A. Sloan for auto racing were reported by Secretary C. T. Anderson, Steele County Fair, Free Fair, Minn., and John J. McFie, Howard County Fair, Cresco, Ia.

Tri-State, Superior, Wis., To Try Out Show on Sunday

SUPERIOR, Wis., May 12—For the 1937 fair the Bailey Fair here Secretary H. Lane told American Shows will again be on the midway, with the Carruthers furnishing grandstand acts and WLS Barn Dance and the Grand Opening of the fair, which will be the most successful in the history of the fair.

This is a new feature and really makes gay show, he said. "Usually we open on Monday, Will trouble to show on Sunday," he said. "The spectators are in the stands before the day fair begins.

Changes this year include top price for attractions on grounds, 25 cents; gate fee, $10,000, which will be divided among the fair.的变化 is that the horse show is in the front of the stand the day before fair.

A large group of 1937, more permanent, larger races and more money for attractions. A combination meeting with the board of directors will be held next week to discuss the building of future business.

Rose Midgets Go to Dallas

NEW YORK, May 19—The Rose Royal Midgets, sometimes called Rose's Fair Mound, last left last week for Dallas for a long-term contract with the Texas-Mexican Auto Racing Company, which has a fine auto race. The Mound, built by the Rose Company, will be placed in the new Memorial Park, Dallas, Texas, for Dallas-Fort Worth Auto Fair, and to be the most successful in the history of the fair.

Cade and Lucas, owners of the company, will be in charge.

Gate Tilt Voted in Ohio

CADI, O., May 19—At a meeting here of representatives of five fairs it was voted that the subscription from 25 cents to 30 cents, this effective this fall. For the next five years it will be adopted, and the subscription fee in lieu of admission in the fair, and the subscription fee in lieu of admission in the fair. The verdict was unanimous in the vote. This is not news, reviewers report that the band has been booked thru Gus Sun Exchange for Southeastern Fair, Atlanta.

How Depression Was Weathered

By C. L. SYMPH

Secretary of Fredericton (N. B.)

When the depression came Fredericton Exhibition was going strong, and with a fair publicity department that was able to keep it up to standard. I believe I can say without fear of contradiction that the exhibition has weathered the storm and is now at its full working capacity. In the past few years we have improved every year, have added to every department, have repaired all the buildings and ball ridges, and the exhibit hall has been modernized. Under the new management, the now the plant is in much better condition, than 1929 and debt has been reduced to only $3,000.

Boosting Weak Features

Last year there was one of the finest shows in the last 10 years. Two departments were expected to be weak, that of flower and news. We organized a Horticulture exhibit and put new life and energy into these departments, it probably was the finest show ever held. It is expected that the 1937 exhibition will always boost a weak department.

A wonderful asset is the race track of the cougar, there is one of the finest places on which car racing is the most successful feature. The race track has been improved, and after the last 50 years and has been operated continuously since, being fastest half-mile track in the country.

Buy Attractions Early

It is good business, we have found, to book early and to get to stand attractions. We buy early and early, and feel that we must have something outstanding so to as to draw people from long distances. It is a small fact that an attendance is made at the Verner Feature at the pressure of the competition is drawn to this great feature.

The midway has been cleared of all water games and for the last three years, nothing except entrance fees have been allowed, and this policy is making a big hit. The exhibition will be open for the next 15 days, and in 1937 the exhibition should be the most successful in a history of 110 years.

Two-Bit Gate and Added Acts for Marshall, Tex.

MARSHALL, Tex., May 15—Return to a 25-cent gate and augmented attractions will fill the bill for the 1937 Central East Texas Fair here, said Manager R. M. Martin.

Mr. Martin and Wheeler and Three Valiants, booked thru Barnes-Carruthers, will be among the attractions, in which will be fireworks two nights and three nights of the fair, and the main event has been added in a $900 merchant's exhibit building being already sold.

Association sponsoring a $2,500,000 one-acre city county fair program. On 250 cotton exhibits at the 1937 fair, $750 to be awarded to each of the fair. Premium list has been doubled. Bill Martin has been in charge.

CHICAGO—M. H. Barnes, of Barnes-Carruthers, announced that Carl Freed will handle the bookings for the fair during the 1937-38 seasons of Barnes-Carruthers and not with A. Avery, Andy's Review, as reported.
CLEVELAND, May 15 — Additional contracts signed this week for Great Lakes Expo lining up midways and streets of World — much radio talent.

GREAT LAKES EXPO LINING UP MIDWAYS AND STREETS OF WORLD — MUCH RADIO TALENT.
Hodge Ends Risk Campaign

Enna Jettick In Act Array

Auburn park opens season that will feature thrillers — many outings carded

DENVER, May 1—A crew of 40 has begun construction of a new jetty into the ocean at foot of Ninth Ave. The jetty will extend out to sea for about 200 feet. The project is expected to be completed by July 1. The jetty will provide access to a new swimming area and will be used for future projects.

Hamid's White City in Worcester Gets a Big Improvement Program

Jersey Resorts Ready for Early, Active Season

OCEAN CITY, N. J., May 15—Workmen have been busy at the White City in Ocean City, Maryland. The workmen have been constructing a new jetty into the ocean at foot of Ninth Ave. The jetty will extend out to sea for about 200 feet. The project is expected to be completed by July 1. The jetty will provide access to a new swimming area and will be used for future projects.

Social Security Act

Questions and answers on the Social Security Act will be found in the circular department.
The Pool Whip

By NAT A. TOR

(All communications to Nat. Tor, 3rd. Office, The Billboard)

Quotes the Rannewall

Correcting an item of last week re- porting the postponement of the Coney Island Bathing Park pool opening, the Rannewall notes that the City of New York has made no official announcement. The City has stated that the pool will open on May 30, subject to weather conditions.

Also, the Rannewall reports that the Coney Island Bathing Park will officially open its pool on May 30 with an official ceremony. The ceremony will include the dropping of the first floating diving board. The diving board will be launched by the mayor of the city and members of the city council.

Ballyhooligans

More and more commercial tenants are hiring private detectives to investigate the backgrounds of applicants. The detectives are often former police officers or ex-soldiers. The detectives are hired by the tenants for a fee, and they are expected to do a thorough investigation of the applicant's past. The detectives are often assigned to investigate the backgrounds of people who are applying for jobs in the restaurant, hotel, or other commercial establishment.

Wildwood Casino Being Modernized

WILDWOOD, N. J., May 15.—S. H. Tamagou, amusement operator here and owner of the Wildwood Park, has spent more than $50,000 to modernize his Wildwood Park. The new park will feature a series of new rides and attractions, including a new amusement ride that will provide a thrilling experience for visitors.

Long Island

By ALFRED FREDMAN

FROM ALL AROUND: Long Island as a vacation spot has long argued that Long Island offers more than just beaches and sun. The island is famous for its beaches, but it also offers a variety of other attractions, including historic sites, museums, and cultural events. The island is also known for its seafood, which is fresh and delicious. In addition, Long Island offers a variety of outdoor activities, such as hiking, biking, and fishing. Overall, Long Island is a great destination for a vacation, offering something for everyone.
Hyland Signs Concessions

ROCKFORD, Ill., May 15--

Hyland Gardens, management of which is operated by Mr. Rob T. Ketzler, is preparing for a Decoration Day opensession. In addition, all buildings are being painted. Ray Sweaney, architect, has had the privilege of designing the plant. Hyland has a photo gallery: H. C. Bradley, formerly with Johnny J. Jones Enterprises, song-hall agents; Bob (Brownie) Brown, roller rink, Douglas Chesser, former manager of Park Island, pony arcades, and C. L. Worthington, manager of the park, are operating the fair. O. and operator of midget auto races in Hammond, Ind., spot shooting gallery and shooting stands.

No Sale, Owner To Operate

NEW PHILADELPHIA, O., May 15

Mt. View Park, last season failed to sell when the fair was abandoned, has been purchased by Mr. Angel, owner, for several years has managed the park, and promises to continue operation this summer, he said.

CAMDEN, N.J.--Almstoon Park, near here, will open for the summer season, according to Mr. John MacNeil, who has charge of the park. He said he expects to have the real wedding attendees and all. Who could not enjoy a good wedding with the park and the fair on the same grounds.

Then, best of all, we are to see the expanse of water on the race track, attended by the attendant customs and ceremony. Mr. MacNeil said that he and his assistants will be on hand to make everything perfect.

After all, the fun of the fair is the enjoyment of the fair itself. We are not afraid of the excitement, which is the one thing to look forward to. The fair is our opportunity to see new and exciting things. It is a chance for us to see new faces and new people.

The general manager of the fair, Mr. T. E. Smith, has said that the fair will be open to the public for two weeks.

A P R O C E S S I O N - P O O L S

American Recreational Equipment Association

ROBERT M. UZZELL

Your New York World’s Fair committee has been turned over to the public. Earl Andrews, general manager, and Maurice Martin, superintendant, stated that all the buildings were being packed up in order to be ready for the fair. About 30 members of this committee, who were present, showed themselves.

Mr. Andrews showed himself a man’s man and a gentleman, and the people who walked past him did not trail behind in these characteristics for dealing successfully with men.

The surprise of the meeting was the appearance of George P. Smith, Jr., as first assistant to the director of concessions, and the fact that he knows that your applications for New York’s World’s Fair grounds will go ultimately to George for his approval or rejection. We are all glad to see Mr. Smith again in our community. His wide experience will serve him well.

The Illustrators and Cartoonists warmed up to the warmth of the fair, as they are used to their artistic ability. This meeting gave birth to the idea of having a fair of their own on the exposition grounds. Instead of a fair of things which have been overdone, we are to have a fair of things which are being done. The American and Central American villages with their colorful effects blended with these highly colored articles.

Then, best of all, we are to see the fair on the race track. The race track is the finest place to hold the fair, and the fair is the best place for the race track. The race track is the finest place to hold the fair, and the fair is the best place for the race track.

No Back-Door Entrance

Mr. Andrews struck two keynotes when he said there would be no back-door entrance for prospective connoisseurs and that there would be no opening of the fair for two weeks. The opening would be held on May 22, with Mr. MacNeil in charge of the operation. Mr. MacNeil said that he would have the real wedding attendees and all. Who could not enjoy a good wedding with the park and the fair on the same grounds.

Then, best of all, we are to see the expanse of water on the race track, attended by the attendant customs and ceremony. Mr. MacNeil said that he and his assistants will be on hand to make everything perfect.

The general manager of the fair, Mr. T. E. Smith, has said that the fair will be open to the public for two weeks.

A P R O C E S S I O N - P O O L S
*The First Best Skate*  

**Rinks and Skaters**  
By CLAUDE R. ELLIS  
(Cincinnati Office)

**FINAL arrangements have been made to complete business activities of the newly organized Roller Skating Rink Operators' Association of the United States, reports Fred A. Martin, assistant general manager and secretory of Aren Gardens Rink, Detroit. Data regarding the organization will be forwarded to the roller rink operators in a few days, he said.

All rink operators are urged to get in touch with Secretary Martin immediately, giving their names, addresses, and telephone numbers. A great many letters have been received from operators, expressing every possible comment favorably on the organization.
World of Mirth Shows Win Fight
For Engagement in Philadelphia

PHILADELPHIA, May 15—Carnivals will have given permits in Philadelphia this year under certain conditions. When the World of Mirth Show is granted the permit by the mayor and the permit is refused and the show is held in court. Judge Davis, of Common Pleas Court, ruled that the mayor could not peremptorily refuse a permit for a carnival if there was an ordinance providing a fee for such permits. If the mayor shall grant the permit and fail to fix the amount of license, and if the show should not live up to the law on gambling and immoral shows he could, under present law, close it. The show has agreed that there will be no gambling or immoral exhibitions and will appear in the Frankford section of the city this week.

World of Mirth is a very large show and greatly improved over previous years. Whether other shows will attempt to come under certain conditions and without connections is a question. Almost any kind of a competition can be classed as gambling under local ordinances. All shows in this vicinity are using a pay gate and free attractions.

Ballyhoo Bros. Circulating Expo.
A Century of Profit Show

By STARR DEBELLE

Hock-Rock, Ind.

Week ended May 6, 1937.

Dear Colton:

Every tough break in the world the show here. The town was not ripe for a carnival and the permits were refused by the mayor for the harvest. To start the week off, we made a long jump north from Georgia to this big town. After being perked around on 15 different shows in a different state each night, we came to this city on Saturday night. Of course, we didn't notice the homes as they were used to. Part of the time we have been two weeks ahead of our usual time. On the long run it all balances up.

Every time we moved into a new town we were met by some local politician, who took the permits and refused to give them back. They tried to scare the citizens with the threat of a permit refusal, but we were not frightened. We gave them a good show and they were not able to stop it.

Every time we moved into a new town we were met by some local politician, who took the permits and refused to give them back. They tried to scare the citizens with the threat of a permit refusal, but we were not frightened. We gave them a good show and they were not able to stop it.

Major Privilege.

P.S. Last of the season was good. We sold 600 lbs. of vegetables and meat, as well as box lunches. The mayor and the local officials were pleased with our showing and have advanced the city the next year.

Social Security Act

Questions and Answers on the Social Security Act will be found in the library department.
American United

Carnivals

Carnival Season

At American United

Arms and Entertainment

American United

Carnivals

Carnival Season

At American United

Arms and Entertainment

American United

Carnival Season

At American United

Arms and Entertainment
HONEST BERT'S WONDROUS SHOW

20 x 20, open for someone who can paint something in a box, in the clipping from the Osceola. Arky-Clytie with an account of the opening of the GREAT SUTTON Shows, illustrating that I am not as to write my own copy. It is so that the letter I wrote that I had not realized that you are the RED NOT zoological zoo with its successful shows, that couldn't be of much assistance to such a valuable piece as the old Billy Boy and Mr. Geo. P. Philips, Mesner automobile, that 1 must go to my comprehension, surmise if Mr. Page wants to advertise that you have been in the waste paper basket before you get a chance to pay expenses.

I wish that you will publish this so that your friends may read that you are the monster RED ONION connected with your end in the HOTYIN way of: BANG! BANG! Another dispatch of dissimilarity to himself and his employer.

I reckon that never hits the dust and my advice to you would be to wake up and you sure are minus. We don't have other copies, now it is true that I hadn't realized that you are the RED NOT and the old Billy Boy and Mr. Geo. Philips, Mesner automobile, that 1 must go to my comprehension, surmise if Mr. Page wants to advertise that you have been in the waste paper basket before you get a chance to pay expenses.

Thanks for the "article in the BOX" in last week issue.

Yours Very Truly

JIMMY BOYD

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CARNIVALS

Boyds Again "Opens Month," This Time at Monmouth

Monmouth, III., May 7, 1937.

The Billboard Publishing Co., Cincinnati, Ohio.

Gentlemen:

I want to thank you for publishing my letter "in full" in last issue of your paper, as the headlined title "Little Boy all fussed up in Festus" was the first letter in my column. Since then I have been able to get so much favorable publicity for my shows, I now have in my possession several letters and 7 telephone calls on the subject, so I took against the SMART CRACKS being made against the shows. Here are some of the show business men both paid and unpaid in a letter that show my letter wasn't far from wrong when I said that I was telling them of the many complaints I received, but thought I didn't want to come out in the open and declare them.

Now I want to answer your statement on page 36 of the June 8th, 1937, issue of your paper. As you had a letter in your paper from your Barnum and Bailey showman, I want to say that yours is far worse, not only are you not as to get your facts correct, but that your copy isn't as to "just do it." Yours Truly

---

Generally}

In a season of uncertainty, Barnum and Bailey have found their way. Barnum and Bailey's latest show, "The Greatest Show on Earth," has been a great success, drawing crowds in every city it has visited. The show features a variety of circus acts, including clowns, acrobats, and animal acts. Barnum and Bailey have been successful in their quest to entertain audiences, and the show has been well-received by both critics and attendees. The show's success is a testament to the enduring popularity of circus acts and the enduring popularity of Barnum and Bailey, a circus institution that has been entertaining audiences for over a century. The show's success is a testament to the enduring popularity of circus acts and the enduring popularity of Barnum and Bailey, a circus institution that has been entertaining audiences for over a century.
American Carnivals Association, Inc.

By MAX COHEN

BOVERE, N. Y., May 15.—As was reported in the news section of The Billboard in the May 15 issue, the board of directors of the American Carnivals Association today voted to suppress the majority of street fairs in Pennsylvania due to the unavailing of the 21-day rule which was extended at the request of city authorities.

The 21-day rule is used to suppress various forms of outdoor amusement, such as carnivals, fairs, and circuses, in order to avoid congestion and noise. The board of directors of the American Carnivals Association decided to suppress the majority of street fairs in Pennsylvania due to the unavailing of the 21-day rule which was extended at the request of city authorities.

The decision to suppress the majority of street fairs in Pennsylvania was made due to the unavailing of the 21-day rule which was extended at the request of city authorities.
MIDWAY CONFB

BY THE MIXER

EVER hear of the "Great I Wonder Show?" 

RALPH THOMAS—Communicate with your father, Lorman Thomas.

PARTNERS for a few days: Ben Williams and Phil Izar.

MARIE K. SMUCKLER—Some news from Royal Palm Shows and Robert H. Ilm.

THE WORLD is not all "Keeps." It's the people in it.

WALLY REESE letters from Seattle Wash.: 'Am not in the carnival field as a talker.'

TILLIE POW CLOTHES says: "Just like Tom Smith, of vaudeville fame, I always like an egg with my tea.'

FRANCIS KEELY cards from Paterson, N. J.: 'I have my conversations with George W. Traver at Home Shows.'

IT WAS! I who invented the brain amplifier—"Silly Chut.

REMEMBER when Mrs. Jessie Blick was the candy wheel queen? The "little boy got it?"

PURL SHIELDS has the Minstrel Show with N. H. Work Shows. He states that

HARRY FITZGERALD letters from Ashland, Ky.: 'Been very ill. Had a partial stroke, but not crippled. Just out of hospital.'

RIDE MECHANICS who know their business will repair their rides full and complete before they point them—"Waddy Tif.

TO REMEMBER Harry F. Mariner, John Wender, C. Jack Shade, J. C. Carr, C. McCaffery: Ben Mildred and Rubelle Williams, John Monroe, Docia Troplink and Goofy Gus.

HARRY W. HENNESSY, associate manager, "Hennessy Athletic Show" letters from Akron, Ill.: 'Past week Denny Howard was appointed assistant manager of the Hennessy Athletic Show.'

HENRY HARPER cards from Uniontown, Pa.: "J. H. (George) Drew and brother Harvey, of Waynehaven, G. O. have a visit. They are with the Johnny J. Jones Exposition.'

THE IMPROVEMENT this season is to paste paper, press copy and layout is very noticeable. Front the business. Some are getting their shows ready.'

REMEMBER when Zeidman & Poff Show was a title and organization to be reckoned with. Henry J. Poff is re-
our season at South Hill, Va. Have added "Windy," a high-flying dog, to our attractions.

MRS. BELLE R. MILLER, of the Good Samaritan Show, passed through Covington on her way home on a trip to Nashville, Tenn., Dec. 6. It was a beautiful day and everyone was happy to see her.

COUNTY LINE, Miss., Dec. 8. Tomorrow is Christmas Eve, and the town is preparing for the celebration.

CHEMIST, W. R.

Mr. and Mrs. W. R. CHEMIST, of the American Shows, were in town yesterday for some personal business.

MRS. J. B. EVERETT, who has been in the show business for many years, was seen in the streets of town yesterday.

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OHIO, Dec. 9. A group of local residents spent the day at the new show at the town center.

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S P I L L M A N ’ S N E W
S P E E D W A Y A U T O
F O R P A R K S O R C A R N I V A L S.

MRS. PETER RICHARDS, of the Mary Shows concession road, where she is known as “Queen of Penny.”
She is credited with having one of the really bright spots on the midway and is always there with a smile and quick change.

The Mighty Doris Shows were taken over May 7 for a cash amount by Mrs. M. T. Bernardi, on the part of the late Hon. John Brunnell Shows for some time. She announced that the show, consisting of four rides, 10 shows and about 30 concessions, would henceforth be known as the Bernardi Greater Shows.

Bid up originally for Wolfville, a 114-hour make-up to be had by the Rubin & Cherry Shows on account of a railway strike in that community. Agent Hogn found a garden spot in New Brighton, Pa., and the organisation set up there instead.

Mem Pfeiffer, known to outdoor folk as Willer Miller (carnival trooper), was confined in the Bellevue Hospital, New York, suffering from blood poisoning of the right foot... After a splendid opening engagement under American Legion auspices at Woodriver, Ill., the L. J. Ford Shows were playing to good midway attendance and attraction patronage at Alton, Ill. The Johnson Exposition was playing to banner business at down-town. For the Exposition Shows had just concluded a successful two-week engagement at Nashville, Tenn... An attempt was made.

SPILLMAN S NEW SPEEDWAY AUTO FOR PARKS OR CARNIVALS.

Here’s the Wurld’s, Best Looking, Most Efficient Cassile Auto ever built for Amusement Ride purposes. Sold separately or in sets with complete 32’x90’ oval portable speedway.

DESCRIPTIVE LITERATURE UPON REQUEST.

SPILLMAN ENGINEERING CORP.

NORTH TONAWANNA, N. Y.

PORT MORRIS MACHINE & TOOL WORKS

712 East 136th Street NEW YORK CITY
CARNIVALS
Quill Quips

Ladies—and Gentlemen!

During Ponce Week in San Antonio the Beckmann & Gertey Shows are making their opening appearance in Texas. Their 1500 cars and 2500 head of stock are being put on the road to travel over the United States.

The Beckmann & Gertey Shows, which held their four noon luncheon meeting, Kent Rumser, press and advance publicity agent for the big shows, was present and interested in advertising and promotion of his shows throughout the country.

'Ten days from now you will have a golden opportunity to see a fast woman in the world or have lunch with the 'Bub and the Squaw.'

The Beckmann & Gertey Shows spend many thousands of dollars right here in Texas, and it is expected that most shows of this nature will soon be taken out of our city, or at least one is heard of the coming out of the country.

COME OUT TUESDAY! LET'S MAKE IT A BIG CARNIVAL MEETING!

Excerpt from Ad-Sor, official publication of the San Antonio Advertising Club, San Antonio, Tex., April 20, 1937.

Sunset Amusement Co.

Sunset Amusement Co. is a family business. It was founded in 1920 and has been operating continuously ever since. The company is run by three generations of the same family—grandfather, father, and son.

The family business started with a small carnival and has grown to become one of the largest amusement companies in the United States. Today, Sunset Amusement Co. operates over 50 carnivals and fairgrounds across the country.

The company prides itself on providing quality entertainment for people of all ages. Sunset Amusement Co. offers a wide variety of attractions, including rides, games, and food stands.

The company is committed to safety and customer satisfaction. They have implemented strict safety protocols and procedures to ensure the safety of their guests.

Sunset Amusement Co. is known for its friendly staff and excellent customer service. They strive to make every customer's experience enjoyable and memorable.

The company is also involved in the community. Sunset Amusement Co. supports local charities and sponsors various events in the areas where they operate.

In summary, Sunset Amusement Co. is a family business that has been providing quality entertainment for people of all ages for over 90 years. They are committed to safety, customer satisfaction, and community involvement.

WANTED


John D. M. Burns, c/o Sunset Amusement Co., 123 Main St., Battle Creek, Mich.
CARNIVALS

May 22, 1937

Full Week Carnival Show Letters
(As Reported by News Representatives for the Shows)

C. W. Naill Shows

Two engagement came between pay days and a second engagement over part of the week but not enough to make profits. A show was played by the ex-carnival owner, manager and muscles. Made his appearance at the end of the week. While it is not the intention of the writer to unduly laud Wall o y D o y l e y , who is general manager of all shows in these parts. He, as well as many others, have been good to the writer. A bet this could make possible to make a date sue- tending large orders. He is always on the job when the time comes.

White Doyle is now equipped with a new show and has added some new attractions to this show.

Hutchinson added some new attractions to his shows.

Orlando, Fla., May 3-4. Auries, local people, business, fair. '315: 250 cards. . 517.50 (300 cards. 520. Board of Directors, R. D. L. 1.850 different cards, per 100. 51.25, without shell weight cards, black on white. Wood markable delivery. P.P. > checks accepted. Lively Olds for ten ting.

Lend General Agent Maurice W. Williams back on the show Monday and Tuesday. Mr. McClellan was on business in Memphis. Mrs. H. A. Heiman and grandchildren, George Allen and Mary Louise, returned to Memphis, Miss. Ralph Harley and Verne Phillips arrived from Lexington, Mo. Ralph is chief artist and Verne is stock checker. New top for General Manager Roy Godfrey. L. E. OPAL.

1350 BINGO

Heavyweight cards, backed on white. Work work is at the highest point in the history of the fair and will continue until Sunday morning. Hardy weather and crowded stands standing until Sunday morning. Hardy weather and crowded stands standing until Sunday morning.

Set of 20 Lightweight Bingo Cards, $1.00. Set of 20 Lightwight Bingo Cards, $1.00. BINGO cards, backed on white, 5 x 7. This is a new feature that has been added to the fair. It is a very popular game and has been introduced by the fair and have enjoyed much success. In the past, the fair has had many different games, but this one has been the most popular. It is played by two players who throw the dice into a bag, and then take turns drawing balls from the bag. The first player to draw a pair of matching numbers wins the game. The fair offers two sets of 20 cards each, and the winner gets to keep the cards.

THIN BINGO CARDS

BINGO cards, backed on white, 5 x 7. This is a new feature that has been added to the fair. It is a very popular game and has been introduced by the fair and have enjoyed much success. In the past, the fair has had many different games, but this one has been the most popular. It is played by two players who throw the dice into a bag, and then take turns drawing balls from the bag. The first player to draw a pair of matching numbers wins the game. The fair offers two sets of 20 cards each, and the winner gets to keep the cards.

J. M. SIMMONS & CO.

19 W. Jackson Blvd., Chicago

INVESTING ONE MONEY TO SAVE TWO IS GOOD BUSINESS IN ANY MAN'S LANGUAGE. THAT'S THE GENERAL REGISTER BOOKS.

IN A NUTSHELWHY NOT INVESTIGATE-TODAY?

General Register Corporation

1580 BROADWAY, NEW YORK

DARE-DEVIL OLIVER

WORLD'S PREMIER HIGH DIVER.

D. G. Freeman, Proprietor.

Permanent Address, TERMINAL, N. Y.

EXPERIENCED DARK ROOM BOY

Bye, World. Week ended May 17. Weather, fair. Rain and unsettled weather continued through the week. Several showers were recorded, but the overall weather was mild.

Beyer & Gentry Shows

Baltimore, Week ended May 18. Atlantic City, June 1-28. Location, Manhattan, N.Y. Weather, good. Business, good. Attendance, good. A special feature of the show was a display of antique cars.

Blumenthal Attractions

Pittsburgh, Pa., Week ended May 18. Location, Lincoln Park. Weather, good. Attendance, good. A special feature of the show was a display of antique cars.

Buckeye State Shows

McConn, Miss. Week ended May 10. Location, Columbus, Ohio. Weather, good. Attendance, good. A special feature of the show was a display of antique cars.

Marks Shows

Martinsburg, W. Va. Week ended May 10. Location, downtown. Weather, rainy. Attendance, good. A special feature of the show was a display of antique cars.

Concession Tents

Give Measurements as Indicated BUY from Factory SAFE MONEY

De Luxe Shows of America

Baltimore, Week ended May 18. Atlantic City, June 1-28. Location, Manhattan, N.Y. Weather, good. Attendance, good. A special feature of the show was a display of antique cars.

Eric B. Hyde Shows

Baltimore, week ended May 18. Atlantic City, June 1-28. Location, Manhattan, N.Y. Weather, good. Attendance, good. A special feature of the show was a display of antique cars.

Marie Antoinette

Make Delicious Drink QUALITY AT NO EXTRA COST

FRUIT CONCENTRATES

$1.50 GALLOON F. O. B. N.Y. C.


CANDY FLOPPS & CORN POPS

CHRISTIAN, Inc.

101 Main St., New York City

The PAL

THE WORLD'S LEADING GASOLINE

PROPELLED "DRIVE-YOURSELF" CAR

DON'T EXPERIMENT

Order the Ride Used by All the Leaders.

Get in and Stay in the Money with the Only Miniature Car That Can Really Take It. Manufactured and Sold by THE MEILL-BLUMBERG CO., INC.

LOCK BOX D.

NEW HOLSTEIN, WIS.

MARIAN ANTOINETTE PRODUCTS CO.

20 WEST 22ND STREET.

N Y O R K C I T Y

ORANGE-LEMON-LIME

DEAR CUSTOMERS:

We have received many inquiries as to the source of our marvelous new products. We wish to assure you that they are made from the finest fruit juices and are the result of many years of research and development. Our company, Meill-Blumberg, has been in the business of producing high-quality food products since 1920, and we are proud to say that our products are trusted by consumers worldwide.

Best regards,

The Meill-Blumberg Co., Inc.
The Leading Jobbers Sell Oak Balloons.

**The Oak Rubber Co.**

Ravenna, Ohio.

**Lighting Plant Generators for Sale**

50 kw. — 20 kw. — 7 1/2 kw.***

**Electric Hoist & Motor Co.**

149 North 9th St.,

Brooklyn, N. Y.

**Biggest Current Booster—Circusmen Digest, etc.** I have just what you want to locate and install. Don’t forget about low voltage, the booster will boost voltage from any to one hundred and fifty thousand volts. Have plenty of sizes, types, and make-up charges with load type, and duty with a different set of the booster, thus giving any necessary facts on the booster and the installation. The equipment is done by the manufacturers, who are able to give you the best information on the product.

**Gold Medal Products Co.**

113 E. Pearl Street, Cincinnati, Ohio

**FRUIT CONCENTRATES**

Soft Drink and Ice-Ball Concessionaires. Get our prices on Fruit Concentrates and Supplies. Gold Medal Fruit Concentrates have the flavor of the natural fruit, the rich full-bodied flavor that brings the customers back for “seconds.” Get started right this year. Our flavors cost no more than the ordinary fruit and can be used for all purposes.

**Atwood Carnival Men Attention**

As usual the lowest prices in the country.

The John Robbins Company

340-42 Third Avenue

Pittsburgh, Pa.

Largest line of Fair — Carnival — Bazaar — and Bingo Merchandise.

**Marks Shows, Inc.**

Have Newly Framed Side Show. Want Capable Manager for same. Must have something to put inside.

Have opening for one more magnificent Show. Must have a standard. Wonderful opportunity for Octopus, Skooter or other Novelty Ride, Wanted Eight-Car Lindy Loop and Chairplane. Also want Foreman and Help on all Rides. Legitimate Concessionaires always welcome.

JOHN H. MARKS, General Manager

Trenton, N. J. This Week: Camden, N. J. May 24-29.

**DEE LANG’S FAMOUS SHOWS**

America’s Most Beautiful Motorized Show.


Canton, Ill., Week May 17th; Joliet, Ill., Week May 24th.
Rounding George White, manager; Andrew Duncan, manager; Baby E. Wheel, Ray general agent; Mrs. Maud Keeler Williams, general manager; Mrs. John Hill, operator. The show is in charge of Mrs. Ida H. Turner, Sylvester Palmer and Charles Johnsen, board. Reported by L. Opal.

15 YEARS AGO—(Continued from page 58)

Matthews and Exton shows continued that three new shows and another ride had been added in the midway area. The opening's gala opening at Hanover, Pa., was attended by hundreds. "The Ringling Bros. show, featuring along with a merry clip after concluding its successful run in Chicago, closed last Sunday, May 5, in Lynch, Ky. True rods tightened to the breaking point in repair shops in Louisville, on one of the last cars of the World's Home Show; it will be a busy time for the Louisville shops...."

M. A. Williams, who had served as a tender of a few years for the larger railroad shows than anyone else in the last several years, now feels "at home" with the show. His choice of trucks, but he learned the ropes fast. He is also responsible for the success of the show.

BELLO, veteran clown, visited Tom Mix Circus at Youngstown, O., April 20, before leaving for the Boston Circuit, and told of a program slightly varied. Show also was attended by Ritches and Princess Siuan, who are accompanying the pictures at Youngstown. Leo is not troupimg this session, but is busy repairing and preparing for street advertising this summer.

ALLEN J. Lister, press agent of Cole Bros. Circus, beating the drums for:

NEW "Design for Living" LIVING TRAILERS

STOCKS—CUSTOM BUILT MODELS

Ask the Man Who Builds them.

(“The Outstanding Dollar for Builders!”)

Save freight or shipping charges. Ask for literature sent upon request.

EMPIRE TRAILER BUILDERS, INC.
Factory and Skowron
8888 Boston R.d., New York City

WE FURNISH THE PLANS AND PARTS

Build the Jim Dandy, Ordinary, Deluxe, and Twin Trailers.

TRUCK & TRAILER

Trucking—New York, Virginia, Michigan, Ohio, Missouri, and Indiana. Public liability and property insurance. List your own bed company— competitive service.

C. CROWDS and CO.

175 W. Jackson Blvd., Chicago, Ill.
THE law is well settled that all officials and employees of amusement parks, carnivals, circuses or other shows are required to exercise care to prevent injury to all patrons and guests, not new law, but very old. In fact, it actually has been the law for a long time. The concept of negligence and the duty to be observed by those responsible for the safety of others is inherent in the law. The same is true, however, if all officials and employees were familiar with the law, the business, transactions and operations of the amusement places, they would be conducted in a WAY OF AVOIDING LITIGATION, and where suits cannot be prevented a court may enter judgment against the proprietor to the extent of any and all suits that might be filed. In other words, almost all adverse verdicts rendered against the owners of places of amusement can be eliminated by proper, prearranged and legal construction of the business.

For illustration, one certain plan which will enable the owners of all places of amusement to avoid liability for injuries to patrons is, when constructing or designing any part of the walkway or the like employ a competent and experienced person, who is capable of using standard materials and a recognized design.

Circuses, Coliseums, Carnivals, Fairs, Rodeos, Fraternal Orders, Beaches, Pools, Parks
We will submit designs, created exclusively for your show.

H.W.M Pollack Poster Print Show Print Division
BUFFALO, N.Y. PHONE GRANT 8205

POPCORN
SPANISH, SOUTH AMERICAN, JAP.
ANESE, BABY GOLDEN, ETC., ALSO GLASSINE BAGS, CONES, PEANUTS, CARTONS, SEASONING, PUFFING POPCORN, MACHINE OIL, ETC.
A Penny Pail Doll or we will bring you our machines.

PRUNTY SEED & GRAIN CO.
14 & FIRST ST. ST. LOUIS, M.O.
"One Sack Turns Distributing Popcorn."

BUSHNAY AMUSEMENT CO. WANTED
Will buy or both a Top-Abent, Merry-Go-Round, or Calf Ride, with or without Galleries and other Concessions. CALL or WRITE.


ALAMO SHOWS
We show Broads, Ribbons and Stock Concessions for kids, teams, horsemen. We are the originators of the "Texas" brand of AMUSEMENT and CREATURES & WILD BIRDS. Address:

1250 Valhalla Ave., S.W. P. O. Box 263, Ft. Worth, Texas

Laws and Liabilities Pertaining to Amusement Business

Rules for Winning Damage Suits Filled by Injured Patrons
By Leo T. Parker, Attorney at Law

This is the fifth of a series of articles pertaining to various branches of the amusement business. The preceding article by Leo T. Parker, a prominent attorney.

No attempt will be made to offer advice on personal injuries, but if a sufficient number of inquiries are received, a special article on the subject will be published at a subsequent date.

Mr. Parker can be reached in Care of The Billboard, Cincinnati, Ohio.

For instance, in the leading case of Bernstein v. Hoffman, 145 Atl. 884, it was disclosed that a place of amusement was designed by architects having 30 years of experience.

One evening during a windstorm the building which housed the place was damaged seriously and injured several patrons. In the course of inspection by the building inspector of the city and the fire marshal and pronouncing all right, we do not think we could reasonably hold, in view of the foregoing and current practice that these deficiencies (proprietors) were negligent in the material and structural construction.

Therefore in consideration of the legal knowledge imparted by reading and digesting this last higher court case it is evident that we do not have the testimony that an inspection was made.

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Sponsored Events

Veteran, Lodge and Other Organization Festivities

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

Humboldt Festival Tops Past Record

HUMBOLDT, Tenn., May 15—Attendance at fourth annual west Tennessee Carnival, held here on May 15, topped all records for this event, said organizer, chairman, Leon P. Derf. Horse show, with more than 100 entries, topped all records and amounting to more than $400 in addition to several trophies, drew $700 paid admissions.

Baby parade, junior pageant and float parade proved greatest draws. More than 4000 paid admission to witness the Beauty Revue last night.审, which climaxd festivities, attracted a larger crowd than any other event ever held. Zephyr and his orchestra provided dance rhythm.

John R. Ward Shows, which furnished midway attractions, reported a fair attendance, of course, since they always capacity to attend each performance. Despite the success of the festival, the 10-cent gate proved successful, it was said.

Sponsored Carnivals

Increasing in Detroit

DETROIT, May 15—Popularity of carnivals sponsored by churches, veterans organizations, civic groups, etc., with four new permits granted this week, is evidenced by increased crowds, and several shows are scheduled for summer.

A downtown location will be played on May 22 for the Post, and a W. A. Lewis, the other location was one of the most successful, according to the Carnival Committee. The Post also planned a parade, which will kick off the festivities.

Johnny Toffel Shows Signed

SOUTH BEND, Ind., May 15—Johnny Toffel, drumming the shows bearing his name, has just been contracted to furnish midway facilities at this city’s third annual carnival, to be held May 26-28, and which will be expected to bring 1,000,000 visitors.

A pre-Hispanic program includes Horse Show, Barbecue, Concessions, Springtime, and several midway games. There will be a memorial service for those who died in World War I, and a national service for soldiers.

WANTED HIGH DIVE

Washington, D.C., May 15—Street vendors are wanted for the annual high dive. The dives will be held on Water Street, near the bridge. The dives will be open to the public.

WANTED FOR CONCESSIONS AND RIDES

JUNE 14 TO 19, INCLUSIVE

Good Entertainment Shows, including ice cream, games, and other attractions, will be held at the annual high dive. The dives will be open to the public.

ST. JOHN HAVES N. Y. ACTS

ST. JOHN SO, N.B., May 15—St. John’s has announced its annual carnival, to be held on June 14-19. The carnival will feature a variety of attractions, including ice cream, games, and other entertainments.

BIZ GOOD AT CLOVER FEST

WICHITA, Kans., May 15—The annual Clover Festival was opened by a grand parade, followed by a Reunion Carnival, which featured a variety of attractions, including ice cream, games, and other entertainments.

Second for Brazil Lions

OSLO, Norway, May 15—The annual Lions Club Carnival was opened by a grand parade, followed by a Reunion Carnival, which featured a variety of attractions, including ice cream, games, and other entertainments.

HELP

This Department is open to all departments. We welcome your suggestions.

LEGION WANTS CARNIVAL

JULY 4TH AND 5TH

DODGE COUNTY FAIR GROUNDS

Successful Celebrations For 17 Years

WANTED FIRST CLASS CARNIVAL

For Veterans' organizations, etc. Send inquiries to:

CARNIVAL WANTED

JULY 3-5, OR FOR WHOLE YEAR

For American Legion Headquarters, etc.:

WANTED CONCESSIONS AND RIDES

For American Legion Fairs, etc.

WANTED GOOD CARNIVAL

For American Legion Fairs, etc.

WANTED CARNIVAL

For American Legion Fairs, etc.

WANTED CONCESSIONS AND RIDES

For American Legion Fairs, etc.

WANTED CONCESSIONS AND RIDES

For American Legion Fairs, etc.

WANTED CARNIVAL

For American Legion Fairs, etc.

WANTED CONCESSIONS AND RIDES

For American Legion Fairs, etc.

WANTED CONCESSIONS AND RIDES

For American Legion Fairs, etc.

CARNIVAL WANTED

JUNE 10-11-12

Celebration to be held in Fort Benton, Montana. Carnival shows each day. Concession men write KIWANIS CLUB, Fort Benton, Mont.

SAINT LOUIS—FORT BENTON BOAT RACE

FORT BENTON, MONTANA

JUNE 10-11-12

Celebration to be held in Fort Benton, Montana. Carnival shows each day. Concession men write KIWANIS CLUB, Fort Benton, Mont.

WANTED SHOWS AND CONCESSIONS

JUNE 14-19

CANNELTON, INDIANA

WRITE JOE McMAHON, CARNIVAL CHAIRMAN

ATTENTION: This Legion Carnival starts at Petersburg, Ind., May 31; Huntington, Ind., June 1; Cannelton, Ind., June 2; Laporte, Ind., June 3; West Bend, Ind., June 26. Write Commissaries of these Posts for Privileges. All good copy.

BIG CELEBRATION

3-4-5 OF JULY, OROVILLE, WASHINGTON

BIGGEST CELEBRATION IN 20 YEARS

Will Take Bids From Carnivals For This Spot.

Address: OKANOGAN CO. & INTERNATIONAL FAIR ASSN.

OROVILLE, Wash.
Show Family Album

Col. F. J. Owens and Texas Cleo, Midgut Bronco.

TEXAS CLEO, shown here with her owner and trainer, Col. F. J. Owens, was not a Shetland pony, but an educated midget bronco. His mother and sire tipped the scales at more than 500 and 1,000 pounds respectively. The bronco weighed 19 pounds when born on the old R. C. Ranch at Ft. Stockton, Tex., May 21, 1897. He was exhibited for the first time at the Omaha Exposition in 1898, and from then until 1904, when he entered vaudeville. The bronco circuit shows through the United States, and also appeared in Cuba and Australia. Season of 1918 Colonel Owens had Texas Cleo at River View Park, Chicago, where the bronco died on the day the annual was ended. The veteran showman has been ill for the last few months at his home in Chicago.

The Billboard invites its readers to submit old-time photographs of reproductions herein. It is especially requested that pictures be clear and that they be accompanied with complete descriptive data. Group photos are preferred, but portraits of individuals as they appeared in the old days are still living will be welcomed. Remember, photos cannot be clear enough for reproduction purposes. They will be returned if so desired. Address them to Show Family Album Editor, The Billboard, 25-Etta Press, New York, C. O. M.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL MAGIC, SCIENTIFIC EFFECTS, PHANTOMS, OPTICAL, AND 1917 FORECASTS. Catalogue Sheets, Books, Animated Cartoons, JAY L. S. PORTER, 1130 N. Wells St., Chicago, Ill. For sale—large and small effects for sale or lease estate. Write for prices.

FINKS' NEW ADDRESS: 1313 N. WELLS ST., CHICAGO, ILLINOIS.

SPECTRA'S NEW ADDRESS: 1313 N. WELLS ST., CHICAGO, ILLINOIS.

SPECTRA'S NEW ADDRESS: 1313 N. WELLS ST., CHICAGO, ILLINOIS.

MISCELLANEOUS

ALL 4 DIME PHOTO SUPPLIES AT CUT PRICE. Our new Photographic Supply 1944,.memorialized,1945.$1.00. A. J. W. Photo Supply, 541 N. Wells St., Chicago, Ill.

ALL PURPOSE ELECTRIC WATER HEATER. Placed in water holds quick and, whenever wanted. Universal convenience price is &.1700.00. Rebekah K. Phillips, 1136 S. Wells St., Chicago, II.

BARBECUES—INTERIOR AND EXTERIOR EQUIPMENT, AND GAS AND OIL FUELS. Write for catalogue. A. J. W. Photo Supply, 541 N. Wells St., Chicago, II.

NEW "FROZEN" CUSTARD AND ICE CREAM Machines, complete freezing and handling equipment, $25.00 each. Write FROZEN CUSTARD CO., Portland, Me.

M. P. ACCESSORIES & FILMS

BIG ANNUAL CLEARANCE EVENT IS NOW ON. Save 25 to 50% in stock. Send your requirements immediately. Supplies; everything for the theatre. Send for prices. A. J. W. Photo Supply, 541 N. Wells St., Chicago, II.

BRAND NEW WIEBER SOUNDHEAD, MODEL A, $75.00. Other models, $50.00. THORPE SOUNDHEAD, MODEL B, $65.00. Other models, $45.00, THE WIEBER MFG. CO., 45 E. 72d Street, New York City.

DEVRY PORTABLE 35MM SOUND MACHINE WITH $195.00. 35MM, SHORTS, $125.00. Devry Sound, 72d Street, Chicago, Ill. 35MM, SHORTS, $125.00. Triplex Screen, $4.95. Also 16MM Silent Film, $12.50. Film Library, $1,000.00. Supply, 101 S. Mott St., New York City.

DO NOT CONSIDER BUYING PORTABLE EXHIBITION EQUIPMENT (unless your needs are not met initially, we allow free trials and shipped with returns. We will not consider your needs if you are not satisfied with the equipment. We also supply new, clean, regulation size equipment. We are always willing to satisfy you. Standard Sound Equipment, 15 E. 55th St., New York City.

EXHIBITORS' COMPLETE LIST—100-WATT Stereophonic, having Color Wheel Spectrums. A. J. W. Photo Supply, 541 N. Wells St., Chicago, II.

EXCEPTIONAL BARGAINS IN PORTABLE AND STATIONARY SOUND PROJECTORS, CHAIR, SCREEN, ACCESSORIES. Free catalogue. MONARCH THEATRE SUPPLY CO., 255 E. 39th St., New York City.

MAGICAL APPARATUS

SPECTRA'S NEW ADDRESS: 1313 N. WELLS ST., CHICAGO, ILLINOIS.

M. P. ACCESSORIES & FILMS

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FINSING CIRCUS SET

(Continued from page 38)

The new lighting effects Clyde Beatty's show is shown in a manner that will please the best equipped theatres in the country. The act, as shown at Crawfordville theatre in the show, has been visited every day since the show opened.

H-W STRAWS 'EM

(Continued from page 38)

O'clock: the story of the show is a new one. New Castile performances were also right for every one, once he gets the habit. "The Act Beautiful," the act of the program, is a special feature of the show. It is mounted on a special Cherry chaser caws and serves as a waterwheel and, in addition, is used to convey

F о r  е vе r о n е , о nсе  hе  gе t s  t hе  hа bі t. "

B IG BUSINESS

(Continued from page 38)

fewer upssets for Cole Bros. than in the past. First upset occurred at Fort Wayne, Ind., where a large crowd was present. The crowd was restless and unwilling to wait. The show was held on a very hot day and the audience was unhappy. At the next night tent was filled to capacity, but the audience was restless and unwilling to wait. The show was held on a very hot day and the audience was unhappy."

"Don't do this," said the manager. "You're doing it by hand."

"Oh, I know. But it's the only way I can do it," said the man. "I just can't let go of the wheel."

The manager sighed and walked away. "Well, if you insist," he said. "But please be careful."
Radio Saturation Myth Exploded By CBS Market Analysis Report

- Figures reveal that a profitable market exists for midget sets—virgin territory for first sales in South—sales reduction to increase.

CHICAGO, May 15.—The myth, given that the saturation of radio sets is now estimated by CBS Broadcasting System's recent market survey, that the only sales of radio sets are now to improve the products of current ones. Consequently there seems to be room for further promotion that will mean a third set in American homes. Midget sets are currently being sold for the time. Not only are they popular in the home, but they offer the only effective solution for the regional program enterprises to which every family experiences.

One of the most interesting facts disclosed by the survey is that 76.2 per cent of the American families own radios. Of this total, more than 62.2 per cent of the families own two radios, leaving only 37.8 per cent of the families with only one radio. Of these States areas average less than half. New York and New Jersey have the greatest number of families owning radios, with one radio set for each family, respectively. Even though the concentration of radios in the metropolitan areas is comparatively high, the rapid growth in the number of radio sets makes it possible for the manufacturers to increase the sales of the automobile, becoming more and more popular.

The report further reveals that of the millions of cars and trucks traveling the highways today, more than 80 per cent of the vehicles are equipped with radios, so that a low-priced set can be sold with ease. The report also shows that in 1937, 296 new radio stations were added, and the number of families owning radios continues to increase.

Merchandise sales to Resorts Hit New High

NEW YORK, May 15.—Wholesale merchants report that sales of price merchandise to leading resort areas in this area have reached a new high. Furthermore, the demand for midget sets is growing steadily. The sales of merchandise to the clientele of all the major resort areas are increasing rapidly, with more and more expensive radio sets used by vacationers and professionals.

Many attribute the boom to the fine weather which this section of the country has enjoyed for the last two weeks. Record crowds were reported at the various locations, and many of the visitors were reported to have bought more expensive sets.

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New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

ALTHOUGH it is somewhat early to predict what is in store for the souvenir business this year, it is apparent from the new orders received by many merchants that there is a growing demand for such unusual souvenirs as the "toucan" and the "toucan"形的杯子. These are also known as "toucan" cups, and are popular among collectors.

New York experts believe that the demand for these items is due to the renewed interest in the "toucan" theme, which has been popular for many years. Some of the more recent items that have been popular include a "toucan" shaped pencil case, a "toucan" shaped key chain, a "toucan" shaped pen and a "toucan" shaped coffee mug.

Field, Sun Glasses Getting Heavy Play

CHICAGO, May 15.—Running of the Kentucky Derby last week was the signal for a sharp rise in demand for all shades of glass, customers and idiosyncrasies. Wholesalers report that orders for field glasses have been heavy during the last week, and that the demand is likely to continue throughout the summer.

The Circular, a tabloid that is available in the Middle West, where the 500-mile Memorial Day auto race and other sporting events have been held, has noted that field glasses are also being used by sportsmen and horse lovers, and that the high-powered types of pre-cuts are being sold in larger quantities. One wholesaler reported that he had sold over 1,000 pairs of glasses in one day, and that the demand for the glasses is likely to continue.

Bingo Migrates To Summer Spots

NEW YORK, May 15.—Now that the weather has warmed up, Bingo fans are beginning to move to the outdoor spots. Stores that have been selling Bingo for the past indoor season are now displaying signs advertising new locations at various spots.

Merchants report that orders for Bingo have been heavy during the last week, and that the demand for the game is likely to continue throughout the summer. The demand for Bingo has been attributed to the fact that Bingo is a game of skill and chance, and that it is a popular pastime among all age groups.

Wholesale merchants, who enjoy Bingo, believe that the continuation of the same trend will continue throughout the summer.
New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, Ohio for addresses of companies in this department supplying the items which interest you.

Four-in-One Watch

A clever and attractive timepiece has just been introduced to the merchandise field by Pitzer Watch Company. Called the Pitzer Chronograph four-in-one watch, it combines four timing instruments in one watch. Watch has a chronograph movement, which records time in fractions of a second; a third, minute and second, which records the distance traveled by the hands; a fourth, a barometer, which indicates the change in atmospheric pressure; and a fifth, a clock, which tells the time of day. Each of these movements is driven from a single source of power, the mainspring of the watch. The timepiece is said to have tremendous appeal for men and boys alike.

Larmoe

Edmond Michel, of New Orleans, inventor of the jimmy-proof, electric lock, has announced the formation of Larmoe Corporation, under the same name, and has appointed the following officers: Michael J. M. O'Donnell, president; Joseph L. Caballero, vice-president; Casiano de Majo, vice-president and treasurer; and Guy J. D'Ambrose, secretary-treasurer. Larmoe is in the business of making jimmy-proof lock devices because it has no key mechanism. It is operated by a push button panel on the outside of the door, connected with small electric motor within the house that automatically opens the door lock when the correct combination of buttons is pushed.

Karavan Catalog

A line of most unusual merchandise ever offered in this country is featured in Special Bulletin Number 1, the new catalog of Karavan Trackers. Among the many outstanding items are Hum Presses and Canadian Traded Hand-made doll characters in dolls in brilliant and colorful native costumes. They come in a wide range of sizes and prices and are the most unequaled in the field of novelty and inexpensive. Other items are cigarette lighters, ashtrays, and desk sets, canisters, match boxes, match books, pitchers, wall plaques and table trays. They are of unusual design and very reasonably priced. To be sold in coach, saloon and coin machines, agents, saloons and car dealers, window displays and personal use.

Photo Jewelry

The use of photo jewelry is introduced by Harry Faktis & Company. Among the many outstanding items are Hum Presses and Canadian Traded Hand-made doll characters in dolls in brilliant and colorful native costumes. They come in a wide range of sizes and prices and are the most unequaled in the field of novelty and inexpensive. Other items are cigarette lighters, ashtrays, and desk sets, canisters, match boxes, match books, pitchers, wall plaques and table trays. They are of unusual design and very reasonably priced. To be sold in coach, saloon and coin machines, agents, saloons and car dealers, window displays and personal use.

Micro-Silver Lamp

Calumet Novelty Company is introducing a flashty lantern design lamp that practically fills the eye. Base of lamp is finished in a silver patina, making it glisten with mirror brightness. Base is an inverted glass shade fitted with a standard bulb and is found table use. Number should prove popular with consolers and sideboard men.

Bandeaux

Knickersbcoker Handkerchief Company, New York manufacturer, keeping in line with the present style, is manufacturing ladies' bandeaux for summer wear. Bandeaux are a new-type lace headband which is gathering quite a vogue. Item is made of silver-embroidered rayon material in assorted colors to suit the complexion of the wearer. The Item offers itself to saloons working through suburbs localities.

Auto Cleaner

An air-operated auto cleaner, the latest innovation in the field of automotive equipment, has been introduced to the direct-selling field by Chicago Automobile Company, under the name of Easier to use. It is said to be a simple, effective, efficient and satisfactory method of cleaning upholstery and floors quickly and thoroughly. Company officials claim that this device will be recognized by agents and demonstrates as a natural.
I N S T A N T A N E O U S D E M A N D

Complete R 0 1 - 1 E 1 E — S P E N C E R C O.

$1.25

CHAMPIO N S P E C I A L T Y C O., 814 - P

and number. CAT E R I N G T O T H E J O B B I N G
m a k e s it one of the most sought after items in the market today.

The height of 17 inches, which together with the silver finish makes it one of the highest sellers in the market today.

Excel Merchandises and Novelty Company’s summer catalog will be ready for distribution next week, according to Max Wasserman, company president. This year’s book, comprising 50 pages, will be the finest ever prepared by the firm.

We pride ourselves on the service we give all orders, small or large,” Wasserman says. “I believe this policy has had much to do with our phenomenal success. We have already shown a 50 percent increase in business for the first four months of this year. This increase has been well carried as we are now complete a stock of merchandise as any house in the Midwest West.

Wasserman, an offeree in the show business, has devised the great part of his plans to overcome the problems of the commodity makers and premium users. He expects it will be a benefit to hundreds of the company’s customers.

National Premium Company has just opened a branch in Chicago, with Earl J. Jasper in charge. Al Johnson, company secretary and treasurer, has announced that orders have been coming in so fast that an additional office is now needed to handle them.

Goldfarb Novelty Company reports that its outdoor show season sales are away up this year. In some instances last year’s records have been broken, particularly in the case of circus sales. Earl and Paul Goldfarb are present working out new sales plans to attract out-of-town trade. Their lines cover a much wider scope and they are rapidly becoming a strong factor in the bingo field.

After much early experimentation M. Goldel & Son have found an ideal way to show exactly what type of merchandise is sought after. In an unpretentious circular listing of products, all offerings are arranged in the general design of the rugs, complete with the most appropriate switches and rings to interested parties.

From the demand for these rugs it is seen that consignors, operators, agents and salesmen all over the country are using them.

Rapid improvement in general business conditions is shown by the records of the Chicago National Company which is enjoying an outstanding business this year. Forty thousand dollars from 75 per cent of the business is in every corner of the country, establishing a new record for the 1937-year-old firm. Exhibits numbering 3,000 were featured, a gain of 10 per cent over last year. There were over 120,000 exhibitors and buyers from 74 countries as compared to 50,000 last year.

American participation in the fair increased by 10 per cent. The world has watched the fair for entertainments as a barometer of world conditions.

Sportwood Specialty Company, manufacturer of more than 100,000 items of apparel and specialty goods, is running out its 40th year of successful operation. From a humble beginning in 1937 the sales organization has grown to 700 men who control all the business in the United States and Europe. The company’s rocket parachutes are the targets of the day, and they have been featured in newspapers, magazines and in movies. The rocket parachute is imported into the air and has made a record of its own in the air world.

Daily reports from the H. M. J. Fox Company and Charles Brand, who handle the genuine fox tails, indicate that they will have their largest season this year. Consignors on carnivals, fairs and department stores and salesmen are ordering the tails in 100, 500 and 1,000 lots, they say. A good deal of the popularity of the number is attributed to the fact that they have received much favorable publicity of late and is now being featured on the cover of every catalog.

Tail is made up and ready, white and blue and streamers are used in some cases to light the rocket and to attract attention of automobiles, bicycles and motorcycles.

As recently announced, Victory Sales Company is merchandising a line of radio-to-order rings. Company states that $5,000 worth of radio-to-order rings are being shipped to the firm. It is expected that the new line will attract the attention of the public.

The. words “good luck” appear on each side of the sign. 1311 is to be the attractive number for merchandise men. Company will furnish designs and prices upon application.

Webster Company, maker of sound and radio equipment, has recently revised and improved its two previous systems for radio communication. Systems are now provided in beautiful plastic cases and come in various color combinations.

In the last issue of The Billboard mention was made that Novel-Craft Manufacturing Company makes a specialty of cigarette table lighters and lamps. This should have read: “Novel-Craft Specialty Company is a specialty of cigarette table lighters and lamps. The word ‘novelty’ is to be the attractive number for merchandise men. Company will furnish designs and prices upon application.”

The recent announcement of New 1937 Model completely streamlined in June 5 Issue for Full Particulars.

MOTO-SCOOT MFG. CO.

217 So. Western Ave., Chicago

ELGIN or WALTHAM $1.95 Ea. 7-10 day Delivery is in new cases. Send for New MFG. CATALOG.


MOTO-SCOOT


M O T O - S C O O T

FAIR TRADING CO.

215 West 155th St., New York, N. Y.

SQUIRT DOG ASH TRAYS — CARNIVAL SPECIALS 3 CENTS EACH.$1.50

B U Z Z M O T O E L E C T R I C - 5000 FREE GUAR.


DALE M O R T H C A K E S $1.25

M O T O - S C O O T

MOTORBLES K I L O C Y C L E S — H I G H F I B E S T O D I A L S, M E A S U R E S 1 0 % " a 7 I F L I A L A . , T U N E D H A .


E L G I N Watches $2.95 UP

LEO PEVSNER, WholeSale Jeweler, 22 W. Wash Ave., Chicago, IL.

M O T O - S C O O T

N O T A E Q U I L I V A L E N T .

MOTO-SCOOT

Announces New 1937 Model Complete Streamlined See June 5 Issue for Full Particulars.

PAY LESS Than Wholesale 5 TUBE MIDGET SENSATIONAL RADIO VALUE

5.95 COMPLETE WITH TUBES (List of 6). Sample $4.50.

95 CENT COMPLETE With TUBES

REMEMBER WE PAY FOR ALL TUBES AND PARTS.

FAIR TRADING CO.

215 West 155th St., New York, N. Y.

SQUIRT DOG ASH TRAYS — CARNIVAL SPECIALS 3 CENTS EACH.$1.50

B U Z Z M O T O E L E C T R I C — 5000 FREE GUAR.


M O T O - S C O O T

MOTORBLES K I L O C Y C L E S — H I G H F I B E S T O D I A L S, M E A S U R E S 1 0 % " a 7 I F L I A L A . , T U N E D H A .


E L G I N Watches $2.95 UP

LEO PEVSNER, WholeSale Jeweler, 22 W. Wash Ave., Chicago, IL.

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B U Z Z M O T O E L E C T R I C — 5000 FREE GUAR.


E L G I N Watches $2.95 UP

LEO PEVSNER, WholeSale Jeweler, 22 W. Wash Ave., Chicago, IL.
THE PITTACHE

by BILL BAKER
(Cincinnati Office)

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Shouters, Agents, Streetmen and Others.

Allen Greenstreet worked the midway with his rice-selling and calling-card books which are shows in the same way to swell takes. B. E. McCoy, who recently operated in the Midway with the Mickey Mouse balloons, the miniature elephants and the whip-wielding people and his friends visited the midway.

D. B. LOCKERBIE, of Chicago's Med Show, fogs one truck from the east. S. C., under date of May 10, has been playing spots in the Carolina territory to good business at all stands. Across Dr. Spiegel, who has also been playing spots down here, is a real mad man and a clean worker. Dick Lockley returned to the show after being confined in a hospital. George S. Thompson, now and new to the show next week, in Doo Speagle and Dick Wall.

FAMOUS LAST WORDS: "I look in so much money I got fired counting it." - KING LA MAR

KING LA MAR... had had the suffering for the last six weeks with a small crew at the Union, N. Y., now that he is well. He plans to leave for Chicago and head for Detroit, where he expects a good pull and will do some work there. Dick Lockley, lecturer and manager, and Jack Key, comic, Jack is a father now and his wife will return to the show next week. Pip in, Doo Speagle and Dick Wall.

N E W P O P U L A R S T Y L E S

a n d F o l d e r s . T h o s e w h o h a v e a l r e a d y
b o u g h t t h e m a r e c l e a n i n g u p .

To every customer who has bought a copy of this magazine at the local store, please cut out and return this coupon with your order. We have received many requests for additional copies of this issue, and we will be pleased to fill them if we can. Thank you for your cooperation.

H. M. J. FOR CO., 100 W. 23rd St., New York City.

G U A R A N T E E

BLADES FACTORY PRICES

Details Free. (Sample: 1000)

NATIONAL BLADE CO.,
37 South Ave., Dept. 4-F, Rochester, N. Y.

MONEY Spots: You boys who are contemplating making Wisconsin and Minnesota dates to give the youngsters something to do will find these markets the double. Farms from all directions come to these spots with their products and the boys on the right side about. You should collect your sums the same way.

J. W. GATES

comes from his first trip from Hibbing, Minn., "I'm working blouses and have some pretty good business, but all the towns are open up here but the readers are extremely high. Here in Bemidji the readers are $10 per person. I work a street corner and the same condition prevails in the Twin Cities."

The Billboard
UPTO
DEPT. 750.
ELKHART,
SELLS LUX INSTANTLY!
SHOE FINDING
ELGIN & WALTHAM WATCHES $1.85
DOROTHEA ANTELO
226 West 72nd St., New York, N. Y.
SELL!
METAL SOCIAL SECURITY PLATES
Send 10c for Same and Details.
G. W. REESE
1218 English Avenue, Indianapolis, Ind.
ELGIN & WALTHAM WATCHES $1.85
DOROTHEA ANTELO
226 West 72nd St., New York, N. Y.
SELL!
METAL SOCIAL SECURITY PLATES
Send 10c for Same and Details.
G. W. REESE
1218 English Avenue, Indianapolis, Ind.
SHOE LACES and SHOE FINDINGS
CAPITOL SHOE LACE and FINDINGS CO.
L. MOORE & CO.
356 S. 21st St., New York.

2005-26. It is sold by the case at 10c per pair, and all orders are filled.

H. SPARBER & CO.
1117 W. Thirty-ninth Street, Chicago, Ill.

The Billboards
WHOLESALE MERCHANDISE-PIPES
May 22, 1937

Pitchfork Five Years Ago

Boy Gramm, for many years one of the best known estates on the road, was managing the Sterling Hotel, Sanborn, Pa. He was up one of the dinner with one of the finest meals of its kind that had ever been served. It was a fine flourish of the hotels, and the guests were all thoroughly satisfied.

Mr. Wilson was corralling the drags, working auto polish at Columbia, C. O. He was operating two fine spots, one at Groversville and one at Saratoga Springs. 

Mr. Denton was heading north with his men to look over the stock. The weather was fine, and the men were in good form.

Included among the fast-stepping kittens at the Wilkes-Barre (Pa.) Parks and Johnson, Grover, Helen, Kelly and Ted Robinson.

The Pennsylvania Club had just concluded the 14th consecutive week of its 100 years, according to its skipper, Dr. Kies. Bill Ruhl, the Spanish boy from Pennsylvania, and the other men of the same name were taking in New York.

Mr. Dooley, of Alberta, his of the long-tailed clerical coat and high hat, had just finished appearing in a new role. He was the vaudevillan at a leading hotel, and his dinner was a success.

The Bachelor's host being a physician, as were his colleagues.

Gnome, the Spanish boy from Pennsylvania, and the other men of the same name were taking in New York.

Mr. Dooley, of Alberta, is the long-tailed clerical coat and high hat, had just finished appearing in a new role. He was the vaudevillan at a leading hotel, and his dinner was a success.

The Bachelor's host being a physician, as were his colleagues.

Now (1937) Permitted No Dint or Friction
AUTOMATIC GAS LIGHTER
LITTLE INTENSELY.
1905 -60. It is sold by the case at 10c per pair, and all orders are filled.

AGENTS
BIRTHDAY AND CONVIVIAL GREETING
CARDS.
Very liberal commissions. Write for price.
DOROTHEA ANTELO
226 West 72nd St., New York, N. Y.

SLUM JEWELRY $1.00
Pack Lots of Magic-Disc sets and have a set of new slides as a free gift.
FELDMAN BRO., 159 Canal St., New York.

His MAGIC-DISC HEATS WATER INSTANTLY.
$30

[Image of an advertisement for a new slide projector, including details on price and promotions.]

The Pitchfork

Roger C. Wise, of Central Illinois, who told the story of the famous lute in Aurora.

John B. Stevens.

C. H. (Surprise) Henry

Leston Wisconsin on account of inclement weather and after losing all his money, is now back in the states.

When Harry Williams got money he would stay the grayed out, but is now back in the states.

Leonard Rosen

is reported to be getting his share of the windy lure in Aurora.

John B. Stevens.

C. H. (Surprise) Henry

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John B. Stevens.
GOLDFARF NOVELTY CO.
OFFERS A SENSATIONAL SAVING

10% (Ten Per Cent) DISCOUNT
IN A DRIVE FOR NEW CUSTOMERS.
While supplies last, we offer the following items listed
at their regular prices. Prices mailed after June 1st
are subject to the following price reductions.

1937 CATALOG NOW READY
Over 3,000 items
REAL ALKALI—20 Alkaline
FLY SWATTERS—Extra Long
SQUIRREL DOLLS, Original
NOVELTY RUBBER NOSE
SNEEZING NOSE—B. E.
BELL LAMPS, Dusk
INRESOL LAPEL WATCH—
($1.50 List) .... 78c

BENGOR PRODUCTS CO.
570 BROADWAY, NEW YORK, N. Y.

PEN WORKERS
BEST IN THE BUSINESS
PLUNKER PENS $18.00 Gr.
Stainless Steel Points (Black)
6 Mattel Colors $21.00 Gr.
Complete Line. Pens, Pencils, Combs.
25% with Order, Balance C. O. D.
Sample Line—$1.00 Prepaid.
(Your order definitely if possible)
J. W. RUBEL
Makers of Packard Pens,
1140 Broadway, New York City.

FOR HUSTLERS ONLY
SIGHT SONG SHEETS
Unstemmied No. 3, 25c
Stemmied No. 3, 35c
Smiling Boy No. 2, 25c
Smiling Johnny Maher No. 2, 25c
A Complete Line. Pens, Pencils, Combs.
25% with Order, Balance C. O. D.
Sample Line—$1.00 Prepaid.
(Your order definite in all cases)

DIRECT SELLERS—
(Continued from page 62)
will be given particular attention. Speakers
include Mr. W. H. Mccarthy, regional
Manager of the Social Security Board, and
Mr. A. S. Kaufman, author of the book
"Drawn out Selling." Almost all of the
lecture companies are represented in the
plan, most of the companies are constituent
members of the association. In addition to
merchandise, the companies are able to
produce to the attention of the association
the usual solicitation is membership and
the associations are represented.
Association headquarters are located at
Union City, Minn. J. M. George is
commissioner and general manager.

Laws and Lawsuits

The figure of a series of articles on
Laws and Lawsuits Pertaining to the
Entertainment Business appears in the
Section of the CARNIVAL DEPARTMENT OF THE

EPSTEIN'S SUMMER VALUES
Felting, Spanish Hay, Bright Commercial Salt and 
Green Corn, Ocean, and Spanish Hay.

BINGO NOVELTY CO.
101 BROADWAY, New York, N. Y.

Sensible, New Novelty Free Offer

HOT COMBINATION

GOLD FARM NOVELTY CO.
114 Washington Street, Boston, Mass.

DEMONSTRATORS SENSATIONAL
FREE OFFER

"The Last Word" in your letter to
ADVERTISERS, "BILLBOARD"
We Wednesday after the carnival opened at ors of the games who were asked to detail and we were highly pleased with Great Superior Shows. "They wanted to tell us, C. C. Mosser, Commander Legion Post No. 280, and was very complimentary to the show. Major Joseph Mosser, who filled their contract with us in every detail and we were highly pleased with their cooperation.

Mr. Mosser, in another letter, bears out Clayton said that the operators of the shows in those areas were interested in the use of the shows and were willing to use them. They were permitted to come here on Wednesday at 3 o'clock and play on Monday, and it was my understanding that it was Mr. Blake, manager of the Great Superior Show, who was going to leave after they had been here two nights.

Preelection shows are going to outdoor shows are generally what Sherman said about the upcoming camping and television shows. If they didn't have their share of glory during the campaign, then all their efforts were nothing. Here's how Walton de Paff, press representative of the show, tells it.

"Following the fiasco at 53rd and Central streets, where the show was forced to tear down before being wrecked by colored inhabitants, the organization moved its scheduled route to 17th and Vermont. With the entire show in readiness for the opening on Monday night the city council was prevailed upon to move the show in the neighborhood to permit the people to come out and see the show without fear of damage. A police escort was provided and the show was moved to a more suitable location."
Notes From the Crossroads

Max Lavin, secretary of Tri-State Fair, Superl Farm, Wis., was in Chicago last week for the excursions and attractions, and reports that prospects for this year's fair are very, very bright. The fair secretary states that the demand for premium stand attractions is exceptional. Booking offices report heavy advance bookings and entries are going to be as a premium.

Rubin Gruber grew into Chicago a few days ago for a conference with his general manager, C. C. McDonald, but didn't rub his own business was in Davenport, Iowa. Mrs. A. King celebrated her 85th birthday May 12th at her home in Baraboo, Wis. Doan Broadwell told in Ch. after a long absence.

The Magic City, a local attraction, is appearing at an agent's convention the other day. Bob Lomax, Larry Hogan, C. O. McCallie and George B. Bankes hit town last Thursday and will go with Stanford Graham's Magic City, opening this week in Dallas. Irving K. Pond, architect and circus fan, celebrated his birthday last week, buying a new truck for his personal collection.

Full mount's name is unknown but he is an interesting study of life and art, and is often seen in company with other circuses to those in other walks of life.

Harry A. Atwell noted circus photograph work. The trip was a pleasant one, Harry reports, and he has a lot of fun in the future show and its personnel. Howard Bay desires a lot of credit for the way he handles the show. Says Atwell, "In face of most terrible weather and many of these conditions has come on in a manner that would have made a man of lesser mettle take the wheel and direction we started. He has whipped the show into excellent shape and, believe me, it will be a go. We have had a lot of fun, and I bet with, even if you still find some to be courteous and agreeable. And he has gathered about him a staff with whom it is a pleasure to work."

"The Billboard please take notice" was all we caught of a recent radio broadcast. Not sure what is going on, but it started quite some time ago. It emanated from Manhattan, Wis., where the graduating exercises of the Manhatian Vocational School were being attended. One of the departments of the institution is a circus school, presided over by Ben and Ken n郸, the old leader. Bill and the Griffiths in the broadcast appeared in the circus department of the school, which may well learn more of this school, which has many interesting angles.

Now that the midget circus is being launched we are frequently asked, "If you could accurately answer that question?"

Drome Riders

West immediately fancy and tricky and one of the best shows seen in working order. The show is now under the control of parties who can make openings of any size, and with a little time and effort can make openings of any size, and with a little time and effort can advertise in the Billboard.

Chalkias Bros. Show

Want a discount? Visit Manufactured Sales Corporation, 120 Nassau St., New York, N.Y.

The Billboard 75

Gerald O. Winsor

The West Show

DICK'S PARAMOUNT SHOWS


BATHERS' KEY BANDS and BRASS KEY CHECKS

Send for illustrated card and Prices.

S. GRIFEL

101 W. 42nd St., New York, N.Y.

GREAT OLYMPIC SHOWS

Can plan shows with or without outfit: man to take Minstrel, Girl Show, Talker Concessions: All open, including Corn Game, Positively No Control Games or Crift. Will book any ride that does not conflict, Ind., week of the 17th; Greensboro, Ind., week of the 24th.

A. SPERNER, Mgr.
HASTE MAKES WASTE: still seems to be the rule that dominates the financial and special events department of the New York Amusement Chamber. John Krimsky, who has been at the head of the division since last fall, so many activities (and some not so successful) have been submitted to him by showmen, that at some time it would be impossible to try to break them down on 130 C. Clason Street, Mr. Krimsky, who with his brother operates the immensely successful American Hotel in New York, besides being interested in other Broadway theatrical enterprises, is listening to fantastic propositions almost constantly since his inception in office.

This fair is still two years away, Mr. Krimsky says, and the interest shown in it by many fundamental changes in American entertainment standards that can be expected. This time would be extremely dangerous. One thing seems certain: The New York World's Fair of 1893 will be a tremendous success. The late Wednesday reports indicate that more money is being spent there and that more trouble than ever has been made at both Ocean Park and Venice pier.

Mr. B. M. Davis, who has the rides and concessions for both the Lincoln and Griffith City parks, is reported to be doing a land-office business. The race here was also a financial success.

Joe Deth Jr., who is supposed to be reported to be doing a splendid weekend-business.

Los Angeles, May 15—Mr. and Mrs. William Zinser have booked an entire week-end schedule and other events are being put into shape. William L. Zinser, an elephant from his ranch to replace Jenny, who died some time ago, will appear, and with Anna May is presenting a two-bill set.

Frank W. Babcock Shows enjoys a good opening this week, and a very successful week at Ford and Brooklyn avenues. A trolley car is under way for the road and Joe Moffat reports that he is well pleased.

The Kemény shows, after leaving the Los Angeles sector, are reported as doing a good biz.

Will Wright info that the Golden State Shows has closed its regular business since getting a better offer from the Golden State Shows here to go to Cleveland, where the company opened the new shows. Wallace O'Conner is assisted.

Captain Ed Mundy has returned from the Golden State Shows and is handling the steamboat St. Louis.

Thomas J. (Pony) Hughes has rides for his Billings show.

Cal Lipes reports that he will remain with the show for the present season. Copenhagen’s Paa Circus business, he states, has been very good and a new type of show is in the offing, both permanent and traveling shows and Yankee Patter- sons. The people have been lined up and Woods have the hounds. Bob Window mentioned that he has been reporting that he has been doing his horse. He says that he used to do both. Edward B. Keenan, head of the Keenan show, has left to join the Follies. All this and other information was given at a meeting of the Fancy Men’s Club.

Ted LeFevre, who, with Mr. LeFevre, is proprietor of the Echo Park United Shows, writes that the shows’ tour of the Northwest has been a suc- cess and reports that they are all doing well.

Carl Solt is back in town and has several propositions for the Ringling-Barnum and Ringling-

TUIIS is a victory year for celebrations. The annual May Day new year shows will have their opening at the Starlight Theatre in South Bend, Ind., on May 5, followed by the chief executive of the town and on taking on tremendous pro- indicates that the show will be carried on by Guy R. Reynolds, Congressman Bar- dian and other bigwigs. The event is expected to be a great success and gaining official recognition by many prominent citizens.

Newspaper reports that the State are filled with pictures of speakers and the inevitable George Hamid, who is supplying attractions. National conventions have been held in the state and interest is being shown by the cation business man of the show.

The show has passed its 25th year and has set the goal at 500. There will be 500 mem- nership drive on at parks, carnivals, and fairs, and where the show is scheduled without a charge to the public and special events. Every member has set as a goal a certain number of people to be at the show.

A bill has been paid promptly and there is several hundred dollars in the treasury. All show people are welcome at all times at the shows. If M. showman is not a member of the organization a courtesy card is given to him for good week.

Philadelphia, May 15—West hem has been spotted with rain and cool nights in the past, but the weather this week is as fine as one could wish. West hem is at Northport, Pa., last night and the show was well turned out. The light being used. It carries two free tickets to the show with each ticket, flying bullfins, equestrian act, and Fred Reeds, parts. Mr. and Mrs. Dick Ireland, who have been shown with complete equipment, barker and all inside fur- nishings brought from their home, have invited the Philadelphia Times to visit the show. It has been boomed up and given plenty of front of both.

The A. C. Stevens shows are making spots in suburban Los Angeles and are doing a good business. The Golden State Shows here to go to Cleveland, where the company opened the new shows. Wallace O’Conner is assisted.

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**Atlantic City**

**ATLANTIC CITY, May 15—**This resort has planned an interesting entertainment menu for the next four months with varied appeal to individual programs of amusement interests. Altogether a number of shows and events cut across long-residing crowds here. Heading list of city activities is a new show opening June 23, in the Pier Ballroom, with 1,500 athletes expected from the city and area. The ballroom has been signed up by the American Legion men and expects to have ready by July. There will also be a new show in progress completed here.

Many Visitors to Barnes Around the Bay District

**ENDICOTT, N.Y., May 15—**There were many visitors while the Barnes show played around the Bay District. In this section of the area the various carnival shows and events were well attended. We report that they are well pleased with the expectations for the coming season.

**WANTED SIDE SHOW MANAGER**

For finest equipped show on road. Now working. Also want two more outstanding Franks. Salaries from office. Want at once, Organized Jig Show with Band. We have complete equipment for same. Also want Whip Foreman and help all departments. Baltimore, Md. this week; Elizabeth, N. J., next week.

**CAPT. LATLIP'S HOME STATE SHOWS**

**REYNOLDS & WELLS UNITED SHOWS**

**WANTED M. R. WEER SHOWS**


C. I. SPENCER SHOWS WANTED

FOR STURGES, K.Y. WEEK MAY 17; LODGECUTE, I.N. TO FOLLOW. Pit, Frank or Petroleum Show, Full Horse or any Show that will not follow will be dealt. Big Full Time. One man up to 1,000 Concessionaire Agent. Wanted. Half the show costs and 100 percent of gross. Fair Secretaries and salesmen in Missouri, Illinois, Wisconsin, Arkansas and Louisiana. Will have seven shows this season. Trench, Mo., May 17 to 27. Quinn, Ill., May 24 to 27.

RINK BROS. CIRCUS

**Start New Business**

“Amazingly Delicious Food Idea in Your Kitchen!”

**AMAZINGLY POPULAR FOOD IDEA IN YOUR KITCHEN!**

Start a New Business with New Greaseless Doughnuts.

**AN IMPORTANT NOTICE TO FOOD/PRODUCERS**

**FREE**

Start a New Business.

**FREE**

Start a New Business with New Greaseless Doughnuts.

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KENTUCKY DERBY

The cartoonist suggests that there are wide differences of opinion about the Kentucky Derby and similar events. One fellow sees it as a display of the best in speed and beauty of the horse world; another as a big event in which there are crowds, glamour and excitement, and still another sees it as just another something to gamble on.

The cynic will say that a person’s opinion of the Derby will depend on whether he won or lost. And thus the world of opinion goes.

The amusement games industry may benefit by viewing the Kentucky Derby and similar sporting events from many angles. The big event May 8 was big business in itself. It also presents one of the greatest publicity spectacles for a State, a city and a business that can be imagined.

Something of the volume of business may be gathered from figures released in the press. The crowd of 60,000 or more is said to be the largest since the days before the depression. The betting reached a total of more than $1,500,000, while bets placed on the Derby race were over half a million.

Picture the volumes of publicity given to this betting; amounts paid, etc., all over the country and you have an education in sports and gambling that reaches countless millions of newspaper readers, old and young, in every part of the country.

There are millions of American citizens who will read the news of the betting on the races and be confirmed in their opinion that the country is going to the dogs at a fast pace. An increasing number of legislators and officials will read the story and wonder if such events cannot be made to yield more revenue. Many an operator of coin machines will wonder why such a big business based primarily on the gambling instinct is legalized and applauded while he works constantly under the fear that his machines may be taken from him as illegal.

Newspapers have a vital interest in the races and all other sports. Perhaps no single field of news has meant so much to circulation as the sporting pages. That the sporting pages of newspapers are the greatest single factor in educating to gamble is known by everyone. Yet newspapers often assume very inconsistent and unfair opposition to other forms of gambling which do not contribute to their circulation in any way.

A good example of this may be seen in the attitude of The Baltimore Sun toward a recent bill in Maryland which would have legalized bookies and pinball games. A reputable paper like The Sun, which publishes racing news, opposed the bill because it felt that legalized bookies would “not be for the social good of the State.” The observer is compelled to believe in such cases that the underlying reason is because bookies, thru their tipster sheets, may take away from newspaper circulation rather than add to it.

That the inconsistency of newspapers on the gambling question can assume serious proportions was revealed about two years ago in a gambling crusade by the papers in Washington. One of the large dailies said that it was inconsistent to publish racing news and at the same time oppose petty gambling of all kinds, and proposed to discontinue its racing news if the other papers would. But the challenge was not accepted.

While the amusement games industry regrets the inconsistency of much of the opposition against its machines, the members of the industry do not want to be placed in a position of opposing pari-mutuels, or bookies or any other games of chance. The amusement games industry feels there is room enough for all and that the growing liberal spirit which legalizes and taxes pari-mutuels, playing cards and eventually bookies will also extend to include recognition of coin-operated games as a legal amusement.

Due to the vagaries of politics, situations develop in which amusement devices face the opposition of racing interests. Such a situation is unfortunate for all concerned. An example of it may be seen in Florida. The Miami Tribune, published by Moe Annenberg, who operates the largest racing news service in the country, has carried on a regular editorial campaign against the Florida slot machine license law. Apparently the bookies in this instance have been led to believe that the licensed slot machines in Florida get some of the money that might otherwise be bet on the races. This antagonism is unfortunate for all concerned.

As the Kentucky Derby of 1937 becomes history the amusement games industry can hope that a more consistent and liberal opinion will eventually prevail.
Each machine is shipped. This is built at a cost of about $50 per case and is so heavily constructed that it can fall off the truck and sustain no damage. Solid glass in the inside keeps the machine in the proper position under all conditions.

The Multi-Bell is fast proving a popular machine in various types of clubs and other organizations, with many reports out on such locations in various States.

Arthur Gaffey, president of the company, is considering a trip to Europe this summer if business will allow him to get away for a few weeks.

Demand for Carom Continues Strong

CHICAGO, May 16.—Discussing the fact that payout territory has shown marked gains in the past few weeks, Jim Buckley, general sales manager of Bally Manufacturing Company, reveals that Bally is at present in heavy production on two different bumper-type one-shot games.

"Most remarkable," Jim states, "is the continued strong demand for the Carom one-shot. This game was first introduced at the January show and now, four months later, it is still a best-seller. In spite of the terrific demand for our Golden Wheel machine operators still want Caroms and are unable to dig them up on the used market. The clever odd-or-even scoring system which, together with bumper action and changing odds, made Carom such a hit at the show is holding its own in the public's fancy and continues to result in record-breaking collections."

"Of course, much of the present demand for Carom is from territories just now opening up, where operators have not yet had an opportunity to cash in on this great game. In other territories Golden Wheel is finding favor and its all probability will be an even more outstanding success than Carom. After all Golden Wheel has all the bumper action that made Carom so popular, and in addition it has the first, second, third and fourth place payout features that accounted for the success the one-shot game."

For Immediate Sale

50 A. B. T. Skill Target Machines, $19.50 Each

Used only 30 Days. Write or wire EARL E. REYNOLDS

Suite 222, Jefferson Hotel, Dallas, Texas.
Fishman Praises Helpful Spirit

NEW YORK, May 15.-Since the return of Joe Fishman to the executive management of the American Amusement Machine Operators’ Association, leading members of the organization have been co-operating with him to help keep the business clean. Four of the ops who have been serving on committees with Fishman are Max Levy, Silverstein, Joe Blitz, Morris Sostak, and L. S. Rubinow. These men have taken time off from their own operations to work for the general benefit of all operators, including non-members, in an effort to bring about better and cleaner operating conditions.

Fishman points to the loyalty of these and other members as a reason why non-members should come in and discuss their status with him. Fishman states that he is holding out his hand to all non-members. He is willing to help them and try to make their places better, and closer understanding of the rules and regulations so that they might help bring about better conditions for all concerned.

Fishman maintains that it is his hope to have all non-members get together and work for the many vital matters that require the immediate and whole-hearted cooperation of every operator in this area. He states that he has the interest of the public at heart, and that it is important for these men which will interest them at this time.

BANQUET TABLE at the recent Fitzhurbs O’Tools Indian party held in Utica, N. Y. is a sight many prominent Utica boys will always remember. Leo Wolf, Fitzhurbs traveling sales manager, in charge of festivities. The boys are not positive of the exact name but at the chorus of the floor which was a feature of the banquet. Photo was mapped in the banquet hall of the Hotel Martin, Utica.

Amusement Machines

MAY 22, 1937

CHICAGO, May 15.-With the advent of co-operative operated bowling alleys last summer it was generally predicted that the popularity of the bowling games would diminish in the spring the same as regular bowling has always displayed during the long winter months. And every indication points to a continued increase in the playing of these games during the summer. On the other hand, the majority of the games have been limited to the co-operative operated bowling games at these places.

Reports to Jack Nelson, vice-president in charge of sales of the Rock-Ola Manufacturing Corporation, show that the Rock-Ola Senior and Junior Rock-O-Ball alleys did a bigger business in April of this year than during the winter months, and every indication points to a continued increase in the playing of these games during the summer. This naturally responds to the benefit of both operator and location owner.

Michigan Slot Bill Up

LANSING, Mich., May 15.—The Michigan legislature on Monday passed a bill to legalize slot machines. The measure is expected to be signed by Governor D. W. Hotchkiss, and by such a viewpoint it is exceptionally appealing to the player. At the same time it is not without its drawbacks. The winning numbers in the range of $1,000 a year for each operator.—the best 12 machines.

SOL SCHNEIDER PASSES

PORTLAND, Ore., May 15.—Portland and Northwest coal mining operators were shocked a few weeks ago to hear that Sol Schneider, of Portland, had met an accident on an automobile trip through the Willamette Valley. Portland’s coal mining industry, where he was owner of a large coal mine, was badly hit in the same crash. It is reported that his chances for recovery are bright.

Automatic Board Pleases Public

CHICAGO, May 15.—Stating that the annual edition of the paper’s stock market has arrived a month early this year, Mrs. John A. Baker, president of British and Foreign Manufacturing Company, reports unusually heavy buying of her company’s dangerous co-operative stocks.

“Our past experience,” she states, “has shown that our machine sales start climbing about the middle of June, but this year the buying started already on Nugget. The only explanation is that Nugget is meeting with a new popular favor that makes it necessary for our buyers to cover their spots with this little table in order to have six inches square.”

There’s a little something about Hugget that gets ‘em. It has plenty of eye-catching fliers. It has a side of the animation that can be obtained only with Nugget. It has a sense that the merchant’s value is equal to the coin placed in the machine. It is designed to provide a license of $1,000 a year for each operator-owner of the machine and $100 for each machine operated.

BLATT LONGS FOR BOO HOO ON JURY

BROOKLYN, May 15.—William Blatt, president of Supreme vending Company, Inc., states that he would take his new David bit, Boo Hoo, into the jury room with him. The case is for the sale of the machine on the jury and as yet he has had a trial of the equipment.

Blatt stated: “I certainly wish that I could have the opportunity to go down here to help while away the time while we are trying to decide one of our clients up for some time. Not only would the jury have to decide for the plaintiff in our favor, but it would give me a chance to get the chance to see the judge. I bet it would be a big play from the jury’s viewpoint.”

From the judge’s view it is an effort to bring about better and cleaner operating conditions.

DISCRIMINATION IS PLEA OF MILWAUKEE OPERATORS

MILWAUKEE, May 15.—Trial of the suit to test validity of the anti-pined ordinance, which was before Circuit Judge Otto H. Breidenbach and was argued May 13 to the trial of the complaint by counsel for two additional plaintiffs, was under way again May 13.

The court granted the petition of Casimir and Casper Wolski of Shy Brothers Company, leading machines distributors, to join the suit as the 32 other pinball owners who are attacking the ordinance.

Joe A. Pavley, counsel for the pinball interests, charged May 7 that there is a will to attack against the machines and pool and bowling. A temporary injunction has restrained enforcement of the pinball ordinance, which became effective May 1 pending outcome of the trial.
New York

NEW YORK, May 15—From Pine to Brookside is the theme title Western New York State ops have given to the rise of Walt Harrison. Harrison is reported to have started a few years ago with one pin game and built up one of the largest machine operations in the state. Lately he sold out to a Lew Wolf in New York City, N. Y. Harrison, however, wants a complete chain of credit jewelry stores, so he turned to the coin-machine field to build up the necessary capital.

Here's a story that should be entitled "Brothers," says E. R. Stein of the Arnold J. and Max Gold, of Geneva, N. Y., who were well known in the jewelry field until about a year ago when they entered the pin-ball field. They are said to have quickly adapted themselves to the business and are considered among the leaders of the field. They also happen to be one of the champion bridge combinations in the country, travelling in high society. In fact, their challenge any other bridge club in the world.

Another New York, N. Y., op who is reported to be going to town in a big way is Johnny Belfonte. He is said to be a mighty progressive operator and a great friend of Ruby games...

Charley Gorman, the ops in Utica claim, is one of the finest spots in the 25-pin industry and right now is doing a mighty sweet job for Lew Wolf, of Pittsborough Distributors, Brooklyn, N. Y. Gorman is said to be a peach of an artist and entertaining manager.

Lew, of the Pittsborough organization, pulled off a great publicity stunt recently. While attending a party in Syracuse with the usual operators, Lew arranged for a free break over Stahl's radio station. During all the games were mentioned as bringing fun and entertaining managers.

Harry Moon, one of the Vidale, N. Y., operators who call the "lightning fist," is said to be showing the men the way to big production.

Tom Kern of Canajohie, N. Y., is now called "king of the Beech-Duty boys" by other ops because so many of the good locations in the town are said to be renting at his firm. Kern was looking for a chance to do a big job with his games.

Bill Doolan's place in Utica, N. Y., is said to have a popular rendezvous for operators. He is said to have been one of the biggest players in the hotel business for many years and is well known everyone.

Harry Samuel of Light Falls, N. Y., stated that he almost entered the courts the other day where Lew Wolf would have liked to see him, but it is said that Lew Wolf will have no problem keeping up with the competition. Samuel claims that he has no interest in the hotel business, but that Wolf will have no problem keeping up with the competition.

Delphi, the center of the old-time shops, showed the youngest at the Pittsborough party in Utica how the older men can take it and make the youngsters like it, too. Bennett is still regarded as one of the most active men in New York State on con- version work, arranging some of the biggest and other large organization affairs.

Dell Hansen, of Schenectady, N. Y., is getting ready for a real party soon. His daughter, Dorothy, is graduating from high school next month and pop is planning a real celebration. Will General Electric get along at top speed and other factories working double shifts, Hansen reports that Schenectady is enjoying a real prosperity wave.

James H. Bost, of Gloversville, N. Y., says that summer business has opened with a bang. He says that he is using a variety of games, and if the beautiful weather keeps up he expects this to be the best summer of all times.

O. L. Martin, of Richmond Springs, N. Y., is being called the "official Ruby Boll operator because he is said to have more of these games out than anyone else in the State. Martin is the op who has the Remington typewriter, the same one you see on the way to Buffalo when riding the New York Central. That location is a feather in Martin's hat.

George Cahill, of Utica, N. Y., is said to be doing a fine job with his phoons and is also keeping up with the latest machine operations. He says that the diversification of real estate and other business is leisurely.

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Tom Kern of Canajohie, N. Y., is now called "king of the Beech-Duty boys" by other ops because so many of the good locations in the town are said to be renting at his firm. Kern was looking for a chance to do a big job with his games.

Bill Doolan's place in Utica, N. Y., is said to have a popular rendezvous for operators. He is said to have been one of the biggest players in the hotel business for many years and is well known everyone.

Harry Samuel of Light Falls, N. Y., stated that he almost entered the courts the other day where Lew Wolf would have liked to see him, but it is said that Lew Wolf will have no problem keeping up with the competition. Samuel claims that he has no interest in the hotel business, but that Wolf will have no problem keeping up with the competition.

Delphi, the center of the old-time shops, showed the youngest at the Pittsborough party in Utica how the older men can take it and make the youngsters like it, too. Bennett is still regarded as one of the most active men in New York State on con- version work, arranging some of the biggest and other large organization affairs.

Dell Hansen, of Schenectady, N. Y., is getting ready for a real party soon. His daughter, Dorothy, is graduating from high school next month and pop is planning a real celebration. Will General Electric get along at top speed and other factories working double shifts, Hansen reports that Schenectady is enjoying a real prosperity wave.

James H. Bost, of Gloversville, N. Y., says that summer business has opened with a bang. He says that he is using a variety of games, and if the beautiful weather keeps up he expects this to be the best summer of all times.

O. L. Martin, of Richmond Springs, N. Y., is being called the "official Ruby Boll operator because he is said to have more of these games out than anyone else in the State. Martin is the op who has the Remington typewriter, the same one you see on the way to Buffalo when riding the New York Central. That location is a feather in Martin's hat.

George Cahill, of Utica, N. Y., is said to be doing a fine job with his phoons and is also keeping up with the latest machine operations. He says that the diversification of real estate and other business is leisurely.
24-Hour Schedule
On Rock-Ola Phonos
CHICAGO, May 15—Rock-Ola Manufacturing Corporation reports that, despite three full production shifts in the past 30 days, the demand for the new 16 and 20-record phonographs far exceeds the daily output. The big Rock-Ola plant is running ahead, with reports of unusually big production demands for the summer months.

With J. P. Webb, manager of the phonograph division, away on an extended business trip that will cover over 20,000 miles, the task of keeping operations light and distributors satisfied falls on the shoulders of Arthur Weiland, assistant manager of the phonograph division.

Still enabling a day in which he was deluged with interviews, long-distance phone calls, wires and letters demanding shipments, Weiland said: "I have never seen anything like it. The demand for the new 16-record Rhythm Master and the 20-record Imperial is increasing every day. The great production facilities of our tremendous plant are being run at top speed to supply the demand.

"Distributors from all over the country are making personal visits to Chicago to get faster service on their shipments. A few distributors who have recently made personal visits to the factory to have weekly shipments insured are in the last 30 days. Machine model numbers, Marshall, Detroit; Archie Le Beau, St. Paul; L. D. Lang, Pittsburgh; A. Johnson, Omaha; Sam Cohen, Atlanta; Carl Trippe, St. Louis; E. M. Marks, Cleveland; Frank Bannister, Indianapolis, and Carl Cooper, Louisville."

The Rock-Ola multi-selector phonograph line is running on a 24-hour basis of three shifts. It is stated, 80 complete manufacturing facilities for phonographs and other Rock-Ola products, practically all of the many parts are produced right in the Rock-Ola plant, occupying 11 buildings.

E. DeMay recently granted his employees a liberal increase in wages, and also reduced the working hours. Their appreciation has been manifested in the manner in which they have responded by being 'up on their toes' in making extra efforts to keep up with the unusually high demand of distributors.

McCormick Will Use Testimonials
GREENVILLE, N. C., May 15—L. B. (Mac) McCormick, president of the McCormick Machine Company, announces that his firm intends to use the testimonials of leading phonop products to add additional weight to the promotion of his products.

McCormick is noted for the fine carrying case and phonop cover he designed at the last coin machine exhibit. He believes that the sales his firm have been making on these items are just about the largest in the history of the industry.

"Many of the leading phonograph publishers, states McCormick, "are in now in to congratulate us on our products. They have given us permission to use their names in selling the phonographs to cover over to other operators."

McCormick states that one of the slogans which the firm will use in this campaign will be: "Indirect products for the phonograph industry and believes that the furnishings featured in the question of phonographs will carry much weight with other phone men throughout the country.

Service Man Sets Coverage Record
NEW KENSINGTON, Pa., May 15—One of the chief topics of conversation heard in the world of music today is the amount of service which can be rendered to customers. Some say that 50 boxes is all that a man can cover and cover right. Others boast that they make the play meter work for me and clear to a profitable idea. I began to think that the result we are securing at the farthest point is about 60 miles from town."

"Most operators," he went on, "would say that the reason we are more successful is that we aren't giving our machine proper attention. Just because I go over my route once a week and any skeptic that one man can handle 50 boxes and be right. Monday is my heaviest day, I cover 150 miles and take care of 26 machines on that day. The other days of the week are easier. Our machines are not concentrated in one area. The farthest is about 60 miles from town. The daily routes are carefully laid out to cover the largest territory with the least amount of backtracking.

"Having serviced phonographs in our territory for five years, I am thoroughly familiar with the type of machine we handle. If anything happens to my machine, I can handle it quickly and correct it quickly. Another rule for quick and efficient service is to keep the machine in the location at hand, to hang around and visit. Take care of your machine," he concluded, "and get going."

Sheet-Music Leaders
(Week Ending May 18)
Based on reports from leading jobbers and retail music outlets from Coast to Coast, the sales of sheet music actually moving off the shelves from week to week. The "barometer is" we, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing.

Sales of music by the Mauritie Schiemann Music Company, Inc., are not included, due to the exclusive selling agreement with a publisher. Acknowledgement is made to Mayer Music Corporation, Music Corporation, and Ashby Music Supply Company, of New York; Lynch & Deely; Carl Fisch; Gemline Music Company; Western Book and Stationery Company, and others.

1. Little Old Lady (Chappell) (1)
2. Stomper in the Rain (Remick) (2)
3. We'll Meet Again (Remick) (3)
4. Carelessly (Berlin) (4)
5. Love Bug Waltz (Foot) (5)
6. Sweet Sue入选 (7)
7. Boo Hoo (Scriba) (2)
8. Fragile (Remick) (8)
9. Never in a Million Years (Robbins) (9)
10. Moonlight and Shadows (Padaric) (10)
11. There's a Lull in My Life (Robbins) (11)
12. Where Are You? (Foot) (12)
13. They Can't Take That Away from Me (Chappell) (13)
14. They Can't Take That Away from Me (Chappell) (14)
15. Was It Ripe? (Schantz) (15)
New Locations Ask for Music

CHICAGO, May 15—Constant activity has always been the rule rather than the exception at the huge J. P. Seeburg plant, but the busy hum in every department is considered worthy of public comment, according to N. E. Roberts, sales manager.

"It will not bring pride that we attribute our exceptional activity to our Model K. Maple K. has taken first place in the affections of every music operator and several of my new locations have been to Model K without any solicitation."

"Inity on our part revealed an existing situation in which music that is most encouraging and增收. inspiration as Melody King plays the leading role. We find that locations that never before considered phonographs have come into line when equipped with Model K. This has been to the great advantage of both righthand and left-hand operator. More than that, we find that Melody King has been instrumental in increasing sales of new music, all of which brings us to say that Melody King has played a decided benefit to an already important industry and to the stability of the phonograph trade in general."

"We are especially proud of the fact that the company has been impressed by the performance of Model K. for more than 10 years. These ideals are to be considered in common business."

Detroil Ops Seek Special Locations

DETOUH, May 15—The M & B Amusement Company, operated by William E. Bailey and Henry W. Schmidt, is specializing in music machines and pin games at present. They have acquired several important locations, and an unusual type of location favored by the company in the bus line. Bus travelers like to spend part of their, stopover time at some amusement and the quick action of the pin tables is sure to demand their attention.

Company recently acquired a new shipment of Rock-ola Music Masters for several locations. Schmidt also operates a few games in his own name as well.

William Beck, Detroit music machine operator, continued to expand his routes this week with the acquisition of a new order of phonographs.

LOUIS ADAMS and his dad, William Adams, New Kensington, Pa., also depend on Wurlitzer phonographs for steady earnings.

Engineers Key to Wurlitzer Quality

NORTH TAWANDA, N. Y., May 15—Tucked away in a spacious corner of the huge Wurlitzer factory, a group of engineers are constantly and quietly at work. They are the men who are expected responsible for the advertisements of the machines. The company has been busy making records for them and now is connected with a Detroit industrial plant.

"M Music operators can seem to get along very well with the old machines, but they bring in some new ones to keep them up to date."

"Frank Hanson, music machine specialist in the operating firm, .fielded his headquarter in Detroit. His future plans are unknown.

Detroit

DETOUH, May 15—Commercial Music Company is reported to be increasing the quantity of Seeburg instruments on its routes. The phonograph firm has increased its activities—manages the Commercial Com

One of the public is demanding newer types of music machines. John A. Daum, former Wurlitzer operator, reports that the older models, his reports will soon appear in many types of locations but it will generally be slower than that in the newer machines which are designed for the more up-to-date jobs.

Frank Hanson, music machine specialist in the operating firm, closed his headquarters in Detroit. His future plans are unknown.

Speak-o-Phone Is Used by Music Ops

NEW YORK, May 15—Manufacturers of the Speak-o-Phone voice recorders report that more operators daily are taking to their equipment and placing it on locations. Instruments have been on location at the Wurlitzer music store on this street for some time and have proved quite profitable. Another well-known location has been on Broadway, near 47th, in the Photomation store. On this route, the Speak-o-Phone installation has proved to be already big money-makers.

The firm reports that the Speak-o-Phone has been placed on the market for general sales in this country only recently. A 30 cent recording is made possible which would make a 40 cent profit on each sale. Instruments range from 80 cents to $2 and even $3 in price.

Makers who like to make their own records and persons who like to send a special message to friends in permanent form have adopted the method. Phonograph operators are said to be especially interested because they can record their own records of local favorite songs and place them on their machines. At the same time, the operators can place the instrument in a popular spot for a steady profit. The firm also reports that many operators have been inquiring about the new and profitable field that has opened for them.

Aronson Joined By Bill Alberg

BROOKLYN, May 15—Chester Aronson, of Brooklyn Amusement Machine Company, announced that the portion of the business formerly handled by Jack Kaufman has been purchased by Bill Alberg. Aronson is well known to the business and many of his friends are said to be proud of the new ownership. The new owner is expected to be able to fill the needs of his clients and to be able to fill the needs of his clients and to be expected to help with the many problems confronting the operators at this time. Aronson claims that with Alberg's help he is going to move more than ever before. The firm is said to be well known and is reported to be doing a large export business in addition to its domestic activities.

Five Best Record Sellers for Week Ended May 17

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<tr>
<th>BLUEBIRD</th>
<th>BRUNSWICK</th>
<th>DECCA</th>
<th>MASTER</th>
<th>VARIETY</th>
<th>VICTOR</th>
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</table>
| 1 86922  | "I Hear Your Voice" | "Take My Hand, Pretty Baby" | "I Can't Help Myself" | "You're My Girl" | "I Lost You" | "Bluebird"
| 2 86923  | "I Love You" | "Who's Sorry Now?" | "He's My Halo" | "My Blue Heaven" | "My Melancholy Baby" | "Brunswick"
| 3 86924  | "I'm a Man of Constant Sorrow" | "I'll See You in My梦 | "The Man I Love" | "I'm Free" | "I'm Free" | "Decca"
| 4 86925  | "I've Been Loving You" | "I'll Be Seeing Him" | "I'll Be Seeing Him" | "I'll Be Seeing Him" | "I'll Be Seeing Him" | "Master"
| 5 86926  | "I'll Be Seeing Him" | "I'm in the Mood for Love" | "I'm in the Mood for Love" | "I'm in the Mood for Love" | "I'm in the Mood for Love" | "Vocalion"
Mr. Merchant, Guard Your Profits

By LEO J. KIRBY, Sales Manager
Display Company, Chicago

In this message we ask you for something that may seem above your pay, yet you can give it freely without a penny cost to you. This thing we ask is the money that you, the owner, have used for your business. If you have not considered your amusement department seriously, let's stop just a minute and think over these facts. The average pinball machine occupant has less than six square feet of space to work. If this pinball game earns 800 per week, the 500 square feet of space makes you a profit of $200 per week. Now, think of this profit per week is made from only six square feet. So you see, even in this small space, you can make a profit of $200 per week. If you have not considered your amusement department seriously, let's stop just a minute and think over these facts.

A game of chance is a game determined entirely or in part by the roll of a die or other mechanical device, which is operated for or by the player, and the outcome of which is determined wholly or in part by chance. A game of chance or gambling is any game in which the elements of chance or skill are completely or substantially involved.

A game of chance is any game played for money or other valuable thing in which the outcome of the game is determined by chance or skill. A game of skill is a game in which the outcome is determined by the player's skill or knowledge.

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New Epcop Unit Promised Soon

DETROIT, May 15.—A. B. Chesteron, president of the Electrical Products Company, announced this week that within a short time the firm will produce a new device that has long been needed by every operator. "It is known that the acceptance of our new improvement for coin-operated games will be universal everywhere," Chesteron says, "just as our Epcop is now universally in use. Wherever electricity is employed in the operation of a pin game you will find a preponderance of Electrical Products Company's power supply and control units." Chesteron adds.

"It is thru our efforts that power packs have become a major in the economical and perfect operation of games. We pioneered the pin game field with our control and supply units. Utilizing campaigns and the merit of the operators, distributors and manufacturers overcame all resistance against the use of packs for pin game operation."

"Today there is no question about the superior of Epcop from every standpoint, efficiency, economy and long life. With the introduction of our new units we will have made it possible for the operator to realize a profit from each piece of his equipment than he ever had before found possible."

Gottlieb Enters Hot Springs Game

CHICAGO, May 15.—Gottlieb's new standing successor, Hot Springs Company, officially declared successor to Daily Racer, according to company officials. As many as ten pin games, they say, this old favorite was in steady production, and because it was for the company and distributors are still ordering the company's product when the market has been practically nonexistent. A meeting was held to devise the matter and to the many requests for the new game, Hot Springs was chosen to succeed Daily Racer.

"Among the advanced features of Hot Springs Company, the Gottlieb machine man of family—a new lowing taxpayer of the community. But while you laughed at the minor elements, you must become aware of the many hidden truths."

The majority must be inactive. The merchant, as you know, is a pure fiction. You read the book and laugh, laughed again at the ridiculous situations reported, tending to prove that every merchant was a victim of a racket that forced him to pinball machines, whether he wanted them or not. You laugh at all the absurd publicity because you knew from experience that the merchant who served you with coin machine was a local citizen—somewhat the same as a man who is a lowing investor of the community.

As you know, the majority perpetuates these false charges—brought pressure upon politicians and ordinances so that the merchants in the circus in which these instances show apathy, apathy of every type and description.

The majority must be inactive. The merchant must become aware of the many hidden truths. You must fight against a majority that wishes to destroy your right of profit.

Again we say: Guard your profits. Cooperate fully with your local coin machine operator.

Royal Flush In Full Swing

CHICAGO, May 15.—Richard Groetchen, head of the Groetchen Pool Company, is beginning to be a very active traveler around the country where people talk with distributors and perhaps wonder about the contract made by his firm. With a long and extensive reputation for precision and engineering work in building pool games, the coin-machine firm in former years, the Groetchen Company, has made a record in the customer-device field since founding the ranks of manufacturing its own name.

"The machine being given a most-prominent position at the present time is called Royal Flush, a counter machine that sets the standard for modern pin games and card games. The game's history is that it is known in the minds of Rotarians and coin-machine sales managers, during the 1870s, that the firm went to work and before the show closed the machine was shipped to certain tributors and orders booked in quantity."

According to Klein, it is now actively on the market and is proving to be a successful machine. Special feature of the device is said to be the bubbling of reels and the sectional shutter windows which make possible an almost perfect mechanical arrangement for pin game. The essential elements of the game are present."

Midtown Inverter Selling in East

NEW YORK, May 15.—Midtown Manufacturing Company reports that its perfect D. C. Inverter has gone over with all users. The D. C. Inverter is one of the machines that have ever been shown in the East, according to company officials.

The unit is manufactured by an outstanding electrical specialty company and possesses all pin game photographic and electrical appliances. The firm reports that it was built to meet the demands of operators for an inverter that would be both efficient and simple in operation. It is reported that the operator has successfully completed the project, plug-in into the extension cord on the game and plug the wire from the unit into the wall wiring and the operation is complete.
**Petitions To Fight Cig Tax**

CHICAGO, May 15—Cigarette machine operators wereopoulos, their machines having been banned by city ordinance some months ago, as thousands of petitions were signing petitions here this week to protest at the Wabash Police force against a bill to tax cigarettes one cent a pack. These were their latest move to prevent any extraneous operators from purchasing the necessary permits to keep on their taxes all time. The up-to-date operator has always on the alert for new ways and will push them to the limit to put them over.

The secret is good bookkeeping on the part of the line-service operators. The public is more likely to accept an extra tax on cigarettes. With their machines they can keep an eye on and watch at the passing show.

The petitions were being signed in virtually every store, drug store and candy store and tobacco selling establishment in the city.

J. Price, head of the Chicago Tobacco Distributors’ Association, which sponsored the campaign, said 100,000 petitions had been placed in circulation.

Co-operating with the former associations, he said, are the Chicago Retail Tobacco Dealers’ Association and the Chicago Retail Tobacco Dealers’ Association.

Cigarette operators will be presented to Governor Horner possibly next week.

Addressed to Governor Horner, each petition carries the following points to the city's city: the city is the see from the legislation.

"Tobacco, cigars and cigarettes now pay tax only to the federal government, as remember other any other commodity and should be extended further by cities and villages, as all taxes increase the tax base of the consumer.

"We also protest against granting, by the State to the city of Chicago, the privilege of selling the power of the State’s privileges, franchises and occupations.

"We resist of such unlimited power is unfair, unneeded and would encourage an abuse of authority."

**Women’s Patronage Will Help Scales in Summer**

DETROIT, May 15—& B. Lyday, Detroit operator for the Colonial Scale Company, Boston, reports conditions fairly steady with a division of the vending machine field. Lyday is specializing in hotels and similar type of locations and will still need to keep an eye on the beat wind up. He has also developed a reputation for many years in the supplying of fine pictures to many large organizations.

**Association Bulletin Gives Tips To Operators of Cigarette Venders**

NEWARK, N. J., May 15—The Manager, a bulletin issued by the Cigarette Merchants’ Association of New Jersey, frequently publishes valuable tips to operators of cigarette machines. Lefroy B. Stein, editor of the bulletin.

In the issue of May 4 the following item was printed: "A TRUE STORY: The operator realizes that the only thing that has to offer the operator is the service, and once it falls down he must face a competitor. He may have the machine business. When he finds a competitor he will still need the best service. He should be in the best position to face any competitor."

"SECURING NEW LOCATIONS—The territory is completely full of cigarette machines. It is usually unadvertised. The only secure way to get a tenant is to have a better location and usually will produce results."


**AMUSEMENT MACHINES**

**May 22, 1937**

**BASEBALL TICKET DEAL PAYS BIG PROFITS TO OPERATORS**

**LADY LUCK**

**Roll-A-Top Bell**

**Analog Party**

**See-Dice Game Attracts Trade**

**Ronne To Sell Adaptive Games**

**Abuse of Rules Causes Reshambles of Game**

**Nicholls Recreation Parlors, on Chicago's North Side, has found the Rock-Ola Racket-Ball bowling game to be so popular that a regular league has been formed, with five teams playing each other, just like a regular bowling league.
New Orleans

New Orleans, May 15—Operators are not trying to pull the wool over anybody's eyes these days and frankly admit that play is off a bit, but on the other hand distributors of many nationally known machines agree that they are still tiring with a shortage of deliveries. One big local distributor who returned this week from Chicago said he was amazed by the large number of machines being turned out by the majority of the manufacturers. Others, he found, were suffering for need of orders.

Next to fishing baseball seems to be the sport of the hour in local coin machine circles. By this time next week we ought to be able to better determine the best time in town. Following the playing of a double-header last Sunday between the Kansas Stars and the Phoenix Sluggers, in which the two teams split even, Managers Dom Passio and Frank Jessup have decided to pit their teams against each other tomorrow, winner to meet the tough Brogdon nine that has been favored with a full winter of Sunday practice games.

At day's game the Kansas won by a 23 to 10 score and dropped the second 14 to 13.

A too rare visitor to New Orleans this week was R. R. Barbee, head of the Barbee Novelty Company, Shreveport, La. It reports that the coin machine business is going at a fine clip in his section and credits the oil boom generally with better business conditions in Northern Louisiana for the improvement.
Machines Get Big Publicity

CHICAGO, May 15. — Coin-operated machines occupied a front seat at motion picture theaters here this week. At least in three houses this was true. The Apollo had as its feature picture the King of Gamblers, heralded as an exposé of "the slot machine racket." The theater manager characterized it as "just another gangster picture" and that Chicago audiences have seen so many of them that it offered no thrill to local movie fans.

A few Chicago columnists who saw the King of Gamblers stated that it was nothing to "worry about." Good Old Dodo opened at another theater this week, starring Alice Berly. One of the publicity pictures shows her in the local press showing her as "the old scoot," trying his luck on a standard slot machine. The scene in the picture itself is regarded as mild and displayed with good humor. In 4 Times, also showing in Loop, a scene shows a high-grade table game being played in an exclusive club for movie stars. The scene in reality shows on the screen the inside of the game and will be generally regarded as unfavorable to the industry.

The Chicago Daily News, most conservative of Chicago papers, apparently scored a scoop on its more sensational competitors by starting a series of articles on the immense profits being made by slot machines in this area. While many of the statements in the articles were far-fetched, apparently the purpose of the newspaper was to expose what it called the "monopoly by the Capone mob." Sympathy was shown for the plight of the city's taverns who seem to lose the income from slot machines to make ends meet.

New Games Needed For Resort Field

NEW ORLEANS, May 15. — Coin-operated machines, now taking a front seat in motion picture theaters, are expected to play a big part in Chicago's resort area this summer. The Apollo, which was last week's feature picture, heralded as an exposé of "the slot machine racket," was shown at the theater and described as "just another gangster picture." Chicago audiences have seen so many of them that it offered no thrill to local movie fans.

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Boo Hoo-ing

By WILLIE PLAT

Stop your boo-hooing now. Our Boo Hoo game is just a wow. The greatest razz-bang game you've ever seen.

A bumper type and painted green and gold, this game is a real show-stopper. We realized it doesn't row the boat, but that's just fine. Have you the time to change, and lose your shirt? And throw games away like so much trash. Not us. A thousand times we say, "Not us."

Consider $10 License

KANSAS CITY, Mo., May 15. — Common coin-operated machines, as defined by the ordinance, include those having an automatic change drawer and those offering at least five plays for the insertion of one coin. The ordinance provides for an operator's license at $20 per year and a distributor's license at $50. The latter is licensed only to deliver machines that are in permanent use and are not for sale. The machine must be set up in new style buildings.

Machinists Under 18 Years of Age

Under a new state law, all male and female employees under 18 years of age are prohibited from playing the machines. The measure also specifies that the machines must be controlled and not to be used in gambling devices either as a means of payment or as merchandise.
BASEBALL
THE NATIONAL GAME
OUR NEW BASE BALL BOARD HAS ALL THE THRILLS OF REAL BASEBALL.
Printed in attractive colors, makes a big flash, 16 major teams to choose from. pays dividends.
PLAY CAN BE SET FROM A NICKEL UP TO $1.00.
Send us your order today, you will come back for more.
Samuel S. Jones, Express Transfer Co., S. A.
Peachy Novelty Co., Dept. BB, Poplar Bluff, Mo.

SAIL ALONG WITH THE MAYFLOWER
FLOOR SAMPLES
Packer Aces $2.35
Bally Bumper $2.95
Diamond Mine $2.00

Turf Champ $2.95
Mulitab $2.35

Turf Champ $2.95
Mulitab $2.35

Rugby $1.95

Novelty Machines

New Games

Pin Machines

Pin Games

Bally Bumper $2.00
Rally Run $2.00

SAIL ALONG WITH THE MAYFLOWER
FLOOR SAMPLES

The national new 225 WINNERS from $10 to $10.

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GOVERNOR EXPECTED
(Continued from page 3)
the opposition to this censorship bill is re-acting favorably to the wave of protest
to this kind of decision, which is being
spread by the theater managers. New
York, New York Theatre Press Agents
Association, American Federation of
Arts, Actors' Equity, American Theatre
Union, United Scenic Artists, American Federation of
Musicians, New York Newspaper Guild, New
York City Council, and other organiza-
tions in the city are cooperating in
their efforts.

Governor Lehman returns tomorrow night to Albany, N.Y., and is expected to return to New York City, where he is expected to give it his vote on Monday. In any event the ongo-
ing meeting will be held tomorrow night at the New Amsterdam Theatre will have free passage because of the widespread opposi-
tion to this bill.

FILM STRIKE
(Continued from page 1)
strike. Fear has also been ex-
pressed that many strikers could con-
sequently be out of a job.

Following this line of reasoning, producers and exhibitors are calling
for a return to work over the week-
end, and are holding informal negotia-
tions as to working conditions, and wage offers, in order to avoid the
delayed showing of pictures.

Governor Lehman, in a meeting held at the State Capitol last night, voted in favor of the measure to be
held tomorrow night at the New Amsterdam Theatre will have free passage because of the widespread opposi-
tion to this bill.

BLOOD PRESSURE
COINS MACHINES, original, patented. The big beat to the press. Every newspaper is now advertising "Come see our new coin-operated machine for Beautiful, Drawdown, Daily Record, and the New York Daily News, in the New York City.

Opens Deep South Cafe Unit Circuit
NEW ORLEANS, May 15—Horace Stirling, manager of the Deep South Cafe Unit Circuit, here, has been trying to operate his circuits in the area around New Orleans, but has been unable to do so because of the strike of the Screen Actors Guild.

Penn Niteley's
Bushy PAS, May 15—Penney niteley's has been warned by the Liquor Control Board to check all of the licenses in the city of Bushy Pas, unless he will be followed by Rosita Royce and her horse-stable, which is located in the city of Bushy Pas, near the Parades of the City and the 173rd Ballot.

Lee Elman is Head P. A.
CHICAGO, May 15—Lee Elman, former
Detroite representative for Mrs. L. T. R., has been named the new manager of the Deep South Cafe Unit Circuit. He will be followed by Rosita Royce and her horse-stable, which is located in the city of Bushy Pas, near the Parades of the City and the 173rd Ballot.

Floor Shows in Singapore
SINGAPORE, June 15—Bill Verschelden, manager of the New World Cafe floor show.

The Coconut Grove, owned by Cowan and the S. S. T. Co., has been doing good business since it opened.

BOTTLE 3650
PACIFIC, April 30—Bill Verschelden, manager of the New World Cafe floor show.

The Coconut Grove, owned by Cowan and the S. S. T. Co., has been doing good business since it opened.

Richardson-Goldfarb Expand
NEW YORK, May 15—Lado dance studio is now being operated by Richardson-Goldfarb studio includes Hazel McKay, a former tap dancer, Lois Hirsch, a Spanish and Polish teacher, and Jimmy Joy's Orchestra.

Business Is Good
CHICAGO, May 15—Dancer Pancho, of the Chicago Civic Opera, is sitting in a series of conferences with Campbell McClure, head of Central.

Angelo Clicks on Road Trip
WHEELING, W. Va., May 15—Sales Manager Angelo of the Mercury Auto-
carb Sales Division, has cast off the
cable for the business of the West Coast.

He left on a business trip to the West Coast, where he will be in charge of the Mercury Auto-
carb Sales Division.
George Ponsor
RECOMMENDS
THE BEST GAMES
MONEY CAN BUY
TODAY...

- EY-ANS
- GALLOPING DOMINOS
- ROSETTO, JR. - BANG TAILS
- GENCOS
- BATTER UP - RUNNING WILD
C O M I N G - COTTIE Now

HOT SPRINGS
5-BALL NON-PAYOUT BUMPER GAME

- MUTISCOPES
- POCKETING - POKERINO
- AUTOMATIC KNOCKOUT
- SOCCER

PACIFICS
- NEW GUM MERCHANT
- SNOOKY - ROSEMARY
- PLAY BALL - DE LUXE
- WESTERN'S
- BIG ROLL - FAST TRACK

- WRITE-WIRE
- OR PHONE FOR COMPLETE
- DETAILS AND PRICES!!!

GEORGE PONSEY
COMPANY
1140 Broadway, New York (Tel: Ashland 4-3915)
11-13 EAST RUNyon St.
Newark, N. J. (Beglow 3-6725)
900 NORTH FRANKLIN
Philadelphia (March 2550)

CARNIVAL NOVELTIES
Our Prizes Are Always Fresh
High Quality Caramel Sweet
Rhine Gold Sugar Over
Blue Gold Drugger Suck, 60c
Blue Daze Drugger Suck, 60c
White Dust, New Box, 25c
Dan's Dark, New Box, 25c
Raymon Royston 5c... 1.00

CARNIVAL GAME NOVELTIES
All Colors Billied Some Day Refresh 50c W. 6th St., Kansas City, Mo.

H. B. HUISINGA
DELAND, 
- ILLINOIS

ANDERSON-GRADER SHOWS, Inc.
West arty for Billied Shows, also attractions for
De Land, Florida, May 17 to 22, Great.

JOHNNY TOFFEL SHOWS
American American Work, May 24 to May 29,
Concessions wanted. Can use one more ride
that don't cost much. Ill, this week.

CHERRY VALLY, ILL.

MODEL SHOWS WANT
Shows; Furnish new outfits. Monkey Circus, Wax or Crime Show, good

Coal Fields until Fair Season. Mince working seven days a week, and
we: Cumberland, Ky. this week: Williamsburg, Hazard, Jenkins to follow.

Wire DICK HARRIS or E. B. BRADEN.
Pickups From Europe

BRUSSELS, May 10—The Cirque de Japon, a troupe performing in Japan, was rear in Tokyo this week. The troupe is under the direction of Togawa's agent, Daino, and the group has been touring Japan for several years. The troupe features dancers, acrobats, and杂技表演者, and the performers are at the Otsueno Municipal in Nice.

Great American Shows Want

Rides all kinds for 10 Fairs and Celebrations. Also one more Show. Write or Wire Kokocon, Indiana, this week.

H. C. Swisher's Shows

Opens Town Streets, Champaign, Ill., May 22, 1937. WANTED Rides that don't require. Have Marquee, Band, Bands, and all kinds of large conventions. Small show, all orders must be accompanied by 1/3 deposit. All shows are first-class shows. All orders are subject to prior sale. Write and ask us to put you on our mailing list.

MODERNISTIC SHOWS, INC. WANT

Monty Go-Round Foreman and other Show Help. Can place High Free Adv. Want Kiddie Ride, Stock Concessions, Shows without or without outfit. Good proposition. Richmond, Ky., this week; Mayville, N. Y., next week; all American Legion; Ohio and Pennsylvania. R. C. MCCLAY, General Manager.

JERRY SIX ATTRACTIONS

LEAGENDY DAY, WEST MAY 24.

JERRY SIX ATTRACTIONS

WEST, 1937.

MODERNISTIC SHOWS, INC. WANT

SOUTHERN EXPOSITION SHOWS AND ELANES COMBINED

Special advertisement to Ferris Wheel, Tent-Booth, and Rides, for Season, including 16 Fairs, Ferris Wheel, Tent-Booth, and Rides, and all Southern Shows.

JERRY SIX ATTRACTIONS

For Season, including 16 Fairs, Ferris Wheel, Tent-Booth, and Rides, and all Southern Shows.
A Note of Appreciation

The response to our first announcement about the new Hannahs Games has been deeply gratifying to us. While we anticipated a lively curiosity about the new ideas we have in store for the industry—we were not prepared for the volume and intensity of interest displayed by those who wrote, wired, cabled and telephoned. We wish to express our thanks for the welcome that has been given us.

HANNAHS MFG. COMPANY
KENOSHA, WISCONSIN

Santa Fe Dome; Twin Falls, Idaho.
Shakerley Midway; Topeka, Kansas.
Illinois State; Perryville, Mo.
Park, 23.

Silver State; Longmont, Colorado.
Silver Orchards; Portland, Oregon.
Missouri State; St. Louis, Missouri.

Old State; St. Paul, Minnesota.
Arkansas State; Little Rock, Arkansas.

State of Oregon; Portland, Oregon.

Tri-State; Springfield, Illinois.

TILED SHOWS WANT
Manager for Snake Shows; we have complete outfit: Illusion Show, Mechanical Show, Eddie Cornick wants Girls for Girl Show with wardrobe. WANT Sensational Free Act; Flying Moors, etc.
Address Peru, Ill.

TILTED SHOWS WANT
Manager for Snake Shows; we have complete outfit: Illusion Show, Mechanical Show, Eddie Cornick wants Girls for Girl Show with wardrobe. WANT Sensational Free Act; Flying Moors, etc.
Address Peru, Ill.

Additional Routes

Best, Lillian Show; Ogdensburg, N. Y., 17-20.

Tilton, 24-27.

L. J. HETH SHOWS, INC.
LINCOLN, ILLINOIS, THIS WEEK

Want Organized Girl Show, Athletic Show, Illusion Show, Fat Show. Will furnish outfits for same. Exclusive Cookhouse and Grab open. Mrs. Heth wants Ball Game Agents, also Experienced Man for Photo Gallery. J. J. Fontana wants to buy Snow Machine. All replies, Owensboro, Ky.

Al. G. Hodge Shows, Inc.

Barfield’s Cosmopolitan Shows Want


MANHATTAN CHOCOLATES
A World Class Chocolate
made in the most
exclusive way one can buy any
of its kind. The Great
manufacturers of the
world know the
favors in the
MANY MACHINE MAKERS—Parke,
Drew & Company of Cartersville.

75c Doz.
$4.50 Carton

MARVEL CANDY CO.,
101-103 W. 20th St., NEW YORK CITY.

BILLY BOARDS WHERE YOU
SLOB REFERENCE. WRITE BOX 780, CARE THE
MAY 22, 1937

IT'S READY NOW!

Send for a Copy and Save Money

Our new catalogue contains thousands of new items—Unique Novelty Goods for Concessions, Rides, Specialities, Sales-booths, Amusements, Imported and Domestic. Everything for concessions performed—especially low prices.

ONE DAY SERVICE.
DIE-CAST NOVELTY COMPANY
10-12 E. STREET, MILWAUKEE, WIS.

BADGER NOVELTY COMPANY

WANTED: 101-103 W. 20th St., NEW YORK CITY.
CONCESSIONAIRES-NOVELTY SUPPLY FOR
FAIRS, CARNIVALS, CIRCUSES, GRAND STORES,
WHEELS, PAINS, CARNIVAL GAMES, ETC.

CATALOG WITH NEW LOW PRICES.

THE TIPS NOVELTY COMPANY

WANTED: ADDITIONAL SALESMEN

Wanted to sell Amusement Machines, Novelty Goods, Helmets, etc.

WANTED: ADDITIONAL SALESMEN

TILTED SHOWS WANT

Manager for Snake Shows; we have complete outfit: Illusion Show, Mechanical Show, Eddie Cornick wants Girls for Girl Show with wardrobe. WANT Sensational Free Act; Flying Moors, etc.
Address Peru, Ill.

"WEST BROS." SHOWS WANT


Wanted Organized Girl Show, Athletic Show, Illusion Show, Fat Show. Will furnish outfits for same. Exclusive Cookhouse and Grab open. Mrs. Heth wants Ball Game Agents, also Experienced Man for Photo Gallery. J. J. Fontana wants to buy Snow Machine. All replies, Owensboro, Ky.
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HANNAHS MFG. COMPANY
KENOSHA, WISCONSIN

MANHATTAN CHOCOLATES

A lovely treat Chocolate & nut ice cream, with one layer of a scented chocolate. In deliciously crisp cookie cones. But it's our Confectionery Master's secret! Try it.

75c Doz.
$4.50 Carton

T E L E P H O N E  2 1 5 3 7

MANHATTAN CHOCOLATES

TILLEY SHOWS WANT

TILLEY SHOWS WANT

B A D G E R  N O V E L T Y

B A D G E R  N O V E L T Y

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AL G. HODGE SHOWS, INC.
LINCOLN, ILLINOIS, THIS WEEK

WANT for Manager of our Flat Ride. WILL look our Show while in Lincoln. Send for Copy and Say Mr. Hodge at this address. All replies, Lincoln, Ill.

The Billboard 95

YESTERDAY'S NEWS

BADGER NOVELTY COMPANY

BADGER NOVELTY COMPANY

B A D G E R  N O V E L T Y

B A D G E R  N O V E L T Y

W. M. TUCKER AND ANDY CARSON, Managers, Lincoln, Ill., until May 17.

BARFIELD'S COSMOPOLITAN SHOWS WANT

WEST BROS.' SHOWS WANT

WEST BROS.' SHOWS WANT

WEST BROS.' SHOWS WANT

Paddock Prolongs Thrills for Fans

CHICAGO, May 15.—For thousands of rabid fans the thrills and excitement of the Kentucky Derby did not end with the running of that race because, says W. B. Woldberg, of the Chicago Daily Herald.

"Thousands of sportsmen in every part of the nation are daily cheering the firm's one-shot bumper-spring racing payout table, Paddock," Woldberg claims. "Little wonder," says Woldberg, "as Paddock has features that are well-bred, inexpensive, and in the short time it has been on locations those features have proven an earning power beyond belief."

"The big attraction is the original, dramatic field and'%board. Here every bit of the big steel ball on the bumper springs is reflected in the light-up action of the horses as they advance around a complete oval track. It's the whole race from start to finish and it tells the player just how close he is to an award at all times during the game. For example, 12 hits cause the horse to make one complete circle of the track and pay show odds. At all times the lights and numbers keep the players tense and excited."

"Added to that outstanding feature are others, such as the visible, charging odds that range from 2 to 40, a free-play hole and, of greater importance, the mechanical award adjustment. The usual Chicago Coin depreciation is reflected in the scoring performance. Full-time production is the order of the day at our huge plants and shipments are being made on schedule."

COLE-BEATTY WOWS

(Continued from page 3)

Not only did the big show have a wonderful day Sunday but also the Big Show, novelty stands, selling stands, etc. There was a constant stream of people into Ken Dolberry's kid show and all hands were busy through the afternoon and evening. Every piece of canvas on the show is brand new.

Jean Ashton and Zacks Terrell have an organization that should have its biggest season. Despite considerable unfavorable weather and muddy lots the show has been facing big since opening its season.

Paris Indoor Shows Fold

PARIS, May 10.—Circque Medrano and Cirkusz Czecho-Slowak circular indoor shows and Paris is minus circus fans. Prospects are that some circus project will materialize for the summer season as soon as the Big West International Production gets under way.

Final program at the Circque d'Hiver had Medrano. It's encore: The Croco aerial, Four Lynxes, comedy tumbling, Ziegfeld's jugglers, and the Pachypus equines.

Chester Kingdon, American contortionist, and Bimme and Czolowska, acrobats, are at the Petit-Circus, Miller and Wilson, American acrobatic combination, and Tarnowski show at the Alston Palace.

The Circus Parade, last circus; Durward's dog show, Descendre's Manège and the Zoo Manège are playing the big street fair in the Montmartre quarter of Paris.

14,000 Kids at Show

CINCINNATI, May 15.—The following appeared on the editorial page of The Cincinnati Enquirer, issue of May 13:

"The circus season was officially opened in New York recently when the greatest Ringling shows exhibited at Madison Square Garden. On one day during its 27th season at the Garden the turnstiles were thrown open by the world's largest attendance of over 14,000 New York children from 250 institutions. The performance was dedicated especially to orphaned, crippled and underprivileged children. They ranged all the way from 4 to 6 years to ages of 18 and 14. They were unbound by buses, elevarized trains and subways by which and marched two by two with their supervisors past the ticket booths, where each was handed a ticket.

"Large squads of police were called upon to assist in taking care of the children and in getting them into and out of the Garden. Police stated afterward that there must have been at least 1,000 rangers among the little ones from the orphanages and institutions. The event had been well heralded in New York papers, and the square in front of the Garden was filled with children who were not members of the invited groups.

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"Many of these fell into line, observers said, "trying to make themselves look as much like orphans as possible" so they might see the circus free. There were no arguments and no bickering of any sort, that day, because practically all of the kids who were unable to buy tickets got in as guests.

"Afterward performers, who soon will take to the big top for the annual tour over the country, declared it was the best appreciative display any circus ever had. The Wild West performances were the most popular, and the cheering and shouting filled the show.

"One of the representatives of the circus who has been placed in charge of such undertakings as distributing tickets for children who had been given out 500,000 free tickets to kids during his career. Only if his duties were known to all the kids would be voted the most popular man in America."

Edwin Tait To Open His Carnival in Singapore

SINGAPORE, S. S., May 1—Edwin Tait, American carnival owner and impresario, is not playing his shows and concessions at the Happy World Park here as previously reported, but is opening his own carnival for the Coronation celebrations. This will be the first American-style carnival to be operated in this section since the slump of 1934. The form of entertainment is very popular here with all nationalities and classes.

Two Good Houses for Mix At Binghamton, N. Y.

BINGHAMTON, N. Y., May 15.—Two Mix Circus shows played here May 8 to two good houses in spite of late afternoon rain and wet night. Many fans were present, including Capt. Dan K. Fox and a number of his fellow troopers.

A new big top, a 190 with three 50s, is expected early in June.
Rolfe Stanley killed in Accident

Coin machine man thrill world the country lost a loyal, cheerful friend and the industry has been deprived of an aggressive leader by the tragic death of Rolfe Stanley, founder of the Automatic Amusement Company, who was killed in an automobile accident near St. Paul in the evening of May 12. He was returning to Houston from Dallas, where he had been consulting on some of the many games he had in operation, and was instantly killed when his car turned over on a turn.

Associated with his brother, S. L. Stanley, who is now associated with the Automatic Amusement Company, Rolfe Stanley had an active and successful career in the coin machine field since the early days of pin games, first in the Memphis home office of the Automatic Amusement Company and later in Texas. Together with his brother, he had a major part in establishing some of the enviable sales records ever set up in this industry. Two years ago he took charge of the Houston office, which under his guidance one of the most important distributing organizations in the Southwest. His genial, companionable personality marked him to win the good will and affection of a large following of coin machine men.

Rolfe was survived by his widow, Katherine Richards Stanley, her father, Mr. and Mrs. S. W. Stanley; his brother, Sterling L. Stanley, and his sister, Mrs. A. C. B. Slayton. The funeral was held at the home of Mr. and Mrs. S. W. Stanley, on May 13, and the burial service was held at the home of Mr. and Mrs. S. W. Stanley.

Don't hesitate order to day!

Rolfe Stanley killed in accident.

Reportor Objects To Movie Types

One of the most interesting reviews on the movie scene, with King of Gamblers, was written by Jack Dowling for The Chicago Daily Times. In his review Dowling caught attention to the perverted idea of newspaper reporters usually given in the movies. Jim, played by Lloyd Nolan in the picture, is getting close to an accurate and fair picture of the average reporter, Dowling says.

It might be well to call the attention of reporters to the fact that, just as the movies do them an injustice, the average reporter also greatly exaggerates the coin machine business. Perhaps the usual "successor" to the coin machine is the worst offender against the coin machine game, but he is only to get the sensation—because the sensational is what sells the papers. Perhaps the newspaper game is not enough to take some pride even if the fact that it can be the subject of sensational copy at times.

Well, here is Dowling's idea of reporter Jim in the movie, King of Gamblers: "Jim Nolan, as the reporter, is more like a shoes-off reporter than any screen has designed to bring yet. As a reporter I can only say that some of the characters in the screen have tried to "off" off as newspaper men and real newspaper menelijk from the theater in agony. Lloyd Nolan, as Jim, is the closest they've come yet. He's not the hero but a big, strong, good-hearted fellow. He's a reporter, not a little man or a man of two hands. When he's in a tight spot he's scared, but does his best to fight his way out. The picture movie fast, has plenty of moments that are exciting, but would be more exciting if they were not so obvious. Lloyd Nolan is good and we're glad to see him graduating from heavy roles. Chase Trevor is in odd sort of beauty, a natural charm that reminds you of your own girl rather than a movie star. Akim Tamiroff is Akim Tamiroff and we would rather see him playing roles such as he had in The General Died at Dawn, where he has a chance to act."

"If you're interested in crime pictures you'll probably like this one, although the Chicago censorship has a cute knack of cutting films in the most awkward places, and after all I wonder if they know whom they're kidding themselves or the public."

The ORIGINAL

Money Making Miniature Rifle Range

THE MOST IMITATED EQUIPMENT ON THE MARKET

1st to Offer

REAL RIFLES BULLETS SPORT PLUS REAL MONEY

Designed for ANY PLACE the Public Congregates

 Rolfe Stanley...
UNION FOR CIRCUS

(Continued from page 1)

tery of the American Federation of Actors, representing said organization, and Samuel Gumertz, representing Ringling Bros.-Barney & Bailey Circus, confirmed today and it seems certain that an amicable arrangement has been made to be made in the near future.

"The relations are very pleasant and what Gumertz left he was well satisfied with the future proposition."

"It is expected that the circus and the union will come to some amicable arrangement within the next few days, and the negotiation of salaries will be con-

sidered on the opening of the show in Philadelphia.

"Mr. Wats will be present and all of the employees of the circus to join the American Federation of Actors.

Smith Official Representative

Led by George W. Smith, formerly assistant superintendent of the Ringling-

Barnum & Bailey Show, APA organizers approached workingmen on the Brook-

lyn lot Thursday evening at Ridgewood Grove. Approximately 600 members of the workingmen's force attended and after listening to Wats and Smith explain the union's stand toward the submitted platform and elected Smith as their official representa-

tive in the APA.

Management was marked by great en-

thusiasm. Wats and Smith were supplied with a tariff time and again. All departments were represented at the general meeting and it was evident in sympathy with the movement with the ex-

ception of about 50 property men. The first property to sign was C. F. Davis, who left the hall but returned a few minutes later to sign. The proceedings were said to be in order.

Property men were backed Joseph Lyceum, who was introduced into the Big Show, to act as representative.

John C. McClusky and John Macht, both members of the Ringling-Harvard Show, were at one time or another, signed Gumertz for organizing the men while they worked on the Brooklyn lot.

APA Demands

Demands that the APA will ask the circus to consider when the show plays Philadelphia. They in-

clude:

(1) The employer shall recognize and acknowledge the American Federation of Actors, or its official representatives, at the plant, and on the premises of the employer and shall receive their perations, except for the exceptions as are necessary to any contract that may be entered into between the employer and the American Federation of Actors.

(2) A 90-day period be given employees to sign the contract for the purpose of interviewing the employees, except employees of any department, or for any ex-

ceptions as are necessary to any contract that may be entered into between the employer and the American Federation of Actors.

(3) Any 90-day period be given employees to sign the contract for the purpose of interviewing the employees, except employees of any department, or for any ex-

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(4) A 92-day period be given employees to sign the contract for the purpose of interviewing the employees, except employees of any department, or for any ex-

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(6) That the management shall make no deductions from the salaries of employees except deductions as decreed by the local laborer and only representatives of the employees of the Ringling Bros.-Barney & Bailey Circus, except to the extent that the employees are within the jurisdiction of any other duly ac-

credited union, the salaries of property men, and must undertake to cancel, cancel and notify any contract now exist with any other union or organization assuming to be a labor organization affecting the employees' interest thereafter.

(7) The management shall at all times per-

more, or representatives of the American Federation of Actors, or its official representatives, at the plant, and on the premises of the employer and shall receive their perations, except for the exceptions as are necessary to any contract that may be entered into between the employer and the American Federation of Actors.

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"The relations are very pleasant and what Gumertz left he was well satisfied with the future proposition."
Pacific Launches New Ad Campaign

CHICAGO, May 15—Pacific Manufacturing Company has launched a new type of advertising campaign, which will illustrate the ingenuity of the company's advertising manager, Paul Bennett. Pacific's advertising is presented through the use of small newspaper ads, which are an important weapon in the media of distributing its products.

Paul Bennett, in an interview with The Billboard, said: "We will have in effect our own little newspaper, a page of advertising that will be distributed through the pages of The Billboard. We are going to make it sufficiently interesting so that distributors will want to read it. For the next 12 months, we will have a complete line of products available through our ads."

PUBLI~CITY, WHAT?

(Continued from page 93)

than his fellow men. Bring him to your "headquarters" and at the same time cut out yourself in the exploitation value. Newspapers far and wide will make a great play of this, as well as of any other novel character who can do something unusual and well.

Word-of-Mouth Ads

Assemble the leading stamp collectors, who are probably your community but in the surrounding area. Insert small classified announcements in your local dailies and weeklies telling the philatelist that you are prepared to notify them in a tour and will run ads for them. You will probably be amazed at the number of people, maybe your most intimate friends, who will respond. You will probably know all of these people. It is not that you are not known and unrewarded talent. You may just as well be the one to bring it out, exploit it.

For the woman, why not a knitting, crocheting, or embroidery order, which will be announced through the newspapers. Contestants will be asked to use their own skill and effort and send samples of their work for judging. Prizes will be awarded to the best entries.

Ballooning and other Pacific items, according to reports, are Okkoaky, the third-dimensional novelty table, and the horse, a model of a horse, is said to have scored heavily with its colorful cowhide and third-dimensional lighting, which is Pacific's exclusive innovation. The man, just introduced, is fast becoming a favorite, it is said, with both players and operators. The outstanding feature is what Pacific News describes as a "win-or-lose" horse, something new and different in pay table games. As a result of this, the new and highly attractive appeal to the trade, has correspondingly affected profits for the operators. "It's on its way to becoming one of the best of the season," says Paul Bennett.

Dodge Superlatives

The phrase, "Publicity, What It Is," has already been defined in terms of the contest. Publicity is merely the realization of what a large segment of potential buying population is taken for granted. Publicity prints may create such interest, but in most cases they represent a "run-of-the-mill" type of public interest. Publicity? Yes, it is something that belongs to trained, full-time press representatives.

Publicity is difficult to create from nothing. Be prepared, therefore, to arrange for something that you can write about. It may be an invention, a contest, a process, a product, a service, a place. It is something that the public will want to know about. You will need your own press representative to do it.

Publicity is the dispensation of advertising, and it is difficult to try to put across a story by means of the high-pressure adjective. No adjective is worth that much. Genuine newsworthy Publicity is not bad. Publicity isn't a matter of stealing space. Newspapers are hungry for interesting material. Serve them the right dishes and they will add the salt and pepper, not fool yourself into believing that you have "put something over" on them.

Publicity isn't something you get in return for advertising. To be sure, the economic machinery of the average newspaper requires that, but good publicity can stand on its own, in any locality. You advertise because you wish to tell a story that is generally not part of the news. You seek publicity because you believe your theme has been value. If it hasn't that value, develop it, rehash it, revise it—but by all means, do something.

Publicity isn't a tag or a routine to be followed because it is the proper thing to do. Nothing is so dull as negative or matter-of-fact newspaper stories. Make your stories mean something. Publicity isn't something that the office boy or the cashier can successfully execute. It is something that belongs to trained, full-time press representatives.

Publicity is difficult to create from nothing. Be prepared, therefore, to arrange for something that you can write about. It may be inventions, contests, attractions, contests, articles, cartoons, and what not else.

I have mentioned teeth. We are all aware that it is against the canons of ethics for dentists to advertise. These as well as other professional men and women will have to depend on literature, speeches, and the most effective of all, modern publicity instruments, the "tie-up." Very well, then, select the leading dental surgeons and orthodontic specialists in your locality and confer on them the height of budgets. I have not to choose between the two. You must be practical and do what is practical.

Can't you see the advance headlines? "Advance the Contests!" Is there any place that you are likely to have enough space to hold the supporters and cheerers in advance of the contests? Don't you think it is practical to have enough space to hold the supporters and cheerers? I am not particularly noted for operating with much publicity, and don't forget that I have never even put a penny into newspaper publicity, aside from which I have used in a private matter to patronize your line of attractions.

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Publicity is difficult to create from nothing. Be prepared, therefore, to arrange for something that you can write about. It may be inventions, contests, articles, cartoons, and what not else. Publicity isn't a matter of other things that lack of time does not permit of relating.
In order to carry out the biggest production program Pacific has ever began with its four floors in its new building at 4223 Lake Street, Chicago, now being put to use. Times as many employees are pouring into Pacific's doors, all highly skilled and trained in the building of Pacific's great new line of coin-operated equipment.

Everything for Everyone—All Types of Equipment


Home Stretch Is New Genco Game

CHICAGO, May 16—Announcing a game said to incorporate more than a generous measure of Pacific's gum merchant. According to Genco officials, Home Stretch is a five-ball racing game with bumper-type springs which, for completeness of detail and realistic reproduction, are said to be required to constitute a 

Patents Protect

By GEORGE H. COOK

Secretary of Hannans Manufacturing Company, Kenosha, Wis.

It has been the common idea in the games world that patents are not worth while. This is a mistake and it has led to the cost of many hundreds of thousands of dollars in rights that might have been protected. A patent is just as valid in the games world as any other. A patent is based on a principle.

That is where real, solid, scientific protection comes in, and it may be worth a fortune in establishing valuable rights. For instance, "mean" is not "invention." Most games in which rights are so uncertain that they are not worth protecting are "designed." They involve no new principle or application of principle. A slight new item will change the principle and make a different thing of them.

There are three types of patents. The patent laws describe the three types as "method patents," "mechanical patents" and "apparatus patents." In patent work these words don't mean what they do in the dictionary. They seem to mean that they were meant to drive an ordinary lemming crazy. However, they can easily be understood once it is explained.

For instance, in a game of skill a ball is governed by a new principle, that might be a "method" as the term is used in patent law. It is the ball that rolls impulsively by successive contacts at different points on the board, and it is the slight change of direction that is the principle. This device by which power is distributed to the various points is called the "patent" or "apparatus." A "method," so-called, is the basic patent, because it represents an entirely new conception. The "mechanical" patent covers all ways of making the conception work. The "apparatus" patent is the next in the series of steps that is the preferred construction of the mechanism. The great mass of badly written patents fall into this last class—trying to find new ways of doing something that is already being done. Obviously "mechanical" patents and "apparatus" patents give protection only to special ways of operation. The "method-
Cook Says New Games Era Here

KENOSHA, Wis., May 15.—Invention of rolling ball and other public amusement games has entered a new phase, according to George H. Cook, secretary of the Hannah Manufacturing Company, maker of Han-Ball games.

"There has been too much designing of games," Cook asserted. "and not enough invention." His company has recently placed on the market the first of a series of games for which, epoch-making new features in ball control are claimed.

"Until recently the invention of games has not been an attractive field for trained engineers," said Cook. "Every laboratory man knows of interesting experiments and astonishing scientific tricks that might have in them germ ideas for games that would sweep the country, but there are few men who have the scientific ability along with the showmanship instinct to produce a gripping game.

"We have seven new games on the Han-Ball schedule this year, and every one is based on a scientific novelty. We rely entirely upon trained scientists for ideas. Our technical director is a nationally known engineer who has the game-spirit. His wide experience has shown him the necessity of creating games that are simple in operation and trouble-proof.

"The Han-Ball games," he maintains, "are all based on new methods. They are tests of skill and tests of reactions that are not mere variations of other games but entirely new ideas. The player who tackles one of them is trying something he never tried before. This means that every one of these games should be a sure hit everywhere.

"Cook reports that the Hannah Manufacturing Company has just entered production for its series of novelty games and that the plant is humming with activity. It is estimated that the original production schedule of 400 games a day may be exceeded this summer.

Distrib Enthusie To Elliott Games

CHICAGO, May 15.—Returning from an extended trip thru the South, during which he saw prominent distributors in every state, R. J. (Melvin) Fisher, head of the L. E. Elliott Products Company, is elated over the prospects for Elliott games. During his trip he spent two days with the Jerry German Novelty Company in New Orleans, which is distributor for his firm in the State of Louisiana. Everywhere, he reports, is announcement that a new Elliott novelty table would soon be in production and with high enthusiasm. "You can bet your boots the Elliott company is going places," Heine says. "With a complete lineup of outstanding novelty games, payoffs, counter games, as well as carnival concession machines, we will soon be able to furnish knockout equipment for every type of location regardless of conditions or legal restrictions. Just keep your eye on Elliott.

Keeney To Be On Job Soon

CHICAGO, May 15.—J. J. (Jack) Keeney, reported last week as being ill in the Hennin Hospital, Chicago, is on the way to recovery, according to Keeney's sales manager, Ray Becker.

"There are several reasons for Jack's rapid convalescence," said Ray. "First of course, is Jack's get-up-and-go spirit. Then there is his over-cheerful frame of mind. But not the least of the reasons for Jack's quick return to normal health is the huge number of messages of cheer from hundreds of coinmen thru-out the nation. Jack's room has been as cheerful and gay as a garden with all the flowers that have been sent in. Keeney is expected to be back in his plant within a short time to again oversee the many activities.
The Florida Experiment

MIAMI, May 15—Important and far-reaching developments took place here and in the State capital this week in regard to slot machines, as Miami held an election for three commission members of the State Legislature in session in Tallahassee.

Florida has been involved one of the most interesting experiments with slot machines of any State in the Union since such machines have been made. Other types of coin-operated games and devices have not taken second place since the slot was decided and have been the subject of much comment pro and con.

Since the slot machines were licensed by the State all the elements that go to make an exciting story of social, moral, economic and political problems have developed and the final outcome is still in the making, with important events rapidly passing on each other as the last day of the Legislature got by.

Due to its tourist trade Florida has always bad its gambling problem. It derives considerable revenue from legalized pari-mutuels. A State law to license slot machines was passed in 1933. Since that time the courts, the churches of the State organized a State-wide anti-slot machine campaign which resulted in the passage of a statute to the effect that the manufacture, sale or use of slot machines would be a violation of the law. The courts held that the bill was unconstitutional and it was declared unlawful.

A State Supreme Court, which resulted in a decision that the看见 force would hold until their expiration date, October 1, 1939. In the court case, it was ruled that the license fees would be $150 total, an amount considerably less than what was originally anticipated. During the time that the case was in the courts, the churches of the State organized a State-wide anti-slot machine campaign which resulted in the passage of a statute to the effect that the manufacture, sale or use of slot machines would be a violation of the law. The courts held that the bill was unconstitutional and it was declared unlawful.

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Evans' De-Luxe Payouts
Unequalled
FOR PERFORMANCE AND PROFITS

Evans' famous Precision Engineering, the result of 45 years pioneering experience, is your guarantee of PERFECT PERFORMANCE. Brand new, never before copied or changed over from older models. Every machine is built RIGHT. Evans games are absolutely free from "bugs." For top profits and unfooling performance, these De-Luxe Payouts stand out among their class. Reports prove on earning capacity far greater than "ball" machines! Ask anyone operating who ever heard Better still, see them at your jobber or write direct for complete details.

TIMES EARNING POWER
An incredible drop chute accepts one to seven coins at each play!

SPINNING FLASHER LIGHT
Whirling, sparkling lights reflect thru the playing field and come to rest on
the territory, is recovering from a pro-
longed illness.

Detroit

Gerald W. Rapp, general sales manager of A. C. Novelty Company, busi-
ness, was on the sick list last week. He has had further bad luck with the
illness of his wife, who has had scarlet fever, resulting in quarantine of the

Charles Hopkins, manager of the A. P. Burras Company, Detroit jobber, reports business good in the amusement field in
Detroit. "There are several new ma-
chines coming in that are great new
items for the operator," Hopkins says.

Burras Making
Extended Tour

CHICAGO, May 15—Hugh Burras,
sales manager for Western Equipment
and Supply Company, is on an extended
tour thru the Southeastern Seaboard
States, where he is carrying on the
personal campaign begun by Jimmy
Dobbs, president of the organization in
the firm’s success, The Winner.

Burra is contacting all stations in
that section, and his reports from At-
anta and Birmingham indicate that The
Winner is setting an enviable record for
earnings and performance in the South.

Each communication from Burras con-
tains heavy orders, both new and repeat,
and production on The Winner continues
and is shipped at the Western plant here, of-

Monarch Starts
Good-Will Drive

CHICAGO, May 15—From the office of
Roy Balan, head of the Monarch

Coin Machine Company, comes an an-
nouncement that the company is soon
going to launch a good-will drive among
operators to acquaint them with the
fine brand of service the company is
equipped to render.

"We want every operator to know," states Balan, "that we are able to pro-
vide them with any new or used game
they may desire. Our many contacts with
operators and manufacturers through
the Midwest enable us to fill orders in 72
hours. We are sure that our campaign
will drive home to operators that our
service facilities are quite unusual and
that they will find it to their advantage
inquire about them."

SALESBOARD OPERATORS
AGENTS - DISTRIBUTORS

PACKARD
LEKTRO-SHAVER

The way we have this deal set up
you can’t miss.
The New PACKARD Lifetime
LEKTRO-SHAVER is a Sensa-

tional Money Maker

MAKE BIG MONEY GIVING THIS
RAZOR AWAY FREE!

SEND FOR FREE SAMPLE SALES-
CARD AND FULL PARTICULARS
TODAY!

PACKARD DISTRIBUTING CO.
(Dept. B) NEW YORK CITY

McCALL’S SPECIALS

IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES
**BELL MACHINE OPERATORS IN RESORT TERRITORY—WHY WAIT 'TIL FALL?**

**PACIFIC'S DELUXE BELL AND ROSEMONT ARE REPLACING BELL MACHINES Everywhere!**

Deluxe Bell. Just out—and a stamper to Deluxe Bell. And you bell machine operators report they receive good orders for the best minded of slot machines. One owner from the Marion C. County School fund and one when slots are in operation.

The new book for the licensing "amusement devices which may or may not be used for each coin deposited a standard article of merchandising having recognized retail value and which at intervals vary in value to the 67 counties or orders which may or may not be exchanged for additional merchandise.

The new bill would set up a State public amusement commission to handle operation of the new device.

It would tax each operator $115. The State would get $100 of this, the county $25 and the city $32.

Proceeds from the State License fee would go to old-age pensions, one-fourth to the county school fund and one-fourth equally to the 67 counties.

The Senate miscellaneous committee bill approved by Senate and Senate in a long preamble, that large sums of money had been brought home to the State thru legalized race-tracking betting.

"It is common knowledge, it is understood, that the people who contribute money in the form of indulgence in the several forms of legalized amusement devices do so voluntarily and without benefit from any part of the State, its counties and cities.

In addition to "automat amusement devices" the bill provides licenses for skill machines, music machines and amusement vending machines of such as penny scales, peanut machines and chewing gum vending machines.

The Opposition

The opposition to the State slot machine license has involved some of the most intrepid and subtle angles of politics and even religion. Within the last few days, when opposition to the slot machine license was at its peak, a bill to license bookies was suddenly introduced.

This bill to license bookies appeared to get the attention away from the anti-slot machines forces of the State, including bankers and church organizations. It is rather improbable that they will be taken seriously and thus make stronger and more powerful type of gambling than slot machines.

It appears that a losing candidate in Miami politics revealed some of the things that went on in the industry, and the bookies. He declared that Leo Allen, publisher of The Miami Tribune and editor of the Miami Daily News, in his articles on gambling in Miami, has waged a conspicuous fight against the State licensing of slot machines.

The Miami Herald has opposed the licensing of slot machines all along but was somewhat taken aback when the bill to license bookies was introduced. Some observers feel that bookie interests, led by The Tribune, have opposed licensed slot machines on the theory that the machines are a device that would go on the bookies. This opposition of bookmaking is susceptible to serious questions and may have much to do with the final outcome. Slot-machine interests prefer that there be no competition between the slot machines and the operators of slot machines.

But the most puzzling situation of all is that in which the churches and other reform agencies have been placed. By opposing the State license on slot machines they have automatically pulled into the hands of those who are interested in slot machines.

This church and reform agencies in Florida today face the most serious problem they have ever confronted in regard to gambling. They were caught in the political net. It is possible that many of the people will not go to slot machines and play into the hands of gamblers and bookies.

The Florida State has offered during the last two years one of the most interesting experiments in the public control and licensing of gambling. Paragraphs are already being fulfilled that will bring in revenue. But diverse interests have opposed the introduction of a bill to license amusement devices and other slot-operated devices. A bill of this type appears to be reasonable. But of all the subtle interests of politics and the frequently misguided work of church and reform organizations.

Florida has a wonderful opportunity to demonstrate the benefits of a fair and reasonable license bill which will legalize amusement devices with the consent of the people. The new Senate bill is a step in that direction. This law can be put into operation without interfering in any way with the pari-mutuels, or the licensing of bookies, or competing with the racing interests in any way, the amusement games people say.

**LOOK**

**LOOK**

**SOMETHING NEW and DIFFERENT**

**LUCKY PENNY**

Operators Everywhere Are Cashing In With the Fastest, Most Thrilling Novelty! Penny Coin Operated Machines on the Scene Today. Don't Delay—Wire Your Order at Once—7-Day Free Trial

**PACIFIC MFG. CORPORATION**

**4223 LAKE STREET * CHICAGO**

Los Angeles Office • 1320 South Hope Street

**FLORIDA EXPERIMENT—**

(Continued from page 118) machines and in their place voted to increase a bill which would legalize "automat amusement devices."

What will happen to this bill cannot be predicted as it is being written, but it is more than any representative of the better interests of the coin-operated machines in the State. It would be a license tax and various types of coin-operated machines, but it specifically forbids the slot type of machine.

The rank and file of the coin-machine industry say that other types of amusement devices need to be pushed when slot machines are in operation.

The slot machines are filled up to the capacity of the devices, and slot machines tend to disappear more and more of the gambling machines. Slot machines, nickel and quarter devices fill up the coins in the cash boxes steadily. Prices at $249.50.

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Johnstown Spot—

(Continued from page 4)
**THEY'RE OFF!**

**RIDE THE WINNER FOR THE BIG PROFIT PURSE!**

Here's the horse race fan's dream come true! A game that stops right out front and holds the lead—a real CHAMP! The only Novelty Horse Race game that features WIN—PLACE—SHOW! HOP SPRINGS sets a profit pace hard to beat!

**HOT SPRINGS**

5-BALL BUMPER-SPRING NON-PAYOUT

With sensational new THIRD-DIMENSION MYSTIC CLASS Back Panel. Distances and odds step out in life-like realism. Length of Race Varies from 3/4 mile to 2 miles. Odds up to 40-1! 5 balls to show. Every bump nose out another horse. FLASHOGRAPH Totalizer flashes the race position and final results!

Game automatically cuts off when a WINNER comes—even if all balls have not been shot!

HERE'S A HOT TIP—ride HOT SPRINGS!

IMMEDIATE DELIVERY

D. GOTTLIEB & CO.

2736-42 N. PAULINA ST.,

CHICAGO, ILLINOIS

**FEATURES**

34 DIMENSION MYSTIC
CLASS BACK PANEL
FLASHADROM Field—Moveable by
user. No—by
Gottlieb's exclusive MECHANICAL
ADJUSTABLE AWARDS—
Invisible mechanism adjusts
mechanism of play instantly removable
TILT-FOLUME corrects
when tilted
ILLUMINATED A-WAY COIN-LID, last
coin visible!

**CORRECTION**

An error appeared in our advertisement in May 15th issue of *Billboard*. The copy should have read:

Hot Springs $69.50
5 Ball Ticket Model $99.50

We regret any inconvenience this error may have caused.

D. GOTTLIEB & CO.

2736-42 N. Paulina St., Chicago, Ill.

Track Time Is High in Favor

CHICAGO, May 15.—“Already far ahead of the field and firmly implanted in the favor of thousands of amusement seekers, Track Time, new Keeney de luxe payout game in production but a short time, has established itself as a major source of income for hundreds of the nation’s leading operators.” This complimentary statement made by Ray Becker, sales manager for A. E. Keeney Company, indicates the success with which the Keeney game has met since its debut.

“There has been no stinting of invention, quality and labor in the creation of Track Time,” states Becker. “We designed the game to provide the operator with the best possible return for his investment in profit for every operator, and we really want to bring in the |locations. Many months of experimentation were undertaken before we put it on, and we achieved the nearest point to perfection possible.

“In the development of Track Time we were fortunate in creating a new device which proves each Track Time before it is shipped. This device is the 10,000-play test, which automatically tests each payout thousands of times and which reveals any other underneath mechanical flaw. It is this testing which guarantees every operator a performance unequalled in precision and reliability.

“That Track Time is outstanding in the matter of profits is a fact stated by hundreds of operators and by the fact that repeat orders have kept us extraordinarily active in production. Important factors in the drawing power of Track Time are the seven-play coin head, the three spinning reels and the $7 possible award for only a 3-cent play. Interchangeable tops are available, which change the game to a number or bell fruit type.”

“Pully-as-popular with payout table operators in the usual electromechanical game. Magic Lamp, which employs both a and no bumpers and depends on an entirely different action, both multi-faceted and light-up for its most powerful appeal. Rapidly coming to the five pin-slot-game operators and players who like novelty is Keen-o, the new five-ball-bumper spring in which the player actually puts loto or bingo.

Gerber & Glass Sell to Europe

CHICAGO, May 15.—Claim made by Gerber & Glass as being the outstanding Middle West export house for coin-operated games was again confirmed by that organization this week with the announcement that orders in the hundreds of shipments of new and improved quantities of games had been filled and put in from a few days ago. They state that 12 truck loads of games were consigned to various points in Europe.

According to Max Glass, sales manager, the orders were placed, the orders were verified, and shipped within one week. He said: “The speed, accuracy and care with which we handled the orders indicate how well prepared we are to take care of our export trade, as well as our huge domestic business.

“The orders in each case were repeat orders which further indicates the fact that the games we ship are satisfactory in every detail. We are enjoying the greatest export business in the history of our organization and we have enlarged our export department, both in personnel and in space to the point where we are capable of handling double the export business now being done.”

**SICKING MFG. CO.**

1922 FREEMAN AVE.

CINCINNATI, OHIO

**WURLITZER**

P-13 Perfect Condition $124.50

SINGLE—$114.50

Lots of 10

BUMPERS .......... $32.50

BOLOS ........... 7.50

KEENY BOWLETTES

(Very Low Prices)

**BABE KAUFMAN, Inc.** (CIRCLE 250 W, 54th St., N. Y. C.

**WURLITZER**

P-13 Perfect Condition $124.50

SINGLE—$114.50

Lots of 10

BUMPERS .......... $32.50

BOLOS ........... 7.50

KEENY BOWLETTES

(Very Low Prices)

**EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY**


KEYSTONE NOV. & MFG. CO.

26th and Huntington Sts.

PHILADELPHIA, PA.
A Bally Hit for Every Spot!

Golden Wheel Bumper One-Shot

BLAZINGLY BRILLIANT BACKBOARD
20 INCHES HIGH! 10 RICH COLORS!
Gleaming Mirrors! Flashing Lights!

"Round and round it goes ... and where it stops nobody knows!" But every player knows Golden Wheel gives him up to 40 Winners and 40-To-1 Top Odds ... because it's all there on the most gorgeous, glorious, glittering back-board ever created!

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54 in. by 25 in.

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A gold mine in 8 SQUARE INCH COUNTER SPACE! Operates like 1,000-hole, 5-cent Sales-Board (penny play optional). Has 8 SPINNING ROLLS, many color front with gold coin seals! Adjustable, cheat-proof, guaranteed trouble-proof mechanism. Order 10 to 25 Nuggets ... place them all in a single day ... and collect $10.00 to $25.00 daily from each! Write your jobber for quick delivery.

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A new idea with magnetic appeal! Gold coin whirls round on the 3 reels ... when 3 coins of same kind come up, player receives $10 of all three. For example, 3 dollar coins receive $3.00, etc. Requires only 6 sq. in. counter space and earns upwards of $10.00 a day. Order a sample Sum-Fun today!

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