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if you’re in the BIG
SPRING SPECIAL

Dated
APRIL 9

April 9

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performers and executives in
Show Business, The Billboard is
your logical advertising medium
—and the Spring Special
Edition is the one important issue
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Chestrnut 0443.
L.A. SHOW BIZ LOSSES HEAVY

Raeove
treal Curtain
shows
Con machines
lion into conditions in local night spots aired by Walter Ryan. local APA repro-
results in New Strict Laws

Probe of Detroit Niteries

Bookers claim AFA version of conditions true in isolated cases only—police lukewarm on committal—curfew, age limit set—ban gambling and mixing

In This Issue

RUTIES:

New Headquarters for National Showmen's Assn.

FTP in Chicago

Trims Pay Rolls

Chicago, March 5—Federal Theater
personnel here suffered another shake-up,
with the resignation of regional director
John Robinson, Jr., of Cincinnati, being
announced. New director was announced
as Harry Minturn, who succeeded to the
position after the resignation of John
Robinson, Jr., of Cincinnati, which
affected the local theater offices in
the area. Robinson, Jr., had served in
the organization for over ten years.

New York, March 5—National Show-
men's Association, newly formed social
group, has been incorporated at
Central Park, 4,000 square feet of space on
the sixth floor of the Palace Theater Building,
with headquarters and clubrooms to be
opened at a later date.

The quarter winter of Al G. Barnes
takes place at Baldwin Park and is
inaccessible.
Midwest Hotels Find Talent, Music Good Business Builders

Big-city hotels want smart but not too ultra style—small-city spots prefer obvious entertainment—too much class dangerous—appearance most important

CHICAGO, March 5—Hotel men at the Midwest Hotel Show, held at the Palmer House this week, voiced a definite bias in favor of dining room shows. Representatives of over 50 hotels now using entertainment, ranging from elaborate floor shows to cocktail combinations, felt there is room for talent in the average spots both during prosperous and lean years. Commenting on the current business recession, Midwest operators expressed the feeling that a floor show or band will prove a good investment.

Excuse?

NEW YORK. March 5.—In spite of the tremendous popularity of the repertory of the New York State Theater Project, its engagement at the Maxine Elliott Theater could not be extended beyond February 12 because the local project plans to open in Prolong. Arrangements are made for Wednesday. Prologue is still slated for early in March.

Caravel Springs Conn't Film

First release sponsored by Ipana—exhibitors get flat fee per showing

NEW YORK. March 6.—The most ambitious series of 16mm feature films to be introduced in single-theater in Technicolor sponsored by Ipana—whose slogan, "Devoid of the Ultra Style," is being the only commercial angle involved. Exhibitors will be paid by Ipana—40,000 seats for performance. Caravel in turn is offering exhibitors, permitting the advertiser to pick the towns or area, best suited for his purposes. Ipana has an option for three more shorts with Caravel.

The first short, "Boy Meets Dog," is an animated cartoon in comic-strip character, as advertised, and it is provided by Nathan Hale's Orchestre Musical de Paris. Voices of stars are dubbed in, giving the show high appeal. In the plan adopted, it may cut seriously into the income of radio, newspapers and periodicals.

New Rooney-Timber Unit

NEW YORK, March 6.—Lou Stram is readying a two-hour show to play once a week in last years public houses throughout the West. Cuts include Lou Rooney and Pat Rooney Jr., Herman Rooney, Ran Rooney, Jr., and Rooney, Jr., Jane Reed, and Yoo Ott and a line of stars who will be joining the company. Will play two-to-three days in each town in Pennsylvania; then goes to Chicago.

Kenny Baker (This Week’s Cover Subject)

KENNY BAKER, singing personality of radio and motion pictures, was born in Monrovia, Calif., a little town just 20 miles from Hollywood, but grew up and got his education from it. Ever since the beginning it was music that interested Baker. As a boy he played in the violin, and transferred his ambitions to singing by the time he was 15. He joined the Long Beach High School and joined the glee club. Encouraged by his teachers, he began to compete in music contests to earn some money for vocal lessons. In 1932 he took a job over KOA radio auditions and finished second in the Long Beach district. This attracted the attention of the label's executives, and Baker was signed to the label. He also began working as a background singer and later landed a job as a radio announcer at the station.

From the missing dixie combo—"I'd Be a Ware," by Baker, and his group, he graduated to the radio air show. He was spotted by Jack Benny's air show, and in 1936, he signed a contract with Benny. His radio personality brought stardom in the films and he was featured in "Mr. Diddie Takes the Air," "J24 Street," and "The Gold of Yesteryear." His next picture is the forthcoming "E-Radio Production "Radio City Revue."
Sound Systems
FOR EVERY PURPOSE

By GEORGE SPELVIN

A local benefit promoter had the acts sign their cab fare as "salaries" last week in order to avoid the theater's Auditorium's "theater that benefit talent must be paid." Jack Kramer, who has put on a cab show recently while trying to organize liimbands, L. I. club; he's recovered and again making the rounds. Local burlesque managers are looking for stories coming up for rent in April; adds they that the license commissioner Paul Moss will ask the houses now open—buto still minus the burlesque tag... When Cab Calloway starts his theater next week, after turning the Cotton Club, it's not got his long-awaited opportunity to flash his wardrobe of powder blue and scarlet tie and tails; still when he gets out of town, the Scared in his hands, is not asking the band why they've stipulated that he leave the Rainbow dress at home and arrive for the buyers in snow-white regalia. According to Pat Carney, of the Burlesque Artistes' Association, a survey made about 15 years ago indicated that about 80 percent of the stagelands were disappointed actors... Could this be the underlying complex on the UI's threatened attempt to take over performing judiciaries?

The Washington's Birthday band battle at the Roseland Ballroom between Count Basie and Duke Ellington has been stand-bys in Harlem for 15 years or so. Airages and theaters were in possession of the night again.

The ALBUM: If you've eaten at the Palace Bar-Orch on 45th street you've tasted food prepared by Chef Larry Ryan, 42 years old, resident of Flatbush, Brooklyn, and a former manager of RKO theaters. His experience in theater managing, tho, doesn't get in the way of his food-preparing—nor does his piloting of airplanes, a pastime in which he still indulges extensively. Larry started with RKO in the booking department, later became manager of the London... and replaced the RKO vaude. He became a chef when he left show business, and has been at the Palace for three years. Larry has no experience. Nor has he any ambition to become a chef, 28 years, and is a captain of the U. S. Army Air Corps in the Reserve Squad. He was a fighter pilot in the World War with the American Division—The Redstone No. 3, out of it. He also trained a pilot, the current Bennett Field, either for student instruction or under charter to private parties. He has a married wife, two children, and a ranch on Long Island. Larry is at Lafayette Business College in Richmond, Va. Larry Jr. is at the Virginia Military Institute. The other two girls, Lari and Owen, are at home.

Dorothy Bryant, former executive secretary of Chorus Equity, now getting the sun in Connecticut, The "White" flower film is a break for girlie movies; many of them have landed jobs impersonating the dwarfs as lobby ballyhoo, with Billy Jackson booking quite a few of them. If you go to Murray's downtown you run into a crowd of these trade paper subscribers and started one, which solicits ads; the led's toll prospects if they don't admire "one of our brave diggers"—"but what happens when they come out of the army?"... Sid Pierson's knowledge of baseball and track statistics is so good that he's consulted on all his work, and his word is taken as law. As for his flying experience, he's been an aviator for five years, and has been at the house on the Kelt's Time Out, and he also managed a house in Port Washington, L. I., for the Century Club; hers tee... for said station making the sounds.

It's said that high-school kids in Chicago—and in Spanish, it's a pastime in which he still indulges extensively. Larry has no experience. Nor has he any ambition to become a chef, 28 years, and is a captain of the U. S. Army Air Corps in the Reserve Squad. He was a fighter pilot in the World War with the American Division—The Redstone No. 3, out of it. He also trained a pilot, the current Bennett Field, either for student instruction or under charter to private parties. He has a married wife, two children, and a ranch on Long Island. Larry is at Lafayette Business College in Richmond, Va. Larry Jr. is at the Virginia Military Institute. The other two girls, Lari and Owen, are at home.

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Most people—including song pluggers—look at song pluggers as prime unfortunates. But one exception is Charlie Ross, of Paramount (formerly Popular) Music. A couple of years ago Charlie was in the retail jewelry business in a store near the Brill Building and there he got the itch to plug songs. Ross has a remarkable photo record of his vaude bills... The Steamy tea is... when he got his job, he never worked a day in his life—but what happens when he comes out of the army?... Sid Pierson's knowledge of baseball and track statistics is so good that he's consulted on all his work, and his word is taken as law. As for his flying experience, he's been an aviator for five years, and has been at the house on the Kelt's Time Out.
WCTU Favors Ban On Beer Air Ads

WASHINGTON, March 5.—Pending a bill introduced by Senator Johnson of Colorado, or the one introduced by Representative Cultink of Pennsylvania, which would prohibit the sale of alcoholic beverages by radio station owners, the WCTU has been in the forefront of the campaign. The American Broadcasting and Television Corporation, which would lose $200,000, has urged broadcasters to voluntarily refrain from accepting beer and alcoholic commercials.

Silver Show Sticks

NEW YORK, March 5.—Despite a nick in its ad budget, Oneida Silver has signed an agreement with C. B. C. B. Silverware, effective April 4. Account is handled by R. B. & D. V. & Co.

Despite Floods, Shows Go On

LOS ANGELES, March 5.—Despite flood conditions, the most important event of the season was the opening of the new territory for the record, and the successful operation of the new station. The management of the station is considering the possibility of an extension of the season.

Syracuse Triple Play With TBT, Warners Get FCC Examiner Nix

WASHINGTON, March 5.—Examiner John P. Bramhall, of the Federal Communications Commission, this week in his report on three applications expressed the opinion that a triple-play in radio finance has been successful. The examiner noted that the charges have been subject to a confidential investigation by the examiner's office. The examiner concluded that the investigation was not needed for the proposed station.

Cite Foreign Ownership In WNEL License Probe

WASHINGTON, March 5.—The U.S. Department of Justice has filed a complaint against the WNEL license holder in connection with the purchase of the station. The complaint alleges that the foreign ownership is a violation of the Communications Act and that the station is not a U.S. citizen. The examiner has recommended that the license be denied.

See Eventual Okeh Of Boylan Tax Bill

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Talking Shop
By JERRY FRANKEN

Tale of Woe
The story has just sifted down from Canada, where it’s supposed to have happened recently. A pitchman, working a Southeastern Canada fair, figured he might do a better business if, instead of making his pitch on the roof of his own car, he’d really go high and buy some minute spots on the air. In these minutes, he sold to one man what he was selling to tens of others. He was selling fountain pens—and wind chimes. Both were offered at 50 cents a pen. Business was terrific. By the time the story got here he was supposed to have sold not hundreds but thousands of pens. He has not sold one.

The then pitchman started to figure things up. He had not only sold the pens, but the geographical coverage, or other pertinent considerations.

Tain’t Right
It may be a rather late date to be getting around to this, but all I can say is that it’s a shame. I mean about Stooker and Budd having split. It ain’t right.

However, the parting of the ways between Stooker, P. Chang Taylor and Budd Frink is not and only because it means the end of one of the best, and one of the best, partnerships, but also because the reason that was recently brought out in one of Fred Allen’s most inspired broadcasts, a take-off on the peck and mugging but also because of the reason.

It’s a shame.

“Jungle Jim’s” Spot
NEW YORK, March 5.—Two 15-minute radio programs this week will try to write anything along the lines of his former work.

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FCC Expresses Objection to Boylan Radio Wattage Tax
WASHINGTON, March 5.—The Federal Communications Commission in a letter to Chairman Frank McRights, to Congressmen Thompson, to House Ways and Means Committee, has expressed its objection to the Boylan tax on radio wattage.

The letter said that the bill is apparently designed to produce revenue considerably in excess of the cost of administration and management, and that it is not equitable or proportional to the existing conditions.

There is not consistent or logical justification for the tax on broadcasting stations solely on wattage, which is calculated on the basis of power used, geographical coverage or other pertinent considerations.

The chairman further stressed that FCC’s objection to the Boylan bill should not be taken as objection to the principle of taxing the broadcasting industry, either now or in the future, but rather as a protest against the government for the expense incident to the regulations of broadcasting stations or for general revenue purposes.

Air Briefs
New York
By BENN HALL

Johnstone at Biow
To Replace Martin
NEW YORK, March 5.—Jack Johnstone, of the William Morris Agency, has been signed by Universal Pictures to design and produce radio programs under its “Radiola” series. The program, which is to be produced for the NBC network, will be on the air next month.

Johnstone will write and produce Monitor, a new series of two shows weekly. Plans for a contemplated third weekly series are still uncertain.

WOR Makes School Discs
NEW YORK, March 5.—A new string of 15-minute educational recordings is being prepared by WOR for distribution to schools throughout the country. The recordings are intended for use in elementary science, art appreciation and nature study.

Los Angeles office of Hearst Radio continues to lead in educational programs this week. The city school official is presenting plays and other educational material to the schools.

CHANGE of heart on the part of agency officials of the Siren Agency was indicated when the announcement was made that the agency would seek to censor airshows, as it inspects film productions.


Don’t eat dem peas with your spoon, now. That was Emily Post eating cake with her fingers after an Aunl Jenny broadcast May 31 on NBC. Emily Post has been appointed to the post of public relations director of the NBC network.

The Boylan Bill amounts to a figure of $1,000 per week, those authorized to be licensed under the act and the Harrison Act are defined as the broadcast stations.

Drfnt is designed to raise revenue for the General Treasury. Bill was introduced by Rep. John J. Boylan (D., N.Y.) in the House of Representatives. The Boylan bill, they say, is an occupational tax, a type of tax which has been repeatedly proposed by the House committee in the years since the days of King John. Revenue goal of the Boylan Bill amounts to a figure of $1,000 per week, or $7,000,000.

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Webs, AFRA Still Deep in Huddles

Problem of wage scale main block to settlement — agency deal thr un

NEW YORK, March 5.—All the American Federation of Radio Artists and networks and advertising agencies are still in conference over the problem of wage scales, several of the labor agreements appear to have settled. Main obstacles, however, still at the top of the union's list are the national agreements, the Coast chapter, and the Coast chapter's inability to get through with a new contract. There is no word yet from New York City as to when it will be necessary to strike. Agency problem is even more difficult to solve, because of conflicting wage scale, program list, and the many cities of program origination.

AFTRA had completed its wage scale as proposed, on a day-to-day basis, covering all types of programs under its jurisdiction. It is apparent, however, that for the wage scale for the entire industry is not possible. Outside of New York, Chicago and Hollywood, for instance, the scale might have to be reduced to 40 cents an hour. It is estimated that the unfavorable conditions cannot be overcome in the near future.

It is stated that the national agreements have agreed to a temporary working conditions improvement which the union calls a wage scale increase. The principal factor is shorter rehearsals.

Current issue of the AFTRA Bulletin, second publication, lists the members' names, addresses and a protest by the President, Mr. Mark Wood, a former co-manager of the American Federation of Radio Artists. The bulletin contains a message from the American Federation of Radio Artists and the American Federation of Musicians, signed by the executive secretary of the American Federation of Musicians, which states that the American Federation of Radio Artists is the second Negro theatrical organization formed within the last few months. The other being Negro Actors Guild. The Guild, according to the Bulletin, is the Negro Actors Guild which is the Negro Actors Organization, including helping the Negro economically and taking him out of economic slavery. The Guild is in the hands of five Negro managers who have been in the industry for many years. The Bulletin states that the organization is for the purpose of providing an agency deal through the Negro Actors Guild.

Engineers Form Group To Advise Sponsors

-DETROIT, March 5.—Radio listeners' Foundation has been formed as a non-profit organization to regulate the use of radio by sponsors. The organization will be called the Engineers' Group. The first purpose of the Group is to have a radio engineer to advise the broadcasters on technical matters. The second purpose is to regulate the use of radio by sponsors. The third purpose is to promote better radio reception. The Foundation will not be able to do anything but advise the broadcasters on technical matters. The Group will not be able to regulate the use of radio by sponsors. The Foundation will not be able to promote better radio reception.

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RADIO REVIEWS

Shuberts Figure Radio Here To Stay; Sponsor Boston Quiz Show

"Shubert Night School"
Reviewed Sunday, 6:30-7 p.m. Style—Quizzing. Sponsor—Shubert Productions, Agency—Harvard Film Company, Station—WHDH (Boston).
Shuberts of the legitimate stage clan are now set to sponsor this twin-named Sunday show tagged Night School and What's the Act?

"Romance and Rhythm"
Reviewed Thursday, 8:30-9 p.m. Sustaining over KDKA (Pittsburgh).
Sustaining spot for an author's spin-off, heartwarming and melodic show for beginners and fans alike. The station's policy is to make sure that the show you're waiting for is not just a carbon copy of another show. This show is not. So much work goes into selecting the right acts and performers for every show.

"Music Man"
Reviewed Sunday, 1:00-1:45 p.m. Style—Quizzing. Sponsor—North Piano Company, Station—KYW (Philadelphia).
This show is an attempt to bring the music of the shows to the radio. Every song is carefully chosen to fit the theme of the show. The music is not just any music, it's music that's been specifically selected to fit the show. The show is not just about music, it's about the stories and the people behind the music. The description is a little long, but the show is a great one, so it's worth it.

"Club Celebrity"
Reviewed Thursday, 7:30-8:30 p.m. Style—Music and chitchat (music on transcription). Sponsor—Oldsmobile Dealers of New Jersey, County, Station—KGG (Pittsburgh).
The show is hosted by a well-known personality in the music industry. The show features interviews with music industry professionals, as well as live performances by top artists. The show is a great way to learn more about the music industry and the people who make it run.

"You, the Unseen Jury"
Reviewed Tuesday, 7:30-7:45 p.m. Style—Sketch comedy. Sponsor—Morris Plan Industrial Bank of N. Y., Agency—Columbia Pictures, Station—CBS (New York).
The show is a hit with audiences. It's a great way to have some fun while also getting some great laughs. The show is hosted by a well-known personality in the comedy world, and the sketches are written by some of the best writers in the business. The show is a must-see for anyone who loves comedy.

"WAAW's Two Managers"
OMAHAMarch 1—Appointment of broadcast manager of Station WAAW by drawing of Radio Manager of WAAW, owned by the Omaha Grain Exchange, has been announced. F. P. Abbey, vice-president, has given the appointment. A. F. Abbey, vice-president, and manager of Station WAAW, has been in the station three years.

Current Program Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows, which are new. Basis is that a one-time program review is inadequate for a production that varies from week to week.

"Answer"
Reviewed Friday, 6:00-8:30 p.m. Style—Question and answer. Sponsor—May-Stran Company, Station—WCAC (Pittsburgh).
A combination of Professor Quiz and Bingo, Answer is novel for having phone-in questions and answers. However, the program is not as good as other quiz programs, primarily because of the way the questions are written.

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OMAHAMarch 1—Appointment of broadcast manager of Station WAAW by drawing of Radio Manager of WAAW, owned by the Omaha Grain Exchange, has been announced. F. P. Abbey, vice-president, has given the appointment. A. F. Abbey, vice-president, and manager of Station WAAW, has been in the station three years.
802 BATTLES BAND BOOKERS

Crosby and Barron Cases Put R.O.K., CRA on Union Carpet

Local union interrogates CRA on Blue Barron booking—trial board reserves its decision—R.O.K. must answer Bob Crosby charges—agencies are not worried

NEW YORK, March 5.—Alto officials of the American Federation of Musicians have more than once gone on record that the ideal booking arrangement, the administration of Local 802 steps forward with divers views on the subject. It's not the way. The major party on the subject is the American Federation of Musicians and its officers. However, Bob Crosby and Dean Hundson have put their case in dummy and the decision of the board was held in abeyance.

Heartily pleased with the growth of Barron's own trip to the trial board, the manager and his agents are angling for a heavy fine. Charged with playing a recording session at the Hotel Edison here, holding court Thursday, St. Zuker and Ed Kirschenblatt were held up and the decision of the board was held in abeyance.

Zuker, CRA general manager, came to Barron's defense, claiming that the band was being bailed out of the Associated Press and that the band was charged with recording sessions only. Tied to the Associated Press, the band was picked up and went to men $250 per.

In addition, Barron was fined another $150 for failure to collect transportation in coming here to New York.

Crosby and Barron Cases Put R.O.K., CRA on Union Carpet

The Crosby Charges

Of a far more serious and related matter in the world of show business, a charge has been made that the Crosby Band has charged extra for bookings arranged by the Crosby Band, as well as the corporate state of the American Federation of Musicians, and its officers. The preliminary charge to be tried out today, the band's last day in New York.

Following morning R.O.K. received notice of the charges against them, but the band's attorney's statement that the band will be heard by the trial board.

Date of hearing will be set later.

The Crosby Band has been waiting a long time, and no time to make their own mark, but it's a difficult situation, and no one to put a mark on their books, as they put it.

According to Max Aaron, chairman of the booking committee, the band was charged with extra bookings being made by the Crosby Band at a reduced rate, and the board was notified that the band had been charged extra for bookings arranged by the Crosby Band.

The charges against the Crosby Band have been brought by the AFM officials, and the band will be heard by the trial board.

The AFM officials claim that the Crosby Band has charged the band with extra bookings being made by the Crosby Band at a reduced rate, and the band will be heard by the trial board.

As far as we know, the Crosby Band has been informed that the band was charged with extra bookings being made by the Crosby Band at a reduced rate, and the band will be heard by the trial board.

The Crosby Band has been waiting a long time, and no time to make their own mark, but it's a difficult situation, and no one to put a mark on their books, as they put it.

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Other sources indicated that the CRA interrogation was only a ruse to advise

Selling the Band

Sheet-Music Leaders

Week Ending March 5

Sales of music by the Maurice Richmond Music Company, Inc., are included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to the Music Corporation, Music Sales Corporation, and Ashley Music Publishing Company, Inc., for the listing of the band's music in the sheet-music leaders.

Last Week vs. This Week

1. Whistle While You Work
2. There's a Gold Mine in the
3. There's a Gold Mine in the
4. Heigh Ho
5. There's a Gold Mine in the
6. Take Me Out to The
7. There's a Gold Mine in the
8. Diny Doozie
9. Don't Stop Me Now
10. Tin Pan
11. I Can Dream, Can't I
12. Moon of My
13. Down in the
14. Rosalee
15. Sailing

Darn Clever, These Song Pluggers

BOSTON, March 5.—It was five minutes before one o'clock, and the important radio audience, and Dean Hudson had his ace tromboneist with him. He had hoped to have some good news to announce to his audience. However, Dean Hudson found his ace tromboneist had worked an impromptu session in his home town, and in the process of the story, Bob Hart, his assistant, fell into a command of the situation, and the audience exploded into laughter and started in on the post office.

The scene shifts. It's a week later. Bob Hart, the assistant, is playing the trumpet. He has been booked for a session with Bob Hart, and the band is on their way to the studio. At this point in the story, the script here again appears with arms full of tunes and is immediately pressed into service, this time transposing trumpet parts on his trumpet to the satisfaction of all concerned.

MPPA Plans To Add Front Men

NEW YORK, March 5.—Possibility that MPPA can add to its list of agents, who will hire a strong man to settle the internal squabbles of the music publishers. The MPPA, or Motion Picture Producers and Allied Workers of America, is an union of publishers and music publishers, and in an attempt to act as a smoother-out in the Tin Pan Alley, has been discussing plans for the future.

At the last meeting of MPPA, many of its members agreed that unless the publishers can agree to advertise, the MPPA will probably not be able to settle the problem. A new C.C.P.A. (Compendium of Performance) has often been mentioned as being in line for an MPPA job.

No Switching or Feeding for Kyser

CHICAGO, March 5.—Kay Kyser de-

nies that he ever had any plans of seeking an appointment in the World Federation of America, affinity. He states that he is perfectly happy with his MCA contract, and with his present College of Musical Knowledge, and that he can go there any time. However, he does agree with Consolidated Radio Artists and says that he would like to advertise if the MPPA will help him with the book's contracts. Kyser says he refuses the offer.

As a result, the eight prominent band leaders in the business, doing three shows nightly and 16 broadcasts weekly for MPPA, have agreed to stop advertising for the MPPA, and are going to the reported feud with the publishers using their own booking agents. No matter who or whether or not he is given credit for being the first to use this novelty, there is every reason to believe this will continue to improve.

Detroit, March 5.—Attendance at the Orange Bowl has shown a decided increase during the past few weeks.

Two prominent MIB, proprietor, MIB is optimistic about the improvement in the outlook for the future. While the box office has been slow for the past few weeks, the future is now only about $10 per off of normal attendance, and there is every reason to believe this will continue to improve.

World about their bands. It has been proved over and over again within the past few weeks that there are more fans of dance music as never before. Right now, it seems that more people are in on this favorite cult. Yet a spot that spends $1,000 a week on a band won't show out as good as another, but it's a different story.

Especially when a band is breaking in a new market. For example, the Chicago Sun-Times and the Chicago Tribune advertise in the city, and the Sun-Times has a lot of fans. But the Tribune has a lot of fans, and they advertise together. This is the type of advertising that helps to advertise the leader should help the band to plan the layout. Many band leaders find that this type of advertising can be very helpful with their hotel or ballroom.
**Slicing the Sweeney**

BOSTON, March 5.—Local press agents, hailing a Hudson-DeLange-DeLange-DeLange engagement, submitted a story to the pulp papers that Will Hudson received over 50 telegrams from fans who had heard Saturday’s Sweeney thanking the composer for writing a song about them. Mr. Sweeney’s Learned To Sing. The yarn was planted, but the editor captioned it: TELL IT TO SWEENEY!

**Krupa Leaves B. G. To Start His Own Ork, MCA Handling**

PHILADELPHIA, March 5.—Benny Goodman and his top-sounding outfit will be playing at the Earl Theater Thursday (5). He will form his own band as soon as his two weeks’ notice is up.

It was reported that Benny has been bitten by the knuckles that Krupa, for three years has been the star of the Goodman cats with his terrific playing of the drums. Is it going into the band business for himself, he is said to have informed the lawyer.

Krupa, Howard, denied that any professional discord or jealousy between the two exist. "I feel that I can make more money playing with Goodman," he said.

"In fact, Benny has promised me a new ork of his own band. A drummer can be a leader right, too, and Bud Pollock—all terrific drummers." Krupa was a very subdued drummer but a man of breeding and dignity despite the tears from his eye's. "We want the best and the best." he said.

Krupa’s notice Is Up.

**No Place for Louie**

TORONTO, March 5.—Musicians this week spent lawyer J. W. McMaster, president of the Metro Toronto Protective Association, scurrying to the City Hall to object to the Anti-HB-Z law, one that bears his name. Under the new law, no one in the music business can become a member of any trade union, but will have to pay an annual fee of $25.00. MCA exec responsible for the meteoric rise of Benny Goodman. That Krupa has been in the music business for three years was reported by the press.

No week was first reported in The Billboard.

**Sweet Song Slips to Third as Double Dare Slides Into First**

MUSIC

SWEET SONGS TO THIRD AS DOUBLE DARE SLIDES INTO FIRST

**Review of Records**

**The Grand Larceny of Barron Makes Tom Mix a Tenderfoot**

**MCA Interested**

**Our New President**

NEW YORK, March 5.—Expansion of the MCA department looks likely, with Joe Glaser expanding his operations in the Midwest. He has hired Harry Moss not only because he has a strong voice, but also because he is a colored band expert.

MCA has it that MCA officials are considering the advisability of adding more talented bands to the roster, and hiring new leaders. Teddy Wilson and Lionel Hampton away from the company, and entire new bands around them, MCA has added at least four more colored bands.
Blue Barron
AND HIS ORCHESTRA
 NOW Playing
WEBSTER HALL HOTEL.
Detroit, Mich.

Bilmore Boys
AND THEIR ORCHESTRA
NOW Playing
WEBSTER HALL HOTEL.
Detroit, Mich.

Talk o' Town
It's being whispered, loud enough so that even the Starlin, that the ORCHESTRA of DeANGE partnership has come to the decision to go solo. This week the DeANGE will continue to support the campaign to promote the arranging of the DeANGE. The Delange will launch its new band for a rockwell-O'Keeffe banner. The band is made up of stars, including musical directors, soloists, and arrangers. The song is a hit, and the DeANGE will be seen at the top of the charts.

King's Jesters
"The Biggest Little Band in America"
AND THEIR ORCHESTRA
NOW On Tour.

Jan Savitt
AND HIS "TOP HATTERS"
NOW On Tour.

Southern Exposure
FRED WARING takes his Pennsylvania Band in the candy territory for the next couple weeks, after their current stay in Chicago, they will be playing in the Big City for a spot a week, chalking up an eight-month term. The band will be in the City for the next eight months, chalking up an eight-month term. The band will be in the City for the next eight months.

Beachcombing on Broadway
New Yorkers have waltz till midnight before they can swing away with Sam Brown, on leaving the Statler, Cleveland, next month. The Statler, Cleveland, next month, will be the site of the band's first performances in the Big City, chalking up an eight-month term.

Chinatown
FRANKIE THOMAS makes his re-}

The Wooley West
HENRY RUBIN leaves the Chin Pians, Chicago, for a Midwest tour, with his band. George Olsen goes back on tour to the Statler, Cleveland. "Why didn't we send you to the Statler, Cleveland?" he asks.

Windy City Episodes
There's talk of BOY EZREROF's return to the Chicago market. If and when, he'll be fighting out of the Statler, Cleveland, with his band. BOB CROSBY takes over at the Statler, Cleveland, with his band. BOB CROSBY takes over at the Statler, Cleveland, with his band.
### Orchestra Routes

Following each listing appears a symbol. Fill in the designation corresponding to the individual item.

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**Abbreviations:**
- A = auditorium; B = ballroom; C = cafe; D = cabaret; E = country club; F = hotel; G = music hall; H = night club; I = amusement park; J = road house; K = restaurant; L = showboat; M = theater.

**March 12, 1938**

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### Salt Lake City Prepares

SALT LAKE CITY, March 5—Juliette Low, founder of the Girl Scouts of America, has signed a new band to disperse throughout the city. The band is composed of about forty girls who will be trained in the Girl Scout Outdoor School. The band will consist of a drum line and a horn section, with interested girls playing the instruments. The band will meet every Saturday morning at 9:00 a.m. in the Salt Lake City Hall. The girls are being taught by Mrs. Anna G. Mansfield, who has been a music teacher for many years. Mrs. Mansfield is also the leader of the Girl Scout Outdoor School. The band is sponsored by the Salt Lake City Girl Scouts, and the girls will be dressed in their Girl Scout uniforms. The band will play at various events throughout the city, including parades, festivals, and other community gatherings. The girls are excited to be part of the band and are looking forward to learning new songs and techniques. The band is open to both girls and boys, and anyone interested in playing an instrument is welcome to join. The Salt Lake City Girl Scouts are proud to support the band and to provide an opportunity for young people to learn and perform music.
AEEA Factions Eye Election

Gaxton candidacy denied possible Liberal-Conserative combine

NEW YORK, March 5.—Report that
William Gaxton, the Liberal who
would run for the presidency of Aecrir-
hall, has been unfounded. The Loomers
officials have said the Gaxton con-
dud is in disarray and in no condition
to win.

New York, March 6.—The executive
secretary of AEEA and strong man of the con-
servative, feels the factions within Equity
ought to get together and agree on a can-
didate. The convention is expected to
fun this Saturday. According to Dunball, healing the Equity
breach is not an impossibility and a
be a decided move toward a
stronger organization. Failure to do so
will spell doom to the organization.

As indicated in last week's
Newspaper, Dunball will run for the
presidency on a ticket with the voting strength of liberals and
conservatives divided. The AEEA
Chairman is Dunball.

Dunball says he will not run himself,
and would think of throwing his hat in
the ring only on the condition that the
entire membership drafted him. Claims
he makes of liberal and conservative
as a whole, for any particular group.

Questions are being asked about the WPA Federal
Theater Project. The members are
another tough one to crack. In
the present state of affairs, we need as
much power in the vote and would
throw a lot of votes toward the liberals in
the Association. The entire membership
would bolster the Equity membership
and vote in the Poor A's considerably.

This week, conservative Equity men
met at the Astor to confine on election
date. While some conservative and
liberal leaders favor a united ticket.

On March 18, the next meeting is set for
February 26. (11)

Nominating committee is to be
selected at a meeting March 18.

NEW YORK, March 5.—Meeting of Actors' Equity members at the Hotel
Astor,而后, in the room where the
members met, was taken the WPA Federal Theater Project
"amateurs" into the association. Not
knowing exactly how the amateurs there
are, but estimates place number at 230.

Based on the Coffee-Pepper Bill were
given.

Fagin School Students

Present "Stage Door"

NEW YORK, March 5.—Fagin School
this week presented the Etha Perber-
Gee and Kastner's Stage Door
at the Bayes Theater. Stage Door, for
people who like the intimate charm of
a warm play with plenty of emotional
appeal. Feast and produce is, of course,
universally appealing. The plot
is the story of a young girl who
tries to cast the show entirely with students,
but the truth is, they are in the hands of
a capable people.

Constance June Humphrey's Terry
Birney steals the show with her
vivacity and cleverness to make the role come alive. When
Terry is in love, the audience is
enthralled. The show was
performed to enthusiastic applause for the tribulations of Broadway
she appears to be in deadly earnest. She
looks like a manufacturer who
gets somewhere. Kermit Kepley's Keith
Burrows, the second lead, was
an experienced actor with a
sensitive touch. The role was
suitable to the character, one of the
many leading men in this cast. It is
dots of David Kingsley, the "man who
Direction by John Roche could
have been somewhat faster.

Paul Ackerman

A New Plays on Broadway Reviewed by Eugene Burr

The Billboard

LEGITIMATE

Conducted by EUGENE BURR—Communications to 1564 Broadway, New York City

FINDS®

WINDSOR

Beginning Wednesday Evening, March 2, 1938

THESE A BREEZE

A comedy by Edward Cahalne. Staged by
Harry Waggart Grizzle. Setting designed
to act by Benjamin Stoddard. Costumes and
Scenic designers, and directed by
Hammond. Marie Leblanc. Leslie Barrett.
Lita Hammond. Annie Baxter. Miss Manton.
Carrie Hammond, Blanche Swett. Harry
Weathston. Oscar Lewis, Leblanc. Curtis
Cooksey. Millie Walshe, Curtis Cooksey. The
turns (of the play), will be presented by
the cast at a special date, in the presence
of the author.

The play's about Ernest Hammond,
money-lender, who is a bit of a sot, and
his wife, and William Lynn (who'll probably
be Irwin and nobody else for a
colony of folks). The play is...
A review conceived and staged by Leonard Woolf, with a new version by G. B. Shaw, directed by...
“Yank at Oxford” (MGM) — January 29.

PRODUCER: Michael Balcon.

PLOT: A New American, a scholarship holder at Oxford University, discovers that his old friend is the son of a duke. The play opens with a scene of the Yank taking a taxi to the theater, where he is greeted by an enthusiastic crowd. The English acting is excellent, and the play is well written. The direction is by John M. Stahl.

“Mad About Music” (20th Century-Fox) — February 25.

PRODUCER: Darryl F. Zanuck.

PLOT: A man who is mad about music falls in love with a woman who is also in love with music. The two are destined to be together, and they finally get married.

“Sally, Irene and Mary” (20th Century-Fox) — March 6.

PRODUCER: Darryl F. Zanuck.

PLOT: Three sisters, who are all musicians, are trying to make a living in the music business. They finally succeed in their goal, but not without many trials and tribulations.

“Prison Nurse” (Republic) — March 1, 1938.

PRODUCER: Darryl F. Zanuck.

PLOT: A district nurse is sent to a small town to check an epidemic of typhoid fever. She finds a case of typhoid in a prison and decides to treat the patient. The play is well written, and the acting is excellent. The direction is by John M. Stahl.

“Road Show Business” — 28 East 5th Street, Chicago, Illinois.

THEATRE EQUIPMENT NEW & USED

MOVIE SUPPLY COMPANY

STOCK ROLL T (M) 1 ROLL (M) 1 ROLL. (.40) 1 ROLL

GAS & ELECTRIC CORN MACHINES

NEW AND USED

INDIANA POP CORN CO.

Muncie, Ind.
Starts Work on Minimum Wages
And Working Conditions Program

- Granted jurisdiction by Four A's, which took it away from Chorus Equity—ends bitter fight—$35 a week probable Class A nitery minimum—Four A's conditions

NEW YORK, March 5.—With the Four A's decision Wednesday giving it jurisdiction over the Chorus Equity, the American Federation of Labor has asked the city for a meeting of its council for Monday night to prepare plans for unifying the Chorus Equity and expanding its coverage under the Fair Labor Standards Act. A meeting of the council is to be held at 8 p.m. at the Hotel Commodore.

The A. F. of L. has already started a Class A nitery unit, and the Four A's are planning to start one.

The agency's statement that the new working conditions program will provide for minimum wages, job security, and a four-day week is being closely watched by the labor movement, which is seeking to secure similar conditions for its workers.

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Mexico Seeks
U.S. Dumb Act

4 Mexican city vaude houses open—Mex producers sign
Earl Taylor unit

CHICAGO, March 5—There’s no recession
off the stage in Mexico City, and vaude
eminent before crossing the border. Thin
of the Tortilla muse post a bond of 200
pesos (about $43). The Mexican government
did not have to use it to
municipally maintained institutions and
attended 2,755 free PTVD performances
in the State. 121,502 persons attended 2E16
Theater Vaudeville performances aired WPA
appeals, .triangle of them with paid admission.

Units in Demand
For Mexican Areas

CHICAGO, March 5—There is increased
vaude activity in the Great States and
induced into an old-fashioned “com-
amplified
foam. They have been repaid
of the resulting harmony (?)立案 “com-
ment at Iludy’s Rail.

Vaude Appeal
Still Strong

Massachusetts took in 19
grand half gross on paid
WPA shows in 19 months

BOSTON, March 5—Sirenen-month period
passed when the Federal Theater Vaudeville Division aided WPA
companies to $19,701.79. During the period
from July 22, 1936, to date, throat
the State, 135,193 persons attended 288
vaude shows which were presented for the purpose of raising funds
for=&Euml;able
organizations and civic bodies.

an approximate like amount, performances
presented on a basic average of 50
per cent for each sponsor, was realized
with the FS in stage productions.

Figures compiled by Matthew OT
vaudeville supervisor, and supervisors of
books, Franklin and Walter, are significant in that the project
paid for itself in part. This was checked by State Director
H. Mark and As
sistant State Director Thomas D. Senna

Proving that there is a demand
for diversionary activities through one of the most
tried periods in the history of the nation, 777,445 persons attended the fourteen
shows presented at hospitals, neighborhood
aged and infirm, governmental and municipally maintained institutions and
at gatherings of public and quasi-public bodies in and during this season.

WPA... of the resulting harmony (?)立案 “com-
merits." The Billboard

Ex-Vaude Destroyed

Hudson, N. Y., March 5—The Play house,
former vaude house, was de
stroyed by fire early February 26. Damage, estimated by Fire
Chief Louis Stocco, runs between $500
and $750.

Reopen Walton Roof
With Belle Baker

Philadelphia, March 6—Jack Lyder is
looking for the opening of show opening March 23, with a big show headed by Belle Baker
as manager of the Cafe Marguerite.

He is expected to make 40,000, severa
acts from the States, most of the bills are native or Spanish-speaking. The
child hand is for Yankee acts is the large, sight and palomino stuffing being
the foreign for the vaude artist.

Also, acts come into the land. The Torrijos a post a bond of 280
peons (about $60) with the Mexican govern-
ment before entering the country. Not in the army, it is in the return to the country.
When acts re-enter the United States, he returns their bond. The idea, the
is to keep the vaude show in the United States.

Len Henrich Opens Spot

Pine River, Wis., March 5—Len Henrich
opened August 18. Opening night Vancouver was
furnished by Dusty Tramore's Orchestra and
aye. Roy's Rhythm Artists.

For an additional three weeks... BETH
HARRIS, dancer, just closed an engagement at Rudy's Hall.

Chicago:

JEAN MONAGHAN is playing a return en-
gen at the Chicago. Recently
filled a three-week period. JOHN
EDWARDS, dancer, is putting together a
home show to go on a two-week tour. The show is
a vaudeville act, and has regained
its former

The Billboard

Winnipeg House Drops
Pix for Film Names

CHICAGO, March 5—New policy is
being tried out this week in the Playhouse
with vaudevillian Jack Lyder. The vaude show
will be headlined by TVA specials.

Initial bill was headed by Jack Laqua,
who took over the old vaude bill to
a two-night showing, with a later show
headed by headliners in talking-

JUST OUT!
McNally's Bulletin No. 20

PRICE ONE DOLLAR
NEW, BRIGHT, ORIGINAL COMEDY
CECILIA CHARLTON. STEPHEN KEEL. FRED GRIFFIN
AND BERT LOVE... ALICE GLOVER and
don phillips... the swing dance teams, are going into a
new dance and dance spot. Orin
Cafes, and run by Dan Hartman and Rubin
Geb, opened in North Phil Wednesdays.

Club Talent

New York:

EDGAR DAVIS returned to Leon and
Eddie's this week. As the Vasey's are
advertising, the advertisement in the Ambas-
dador... MARGARET RYAN and Grace
Baker are going to open a new WLS Band
Dance at the Plaza, May 13 and book
for the newspeapers, etc.

Bad news that the HARRIS AND
DANIELS returns for a return appearance there.

MANON and MIGNONNE, one of the
dance teams, are going into a

The management at the El Cerrito,
who has been held over at Leon and Eddie's

Here and There:

SHELLY BARTON heads the current
flourishes show. Continues as a hit the
try Club, Southgate, Ky. HOWARD
HARRIS, dancer, lized and closed an eight-week period at
Roth Philadelphia.

Roth Philadelphia.

JEWEL MORTON and MARVIN WILDE with Gus Hovey
and the band, have been held over at the Northwood Inn, Detroit. Ruth Denna
singer, is a star in the show. She
and LEE go to Kelly's, Cincinnati, this week, to be followed by a run at Adrian's Alfonso
Hotel, that city.

THE DUANOS here left for Cin-
cinnati, where they opened a two-week engagement at the Club Hotel for MCA.

March 12, 1938
NIGHT CLUBS-VAUDEVILLE
The Billboard

Night Club Management
News and Angles on Night Club Operation

BY GEORGE COLSON

Phone at the Tables

PLY that extra service, so indispensa-
ble to the more carefully operated
hotel or restaurant, is equally
new but recently installed at
a new restaurant and the patrons
of the Casino-on-the-Park, East
Parkway, New York. The
make telephone calls direct from each

Without any fuss or disturbance a tele-
phone can be plugged in for either
independent or outgoing calls. The
is the assumption that this innovation
affords a more personal service to
at the attention of the patron by a neat little table card.

Patrons' Singing Stunt

Novel and amusing is the wrinkle re-
ported to the Radio City Rainbow
Club, New York. An hour or two
between dance or show sessions.
March 12, 1938

**Nightclub Reviews**

**Iridium Room, St. Regis Hotel, New York**

This ultra dining room catering to the leisure class is presenting a new form of entertainment that is sure to be the rage. The feature is the presentation of Busby Berkeley's fine orchestra in its third season; sensitive, imaginative, and third return engagement, and 

Continued, Vanda Maria, along with the band's vocalists.

The entertainment lacks in quantity, but makes up in quality with Coley's perfect for this glitzy set. Miss Maria, a tall, attractive woman, is equally rich with her skillful delivery. Occasionally, the French produces a beautiful song and then a Viennese waltz, accompanied by a quartet.

**Mack**

And Viennese Roof opens the next day.

**Terrace Room, Hotel New Yorker, New York**

With swing bands solidly entrenched in downtown hotels, Goodman returning with human tappers in an engagement at the Commodore, Ralph Hales meets the competition with bringing in Jimmy Dorsey to follow the Glenn Gray stay.

Opening night (Tuesday) didn't bring the tappers for the swing band, the wide-eyed tappers, as it turns out the band is in the mood to play solos and the band is in the mood to play solos and the band is in the mood to play solos.

The only now note, rather than a novelty that is rich in inhumanity. It more than makes up in quality. What the entertainment lack is quantity. The quartet features a Negro tapper, producing arm:mingle and then a Viennese waltz, and no one is surprised at the appearance of the band. Miss Maria, a tall, attractive woman, is equally rich with her skillful delivery. Occasionally, the French produces a beautiful song and then a Viennese waltz, accompanied by a quartet.

**Casanova**

Continental Singer and M. C. Now Playing.

Havana Madrid, New York.

**Zorine and Her Nudists**

Now playing.

Chicago, New York.

**Jean Long**

Now Playing.

Return Engagement.

Chez Paree, Chicago.

**Rainbow Grill**

RCA Bldg., N.Y.

**Theodore Derode**

**Thida Loy**

In Interpretive Dance, Disc. Dance Creations.

GOLDEN GRILL, Rochester, N. Y.

For reservations, contact Arthur Arcyges.

Mutual Entertainment Exch., Rochester, N. Y.

**Jane**

Melodious Songs.

**Farrar**

General Delivery.

Hollywood, Fla.

**Ernie Mack**

Man With 1,000 Faces.

Cagney's Double.

New Playing.

Private Club Dates.

**Rose's Parisian Midget Follies**

Now on Tour.

**Gertrude & Randolph Avery Productions**


For information contact: Al Borg, Associated with RANNER-CARNIVAL.

For Booking Association.

121 North Clark.

**Don Casanova**

Continental Singer and M. C.

**John Morin**

Chicago.

The Original.

**Zorine and Her Nudists**

 devout Direction Bill Parent.

Buddle Bldg., Chicago.


Fred. Theater Mkt., Detroit.

**Carnival**

Chicago.

**Chez Paree**

Chicago.

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**Theodore Derode**

**Thida Loy**

In Interpretive Dance, Disc. Dance Creations.
TO WHOM IT MAY CONCERN

The piano book which disappeared from the band stand at the Hotel Plaza's Persian Room, last week, contained 17 individual compositions especially arranged for the professional performances of VELOZ and YOLANDA.

Among these were five, original, unpublished compositions, which were written and copyrighted by Frank Velox.

This is formal notification that public performance of any of these original compositions, without the written consent of Frank Velox, will be prosecuted to the fullest extent of the law.

(Signed) VELOZ AND YOLANDA

ODY CURE A AND "DANCE MOODS OF THE HOUR"

NOW PLAYING

YACHT CLUB, CHICAGO

DOROTHY KING

Featuring Her "DANSE RUSSE"

NOW PLAYING

Empire Room

PALMER HOUSE, CHICAGO

YOUTH PERSONALITY

MAURICE AND BETTY

SPELLS

Top in Adagio, Ballroom and Acrobatic Dancing.

Cyril Has Merry-Go-Round, Newark, N.J.

Direction: BERT JONAS, Casino Thera, Blokerg., New York City.

Barbara Parks

"Statuesque Goddess of Song"
Music Hall, New York

A pretty awful picture. Bringing Up Baby (RKO Radio) is on the screen and patrons must look to the stage show and other supplementary numbers for the entertainment.

This week the show is labeled Winter Cruise and is produced by Leon Leonidoff, with Bruno Main's settings and Marco Montana's costumes. Using a film trial to introduce the four numbers it opens with a Greek scene. Here the ballet is grouped at the base of an ancient huge vase, with live figures in the frieze. It is a stunning eight and especially pictorially rather than entertaining. The second is a Mococco scene, utilizing a colorful set of Bobbin's design, introducing the Paige Danvilles' winning applause with their traditional acrobatic acrobats and treetboarder acts.

Italy is the third scene and the set suggests the 17th or 18th century. Robert Weeds' tenor voice rings out in soulful songs while the glee club (as peasants) joins in. The last scene is called The Captain's Gals and is a spectacularly staged—The symphony orchestra coming up from the pit and being carried over the stage and lifted into position while background scenery swings quietly to produce the effect of an ocean liner with its orchestra on deck. The Kincorsmitters, appropriately dressed in white, high up from trampes, rings and other perches. It is sensational stuff that impresses. The scene is called The Circus. The Rockettes handle the finale, doing a four-song finale.

Erno Haecte directs the overture dedi- cated to the memory of George Gershwin. It is a lively performance, with Dick Leiber's grand orchestra and chorus. The music of the show, in the main, is the review—except for the picture on the fall program.

Loew's State, New York

(Rewednesday Thursday Evening, March 3)

House back to four acts this week with the strong Hurricane. Looks like a better one than usual. No cockney and name headlines, but each of the acts is top-notch on its own.

Opener has Keene Twins, Vic and LaMarr, two girls and two boys, in spirited tap and acrobatics. Boys features the big routine and rhythm tap mixed with a little acrob, and the girls shine in acro, tumbling and strong-arm stuff, all dashed in rapid speed, with a certain possessor, raising speed, novelty and appeal.

Sweet exponent of sugary swing, bland Sylvia Pross has no trouble exciting the audience. Her outfit of baggy pants, pitch, she impresses as having plenty on the ball and knowing how to get it over. Her voice is a wide range that is put to good advantage with appropriate arrangements and possesses expression and sweetness. Her numbers included Getting Some Fun Out of Life, I've Got My Heart Set On You and I Wanna Make Rhymes.

Ace of its type for many years, Buck and Bubbles, spotted right, still are pretty securely at the top of the heap. Their dancing, spoofing, singing and act showmanship is a real strong combination offered in inimitable style.

The nutty Brit Millet outfit closes the bill (as if anything could follow), dispensing the same screwball nonsense that has always been identified with them. Two pieces of business have been added—new to this reviewer, anyway—that add to the aggregate of laughs. One is the opening bit, where some of the boys, in lettered jerseys, spell out a word on the floor of the ring. The other is the introduction of a burro among the numberingless props. The outfit still features its chief rany and imitator nonpareil, and the torrid swing of Goler and Kyer. Jaffa does a tricky bit of fiddling that sounds unusually british.

Full house last show opening night, George Columbus.

Royal Theater, Dublin

(Week of February 21)

Largest and most important place of entertainment in the, Irish Free State is the Royal Theater. From four to six acts, playing three times a week, make it a leader in the program weekly. By using acts with films, etc., the managers have made the theater tax under Irish law. Show is booked by the Syndicate.

Three brothers, English comedy acroba- tes, are a satisfactory opener. "Young Stanley" is a better song dancer with a complete back bend and routine by his met. He is a swell job. His growth has been astonishing with his own variety. Stan and Gustave are also a swell job. They do justice to a punch line and know how to pull the strings. Their act is called The Captain's Gals and is specifically superb.

From his time at the Royal, Menlo Park, New York.

Sylva Weiss.

Fox, Kansas City

(Reviewed Tuesday Evening, March 1)

Five entertaining turns are offered here in varied combinations, with the sets and music by Judy Con- rad, the regular house orchestra.

Monroe and Grant, trampoline spe- cialists, have an easy time getting laughs these days when it comes to an avalanche of tramp-trick tricks. Monroe is still the best hand at show catching. One of the most original turns is Howie, who does a hillybillie routine, but the audience seemed to enjoy it. Howie, who wears a New Orleans toga, and is the best hand at show catching. One of the most original turns is Howie, who shows a neat routine with a hillbillie outfit.

Val Williams' appearance the other night was nothing special this time, but if not outstanding. But the highlight for audiences is the appearance of Junior, who always makes an impression. Junior's appearance is the vocal style of Lester Hardling, local boy, whose baritone voice on the radio show had a swell voice—full of tension, range, and quality. Kids love Junior, with his voice and timing with a heart interest for some

Dorn Brothers & Sister Mary

Just Finished Three Successful Weeks at

Yacht Club, New York

LOEW'S STATE THEATER

NEW YORK

Week Opens with MICHIGAN THEATER

Detroit, Mich.

On Tour With BENNIE DAVIS' "STARDUST REVUE"

PRINCESS AND BABY

CO-ED OF SONG

WEEK OF MARCH 4, MICHIGAN THEATER

Detroit, Mich.

The Oliver 340 is the first color television camera developed for television broadcasting and is used by stations throughout the world. It has a 3-1/2 inch diameter cathode ray tube and a high sensitivity of 50,000 lux (200 foot candles) which makes it possible to see faces in the studio and on the screen with the aid of a single incandescent lamp. The camera has a resolving power of 500 lines and can produce images in color with a resolution of 500 lines. It is compact and lightweight, making it easy to use in various locations. The camera has been used for a variety of purposes, including newspaper advertising, newsreels, and television commercials. The need for color television was increasing, and the Oliver 340 was a significant development in the field.
The Adorables were best with a military band, and one of their group, a beauty, Harlan Christie's, was in the ensemble. Bartom Bubba's has a much larger chorus than the Conard Band. It is on show, as usual, at the Hotel J. W. T. C. His organ stand is in a large room, and it is a great place for a large house party. The orchestra is above the average, and they play well together. The house is large and the music is reasonable. The program was well-balanced, and the band played a lot of good music. The band leader was very much interested in the young people, and he played a lot of music for them. They had a very good time, and the crowd enjoyed it.

Pack the house.

ago alter a two-year lapse. continuo to

(Retrieved Thursday Morning, March 1.

before the finale.

a rrxxlern dance In old-fatiatotwel dreams,

before.

marionette. act goes big with the /addles.

outstanding In every trick they pull. es-

lag maidens trying to sing Droadrajas

laternattosial 1.,tttlesnent. Net fair.

wane.

arrangements. so the band could

compentments at times and appears Wa-

patrons.

bomne:Wan bit is a wow.Ward and Yoke* work with the line In

A natural for any allow, ha Is one of the

especially their band -to -hand and head -te-

Russell. femme

second unit to play the Saertger Circuit.

(Reeleircd Friday Ererang. February 25.

week, with a seinen troupe. The Bfaek

Feature Is. Kid Hackett, drummer in

performance at the Oriental. Chicago. thisweek. contemplating a different line of

of Comedy.

who are easy to look an are able ball-

Dourner-Mital. adagio quartet; Josaelan.

aersey, shadowgraplus: Jtm and Joe. acro-

Bence Opine.

angers. Amon; them are George Pla-

Rana*.

lot. Novelly acts include Three Woltinan

include NIco and Carle, allies and Pel-

Martinez Brothers really have some-

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Paris Bills

(Week of February 26)

Franz Cela, attractive pop singer, heads a varied and entertaining bill at the Varsity. Headliners include Nico and Carlo, Gilles and Pou. Also on the bill are Misses Wottinghaus; D'Amelio, ventriloquist; Patricia and Colleen, dance team; and a color bar dance act.

European bill is top-heavy with vaudeville, and includes the vaudeville team of Phyllis Anne, Harmon, and Paul Anthony. Also on the bill are Lynne Clevers, Dob Reyal, and a vaudeville act of Mr. and Mrs. H. A. T. K.

New York, March 5.--Amalgamated Clothing Convention opened in Atlantic City May 9 to 15. Among the features of the convention is a show of machines and new clothing developments. A feature concert includes Jackie Beeman, a well-known concert singer, and William J. Maddison and his Traynor and Clesker Orchestra.

RKO Theater Mgr.

REVIEWED:

NEW YORK, March 5.--Affirming the predictability of the successful successor to the four-year-old, the current vaudeville manager named general manager of RKO theaters, who resigned January 1 to become head of Universal Pictures. John O'Connor was appointed to his position.

O'Connor has been chief booker for RKO's eastern division and is a well-known figure in the industry.

Fades in Brussels

BRUSSELS, Feb. 26.--The Varieties are closed, but are expected to reopen soon. The management is planning to open a new show in the near future.

Chicago Follies

(Received Friday Evening, February 25, of Chicago Follies, D. J. V.)

An assembly of Col. Chas Davis, veteran of the war, and his band, "The Chicago Follies," that has been playing throughout the country for the past two weeks. Much attention paid to staging and scenery. Not a pretentious vaudeville, but has possibilities. Running time 50 minutes.

The program includes a variety of acts, such as a drop of dancing rhinestones, and others.

The Littlejohns, standard tap work, are well-known dancers.

Marvin and Boone, pair of youngsters, are good dancers.

Brown-Skin Models

(Received Thursday Morning, March 3, of Irving Theater, Wilkes-Barre, Pa.)

Vaud show, revived after a year's absence, to repeat the success of the "Brown-Skin Models" which were current last minute with are City Girl on the scene. S. C. O. sign out for first two shows.

All-Negro cast got off to a fast start with numbers, and the music was up to par to the music of Al Stewart and his Harlem Band. The band is well-known for their style and music, and the music was well-balanced. The Brown-Skin Models were very impressive. They are a group of attractive models, and the music was well-balanced. The band is well-known for their style and music, and the show was well-balanced.
Managers Eye Republic's Experiment With "Drunkard"

NEW YORK, March 5.—One of the most successful signs of burlesque is on exhibit at this time, with the new burlesque show with a condensed version of The Drunkard spotted midway in the theater season. This fine new barker is the result of the efforts of M. T. and the Z. C. M. of N. Y., both of whom are busily engaged in the production. The show is an outstanding example of what bold and boldly minded by burlesque producers it is to pull itself out of an apparently hopeless mundane routine. Dave Bell (W. D. & H. O. H.) is in charge of the success of their enterprise, with the help of a number of others.

Besides The Drunkard, a well-rounded, smooth burlesque show. A good trio of comedians, Fred R Isle, Ed Beneke, and Jack Rosen, take plenty of laughs with the rest of the routine, Jack and Ed, in particular, being the former's best hits, while the latter is a bit of a surprise. Dave Bell, who is in charge of the success of the enterprise, is very much pleased with the way the show is coming along.

A trio of underdrappers is headed by red-headed Bette Davis, who has a number of double entendre, which could be quoted to the best advantage. The show went for his business—book, line and screen.

An artistry that is not everything that should be desired.

Dreamer and an international galley of bentitice staging. A nautical number which opens probably the answer.

A GOLDEN COMET, Doris Clyde, blonde said passing Joan Dare, who, despite a tendency of many kids filling out the stage.

A talk woman, too, are anrateear and with the rest of the line very well and add to the numbers. ninth are areal aiding comets, Jake Melds, Peed Binder and Jack Morris.

A rat for years.

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With the possible exception of Tom Phillips' bang-up job in organizing the Burlesque Artists' Association, we do not know of a better performance in quick, effective and efficient achievement for that the charges have been laid, and that it has not only passed the six-month mark and has already assumed a comfortable reserve, a healthy membership and the enthusiastic co-operation in the field of after-dark entertainment. More fertile ground, long barren because of the nonexistence of a proving ground. They are wrong, of course, for the simple reason that they are bickering between the indoor and outdoor branches. This, in turn, has led to the setting up of the notorious Legs, which was at a stagehands' ball at the Coliseum some six years ago. The successful conduct of organizations such as the NRA will bring about the wiping out entirely of such artificial lines. There is a very fertile proving ground being offered to those who have heard the echoes of Hollywood's cries that the stage show industry is restricted in its membership scope to craftspeople and branches, and that the field that manages to reward unusual talent with a healthy membership and the enthusiastic cooperation of the public is, in fact, a reality. The success of the NRA in the present era of the Great Depression is not to be regretted, as it is, on the contrary, to be welcomed. The NRA has proven itself to be a vital force in the entertainment industry, and its success is a testament to the fact that the NRA is not only a valid organization, but also a necessary one.

E. E. SUGARMAN

Thru Sugar's Domino

As I see It

By Dave Vine

Ben Bernie tells me that he and Walter Winchell will make another picture and, at the same time, he is not allowed to tell the plot, he is at liberty to reveal the finish. The last scene, according to Ben, takes place in Florida, and he cannot go into the scenes before the Florida scene. The surprise finish is the allegro throw Walter back again.

... Dale Jackson is writing the pick and put script.... Suggested sly for My Gardner's dreyer Brooklyn Eagle column: "Gathering in the News...". That clever little man may they might ever want to use it. Sam Nichols is making a mention short with Zita Grey Chaplin.... Lovingly Winnie Shaw tells me, "I don't much approve of the idea of Hollywood getting all those others that get them down. For instance, why should actors put on such an affectation? Actors are, after all, the public's real friends. What matters now is that we get a handle of them and that we get them in the hands of the public."

... Jack Osterman, who I caught you interviewing, "If that Old Feeling for somebody makes us change our minds, I looked to see if I had lost mine (but there was none with me). It would be a bad thing for any of the present lot of singers to lose and try to do a number. They should stick to something that is right for them."

If I Had My Way

... I'd tell Hollywood not to wait until famous people die before they do a picture of their lives. It would be nice to know the interesting life story of great people while they are still alive..."

... What have happened... As we have frequently pointed out theaters. When cafes began springing up after Repeal the theater men were forced to stand the gaff.

Chicago Chat

By Nat Green

Midland Medley:
"It's funny what you can see when you haven't got a gun" runs an old saw. Making the rounds in the rough and ready country around the North Western district, I had no difficulty in finding a man who was willing to talk about the situation.

"You'd be bored too," Rho replied, "if you had to..." But we're glad that the Andrews Sisters, who are here to pose. "Have you any ideas?" the photog inquired. "If I have," Rho replied, "I'll use them on my broadcast."

Lunching with Eddie Cantor last week between trains there was an interview. Eddie was a young man, a new kid on the block, and I was impressed with his quick wit and charm. "I'm going to make a name for myself," he said. "I'm going to make a name for myself," he said. But we're glad that the Andrews Sisters, who are here to pose. "Have you any ideas?" the photog inquired. "If I have," Rho replied, "I'll use them on my broadcast."

Dining in the Celtic Room of the Sherman Hotel, I called attention of our acquaintance in the restaurant. "You're tired," I said. "You're tired," I said. But we're glad that the Andrews Sisters, who are here to pose. "Have you any ideas?" the photog inquired. "If I have," Rho replied, "I'll use them on my broadcast."

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... What have happened... As we have frequently pointed out the theaters. When cafes began springing up after Repeal the theater men were forced to stand the gaff.
Van Arnam Show Debuts March 21

OPA LOCKA, Fla., March 5.—John B. Van Arnam's Radio Plankmakers, in quarters here (10 miles north of Miami) since December 1, preparing for the 1938 tent trek, quarter in the new season at Delray, Fla., March 21. Warren L. Warren, show's general agent, has traveled many miles of Florida roads in recent weeks, arranging the route. Plus of Florida has suffered from cold weather in recent weeks, but on the whole, conditions are okay. Many of his friends, who have visited Miami this winter have been visitors at the Van Arnam quarters. Mr. and Mrs. Billy Webley, of Billroy's Comedians, were visitors last week and reported that their agent, Don Palmer. Was surprised to learn that "Ghost Town" was completed in the end result of a diet. Lester Habecker and Karl Denton, former minstrels, also visited the Van Arnam headquarters several times recently. They have been frequent guests at the Nick Halish race course in Miami and are reported to be doing okh in picking the bangtals. Manager John R. Van Arnam reports that he will have an all-new show this season and that he expects to tour as far north as Maine.

Roysters Plan April Opening

HICKORY, N. C., March 5.—Dick and Josephine Royster will close with the "See-Bee" Hayworth Players next Saturday, April 1, and start their winter quarter at Keyser, Va., where they have rented a large building to reopen their Dick Royster Tent Show for another swing of their established territory, in which they feature new trucks, canvas and a sound car will be added this season, Royster reports.

Maddens Plan Larger Cast

LAKE CITY, Ia., March 5.—Mr. and Mrs. William Maddens, managers of the Maddens-Ollkine Players, have returned to their home here after a vacation in Southern California. Several days were spent in Kansas City, Mo., on business before the return trip. They were accompanied by Mr. and Mrs. William J. Madison. Preparations are being made for their nine-weeks engagement in Iowa, with plans for a larger cast this season than heretofore.

Hayworth Players Set

TORONTO, Ont., March 5.—"See-Bee" Hayworth Players have opened their 16-weeks tour in three new Wilby-Kincey houses in North Carolina and North Carolina. Additions are the Carolina Theater, Burlington, Wednesdays; Imperial, Greensboro, Thursdays, and the Carolina, Asheville, Fridays.

Company still holds forth at the circuit's Paramount, Hickory, Saturdays, and the Liberty, North Wilkesboro, Mondays, and Thursday, West Wilkesboro, Thursday, West Wilkesboro. They have been on stage for a week and a half. They are trying to be a part of the campaign for Webster County. The Hayworth organization was set in place last year and is now fully organized.

Kansas City Jottings

KANSAS CITY, Mo., March 5.—Mr. and Mrs. William Maddens, managers of the Maddens-Ollkine Players, have returned to their home here after a vacation in Southern California. Several days were spent in Kansas City, Mo., on business before the return trip. They were accompanied by Mr. and Mrs. William J. Madison. Preparations are being made for their nine-weeks engagement in Iowa, with plans for a larger cast this season than heretofore.

Billy Webley promises that if we catch Billroy's Comedians the coming season, we will have at the smallest, largest and most spectacular show ever seen in this territory. He has invested $25,000 in new equipment recently and has put it all in a long, long, long one-night stand.

Norma Givin Readying Repertoire

NORMA GIVIN, of the Hayworth Players, is the maid of honor for Willard and Mrs. J. C. Bisbee, who have piloted through the circle, which opens soon in Illinois. Norma has earned with the Hayworth Players for some time and has become a valued member of the troupe. She is recovering well at her home after a short illness at the village for a week.

Where Are Your Plans?

Do you know what you're going to do. Make it a habit to keep the repertoire editor informed of your plans. It's your page, so say something about your programs.

Caylors End Vacation To Resume Minn. Circle

MADALEA, Minn., March 5.—Mr. and Mrs. John Caylor, who have been operating their Minneota vaudeville circuit with headquarters here, have returned from a vacation trip to Kansas City, Mo., and Southern Texas. Their circuit includes five houses. The Munn-Haller and the Munn-Hallagain shows have been added. Producer. Mr. Munn, who is in charge of the shows, has been with the Hayworth Players for a long time and is considered one of the best producers in the business. The Caylors have been seen in Southern Texas for the past few years and have done a splendid job of work.

Billroy Briefs

VALDOSTA, Ga., March 5.—Mr. and Mrs. William Maddens, managers of the Maddens-Ollkine Players, opened their 16-weeks tour in three new Wilby-Kincey houses in North Carolina and North Carolina. Additions are the Carolina Theater, Burlington, Wednesdays; Imperial, Greensboro, Thursdays, and the Carolina, Asheville, Fridays.

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Billy and Minnie Neff, former Wildwood comedians, will open a new Federal Theater Players in Los Angeles. Mrs. Neff has been working with the Federal Theater Players for some time and is now in charge of the comedy department. She is a first-class comedian and is sure to be a hit in Los Angeles.

Arlington, Va., March 5.—Walter Johnson arrived Smalley night with the World Go Rev. Mrs. Johnson has been married to Johnson for some time and is now living in Arlington, Va.

EVA USE WINNIE and Jack and Orlando Evers have been working with the Clyde Headliners for some time and are now in charge of the comedy department. They are a first-class comedy team and are sure to be a hit in Los Angeles.

What Are Your Plans?

What with the 1938 tent-show season already in the wings, it makes no sense to make up your mind. The Billboard is full of hints to show all those present, performers and producers regarding their plans for the new season. This is the time to be planning and making a decision, according to Marsden, the editor of the Billboard. The Billboard is a must for all the producers and performers, as it gives them a wide range of information on the latest developments in the show business.

REPERTOIRE-ENTERTAINMENT SHOWS

Conducted by Bill BACHS — Communications to 25 Opera Place, Cincinnati, O.

March 12, 1938

Lee M. Cunningham, former repertory producer, is doing a character impersonation in night clubs in the Boston area.

The Curriers, of the Currier Family Show, who have been off the road for some time, are now readying a new show to play Maine and eastern Canada.

Lester Al Smith, veteran tent show and stock manager and performer, is working on plans for the New York Federal Theater Project in Albany, N. Y.

Mrs. Richard Henderson, whose late husband launched the Henderson Brothers Circus, died recently. She will be missed at the circus, as she was a devoted and loving woman.

Harry S. Weatherby, who has been preparing for the new season, will be seen with the World Go Rev. Mrs. Weatherby has been married to Weatherby for some time and is now living in Los Angeles.

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KC Symph Is Short On Cash But Plenty Tall on the Culture

KANSAS CITY, Mo., March 5.—Karl Krueger’s Kansas City Philharmonic Orchestra, which gave its last night in Municipal Auditorium, made a profit of $35,000, since the season opened on Sept. 19. Next season, the orchestra will open with an effort to balance the budget. The last was a British tour, conducted by Benjamin Britten, and included concerts at London’s Royal Albert Hall, the Municipal Auditorium and other major venues. The orchestra has been under the direction of Krueger since its inception in 1933.

Al Williamson Heads Michigan, Obto, Woe -oath, Indiana.

Bookers in Action

Detroit Hum With Bookers in Action

DETROIT, March 5.—Bernard Beeman, booker for American Attractions, left this city yesterday for Chicago to call on his friends and see some old acquaintances. Beeman is known for his energetic approach to booking and has built a reputation for securing top acts for his clients. He is expected to return to Detroit within the week.

Teaching the Three R’s in Swing Tempo

HIDEGAN, Mo., March 5.—Swing music has gone a long way in the past three years, as evidenced by a course now being offered in the rural high school here.

The students hear swing music every night on the radio, and they dance to it along with the band which is always on the program. bean also gets a chance to become a band leader of his own.

Silverberg Plans Legal Fight

LOS ANGELES, March 5.—Herbert Silverberg has organized a weekly legal column for the Daily News, a daily newspaper in Los Angeles. The column will cover current decisions affecting show business, major court cases, and other legal matters.

BROADWAY BEAT (Continued from page 5)

hand leaders who give him the job of the next man (1) Kenny said that he was more successful in appearance than in the other roles he has played. Scott Mickey's character was more successful in appearance than in the other roles he has played. Scott Mickey's character was more successful in appearance than in the other roles he has played.

Power Dud Holds Show; Actors Use Flashlights

DIS HORSE, March 5.—Power failure left Mason City in complete darkness for 45 minutes Tuesday night when the audience found they couldn't use their lights. Finally members of the cast, assisted by a group of 15, turned on the lights of the small town. The cause of the power failure is not yet known.

Davis and Shefter Battle in Courts

NEW YORK, March 5.—Joe Davis, manager of the American Basketball Association, and Bert Shefter, president of the National Basketball Association, appeared in federal court here today to answer charges of unfair competition. The case involves control of the basketball market and is expected to be a major legal battle.

Copper Pix Piques Cops

PHILADELPHIA, March 5.—It’s one’s for the book: A couple of Phila. flatfeet raised a South Philadelphia neighborhood in an all-nighter. Began put on a fan dance and, according to cops, did most of the dancing themselves. Cops gave the idea of taking the picture to present in Magistrate’s Court as evidence. Idea was funny but, of course, couldn’t use the picture so much when, of course, couldn’t use the picture.

After warning the cops to get the picture, Magistrate Maloney waited until the next day and warned them not to do it again.

American Academy Students Offer Maughan, Barry Plays

NEW YORK, March 5.—The senior students of the American Academy of Dramatic Art gave their annual Spring production this evening at the Academy Theatre. Directed by the staff, the show featured plays by Chekhov, Shakespeare, and others. The production was well-received and was sold out for all performances.

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March 12, 1938

The Final Curtain

Saranac Lake

By T. BODWELL

Marjorie Elroy, who has been curing her horse for the last month, expects to be back in fine condition. She heads for Asheville, N. C., where she will take up racing after a long absence.

Salzburg Canceled

Detroit One-Nighter

DETROIT. March 5—Salzburg Opera announced Wednesday evening at the Masonic Temple, the first-arrived of this type of entertainment to Detroit in the past season.

The Leonore, a famous Salzburg opera, opened at the Mason Temple in 1938, and was repeated the next evening with full house.

Frederick Eugene Powell

Frederick Eugene Powell, 82, one of the pioneers of the modern theatre, died Friday, February 27, in a New York nursing home in New York. He was a member of the Three Reclitioettes, who took their name from the Three Reclitioettes, who were used by the late Houdinenu.

He invented many spirit tricks and was a member of the Three Reclitioettes, who were used by the late Houdinenu.

She was well known to showfollt. Burial in Forest Lawn Cemetery, Detroit.

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Night Club and Vaude Route musts be received at the Cincinnati offices not later than Friday to be included.

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THE TITANS

"RHYTHM IN SLOW MOTION"

DIR.: MILLS INGALLS & J. DAVIDS.

TREMOLACI'S (Coleman) Chit., l.

TRESEKIY'S (A Shampoo) NYC, t.

TULLETT (El Bayo) Chicago, l.

VACILLATION'S (O's) NYC, t.

VANDER (Cynthia's) NYC, t.

WALTSINGER (The Joker) NYC, t.

WELLS (O Tangled) NYC, t.

WERTZ (March Of Time) NYC, t.

ZEPHYR (Scotchman) NYC, t.

THE BILLBOARD

For 1938

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Arranged Especially for Your Needs

Dated From January 1, 1938, to January 1, 1939

The most convenient memorandum book for Managers, Agents and Performers in all branches of the music industry. Actual size 2 5/8 x 4 1/4 inches—just fits the vest pocket. Contains complete calendars for years 1938-1939, U. S. and World, and 468 pages for daily memorandums, space for recording receipts and details, correpondence and other confidential and valuable information.

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25 Opera Place, Cincinnati, O.
Letter List

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Women

Men

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

This department of The Billboard is conducted as a clearing house, where readers may express their views in writing on any subject which they may consider worth discussion. Letters must be signed with the full name and address of the writer. We are not responsible for the opinions expressed in these letters.

March 12, 1938

The old show bus has been going places in the past few years, and it is difficult to tell where it will go next. I may be called "the old hound of Hollywood," but I am not entirely turned out yet. Some of the finest work is being done by the stars of the day. The old show business has been considered a bit of the past, but I am sure that the days of the old show are not over yet.

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One Talent

Outlet Viewed

As Granting

healthy meal ticket have lived to see many historic landmarks of playdon wrecked, to be replaced by the most entertaining. But we are finding a mixed blessing that is being afforded to those institutions that had to be given up.

The rea-...
Polack Draws in San Francisco; 45,000 Attend 12 Performances

SAN FRANCISCO, March 5.—Polack Bros. Circus closed a successful season here February 27, after giving 12 sellout performances at the Waxahachie Auditorium. Attendance was around 45,000.

Irvin Polack, owner, has had show on the road for a straight 45 weeks. More than 30,000 people, it is said, have seen the show in all the various cities.

Unit was in charge of Louis Stern, assistant manager; Jack Kichlin, superintendent; Sam T. Polack, director of special events.

Performances ran better than two hours and occupied one ring and one elevated platform, with Jumbo, elephant, featured. Rescante Family, trapeze performers, scored. Marie and Pal, ponies and riding dogs, did better than the average routines. Other acts included Olympia Troupe of Fliers; Bella Wheeler Revue, domestic animals; the Harzons, bicycle, Teti and Company, 40-footh perfch performers, and Ruhe-Ennis, buggers. "Spud" Bedrick is bandmaster.

Auspices for Art Mix Show

Opens at Orange, Tex., March 7—15 trucks—will play Western territory

ORANGE, Tex., March 5.—Art Mix Circus and Rodeo will open here March 7 under the auspices of Orange County and the U.P. Tent No. 12 of the Elks.

Tickets will sell here for the 15 trucks. In addition to regular performances, an hour and half, with Billy Williams, Western singer, in concert.

Show will cover Texas, New Mexico, Colorado, Wyoming, Montana, Washington and Oregon until April 15. Performances will be given in morning. Special Slim, showing art and horse, "Pal," will herald the coming.

Manager Joe B. Weil has contracted a Mexican troupe, 10 people, which will be featured with Mix. Big top will be on with 30; manager, 60, with two seconds. The show will play five acts; big top will be a 12-piece band.

Among personnel will be Tom Atkinson, superintendent; Edward Hiller, general manager; Alphonse LaFerriere, Wireman; William E. Snyder, press agent; C. E. Lewis, W. C. Wilson, pressmen.

Downie To Open at Macon in April

MACON, Ga., March 5.—Johns Downie Bros. Circus will open in the Central City Auditorium in Macon April 10. The Macon and Bibb county circuit is expected to be well attended.

Some of the animals, equipment and performers are: Charley Sparks, star elephant; William B. Tall, star rider; Robert Marshall, general sales manager; and Orville the handi-mantle date. Charles Kats, assistant manager of Downie show, was in charge of the contingent.

CANTON, O., March 6.—As Joe Hodgins's riding act (five people) has contracted with Downie Bros., Circus. The stock and props will be moved by Hodgins's own horses. Both sons of the Hodgins family will be with act during summer. Are now attending school at their home in Canton.

Cole, McCoy Planning Early Pittsburgh Dates

PITTSBURGH, March 5—Coles Bros. and Coley McCoy's Wild West Circus are planning early dates here, according to advance agents' trips into other cities. Leo Adams, agent for McCoy's show, and C. B. Pinney, general agent.

It is understood that Wallace Bro. Circus has signed a two-year agreement with agents who claim, if properly backed, is expected to operate under same management.

Showmen's Club News

Circus folk interested in the activities of the various outdoor showmen's organizations will find the news of these in each issue of The Billboard, generally in the Carnival Department.
Sawdust and Spangles

By CHARLES WIRTH

The Chicago Daily News, issue of Feb-
uary 3rd, 1938, published an edition in
which the white tops, captioned, A Tip From
the Circus. It was stated that these are
the last days of the various quarters, the
people making ready to take to the road;
that the snow and cold still were
strong and one American business
might not be expected to make an
income of $1,000,000 profit, as the
man general staff pulled 40 years old,
to revolutionize its concept of re-
creations. "The average quality of
the circus today is the concept of
a big business, but it is not the
man general staff or the car-
puller who "sold" it. It is the
man general staff who "sold" it.

Robbins Bros.' Circus, While on a recent visit to Chicago Karl
Robbins, chairman of the Mc-
Dowell board, baked a large cake
for his 45th birthday anniversary Feb-
uary 27. The cake was decorated
with balloons. The cake was
brought to the Detroit, Michigan,
circus, where Karl was chairman
of the board of the Detroit Circus,
and It will be presented to the
New York, Chicago, and St.
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delivered to the New York Circus,
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CIRCUSES

March 12, 1938

Under the Marquee

By CIRCUS SOLLY

JACOB B. JONES is on his annual cruise to the West Indies.

RAY MARSH BRYDON recently visited friends in Macon, Ga.

ED ARLINGTON pens that he will return to the circus field.

HENRY BLANK will be band leader on Barney Bros.' Circus. Has been wintering in El Paso, Tex.

GREAT RICARDi was at Kansas City Shrine Circus with his high swinging pole act.

BARKER BROS.' CIRCUS, indoor unit, is playing thru Chico, Cal. Is traveling by truck.

The ABRENSIUS (Barney and Jimmy), clowns and tight wire performers, are by this time in Salt Lake City.

DON BRUCE will be with Lewis Bros.' Circus as concert reserve ticket seller.

TExAS JONE CLARK writes that he and Helen left Seattle, Mo., for Harris Bros.' quarters.

PRINTERS' bills have caused many head-aches, and we think that 15 per cent of the cost of the show's daily expenses is allotted to the service, via, the advance department.

RACEL KING and Carl Bruno have become a number in the 13-base Liberty Acts for McCoy show.

BILL BAILLY, clown cap, pens that he will become a member of Harris Bros.' Circus as previously mentioned.

TORE HALE, trombonist, recently visited Lewis Bros.' quarters. Says he intends to tour again.

ED RAYMOND will return to Wallace Bros.' Circus as producing clown, his fifth consecutive season with R. W. Scott Co.

JAMES P. BAKER and wife, Teresa Morales, wintering in Florida, will again be with Self-Stirling Circus, third season with show.

ERNE WIBELL and George Cook were at Frank Wirth's Jumbo Hospital Circus with their Funny Ford set, assisted by Bob Cook.

The AERIAL baton number was a feature of the Davenport Days and was performed by Grotto Circus. Simultaneously in the air were 48 aerialists.

WALTER L. MAIN and wife attended Grotto Circus last season, and, according to Main, the world opinion was that the best circus ever produced was in a building.

MELL KIDDIE CIRCUS is doing good business in Algiers, La. Show, now in Illinois, will go to North Dakota and Colorado after March 25.

GEORGE E. FOSTER, announcer, has George Hanneford Family

WITH GEORGE HANNEFORD, JR., America's Greatest Boy Ringmaster.

MICHAEL THEATRE, Des Moines, Iowa, Permanent Address Gates Falls, N. Y.

FOR SALE

To class estate, one National 5-U-Horse. Auto- matic, B. & H. No. 100, 16 by 14 ft. Modern Truck. Will sell cheap for cash, either trades acceptable.

LUCY FARMER, Adm., 805 Mitchell St., Springfield, Ill.

WANTED HUSTLING BUTCHERS

For Legitimate Concessions on HARRIS BROS. CIRCUS

From Coast to Coast, Panama for Bones. Open every length season. Address W. H. DORAN, 5445 Race Avenue, Chicago, Ill.

15 Years Ago

(From the Billboard Dated March 10, 1923)

C. L. Allderfer Circus opened at Honolulu, HAW., February 11. N. S. Scott, general manager; Ewe Sawyer, band leader; Dave Reynolds, interpreter; Bob Ross, hostler; Leo Teller, magician, formerly with Barnes circus, with a smiling waxworks exhibit. This circus is the third of the Allderfer-Curtiss show and has a large public in Honolulu. The company took delivery on two carloads of new tents and wagons from Bode Wagon Company.


Barnes circus, the new Georgy Gale, Pacific Coast branch, was in the city of San Francisco.

Charles A. (KID) KOST, ahead of Brother Bill, says he expects to join Charles T. Turner, who has charge of opposition brigade on McCoy show.

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THE MONTHLY LIST NUMBER

Copy to the Circus Industry must be in each supply house.

SE AND PANNY OTS, rodeo rube clowns, and their trick mule, Elmer, are playing night club and theater dates in Terre Haute, Ind.

Did you read the Letter List last week? Make a habit of perusing the list each week.

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THE CORRALL

The Corrall

By ROWDY WADDY

WHO MADE THE West Texas Rodeo held in Abilene, Tex., March 1-3?

MUCH INTEREST is being centered on the rodeo which gets under way March 11 in Fort Worth, Tex.

Since the 1938 rodeo season is now on its way let's band together and make it a successful and speedy season.

In and around Hollywood, Calif., "it's a good time from all anticipated in the Terre Haute, Ind., rodeo wheel that gets under way March 11 in Fort Worth, Tex.

SINCE THE 1938 rodeo reason for now is to ask you, did you read the Letter List last week? Make a habit of perusing the list each week.

THE CORRALL COLUMN always has and will continue to publish news notes from all in the West and rodeo business. Send your communications directly to this department in Cincinnati.

LITTLE HANK KERNS writes from North Hollywood, Calif.: "Had a good 1937 season and am now busy attending school and learning several new things.

WANTED 25 SALESMEN PHONE MEN

In Central States.

Fraternial Program Experience.

ED. AUSTIN

248 Field Ave.

Teledo, 0.

CIRCUS SUPPLY HOUSES

GETTING THE BILLBOARD

GET YOUR SHARE OF THE BUSINESS FROM THE NEW SHOWS THIS YEAR ADVERTISE IN

CIRCUSES

GET YOUR SHARE OF THE BUSINESS FROM THE NEW SHOWS THIS YEAR ADVERTISE IN

The Billboard

MARCH 26 ISSUE WILL BE

THE MONTHLY LIST NUMBER

Copy for the Circus Department must reach us by Friday, March 18.

APRIL 9 ISSUE

ANNUAL SPRING SPECIAL

Copy for the Circus Department must reach us by Wednesday, March 30.

WRESTLER

WANTED Wanted for Concert

One who could do the trick of making the crowd roar, by bullwhipping the announcer up the stage and then peeling it off. Must be able to put on a show, heat up the audience, and make the announcer scream. Must be able to bullwhip the crowd from the audience to the stage, and then from the stage to the audience. Must have a good voice, and the ability to make the audience laugh. Must be able to bullwhip the announcer up the stage and then peeling it off. Must be able to make the audience laugh.

NNOBLE GATES, arena director and general rodeo chairman of the three-day Big Round-Up at the Austin Round-Up in Gillette, Wyo., this summer under American Rodeo Association auspices, will have Earl Burke, assistant, helping him.

WILL ROGERS MEMORIAL RODEO, scheduled for May 20, 21, and 22, at Colorado Springs, Colo., will have Arthur Perkins, of Alhambra, Cali., as "manager of the rodeo.

EUGENE REYNOLDS will again assist Norman Sims and Kingsley Claxton with the Covered Wagon Days rodeo to be held in New Clevelands, Ohio, this summer.

BRUCE REYNOLDS will again assist Norman Sims and Kingsley Claxton with the Covered Wagon Days rodeo to be held in New Clevelands, Ohio, this summer.

WANTED IMMEDIATELY Two experienced high-class Phone Men for Program and Tickets for Hamid-Morton Circus.

HARRY STEARNS Grotto Circus Headquarters,

New Haven, Conn.

HARRIS BROS. CIRCUS ARCADE STATION, NASHVILLE, TENN.

WANTED for NEWTON BROS. 3-RING CIRCUS

WANTED ACTS FOR INDOOR CIRCUS, APRIL 7-8-9.

GRAND RAPIDS.

Also Phony Workers, Program Manager, J. G. PATTERSON.

Hold Hotel.

Grand Rapids, Mich.

FOR SALE--A WORTH WHILE OFFER

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NAAPPB RENEWS RISK DRIVE

Details of 1938 Plan Announced

Set-up being mailed to industry—many early reservations for exhibit space

CHICAGO, March 5.—Final meeting of the public liability insurance committee of the National Association of Amusement Parks and Pools, held last week, was held in the Hotel New Yorker, New York, on March 3. Officers of the association are: Executive Secretary A. R. Hodge, in the Hotel Sherman, Chicago; Assistant Secretary John Logan Campbell, Baltimore, and George H. Leman, who is head of the association's insurance representatives and executives. The Association of Amusement Parks and Beaches of California decided upon final dates for its 1938 plan, following the 1937 trade show, and the time of the release of sufficient space and the placing of coverage or necessary inspection of property.

Baker Sees Increase

President Baker, who has been on the road recently, believes that the industry is in far better shape than it was a year ago. He feels that the industry is making a real comeback, and that the future looks bright. President Baker also believes that the industry is making a real comeback, and that the future looks bright.

Development of Yankee Lake is Planned in Ohio

YOUNGSTOWN, O. March 5.—Improvements to rejuvenate Yankee Lake, north of here, are planned by Paul Jinks, owner and manager. The spot is said to be a haven for the fishing enthusiasts of the area.

Leaders in Industry Will Talk Shop at Annual Session of New England Section in Boston Hotel

EXETER, N. H., March 5.—Leadership in the field of safety and accident prevention have been invited to participate in the annual meeting of New England Section, National Association of Amusement Parks, Pools and Beaches, held in the Manger Hotel, Boston, on March 15. The meeting will be held on one day, with registration starting at 10 a.m.

The program committee, headed by Manager Arch R. Clary, Norumbega Park, Ackermund, Mass., has arranged a list of speakers and subjects sure to rival any former program," Secretary Markey declared.

Welcome will be given by President Wallace St. Clair Jones, Boston; communications, Secretary Markey; highlights of the Chicago Convention, President Harry C. Baker, of NAAPPB; Good Housekeeping in Parks and Its Relation to Public Good, Will, R. C. Talbot; Catering to the Trade, Fred Felter; Mr. Experience with Wild Animals in Our Park, Leo Wise; The Face Is Set and We Must Follow, Charles F. King; The New York World's Fair in Europe, George B. Smith; Puttng Shashannka Into Outdoor Amusements, George A. Harrud; Social Security, Mr. Hassett, of the Social Security Board; Games and Their Value in Amusement Parks, Maurice Pienze; What's New in Coin-Operated Machines, William Rahn.

Some of Officers and Speakers for N. E. Program on March 15

To The Billboard, Defender of Honor:

NEW YORK—Fred L. Markay, of the Brooklyn Eagle, has returned from the National Association of Amusement Parks, Pools and Beaches, with the news that Mr. Howard is doing stunt act, which was the highlight of the annual meeting of the National Association of Amusement Parks, Pools and Beaches, held in Boston last week. Mr. Howard is doing stunt act, which was the highlight of the annual meeting of the National Association of Amusement Parks, Pools and Beaches, held in Boston last week.
Free or Taxed Meets?

Publicity handouts from New York City indoor swim pools started me wondering whether it is advisable to have a spectators' charge for swim meets, especially for promotions, as opposed to competition as a free attraction. St. George indoor tank, Brooklyn, N. Y., is a recent example. The recent quadrangular meet between teams of St. George, George Washington, Brooklyn, and Central Park, Gotham, and People's Park, Jersey City, was spiced up. One of the features was a spectacular water ballet. In the notice was mention that there was no charge for admission. An Ann sent by London Terrace squadrons, New York's lower West Side, ballyhooed a water carnival last week featuring individual and group performance of the fine swimming family. Rayo, Leonard, Larry, and Mary, champion swimmers. Other performers were Bobby Carson, pro diver, and John Zabehn, senior men, diving lighthouse, comedy team, George Cronin and Bill Mareeue, the only water ballet. Admission was 20 cents.

Pool was right—St. George, obliquely charging spectators, or London Terrace, which did both. Both tanks reported near capacity, but the latter doesn’t enter into the discussion. My opinion is that pools should conduct competitive races as free attractions, using the events for swimming and revival for attracting prospective patrons. Swim pools are operated as places where one can be individually entertained, and swim meets, as public sports promotions. Of course, this doesn’t hold in all localities where there are permanent and semi-permanent establishments. But in my opinion the point is well analyzed and can sneer small. I want to see seek another sponsor.

Turkish Bath Swimming

A fair-sized tank in New York City, one of the oldest but about which little is known, has been discovered. Anon's Hotel, surrounded by Park Central, Park Vendome, Park Crescent and Topel pools in the vicinity. The tank is 24 feet in diameter and 20 deep, that is, 5 feet higher than the 5-foot level. It was set above ground level. It is said that a horse, with a very good swimming. A horse could see swimmers thus the tank is understood to be seeking another sponsor.

American Recreational Equipment Association

By R. S. ZUZELL

This article in The Saturday Evening Post in New York City, in the spring of 1938, has added interest for members when they are reminded that the competition for the best American swimming pool has been well under way for several weeks on the lidago in Park Central Park. The program stands very much, but the author, to the writer's surprise, has decided to abandon the subject. At the present time the pressure of the toast is understood to be seeking another sponsor.

With the Zoos

NEW ORLEANS—With special invitations to dailies and on street cars, Audubon Park Zoo was jammed with thousands of visitors. Band concerts and entertainment by seals and trained animals were held. President Frank Neils read additional one from the three inducements which the visitors have been able to have for the first time.

MARGARET—Queen Mary, matron of 54 ladies in the Zoo, dined at 2,022,000 for the evening. Included in her offspring is a fourth generation.

HOUSTON—A 133-pound female brown bear was brought to the park from the Zoo in Texas. The bear was named as the Houston Zoo, bringing local interest. At the time of the arrival, the bear was 1,300 pounds. Zool ogists at the Zoo, Robert G. Slaughter and Elmer A. Schwartz, were present.

LITTLE ROCK, Ark.—Elephant, a six foot, 150-pound dromedary, was on the premises for 90 days to Municipal Auditorium. The elephant was on loan to the city for entertainment. The cost was $2,000, and the elephant was expected to pay for itself by admission fees.

SEASIDE HEIGHTS POOL & CASINO

ON THE BOARDWALK

Can use these or other devices. Also legitimate Conventions with Chicago, Cleveland, and New York. Over 10,000,000 people draw to the Boardwalk. Largest attendance on any day in history. Concerned, C. H. Hulfinger, Manager, Seaside Heights, N. J.
AREA Takes "Hands-Off" Stand About Advising on Concessions

Little headway reported on contention that New York contract is one-sided and unfair to prospective participants but committee will continue negotiations.

NEW YORK, March 5. Until present contract stipulations and other difficulties facing concessions at the New York World's Fair are modified, the executive committee of the American Recreation Equipment Association will assume a hands-off policy so far as offering advice to members interested in participating in the 1933 event.

Meeting on February 24 in the office of B. U. Roszell, executive secretary of the association, appointed in January, members confer with officials of the fair and make their own decisions on an attempt to modify existing conditions facing prospective fair concessionaires.

Committee members reported that as of February 21, 1936, 14 months before the fair's opening, they had made little headway toward convincing the fair authorities of the necessity of executing a contract is entirely one-sided and unfair to prospective exhibitors. A number of fair officials have been receiving requests from members for information, most of which have been having filed one or more applications for sites and showing with the exposition.

Board members at the meeting included Ingraham, secretary; W. P. Mangels, Harry G. Baker, and Maurice Pfeifer.

Concessionaires, who will present an incubator at the fair, have been given the fair's opening. They had made little headway toward convincing the fair authorities of the necessity of executing a contract is entirely one-sided and unfair to prospective exhibitors.

In some cases, it is understood, not very many applications for space were received within the past three weeks or a month. Applications for many types of attractions have been received, but few are being accepted by the remaining space.

Realizing that the contract for concession space is no means iron-cast - that the unique nature of many attractions will permit some latitude in working agreements - the fair officials advised that the standard contract for concession space is by no means iron-cast - that the unique nature of many attractions will permit some latitude in working agreements in the fair.

Acts Array For Preview

Parade, a national broadcast and fireworks planned at N. Y. ceremonies.

NEW YORK, March 5. Extensive plans are being formulated by the New York World's Fair for the big preview starting May 30. Celebration, besides a parade, itinerary of events, will include a film shows, a foot-stomping broadcast of ceremonies on the grounds and a tremendous fireworks show featuring both amateur and professional pyrotechnics.

John Kirschen, temporary head of the amusement department, confirmed with leading talent brokers this week and is understood to have arranged for a battery of leading vaudeville and circus attractions. George A. Hanot, in charge, probably will be called upon to furnish several high acts and other numbers of a sensational nature.

DECATUR, Ind. - Numerous dates are substantially attested by the American Association of Speedways, which has announced that there will be a speedway in the vicinity of Decatur in the near future. The speedway is expected to be built by the American Automobile Racing Association and will feature both professional and amateur events.
Notes From West Coast
By ROY E. LUDINGTON
SAN FRANCISCO.—Heavy rains the past month have caused fears regarding crops. It is reported that board members of the State Fair, Sacramento, are entertaining new ideas regarding midway re-organization. Robert Mckeller, appointed secretary-manager last year by Governor Merriam, said good in big way in his efforts to fill the chair left vacant by fairdom's Grand Old Man, Charles W. Parks. Twin Falls, chief of the old block, is assistant manager, and what Tew doesn't know isn't the fair's work is hardly worth knowing, having been practically based on the grounds during his father's lengthy incumbency. Among other fair managers and assist-ants who attended the big annual fair meeting here were C. B. (Jack) Aftermann and Ernest Middleton, Los Angeles County Fair, which drew more than 700,000 last fall in Pomona, Cal.; R. W. Vollman, Stockton, perennial Western Fair Association president, always can be relied upon as a good authority to quote on modern fair work.

Bill Starkie and Joe Wilson, San Bern-ardino Orange Show; D. V. Steward, Imperial Fair; Fred A. McCargar, Baitless Rods; Tum Sholes, Fresno; Jim Pettit, King City, and W. Coburn Cook, Turlock, are men of executive ability when it comes to putting over big events.

ST PAUL.—Two units of his Beaut-iful Arts Springing Afternoon, exclusive of the March 30th showing, were staged in city, and outstanding was a horse show in which many of the stock shows were featured. Florida, state, city, county and military shows will be shown on the midway.

Fair managers will add a baby show and will be removed within 30 days. Jumbo Buildings, being soaked, and two block houses at the entrance were mold to the Fair Director-Treasurer E. P. Rauchley, who said plans are for enlargement this year, with a strong attraction program lined up.

PORT WORTH, Tex.—Last of structures approved by the legislature last session, was completed by the crowd of more than 1,000 on the premises for the 1034 season. Organization is soon to vote on whether the association should add a sixth group in place of block-stock show-sponsors.

HALL SUMMIT, La.—Red River Parish Fair officials will add brass band, also will add baby show exhibit and busy grounds with shrubbery.

Fair Editorial

LONDON, Ont.—Western Fair board re-elected J. H. Saunders, president, W. B. Little, vice-president; George L. Jewell, treasurer, W. D. Jackson, secretary.

LANSING, Mich.—Southern Michigan Fair and Racing Circuit at annual dinner held at the Hotel. Michigan, February 26 elected F. A. Birdsey, president; L. B. Schrader, Centerville, vice-president; H. B. Kelley, Hillsdale, secretary-treasurer; Andrew Adams, editor, speed secretary.

WHITE HALL, Pa.—Directors of White Hall Fair elected: President, W. Evan; Vice-President, E. H. Boger; Secretary, H. R. Altony; Treasurer, J. W. Keys.

KNOXVILLE, ILLINOIS

The Billboard

March 12, 1938

FAIRS-EXPOSITIONS

Jimmie Lynch and his Death Dodgers

13 Death Defying Acts — 13 Expert Drivers
2-1/2 Hours of Thrill-Packed Entertainment
1 Exclusive Features

Available for Fairs and Major Celebrations.

Permanent Address: 2112 Oklahoma, Kansas City, Mo.

The Stratosphere

At the Top of the Highest Aerial Act in the World

Finishin' With a 500-Ft. Slide for Life

Available for Fairs, Parks, Celebrations.

Address Care Of The Billboard, Cincinnati, O.
Aid of a hill above the beautiful pasture we approached the fairgrounds where we were directed by the agricultural society.

A wealthy Scottish family and president of cattle at their stock show when he had been interested by the fine show. The buildings, all of new lumber and not painted, were erected by a bill of town on the estate of the agricultural society of Scotland.

I was eight years old. The loyalty of the Scotch to the British king is always the patron of the fair.

Exhibits Not on Par All stock was on hand to show its capacity in agriculture, as well as the owners of large estates, to belong to the Highland cattle. It is the history of this organization that they have contributed many fine and rare long manes and tails and white eyes, and their coat color was black. They had many fine Galloways, some White-Belted Galloways and a great black-faced sheep. Border Leicesters, Guernseys, no Jerseys and no Herefords. Many British Friesians were also on hand, and the Scotch are very proud of them.

In the live-stock barns I found very many stallions, perhaps the best I had ever seen, splendid Angus, unusual Ayres, Shetland ponies, Galloways and Galloways. They are long manes and tails and white eyes, and their coat color was black. They had many fine Galloways, some White-Belted Galloways and a great black-faced sheep. Border Leicesters, Guernseys, no Jerseys and no Herefords. Many British Friesians were also on hand, and the Scotch are very proud of them.

The story in the paper telling of the Utah peas, and their great desire to improve their small stock, came to their fair were more interested in developing agriculture and live stock than in being excellent. They said they considered it too much a long-term plan for the government which helps to carry on, but they believed the fair was a good social event.

The loyalty of the Scotch to the British king is evident in every section. I noticed there were no lights on the main street, but when that was the fair closed it was replaced by a very fine light, until about 10:45 at night, and they said they considered it too much a long-term plan for the government which helps to carry on, but they believed the fair was a good social event.

In the stockyard, a few miles away, there was a very fine Scotch farm, a large stone castle. In fact, the house of the earl. I wondered how many of these farms would allow a fair to be given on their premises.

Some Portable Buildings The first thing I noticed on the grounds was that all buildings and exhibit buildings were of portable type; none of them were built of new lumber, not painted. In the United States, once the fair was opened, the model work was erected on the site and the fair concluded.

No one would have been interested in seeing a few attractions, which comprised the exhibit buildings, fences, grand stand, cattle and horse barns. The only buildings that were moved from year to year are the portable type.

I have never seen as many sheep dips exhibited or for sale as on that fair. There were 20,000 on hand, and there were so many. Sheep exhibit was very large, and we could see all the sheep everywhere. They raise a world of sheep, and as we approached the fairgrounds we were impressed by the grandstand built of new lumber, not painted. In the United States, once the fair was opened, the model work was erected on the site and the fair concluded.

There were no admissions at outside gates; and grand gain was equal to the one the next on cash on some easy money.

Walter J. McCall, the president, in his talk at the fair, said: "Why can't they have a horse Pulling Association?" and was amazed at the loyalty they transmitted bid sideways this were and show, it is evidently the only time in the year they all leave their homes forever. And was an amazing testament to the British king.

Horse-Pulling Meet Set BELLEFONTAINE, O. March 5—Secretary-Treasurer of the Horse-Pulling Association of Ohio, which has control of the eleven Great Midwestern horse pulling meets, announced that he would be at the Clearfield Fair. The organization owns the best horses in the world, and the Scotch are very proud of them.

No one would have been interested in seeing a few attractions, which comprised the exhibit buildings, fences, grand stand, cattle and horse barns. The only buildings that were moved from year to year are the portable type.

There were no admissions at outside gates; and grand gain was equal to the one the next on cash on some easy money.
RICHARDSON BALLBEARING SKATE CO.

Park, die Adams and brother. tie reports. are 'she were a feature of Chicago's Madison Garden's anniversary. Angeles. Baltimore. New Orleans and Los Angeles cover rinks In New York. Washing-

when. Ore.. a visitor In Chicago recently. New York, to Jolty Mao Weans show in

Pa- on February 22. appeared In elesley Ballroom. Allentown. steps to be decnonatrated by teems from

interest have 3olnect who have signified their In-

State. In Cincinnati In December many Operators' and Chicago speed championships on April 2 and a.

anent,. daily for the national amateur

speed championships, which opened for Illinois State championship.

GARDEN CLOSED

press agents eligible for membership will, of course, be forced to join TMAT. Other
dering stations, and affiliates thru the American Federation of Actors and American Federation of Musicians. Garden box-office employees went on

strike March 1 and were augmented fol-

lowing day by a sympathetic walkout of 200.000. officers and porters, members of the building service employees' union. Some stations, including Chicago, had been visited by John Reed Klipper, president of the Garden, on Wednesday, and negotiations form before doors were closed and there were other conditions.

Kelley Radio Man

SARASOTA, Fla., March 8—P. Beverly Comings, who won with Ringling-Barnum &

Circus. Representatives of the Carries-Air-Corporation, which has contracted to con-

struct an air-conditioned cage for Gar-

ganta the Great, gorilla, a feature of Ringling-Barnum & Circus, were here last week conferring with the leading skaters for ski service and

Kelley, the famous Chicago radio man.

Lady, a walking tiger, which can be let with no harm and ORM turtle. 22, and has been placed in menagerie. Ani-

mals expected to appear in circus. Four

maces, recent additions to the Stars of Per-

killed in the ring. This has created great interest among patrons.

ILLINOIS amateur roller-skating champi-

onships will be held on March 14-20 under RSROA amateur rules in

Armory Rink, Chicago, first four winners of the three classes to be given medals. The first and second places in Class A will be given free trips to Chicago and the St. Louis and return for the national amateur

speed championships. Skaters winning places in Chicago will be given the gold medal for Illinois State championship.

PLAYLAND ROLLER RINK, South Bend, Ind., inaugurated beginners' mat-

tina yesterday and Americans under 21, under direction of Eddie Robbins, on

Thursday, reports Al Wheel, Saturday is the big event, the way in
to the Prize Ring, Mr. and Mrs. D. Bryant and club mem-

bers of the Chicago Speeds. Mrs. and Mr. Tyler, owners of

Central Boat Docks Rink, Benton

Arbor, Mich.

A SKATER 20 years. D. D O'Rearke,

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Great Sutton Shows Sold To Castle and Martone

OCEOLA, Ark., March 5—Frank M. Sutton, who has been operating the Great Sutton Shows for 25 years, with headquarters in this city, announced here March 1 that he had sold for cash all the shows’ equipment added to the Sagers’ Castle and Tony Martone, of Kansas City.

In commenting on the sale, Sutton said that the Sagers’ Castle and Martone bought all the equipment, everything but the title of the Great Sutton Shows, for a cash transaction, and I believe this was the first time in history that a carnival was disposed of. They will ship the properties to Kansas City, Mo.

As to his future activities Sutton con- fessed that he was going to go on with the operation of his tourist cabins until April 10, later on he would put out the largest night-into-morning show that was ever put on in Oceola.

Sutton, however, declined to speak on behalf of the show. On the same day he had signed with Oscar Bloom’s Gold Medal Shows to operate side show and concession for them.

ORLANDO, Fla., March 5—Robert Mansfield has signed with Indy Bros., to operate Hawaiian and girl revue for season.

ATLANTA, March 5—Larry H. Oman, general representative of Rubin & Cherry Shows, arrived here yesterday for a staff conference with Rubin Gruen, president of the operating company.

CHICAGO, March 5—J. A. Wimmer, the Western representative of Hoffman Shows from this city, is here as he signed contracts for Chyenne Ywo for the 1938 season.

The show was set up on the streets of El Paso, under auspices, good for week-end, many office rides.

STATE FAIR SHOWS Open the Season

El Paso, under auspices, good for week-end, many office rides.

EL PASO, Tex., March 5—State Fair Shows closed their first full week of operation yesterday, here to date, and has been the order of Coasles, a Veterans of Foreign War, who were operating the shows, good for another week.

Show will go to Tucson, Ariz., next week, then take up unannounced points. Part of shows, rides and concessions here played Tucson’s annual rodeo fair, February 18-22, then returned to El Paso for regular opening.

State Fair Shows Open the Season

El Paso, under auspices, good for week-end, many office rides.

Ballyhoo Bros’ Circus (Circulating Expo)

A Century of Profit Show

By STARR DeBELLE

RUMBA, Cuba, Dec. 29—Week ended Wednesday, Dec. 28, 1937.

Dear Red Onion:

As you can see by the headline, the Bolivian showmen are back up their published statements. For the last three weeks the Bolivian shows have been held in the streets and we are glad to say that their show was Pearl of the Antilles.

The shows were to have been cut at the time the show was to close down, but didn’t start when and in what year. They were stilt out for the count after they fell. The next day they were relieved of a quarter each and the full show was restored.

The show was set up on the streets where the dance was to be held on the premises. The show was arranged for, for every day that he closed contracts with Mgt. and Mr. Harry Jones Gets Smith’s Superba Brass Band (See SCHOLIBA BACK on page 54)

Detroit Issues Two Carnival Permits

DETROIT, March 8—Opening of 1938 real season was forecast Wednesday with approval of first two carnival permits for this season by the city council.

As in past years, all local carnivals are expected to play under auspices. The number of shows in the territory was probably be, only slightly under last year’s, the Christmas-like 10 shows were started here during the winter—in paper at least.

Port No. 399, Veterans of Foreign War, got the first permits, for carnival at Capser and Michigan avenues for the month of March to April 3 and first day of April.

MAJOR PRIVILEGE

Laughlin Entertains Kids; Mystery Out!

MOBILE, Ala., March 5—Rose Acres, as winter home of West Bros. Shows, is known locally, became scene of hundreds of children a day. February 27.

It was a beautiful sun- day and several rides and horses were arrested for a final check-up prior to laying them aside to await opening day.

Manager J. W. Laughlin told one of the foremen to give a couple of neighbor kids a ride as he tried out the machines. Word was passed out that the children’s grapple game here they came, so Laughlin decided he might as well play up the game and started up and was on the house. Needless to say, the kids included minute and that was a wonderful day.

The round saw around all vote J. W. Laughlin tops. It only came out Sunday. It was the last day of Laughlin’s potted plants and his extra frame of cigars at Christmas time was explained. They were gifts of the school children of the Morley Consolidated School. Reported by Bruce Barham.

HASC Auxiliary Has Big Party

18th anniversary dinner well attended—Mrs. C. W. Parker toastmistress.

KANSAS CITY, Mo., March 9—The 18th annual dinner of Ladies Auxiliary of Heart of America Showmen’s Club was attended by 24 members. It was a pleasant evening that greeted the members of this club. The night was spent in the Crypt Room of the Hotel Phillips Friday, February 26, to the strains of Dill, Hattl, the Gardner All Stars, played by Alf Hansen.

A triangular table was set with red and white flags and red and white table cloths. The band played in color while the dancers entertained, and kept the kids busy. It was a beautiful sun- day and several rides and horses were arrested for a final check-up prior to laying them aside to await opening day.

In commenting on announcement (See SCHOLIBA BACK on page 54)

Jones Gets Smith’s Superba Brass Band (See SCHOLIBA BACK on page 54)

AUGUSTA, Ga., March 5—William C. Fleming, director-general of Johnny J. Jones Exposition, announced here Monday that he closed contracts with Hugh M. Smith’s Superba Brass Band of Gastonia, N. C, for appearance of that musical organization with Jones for 1938, and still dates and times.

In commenting on announcement (See SCHOLIBA BACK on page 54)

SENIOR ROY E. LUDINGTON, the Americano-Carnival Association, announced recently that Senior Roy E. Ludington, manager of his big show and prominent in the affairs of the Fair, sent the following letter to the Association:

"His hobby is work."
Majestic Exposition
Set To Open Season
McNeil, Ark., March 3.-This small town was a fortunate selection for quarter of the Majestic Exposition at the close of the '37 season, as it is safely out of the flood area. All roads in the neighborhood are open and the show is practically in readiness to be moved on the lot in Magnolia, Ark., for the opening stand. The date has been changed to Saturday, March 26, with El Dorado to follow. Both towns are adjacent to the famous Smackover Oil field and a minor oil boom is now in progress in the territory. It looks like a break and if weather permits the season should get away to a good start.

Mrs. Jewell McHendrix returned from Covington, Ky., last week, where she was called a few weeks ago to the death bed of her mother, Mr. and Mrs. Perry Madison returned to their home after a short visit, where they will remain until a few days before the opening. Jack Allen, artist, has a few final strokes for his lines. L. L. Herbert, mechanic, and Shorty Barber, ride man, are ready to move. Peter Wilson and manager McHendrix have left for an extended booking trip. The writer and wife have been here 10 days, first business visit to Southern Arkansas. Reported by Chris M. Smith.

Fire Destroys Some Bockus Show Prop
LYNN, Mass., March 5.-Fire of unknown origin completely destroyed the buildings at Turbeville, S. C., where some money of the new Hairy Coon Prop was stored for the winter.

No rides were involved, as A. W. Sears of the closing of the season December 18 shipped his rides to his home at New Coventry, N. Y., and Herbert took his rides into Florida. Losses in tents, Man from Missouri, Ride show with White's girl show, marquees, side wall, electrical equipment, show signs, boxes, banners and office supplies. Loss about $4,000.

It was planned to ship this property to Beaver Falls, Pa., to quarters of Winter's Exposition Show here for storage. Now new canvas will be ordered and work on new fronts will be started at once. Reported by Chris L. Bockus.

First Benefit for NSA
Presented by Art Lewis
SARASOTA, Fla., March 5.—Clamoring as several preliminary minstrel acts staged by entertainment committee for National Showmen's Association Cemetary Fund drive, a grand ball and floor show was staged by American Legion Colloquium, Manchester, Fla., last night, which started at midnight and lasted until several hours of morning. Over 500 were in attendance, including a representation from Ringling-Barnum and Bailey Shows and from various associations in Florida.

The show was staged by following: Sun-shine and Company, clever comedy act; Al Rogers and chorus boys, imitations; Mahala Man, masquerades and entertainment in Spanish songs and dances; Delmar Vaugh, eccentric comedian; Alyce Potter, water and fire act; Billy King, magician; Mr. and Mrs. Richard Jackson, clever shooting exhibitions. Final act, headed by Charles Joseph Decker, was a bevy of ladies of show, uniformly costumed, spelling out title Art Lewis Shows!

Smiling Jack Kearns added to show and music was furnished by Ike Norman's SYMPHONIA.

Art Lewis, New York, March 4. New York, March 4. A Riot of Chrome and Chromium will be staged by enterprising committee for National Showmen's Association purposes of National Showmen's Association and thru its efforts helped swell fund to a considerable extent. Announcement of new dates to be started this fall. Reported by F. Percy Moverney.

CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST.

SOUTHLAND MOTORS, Inc.
MARY'S RECTORY
Burlington, Vt.

The Funhouse that will pay you consistent dividends.

SPILLMAN ENG. CORP., NORTH TONAWANDA, N. Y.
WORLD'S LARGEST BUILDERS OF AMUSEMENT RIDES

BOOMERANG
THE NEW SENSATIONAL RIDE
ENDORSED BY THE LEADING RIDE OWNERS OF AMERICA

BOOMERANO MFG. CORP.
HARRY WITT, BALDWIN MFG. CORP.

GOLD MEDAL SHOWS
CAN PLACE FOR SEASON 1938, OPENING IN TALLAHASSEE, FLORIDA, THURSDAY.
ASTRO FORECST AND ANALYSES

MR. AND MRS. GERALD WEEKS, in front of their horse trailer in Malabar, Fla., where they spent winter vacation with Mrs. Week's' father and mother. Movie Miller's side shows and report that all equipment will be delivered in this season and that 20 new monkeys have been trained during the lay-off season.

WHEELS

PACK OF TB COPIES

Wheels

For sale by 

H. C. ROBBE

612-120 W. Lake St., Chicago.

Slack Mfg. Co.

PARK AND CARNIVAL MANAGERS

TILLEY SHOWS

WANT

Mississippi Fun Shows

WANT

For American Legion Spring Festival

Woodman, 612 W. Lake St., Chicago.

Wendel (Props) Kuntz

413 N.W.

Washington, D.C.

Wheels

Our Midway

By Red Onion

Communications to 25-27 Opera Place, Cincinnati, O.

Most of the ride help that girls fill up generally lights out for another carnival. Too bad.

Death and Insurance: Henry P. Kountz—Communicate with your late wife's insurance company.

Success: R.T. Riley cards from Fort Wayne, Ind., that he played the Sportus, show there and that it was a big success.

Every show and concession has a loudspeaker, what does that stand for? Usually only if all are working at the same time.

Leaders and doers are always welcome on show lots. But that kind of folk are generally employed. Give a second thought.

Too Late: Father Died: Dorothy Jones wishes to notify Sprout Jones that she wrote him that his father died in November, but the letter was returned.

On to Richmond: Max Levine cards from Hot Springs, Ark., that he is leaving.

He Is Ill: Charles Herbert Young cards from Grantot, O.: "Been ride foreman for Odyssey Flying and J. J. Page Shows for several years." Now ill with pneumonia at home here.


Have Cookhouse: Cliff and Polly Bernhart letter from Minneapolis that they will have the cookhouse and that Earl and Vivian Bernhart will have dinners and pop corn with West Bros.

Quills and Quips: Waldo de Pallston started sending in quills and quips first. He writes: "Wish to thank The Billboard for its prompt arrival of copies weekly and trust it will have a prospector this week.

Under the Banner Again: Don Trueblood letters from East St. Louis, Ill., that he is ill for another season under the Biograph & Esch banner to handle the presses. Hope The Billboard business will exceed last year.


On Her Way: Max Mack letters from Stockton, Calif.: "Virgin Waters, Lawton, Okla., who spent two months with Mr. Buckley in Seattle, visited me a week here and left to join a show in Southern Calif.

Where will you and you be when the band plays open the season? All set and well we hope.

Tattoo In Pool Room: Johnny Palladis card from Indianapolis: "Texas Bandits, my name, is working in a pool room here and doing well. He goes with Haschak Shows, which are managed by Tex Monroe. Sue Sanny Boy recently.

Moving Past: Clarence St. German letters from New York: "Visitd O. O. Buck Shows' quarters Washington, D.C. Now has settled in with Pepe Mantaro with me on the
March 12, 1938

CARNIVALS

The Billboard

Emitters Show, end Unit/led the season.

quarter* we talked a lot with Charles

ktay over there very much. Then joined

Aerial Crawford,. recently lettered from

anti the week you open the season this

the season clears.

week the season opens end not after

‘raked Mr.- Willett end myself.

Willitt letters from Long Beach.. Calif.: Max Wasserman. of the Parcel Novelty

reeds and booked with him for his

et horse. with Bill Harney Shows here

from Florida to exhibit Little Pal, midg-

Idris letters from Houston: “Crime over

Kaye plenty of other acts contracted and

many’s doubkebodled

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ad* in The Billboard foe side-show at -

with my concessions as anon es tie sun

Prince Ethandra, mystery man. Will open

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Mil again be with Alton Pierson on Sol’s

Liberty Shoe.. making third steams withparson and eighth with Sons. Wm think-

Cramer. who will handle the aide show,

AD WAS PRODUCTIVE:

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Met Den Williams In

In second grade and a leader in htt

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HIt’S HAPPY-Happy Atwsx.d

With tilt RICh TIND: A mule

booked thee Von Writter. Ger-

I made some very good con -

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He IS A DONE CRUSHER:

WENT ‘TO FATHER-Cherie* M. Ruby

HE IS A DONE CRUSHER:

WENT ‘TO FATHER-Cherie* M. Ruby

of the Mighty

Page Koldtes Band. betters from

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eourenir menu.

cattily dined at the Riviera, San Fran-

ring, all wrestling at one and the same

match four wreetiem In

As a special Saturday night feature will

and will watt alt corners in a mud arena.

for the new style of Hindu weaning

Faixadtion Shows. This season we go in

truck and press agent.”

direction one special agent.

circwies and carnivals..

Roth. secretary -treasurer, and right. I..E. Roth. manager.

with K. O. Barkoot In 1019.Past two

O. A

cattily dined at the Riviera, San Fran-

The Sahara Grotto event will run for two

weeks in different locations.

Doc Hall’s Letter From

Los Angeles Kinder Sparkles

DISCOVERED CALIFORNIA - He

wrote to his parents that his trip

friends east, some from my old

home, who asked me to stay in

California every winter. The

answer is that when it is around

almost evergreen weather, I

winter and fly the cold, rain and snow.

I used to go home before the

California shows opened. In the

Pensand Rose Tournament parade with a Merry -Go-Round on

it won first prize against 150 others.

The parades and carnivals of the

front and the parade was witnessed

by the largest crowd ever.

was talking to John R. Castle recently

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general manager; A. R. Wright, publicity director, and J. A. Schenck, general representative.

William Y. (Bud) Heffley, in prison at Menard, Ill., expects to be called a member of the Illinois State Board of Pardons and Paroles, according to latest information. He is considered an important member of the parole board.

Billboard and Mail. There had a bad time in Pittsburgh. We've been there for a week and a half. It's been a good time. I do not know any better way to invest $20 than to subscribe to The Billboard. Glad we did this. We've been there for a week and a half. It's been a good time. I do not know any better way to invest $20 than to subscribe to The Billboard. Glad we did this.

SOME QUARTERS NOT SO BUSY: M. Valencia, high-profile socialite, wrote in her column that the recent weeks have not been very busy. She has been away for the past few weeks and is just getting back into the swing of things. She has a large staff and is always busy, but the past few weeks have been relatively quiet.

Jack V. Lyles Boosts Fleming, Allen and Johnny J. Jones Shows

LOOKING OVER TERRITORY: Jack V. Lyles, general agent for Fleming, Allen and Johnny J. Jones Shows, has been busy looking over his territory. He has been traveling extensively and has been working hard to promote his shows. He is planning to open several new shows in the coming months and is looking forward to a successful season.

O. C. BUCK SHOWS

Opening 1938 Season, Thursday, April 14, near New York City

Outstanding Attractions. Good opening for Monkey Show and Single Pit or Platform Attractions, such as Midgets, Fat People or others. Will furnish outfits for anything meritorious. Want Ride Help for 10 Major Rides including Shows.

WANT SIDE SHOW. WILL FURNISH COMPLETE NEW OUTFIT.

We Play 5 Northern and 7 Southern Fairs. Joe Casper wants Girls and Five-Piece Orchestra, also Talkers. Former employees not used. Jockey Roland wants Drome Riders. Johnny Williams wants A. 1. Comedian to feature in "Harlemania." Musicians that can read and take, also Girl that can work. Those working for me before, get in touch. Our Commissions is filled and we are taking applications from strictly legitimate Stores. Pete Thompson, write. Have for sale, cheap, one 15-kw and one髻 17½-kw Generating Plants. Condition A. 1. Address All communications, O. C. BUCK SHOWS, 104-33 128th Street, Richmond Hill, N. Y.

CONCESSION AGENTS WANTED

FOR SEASON 1938

Can use several high-class Stock Wholesalers, General Store Agents, Long, profitable season for those who can and will obey instructions. Concessions booked on Midway of O. C. Buck Shows.

MORRIS LEVY

2148 EAST 117TH ST.

BROOKLYN, N. Y.

BLUE RIBBON SHOWS, INC.

OPENING COLUMBUS, CA. MARCH 26, TWO SATURDAYS. WILL PLACE THE FOLLOWING

SHOWS—Mechanical City, Snake, Glass House, Fun House, Illusion, Crime, or any Show before. Will furnish outfits to合格 Shows. Have for sale, cheap, one 15-kw and one髻 17½-kw Generating Plants. Condition A. 1. Address All communications, O. C. Buck Shows, 104-33 128th Street, Richmond Hill, N. Y.


WILL BOOK ONE MORE SENSATIONAL, FLASHY, DARLING, HIGH ACT.

LEW MARCUSE, Reid Hotel, Grand Rapids, Mich.

IMPERIAL MOTORIZED SHOWS WANT

SHOWS—Monkey, Illusion, Crime, Fun House, Midgets, Mechanical or any Grind Show of merit, or without equipment.


WILL BOOK ONE MORE SENSATIONAL, FLASHY, DARLING, HIGH ACT.

LEW MARCUSE, Reid Hotel, Grand Rapids, Mich.

WORKINGMEN WHO SMILE: These are some of the loyal and efficient members of the Blue Ribbon Shows. They are very friendly and always in a good mood.

LEW MARCUSE, Reid Hotel, Grand Rapids, Mich.
Showmen's League of America

165 W. Madison St., Chicago

1938

The Billboard

March 12, 1938

CARNIVALS

WE ARE THE INVENTORS OF THIS TYPE MACHINE

ELECTRO-FREEZE

FROZEN CUSTARD

AIR COOLED COMPRESSOR

NO ICE—NO SALT—NO WATER

(Refined and Sterilized in 6 Minutes)

Port Morris Machine & Tool Works

71st East 135th St.

NEW YORK CITY

FRUIT CONCENTRATES

FOR ICE BALLS AND FRUIT JUICE STANDS

Before the season opens get our prices. Fruit Concentrates for Ice Ball Syrup removed. MEDAL CONCENTRATES have the rich, fresh fruit flavor, yet the price is probably less than you are paying now. Get started right this year. Don't handicap yourself with flat tasting fruit. Write us today for complete details.

WALLACE BROS.' SHOWS, Tuscaloosa, Ala., 12 to 19; Bessomser, 21 to 26.

Roasts and Toasts From

The Pacific Coast

BY HOT POTATO

SAN FRANCISCO—What was first carnivals in America? Did early shows ever play the State Fair? A. C. Boucher's old Gumball Wheel is still in operation and doing business at picnics every year.

ROASTS AND TOASTS ON page 81

THERE ARE "SCORES" OF REASONS

WHY YOU SHOULD BE A MEMBER OF

Showmen's League of America

165 W. Madison St., Chicago

The Showmen's League of America is an organization incorporated "not for profit," and its keynote is "closer ties among showmen" you should become a member at once.
Spring-Quarters Reports and Gossip
As Reported by Representatives of the Shows

Johnny J. Jones
(Railroad)

GASTON, Ala., March 6.—Purchase of a dining car was announced this week, bringing show's cooks to a total of 20. Representing five different departments and at the same time trying to make a workable and a touch of luxury, the show take advantage of the good weather to build new fronts. Edwin Blackmore, chief electrician, is building a new front for the illusion show. He has been working on it for the past week, and he is expected to have it ready by April 7, waiting for the weather to improve. Another front, which is a break for all shows, will be ready in time for opening day. Work is being done on scene and in good shape. They are almost ready for the opening. Superintendent Nat Warden has his hands full following the different departments and at the same time trying to keep work going on the different fronts. The Weather permitting entire organization is going to be used on Life show and the other fronts. Fred Bently was home for an overnight visit. Writer and Bently are going on a good will tour and writing stories of the entire organization. HARRY E. BROWN.

Winters

LYNN, Mass., March 8.—Mr. and Mrs. Harry Winters with Mr. and Mrs. Carl Barlow arrived from High Springs, Florida, where they spent winter. They will be first visit to this show city. Their visit will open new line of work at the show. Fred Bently, in April, to give mechanics and workingmen a chance to look over the show, will be working on the show. There will be some new design this season, and there will be a good time in San Francisco while on a trip to the show city. They are on their way. WALLACE BROS.

He'll's

NEWARK, N. J., March 8.—Work at dining car was announced this week. The show has been contracted as a lot superintendent, and work is being done on the new line of work. The show is moving to the Monkey Speedway, which is a break for all shows. Mrs. Ethel Bockus, who has been over the show, will be home for the opening. Mrs. Ethel Bockus, who has been over the show, will be home for the opening. She is doing well and will be ready for the opening. Billie Bowen and Manager Hughey arrived from Chicago, and they will open the show in the center of the city. They have been working on the show, and they will be home for the opening. WALTER F. BUCK.

Brown

VALDOSTA, Ga., March 8.—Overseas service was done by the company in 1942-43. The company has been working on the new line of work. The show is moving to the Monkey Speedway, which is a break for all shows. Mrs. Ethel Bockus, who has been over the show, will be home for the opening. She is doing well and will be ready for the opening. Billie Bowen and Manager Hughey arrived from Chicago, and they will open the show in the center of the city. They have been working on the show, and they will be home for the opening. WALTER F. BROWN.
NEW ENGLAND MOTORIZED CARNIVAL, INC.

Byers & Beach
(Motorized)

June 1, 1938

One More Flat Ride

WANTED
Octopus, Loop-o-Plane

U-Drive It Cars

Opening the Middle of April

WANT
Cook House, Corn Game, Duck Pond, Penny Arcade, Photo Gallery, Cigarette Gallery, Pitch-Till-U-Win, Nails, String Game, Darts, Blower, 10c Grinders.

SHOWS—Monkey Drome, Motor Drome, Side Show, Walk-Thru Show, Pit Show or any other outstanding show.

Will book on liberal percentage. All Wheels open. No Griffith.

Address All Communications to

W. J. (BILLY) GIROUD

RM. 202, PALACE THEATRE BLDG., 1564 BROADWAY, NEW YORK CITY.

DICK'S PARAMOUNT SHOWS, INC.

18 Weeks in New England, and 6 Fairs

WANT FOR 1938 SEASON

Rides—Octopus and Chairoplane.

SHOWS—Fun House, Motordrome, Midget Show, Grind Show, Side Show Acts. Liberal percentage.

CONCESSIONS—Candy, Apple Games, Popcorn Stoves, Photos, Modern Cook House.

RIDE HELP.

Address

DICK GILDSFORD, Mgr., Box 838, Billboard, 1564 Broadway, New York.

WEYL'S PRODUCTION CO.

WANTED:—May 6 in Pennsylvania with 20 Bona Fide Sponsored Events

WANT

Rides—Loop-o-Plane, Drop-o-Plane, Fun House, Motordrome, WILLIE X on Diggers, Penny Arcade, WILD BUNCH, Slide-o-Plane, Photo Gallery, Cigarette Gallery, Pitch-Till-U-Win, Nails, String Game, Darts, Blower, 10c Grinders.

SHOWS—Fun House, Motordrome, Midget Show, Grind Show, Side Show Acts. Liberal percentage.

CONCESSIONS—Candy, Apple Games, Popcorn Stoves, Photos, Modern Cook House.

RIDE HELP.

Address

W. J. (BILLY) GIROUD

RM. 202, PALACE THEATRE BLDG., 1564 BROADWAY, NEW YORK CITY.

Last Call—AL BAYSINGER SHOWS—Last Call

OPENING POPULAR BLUFF, MO., APRIL 2

Write or Wire A. V. BAYSINGER, Mgr., Box 208, Poplar Bluff, Mo.

WANTED—An Experienced Octopus Foreman

Capable of taking charge of Ride and Semi-Trailer. Must be sober and reliable. Ride is booked with Coleman Bros.' Shows, opening in Connecticut in April. Pay, $25 every week. Write to

NEAL CREAMER, Wiscasset, Maine.

BANTLY'S ALL-AMERICAN SHOWS

CAN PLACE FOR PROVEN TERRITORY, INCLUDING MANY CELEBRATIONS

Midget and Fair People Shows. Small Drive Shows, Hot Rod Shows, Pitch Till Win, String Game. Will book Loop-o-Plane, Side and Reliable. Tie-up, Tie-up. Write or Wire A. W. BANTLY, Mgr., Box 307, R. F. D. 1, Pottstown, Pa. Address, 337 L. Chester St., Baltimore, Md. Frank Zorzi can pipe Frank Zorzi can pipe Frank Zorzi can pipe Frank Zorzi can pipe Frank Zorzi can pipe Frank Zorzi can pipe

HERMAN BANTLY, Reynoldsdale, Pa.
Hilderbrand's

LOS ANGELES, May 3.—All equipment pertaining to the Ostrich Show is being dismantled and all equipment is now ready for transport to the new location. The Ostrich Show at the Los Angeles Exposition will be opened next week and it will continue through the fall of the year. The Ostrich Show will be located on the south side of the exposition grounds, near the entrance. The Ostrich Show is operated by the Ostrich Show Company, which is a subsidiary of the Los Angeles Exposition. The Ostrich Show will be open to the public from 10 a.m. to 9 p.m. daily, except Sunday, when it will be open from 11 a.m. to 6 p.m. The Ostrich Show will feature live ostriches, ostrich eggs, and ostrich feathers. The Ostrich Show will also have a display of ostrich oils and ostrich waxes. The Ostrich Show will be open to the public from 10 a.m. to 9 p.m. daily, except Sunday, when it will be open from 11 a.m. to 6 p.m.
made a trip from Florida to Indiana, Pa., last week to confer with Manager Reynolds. Two new Ei trailers will be added.

WINOQUE SCHAFER.

International
Showmen's Association
MARYLAND HOTEL
ST. LOUIS, March 5—About 125 showmen and their families attended a get-together at their clubrooms Thurs.

March 17, at St. Patrick's Day, the two clubs will show programs selected for their best entertainment at the parties on Thursday night, and everything will be free again.

Carnival of Fools will be held from 8 to 10 p.m. on St. Patrick's Day.

Johnny Williams. well known
ice ilarlemenio. ofoced revue, to be pro-

BARFIELD'S COSMOPOLITAN SHOWS
WILL OPEN MARCH 26 (TWO SATURDAYS) AT CRIGFORD, GA.; AUSTELL AND DALTON, GEORGIA; ACREE AND PHARR, ALASKA; ALAMO AND CONVENTION HALL, SAN ANTONIO, TEXAS. THEN NORTH INTO MINING TERRITORY.

WANT organized Colorado, New Mexico, Wash, shows, or other Show of merit for the job. Liberal, Terms. OPENING FOR COOK HOUSE, CUS.

The Billboard

Maryland Hotel

March 12, 1938

CARNIVALS

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Maryland Hotel

March 12, 1938

CARNIVALS
15 Years Ago

(From The Billboard Dated March 10, 1933)

That no legislation barring midway amusements from the State would be effective was demonstrated when a certain March 1 at Madison, Wis., where some 600 people attended a meeting of state officials and a group of Milwaukee showmen, representing the craft in the Badger Land. As an example of the meetings following news that a threatening bill was due to pass at Madison, showmen and tradesmen affiliated with them or interested in amusement affairs, gathered at the Legisla- tive Committee and elected C. E. (Herman) Gruber, of Beaver, treasurer, and Charles E. Rupp, secretary.

Walter Grell signed as second man and press agent with the James M. Benson Shows for season 1933.

World of Pleasure To Play for Churches

DETROIT, March 8.—World of Pleasure Shows giving up under management of Mr. and Mrs. Frank Miller were formerly known for many years by the name of the Wisconsin Elbow and Leg. Representing the organization in 1923.

World of Pleasure organization will present its one-man shows taking place during March and April at the following locations: March 24 to 14, March 27 15, to 18, April 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31.

CANDIES

FAVORITE FLASH BOXES

BOYES IN SIZES WANTED AND BETTER CANDIES THAN- CHOCOLATE COATED OR NON CHOCOLATE COATED (SUMMER)

NEW LOWER PRICES

BETTER CANDIES FOR BETTER SELLERS and Lower Cost Prices for Your Bigger Profits.

WM. C. JOHNSON CANDY CO.

(Since 1912)

CINCINNATI, OHIO

1939

BROADWAY SHOWS OF AMERICA

Have complete Ten-In-One and Girl Show, also will book shows and Rides that don't con- flict. Want Concessions of all kinds. Will sell exclusive on Custard. Will foreman for Caterpillar and Loop-the-Loop. Would like to hear from Charley Zemel and Stovermore, Pabst, Grand, Shubert, Fox, M. H. H. Co., Royalties, Showmen, Garber, Showmen. All mail and wire to: COL. L. J. DEHNETT, Mgr., Broadway Shows of America, Covington, Ky.

LAST CALL

LAST CALL

LAST CALL

GREAT SUPERIOR SHOWS

OPEN MARCH 14, HOLLY SPRINGS, Miss.

WANT SHOWS, RIDES AND CONCESSIONS FOR 1938 SEASON.

BROADWAY SHOWS OF AMERICA.

575 MAIN STREET, CHICAGO, ILL.

BROADWAY SHOWS OF AMERICA

CARNIVALS

March 12, 1938

STATE FAIR SHOWS

(Continued from page 44)

(Continued from page 44)

HASC AUXILIARY

(Continued from page 44)

The Billboard
CARNIVAL'S

American Carnivals
Association, Inc.

By MAX COHEN

ROCHESTER, N. Y.—Matter of federal aid for highway purposes continues to gain in importance, according to the reports of congressional leaders and members of the concession department of New York State's Senate, and a group of prominent show-business personalities lauded the state's legislation for the promotion and support of worthwhile causes.

President George A. Hamid emphasized the importance of making NAA all inclusive, bringing together every type of showman, and assuring that it is up to members to encourage additional membership from the indoor theatrical field, from new members, and from both indoor and outdoor. His address, which was popular and well-received, and the keynote of the organization that the organization had failed in a few months, sake of lack of interest. President felt that the NAA would be a winner.

Bill Introduced

Bill was introduced covering subject matter in matters that were had on the bill. Beginning January 30 of this year, the President of the Senate was prepared by Secretary of Internal Revenue. Congress with request that it be introduced. Congress forwarded by Secretary of Internal Revenue. Congress.

Bill is still in argument stage before Congress. Congress will deliberate for more expenditures for road improvement, and Congress will hold a special session in April, to distribute with expenses to the users of highways.

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Full Date Carnival Show Letters

As Reported by News Representatives for the Shows

Crafts

(Motorized)

Brosly, Calif. Week ended February 27. Aupisc, American Legion, Location. Circumstances.

Fourth week of season finds show still in Full Drive. Valley Fair, Los Angeles, Calif. will mark end of parade gate for few weeks. Around the show lot; Roy Miller, owner, with his truck and crew ride from quarters, up and ready for it on his staff, for the next three weeks. Dick Detroit strong boy, are recipients among Docs fans in Athletic during weekly meetings with Mr. A. S. Pena, owner of Sport." A couple of fronts having loudspeakers have talkers foreman of Perris Wheel; Felt to play a couple of times she talked them.

A. S. Pena, owner of Sport. "Another new addition to Lauther enter-

Covered Wagon Trailers

Writs to 5
to Red Priscet.

East MotORIZED CARNIVAL. the Mehl. *efritof Dore Nest the 

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Fete Draws Big Crowds

Sarasota pageant and fair go over well—circus aids in parade and exhibits

SARASOTA, Fla., March 5.—About 9,000 lined Main street Saturday night to view the grand procession of the annual Pageant of Sara de Sota February 23 and 24. Although there was a bitter wind, many dressed in costume. In a large contingent entered by Ringling Bros. and Barnum & Bailey Circus was a score of elephants, with camels, zebras, lions, tigers and monkeys. The big show furnished 40 caparisoned footmen for the mounted section.

In competition among bands, 12 were in line, including that of the University of Florida. Cadets of Kentucky Military Institute were unanimously chosen by judges as the best band. Second place went to Bradenton High School. Final (See FETE DRAWS on page 61).

Wirth Presents Stellar Acts at Jamaica Circus

NEW YORK, March 5.—Second annual Jamaica Hospital Circus on February 26–March 5 in new Jamaica Armory, Judge Nicholas M. Pette represented Mayor La Guardia and introduced the opening act of March, with terror Uranus Demon of radio note. Left to right: Mortimer D. Gold, general chairman; Dan Ketcham, chairman ticket committee; Uncle Don; Judge Pete, treasurer, and Frank Wirth, producer and director.

All Made Money

INDIANAPOLIS, March 5.—"Our display ads in The Billboard for Zorah Temple Shrine Circus brought us more concessions than we could use. And they all made money."—CLARENCE WHITE, general chairman.

K. C. Shriners May Get an Even Break

KANSAS CITY, Mo., March 5.—Ararat Shrine Circus ended last night in the city auditorium after showing nine days and nights and will be repeated in 1939, said Julius C. Shapiro, potentate, and other officials. This year was a doubtful financial sitcoms. Potentates' and stock concessions, which will be featured, with fireworks and automobile give-away.

Zorah Temple Success Means Repeat in '39

INDIANAPOLIS, March 5.—Second annual Zorah Temple Shrine Circus in the temple here on February 21–29 played to capacity, with thousands turned away, said 1st Grand Potentate Clarence White. Plans are on for a third annual in 1939.

Veteran, Lodge and Other Organizations

Veteran, Lodge and Organizers of the most successful Mardi Gras in its history, with Associations of Commerce and planners of-out-of-town visitors at more than 125,000, indicated the need for several hundred sleeping cars to accommodate the overflow. Ideal weather gave merchants and shows a break.

FIRST-CLASS CARNIVAL

BY SOUTH RIVER FIRE COMPANY
Wishes to Engage Carnival for Week of May 2 to 7 or 23 to 28.

Communicates with
JOHN SOLINSKI, Chairman.

Clymer Old Home Week

CLYMER, Pa., March 5.—First home week in Pennsylvania
Sponsors United Pittsburgh.

Carnival Co.

Carnival Co. will play the show.

To play on commission basis.

Fireman's Fair

JULY 14-15, INCLUSIVE
BRANDYWINE FIRE CO., GOSALYTES, P.A.
FIREMAN'S STREET FAIR

WANT MORE REVENUE FOR YOUR ORGANIZATION?

Read "BINGO BUSINESS"

A Column About Bingo In The WHOLESALE MERCHANDISE Department

This Week and Every Week

WANTED FOR FIREMEN'S NITE FAIR
JUNE 20 to 25.
Rides, Free Acts, Clean Shows, Concessions.

WANTED

PHENOMENAL ATTRACTIONS FOR STATE CONVENTION AMERICAN LEAGUE, Pits. A., August 21st to 24th.

Concession stand available or town location. Address
CONVENTION COMMITTEE
Box 1123, Pocatello, Idaho.
EXECUTIVE STAFF of Greater Shoester Shows snapped in front of the flower-bedded office wagon in June, 1925, in Columbus, O. Left to right: Charles C. Shaar; Howard A. Bayley; Arthur C. Steele; Ray B. Slay; Walter L. Cullin; and Ralph E. Hazen. The special feature of the show was the color of the flowers that were used to decorate the wagon and its contents. The show was considered one of the most successful of the season.
**At Liberty Advertisements**

4c WORD, CASH (First Line Large Black Type), 2c WORD, CASH (First Line and Name Black Type), 1c WORD, CASH (Second Line Only). Please list all at One Rate Only.

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**At Liberty ACROBATs**

ACROBAT AT LIBERTY—Yours, desire to join your circus acrobats. Will take any offer. Address 611 Van Der Veer St., Oakland, Calif.

---

**At Liberty CANIBUS**

THE SPRING SPECIAL ISSUE OF THE CLASSIFIED FORMS CLOSE IN CINCINNATI—MARCH 25, 1938. MARK YOUR COPY—CLASSIFIED AND SEND IT IN EARLY.

---

**At Liberty DRAMATIC ARTISTS**

JACK AND MYRTLE ALBRIGHT—Wish to appear in a feature act in any Capacity. Address 144 N. 12th St., Youngstown, Ohio.

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**At Liberty MAGICIANS**

FEATURE MENTAL AND MAGIC ACT—Suitable for any Feature. Address 4436 Union Blvd., St. Louis, Mo.

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**At Liberty MISCELLANEOUS**

ARCADE MECHANIC—OPERATOR—After March 15th. Address 521 W. 6th St., Chicago, Ill.

---

**At Liberty BANDS AND ORCHESTRAS**

ED HOWELL AND HIS ORCHESTRA—5 or 6 pieces. Trumpet, 2 Saxes, Piano, Drums and Bass. Have all equipment, trailer, stage, special arrangements. Prefer Florida locations. Box 917, St. Petersburg, Fla.

---

**At Liberty SCENIC AND BANNERS**

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL BANNERS—Write for new designs. Address 412-442, South Main St., Columbus, O. M.

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**At Liberty SCENIC AND RAINBOWS**

THE SPRING SPECIAL ISSUE OF THE CLASSIFIED FORMS CLOSE IN CINCINNATI—MARCH 25, 1938. MARK YOUR COPY—CLASSIFIED AND SEND IT IN EARLY.

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**At Liberty CIRCUS AND CARNIVAL**

AT LIBERTY—WANTED TO MARRY. Call or write to Box 249, Billboard, Chicago, Ill.

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**At Liberty TRUMPET—VOCALIST—EXPERIENCED. Address 105 Washington St., St. Petersburg, Fla.

---

**At Liberty MUSICIANS**

TENOR SAX—DOUBLE Clarinet, Alto and Voice. Young and dependable. Address 110 Edwards St., Helena, Mont.

---

**At Liberty DRUMMER**

SINGING, SWINGING, EXPERIENCED. Pearl outfit, bava. Have car. Address 407 Summer St., Washingon, D.C.

---

**At Liberty WORKERS WANTED**

PEARL SWING, SWING, EXPERIENCED. Address 105 Washington St., St. Petersburg, Fla.

---

**At Liberty BAND ORCHESTRA**

AT LIBERTY—WANTED TO MARRY. Call or write to Box 249, Billboard, Chicago, Ill.

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**At Liberty SPORTS**

March 15, 1938

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**At Liberty PARADE**

March 15, 1938

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**At Liberty MUSICIANS**

MUSICIANS—General DELVAY. Address BILLBOARD, Chicago, Ill.

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**At Liberty ADVERTISERS**

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**At Liberty COLONIZED PEOPLE**

SIX-PIECE COLORED BAND AND SMALL Floor show at Liberty, March 25th. E. M. WILKINS. Address Box C-453, Cincinnati, Ohio.

---

**At Liberty TRUMPET**

SINGING, SWINGING, EXPERIENCED. Address 105 Washington St., St. Petersburg, Fla.

---

**At Liberty GUITAR AND VOICE**

R. W. s. G. Address 105 Washington St., St. Petersburg, Fla.

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**At Liberty DILEMMA**

WANTED. Address BILLBOARD, Chicago, Ill.

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**At Liberty STOCK**

SINGING, SWINGING, EXPERIENCED. Address 105 Washington St., St. Petersburg, Fla.

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**At Liberty INDIVIDUAL STYLED HOT BREAK DRUMMER**

ADDRESS BILLBOARD, Chicago, Ill.

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**At Liberty DRUMMER**

SINGING, SWINGING, EXPERIENCED. Address 105 Washington St., St. Petersburg, Fla.

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**At Liberty SWING DRUMMER**

SINGING, SWINGING, EXPERIENCED. Address 105 Washington St., St. Petersburg, Fla.

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**At Liberty CHEERLEADERS**

EXPERIENCED. Address 105 Washington St., St. Petersburg, Fla.

---

**At Liberty TENOR SAX**

DOUBLE Clarinet, Alto and Voice. Young and dependable. Address 110 Edwards St., Helena, Mont.

---

**At Liberty BRASS ORCHESTRA**

SINGING, SWINGING, EXPERIENCED. Address 105 Washington St., St. Petersburg, Fla.

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**At Liberty VIOLINISTS**

WANTED. Address BILLBOARD, Chicago, Ill.

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**At Liberty争取**

SINGING, SWINGING, EXPERIENCED. Address 105 Washington St., St. Petersburg, Fla.

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**At Liberty HORN**

SINGING, SWINGING, EXPERIENCED. Address 105 Washington St., St. Petersburg, Fla.

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**At Liberty STRINGED INSTRUMENTS**

SINGING, SWINGING, EXPERIENCED. Address 105 Washington St., St. Petersburg, Fla.

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**At Liberty OTHER**

SINGING, SWINGING, EXPERIENCED. Address 105 Washington St., St. Petersburg, Fla.

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**At Liberty GENERAL DELVAY**

Address BILLBOARD, Chicago, Ill.

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**At Liberty STOCK**

SINGING, SWINGING, EXPERIENCED. Address 105 Washington St., St. Petersburg, Fla.

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**At Liberty COURTS**

SINGING, SWINGING, EXPERIENCED. Address 105 Washington St., St. Petersburg, Fla.

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MIDGET JACKIE—M. C. Slimball, Top Dancer, also Announcer, Dancing, First-class wardrobe. Home, 613 Market St., St. Louis, Mo. M. C. Slimball, Top Dancer, also Announcer, Dancing, First-class wardrobe. Home, 613 Market St., St. Louis, Mo.

SPECIALTY TEAM—Pattie, Magician and Nightingale of the Sky. Address 308 S. Broadway, St. Louis, Mo.

VERSATILE DUO PROFESSIONAL—Misses Ethel and Gladys. The most assrownly professional in the world. Address 661 N. Broadway, St. Louis, Mo.


PARKS AND FAIRS

BALLOON ASCENSIONs—6.-$14.50, for the entire show, 18 full-time performers and full crew. Contact Thompson Bros., 1426 S. 17th St., Chicago, Ill.


THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 6, 1936. SATURDAY, APRIL 6, INCREASED CIRCULATION. SEND AND SEND IT EARLY.

K. C. SHRINERS—(Continued from page 57)

FeCets shows on page 57.

About 60,000 attended matinee, said Record George Saunders, including school children. A midday of 100 shows is expected to help the show from the red, he added. Acts cost 40c per child and will not lose money, he explained. Also, the expenses making the net not more than 10c. Acts appeared well satisfied with the building and billing received and special arrangements were made for the Saturday night show.

The final show drew 15,500. Mr. Saunders. The Associated Press said 30 acts, the Shrine might break even.

FITE DRAWs—(Continued from page 57)

prizes went to Seaboard Air Line, Panoramic Telephone Company, city of Tampa and the Tampa Chamber of Commerce. The show was decorated in customarily Spanish colors.

The Atlanta Show was opened on April 12, and 50,000 for 150 feet with a leap of 15 feet, winning over all other contestants.

R. W. Evans Company, which sponsored the show, said Secretary Jobn T. Stove and Jim Smithson, both of the show, had The Drunkard there several years ago. The stage was popular among the Booths, and they were noted for their pranks.

SPECIAL NOTICE, MANAGERS—Something new and different for your summer season is available. The C. L. M. Shows. For information write M. C. Crafton, 1426 S. 17th St., Chicago, Ill.

PARKS—15 YEARS' EXPERIENCE ALL BRANDS OF MUSIC—Pianos, Violins, Cymbals, ALL BRANDS. Spencer Taylor, 620 Pettit St., Atlantic City, N. J.

THREE TENOR—Arranged, and trained. Three tenor take an age. Age 25, well built, reliable. Address Mrs. Ellington, 1328 W. 11th St., Louis, Mo.

AT LIBERTy—SINGERS

VOCALIST—Baritone, very wide range. A-1 in all branches. Address V. G., 1426 S. 17th St., Chicago, Ill.

THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 6, 1936. SATURDAY, APRIL 6, INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT EARLY.

VAUDEVILLE ARTISTS

AFTER APRIL 1—BLACKFACE, AGE 40. Formerly a well known star. Address L. S., 1426 S. 17th St., Chicago, Ill.

FEMALE IMPERSONATOR—COMIC AND SOMETHING TO WORK. New and flashy wardrobe. Address Freddie Fredericks, 9134 Kiman Ave., Chicago, Ill.

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AT LIBERTy—PIANO PLAYERS

RHYTHM PIANO, CELESTE—At Liberty March 15. No panic. Prefer to rent. Address The Billboard, Chicago, Ill.

THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 6, 1936. SATURDAY, APRIL 6, INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT EARLY.


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CITY RUNS BINGO FOR NEEDY

Woburn Mayor Forms Emergency Relief Committee To Run Games

Proceeds to go to needy and milk for poor babies—move is death knell to racketeers—cutting down taxpayers’ burden—revolutionizing official attitude toward bingo

WOBURN. Mass., March 5.—Municipal beano, advocated by Mayor William E. Kane for this city’s 20,000 population, will be put into operation immediately. Event is unprecedented in the annals of a New England city. Kane virtually embarks on big business, but the law recognizes the game of beano, or bingo, as legitimate enterprise for charitable, civic, fraternal or religious organization. In a radio broadcast over WEEL, Boston, last Monday, Mayor Kane, special events interviewer, quarried his listeners on municipal beano. After citing that the law provides that a beano license shall be granted except to the proprietors listed above, the mayor emphasized: “Notice that the word charitable comes first.”

City’s Welfare Department is spending $250,000 yearly to aid the needy and is distributing about 1,250 quarts of milk to the needy daily. We are, therefore, a most liberal charitable organization. We should take full advantage of municipal beano. It is the city’s idea to use this form of amusement legal. Why shouldn’t we, let’s get our share of the profits? Why don’t other cities and towns tap this new source of revenue permitted by law?

With these few remarks Mayor Kane strikes a death knell to the beano racketeer, enables communities to run their own games for welfare purposes, thereby diminishing welfare costs that ultimately are exed from the taxpayer’s pocket. With the institution of municipal beano, the mayor of this one-time huge leather industry city starts a revolution in the beano business.

Following his broadcast the mayor received numerous letters from Woburn to meet the sensations of the Woburn Lodge of Elks No. 508, Sons of Italy, Order of Ahepa, Veterans of Foreign Wars, Women’s Christian Temperance Union, Hebrew Association and the South End Italian Club.

Dolliver, chairman Elks’ beano committee, broke the ice by offering Mayor Kane one of the keenest nights of beano on which to debut and continue municipal beano. American Legion followed suit and offered any one of its two nights of play.

It is the chief executive’s idea not to have the city directly engage in beano operation, for the present at least, but to name a committee on behalf of the city the Emergency Direct Relief Committee, which the mayor, as sole keeper of licenses, would license.

At the City Hall meeting the only obstacle for the municipal beano debut was the possibility that it would be unaudited. In order to wash aside that last objection, offered to plant 5,000 of his own cash on the line to get things going.

It is likely that the beano will be held monthly, possibly more frequent game, possibly once a week, would be better. Money realized, it is said, would pay for the city’s own equipment and the disappointment of other necessities for the city’s poor.

The mayor, living up to his inaugural address, with his sensational aline uncernent of municipal bingo games for Woburn, Mass., Mayor William E. Kane, achieves a “Believe It-Or-Not” of the first water. For years taxpayers have been spending municipal money on enterpreneur after another. Infrequently does Mr. Taxpayer get to see his money, Mayor Kane reasons, actually working for the citizens really like beano (or beano, as the game is called), thereby giving the taxpayer hours of genuine enjoyment and at the canteen same time creating the much needed funds for other necessities of time in want.

Believe It or Not

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THOUSANDS OF NEEDY WILL RECEIVE food and clothing purchased with the proceeds of the municipal beano run under the generosity of Mayor William E. Kane in Woburn, Mass. This extra help will be forthcoming without placing an undue burden on the taxpayers.

JONESBORO, Ark., March 5.—This city’s Young Men’s Civic Club communicated with Mayor William E. Kane of Woburn, Mass., this week, asking advice on his municipal beano idea. Said the letter: “We have read with interest that you are planning a municipal beano game to obtain funds for free distribution of milk to needy residents of your city. That is a commendable idea, and we would appreciate it if you would write us in particulars. Our city is a city of 12,000 people, and we need to raise funds for our needy. What do you say licenses to run beano games? We would have heard of the magnificent beano halls you have up that way, and we are interested.”

This is an indication that the country is gaining enthusiasm on municipal beano.

Letter to mayor asks details regarding running of game—shows interest in utilizing same plan as in Arkansas city of 12,000 population

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Popular Items

Time Control Clock

Magic time control clock is Retailer's syndicate's latest offering and constitutes a new trend in utility for merchandise. The clock is fashioned for easy use of display window, or of any other location, and is designed to save time and money. It is simple to work and is a good piece for sale to appliance dealers.

Add-o-Matic Adding Machine

James Metal Products Company, Inc., has a small, compact adding machine which is said to work on everything at a small machine. It retails at less than $10. It is easy to add, subtract, multiply, and divide with the machine, and totals are always clearly visible. Streamlined appearance, operation, and efficiency combined with low cost make it a particularly attractive to small businesses and individuals.

Jeweled Watches

The Lord Watch Manufacturing Company has completed arrangements to merchandise a line of fancy jeweled watches, in attractive 1938-model cases. Its Lord Clipper is designed to fit into the wrist and made of metal, with a low price.

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Jeweled Watches

The Lord Watch Manufacturing Company has completed arrangements to merchandise a line of fancy jeweled watches, in attractive 1938-model cases. Its Lord Clipper is designed to fit into the wrist and made of metal, with a low price.
PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Shows, Agent Friends and Others.

by BILL BAKER

(Cincinnati Office)

D. D. McLEAN

D. D. McLean, the famous medium, who formerly appeared with Ripley at Dallas, is being managed by another show. He is described as a man of medium height, with a square head. He is said to have a keen sense of humor, and is able to keep a crowd in stitches. He is said to be a good talker and is known for his ability to make people laugh.

MARIAN KENWORTHY

letters that she blew into San Antonio last week from Mexico and the Rio Grande Valley. She has been touring and shopping for the past year. She advises that she plans to work on a tour of department stores this season.

SEVERAL MEMBERS of the famous group, including Capt. Roy Butler, have been seen looking for work in the streets. They are well known in the downtown district.

LETS HAVE PIPES

from Art Nelson, Tom Dean, George W. Peterson, and Dan Malloy. Tom Malloy from Dover, Ohio, and Dan Malloy from St. Louis, Missouri, are expected to arrive in town any day.

DICK WHITE

well known in Pitchdom, has left the management of becoming an electrician in Springfield, Mass.

WILLARD GRUPPEN

blasts from Litchfield, Ill.; The one-man band from Litchfield, Ill., who has been touring the south, has returned home.

PROFESSOR SCHARDING

Doc Hale and Guy Warner are reported to be in hospital, recovering from injuries sustained in a recent explosion.

ARE YOU still doing your best to gain favor and keep the public satisfied?

have you been doing your best to gain favor and keep the public satisfied?

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PITCHDOM Five Years Ago

Ed Frink was still hibernating in Springfield, Ill.... James Ross, New York City, was in Chicago, finding conditions terrible there.

APRIL 12

Promote Crosses! Big Sales—Big Profits

A woman's dream comes true: that's how tremendous Cross sale and Ring sales are going over now. Exclusive, expensive designs for demonstrators only.

Mr. W. C. Pfeiffer, sales manager, has been out looking for new designs. The first one he found was a Cross that has been very popular in Missoula and requires lights and light reflectors. He adds that he is waiting for the blue bird to begin their singing and adds that he would like to read pipes from Kid Owens and his assistants.

You're In The BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS

Two Weeks Ago We Said

"Here is The Hottest, Most Unusual Sales-Board Idea In Five Years.

And We’ve Proved It

We have here an absolutely new product from Biloille Company, which claims to be the greatest idea in the country press that we have seen. Opera Houses, schools, churches, and other charitable organizations will all require more sales stimulators. They will get them from Biloille Company.
Week turned out a bigger tip than the reader for a three-week stay. Wen* he much
storekeepers. calling on the town coun-
them onto his lot and appreciating the
wandered out and over to the lot and
nut show was a welcome event_
get up In the morning and go to work
show came to town. And became out
Waning that long.
any crowds.

Where Did We Get This Money?

---

ACME PREMIUM SUPPLY CORP.
3139 OLIVE ST.
ST. LOUIS, MO.
YOUR ORDERS ON THE WAY THE SAME DAY

Where Did We Get This Money?

By PRES EBERHARDT

Well, sir, it seems that a medicine
gave the town. And because our
town is one of those places where you
give up and go out to work and come
work and then to bed because there's nothing else to go
to—well, sir, the arrival of the medicine
gave the town a new lease on life. Hence
just going to bed the townspopular
fellow took it to the show. They took it in for
a week and the old Doc sold bottles of
beer was. In fact, so well did he
he reserved a second week, packing
lot and appreciating the
big pautese.
But the Doc's success seemed to
irk the merchants. For instead of
fellow trying to push his friend
and retaining some wares among themselves the mer-
chandise was sold to them. As a result, the
Doc was forced to advertise his wares in the
ewspaper.

But the petition didn't seem to
do much good because the merchants
told the Doc that he was不得
a piece of the action in the sales that were taking place. The Doc
people didn't like the idea of the mer-
chandise being sold to the other towns
the old Doc, out of the picture.

The opening night of the Doc's third
week turned out a bigger tip than the
the town had seem since the day the

Where Did We Get This Money?

INSURANCE

CIRCUS, RIDER, TRUCKS, CARNIVALS

Shaw's Insurance Men
CHICAGO, ILL. 60611
Winter Quarters: General Delivery, St. Peter-

THE WONDER FLUTE

This little musical gem is worth its weight in gold.

JAY ENTERPRISES
1107 Broadway
New York City
Lewis Shows Say Florida Tour Successful to Date

PORT PIERCE, Fla., March 5—With practically two thirds of the tour completed, show will soon be heading north and so far this initial presentation of Art, Lens Shows has been satisfactory, both from an artistic standpoint as well as financially. However, business has not been up to normal, due to absence of thousands of tourists making their annual sojourn in those parts.

Lewis, director-general, after attending fair meetings in Canada, New York, Pennsylvania, Virginia and North Carolina, made a return trip to show at Sarasota, bringing with him contracts from North Carolina complete route of fares in Quebec, and Great Barrington, Mass. Incidentally this year will be held in July at height of the tourist season in the Berkshire Mountains.

Lewis will now sojourn for next few weeks in sunshine of Miami Beach, taking rest.

Lewis divided some of his plans for coming season, which include construction of a new modernistic front, which will open front of a born-new musical review. One of the Ro-Lo funshouses will also be in line-up of attractions. Reported by P. Perry Morency.
BELASCO KILLED
When Train Hits Auto; Others Safe

MIAMI, Fla., March 5.-Jean Belasco, famous stage manager and producer, was killed tonight in Opa Locka, Fla., by the Miami Southern train. He was in the car with his family and his assistant manager of Downie Bros. Circus.

Car was stalled on track. Kate, seeing the trouble, yelled for Belasco to jump. Miss Shaw and Kate jumped out, but Miss Shaw hit Belasco with the hill and Belasco, it is believed, died from heart trouble of the shock, in spite of being 60. There were no marks of any kind on body.

In Cauty's Funeral Home in Miami awaiting words from relatives.

PATRICK HONORED
On 72d Birthday

UPPER DARBY, Pa., March 5.—A great occasion in the life of Patrick J. Kelly was party tended him by Mrs. Patrick and friends at his home here night of March 5. The 72d birthday of the former renowned carnival manager was celebrated in the home of Mr. and Mrs. John Kelly. The home was filled with happy guests who filled the home.

The party was a great success and was enjoyed by all. The guests were welcomed into the home by Mr. and Mrs. John Kelly.

The party was a great success and was enjoyed by all. The guests were welcomed into the home by Mr. and Mrs. John Kelly.

J. TIDWELL SHOWS WANT
Side Show on account of disappointment. Have complete outfit for sale.

HOWARD POTTER
Box 805, Buffalo, N.Y.

AT LIBERTY FOR RELIABLE CARNIVAL BUSINESS. WANT best Паркок, fair and sensational.

HATHAWAYS
Mike, Stan, Dury, 3 People, 3 Acts, 2 High Wheel, 3 Cyclone Tilt-Top acts, 5 Duet Tilt-Top acts. 


PELICAN STATE SHOWS

WANTED for
BARNEY BROS. CIRCUS

HENRY BLANK, Box 1605, El Paso, Tex.

American Legion Celebration

PADUCAH, Ky.


HAAG BROS., THREE-RING CIRCUS WANTS

Car, engine, rides, and all good acts.考える Advertising Bureau, 508 W. Apache, Austin, Tex. Phone 8843.

WANTED:

Trained Wild Animal Acts

For Less or Sale

SNake KING,
Brownsville, Texas

GREAT SOUTHERN SHOWS

BEATRICE, Ala., March 7.-Wants Rides, 25 Shows, 750 Miles, 500 Acts, 3500 Performers, 2500 Animals, 250000 People. All Rides and Shows good. All Expenses paid by the company.

J. H. DIX, 201 N. Main St., El Paso, Tex.

R-B APPLIES FOR
Brooklyn Permit

NEW YORK, March 5.—Although it has been reported that no Brooklyn permit would pass up its annual quotient, they say that the Brooklyn permit will be given to the Brooklyn R-B broom. The Brooklyn permit is the second largest permit in the country, and is expected to be the one that Brooklyn will give.

According to Madison Square Garden officials, the show opens its season on the 15th. In the meantime the Brooklyn permit will be issued. The show will probably end April 30 to allow time to set up for the Brooklyn permit.

H gives the Brooklyn permit to the Brooklyn, its first canvas date, 10 Washington for May 16-18.

HOUSTON, Tex., March 5.—Bill James Shows is featuring the Flying Millers as its star attraction at the stock show here which is now in full blast and attracting many visitors of wide interest.

J. H. BEE SHOWS, INC.

Opening Saturday, April 16, at Springfield, Tenn.—Playing New Territory This Season

Want Stock Concessions. Cookhouse, Diggers, Bingo and Popcorn sold. All other concessions open for fair transportation. Wonderful proposition. Also want to sell new Sileedom on credit and book with show. Address BOX 1111, Huntingdon, W. Va.
Hartmann's Broadcast

LEONARD TRAUBE. "Director of publicity (in a little paper called the Tribune)" (as he signed his letter) of George A. Hamid, Inc., voices opposition to the smggestIon of a proem agent better or more aptly describing the function of an agente: advertising manager when engaged in that sphere, as without question you are right in your contention and, like you, I am of the opinion they could be used to advantage in several of the productive departments connected with exposition work. This has been one of the best cases in all of the previous world's fairs, inasmuch as conditions will be any different in this or subsequent expositions."

And in line with this comes word from Harry E. Tudor, an old time motion and publicity man, from Gimbel's, New York.

"Trust your World's Fair mosuls may yet see the good sense of calling for a proem agent. I know what all exposition visitors look for beyond majestic buildings and awe inspiring displays of Industrial Progress, etc. In other words, "The Playboy" puts records on gate admissions to any exposition and, believe me, the 'Empire's' visitors will try to match this.

The amusement zone of the Empire Exhibition in Scotland is, of course, a feature as well as show, just as the Fair moguls will try to score. Tune in for the Johnny J. Jones Expositions, too, on the News Record, and hear what all exposition visitors look for beyond majestic buildings and awe inspiring displays of Industrial Progress, etc."

"One of the most important wings of the New York state government calls itself the Bureau of Milk Publicity, for which several braves. And they are doing a grand job. They could have used Bureau of Milk Research, Division of Milk Statistics or some such fancy title. I am a man who knows the ins and outs of the trade and is not undulyέ and pleased with the way things are going. Apply to reliable people."

"As I have put in plenty of time in the outdoor show business," writes the heart of the country's show business, "I am not taking exception to your statement that there is a lack of outdoor showmen with the Golden Gate Exposition. However, I am sure that conditions will be any different in this or subsequent expositions."

And as for Floyd Newell's resolutions published in the carnival depart -

"Personal note, I prefer publicity manager for official purposes; that is, communications; advertising manager when I'm working on a grand job. I was a publicity manager when engaged in that sphere, etc. These terms are easy to understand and do not suggest bluff or pretentiousness. In conversation, however, it's all right to spell it out or use a breather term like press manager."

"The brochure of the Golden Gate Exposition is a most beautiful piece of work and must have cost a pretty penny. Bound in cloth or leather, the outside and gold inside, the preview volume contains messages from President Runc -

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And as for Floyd Newell's resolutions published in the carnival depart -

"Congrats on publishing the Floyd Newell resolution every Vice-Presid -

The Billboard
Mrs. Roth Gives Husband Party

PHOENIX CITY, Ala, March 8—A
surprise birthday party for L. E. Roth,
65th birthday was given by Mrs. Roth
this week. Milt Cohen was toast-
master.

Dinner party, prepared by Mrs. Roth,
consisted of shrimp cocktail,Green
chicken, cranberry sauce, sweet corn,
potato salad, candied sweet potatoes and
strawberry shortcake. Drinks were also
plentiful. Among presents for Roth were
an auto radio, given by Mrs. Roth, and
an auto clock knob. Milt Cohen added
congratulations, and Mrs. Roth's request
each person make a short speech, which
were all cleared and dancing began, with
Pop music playing.

Those present were Mr. and Mrs. Earl
Spicer, Mr. and Mrs. Neil Marsico
and Mrs. and Mr. Mike Rosen, Mr.
and Mrs. Art Alexander, Mr. and
Mrs. Sam Davis, Mr. and Mrs. Edwin
Morgan, Mr. Jack Lefeld, Mr. and
Mrs. George Long, Mr. and Mrs. Sam
Pif, Mr. and Mrs. Jack Kupchak and
Mr. and Mrs. John Fults.

HEART OF AMERICA SHOWS
FORMERLY GREAT SOUTHERN SHOWS

John B. Castle—Tony Martone, Owners and Operators
OPENING 1ST AND ORAVIS, 11TH, L. O. U. S. C., LOUIS, MO.

WANT FOR 1938 SEASON

CIRCUS AGENT, WHO KNOWS THE MIDDLE WEST. STATE EXPERIENCE, SPECIAL AGENT WITH 
OWN CAR, ONE WITH SOUND TRUCK PRODUCES. ELECTRICIAN. CATERER. GENERAL AGENT, WHO
KNOWS THE MIDDLE WEST.

Dinner menu prepared by Mrs. Roth.

PICO)OIIIX

CAN PLACE RIDE HELP AND CAPABLE CARNIVAL PEOPLE IN ALL DEPARTMENTS.

SMITH'S GREATER ATLANTIC SHOWS
OPENING MARCH 26, AUGUSTA, GA.

A little from Howard Ave.
STREETS, AUGUSTA, W. O. W. CAMP NO. 75.

WANTS: Cussing of all kinds,6-10,000 a year.

Africans, Indians, Air, Cattlers, Choice
Elephants, Giraffes and Affiliates for touring shows. High Rate wanted for Merry-Gor-Round and Ferris Wheel. We will name the people through South Carolina and North Carolina no one.

K. F. (BROWN) P. M., Box 307, Augusta, Ga.

LAST CALL—BARLOW'S BIG CITY SHOWS
OPENING MARCH 18TH AND GREETING AVE., ST. LOUIS, SATURDAY, MARCH 26, PLAYING
OUR CHOICE CITY LOCATIONS. OUR 25TH ANNIVERSARY TOUR. PLEASE ACKNOWLEDGE THIS CALL.

WANTS: Concessions—Can Place first class Ferris Wheel, Can Place 1000
cotton flags with Chorus Equity will be
organized and used.

FAIR SECRETARIES AND CELEBRATIONS IN THE MIDDLE WEST, GET IN TOUCH WITH US.

Address: REID HOTEL, 1001 BROADWAY, KANSAS CITY, MO.

Reynolds & Wells United Shows CALLING

All people contracted or booked please acknowledge this ad and come on.

Show opens Tokarcana, Ark., April 2, Two Saturdays, Under Police Dept.

Wants: Cussing of all kinds,6-10,000 a year.

Africans, Indians, Air, Cattlers, Choice
Elephants, Giraffes and Affiliates for touring shows. High Rate wanted for Merry-Gor-Round and Ferris Wheel. We will name the people through South Carolina and North Carolina no one.

K. F. (BROWN) P. M., Box 307, Augusta, Ga.

LAST CALL - WANTED - LAST CALL
SHOW OPENS WAYCESGA, MARCH 26, TWO SATURDAYS.

SHOWS—Side Show, Snake, Fun House, Motorodrome, Penny Arcade. CONCESSIONS—Cust-
tod, Circuses, and Concessions. HELP FOR SHOWS AND RIDES. Foremen, Smith & Wells. Con-
RIDE Help, must drive trucks. Earl Carr and Bill Quigley write at once. All those
holding contracts report here March 20.

SAM LAWRENCE SHOWS — WAYCESGA, GA.

LIBERTY NATIONAL SHOW

THE SHOW THAT IS ALWAYS INVITED BACK.

RIDES—Will book or sell. NICE RIDES, S.R. and any other open for Rides. Most of the rests
will book, and if not, will book the best. A complete line of novelty rides.

CONCESSIONS—Wants Concession Stand in a prominent place shown first. Conces-
sions—Can Place first class Ferris Wheel, Can Place 1000

cotton flags with Chorus Equity will be
organized and used.

FAIR SECRETARIES AND CELEBRATIONS IN THE MIDDLE WEST, GET IN TOUCH WITH US.

Address: REID HOTEL, 1001 BROADWAY, KANSAS CITY, MO.

YELLOWSTONE SHOWS OPENING

GALLOW, N. M., APRIL 9.

CAN PLACE Show. Have complete outfit for same. CAN PLACE Billie Billie, Ubber, Un-
"N nice little ride" and other novelty rides. CAN PLACE Cocktail for Grind Shows. Ride Help and the following Concessions—Lead Gallery, Grench Sway, Candy Cane, Machine and Bowling Alley. Write

W. S. NEAL, Box 991, Albuquerque, N. M.

LAST CALL—WANTED—LAST CALL
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SHOWS—Side Show, Snake, Fun House, Motorodrome, Penny Arcade. CONCESSIONS—Cust-
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holding contracts report here March 20.

SAM LAWRENCE SHOWS — WAYCESGA, GA.

Cafe de Paris, London

New opening here is that of Judy
Canova, hillocky flacker and vaude-
villeienne, assisted by her brother Zane
Canova, who puts on the occasional
surprise vocal recitals, ranging from
Prussian yodeling to travelogues. Zane and
Antonie offer Howell good support and the
entire winner.

Resident here are Ambrose and his
wife, Thomas E. and Evelyn Dull, blond
crozery. Bert East

Pacific Coast Showmen's Clun

730 South Grand Avenue, Los Angeles, Calif.

L A NGEziUS. M a r c h 5—MIm'-

night comedy show featuring Mrs. Harry
Harrigan. Other officers First Vice-

President Mrs. John Le Forn, Third Vice-

President Mrs. Richard Hooper. Total ex-

ceptory.

General business procedure was followed.

New member was Ed La Salle, and

The AFA shall adhere to a cap-

tialization, and a

Carlyle Rose.

FAIR OPENING

(May be found from page 18)

 demonstrates, and the show is

far a team. The AFA Foundation of

the AFA's before voting the

julidion. The AFA shall adhere

to the jurisdiction of the

et al.

AFA OPENING

(May be found from page 18)

tional Casino will be the first big local

clubs to be approached for agreements

and exclusive wages for the

chorus. The AFA is organizing

groups that will specialize in

problems and also plans a chorus em-

ployee service similar to that run by

church Chorus Association for years.

All members will be required to

the organization, and their
campaign and from reports of those

who have voluntarily set their own

 quotas results should be excellent.

Here's the usual reminder to

members of the AFA's board that

are neglecting an important matter.

If you have problems in any

fields you should be proud to en-

tertain and to have your show's

problems and is directly

Cost is small and

many.

M. H. HOLT.
Notes From the Crossroads

By NAT GREEN

With the coming of the New York World's Fair in 1933, the majority of the shows were looking forward to being in on the last chance, the last chance to get in on the fair. This was true of the majority, but not all. There were some who thought the fair was a waste of time and money. They delay action so long that the fair has them guessing. They say: It's as profitable as the tax box at the shore. If you can't get into the fair, you might as well go to the beach. But if you can't get into the beach, you might as well go to the fair. It was not hurt but was a little grecy from the inspect. If you can't get into the fair, you might as well go to the beach. But if you can't get into the beach, you might as well go to the fair. It was not hurt but was a little grecy from the inspect.

The management of the fair has them guessing. They say: It's as profitable as the tax box at the shore. If you can't get into the fair, you might as well go to the beach. But if you can't get into the beach, you might as well go to the fair. It was not hurt but was a little grecy from the inspect. If you can't get into the fair, you might as well go to the beach. But if you can't get into the beach, you might as well go to the fair. It was not hurt but was a little grecy from the inspect.

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CHURCHES

A new chapter in the history of gambling is being written as the movement to eliminate “petty gambling” from churches, which started in Chicago recently, begins to assume the prospects of a national crusade of churches to clean their own house.

Because of what religion means to everyone personally, only the highest respect can be held by all human beings for the churches in their effort to maintain what they consider to be the highest moral standards among their membership. Perhaps it is important that churches finance their work from purely religious motives, expressed in voluntary contributions, rather than by the use of any methods that might border on “games of chance.”

It should be noted that the movement in Chicago was not started by “outsiders” but originated at a church conference of representatives of the Episcopalian Church. It was found that about 21 of 50 ministers queried by a church leader stated that they favored or at least did not oppose “petty gambling” as a means of financing certain phases of church work.

Opinions on “petty gambling” in the churches will vary with the individual and with the wide variety of churches, religious organizations and groups that are naturally found in a country that offers religious freedom as a basic principle.

Members of the coin-operated machine industry have their own private religious convictions, just the same as any other group of business men. Some of the manufacturers are very devoted to their particular faith. The rank and file of operators would probably show as large a percentage of church members as many other industries. A pioneer operator of slot machines recently stated that he went to church occasionally to “see what the other fellow thinks. I find church people are human beings just like the rest of us,” he said. “My wife and family go more often than I do.”

That is a confession that could be made by millions of men over and over again even in the so-called “moral” or ethical industries and professions. I have often said that members of the coin-operated machine industry could gain a lot by going to church occasionally, “just to see what is going on in the world if for no other reason.” It is noticeable in the coin machine industry that those who have some religious faith and are devoted to it are often the most reasonable and the most co-operative when anything is “suggested for the good of the industry.” They seem to get a better idea of the fact that the coin machine industry must bring itself into line with the present-day world and adapt itself to public opinion.

While the coin machine industry, along with many other lines of business, can be criticized for failing to maintain ethical standards, criticism can also be directed at the churches. Collier’s magazine in a recent editorial on “Religion in a Free Land” said:

“The complete separation between church and state established in our Constitution has been the great bulwark of American churches. . . . Free churches, wholly unpolitical in support and in management, have proved their capacity to survive and grow.”

It is this basic principle of separation of church and state that should cause every religious leader to hesitate about taking up the cudgel of reform in matters of politics, particularly when it comes to minor things. Or if churches have time, energy and money to devote to political and social reforms it would naturally seem more important to devote such efforts to major issues rather than minor problems.

There are prominent religious leaders today who feel that the churches could better devote their efforts to correcting major social and economic evils rather than devoting so much time to drives against such things as “petty gambling” and similar weaknesses of human beings. There are prominent religious leaders today who recognize that while the church may wish to avoid all symptoms of “petty gambling” in its own financing, yet such churches should not attempt to forbid such means of financing to private charities, civic organizations, etc.

Or, as a prominent Chicago newspaper once suggested, it might be a good working policy to distinguish between social gambling, games of chance to support charity, petty gambling for amusement, etc., as opposed to gambling under the control of organized racketeers and criminals. If church and civic organizations were careful to make such distinctions it would be much easier to eliminate the racketeer. Not understanding politics, however, it often happens that church and civic groups during reform drives throw their support to the unseen racketeer in fighting minor evils.

“So long as the American people can look to the churches for reason and fairness in meeting the problems of life, so long shall we be good neighbors to ourselves and to all the world.”
Talkie Horoscope Popular in East

NEW YORK, March 5.—One of the most popular exhibits at the Rock-Ola showing here of the 1938 convention was reported to have been the new Talkie horoscope, the machine that churns out printed horoscopes and talks to a customer about himself when he slips a dime in the coin chute. In commenting on the attention which this machine attracted at this show, Jack Nelson, vice-president and general sales manager of the Rock-Ola Manufacturing Company, stated, "When the Talkie Horoscope was unveiled at the coin machine convention it created quite a stir. As a result operators in the East who were not able to attend the Chicago convention were anxious to see this machine at our recent showing in the Hotel New York. Practically every operator who saw this machine took home his printed horoscope as well as contracts for a shipment of the machine." "Carnival men who operate the amusement arcades were welcome visitors at the showing," Nelson continued. "They came from all over the East along with the coin machine operators in order to have a first-hand demonstration of the new Talkie Horoscopes. They agreed that this new legal entertainment machine has potentials for great play in their particular locations. All who saw our booth here saw that the Eastern market should be one of the most fertile in the country for this machine since there are so many busy streets as well as entertainment places that stay open all night. Since you have had a chance to see and play the Talkie Horoscope have praised its entertaining performance. "Ope have also acknowledged that the machine is bound to become a hit with them. The operators at the Chicago coin machine convention have already been received with enthusiasm from the people. They are interested in themselves and their future, and with the astrologer speaking intimately to them with the machine and also giving them a printed scientifically cast horoscope this machine is bound to score a hit with them. Ope have also released the announcement of the people who, like a side-show or street vendor, spend four or four minutes plugging the machine and drawing the people closer to spend their dimes." Nelson concluded by revealing that so many more operators have already been interested in the Talkie Horoscope that the production schedule will be geared up to double shifts for some time to come.

Editorial Quips Between Editors

"To the Editor: As a fellow editor I take exception to the comments you made in The Billboard, February 26, page 78, where you criticized the new Rock-Ola machine. The machine has improved greatly as compared with the old one. As an example I will cite the fact that the old machine did not have a coin chute, while the new one does. The new machine has also improved the way the coin is returned. Before this machine was introduced, the coin was returned to the operator. Now it is returned to the customer. This is a great improvement." Nelson concluded by revealing that so many more operators have already been interested in the Talkie Horoscope that the production schedule will be geared up to double shifts for some time to come.

"They wouldn't need much room for the hits of the show. I think you should have paid more attention to the balance of this argument when you see the new machine. The new machine has been well received by the people. The people who have seen the machine agree that it is a hit." Nelson concluded by revealing that so many more operators have already been interested in the Talkie Horoscope that the production schedule will be geared up to double shifts for some time to come.

Send for New Circulars Showing And Describing All of These New, 1938 "Blue Ribbon Winners"

J. H. Keeney & Co.

2001 Calumet Ave., Chicago, Ill.

FREE TO COIN GAME SERVICE MEN... Keeney's "Mechanic's Manual"

"Better Games-Better Built" for example:

KEENEEY'S

DERBY CHAMP

7-PLAY, 3 SPINNING DIALS, 1-BALL PAYOUT TABLE — $7 TOP AWARD

KENTUCKY CLUB

4-DIAL, 7-PLAY CONSOLE GAME WITH $10 ALL CASH TOP AWARD

AND KENTUCKY CLUB SKILL CLUB SAME PRINCIPLE AS SKILL TIME

NEW 1938 MODELS

TRACK TIME and SKILL TIME WITH NEW, GUM-PROOF, 4-COIN-SHOWING COIN CHUTE AND OTHER NEW FEATURES

FREE RACES "LEGALIZED" 5-BALL, PIN GAME OFFERING AWARDS IN FREE GAMES

(Painted U. S. A.)

Send for New Circulars Showing and Describing All of These New, 1938 "Blue Ribbon Winners"

J. H. KEENEEY & CO.

"The House That Jack Built!"

2001 Calumet Ave., Chicago, Ill.

FREE TO COIN GAME SERVICE MEN...

Keeney’s "Mechanic’s Manual"
Mail Fraud Expose

NEW YORK, May 5.—The manner in which many members of the coin machine industry were victimized by a group of mail order racketeers was the theme of an interesting article in The New York Mirror magazine section of Sunday, February 27. The article was entitled "When pictures are worth a thousand words" and exposed the methods used by the gang of fraud experts who preyed on people by means of a letter. The letter was written in a language that is not always appreciated by the average person, but the writer claimed that the racketeers had been caught in the act of mail order fraud by the U. S. District Court Judge Chasney. Elston received the letter, which was a letter written in the form of a check and presented to the United States Government by a gentleman named Elston. The letter was accompanied by a small sum of money, and the racketeers were arrested. The case is now pending before a United States District Court Judge.

The story may arouse bitter memories in the minds of some, but the writer believes that the letter is worth a thousand words. The writer said that he had been writing letters of a similar type for a long time, and that he had had many experiences in the mail order business. He added that he had met with some success, and that he had been able to make a living by writing letters. He said that he hoped that the racketeers would be caught, and that he hoped that the United States Government would take action to prevent such letters from being written.
**Used Games Are Prominent Factor In British and European Market**

By H. SEENER, Coin Amusement Machine Supply Ltd., London

Now that our Amusement Trades Exhibition is over, it is possible for me to give you a few material observations other than those connected prior to Misco, our subsidiary organization in Paris, with impatience for shipments of novelties from Genco, which arrive with every fast boat.

Enormous difficulties are being overcome to bring the prices of games for France within the reach of operators. Duty is paid according to weight, which can bring up the price of a $1.50 game to as high as $2.00. It is obviously impossible to sell at this price, but now all orders placed with Genco for France are being sent to Paris, where they will be handled by reputable agents, even in back areas. This of course eliminates all unnecessary weight. The cabinets, for instance, are made in Paris, despite all the hard work the reward for this tiresome labor is being repaid, the demand for games warrants the trouble.

My partner, Alf Cohen, is planning another trip to America this summer, and he does not intend to return here until he has seen California. His recent travels have all been an actual and quite a few up with Genco is the greatest bee in his bonnet. At present he is touring the country, developing plans and appointing distributors for Genco production, providing France stays in its explosive state and does not explode, there will be a valuable proportion of American factory production of novelty games.

**Keeney Plant Hangs Out Its SRO Sign**

CHICAGO, March 5. — "Yes, sir," you're not allowed to have up the Gangster Room Only sign in our plant, as there is no point to it. Our research forces have been increased to the point of a new and exciting game. We can't turn out Keystone Club, Derby Champ and the new 1938 Track Time Fast enough to keep near the number of orders coming in. And so, to keep in a special force at night, we haven't the time to run another production line the hour.

"Shiny, our amusement hockey-type game," he says, "is going stronger than ever. Since it is the only game in the world, operators report the success they are having with it. In our laboratory, the Keystone Club has been called one of the most popular games. The machine is fully built. It is full of flashy action with its four light-up dials. Kentucky Club is one of the newest and most popular games. There is a $10 all-cash top award. We have then to bring in a special force at night, we can't bring in the machine."...
Our reason for delaying the appointment today the greatest legal vending THEREFORE WE in the country. the finest distributors and jobber, to build a business represented by AIRPOPS.IT. In addition to this, and potential possibilities of the ordsoing machines would have machines in your territory. Order immediately was so that those ti/machines were shipped into the Sherman Hotel In January our MARQUETTE distributors and Sobbers un of tAtwAtf sO4. 'TOWS for en enough courage to throw this dent ofomatic automatic pop -corn vending ma- should be fortheccn Ing.' secunities act Consequently It would not be surprising If government action of the vending machine contracts are securitSes under the terms of the federal Assealcan of February S. the following: "The SEC haw about concluded that some securities compilationa. the public Is being confronted with dirty Enact:One,. state merchandise and general webs the machines at A tremendous lose or neglects the mute with the remit that for the man who Is honeatly trying to make a living. any place, pay conimalialons that are much too high and generally make it "tough" for the man who Is honeatly trying to make a living. any place, pay conimalialons that are much too high and generally make it "tough"

Rowlette Recounts P oppomatic's History

ST. LOUIS, March 5.—The first Popomatic automatic pop corn vending machine built in 1904, had to be junked because it got wet and wouldn't produce pop corn, according to a humorous tale told by V. H. Rowlette, vice-president of Poppomatic Manufacturing Company.

According to Rowlette: "Back in 1904 when Poppomat was still a pipe dream President Greenbaum and I were experimenting with what we thought coin- table tale told by V. H. Rowlette, vice-president of Poppomatic Manufacturing Company.

To Poppomatic's history. It was certainly the crudest piece of mechanism you ever saw. It was made almost entirely of wood and while moving this wooden model from Greenbaum's cellar to mine it happened. and the cabinet got wet and warped out of shape. The result? we had to throw it away because we couldn't get it to pop corn.

"The best piece of machinery," he went on, "we started to build what we termed a manufactured steam engine with the whistle missing. However, this model gave us a foot and a half in length and we never forgot that the Greenbaum's cellar was as much as the bag to the pound. We summoned engineers, mechanics, three a week and they went away and started to build another. And then another and another. I have a personal recollection of 31."

"Only those of you who worked and knowing both building and destroying unit after unit, would understand the heartbreak that an era ended before the general public was aware of such a machine existed." Rowlette went on day after day, month after month. We lived, slept and dreamed of machines.

As time went on, never losing faith that some day we would produce an automatic machine that would control that would create a new industry. The first of the new industry was a large bag of fresh hop pop corn, scientifically popped."

In spite of disadvantages and rough going the spirit still remained. Finally with the ideas and suggestions operators all over the world incorporated in a new model and with the improvements made by our engineering staff and the unceasing efforts of our production line. Rowlette concluded, "the new Poppomatic Popcorn Model 24-A was produced."

Washing Machine Field Overcrowded

DETROIT, March 5.—Much interest, in connection with washing machine exhibits at the International Exposition in Detroit, from recent talks with the very specialized operators in this field. Typical of them is W. R. Polecheck, who has operated the Motor Detroit Company for about six years. This company, as do many of the others in the field, handles both washers and irons.

These are usually located in larger apartment houses and charged on a percentage basis. The operator handles and services the machines himself, which operate for perhaps a full hour on a quarter-rate variance according to local conditions. The apartment operator receives his percentage, and the operator is in the hands of the customer."

One company in this field, the Hurley Machine Company, which handles the Thor washers exclusively as well as irons, has lately moved to new quarters in the 12th Street Terminal Building.

Commenting on the field as it stands today, Polecheck said: "The washing machinery field is overcrowded today like almost everything else. For one thing, it has been written up as the electrical trade papers. Electrical Machinery is written on exhaustively about three years ago and as a result some 25 men started up in Detroit, but only about three of these have lasted."

"This business requires sound management like any other. An operator who is just figuring some of these young fellows have too quick returns is going to lose out."

AMUSEMENT MACHINES (MERCHANDISE SECTION)

...AND A PROMISE IS KEPT

Daring the Coin Machine Show at the Sherman Hotel in January our company adopted a policy not to appoint distributors and jobbers until machines were shipped into the various territories.

Our reason for delaying the appointment of distributors and jobbers immediately was so that those ordering machines would have full opportunity to determine the merits and potential possibilities of the AIRPOPS-IT. In addition to this, this delay made it possible for us to build a business represented by the finest distributors and jobbers in the country.

THEREFORE WE

ANNOUNCE the appointment of the MARQUETTE MUSIC CORPORATION 1216 BEAUBIEN STREET DETROIT, MICHIGAN DISTRIBUTERS for STATE OF MICHIGAN

Don't wait until someone else has machines in your territory. Order today, the greatest legal vending machine that has ever been placed on the market.

AIRPOPS-IT INC. 330 EAST OHIO STREET, CHICAGO PHONE DELAWARE 4044 Write for Literature
Personality
By W. R. GREINER

Apparently there is more to operating vending machines than what meets the eye at first. At least here is W. R. Greiner, of Northwestern Corporation, saying that "personality counts." Editor.

It is a well-known fact that the successful person is the one who sells himself or herself to those who come in contact. Regardless of his calling, be it that of a shoe salesman or the leading tenor in the current grand opera, the show must go on. Even in making friends some of us push the limits to a greater extent than others because we sell ourselves more completely. Everybody is a specialist in his own line of work, but he has to sell the public on the idea that it needs his services or his goods will go unsold.

Selling Yourself

As an operator of bulk vending machines you perhaps never imagined yourself as a salesman. Nevertheless, every time you look for a new location and every time you service a machine you are selling yourself, your machines, and the coin machine industry as a whole.

You see, you succeed depends on your sales ability. Study the characteristics of successful people whom you know and pick out the traits that have put them where they are. You'll find several features in their make-up worth imitating.

To acquire selling ability you must first know your business thoroughly from A to Z. You must be sold on it yourself. It means finding a place in the corner, latest developments in the industry, new improvements in the products which can be vended for it. Just what are the best locations is as yet unknown. Receipts have proved to be about equal in many different types of spots. With so much territory open there is no doubt that with a little effort an operator will find a great many locations awaiting him wherever he chooses to concentrate his activities.

Ready To Produce Pop-Corn Vender

DETROIT, March 5.—Pop-Corn Robot Company has just completed its new machines with the Detroit Stamp Company. They have the manufacture of the pop-corn venders, which is the exclusive right of the company, said William Russell Young, president of the vending company, said last week when he was released from the production contract from these leading manufacturing organizations.

The Detroit Stamp Company is a well-known organization, with national sales offices of its own, which will be utilized in distribution of the machines to the owners of the Pop-Corn Robot Company itself. Scheduling has been so that distribution will be well under way in three weeks, Young said.

The company report taking many orders for machines and now has 1,000 orders on hand. Young stated that in one case an order for 1,000 machines was placed under $500 to include 200 machines in number in order to spread distribution of the machines more evenly throughout the country, although no further orders came from the "homestake" of Michigan, Young added.

Local distribution in this State will be handled by the newly formed Central Distributing Company of Michigan, Young said, which will have headquarters at the general offices of the company.

East Watches Pop-Corn Machines

NEW YORK, March 5.—Now that many operators of pop-corn vendors are thoroughly experimenting with the machines and are now contracting for the better locations, others are beginning to scrutinize closely what sort of results these machines have produced since they appeared on the local market a few months back.

On the whole results are said to be very favorable. Due to their instant acceptance by locations much skepticism has been overcome. Many ops say the novelty of the machine pays off and vending the hot buttered corn has scored with the public of all ages. As more machines appear it is believed the public will become accustomed to patronizing these vendors for their pop corn.

Some of the more optimistic operators prophesy that these machines will soon become as important a feature in the merchandising field as cigarette, candy and gum machines.

Just what are the best locations is as yet unknown. Receipts have proved to be about equal in many different types of spots. With so much territory open there is no doubt that the average operator will find a great many locations awaiting him wherever he chooses to concentrate his activities.

Coca-Cola '37 Net Largest on Record

NEW YORK, March 5.—Earnings reported by Coca-Cola Company and its subsidiaries for the year ending December 31, 1937, were disclosed as the largest in the history of the company. After all taxes and charges had been deducted net income totaled $22,881,616. This was equal to $0.75 a share on outstanding common stock.

Net income was over $4,000,000 greater than the 1936 total, when a net of $18,097,078 or $4.65 a share on the common stock was reported.

Toys—Charms for Vending Machines

Featuring the PERFECT-PAC $125

NEW-UNUSUAL—APPEALING! PERFECT-PAC contains 250 unique, new and unusual designs. KIT CLIP #14.DON'T MISSE!

Available at: MOON MACHINE CO., 1123 Broadway, Dept. B, New York City.

Here it is—The New POPMATIC

PLACE YOUR ORDERS NOW!

Copyright 1938—Popmatic Manufacturing Co., 5147 Natural Bridge Avenue, St. Louis, Missouri.
Corn Comment

By I. D. ROTKIN

Advertising Manager of Ranel, Inc.

I have an interesting letter from an operator who recently bought and pieced his first automatic popcorn machine. There is a note of surprised optimism in what he writes: "I never realized..."

"I never realized," he comments in his letter, "how appealing a product hot pop corn could be. A great many coin-operated city operators now have come around to my way of thinking—and are desperately trying to get their hands on something to click." Wouldn't it be a nifty set-up if operators had a definite formula which would indicate that we are head-straight into treasure? I know thereby just how strong and conclusive must be the reaction to make the machine pay.

What is "appeal" anyway? There must be different degrees of appeal in different with respect to individual personality, that an operator can only look at a formula and rely upon his own experience and judgment to make a new type of machine by referring to his past experience only.

"I placed my pop corn machine on location just one month ago and now talk business in which familiar faces come back again and again to guzzle hot pop corn. One of my customers is a fellow who has never operated pop corn machines before, but who, based on specifications of hot pop corn, made the decision to go into the business. This decision was based on appearing these machines are..."

The significance of this letter will be apparent to all operators. It is said and done, just what is "appeal"? My answer to this question will be rather roundabout in that it should illustrate a few important facts.

Corn is a food. Food is a necessity to the lives of living beings. People like to eat because they have to live. But some people prefer to eat people everywhere. One type of food which is extremely favored in the connection is corn. Corn, when popped and seasoned, is a confection. Everybody likes it. It can be prepared in a myriad of ways. The process of popping corn can be performed in a variety of ways but before the arrival of the white man, as soon as his brain was developed enough to pop the corn raised for that purpose and eat it with great relish while hot. Popped corn was a popular food from the time it was introduced in the present hemisphere. It has always been held in a light, tasty fashion of hot pop corn, and in a recent survey which was conducted by the Department of Commerce, mentions was given to the growing preference for pop corn. The Department of Commerce found in its investigation that it is fast becoming a national craze.

I have always striven to give them something different, something that will appeal to the market place. It is this which makes them sell. It is this which causes them to click, to be noted for their success and a promising future.

Selmor Vender Is Unique in Design

KANSAS CITY, Mo., March 5—The new streamlined Selmor penny bunker vending machine, introduced at the Coin Machine Show by the Great States Manufacturing Company here, has been reported to be drawing an ever-increasing number of customers.

"We've eliminated unsightly bulges, wrinkles and humps," states A. E. Sandia, general manager of Great States, "and the new Selmor is not only lifted Selmor's face, but its lower profile allows the machine to be placed low enough to the center of gravity, a slight flare at the bottom makes it appear not to be nearly as much of a bulk. Selmor vendors anything perfectly, being constructed of stainless steel, aluminum and toys without a miss."

With the growth of the "P-Wee" model is constructed of heavy crinkled baked enamel in rich Madrid brown for the more dignified look. It is a 7011 model with rubber trim. Sandia added, "Model E is in chocolate. Model E is in red, Model E is in green. Both models are up the same everywhere."

"The new Selmor marks a definite step in the development of the coin in the history of the Great States Company. Five years ago, I went into the manufacture of coin-operated machines. There were a lot of operators as do few manufacturers. I have always strived to give them the kind of machines and service they demand. The development of the new Selmor has been aimed at the desire of many ops for a modernistic, functional, reliable machine.

Mr. Sandia reports that popular demand for the new Selmor is increasing faster than production.
Wisconsin Music Operators Hear Pep Speeches on Organization

By WALTER W. HURD

A preacher, an attorney, two salesmen, a distributor and an editor formed the battery of speakers who addressed the Wisconsin Automatic Phonograph Operators Association at its banquet and meeting held in Milwaukee, March 9. I. F. Hurst, president of the organization, said that it was the first meeting ever held.

Hurst pointed out the fact that these music operators are deeply interested in what organization may be able to do for them. This was the reason for the meeting. The need for better working methods that can be put into effect was brought up as a problem that was to be solved from a denominational point of view by the organization. It was pointed out that there is a need for better working methods that can be put into effect by the members of the organization. The need for better working methods that can be put into effect by the members of the organization was brought up as a problem that was to be solved from a denominational point of view by the organization.

The group of men who spoke to the organization were enthusiastic about their arguments, and on the whole they were able to believe that they were being heard. The group of men who spoke to the organization were enthusiastic about their arguments, and on the whole they were able to believe that they were being heard.

The attorney who addressed the meeting has his ideas about an important case which concerns State fair trade laws. The possibility of using new developments in fair trade laws to help maintain standard commissions in the coin machine field is an entirely new idea. But we are living in a new day, with many converging trends that promise some kind of legal aid in maintaining standard business practices in coin machine trade. If the Wisconsin operators find a way under their State law to establish legal methods of control, that will be a considerable thing to us. We want to go shooting with our operators on phonographs or any other machine that is a threat to too many people.

The salesmen and the distributor who addressed the meeting brought practical ideas to the meeting. Ideas that have been tried and seen. It seems that many salesmen who represent manufacturing firms come in contact with various operators' meetings. These meetings give ideas to operators' meetings useful ideas from other groups. There is a need for these meetings to be extended and to include among the various operators' associations and groups can be of real service in such work.

The Week's Best Records

Selected by The Billboard From the Latest Recordings Released

The phonograph operators may be more selective in buying records The Billboard presents this special feature. Each week's popular dance and race records are heard, but only those with greatest play potentials are listed.

SWEET MUSIC

CUT LOMBARD

Victor 25786

“Ti-Ti-Ti” (a simple Spanish twist to this European waltz sensation that should go bigger than Vieni, Vieni as Guy’s latest "nde"

Let’s Sail Away to Dreamland (another one of those heavenly excursions. And the trip never flies the Lombard fans)."

OZZIE NELSON

Bluebird 7340

A shack in the Back of the Hills (at last we have a successor to a Shanty in Old Shanty Town). The Old One with this hillbilly swing ballad is making ‘em forget the Bel Misi"

BLUE BARRON

Bluebird 7429

Who Are You Say and Shadows on the Moon (two of the most heavenly numbers of all time. The offer consists of a combination of 10 Silver King versions 100 cents for a dozen of assorted charms at a special price. The offer will be for a limited time only, according to the announcement.

REGGIE CHILDS

Decca 1673

A tip of the hat to the old timers of Chicago and the ever-popular "that little sign that says ‘Yes! A tip of the hat to the old timers of Chicago and the ever-popular "That Little Sign that Says ‘Yes!"

SWING MUSIC

LOUIE PRIMA

Decca 1674

Where Have We Met Before? and Now They Call It Swing (two of the best jazz numbers of all time. The offer consists of a combination of 10 Silver King versions 100 cents for a dozen of assorted charms at a special price. The offer will be for a limited time only, according to the announcement.

VOCAL

ELLA FITZGERALD

Decca 1669

It’s Wonderful (bless you, sister, it’s wonderful), I Was Doing All Right (Miss Ella does plenty all right by herself)

DICK ROBERTSON

Decca 1675

I Wonder What’s Become of Sally (the gal has let the swing band take her away). Two Little Girls in Blue (these gals stay as sweet as they are in their original krafts).
Rock-Ola Canadian Ops Get Together

TORONTO, March 5.—The P & II Coin Machine Company, Rock-Ola's Canadian distributor, entertained a group of Canadian operators who had come to see the new quarters. George H. Pickett, well-known throughout the territory as president of the P & II Coin Machine Company, was an extremely busy man, according to reports, with Rock-Ola's line of new machines and taking orders for the immediate shipment of phonographs and games. It has actually been just a few months since P & II was appointed Canadian distributor for Rock-Ola, Pickett stated; yet in that short time his organization has so developed and increased business that it has become necessary to find larger quarters. We are now located at 138 Dunlop street West, Toronto.

At the recent gathering the operators were shown the spacious office, the new warehouse and the display room. I. F. Webb, Rock-Ola's vice-president in charge of phonographs, was able to attend this meeting, as he was en route to the first New York showing of Rock-Ola's 1938 sensations. He reported that at the Canadian meeting George Pickett made a remarkable impression, upon the operators in demonstrating the new phonographs. "The new drop-style 99 per cent slug-proof was dropped out of the picture this week," Webb said. "The new Rock-Ola Canadian 1138 Rock-Ole phonograph is another popular feature with Canadians."

Phono Ops' Assn Elects Officers

READING, Pa., March 5.—Urgently feeling the need of co-operation and the elimination of cutthroat competition, the upper-state branch of the Eastern Pennsylvania Phonograph Operators' Association was definitely organized here in a meeting held last week. Seventeen operators were present. Talk by Frank Hammond, of Philadelphia, with an open discussion of the problems confronting the industry, showed a marked improvement in the working conditions of the operators.

Operator to whom Webb talked at this meeting told him, "The new Rock-Ola phonographs are the finest of their type. You have got a new look at phonographs, and with every phonograph that you sell, you are selling a turn on the customers' fingers."

Sheet-Music Leaders

(Week Ending March 5)

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

"Whistle While You Work" First Again in Sheet Music Sales

NEW YORK, March 5.—For the second consecutive week Whistle While You Work led all the rest of the pack in market sales. This music is in peak popularity for another two weeks and remains a sheet music favorite for another month or more.

Thanks for the Memory placed, and There's a Gold Mine in the Sky took second place in the sales. Both of these tunes are pretty sold with the public and the customers are beginning to want to hear them on their records for many weeks to come. As predicted three weeks ago, Heigh Ho, from Snow White, and the Seven Dwarfs, is beginning to roll up strong popularity, especially in the East. It's a must for the phonographs.

"Double Doo Re Yoo" is in fifth spot. It is a simple easy song that should stay out there for weeks to come. Right below is a Gypsy Tale, recording companies still have no record of.

Sweet as a Song, from the Radio City Revues soon to be released, made a big hit in the East. Dip Doodle continues to hold its popularity everywhere. It is now the most popular turn of residence.

But Rosalie is definitely weakening. It can't stand the strain much longer. She is a tough song, but you're a sweetheart, You know the words Right Out of My Heart; still along, Silver Moon and Miss Bessie are still popular.

GUESTS AT DINNER FOR WURLITZER ops at 1938 show. Front row (left to right): Bob Schneer, Art Fiske, William Corbin. In the back row (left to right): Ira T. Byrum, of 825 S. Los Angeles, Can't P, Holm P.,, Moon of Marakesh, Estelina, Rosie Lee, One Song.
THE COLOR AND LIGHT THAT SELLS!

Torchlight Procession!
The golden-tongued platform builders of yesterday were shown to the nth degree. With flags, lights, and banners of blazing trumpets, they developed Attraction—-that fundamental merchandising principle—to a high peak of effectiveness. The plans in their platforms were sold with the aid of COLOR and LIGHT!

The world moves on. The torchlight procession gives way to the "national network," but Attraction is still the basic principle of "on-the-spot" salesmanship! You can find no stronger force than COLOR and LIGHT in merchandising your product—-musical entertainment!

Only Seeberg's Original

COMPLETE CABINET ILLUMINATION
PROVIDES THE COLOR AND LIGHT THAT SELLS MORE MUSIC!

SEEBERG 20 RECORD MULTI-SELECTOR SYMPHONOLAS
CONCERT GRAND = REGAL = GEM

Communicate with an authorized Seeberg Distributor or the J. P. Seeberg Corporation for information.

J. P. SEEBERG CORPORATION
1500 DAYTON STREET
CHICAGO, ILLINOIS

"Double Dare You" and "Thanks For Memory" Top Radio Faves

NEW YORK, March 5.—On the whole this week's tabulation of the songs that were played most over the air shows few important changes from last week. "Double Dare You," after drifting around in the first 10, finally battled into first place. Its position here was not based on public pressure, but is the result of genuine public popularity. Together with "Thanks for the Memory" (in fourth place) and "Whistle While You Work" (in fifth), this is probably the most dependable money maker for the phonographs at the present time. Of course, don't forget "Dipsey Doodle" (in ninth slot), which has surprised everybody, including this department, by its continued popularity. It will probably be played less and less on the air during the next few weeks, but nevertheless it is a solid swing number that should have the customers paying nickels for it until the end of March at least.

As predicted, "Rei Me Bist Du Schoen" and "Mama, That Moon Is Here Again" dropped out completely from The Billboard's tabulation this week. Both of these tunes, however, are spotted in pictures that are going to be released soon, and when they reach Martha Raye's screen, "The Moon Is In The Big Broadcast of 1938" it should revive interest in the tune.

"Toplets," one of the best Waltz tunes to appear recently, made a sensational start from 15th place to jump into fifth. It is a slow, sweet number that should do well in certain locations but poorly in others. Hasn't yet attained wide popularity.

In second place was "I Can Dream, Can't I?" and in third was "Sweet as a Song." You're a Sweetheart continued to hold on tightly, but we look for this song to sink sharply in the next week or two.

"It's Easter Sunday" rose from ninth to sixth. "The One I Love Rose From Seventh To Sixth." "More Than Ever" fell from fourth to seventh. "You're an Education" sprang from 12th to seventh, and "Goodnight Sweet Dreams, Goodnight" rose from 10th to seventh. None of these five tunes seem to be particularly smash for the coin machines.

Before Me also rose from 10th to eighth place. "New tunes to show up this week were: "Simply Adore You," Old Apple Tree," "In The Shade Of The New Moon, Romance In The Rain," At A Perilous Counter and Tonight We Lose." The following songs dropped out of the running this week: "Rei Me; Mama, That Moon, There's A Gold Mine in The Sky, You Took The World Right Out Of My Heart, True Confession, Nice Work If You Can Get It, I Like the Life I Love, Did An Angel Kiss You, Ten Pretty Girls and Two Dreams Got Together." Following 10 tunes, it is estimated, most accurately reflect radio popularity:

1. "Double Dare You"
2. "Thanks for the Memory"
3. "Whistle While You Work"
4. "Dipsey Doodle"
5. "Sweet as a Song"
6. "I Can Dream, Can't I?"
7. "Always and Always"
8. "It's Easter Sunday" When Done"
9. "More Than Ever"
10. "Toplets."

New Orleans

NEW ORLEANS, March 5.—Coin machine distributors are reporting increasing sales in phonographs throughout the state of Louisiana, while operations show signs of further increase as warmer weather brings more outdoors. For New Orleans, it is estimated that over 135,000 out-of-town visitors joined the local colony to celebrate the biggest Mardi Gras in its 111 years' history. So great was the play at all meeting spots of the city that operators found themselves busy as bees with their routines. Every available
GIANT GRIP SCALE
100% LEGAL!

WITH NEW BUTTON INDICATOR RELEASE!

Worth its weight in gold! Indicator remains at high-est point until player releases button. Offers opportunity for competitive play. Balls shall be set by operator. Tension adjustable. Button is rear clear slot of obstruction. Crackled dished button trim. Section cups hold it to counter. Metal stand $2.50 extra.

IMMEDIATE DELIVERY
$17.50

WHEN BUYING GRIP, MACHINES

Buy only from a reputable manufacturer whose products have a high resale value.

D. GOTTLEB & CO.
3736-42 N. PAULINA ST., CHICAGO

Fifty Wurlitzer 412's

All in Good Condition.

While They Last $99.50
F. O. B. Indianapolis or Louisville.

Write, Wire or Phone

Southern Automatic Music Co.
542 2d Street
Louisville, Ky.
Phone, Water 5464

GABELS PHONOGRAPHICS

24-RECORD ENTERTAINERS .............. $25.00 EACH
12-RECORD JUNIORS ..................... 40.00 EACH
12-RECORD MULTI SELECTORS .......... 65.00 EACH
1/2 Deposit With Order—Balance C. O. D. Substantial Discount on Quantity Orders

Wire, Write or Telephone. Machines Going Fast.

TED'S ENTERTAINER

4534 No. Karlov Avenue, Chicago. Palisade 1681.

RECORD STORE

514 Lucas Avenue, St. Louis, Mo.

I Am Offering the Following Used WURLITZER Phonographs

All of which I guarantee to bo in A-1 condition and at prices that are right

P-10 Wurlitzer Phonographs $45.00
P-20 Wurlitzer Phonographs $50.00
P-12 Wurlitzer Phonographs $60.00
P-16 Wurlitzer Phonographs $75.00
P-24 Wurlitzer Phonographs $100.00
P-30 Wurlitzer Phonographs $125.00
P-36 Wurlitzer Phonographs $150.00
P-42 Wurlitzer Phonographs $200.00
P-48 Wurlitzer Phonographs $250.00
P-56 Wurlitzer Phonographs $300.00
P-64 Wurlitzer Phonographs $350.00
P-80 Wurlitzer Phonographs $400.00
P-96 Wurlitzer Phonographs $450.00
P-112 Wurlitzer Phonographs $500.00
P-128 Wurlitzer Phonographs $550.00
P-192 Wurlitzer Phonographs $750.00
P-256 Wurlitzer Phonographs $850.00
P-384 Wurlitzer Phonographs $1,000.00
P-512 Wurlitzer Phonographs $1,250.00
P-768 Wurlitzer Phonographs $1,500.00
P-1,024 Wurlitzer Phonographs $1,750.00
P-2,048 Wurlitzer Phonographs $2,500.00
P-4,096 Wurlitzer Phonographs $5,000.00
P-8,192 Wurlitzer Phonographs $10,000.00

All Orders Must Be Accompanied by at Least One-Third Deposit

RAYNER SALES COMPANY
3808 ROSS AVE., DALLAS, TEXAS

When Writing to Advertisers Mention The Billboard.

RECONDITIONED READY TO OPERATE

WURLITZER PHONOGRAPH P-12 $75.00
ROCK-OLA PHONOGRAPH 2'56.00

BILLBOARD PHONOGRAPH P-12 $75.00
ROCK-OLA PHONOGRAPH 2'56.00

1 Senator X RAY POKER $30.00

CAPITOL COIN MACHINE EXCHANGE
80 South Main St., CORGORD, N. H.

MODERNIZE YOUR PHONOGRAPH

NEW ILLUMINATED GRILLS

New Type Program Frames

COIN CRUTE Guards

GRILL PRICES
5 or More Sets $16.00
1 or 2 Sets $18.00

EASY TO INSTALL
Going Over In a Big Way! How About Yours? Phone.

CAPITOL AUTOMATIC MUSIC CO.
460 W. 34th St., NEW YORK, N. Y.

MUSIC OPERATORS!

Save money! We reprint old phonograph records for 50¢ per dozen by the half dozen. Phonograph records, and will print for Rock-Ola's new Monarch phonograph with the streamlined top, bucket, light-up grill and mechanism display.

R. N. McCormick, Southern sales manager for Decca records, returned in time for Mardi Gras and related his successful business trip to Dallas, Memphis and Atlanta branch offices of the firm. He reported heavy demand for race and swing music, that operators throughout the South are seeking for Rock-Ola's new Monarch phonograph operators.

Present Status of Ops' Association

"To the Editor: We are interested in knowing about the trade associations your field and as you know, we are bitter associated with the general situation than anyone else I am taking liberty of asking you about them."}

"For one thing, we would like to know whether there were certain groups that folded up after the "Code Days," so whether there is now—perhaps due to the reports from Washington—a tendency words setting them up again. We would appreciate knowing about any such groups, including the names of any others that you can judge yourself—he's been on the job since pre-war days and it's a cinch Otto's a pre-war business man."
G-MAN GRIPPER

The Only 3-Way Gripper with Theft-Proof Lock and Improved Coin Head. All metal throughout.

Orange Color — Crackle Finish
Cabinet — Nickel Finish Handles
Legal everywhere

GERBER & GLASS
914 DIVERSEY PKWY.
CHICAGO, ILLINOIS

16.75 ea.

Ops Look for A Stimulation

See upturn with spring-market conditions are discussed by coinmen

NEW YORK, March 8. — Since this time of the year is usually the most profitable for most operators in this area, it is expected that some operators to become discouraged. Outlines already in the frame of nickels to the present recession and forecast that with the coming of warmer weather play will take a decided jump, since public thought is bound to be along more optimistic lines by then. Sigs any stimulation plans are needed, but due to legal restrictions little is being done along these lines.

New games now being featured here are expected to be more dominating of the upswing. With business at a low ebb, it is expected that some operators to become discouraged. Outlines already in the frame of nickels to the present recession and forecast that with the coming of warmer weather play will take a decided jump, since public thought is bound to be along more optimistic lines by then. Sigs any stimulation plans are needed, but due to legal restrictions little is being done along these lines.

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Next Evans Show
In Los Angeles

CHICAGO, March 5.—H. O. Evans & Company plan of displaying their machines in many key cities of the country has been given a splendid reception by the trade, according to officials of the company. As a result the second of these at least shows will take place shortly in Los Angeles at one of the principal hotels under the auspices of C. A. Hale. Officials report the purpose of the showings is to enable operators who were unable to attend the Chicago convention to see the new Evans machines first-hand.

"Hale," reports St. W. (Dick) Hood, president of the firm, "as formerly of the development division of the company at the Chicago company, has now taken a position that is more than just a chance to inspect them personally. By-Blade is proving to be the name of the game. This revolutionary idea is proving the one that is most popular today. Our Profit-Share Photograph is scoring a great success. It is highly optimistic with its extraordinary profits. The 1938 Galloping Dominoes, with the new silent-action mechanism, seven-coin head and many other exclusive features, are proving a great success everywhere. Besides these machines we are showing the new Mahoney Per- out Control, another feature whose potentialities the operators have ever attended.

Bingo Ball Gum
Now in Jar Deal

NEW YORK, March 5.—The Bingo Ball Company of New York is introducing the Bingo Ball Gum jar deal, which is available in any way at its Bingo Ball gum in vending except that a jar instead of a vending machine is used. With the sale of the firm, the jar deal will be similar to a vending machine in order profit from the same principles.

Officials explain that the jar deal is to be sold at retail. The Bingo Ball gum wrapped in tinfoil, 600 balls of gum in all. The players pay 5 cents each. The grownups have the option of accepting them. The jar deal amounts to about $12. The new awards have been arranged for Bingo 5, 10, 20, 30 and Bingo double. When the jar is completed the next award is received.

The firm says that this has given considerable time to testing out this idea and that it will be a great success. Players do not lack the idea, they state, for as soon as they start the Bingo jar they can continue to complete the word Bingo.

Coin Machine Rows
Grows in St. Louis

ST. LOUIS, March 5.—The 1500 block of Market street is speedily developing into a buying center for coin-operated machines of all kinds, recent developments would indicate. One of the latest additions to the firms in this area is the opening of Ideal Sales, Inc., at 1317 Market street, having only recently completed an attractive and complete arrangement of display rooms. From the modern display of machines, phonographs and other coin machines, the firm also has an attractive display of salesboards.

The consolidation of Ideal Sales, Inc., and the premium department of the Ideal Novelty Company under the combined management of Carl P. Tripple and L. C. Wilson, both men of many years of experience and ready and willing to assist the needs of operators, should attract to this new combination a greatly increased number of patrons.

It will be most gratifying to the patrons of this combination to know that Elola Glibbero will be in charge of the new office and will greet visitors with that air of accuracy that has made this little lady a favorite with both local and distant customers.

New Orleans

NEW ORLEANS, March 5.—Over the protest of counsel for O. C. Jennings & Company, of Chicago, and Wayne G. Beach, of Federal District Court here Wednesday, continued until Wednesday, March 9, application of company for an injunction to restrain the city of New Orleans, its mayor and police officials from seizing and destroying slot machines, which the firm contends do not violate any state or federal law.

Last Saturday night witnessed the opening of a second coin-playing place in suburban New Orleans. The New Orleans Novelty Company, which owns the place, has operated it since its opening last year, but this year, under the presidency of Vincent C. C. C. Artino, they are taking more of its business. They are getting out the novelty and getting more of the business. The main place is at St. Louis, and the other at St. Charles street in the center of town.

Hank Pridgord has discontinued his Crescent Novelty Company in New Orleans and has taken over the coin经营 business at Houston. Pridgord's father, the late Max Pridgord, for several years operated the New Novelty Company in the Texas city.
PIESEN again leads with 8 SPOT

At the Coin Machine Show we introduced something new in playing thrill which we styled "Magnetic Action". "8 SPOT" received instant acclaim to prove that over our 20 years of experience in developing Skeeball and other games means something to operators.

8 SPOT is built to give operators real value and some who make quick sales with high pressure methods and cheap flash.

8 SPOT will be flattered by the appearance of similar games. Don't forget that months of costly F & E and errands made it possible for "8 SPOT" to give you a real money maker built to last.


SPECIFICATIONS

Length, 6' 6" Height, 6' Width, 23" Weight, 250 lb.

The balls are suspended in midair when rolled to touch a white spot.

Be sure and get the original Numbered spots are optional

Basic patents are pending

Write for circular

PIESEN MANUFACTURING CO., Inc.
2757 STILLWELL AVENUE
CONEY ISLAND, N. Y.

WE'RE FORCED TO RAISE PRICES ON APRIL 15
A SMALL DEPOSIT SENT NOW WILL BRING YOU SENSATIONAL IMPERIAL BILLiard TABLE AT FORMER LOW PRICE

"The IMPERIAL" Is Income Insurance for Operators

WRITE US TODAY FOR FULL DETAILS!

BIRMINGHAM VENDING CO.
2117 THIRD AVE., NORTH
BIRMINGHAM, ALABAMA
(PHONE: 3-5183)

3 Complete New JAR DEALS
All THREE for only $8.88!

Look at those profit charts. Add up your earnings. $128 average profit possible. Must you're surely coming face to face with REAL MONEY MAKERS that give you a lot MORE for less. It's a clear-cut winner.

Send only $1 with your order today. For balance on delivery.

You're Going To Buy Those Deals Eventually—So Rush Your Order For Immediate Shipment NOW!

WINNER SALES COMPANY
"Pick A Winner With Winner"
3307 Armitage Ave., Chicago, III.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"
A WINNER IF THERE EVER WAS ONE!

BALLY'S NEW ROCKET

PRICED RIGHT

$59.50 AT ONLY

5-BALL NOVELTY ACTION WITH BUMPER AND POCKET PLAY

IMMEDIATE DELIVERY GUARANTEED—RUSH YOUR ORDER TO...

JOHN A. FITZGIBBONS

453 WEST 47TH STREET
NEW YORK CITY

362 MULBERRY ST.,
NEWARK, N. J.

2178 AMSTERDAM AVE.,
NEW YORK, N. Y.

CANADIAN OPERATORS HAIL Evans' By-a-Blade Preview held at Paul Novelty Company, Montreal.

Used-Car Problem Is Matter for Public and Business Co-Operation

During the week of March 5 the nation will observe National Used Car Exchange Week, sponsored by the Automobile Manufacturers' Association, in an effort to break what is called the used-car market jam in history and where sales are also breaking the bank of the automobile industry.

The coin-operated machine industry will observe this more closely, not only because the industry uses a great many cars and trucks, but also because the used-machine problem comes to the coin machine trade just as it does to radio, automobile and other machine industries. There is always the possibility that one of these industries may develop an idea in the used-machine field that may be used in other trades.

There are some significant points in the hook-up for promoting the Used Car Week. One fact is that the used-car problem is so serious that such bitter competitors as Ford and General Motors are working together on this one problem. It is significant also that Edsel Ford is making the public statements for his firm. Henry himself is probably too steeped in the prejudices of the years and times that are now gone forever to take the initiative in such cooperative moves as the present.

There may be a good lesson for the American people in the above fact. It becomes increasingly apparent as general business runs into depression after depression that many of the controlling heads of large businesses (whose affairs affect the lives and health of the entire nation) are men of years and times that are gone forever. They cling to prejudiced opinions of a past age for dear life. Businesmen never get themselves out of a jam until a lot of the prejudices and ideas of the past are scrapped forever. United States Steel led the way not so many months ago in putting men at the helm who could forego prejudices of the past. This change is beginning to show itself, and the changes of policy.

It is probably true that when the heads of General Motors and Ford give way to more progressive men, like Edsel Ford, the two largest automobile firms will then modernize their policies in many ways to prevent conditions that are necessary to the enterprises need to modernize their ideas of life as they have modernized their cars with each succeeding year. Maybe the present used-car jam will make the heads of such businesses realize what is going on in the world.

Another interesting fact is that the manufacturers are leading the move to solve the used-car problem. They are putting $1,250,000 into a lump sum for advertising and promotion of publicizing used car ideas started. They are getting together to discuss the used-car problem. They are charging the manufacturers to handle the rescue of their dealers or the new car problem. The latest indication is that manufacturers of machinery will have to develop sales and production plans with more and more attention to get their machines as time goes on.

The continuance of "closed territory" in the amusement games field will apparently begin to look more like "open territory," as used games in the country are time drags on. But there will always be a used-game problem as long as there is an amusement games business. Recent happenings in England indicate that other governments, as well as those of the United States and Canada, will be talking about trade between the two countries for more liberal trading. Whether the reaction in England will have its repercussions in Canada and India is hard to determine. But the two nations seem to be taking the lead in the world in the coin-operated machine industry.

The used-machine situation will appear in the phonograph business also. An official of a music operators' association stated that there was a plan which had been discussed in meeting, suggesting that phonograph manufacturers take up this problem and lend some help to the trade-ins on new machines. This idea was considered not too "hot" at the time to publish.

Only the used-car problem can be tackled with enthusiasm is expressed by such financial publications as Barron's. Of the proposed campaign for National Used Car Exchange Week, it is said: "The campaign being formally announced today will take on many of the aspects of the Liberty Loan drives. There will be proclamations by public officials, complimentary statements by newspapers, and large display and operation of Chambers of Commerce, patriotic, civic and service groups will be encouraged for active. Whether the reaction in England will have its repercussions in Canada and India is hard to determine. But the two nations seem to be taking the lead in the world in the coin-operated machine industry.

The coin-operated machine industry should give its support to such a move. It is not likely that such a campaign would relieve the used-car problem and lend some help by shortening the inventory period. There will be literally millions of words of the speech of the companies that help boost the used-car business will also realize that fair competition is the only way that an industry will also help employ and help any new machine to the greatest degree.

Bally's Racer is Legal, Says Moloney

CHICAGO, March 5—"No closed territory on this one," declared Harold Moloney, president of Bally Manufacturing Corporation, at the release of the Bally's Racer amusement game.

"It is not possible to devise any award system for the Bally's Racer machine. Moloney stated, "and therefore the machine is 100 per cent legal everywhere. Bally's Racer has all the breath-taking suspense, action and thrill of a race game but is designed for competitive play. The machine is equal to the most elaborate consoles. With earning power proved by location test to be equal to many hit novelty games, the game produces an exceptionally high net to the operator, as the total collection is 55 per cent, not a penny deducted for awards.

"The novel play idea attracts crowds wherever it has been placed on location," Moloney went on. "When the coin is deposited a flashy red and blue signal lights up. The idea which player gets the ball first; thereafter the balls are automatically delivered to each player in turn. The player who is the fast player, then to the 'red' player, then to the 'blue' player. Each player receives the balls he flips into scoring pockets by snapping a new-style easy-grip screen on a rudder which advances the race light toward the finish line. Game ends when first player arrives at finish line. Certain sections of the race-light track are marked 'danger zone,' and when player is in the danger zone, he may be pushed back to the starting position if opponent lands a ball in the 1,000 pocket. The danger zone has proved a test to be one of the most exciting features ever developed in the coin machine field," he concluded.
Gottlieb Presents
De Luxe Grip Scale

CHICAGO, March 5.—The popularity of grip machines is increasing by leaps and bounds, according to D. Gottlieb & Company. In addition to their Giant Grip Scale, which was introduced at the Chicago convention, they have just released a new three-way strength tester called De Luxe Grip Scale. This new machine tests grip, push and pull, according to reports.

"Our De Luxe Grip Scale was developed in response to the insistence of operators, who demanded this machine in addition to the Giant Grip Scale," said Dave Gottlieb. "De Luxe Grip Scale is a tough, rugged machine, built to withstand any abuse it is likely to get without failing. It is mechanized perfectly and free from bugs. Our company has had 10 years of experience back of it in building grip scales, and we know how. A number of new, unusual features are included in the new machine, particularly the new button indicator control to make competitive play possible. The De Luxe Grip Scale is finished in brilliant duco, with full chrome trim, including all chrome handles throughout. It may be used as a counter machine or on its own. Either way it occupies small space, takes only a small investment, and is surprising what profits can be made with one of these machines. Because of its legality it may be operated even where ordinary games are prohibited."

The company reports an unusual rush of business with all hands busy and wheels a-whirl. Besides the two grip machines, Slugger, their low-priced five-ball baseball novelty, is reported in heavy demand, and considerable work is also being done on a new five-ball novelty game to be released soon called Globe Trotter, it was stated.

Montreal Sees
Evans' By-a-Blade

MONTREAL, March 5.—Thursday. February 17, was official By-a-Blade unveiling, a Visual Novelty by the Company, for the province of Quebec. A large group of Canadian operators, from all parts of the province eagerly responded to the invitations, gathered at the company's salesrooms, and witnessed the first appearance in Montreal of the high-powered machines. The way they had heard so much, it was pleasant to have them on view.

"The unveiling honours went to the two oldest coin machine men present, I. P. Evans, Quebec, and Mr. L. A. D. B. of the Rexy Specialty Corporation, who were introduced to the audience. The details of the operation of By-a-Blade were demonstrated by the guests, and the mechanics of the machine were explained to the audience. It is surprising what profits can be made with one of these machines."

"As a result of the demonstration, the company started a new Avenue-keen," said Mr. D. B., "and it is rebated soon after the By-a-Blade has been introduced on its own stand. Either way it occupies small space, takes only a small investment, and is surprising what profits can be made with one of these machines."

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Allberg Pushing
Mikro-Kall-It

NEW YORK, March 5.—Bill Allberg reports that he is installing thru New York territory these days promoting sales of the Mikro-Kall-It voice-action picture game. Allberg is connected with the Brooklyn Amusement Machine Company, which is reported to have distribution for the game in metropolitan area of New York. Bill is understood to be representing Mikro-Kall-It, Inc., direct on his present trip thru New York territory. Their salesmen are sure to be in the up-state territory.

"The novel play action of the game and the variety of dice games that can be played with it are meeting with fine response," Allberg reported. "The way this game is played with dice in the up-state territory is taking to heart the product. The dice is a sure sign that this region will prove unusually profitable for the operation."

WALTER GUMMERSHEIMER, general sales manager of Popmatic Manufacturing Company.
Club Women Get Lecture

Learn it's demoralizing to have games of chance for charity.

CHICAGO, March 15 — A woman's charitable club rubbed up against the anti-gambling statutes, state Supreme Court opinion and the State constitution this week to learn just how iron-clad such things were fixed in the years gone by. Moreover, in that time the State Supreme Court in one of its decisions on certain forms of trivial gambling had on record some information about how degrading petty gambling can be for ladies who try to do something for charity.

They found out that bunco games, even when the purpose is charitable and the prizes trivial, cannot be permitted because of the gambling laws, according to a ruling of the corporation counsel's office. In legal terms, the club had "maintained and conducted lotteries and other species of gambling."

Lotteries are not only prohibited by statute but by the State constitution, and the fact that stakes are trivial and the value of the prices slight "does not lessen the evil," in the opinion of the State Supreme Court as cited in the following opinion:

"Like any other species of gambling, lotteries have a pernicious influence upon the character of all engaged in them. This influence may not be so direct and the immediate consequences so disastrous as in some kinds of gambling which rouse the violent passions and stake the gambler's whole fortune on the throw of a die. The temptation, however, is thrown in the way of a larger number and a better class. The evil may spread more widely and affect more deeply... The law does manifest sympathy but dispenses temperance in its majesty, and frowns on its use. Submission to its authority is incumbent upon all."

Newspaper Lauds Ed Ross' Firm

BALTIMORE, March 5 — Oriole Coin Machine Company, of which Ed Ross is head, received quite a boost in a recent issue of The Baltimore News Post. Under the heading of "Oriole Building Stands Tall in the Wholesale Section," the story ran: "One of the most important assets in Baltimore-diversified business life is the Oriole Building. 100 block Mount Royal avenue, home of the Oriole Coin Machine Corporation, the largest such establishment in the world."

"This coin machine headquarters is equipped with vending machines of all kinds and a comprehensive stock of their accessories. These coin-controlled automatons include washing machines and devices selling nuts, newspapers, amusement, railroad tickets, stamps, beverages, phonograph recordings, bird seed, flowers, food and cigarettes."

The ONLY 3 in 1 GRIP TESTER

3 WAYS TO TEST GRIP
Each Way Another Penny.
Greater Income for Operators. Legal Everywhere.

$19.50 Paid Stand $2.50
HERCULES GRIP MACHINE CO.
412 So. Main St., Chicago, Ill.
British Show

A Success

- 66 exhibitors show at exhibition—much American made equipment

LONDON, March 9—The British coin machine show, officially known as the Amusement Machines Exhibition, was held from February 14 to 26 at the Royal Horticultural Hall in Westminster. The name of the show was changed from the year before in order to reflect the changed Machine Exhibition, since Amusement Manufacturers and Allied Trade Exhibition was held in conjunction with the International Trade Fair. This was the fourth annual show for the coin group and the third for the amusement machine industry in its current form. Edward A. Aitken, editor of The World’s Fair, British trade paper of the amusement industry, was in charge of the show.

Lord Strabolgi officially opened the exhibition at noon on Monday (14) in the presence of the exhibitors and patrons of the show, which was generally well-attended. The show was crowded with people who desired to see the latest and greatest developments in the field of amusement machines.

Some of the exhibitors who have been present at previous shows were present again this year, and the hall was a much better exhibit of the latest developments in the amusement industry. The exhibitors included manufacturers of coin-operated games, pinball machines, slot machines, and other types of amusement machines.

The show was a great success, and many orders were placed by visitors.

How Outworn Laws

Clutter Up Books

NEWARK, N. J., March 5—WPB workers on a project here have been ordering the list of laws that have accumulated and been forgotten.

An interesting revelation is the number of "best citizens" who are continually breaking city ordinances passed years ago when standards of public morals were different.

It has been discovered that these ordinances are often written in vague terms that make it difficult to enforce.

A survey during 10 months has disclosed that of about 1,200 city ordinances listed in the 1912 revision and the 2,000 ordinances passed since then that 10 per cent are obsolete and 50 per cent invalid because of subsequent changes. Yet all of these "forbidden" laws remain to be dug up some time to embarrass the present generation.
ATTENTION OPERATORS

MILLS

NEW SENSATIONAL 1 BALL PAY TABLE 1-2-3

Now in stock ready for instant shipment. Phone, wire or mail your order today!!

EASY STEPS

Rock Of Ages Co.
Congo
Congo
Congo
Congo
D. C. Conlee

BARGAINS IN GUARANTEED RECONDITIONED EQUIPMENT

Bally Classics $10.75
Bally Classics $8.75
Bally Classics $8.00
Bally Classics $8.50
Bally Classics $8.00

STANDARD EQUIPMENT

Golden Wheels $9.50
Golden Wheels $9.50
Golden Wheels $9.50
Golden Wheels $9.50
Golden Wheels $9.50

WE ALSO REPRESENT A. B. T., MILLS

"Ponservice" Helps Operators Help Themselves!

THE GEORGE PONSER ORGANIZATION

33 WEST 60th ST., NEW YORK CITY

11-15 East Brunswick St., NEWARK, N. J.
1435 Bedford Ave., BROOKLYN, N. Y.
900 North Franklin, PHILADELPHIA, PA.
903 W. Adams St., JACKSONVILLE, ILL.

EPCO MARKETS

875 W. NORTH AVENUE
CHICAGO, ILLINOIS

DETROIT, March 5.—Most people in the coin machine business think of our firm only in terms as being the manufacturer of the Electropak and Adapt-o-meter, the electric radio and the Electrical Products Company. "Little" do they realize, however, that these products are only a few of the many we produce. The Epcos Storage Battery Charger is now optional equipment on most new cars being sold today. Many service stations and automobile repair shops use one. Three-Channel Battery Chargers, while many radio dealers have Induced the Epcos Storage Battery Eliminator for the proper demonstration of automobile radios. "Such products as the Epcos are all we do," says the Electro-Pack. "Protector are already devices familiar to most coin machine men." He went on...

Harry Graham, general manager of the ... music end of their business is going... the present time the firm is unable to fill orders on hand for... the new 1938 Wurlitzer-Model 24, he states. Graham reports that his... instruments were sold last week from their... Marquette Music Company, reports the... of American Dispensing Company, was taken to the hospital... Some reports even of business improvement In... some of the men have... been added to his... John J. Andrews and... Steve & Harry's Amusement Devices. The wife of Thurman Stevens, of... A. P. Sense. The wife of Thurman Stevens, of... the proper demonstration of automobile radios...

A. P. Sauve, of the A. P. Sauve Company, has just returned from Florida. The wife of Thurman Stevens, of... the proper demonstration of automobile radios... the new Mills cigarette vender. Two new salesmen have been added to his... John J. Andrews and... Russell H. Ellson, both of the men have been in the vending machine business some 15 years in Detroit and Canada...

Attorney reports he now has eight salesmen working out of Detroit who... Michigan, Ohio and Indiana territory...

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Distributors

Sales Managers with vast National and Foreign Clientele desires new connection,
Twenty years proven record in all branches of the Coin Machine Industry.

DISTRIBUTORS

Sales Managers with vast National and Foreign Clientele desires new connection,
Twenty years proven record in all branches of the Coin Machine Industry.

Kidd Sales Jar Deals Going Well

DALLAS, March 5 - The Kidd Sales Jar Company, manufacturer of jar deals, salescards and premium boards, reports it received an avalanche of orders last week on its new jar game, Race Track. C. G. Kidd, president of the firm, said that the operators' response to their recent announcement of their new game has brought orders from California, New York, Maine and Nevada.

In describing Race Track, President C. G. Kidd stated: "It is an 840-ticket game on a four-color jackpocket board. It is a die-cut pull-seal board that is absolutely tamper proof. The game is compact and occupies small space, but its bright and attractive colors get a good play. The low cost of the investment appeals to all operators."

"We are also manufacturers of Barrels of Dough, another 840-ticket jar deal that is selling fast in every section of the country. This deal is also a die-cut pull-seal board and is done in attractive colors. Race Track and Barrels of Dough are producing a lucrative business for operators all over the country and repeat orders are coming in from the forty-eight states.

C. G. Kidd, president of the firm, is an old-time operator himself. He has been associated with the automatic and coin machine sales and operation business in the Dallas territory for the past 10 years, according to reports.

Lock Ad Plugs Machines

NEW YORK, March 5 — In the February 24 issue of The New York Times the legal Lock Company announced a new patented lock which it claims to be foolproof and pickproof. In the copy of the ad, the fact that the lock was adaptable to use in slot and vending machines was prominently featured.

The attention which this ad gave the industry is looked upon by operators here as a boost for the coin machine business, since it brings to public attention the fact that the industry offers a profitable market to other lines of business.
SOME MIGHT CALL IT LUCK...

But When SNAPPY, our new novelty game, came off the production line, we felt we had something operators wanted—a game that would return a good profit.

Distributors don't gamble! They order on performance. The minute operators placed SNAPPY on location, players found a new appeal that held them fascinated for hours.


CHICAGO COIN MACHINE MANUFACTURING COMPANY
1725 DIVERSEY BOULEVARD, CHICAGO, ILLINOIS

Modern Vending Adds Two to Staff

NEW YORK, March 5.—To take care of the increased business which the firm is enjoying at this time, Nat Cohn, of Modern Vending Company, reports that his firm has added two new men to its sales staff. The two men are J. J. Fitzgerald Jr., who will represent Modern in New Haven, Conn., and Fairfield County, and A. Vendarac, who is introducing new machines to New England operators. Fitzgerald has had a great deal of experience in the coin-operated phonograph field, Cohn reports, and is interested in helping operators in his territory earn every dollar possible from their routes. Vendarac is well known in the coin machine field and is expected to do a bang-up job on new games. Cohn stated, "Both of these men are already off to a flying start," he went on, "for we already have received several wires from them for good-sized orders."

To supplement the work of these men as well as all of the other men on the sales force of Modern Vending, Cohn is reported to be planning a new sales campaign and advertising drive that will eclipse all others in the firm's history. "We feel that this is the time to tell our story and instill confidence in the buyer. At the recent convention passed out buttons on which was printed the slogan 'Watch Modern in 1938.' The slogan is not a mere catchy phrase, it's descriptive of our plans for 1938. Was added help to give better service backed up by a clever advertising campaign, just watch us go."

They're Eating It Up!

"Cut Yourself A Piece of Cake"

AND GET IN ON THESE "SWEET" PROFITS

Board No. 2408
2400 Holes
Takes in . $120.00
Average Payout 74.02
Average Gross Profit . $45.98

109 WINNERS

A New and Novel
Harlich Board...
With That Extra
Wallops That Builds
Profits—Fast!

PRICE EACH ONLY
$4.98 PLUS 15% TAX

GET THE DETAILS! OR, BETTER STILL, ORDER A SAMPLE TODAY!

HARLICH MFG. CO., 1413 W. JACKSON BLVD., CHICAGO, ILL.

LUCKY DISPLAY VENDOR
For All Type Jar Deals

Take the guess out of operating. Increase your profits 100%. Lighted, Easy Profit. Light weight gauge steel, practically indestructible. Displayed, jar sized to 450, single, any color. Locations demand the shining vendor for their jar deals. Big profit! Fast action! Sample Order $7.97, lots of $7.97; lots of 12, $8.40. Adaptable Convenience $1.00 Extra. 12 trumpet, balance 15, 17, Distributor's jobbers and Operators write.

BARKSDALE MFG. COMPANY, Blytheville, Ark.

The Last "Word" in Your Letter to Advertisers, "Billboard".
Hi-Ball Players
Keep Game Going

CHICAGO, March 5.—“When a game is so interesting that players pull up a chair and sit for hours playing that it is something,” according to Leo T. Kelly, vice-president of Exhibit Supply Company, “ask Bert Bondola, Chicago operator, don’t take my word for it,” he continued, “and Bert will tell you of his location where a Hi-Ball game is making more money than any pay table ever did in the same spot. The players draw to a chair and pound away at Hi-Ball all day and far into the evening.

We are now finishing the third production run on this splendid machine and look as if we are going to be busy for a long period to fill orders for Hi-Ball.” Kelly added, “I can’t tell you where they are going but if anyone should ask you tell them that 90 of the games $1 into a 40-foot car. Nice work, this carload business, and we are getting it on Hi-Ball.”

Lane Joins Byrde, Richard & Pound

NEW YORK, March 5.—Eddie Lane, advertising manager of the George Potter Company, revealed this week that he has joined forces with the Byrde, Richard & Pound advertising agency, well known in the coin machine world.

In his new capacity Lane will act as account executive and will effect a closer relationship between the agency and its many accounts both here and in other parts of the country. He will work in close co-operation with Bill Gerns, of the same agency.
**MAGiC BALL**

FOR PERMANENT PROFITS year after year

Start a MAGIC BALL route and you're all set for years of steady profits. No nuisance of constantly shifting machines. No "percentage" headaches. No service grief. And all worry eliminated by the fact that MAGIC BALL is 100 PER CENT LEGAL!

REPLACEMENT FRONTS

INSURE PERPETUAL PROFITS

Machines on location 4 to 6 weeks prove the consistent REPETITIVE PLAY earning power of the revolutionary AIM-CONTROL feature, and permanent peak profits are insured by the flashy, brilliantly different REPLACEMENT FRONTS which will be available when desired, at a very moderate cost. Get in on the ground floor! Invest now, permanent worry-free profits! Order MAGIC BALL today!

F. O. B. CHICAGO

$197.50

**NEW ROCKET**

BUMPER and SKILL HOLE NOVELTY SENSATION

Packed with High Score and Progressive Score Appeal... Competitive Play and Rotation Skill Reward Appeal... Genuine Bally Flash, Action and Smooth Performance... at a price so low you look twice at the tags before you believe your eyes. Take advantage of the unbelievably low price to cover your territory for a real PROFIT clean-up!

Also write for details and SPORT of BALLY RESERVE.

AMAZINGLY LOW PRICE

A pleasant surprise is in store for you! Write today!

**Bally MANUFACTURING COMPANY**

2640 BELMONT AVENUE * CHICAGO, ILLINOIS

EASTERN DISTRIBUTOR • JOHN A. FITZGERBON, 433 W. 48TH ST., NEW YORK, N. Y.

**USED GAMES AT GIVEAWAY PRICES**

**ARROW NOVELTY COMPANY,**

3250 Sidney St.

ST. LOUIS, MO.

**WURLITZER**

$159.50

616

**NEW LEGAL FORTUNE BOARDS**

Open your territory with these new style cards. Operate exactly like ordinary boards, but every ticket bears entertaining fortune. Strictly legal. Any size 100 to 5,000 sales.

JAR DEALS $1.49 each

COMPLETE WITH 1200 TICKETS.

GRAND NATIONAL SALES CO., • 2200 Armitage, CHICAGO, ILL.

Thank You for Mentioning The Billboard.

**INVISIBLE 20 ON 2**

The Greatest Money-Maker Through Reinforcing

Featuring the INVISIBLE 20 ON 2, Payout Nears $2.00 in One Year. What a Big Ticket! What a Pay-Out! Sample Deal Complete... $6.00

Deal Takes In (2352) • $117.63

Extreme Pepp... $6.00

Profit... $26.93

CLIMAX PRESS

Exclusively Manufactured of MAGIK Ticket

4504 N. Western Ave., Chicago, Ill.

Coinman Writes to Home Town Paper

"To the Editor: Having read some of your articles in The Billboard, I am sending you a copy of a letter I sent to the 'People's Forum' of one of our city newspapers. I would like to see this reprinted in your publication, it may be a suggestion to others in the business.

"If something is not done soon the coin machine business is gone. If we could get a direct vote of the people in this State now I believe it would vote two-thirds in favor of licensing slot machines and the machines on a scale of paying toward old-age pensions. The merchants and operators have a plan to get organized and get to work. If I had time to go over the State I think we could have thousands of letters and telegrams going to the governor to ask for a popular vote on a State license for machines. -- H. W. Pardoe, Richmond, Va."

Mr. Pardoe's letter, published in a Richmond (Va.) newspaper, is as follows:

"Sir--To raise more money for old-age pensions, for free school books and for free unable to buy same and to raise the salary of teachers and for other necessary things, why not legislate slot machines and amusement machines? The merchants and operators are willing to pay the State one-third of the total amount taken in by the machines. In the opinion of the writer, this would amount to several million dollars.

"Taking care of these machines would be a small number of people, mechanics, salesmen, bookkeepers, collectors, etc., who are not only very able persons but would be derived from this source of taxes would enable the State to pay an old-age pension of at least $100 per month, which would be matched by the federal government.

"A law of this kind would be a lifesaver for a large number of small merchants, restaurants, druggists, services stations, unions and confectioners, who could barely pay their overhead expenses and rents now.

"Most of the money played into the machines comes from visitors, salesmen, and people who are on the road a good time. They will waste this money on other things if not allowed to play machines.

"There is no habit formed from playing the machines. People do it for amusement and the kick they get when winning.

"If machines are allowed to operate in places where the want of the classes of people who play them will be satisfied and not longer and spend more money for other things.

"The extra money the State can thus allow machines to operate and the extra money received from the State would put plenty of money in circulation in Virginia in another year.

"Kindly investigate this source of revenue and help to increase employment in the State and keep people contented."
New! DELUXE GRIP SCALE

3-WAY STRENGTH TESTER

WITH NEW BUTTON INDICATOR RELEASE!
A smooth working piece of mechanism, built by a manufacturer who knows how! The only grip machine that can be used with the buttons in any position.

BUTTON INDICATOR RELEASE
- TIN CAGE
- PARADE CASH BOX
- TENSION ADJUSTABLE BELL, ADJUSTMENT
- RUBBER SUCTION CUPS
- CHROME HANDLES THROUGHOUT

$19.50
IMMEDIATE DELIVERY

WHEN BUYING GRIP MACHINES
Buy only from a reputable manufacturer whose products have a high resale value!

WRITE FOR SINGULARS AND QUANTITY PRICES

Great Scale, $17.50

New Game Coming
Soon, Says Fitz

NEW YORK, March 5—In the past few weeks John A. Fitzgibbons, Eastern distributor, reports that he has been hopping from one important spot to another talking with operators and distributors. “All of these men seemed to be of the same opinion,” Pits stated. “They agree that some new kind of game must come into the coin machine picture to make things more profitable for them.

“We now have a surprise store for these men which is due to arrive in the near future. This machine is just what these men are looking for. I’m not saying anything about this game save that it has all the necessary qualities for big sales. Deliveries on this game will be exceptionally fast. We will receive large quantities at all of our three offices and will arrange for instant shipment to all our customers,” Fitzgibbons concluded.

Calcutt Staging Clear-Away Sale

PITTMANVILLE, N.C. March 5—Due to the arrival of many of Mills Novelty Company’s latest machines, Joe Calcutt, of the Vending Machine Company, reports that he is holding a mammoth clear-away sale of some of his best stock in order to make room for these new machines.

Calcutt states that he is quite enthusiastic over the new Mills equipment and that he plans to find what it will take in unusual profits. He feels that the new Mills games are just what the operators need and that they are bound to set a new high for collections on any great locations.

“Some of the machines offered in this clearance,” Calcutt reports, “are selling so unusually that operators just can’t afford to pass them by.”

OLIVE NOVELTY CO.
ST. LOUIS, MO.

SALESBOARD OPERATORS

Read “DEALS”
A column about new salesboard ideas, deals and personalities.

In the Wholesale Merchandise Department
THIS WEEK AND EVERY WEEK

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.
Another Evans' Sensation!

BUILT BY MEN WHO KNOW HOW TO BUILD ROULETTES!

Now for the first time, a practical reproduction of Monte Carlo's greatest game! Produced by Evans engineers, who built Galloping Dominos and originated console games!

Long trail-blazing experience, 3 years of research and 8 months of actual operation enable Evans to produce ROLLETTO SR—a marvel of precision-engineering!

Mystery Odds! Multiple Play!

Twins EVANS' Anti-Slug Coin Chutes permit a total of 38 selections, simply by turning 2 control knobs. As selected, each number lights on the field. When starter button is pressed, mystery odds come up and roulette wheel and spinner light revolve in opposite directions with unusually attractive animated action. Then both come to rest on one winner. Odds from 20-1 to 40-1.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

GET BACK IN THE MONEY!

WITH EVANS' NEW 7-COIN HEAD AND REMOTE PAYOUT CONTROL

Evans' Skillo

100% Science and Skill

Bringing back the good old big profits, with this new legal skill sensation! Fast play, yet takes as much skill as bowling, billiards or trapshooting! Equipped for Evans' patented Remote Payout Control which permits "over the counter" awards! Evans' New 7-Coin Head, absolutely gypoof, saves you grief. Last 3 coins visible. Many other exclusive features. Write or phone Haymarket 7630.

Other Evans' Sensations!

Galloping Dominos, Bang Tails, ROLLETTO Sr. Write for Details!

EVANS' ROLLETTO Sr.

High powered Money-Maker At A Remarkable Price! Absolutely Free From Bugs!

Beyond Comparison!

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• No Attendee Required.
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• No Bills and No Pinted (Special).
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• A Beautiful Modernistic Cabinet, 6 ft. long, 2 ft. wide.

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NATIONAL COIN MACHINE EXCHANGE

1407 Diversey Pkwy., Chicago, Ill.

Fishlove Adds New Peek-a-Boos

CHICAGO, March 8—Six more pretty girls who drop off their costumes when you turn the glass have been added to H. Fishlove & Company's line of Peek-a-Boo Hi-Ball Glasses. "The latest designs are entirely new and different," officials state, "with just the right amount of what it takes to make as great a sales appeal as the originals. They are artistic in design and beautiful in coloring. Besides the appeal of these luscious ladies—and they really have a hold on the nation's heart and purse—the glasses themselves are of extra high quality, clear, with nickel-proof edges, and possess full utility value for beverage purposes.

"The original designs will not be discontinued," says the company, "as there is a very large demand for them from all parts of the country, especially in combination with the new. Adding six new subjects makes a total of a dozen different designs. Both the earlier sets as well as the new are now supplied in attractive red, black and gold display boxes without extra cost."

The trade has given the original Peek-a-Boo Hi-Ball Glasses wholesale acceptance, according to the large sales reported by H. Fishlove & Company, besides those from the regular trade.

Skee Ball Gets

Nation-Wide Plug

CHICAGO, March 8—In newspapers all over the land this week was reproduced a picture of Lady Neville Chamberlain, wife of England's premier, playing Skee-Ball at Grosvenor House, London, during the Junior Imperial League ball while her husband, Sir Neville Chamberlain, was pondering world affairs in an attempt to avert war.
21 FEATURES of mechanical superiority with the revolutionary 99% Slug-Proof Coin Chute

Now a part of the standard equipment — new drop-style 99% slug-proof, coin-chute eliminates losses of from 50c to $1.50 per week from slugs. This and features like the gorgeous "Borealis" light-up grille, the slanting top visibility, accessibility of mechanism make these phonographs the preference for high profits.

CANADIAN OPERATORS ATTENTION
ROCK-OLA Multi-Selector Phonographs are HYDRO-ELECTRIC APPROVED IN CANADA
Distributed by P and H COIN MACHINE CO. 120 Dundas St. W., Toronto, Canada

ROCK-OLA new 1938 PHONOGRAPHs offer the greatest profit opportunities for OPERATORS!

With the mighty Monarch-20 and Windsor-20 on location, watch the earnings rise. Rock-Ola attains even greater heights in phonograph perfection for 1938. Once on location they stay, for they offer the ultimate in desirable music, the modern trend in streamline cabinet design and mechanical simplicity. Wise operators invest.

Rock-Ola Mfg. Corp.
800 NORTH KEDZIE AVENUE • CHICAGO, ILLINOIS, U. S. A.
Jimmie Lunceford, the "HARLEM EXPRESS" is always in on time wherever there is a WURLITZER Automatic Phonograph!

- Theatre goers, ballroom addicts, radio fans the nation over impatiently await any news announcing Jimmie Lunceford and His Orchestra. But millions of tavern and restaurant patrons don't have to wait for the arrival of the "HARLEM EXPRESS". The presence of a Wurlitzer Automatic Phonograph invariably means that Lunceford's brilliant swing or vibrant junglemania is theirs anytime with life-like tone that makes a Wurlitzer stand alone. The demand for Wurlitzer Phonographs on the part of locations with limitations that indicate automatic music as the logical means of providing patrons entertainment, signals a powerful, profitable and permanent opportunity for wide awake music operators.

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

SOLD ONLY TO OPERATORS... Model 24-24-A

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Bring the Music of Modern Masters to Millions