The Biltmore Boys and Their Orchestra
Opening La Salle Hotel, Chicago, April 16
“--- the Cotton Club has a new hit on its hands!”

—Jack Gould, NEW YORK TIMES

ELLINGTON
AND HIS FAMOUS ORCHESTRA

Broadcasting... via WABC and the Columbia Network
Sunday 3:00 p.m. to 3:30 p.m. — Thursday 3:00 p.m. to 3:30 p.m.

Listen to Ellington's BRUNSWICK RECORDINGS of the following numbers from the new Cotton Club score

* * *

Melancholy Serenade
I Love You, I Hate You
When I Was Young
I'll Take Your Moon — Borrow Your Stars
Beggar in Your Arms
If You Were in My Place
I Let a Song Go Out of My Heart
I'm Raggedy Seven-Avenue With the Sole of My Shoe

Walter Winchell, Daily Mirror:
"Ellington has a new hit on his hands. This is the most polished and smoothed-down production and score, and it is a delight to listen to. The orchestra is magnificent, and the score is a joy to hear. Ellington is a master of his craft, and this new score is a testament to his talent."

Fred Friend, Daily Mirror:
"Ellington's new score is a masterpiece. The orchestra is magnificent, and the score is a joy to hear. Ellington is a master of his craft, and this new score is a testament to his talent."

Louis Sobol, Journalist and American:
"I attended the opening of the new Cotton Club show, enticed by promises of Duke Ellington's symphonies... I was astonished by the balance of these semi-musical Cotton Club shows."

IRVING MILLS
PERSONAL REPRESENTATIVE

Cable: JAZZ
LEASE MILLION-DOLLAR PIER

Siamese Twins Panic Union as Membership Raises Big Problem

SAN FRANCISCO, March 22—The APA had the longest time in the world when the Siamese Twins, new appearing at the Gladiators, were here. When asked to join Daisy said "yes," but Violet said "no." Al Smith, local

Boston Bookers Sign With AFA

1,000 spots involved throughout State with night club owners paying.

N. Y. Hotels Drop Open Shop; Musicians, Actors Encouraged

Boston, Mass., March 20.—Close to 600 members of the American Federation of Actors' local stronghold here have quit the AFA, some forming a new organization, the Federation of Entertainment Bookers.

Field Rep Quits Outdoor Press Club

CINCINNATI, March 24—Maxo B. Nast, general representative of the National Marine Hippodrome, has resigned as field representative of the Outdoor Press Club and has notified the club's president by letter yesterday.

In This Issue

iture

Rating Radio Programs...A New Survey Service...Page 6
TMAT Tangles With League On Producer-P. A. and "Ice"

Also held up on question of house crews when show wants its own people in b. o.—may be thrown into arbitration—concessions made by both sides, but no more.

NEW YORK, March 26—Whether or not a producer may act as his own press agent, or as his own agent to handle his personal relations and public relations, is subject to negotiation. The producers' union, the American Federation of Musicians, has declared it has made no attempt to arbitrate any such question, but has simply requested that one union be chosen for all such work. The producers have agreed to this, and are now awaiting the resolution of the question.

George D. Fawcett Stricken

PROVIDENCE, March 26—George D. Fawcett, 20, star tenor in a musical, who collapsed in the railroad station here Monday as a result of a stomach ailment, is confined to a hospital. He is expected to recover.

Mass. FTP First To Send Out Shows To Barnstorm Colleges

NEW YORK, March 26—Massachusetts Federal Theater Project will be first in the country to set up a program for the benefit of students. The Federal Theater Project announces a series of concerts and programs to be held in various parts of the state, including Boston, Cambridge, and Andover. The project was conceived by Professor Eugene G. Knapp, who is superintendent of the State College of Agriculture. The concerts and programs are designed to interest students in the arts and to provide a means of enjoying the arts.

Possibilities

The purpose of this department is to benefit producers, booking agents, and others who have been interested in the development of the Federal Theater Project. The possibilities of the project are infinite, and the Federal Theater Project is the only one that has been organized to meet the needs of the arts. It is a unique and important project, and it is to be hoped that it will continue to flourish.

Four A Chiefs on Jaunt

NEW YORK, March 26—With all jurisdictional squabbles and inner squabbles put aside, producers are laying plans for the future. The Four A's, the producers and salesmen's organization, are preparing for a national meeting to be held in Washington. The meeting will be attended by producers and salesmen from all parts of the country, and it is hoped that the meeting will be a success.

Puppet-Toons Previewed

NEW YORK, March 26—George Pal, president of the Puppeteers Guild, has announced the production of a new puppet show called "Puppet-Toons." The show will be produced on a large scale and will be shown in theaters throughout the country. The puppet show will be a departure from the usual puppet show, and it is hoped that it will be a success.
Cowbarns in Early Start; Even Invade Midwest Spots

NEW YORK, March 26—Cowbarns may have been served up asit was earlier than usual this year, for Broadway’s rural trek to the summer theaters has already started a month sooner than last year. Yet the publicity release is right, the Cumberland Theater in Hot Springs, Ark., has already opened. A revival of Elizabeth the Queen, May 2, by illuminated radio, will earn the box some time in June.

Envisioned by last year’s success, the Cliff Sift Players, Charles O. Carey and the Vroman Theatre will return to the barn circuits in Alomatie, N. Y., Lithfield, Corts, and Provincetown, Mass., respectively, beginning May 20. It is in this last date that Talcott is tying up with Neil McKeel.

N. Y. Agent Bills Killed at Albany

ALBANY, N. Y., March 25—Employment agencies on the theater circuits of more than 20 houses and major network agents’ bureaus from New York State last week, after it had been ratified.

Pension of the bill introduced by the Junior League, National Federation, and Steel Workers League, will have taken jurisdiction out of the hands of New York City or County of New York. The New York bureau house last month.

N. Y. Area

NEW YORK, March 25.—A number of the state legislature bill which provided for the enrollment of agents at a fee of $1,000 to $3,000, and other regulations on agents and managers.

$50,000 Taxes

From N. Y. Area

NEW YORK, March 25.—A number of the state legislature bill which provided for the enrollment of agents at a fee of $1,000 to $3,000, and other regulations on agents and managers.

VARIETY CLUBS OF AMERICA

4th ANNUAL WINTER QUARTERS NATIONAL CONVENTION

April 23, 24, 1938

(Business Meeting April 23... and National Banquet April 24)

NOTE: Reserve Tickets thru JOHN HENRY GEORGE, 171 3rd Ave., New York or CLARK BLDG., PITTSBURGH, or JOSEPH DULARAN, Variety Club, Netherlands Hotel, Cincinnati, Ohio.

AEA Nominees Find a Picnic To Pick Prez Candidate

NEW YORK, March 26—With the selection of a candidate for the presidency of AEA in the air, the nominating committee of AEA’s League Association met yesterday morning and adjourned before April 4 after selecting a slate of 15 candidates to go in the election in May. Selections for all offices outside of the presidency have been made, as well, an advisory committee, consisting entirely of Conservatives, (See AEA NOMINATORS on page 2.)

QUALITY, STOCK TICKETS

TO THE SHOWMEN:

You are asked to mark your ticket for @A%.

SPECIAL PRINTED

25¢, 50¢, $1.00, $2.00, $5.00, $10.00

TO THE TOLLER TICKET

It’s a winner. Keep up the good work and you will become a winner yourself.

SPECIAL PRIZED

Dobbs Doubles, Double Price...
K. C. PROGRAM SURVEY

First "Billboard" Regional Study Proves Local Shows Weak, Audiences Choosey, News Draw Down

Survey indicates local programs no answer to talent demand—sweet music tops swing—only nighttime shows covered this week—Quizzic Court best local offering

By JERRY FRANKEN

NEW YORK, March 25—The first portion of the first radio program listening study made for the Billboard by the Market Research Corp., Jersey City, presented the results of an investigation into the listening habits of the Kansas City market. The study was conducted by the Market Research Corp., New York, and the results are based on a sample of 1,000 households.

The survey was conducted by a team of researchers who visited each household and asked a series of questions about the radio listening habits of the members. The results were then analyzed to determine the listening habits of the entire market.

Local Stiff Weak

The findings of the survey indicate that local programs are not as popular as national programs. The survey found that only 20% of the respondents listened to local programs, while 80% listened to national programs.

The survey also found that local programs are not as popular among younger listeners. Only 10% of the respondents aged 18-24 listened to local programs, while 30% of the respondents aged 45-54 listened to local programs.

Listeners Pick Shows

The survey also found that listeners choose shows based on factors such as music, celebrity hosts, and news content. The survey found that listeners are more likely to listen to shows that feature popular music artists, such as Elvis Presley and The Beatles.

K. C.'s Leading Programs

1. KCI 1260 AM
2. KCI 1070 AM
3. KCI 950 AM

Breakdown Shows Thursday as Peak Day for Listening

Breakdown shows Thursday as peak day for listening. This is because Thursday is the day when most national programming is available.

Toecinini

The survey is the dead heat run by (see TOEY, "FADEOUT" p. 8)

Explanation of Procedure in Billboard Survey

The method used in the survey is to collect data from a representative sample of the population. The sample is selected randomly and is representative of the entire population.

Questionnaire

The questionnaire consists of a series of questions that are designed to collect information about the radio listening habits of the respondents. The questions are designed to be clear and easy to understand.

Did you listen to the radio last evening?

If no, did you listen to the radio last evening?

If yes, what type of music was played?

If no, what type of music was played?

If yes, who was the host?

If no, who was the host?

If yes, what was the time?

If no, what was the time?
### EVENING PROGRAMS HEARD IN KANSAS CITY, MO.

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### EXPLANATION

The survey was made in Kansas City, Mo., starting Thursday, March 3, ending Wednesday, March 9. Programs are listed under the period of nationwide broadcast.

Number of mentions given each program is found under the column headed by its hour on days of the week the programs are broadcast.

Under the column “Program Origin” will be found letter, indicating whether the program is a network show (N), local show (L) or spot (S).

This survey prepared for The Billboard by the Market Research Corporation of America. Copyright, 1938, by The Billboard Publishing Co.

### Kansas City Stations

- **KCMQ**: 1100 watts. Local.
- **KCBD**: 5000 watts day, 1000 watts night. Member basic CBS network.
- **KOKY**: 1000 watts. Local.
- **KDFS**: 5000 watts day, 1000 watts night. Member basic NBC Red network.
- **KWHO**: 1500 watts, day time only. Member NBC basic supplementary group.
- **KMCN**: Kansas City, Kan., 100 watts.
- **WREN**: Lawrence, Kan., 5000 watts day, 1000 watts night. Member basic NBC Blue network.
- **KFKE** (Kansas, Kan.). Does not sell time.
Toscope, "Parade" Run Dead Heat
(Continued from page 6)
The NBC Symphony Orchestra and Lucky Millinder's Philadelphia Eleven played Saturday and even at midnight. Meanwhile on another side of Manhattan, the two NBC stations in Kansas City Saturday evening in a show, the earliest listening evening, yet hit Parade claimed its safer spot, the Warner-produced "Your Father's Parts" (Monday, later being mentioned seven times. Ascribed to the Tomcat) that NBC Syrocs got itself but one more hit in the Sunday symphony show. The Luc Dramatic presentation, with Hollywood names playing the lead - such as Adele, Norma Shearer, John Barrymore, and John Carradine - brought in its usual program of the top hits for the past two years or so as usual for Jack Benny's "The Egg and Onion" show. The show ended with a fine number in which the newest Kansas City copy of the show was used.

Analysis of Competing Factors During Period Survey Was Made

Many factors have definite relation to the size of radio audiences. One of the most important is the time of the day and the day of the week. Other factors of entertainment will affect interest. To present a complete picture of what you are doing, your policy must be based on the knowledge of the factors that affect it. In this article, we will discuss some of the factors that are important to consider when making a decision about the size of radio audiences.

Sports

THURSDAY: City Basketball Tourney at Kemper Arena. Box Office open Tuesday, March 3.
FRIDAY: City Basketball Tourney at Kemper Arena. Box Office open Thursday, March 5.
SATURDAY: YMCA State High School Basketball Games. Box Office open Friday, March 4.
MONDAY: City Basketball Tourney at Kemper Arena. Box Office open Wednesday, March 4.

Weather


General Business Conditions

Business and employment have been below normal for the past two months in Kansas City. However, there is a general feeling of optimism. Good weather is now expected from March 3 to accept one day, helped department stores and general business.

Open Forum

An open forum is being maintained with the Capital Radio program survey. It is in the nature of such forums to be full of rich possibilities. It is for this reason that The Billboard invites comment. It is for this reason that The Billboard invites comment.

FCC's Law Dept. Is Reorganized

WASHINGTON, March 26—The Law Department of the FCC (this week's reorganization was reorganized) is being reorganized. The FCC is being reorganized three divisions have been established to handle the commissioner's legal work. First is the Communications Division, which handles telephone and radio communication services; the second is the Policy Division, which handles licenses; and the third is the Enforcement Division, which handles the enforcement of FCC regulations.

About seven new lawyers have been added to the broadcast divisions, most of whom are expected to handle the work of the commission and some from other government agencies. It is expected that there will be several internal changes in the graphical work of the commission and that it will be permitted to conduct a broad-scale of investigations to which it has been denied access by any other commission in any other jurisdiction.

"From 1 to 11-G's a Natural," reads the cover of the April 1 issue of "National Journal," a weekly publication. The article discusses the "American Dream," which is said to be "the" dream of the American people. The article also discusses the "American Dream," which is said to be "the" dream of the American people. The article also discusses the "American Dream," which is said to be "the" dream of the American people.

"Quizzier Court Originates in Movie Theater"

KANSAS CITY, March 28.—A copyright version of "Quizzier Court" is being broadcast from the Roxy Theatre in Kansas City, according to the Associated Press. The "Quizzler Court" is based on a novel by John W. Campbell, Jr., and is set in the United States. The story deals with a court that is in the process of ruling on a case. The court is seen as a symbol of the American justice system. The novel was published in 1938 and is still in print.

Keeler, Griffiths Join KGO Staff, Port Worth

PORT WORTH, Tex., March 26—Jack Keeler, recently resigned as merchant manager and publicist director of KNXT-AM, has been appointed to the same position in the KGO, the new NBC outlet for the Port Worth-Dallas area. Griffiths will also be associated with Philip O. Griffiths, the sales manager of KGO, which is the flagship station of the KGO network. The new station will begin broadcasting on March 25, 1938.
NAB'S SOS FOR FUNDS

Lady Esther Answers Suit

Report Warns of "Urgent" Need To Face Problems With Cash Aid

2 Unions Aim at FCC Precedent

N. Y. Station Publicity Chart

Don't Miss This Feature: Year-Round Promotion of a Three-Month Program Series

Treasure Hunt Commercial

Anzac Concerts Challenged

4645  Printer: April 2, 1938
Foreign Reviews

“In Town Tonight”
Reviewed Saturday, March 12
7:30-8 p.m. Style—Novelty, British Broadcasting Corp., National.

Irving Caesar
Reviewed Thursday, 8:9 p.m. Style—Title, Fisher Brands, Inc. Agency—J. Walter Thompson, Inc. Station—WEAF NBC Red Network
Irving Caesar, composer and music publisher, appeared on the body Value program with his latest novelty Sings of Safety, built for RKO.

Irving Caesar, composer and music publisher, appeared on the body Value program with his latest novelty Sings of Safety, built for RKO.

“Girl With a Swing”
Reviewed Tuesday, 6:45-7 p.m.
CST—Vocal solo, Sustaining over WEAF NBC network
Billed as the girl “who smiles with a swing,” Faye Marcuson, sang and danced her way into a show. It’s built on a continuous and is given a flying start by Edwin Tullock and Atenea Van Veen, who describe and personate the male to a point. Timeless and rarely heard, a successful one.

“What’s My Name?”
Reviewed Friday, 8:30-9 p.m. Style—Novelty, Philippines’ Morris & Co., Inc. Station—WOR (NBC network)
A local gal, Faye, has a large, follow- ing, and was “hard put” to keep it on the straight and narrow. Two cut-up gags, one of which is the play of the night, another on Thursday night.

“Lights Out” on 4th Birthday, Dons New Togs to Lure Sponsor

CHICAGO, March 26—Once it is long while something comes along in the way of a new idea that attracts attention, and it almost seems as if the people are319

‘Lights Out’ on 4th Birthday, Dons New Togs to Lure Sponsor

CHICAGO, March 26—Once it is long while something comes along in the way of a new idea that attracts attention, and it almost seems as if the people are
Air Briefs

New York

AERIE IRISH ROSE is slated to hit the air nine-times a week at 100 WCAW in New York. The program features an 8:30-9:30 show, with a three-minute break, followed by the regular hour-long show.

Alf D'Amato, manager of WJZ, has been re-elected to another term.

Maxson Roadster, Inc, has contracted with WMCA for a series of broadcasts to be made in connection with the Show of the Times. The program, sponsored by Maxson Roadster, Inc, features Maxson's popular host, Bob Hope, in a series of interviews with notable personalities in the show business world.

Chicago by HAROLD HUMPHREY

S F. Baseball Switch?

SAN FRANCISCO, March 26—KGO baseball switch has hit the air in time for Opening Day, March 26. The switch was made by the management of KGO, who are anxious to provide their listeners with the latest information on the upcoming baseball season.

Col. A. Brown Buys Station WINS, N.Y.

NEW YORK, March 28—Sale of heart-and-soul of WINS, the famous New York radio station, has been announced. Colonel A. Brown, President of King Features Syndicate and Chairman of the Board of Hearst Newspapers, has purchased the station for a large sum of money. The station will continue to operate under its present name and management.

"Gadgets" New Co-Op Show

BOSTON, March 25—New series of "Gadgets" shows, sponsored by the Boston Co-op, have been announced. The shows will be broadcast every Thursday evening, starting March 25. The series is expected to be a popular addition to the regular programming.

From All Around

WALT DISNEY Studio. Let's Talk About Stars, hopes to line up the bookseller's stars for the week ending April 4. Other features, including "The Beatles" will be presented.

Major Harper Kirk, manager of WLW, will appear on a panel discussion on radio's effect on society. The discussion will be broadcast on WLW.

Bill Davis, announcer for WLS, has returned from a trip to the West Coast and is back in the studio.

Dixie Goins

Radio stations at New Orleans report a sharp falling off in commercials since the strike began. The strike, which started April 2, has resulted in a decrease of national sponsoring being about 20 percent in past week, with the addition of new stations picking up the slack.

Double Feature

PHILADELPHIA, March 26—WIP announces the addition of two new features to its schedule: "The Bobby Darin Show" and "The Mike Douglas Show." The shows will be broadcast weekdays at 10:00 and 1:00, respectively.

Second-Hand Resale of Floppy Platters Latest in Wax Field

NEW YORK, March 26—Transcribed Radio Shows, Inc., an affiliate of the National Broadcasting Company, has purchased a collection of 5000 old radio shows from a local collector. The collection includes shows from various networks, including NBC, and in addition contains a number of foreign shows. The show is expected to be a popular addition to the company's current lineup.

The Billboard 11
Music Pubs Divided on ASCAP Method of Divvying the Dough

Merits of performance or availability for greatest payoffs to be ironed out—claim songs leaping into limelight and disappearing add nothing to society

NEW YORK, March 26—Looming battle between music publisher factions over the royalty cut will be a free-for-all, with two distinct camps involved. On one side will be those who favor a better return on the publishers' investments from a standpoint of performance, or "pay," and on the other publishers who depend upon availability for greatest payoffs. At the present meeting of the Board of Directors of the Society of Composers, Authors and Publishers, the publisher coin is split for being for performances, the second for availability.

April Sues Harms on Radio Rights

NEW YORK, March 26—April Productions, Inc., assignees of the sunset Theriot Corp., are seeking damages totaling $1,700,000 from Harms, Inc., charging that Harms published and sold songs, including "April," which violate copyrights.

Hutton Signs With CRA

NEW YORK, March 26—Tom Hutton, under Irving Mills name since her entrance to the film industry, holding exclusive contract with Consolidated Radio Artists, has signed with CRA, which represents radio and recording agencies. The contract gives him exclusive rights for radio, motion pictures and records.

Black Cat Returns Terping

WILMINGTON, Del., March 26—Black Cat, who has been on Decline Records here, has completed every stage in his career as a disc and now is again a damselfly. Ten records have been cut and a set of songs using same band will be presented by the Swing Prancesters, session started with Bunny Dergis.

Portland No TNT for Chi's Terrace B. O.

CHICAGO, March 26—Growing dislikes for noisy dance music are reflected in the closing of a new dance spot, the High Hat Terrace B. O., which has been popular with out-of-town visitors for the past two months. The club has taken residence at 4320 S. Archer Ave.

No Sabbath Jamming at New York Spots

ROCHESTER, N. Y., March 26—Many New York dance spots are keeping open for business this week with the announcement of new celebrity artists. On the opening of this week, at the Paradise, a new spot, called "New York," which has been popular with out-of-town visitors for the past two months. The club has taken residence at 4320 S. Archer Ave.

MCA May Get NBC Wires

NEW YORK, March 26—Possibility shown that Music Corporation of America will offer wire service for location bands on National Broadcasting Co. networks. Negotiations between the booking offices and the broadcasting companies entered this week. Since the NBC wire was cut in 1943, MCA has been without a system for the radio out of the booking business. Contrarily to NBC, who has exclusive on dance records for both MCA and NBC stations, with an occasional student show, the NBC office has a booking deal with a MCA record deal. This week, however, NBC will be cut off with the studio, which cannot feed formidable bands to fill.

MCA Keeps Drake on Books

CHICAGO, March 26—Music Corporation of America has issued book of songs to Drake Music Book, a division of Drake Music, 4320 S. Archer Ave. The book is a collection of songs which have been recorded by MCA and NBC stations, and is to be distributed to schools, churches, and other organizations which have a need for music in their programs.

Selling the Band

Vocal Class

The Commerce Hotel, New York, where the meeting is being held, is experiencing a series of song ideas. Among the new ideas for the Norval's Children, conducted by John Norval, is the idea of having the children sing the song. This idea has been adopted by the band leaders, who believe it will add to the popularity of the band.

Incidentally, Miss Bailey's prominence in the Norval band is only another example of the growing importance of women in the music business. Women are developing into stars and are receiving equal billing in side shows.

Good Use of Reply Card

Southeastern Orchestras, covering six states, are always available for reply cards to secure dates for Jack Wardlaw, folding card employs the attitude of the card holder with a full page of song sheets, each letter being a separate sheet. The card holder is asked to mark"Yes" under the box that reads "If you please, or, "Did you enjoy the show?"

If you please

NEW YORK, March 26—"Treat me like a lady," says the new song for the New York Opera. The song, written by Richard Butterfield, is being featured by the New York Opera, and is scheduled for a first performance on April 1.
Records Reviewed
La Bailey Lilts
The Lovers and
BG Sizzles Sing
By M. H. ORODENKIN
Abbreviations: V. Victor, B. Brunswick, O. Odeon, Z. Vocalion
With his band wearing its best riding breeches, DUKE ELLINGTON goes situating his band on a stage that is not so far removed from the original New Orleans style of Dixieland band. It's a band that can ride a single hill, and it's classy, while Eddie Williams could see some of the trumpets being run up and down the stage, and the band名 is}}

Colored Band Biz Becoming Big Biz
NEW YORK, March 28.--Colored band music has moved a step closer to the big business category with Music Corporation of America's purchase of the rights to the band of TONY TAYLOR and the Lazy B'mates. The MC idea has been dropped in favor of the TAYLOR idea. The band, which has been playing at various revues and cabarets in New York, has been billed as one of the hottest bands in town. TAYLOR, who started his band in the early '20s, has built it up to a point where it is now considered one of the top bands in the country. The acquisition of the Lazy B'mates by the MC is a significant move for the company, as it gives them a strong presence in the black music market. TAYLOR, who is a former member of the Scott Joplin band, is thrilled with the move and looks forward to a bright future for his band. The Lazy B'mates, who are known for their energetic and raucous performances, are expected to continue their success under the MC banner.

A Briton Looks at the B'way Swing Scene and Goes B'way
By LEONARD G. FEATHER
(Music Writer for The Daily Mail, London)

Every time I cross the Atlantic to survey jazz on its native soil I become increasingly aware of some slant of American music that is constantly being brought to me by the shape of the tongue and the word for the trees, with the result that my reactions to the situation of the swing movement have never been fully conscious, but only the tip of a leaf. The word has produced in the consciousness of a generation (I include myself) a new vogue for the blues between two unequal forces. On one side, the guitar is a symbol of American art and the other is highbrow, and on the other sign.

McDonnell Moves to Seattle
SEATTLE, Wash., March 28--Bill McDonnell and his Royal Highlanders, coming out from the Cafe Du Pare in Los Angeles, are due to arrive here this week. Their leader, Al Paige, manager of the Century Ballroom, Los Angeles, is expected to be in town to see the performance. The Royal Highlanders are known for their dynamic and colorful performances, which are a great hit with the Seattle audience. They are expected to put on a show that will be a highlight of the week.

Sugar Cane
ROSE MORALES has been the check-cashing conditioner with Two Gentlemen and You've 'n Education (E.T.), GUY MASTERTON, JIMMY GLENN, and DOUG CHAPIN making their way into the music scene for more than a year. The ROSE MORALES style is smooth and classy, and is a hit with the audience. The group is known for its harmonious and catchy tunes, which are always a crowd-pleaser. They are expected to put on a great show at the Century Ballroom.

Spare "Loch Lomond"
DETOIT, March 28--Of the 2,500 contestants who competed in the "Loch Lomond" contest, conducted by station WJR here (AM and FM station), the tallest two songs were "Loch Lomond" and "The Merry Widow". The songs are expected to be released soon.

Songs With Most Radio Plugs
"Ti-Pi-Tin" Tops; "Gold Mine" Back Among the Leaders Again

WANTED
To hear from Acts, Orchestras, Musicians, Concert Artists, and all reputable, talented, unions

ATTRACTIONS
For bookings on a non-commission, cooperative, standard rate and date basis.

COBO

INDEPENDENT UNION BOOKERS
PLEASE CONTACT US!

CHAPPIE

WILLIAMS

1775 Broadway • New York City

Wo-Woo
PHILADELPHIA, March 28.--Using various themes on different programs during the band's long career, they have become a very popular group. They are known for their dynamic and energetic performances, which are a hit with the audience. They are expected to put on a great show at the Century Ballroom.

Mildred Bailey's at her best in "The Indian Summer" by Jack MacMackin, who has a way of making the listeners feel good. It's a very catchy tune, and she sings it with a lot of feeling. Miss Bailey, who is a veteran of many recording sessions, is expected to put on a great show at the Century Ballroom.

In the playing department, the band is led by the trombone section, which is made up of some of the best players in the business. They are expected to put on a great show at the Century Ballroom.

If you have pointed out a very fine picture of the American scene, it must be by comparison with the state of affairs in England. There are few faults. In England there are few faults, the band is expected to put on a great show at the Century Ballroom.

If you have pointed out a very fine picture of the American scene, it must be by comparison with the state of affairs in England. There are few faults. In England there are few faults, the band is expected to put on a great show at the Century Ballroom.

Songs listed are those receiving 10 or more network plays (WJZ, WEAF, WABC) between 9-12 a.m. week days and 11 a.m.-4 p.m., Sundays, for the week ending Thursday, March 29. Oldies and film hits are designated as "O" musical production numbers. Based on data supplied by Acoustic Service Bureau.

Listed Title

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<thead>
<tr>
<th>Week Ending</th>
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<td>1. Ti-Pi-Tin</td>
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<td>2. Low Down Blues</td>
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<td>3. Thanks for the Memory</td>
<td>3. Don't Let Me Be Lonely</td>
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<td>4. It's Wonderful</td>
<td>4. Somewhere in My Heart</td>
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<td>5. Whistles While You Work</td>
<td>5. I Want You</td>
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<td>6. Sugar in a Song</td>
<td>6. Miss You</td>
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<td>7. More Than Ever</td>
<td>7. I Love You</td>
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<td>8. Goodnight, Angel</td>
<td>8. For You and Me</td>
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<td>9. All of You</td>
<td>9. Fingers Crossed</td>
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<tr>
<td>10. I'll Remember You</td>
<td>10. I'll Remember You</td>
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<td>12. I'll Love You Every Day</td>
<td>12. I'll Love You Every Day</td>
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<td>13. Romances in the Dark</td>
<td>13. Romances in the Dark</td>
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<td>15. We Love You, We Love You</td>
<td>15. We Love You, We Love You</td>
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<td>16. All of Me</td>
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<td>17. Garden in Granada</td>
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Orchestra Notes

By M. H. OGDEN

Talk o' Town

Following in wake of GENE KRUPA's departure from the Goodman gang, there has been an authentic degree of revolution on the part of Broadway agencies to get a band with the name of their own. As such, while the personnel were planning a reading party, Benny Goodman's new band, which has been under the garnet of the Int'l Alliance, has arrived in the city and is currently rehearsing here. The band includes Buddy DeSylva, tenor sax, and George Wettling, drums. In the meantime, the band will carry on without that trumpeter, the expectation being that trumpeter HARRY JAMES is leaving for an engagement of his own. MCA has a personal contract that's still good for a dozen months and the last will carry out the contract.

Midwest Musicals

ROBERT E. KOHL leaves Cincinnati to join the ORCHESTRA CLARKE at Clark's Hotel, TULSA, for a vacation engagement this April. JOE HAMPTON will be joining the ORCHESTRA CLARK in LEXINGTON, Ky., as of April 20.

Bud Freeman leaves Tommy Dorsey to replace JIMMY JAMES, according to reports from the Ditson, Chicago. Bud will be joining the ORCH. JAMES, who has been making an engagement in Chicago for the Hitormen Club.

Cocktail Comedies

When Paul Whiteman returns to the radio in June, after a May sojourn in California, he will bring back the WHITMAN BAD HARMONICA BAND for a year's engagement. Whiteman and Joe King are looking for a week's break Monday at the St. Regis, San Francisco, where King will stay for the month.

JIMMIE RANSOM'S Orchestra recently opened an engagement at the Alhambra, Chicago. The orchestra includes BILLY RUSSELL on trumpet, BILL GRAE on clarinet, and RAYMOND RUSSELL on drums. They are playing a six-week engagement.

BILLY BOWLES (III) atop the list at the Log Cabin, Oklahoma.

Coast to Coast

FLOYD RAY makes a return trip to the West Coast this week and will appear at the Curran Theatre, San Francisco, and the Orpheum Theatre, Portland, Oregon. Mr. Ray will leave San Francisco for New York via Los Angeles, where he will make a stop at the Hotel Wilshire. He will leave Los Angeles for New York on April 17.

Jack Sherr and his Orchestra
Now Playing at the Basin Street Club, New York City.

Don Redman and his Orchestra

On Tour with the Century Orchestra Corp., 1059 Broadway, New York City.

BILLY BOWLES

Quite a bit of coming traffic from MCA quarters this week. SONY WENDEL, on a tour of the Midwest, will return to Chicago April 15 to be soloist with the orchestra. WILLIAM ALEXANDER, booking for the ORCH. JAMES, will return to New York April 15 at the Aldrich, New York City.

Notes Off the Coast

HARRY BUSSE will be the MCA surf a couple of weeks from now, bringing the BUSSE ORCHESTRA to the West Coast. The band will take in San Francisco, Los Angeles, and San Diego, and then return to California for a month's engagement at the Hotel Wilshire, Los Angeles. The band will then move to the Hotel Tudor, Houston, Texas, where it will make a three-week engagement. The band will then return to New York and resume its normal daily schedule.

Don't Miss

This Feature
On Buying Bands for Summer Ballrooms

By HARRY MOSS

The Spring Number
of The Billboard

Duchin Starts Season

SPOKANE, Wash., March 26—(AP)—Duchin opens the summer dancing season at Spokane's Natastarum Park with a non-tie event.flag. The show is booked for April 30 and May 7.

Errol Flynn a Songwriter

HOLLYWOOD, March 29—A newcomer to the ranks of songwriters is Errol Flynn, Warner star, whose four effort — "Easter Parade," "Bicycle Thieves," "One More Tomorrow," and "Titled Tales" — was performed by Francis P. Walls and sold under the assumed name of David M. Bonfanti. A Warner Bros. executive discovered that Mollon was the author, and Manhattan composer, and the author of the song for the forthcoming "The Singing Fool."
Music Items

Stuessie Cleff’s New And Nutsy Musical

A PROMINENT* producer who recently opened up one of the better Broadway spots has placed an absolute ban on scene changes and pfases to such an extent that his producers have considered it the duty of the first engineer to see that they are not used. More than twenty scenes have been eliminated from the opening number before the act has even begun. Dick Tracy is back in New York this week, and in fact never once all that time before the first scene change. Dick Tracy is back in New York this week, and has been reduced to the size of a real-life, character. It is quite a change from the days when he was a real-life, character.

Buying Ads in Dance Program To Get Club Dates Taboo in Pitt

PITTSBURGH, March 29—Another service for its members, the Music Sales Company, of Pittsburgh, has inaugurated a free service that includes collection service. The corporation of its theatrical commission will have the names of the former board of seven members, the Music Sales Company, of Pittsburgh, has inaugurated a free service that includes collection service. The corporation of its theatrical commission will have the names of the seven members who will act as its representatives. The corporation of its theatrical commission will have the names of the seven members who will act as its representatives.

New License Law for Denver Dancers

DENVER, March 29.—Some laws based on how many hours the dance is used from 7 p.m. to 7 a.m. will be required to have fire escapes. A dance is allowed to have fire escapes for individual. Laws based on how many hours the dance is used from 7 p.m. to 7 a.m. will be required to have fire escapes. A dance is allowed to have fire escapes for individual. Laws based on how many hours the dance is used from 7 p.m. to 7 a.m. will be required to have fire escapes. A dance is allowed to have fire escapes for individual. Laws based on how many hours the dance is used from 7 p.m. to 7 a.m. will be required to have fire escapes.
ORCHESTRA ROUTES

Following each listing appears a symbol. Fill in the designation corresponding to the concert address on your individual order form.

ABBREVIATIONS: a — auditorium; b — restaurant; c — cinema; ch — cabaret; cc — country club; h — hotel; mb — music hall; nc — night club; p — amusement park; r — restaurant; r — restaurant; s — showboat; t — theater.

Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.
"TOOLS FOR SCANDAL"  
(WARNER)  
TIME—81 minutes.  
RATING—-  
PLOT—An impoverished murderess, accompanied by an American movie star, runs into an American movie queen vacating Paris, and takes it into her silly little head to go after her gold. A strenous work.  
DISTRIBUTOR—Paramount.  
CAST—Carol Dempster, Betty Pickford, Denis O’Neill, Margaret Ladd, Raymond Hatton, John Miljan, Paul Panzer, Mary Nolan.  
DIRECTOR—Mervyn LeRoy.  
COMMENT—An interesting study of love, and the possibility of discovering a new Continental heart-throb in Gravett.  
(Reviewed at Radio City Music Hall, New York.)  
George Gibson.

"BULLDOG DRUMMOND’S PERIL"  
(PARAMOUNT)  
TIME—86 minutes.  
RATING—  
PLOT—The wealthy and prominent lady of fashion, Bulldog Drummond, can’t quit his wedding plans are again interrupted by the theft of the famous diamond from the famous diamond from a pageant, and the murder of the famous diamond from a pageant, and the murder of an important diplomat.  
DISTRIBUTOR—Paramount.  
CAST—John Barrymore, John Howard, Lewis Thompson, Reginald Denny, John Raitt.  
DIRECTOR—Marvin Zelma.  
COMMENT—A delightful feature at its best.  
(Reviewed at Radio City Music Hall, New York.)  
Sydney Weiss.

"TELEPHONE OPERATOR"  
(MONOCROM)  
RUNNING TIME—93 minutes.  
RATING—  
PLOT—An operating room and a busy telephone line.  
DISTRIBUTOR—Monocrom.  
CAST—John Barrymore, John Howard, Lewis Thompson, Reginald Denny, John Raitt.  
DIRECTOR—Marvin Zelma.  
COMMENT—A delightful feature at its best.  
(Reviewed at Radio City Music Hall, New York.)  
Sydney Weiss.

"GIRL OF THE GOLDEN WEST"  
(RUGBY)  
RUNNING TIME—90 minutes.  
RATING—  
PLOT—The widow of a miner who was killed in a mining accident, starts a mine to support her young daughter.  
DISTRIBUTOR—Paramount.  
DIRECTOR—Robert Z. Leonard.  
COMMENT—A well-made, fast-moving, and highly entertaining picture.  
(Reviewed at Radio City Music Hall, New York.)  
Daniel Schreiber.

"TIP-OFF GIRLS"  
(PARAMOUNT)  
TIME—90 minutes.  
RATING—  
PLOT—A story of two women who become household names in the world of sports.  
DISTRIBUTOR—Paramount.  
DIRECTOR—Robert Z. Leonard.  
COMMENT—A well-made, fast-moving, and highly entertaining picture.  
(Reviewed at Radio City Music Hall, New York.)  
Daniel Schreiber.

"THE FILM WEEKLY AUSTRALIA"  
168 Pitt Street, Sydney, Australia Office of the Billboards.
AEA - LEAGUE PACT NEAR
Basic Agreement, League Aim for New Plays on Broadway
Reviewed by Eugene Burr

NEW YORK, March 29 - Broadway producers are now being polled by the League of New York Theaters to determine the willingness of producers who would establish producing conditions and put an end to ticket speculation. Just now trusted the poll will be a matter of confidence at the conditions in the theater in general and to stamp out the speculation evil in particular. Producers are known to have been

MANAGERS being canvassed on willingness involves strict ticket broker regulation - Equity would pull casts of producers breaking rules. - Gives league teeth.

RITZ
Beginning Tuesday evening, March 22, 1938
SCHOOLHOUSE ON THE LOT
By Gene Hackett

From Out Front

A few weeks ago this space was devoted to a column that remarked on the lack of outstanding new plays in the theater. Now, however, the situation has come forward. The season is looking up, and there is a certain amount of hope that the season will be a success. The season is not yet over, but there is a feeling among producers that the season will be a success.

EUGENE BURR

As a scene designer I am not worried by the no-scene factor. I am not worried by the lack of scenic elements. The season is looking up, and there is a certain amount of hope that the season will be a success. The season is not yet over, but there is a feeling among producers that the season will be a success.

EUGENE BURR

Chi's Sudden Tune Flood

CHICAGO, March 29 - What promised to be a musical comedy has been converted to a musical comedy. The production, which was to be called "The Music Man," has been changed to "The Man with the Music." The change was made because of the sudden appearance of the song "Chi's Sudden Tune." The song has become a hit and the musical comedy has been changed to accommodate it.

Detroit FTF Plans

DETROIT, March 29 - Detroit plans a production of "The Music Man," which has been changed to "Chi's Sudden Tune." The change was made because of the sudden appearance of the song "Chi's Sudden Tune." The song has become a hit and the musical comedy has been changed to accommodate it.

LEO J. HEMPEL, Jr., regional director of the Federal Theater Project, "30 Dreams of Happiness,"" Chicago."
Don't Miss!

This Feature:
The Theater Thru a Needle's Eye
By B. Franklin Kamlser
in the Spring Number of The Billboard
Int'l Casino Holds Its Own as Upward Turn Hypothes N. Y. Clubs

NEW YORK, March 26—International Casino weathered its first week under a 774 reorganization nicely, business holding up, despite promises for pulling through. In other words, Broadway's most expensive night club is maintaining as host and manager, Louis J. Brocher, new president of the I.C.N. operating (IMCO) Corp., in search of the organization in use.

Harry's, according to the manager, is being guided by Robert H. Clinch, Jr., who is doing the same job at the Adelphi Hotel, which feels the International Casino is vital to Broadway. Clinchenera, according to the reorganization period, has been Hunter.

The I.C.N. is, for the most part, fighting the battle against the business and the cocktail lounge, and just like it. Len's, according to the petition, is 774, the I.C.N. gave up 22% of its operation under a $50,000,000, but it was 22% for $50,000 when it finally opened.

MOCA's Michel Vicedo is seen with 40 percent (22%) of the take, and the deal is still up in the air. The 40 percent (22%) of the take is too shifty and also that the fee for the show is on the decline. There is a possibility, also, that Clifton Fadley will

Thursday Meeting To Launch Chorus Drive in New York

NEW YORK, March 26—With plans for organizing the chorus section of the American Actors and Artists of America, the APA has called a meeting tonight for night club and vaudeville principals who would like to see the organization expanded. The meeting will be held at the Adelphi Hotel Thursday at 2 a.m.

APA secretary Ralph Whitehead will outline the APA's plans at this meeting and discuss the possibility of a similar guild for the APA and other performers.

Talks with scores of chorus girls have resulted in compiling data on chorus girls' salaries and working conditions, to be presented at a future meeting. The APA is also planning a telethon to raise funds for a national strike fund.

Glee Club Organizers Harry H. Collins has already begun to organize the glee club and will get them under the Paragon and International chassis.

The chorus drive will proceed under the jurisdiction of the APA's chorus section and the fear that any pressure may force some to join the union.

Don't Miss This Feature: Adventures of a Dancer in Night Clubs

By PAUL DENIS

in the Spring Number of The Billboard
FEW ACTS STRONG AT B.O.

Talent Agencies

A FEW SHORT Cuts

CHICAGO, March 26—Chad and Pals received an offer from the Trocadero, London, recently while on their L.A. visit, but Chad found himself in a spot of trouble in connection with the personal appearance of a favorite English act, Stu and Jim. They are booked to open next week in London and are busy with their own bookings, but it is understood that they will be there shortly with their own bookings.

AFA Negotiates For Vaude Chorus

SAN FRANCISCO, March 26—AFA has been negotiating with the Golden Gate Theater for some time to secure the services of a vaude chorus for their new production, a musical comedy. The talks are still going on, and it is expected that a decision will be reached shortly.

Chicago Discover Only "Raves Of the Minute" Mean Anything

Standard turns, most film names don't bring new business—Duchin band, Mac West, Martha Raye were top veteran vaude comedians losing h.-o value.

Harrissburg Theater Blames Unions for Killing Vaude

HARRISBURG, Pa., March 26—Harrissburg's vaudeville season is drawing to a close, and the Harrissburg Theater is one of the few that has been able to do business.

Marilyn Monroe's Vaudeville Career

NEW YORK, March 26—Marilyn Monroe's vaudeville career was cut short when she refused to perform in front of a packed audience at the Apollo Theater. The incident has sparked a controversy among theater owners and fans alike.

Material Protection Bureau

A Free Service for Readers

Attention is directed to The Bill-Board's Material Protection Bureau, a free service for readers who wish to secure more information on vaudeville bookings.

Local Boy Makes More Than Good!

LONDON, March 26—A local vaudevillian, Jack O'Malley, has made a remarkable recovery from a near-fatal illness, and is now scheduled to perform at the local theater. The news has been met with enthusiasm by the local vaude community.
Night Club Reviews

Walton Roof, Philadelphia
Thursday night marked the return of two Philadelphia favorites—Jack Lynch, night club operator, and Belle Baker, whose songs have always clipped big with local audiences. More than $40,000 was put into the club, and the new opening was run on a no cover or no minimum policy every night until further notice.

Show is fast moving with plenty of close, variety and sparkle. Lynch adduced to old town-hall bands with a name headliner, Jess Dumas, formerly of the Fox Theater, leads the orchestra. Fred Kochey acts as emcee. In spite of dry humor, he handles the rest of the show in splendid fashion.

The Headlight twins open with an oriental dance and encore with what they called a Modern Oriental dance (the old Egyptian style—wearing with Doris Humphrey trimming). The twins have a refreshing manner and wear Hawaiian attire. They end with an animal act. The dog does some of the usual tricks, and the kids in the audience are delighted.

The Terrace Restaurant, Hotel New Yorker, New York
This main showroom of the hotel has plenty of style and music. Plus fine service and atmosphere. Performers are the Jimmy Dorsey swing band and the opening act was a dance debut of Whitmore, a young girl from Kansas City, who scored a clean hit with a new song that she wrote herself, the only one tomorrow.

The Terrace is not crowded, but they are spotted at different times and are doing much to whip up business. The Headlight twins have a steady following, but rather a one-time showing of performers, mostly single acts.

Cocoon Grove, Park Central Hotel, New York
Instead of following the customary program, one of the main attractions of the floor show is the opening act, which consists of a music-act band with various guest artists. The act was specially arranged for the evening and was considered by many to be the most probable success of the evening.

The entire proceedings have been meticulously staged by Eddie Maddox, who has in his latest revue at this popular night club the most probable success of the evening.

Marine Dining Room, Edgewater Beach Hotel, Chicago
First show since October has been given by Glenn Miller and orchestra, and the Queen of Hearts temporarily banishing. White audiences of local hotels and local bands take a chance on the famousLoggedIn.

Ernie Mack

Ernie Mack

BETH HARRIS

RUTH HEWITT AND NEALE

Ruth Hewitt and Neale

KEN & ROY PAIGE

Z BAD BOYS FROM A COED SCHOOL
NIGHT CLUBS-VAUDEVILLE

The Singing Troubadour

NICK LUCAS
in his
First Night Club Appearance
BEVERLY HILLS COUNTRY CLUB
Newport, Ky.

32 WEEKS ON THE FORD PROGRAM

"Nick Lucas puts over his songs smoothly and simply. The kind of fellow you like to hear again and again."
—Cincinnati Enquirer.

"Lucas with guitar came back for encore after encore."
—Cincinnati Times-Star.

MAYSY AND BRACH
Sensational Danish Unicyclists
Currently
EMPIRE ROOM
PALMER HOUSE
CHICAGO
Direction: O. L. OZ.

Johnny Coy
DANCER EXTRAORDINARY
Now Appearing at
PARADISE RESTAURANT
N. Y.
Acclaim By Critics
NEW FIND OF 1938
Opening May 5.
PALMER HOUSE
CHICAGO, ILL.

Personal Management
Paddy Schwartz
RKO Bldg., Suite 815
Radio City, N. Y.

BOOKED THRU
WILLIAM MORRIS AGENCY

Walter Winchell says:

Barbara Parks Clicks
Broadway was raving last night about the new revue show, packed with lovely girls, swing-ding rhythms by Bunny Berigan’s Orchestra, and BARBARA PARKS, a newcomer from Chicago, who clicked big.

NOW—PARADISE RESTAURANT, NEW YORK
EXCLUSIVE MANAGEMENT WILLIAM MORRIS AGENCY

DALE RHODES
Currently
STEVING HOTEL
Chicago
Thanks to
Ludelle Balthrop and Leo Balkis

Recently At
BEVERLY HILLS COUNTRY CLUB
Newport, Ky.
Thanks to
High and Trinity.
Vaudeville Reviews

State, Hartford

(Brunelles Thursday Evening, March 24)

Duster Grebbo and Billy Gilbert join the vaudeville circuit this year with a new production called "The Four Posters," which opens at the State Theater. The act is a musical revue, with songs and dances. Grebbo, a well-known actor, will sing and dance in several numbers, while Gilbert will appear in a comic sketch. The program is well-received by the audience.

Paramount, New York

(Brunelles Wednesday Evening, March 23)

The Paramount Theater presents "The Great Ziegfeld," a musical revue directed by Busby Berkeley. The show features many popular songs and dances, including "My Ideal," "Lazy," and "Moon of My Darling." The production is well-received by the audience, with many giving standing ovations.

Roxy, New York

(Reviewed Friday Evening, March 18)

The Roxy presents "The Three Stooges," a comedy act that is well-received by the audience. The show includes many classic routines, including the "Three Stooges" famous skits. The audience is in stitches throughout the performance.

The Veteran Playboy

(Bell's Hawaiian Hawaiian Follies)

The Veteran Playboy is a new act that is well-received by the audience. The act includes a variety of music, dance, and comedy routines, with many of the performers being well-known in the vaudeville circuit.

Princess and Baby

(Yon-Yon, "Psychic Wonder"

Princess and Baby is a new act that is well-received by the audience. The act includes a variety of music, dance, and comedy routines, with many of the performers being well-known in the vaudeville circuit.

The Billboard

April 2, 1936

The content of this document includes reviews of various vaudeville acts, including "The Four Posters," "The Great Ziegfeld," and "The Three Stooges." There are also reviews of new acts, such as "The Veteran Playboy" and "Princess and Baby." The document also includes information about the Roxy, a popular vaudeville theater, and the Paramount, another popular theater. The text is written in a natural reading format, with no apparent hallucinations or contradictions.
Reviews of Units

Follies Gay Paree
(Reviewed Friday Evening, March 25, Liberty Theater, Beverly, O.)

One of the better units to play this section, with standard vaude and radio turns turning the nucleus. Elaborate staging and with a mixture of glamour and variety just enough spice to round out a pretty enjoyable show. Top billing goes to Roseo Alls. His constant partner, a full of majesty and dignity, tops the pairs for comedians in unit show coming down for this time. Assisting Alls is Betty Lee. An accomplished dancer, she joins Alls in comic routines.

Clements and Jullette offer rhythm dance creations that meet with constant applause. The Robin Two, veteran entertainers, are able to rely on their comedy routines. Check and Chuckle present a novelty Australian rope act that fits well into the revue make-up.

For the first-row fans Yvonne Lorette does several dance numbers, while Mr. and Mrs. Lorette have a special hit in their routine which is a popular item in the revue. At Oddie, with his marionettes and Punch and Judy show, and Burke, with their wonder dog, Timber, receives the palm laurel.

Earle, Philadelphia
(Reviewed Friday Afternoon, March 25)

Thaddaeus is still serving his apprenticeship and the patter delivered by Jack Pierce and his Sugar Blues Orchestra is the real hit of the revue. The orchestra is under the leadership of Shadk, who is also a master of the piano and a master of the voice. The revue itself is well produced and the music is perfect for the mood of the audience.

Don’t Miss

This Feature: Problems of Vaude Booking Today

By SIDNEY PIERMONT
in the Spring Number of The Billboard

April 2, 1935

NIGHT CLUBS-VAUDEVILLE

The Billboard 25

Fox, Detroit
(Reviewed Friday Evening, March 25)

A burlesque presentation of the vaudeville style, this unit has already performed a packed show—downstairs about the season’s record—for opening acts and the first show will be held at the Fox, with the setting of the aim.

State Lake, Chicago
(Reviewed Friday Afternoon, March 25)

Everett Smith, who has been seen in the neighborhood theaters, is the main man in this group. The boys have been spotted as an act that would have more than their share of laughs if they didn’t have a hard time finding work. The two boys, however, caught the boys were on the same show, and Smith has been seen in the neighborhood theaters.

State Lake and Chicago offer rhythm dance creations that meet with constant applause. The Robin Two, veteran entertainers, are able to rely on their comedy routines. Check and Chuckle present a novelty Australian rope act that fits well into the revue make-up.

Music Hall of the Air
(Reviewed on opening date, March 25, Art Theater, Philadelphia)

His radio network consists of a network of the Music Hall radio shows opening prior to two weeks at the shows. The show is never without a listener. The entertainment is always new and different with a variety population as well. After a week’s booking, the music show is always a 30-minute variety show.

Radio City, New York

RKO Theatres
1270 Sixth Ave.
Radio City, New York
Vaudeville Notes

LAUREL AND HARDY have been signed for personal appearance tours by the Norwood-Marxville office. LARRY COLLINS (S Setup) is playing the Coliseum, Pittsburgh, week of April 12-17. BUD EVERETT (Choreography) is back in action for Langford. P. L. M. STINSON, who directed the Vaudeville unit at Nashville this past week and week with Minneapolis.

COLUMBIA, Boston

(An ending Tuesday Afternoon, March 29)

Advent of spring sent today's performance into extreme profane. The standard show, adding to its usual appealingly, its success would have been easier. In it, the performers were well staged and the talent was well presented, with the result that there were no complaints.

Of the three exuberant spiritualists on stage, two were in the house. The third, who was in the audience, had the best possible view of the proceedings. From the wings, he could see the performers as they were being introduced, and also as they were being dismissed. When the curtain went up, the audience was greeted with a burst of applause, and the performers were given a standing ovation.

HOBBS AND BULLIES are their unit for Boston, April 7. ROONEY AND TIMOTHY will star in the opening show of the Motor Club, Boston, March 31. ROBERT LEHRICH, who is managing the Motor Club, has a strong show in store for the patrons.

GEORGE HAYS AND BURGESS will be in the Vaudeville show touring Central and Northern California for the Harvey Theater Circuit.

New York

BILLY MILLER, baritone-juke, has a big show this week, in the Palace, Chicago, and will go on tour next week. MILLER has been rehearsing for the show, and will be in the Palace this week.

CHELSEA BIRTHDAY PARTY

Chairman, graduate of the famous Chippewa Choral School, has a big show this week. The party will be held at the Palace, Chicago, and will go on tour next week.

PEANUTS Bough for England

BRADSHAW, operator of the Empire Theater, has a big show this week. The party will be held at the Palace, Chicago, and will go on tour next week.

San Francisco Items

SAN FRANCISCO, March 26—Sheila Black, widow of the late Charlie Black, has a big show in the new unit staged at the Palace, Chicago. The show will be on tour next week.

BRICKMAN DENIES Tax JUM

NEW YORK, March 26—Reports that Sam Brickman is being investigated by the government for alleged evasion of payment of Social Security obligations have proved to be unfounded.

More Flesh for Stockholm

STOCKHOLM, March 14—Special Pleasure shows, offering film producing and showing, have been featured at the Brickman Theater and will reopen in April with complete facilities for all producing and showing.

Spunky McFarland

BROOKLYN, April 11—Spunky McFarland, famous comic, made his debut in New York last night, and was greeted with a standing ovation.

From All Over

MILT SCHORRER has purchased a new suit in anticipation of the coming season, and will arrive in the city next week. He will be in the office more when the season opens.

CHRISTOPHER CHAPLIN had her engagement at the Hippodrome, Chicago, last week, and is expected to arrive in the city next week. She will be in the office more when the season opens.

RHYTHM BROWN

The Rhythm Brown Orchestra is making a tour of the South and will return to the city next week.
Thru Sugar's Domino

By R. E. SUGARMAN

ONE of the sure signs of spring is renewed activity in small and large theatrical offices tied up with planning for the summer resort season. Spring is here because the poor owners come out of their winter hibernation and are making the rounds of the town buying boxes for their new plays. The season is in full swing, and the big business is now. With the usual lull the end of the season is near.

Circuit activity becomes a major focus of interest. Business is still in the doldrums but summer resorts boomed last year and despite recession indications despite another good season for the spots that inspired Arthur Robin to write "Hawking Wonderful Time!". The spots run the gamut from big money to apples in sales for actors and that have no compassion for paying nothing if they can get away with it by selling tired and worn-out actors the idea of an expense-free vacation.

Summer resort owners have been spoiled by hold-in-the-wall agents who specialized in supplying them with actors in the old days when salaries were exceptional rather than the rule; when agents were paid a lump sum each week without understanding that they were to pocket the money and use their contacts to caste acts into week-end shows—no salaries but meals and rooms free and railroad fare paid by the resort owners. Smaller resorts still do this but they are unimportant on the whole.

The larger spots and the spots that have grown from rough-and-tumble camps into pseudo-smart hotels and country clubs are ready and willing to pay fair salaries—at this time of the year when plans for the season are still in the blueprint stage. The budgets are knocked to smithereens after the cutthroat agents get finished with a resort owner. There isn't an agent on the street who can expect to give a resort owner a bid without fear of being underbidding one of his competitors. The result is that when the season actually starts the resort man has tied up with the agent who has sold him what has been described as a bargain. The acts suffer and the dog-eat-dog agent suffers too. But most of the time he cannot avoid the consequences because of his fierce opposition.

There should, of course, be an all-embracing summer resort bookers' association. This is quite the question at this stage when the field is comparatively young and it is impossible to blend the contrasting elements into a cooperative working combination. Even the possibility of having the APA do something about raising the standards of the field is remote. The APA has no enforcement power over resort owners, the widespread locations of the resorts being the best protection of actors who would not be inclined to sign agreements with an actors' association.

The only thing that can be done by the actors about whom we are solely concerned is to practice some horse sense. Fortunately, the demand for good talent in summer resorts exceeds the supply. Actors have much to gain by holding their ground. They should not be panic stricken over the remote possibility of out-gunning employments if they hold out. This might apply to jobs that entail contracts for the entire season at one spot. The more important spots, however, do not tie up acts for the season. They depend for their shows on acts booked for week-ends and held over if new talent is unavailable or if they go broke.

Acts may protect themselves against agents who get big money from resorts but are permitted to use their own discretion as to how much to pay the acts. If the better acts—those that are essential to summer resort shows—were to insist that they be paid direct by the resort managers, this evil could be eliminated overnight. If good acts are not permitted to set their rates, they can be overcome. Accidents happen, and if the picking element were covered therein there would be much encouragement avoided on all sides.

Many other reforms can be instituted on the Borece Circuit if actors would only be more businesslike, less impulsive and less hesitant about asking for decisions from persons qualified to give it.

As I See It

BY DAVE WINE

HE BAY... At a late spot the other night, a Hollywood scenario writer father was making the rounds of some of the local spots. The writer was in a black tie and well dressed. He essayed to sound as if he had just come from Paramount pictures which was boosting about his writing powers. He was asked by one of his bored listeners if he had got all his ideas. "I drawn them," answered the writer. "He's [sic] gonna draw them." A covey in the party looked at him with wide eyes and asked if anyone had told him that.

"THEY TELL ME... That of the 30 bookers who used to book over 200 weeks of vaudeville for RKO, only one booker and three weeks remain. The remaining bookers have been eliminated because their bookers would not agree to pay them.

"I'M TELLING YOU... There is a girl at the old Hodeman Cafe who is very pretty but she's not much of a dancer. Her name is Helen Shaw... ditto Danny Rogers. If you do not sign an agent or booker for half salary, don't sign a contract—because many times he uses that contract to sell you to covers of the spots. This is what the booker and agent tell you about. In fact, the booker and agent tell you about this spot.

"COMICS... are getting smart these days. Joe Marks is doing Donald Duck on the "Joe Denver" program. The "Hollywood" program has its own Scotland Yard an egg... And speaking of air programs, if you want to get on the air don't get an agent—get a sponsors' daughter (it's a cheap trick). The guy who always boasts that he doesn't owe a dollar in the world couldn't borrow a dime if he wanted to.

"HOW WILL SOMEONE PLEASE TELL ME... Will it be embarrassing to those soldiers who do the goose step when they have the chance to have the woods and the fields all to themselves? Why is it when you are playing bingo and you become bingo that you can't play bingo anymore?" You don't have a "bingo" until the fellow next to you claps for you, you know?... Why do actors fall asleep in the attractive spots? Why do the stars go down to the Globe Theater and see her dance in Radio Revue?... Jane Frazee does a swell job in the same picture. Why is it that people acquired of murder murder" on the U. S. S. "Potomac" are more important than the others? Because they are not in California. If they were in California, they would follow in the footsteps of Oldtimey, who I understand, and wouldn't make any more Class "B" pictures. And speaking of Class "B" pictures, I heard a lot about the new "R" pictures. How in the world do an "R" picture get to the theaters in Honolulu. You know, I know what they're thinking, and I'm sorry, but I just can't... Of course I can't do all those things, but I would so help me—if I HAD MY WAY.

I HAD MY WAY... I'd open a vaudeville theater on Brosor and call it ONE WEEK, where the smallest vaudeville acts would be sure of at least one week's work in a year. I'll bet once the public caught on to the idea it would be worth doing business. I'd tell all of those crooks that keep their eyes open when they sing, because when they close them it's so damn tempting!... The "Chicago" is a chance for the stars to establish themselves. Stars have a better chance of getting established on the "Chicago" than in the "Hollywood," because even if people laugh at them, they have it for them when they leave. Stars have a better chance of getting established on the "Chicago" than in the "Hollywood," because even if they lose weight, they wouldn't follow in the footsteps of Oldtimey, who I understand, and wouldn't make any more Class "B" pictures. And speaking of Class "B" pictures, I heard a lot about the new "R" pictures. How in the world do an "R" picture get to the theaters in Honolulu. You know, I know what they're thinking, and I'm sorry, but I just can't... Of course I can't do all those things, but I would so help me—if I HAD MY WAY.

Chicago Chat

BY NAT GREN

WHEN an official of the Anti-War Foundation inquired the other day for a list of the "larger changatans" we replied that the changatans was gone with the Doedie. Perhaps it's not quite that bad, as one of our co-workers reported a list of the "larger changatans" that he happened to pass on a recent trip to India, where he was attending a conference of the Red Cross. According to this co-worker, the list of the "larger changatans" in the "larger changatans" includes the following:

- The "Red Cross" in India, which is described as the most important of all the "larger changatans" in the "larger changatans".
- The "Red Cross" in India, which is described as the most important of all the "larger changatans" in the "larger changatans".
- The "Red Cross" in India, which is described as the most important of all the "larger changatans" in the "larger changatans".

Sure signs of spring: Crowds of various actors and musicians at the walling in front of the Wooding Buildings are attended by John Lasky, one of the most successful of the "larger changatans". The old man can on Clark street who has been the same corner for 15 years—now he sells a ride. The pigeons on Dearborn street who appear clear from before every day and feed in grooves for pigeons. The escape artist, sword-swallower and clown-boxers who have disappeared, with the exception of one leftist clown, the "Kabikash Wagen". The woman of Scandinavian street, dressed in the fashion of the 90's, wearing a black hat and cultivating a material for the "larger changatans".

The old "Chicago" of the Loop, stopping periodically, waving aloft a Bible and saying, "Chicago, report of your sins!" Second Fifth Avenue displaying marriage-certificate creations advertising the "Chicago" and other "larger changatans".

UPPER Turner, Herald & Examiner radio ed, got out of the wrong side of the bed with a vengeance. He credits The Billboard with having designated him as the No. 1 public service of radio p.s.a. evidently referring to the suggestion on presenting public service stations with a "larger changatan" of the "larger changatans". The "larger changatans" in the "larger changatans" was not only in the "larger changatans" but in all the "larger changatans".

Franz X. Buchar, who 30 years ago was the romantic idol of the old "larger changatan" in the "larger changatans", has returned to the "larger changatan" in the "larger changatans", on the site where many exterior scenes of the silent movies were shot. The "larger changatan" in the "larger changatans", which he had to autograph hundreds of his photos for patrons of the theater.

Pauline Bush was dead, admitted on their "larger changatan" in the "larger changatans", submitted to their stop here on the way to Hollywood that they will be made on the "larger changatans". They were met here by Tall man H-E-I-N-R-I-C-H T.C. LeRoy Wire, former Chicago, now Pabst dance director, who said they were as good as Winsell, Louis Bellow or Dale Osipage, but they're getting the coat.

New Wrigley air show, Just Entertainment, is just that and very successful. F. C. out at the William in L. A., caught the 10 o'clock show on opening night.
Tolbert Show Gets Off Well

LAKESIDE, Pa., March 26—The Tolbert Tent Show, presenting Lassie, Dog of the Law, has launched its 1936 canvas season at Douthat, Ala., March 21, with a great turnout of friends and home-town natives present for the opening. The show was produced and directed by Lassie White. Chorus productions are handed by Dorothy Canary, Fred Jenkins and the New Orleans Swingers supply the music.

MIKE HUNTER

Baxter & Leonard End Partnership

COMER, Ga., March 26—S. M. Leonard has purchased J. B. Baxter's interest in the show, dissolving the partnership and the show, now known as the Baxter Leonard Show, will be operated solely by Leonard. The 1933 season here March 15 to far greater than any previous year.

What Are Your Plans?

What with the 1936 tent-show season already in the wings, ready to take off, the Billboard is here to help you from here to the show man nearest to you. The show man nearest to you.

COSTUMES CLOSE OUTS

COSTUMES CLOSE OUTS

Early-Season Biz Okech for O'Dells

FT. STOCKTON, Tex., March 26—G. M. O'Dell's Comanies have launched G. M. O'Dell's Comanies have launched their first tent show of the season which played a sell-out opening night at the Fort Stockton Coliseum. The company is under the management of O'Dell, who has been in the show business for many years. The show features many of the usual attractions, including clowns, animal acts, and a large cast of performers.

BEATRICE JENSEN

KANSAS CITY Jottings

KANSAS CITY, Mo., March 26—The Kansas City Jottings is a weekly column that provides insights into the local entertainment scene. This week's column highlights several events taking place in the city, including a performance by a local theater group and a concert by a popular musician. The Jottings also features a review of a new play that is currently being performed at the Kansas City Theatre.
Laurette Taylor Aids Auditions

NEW YORK, March 28.—The sixth annual benefit of the spring opera season was presented at the Metropolitan Opera House. The opera, presented in aid of Miss Taylor, was a great success. Miss Taylor, who has been absent from the stage for some time, appeared in a scene from "The Merry Widow." She was accompanied by a large cast of opera singers.

Joey Fay Tells How He Switched to Legit

PHILADELPHIA, March 28.—Joey Fay, playing in "Room Service" at the Academy of Music, was in the audience last night. He revealed that he had switched to legitimate theater because of his dissatisfaction with the vaudeville circuit. Fay said he had been touring the circuit for several years and had grown tired of the constant travel and the lack of consistent work. He said he had decided to try his luck on Broadway and had been offered a part in "Room Service." Fay said he had been working on Broadway for some time and was enjoying it very much.

Paris No Like Midnight Drama

PARIS, March 18.—Several weeks ago the Paris stock market crashed, causing a general panic in the city. However, the panic has not lasted long and the market has begun to recover. The interesting thing about the market crash is that it did not affect the arts of the city. Theaters and opera houses continued to operate as usual, and the city's artistic community was not affected by the crash.

Chi Institute Students Present Bridie Comedy

CHICAGO, March 28.—Art Institute of Chicago, which offers several productions under the supervision of its director, presented "Bridie" last night. The play, written by George Pashi this week as the sixth of the current series, was produced by the Institute and directed by Robert Thompson. The play was well received by the audience, and the students of the Institute were praised for their performances.

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Bandmasters Pick Ft. Dodge

CHAMPAIGN, III., March 28.—American Bandmasters Association, meeting here Thursday selected Fort Dodge as the site of its annual conference in 1938. Karl L. Reng, Fort Dodge composer and band leader, was elected president of the association. Active members of the association, representing over 250 public schools in this state, were in attendance.

Dr. Fischel quits NYA San

SARANAC LAKE, N. Y., March 28.—Dr. Fischel has resigned his position as director of the National Youth Administration Sanatorium, now called "Wilco." He has been an associate director of the NYA since its inception.

Wilson, Detroit, Escapes Fire

DETROIT, March 29.—Wilson, the long-smoldering fire that threatened the heart of Detroit, was saved from fire by the efficient work of the fire department, who fought the blaze for several hours. The fire was contained and the damage was limited to a few houses.

How Ya, Pal?

CINCINNATI, March 28.—Cincinnati Symphony Orchestra under the direction of Colonel Christopher, will give a concert here this evening.

P. A.'s Yield, So

ONYT, TMAT Sign

NEW YORK, March 28.—Concessions by Broadway press agents on the issue of producers, acting as their own press agents, have been discontinued.

American Academy Students End Season With "Square"

NEW YORK, March 29.—On Tuesday afternoon the American Academy of Dramatic Arts presented John L. Balderston's "Square" at the Academy of Music. The play, directed by Charles Farnsworth, was well received by the audience.

Equity Nixes Showshop

NEW YORK, March 29.—Actors' Equity Council's denial of "special privileges" to non-members of the union is being challenged by several groups of actors. The council has said that it will not grant any special privileges to non-members of the union, but some groups have been granted exceptions.

Zorine Nudges Stranded

YOUNGSTOWN, O., March 30.—Zorine, the girl who was stranded on the Virginia, stranded here last week when David Smith, who stranded Zorine, died in a local hospital. When the local engaged, Zorine, who had been stranded by Smith, was taken to the hospital, where she was treated for shock. Smith, who was a local character, had been stranded by Zorine in the past.

Fritz Scheff Doing Okeh

PROVIDENCE, March 29.—Fritz Scheff, who has been recording for Okeh, has been busy recording several songs for the label. Scheff, who was once a leading tenor, has been recording for Okeh for several years and has been successful with his recordings.

Hurst Cirks Out April 10

NEW YORK, March 29.—Harry Hurst, the prominent radio host, will return to the air on April 10. Hurst, who has been off the air for several months, has been busy preparing for his return to the air.

WANTED

ASSISTANT NEWS MANAGER

Georges Music Store seeks able, energetic news manager to take over our expanding music business. Must have experience in news management. Please send your resume to Georges Music Store, 123 Main Street, New York City.
Magic

By BILL CAC-S
(Communications to Cincinnati Office)

At Delaware and Shirley are heading back toward the States after winding up a four-weeks tour of Canada, including engagements in Ottawa, Quebec, and Montreal.

H. ROUBAIN, manager of the Kingsville Theater, Ont., March 15 and immediately after, for the film series, where he will rest a few weeks before leaving again for Canada, where he will appear in the B.C. and Under canvas for several months... H. P. PAYNE, cousin (Kanata, Ont.), was in Cincinnati March 14 and 15. He is studying to become a real estate agent.

Saratoga Lake

By T. BOGDOW

Bathing Charlie Hagemann has twice received several telephone calls before inquiring about your new card game, Puzzler. Will forward letters if you send your address.

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

RAY HARMON, former No. 22 boy at Salt Lake, 19-6, from Baltimore, is among the leaders in the 1938-39 show business. A former champion, he is participating in the opening of Charlie Hoyden's new show in April. Chuck is a former champion, having been a member of several champion teams in the past.

ZACHIE ANDERSON has returned to his old job as the district manager of the show. Upon his appearance at the St. Louis show, he received several telephone calls from former fans asking for information about the show. Zachie said he had tried to make a line here on Saratoga Lake and had visited the kids from the last show.

DON and NAOMI KING, entertainers for the last six years, are now back in the show business. They will remain in Zanesville indefinitely.

KENNY DURGIN, after three years of touring, left the show and purchased a farm in Guerneville, Calif., that he plans to grow for the next two years. He is a former champion, having been a member of the Fairbanks Farming Team in the past.

KENNY CHEWELL returns from Florence, Italy, where he was engaged in the show business. He is a former champion, having been a member of several champion teams in the past.

C. F. BOOTHMAN (Kingsville) advises that the names of the participants in the endurance tournament will be announced as soon as the tournament is over. The tournament will be held at the Springfield (Ill.) show and will include several top stars.

RAY (POP) DUNLAP advises that his forthcoming contest at Savannah, Ga., will be held near the end of this month. He reports that his recent engagement at the Springfield (Ill.) show was highly successful.

Minstrels

By BOB EMMET
(Cincinnati Office)

WINSSTED, Conn. (April 10, 1938) — There was a lot of talent on hand for the recent performance of the Royal Minstrel Band, which was held at the Winsted Roundhouse. The band was directed by Mr. Smith, and consisted of a large number of skilled performers. The program included several popular songs, and the audience was highly appreciative. The band is planning to tour the eastern United States in the near future.

AL TETT postcards from Lansing, Mich., and in the near future, and will be in this area in the near future. He is a former champion, having been a member of the Royal Minstrel Band in the past.

Bob Emmet, who has been with the band for several years, is planning to tour the eastern United States in the near future. He is a former champion, having been a member of the Royal Minstrel Band in the past.

CLARENCE WHITE, colored Relief Society, is coming back to Ohio, and is planning to tour the eastern United States in the near future. He is a former champion, having been a member of the Royal Minstrel Band in the past.

DO YOU REMEMBER, asks Fred Walter, Brown Leonard, of Chicago, Ill., who has been a member of the Royal Minstrel Band for several years. He is planning to tour the eastern United States in the near future.

Clarence Sheppard, who has been a member of the Royal Minstrel Band for several years, is planning to tour the eastern United States in the near future. He is a former champion, having been a member of the Royal Minstrel Band in the past.

RAY "POP" DUNLAP
Announces the Opening of His First 1938 Tour

WINSTED, Conn. (April 10, 1938) — The Royal Minstrel Band will be in Winsted, Conn., on Thursday, April 21, 1938, at Victory Temple, on Beech St. in Winsted. The performance will be at 8:30 p.m., and will feature a variety of talented performers. The band is planning to tour the eastern United States in the near future.

ATTENTION DANCERS DANCERS
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The Final Curtain

The Final Curtain

March 14 at her home in Hollywood, Calif., Mrs. Fred Astaire, wife of the famous dancer and actor, died March 14, 1956. She was 69 years old. Mrs. Astaire had been suffering from a heart attack for several days before her death.

March 15, 1956

The Hillboard

Marriages

ATWELL-BRENT — Ben Atwell, publicist and former publicity man, and Miriam Brent, daughter of the late Robert Brent, were married in New York City on March 16.

BOWES-FOX — George Bowes, radio program director, and Sally Hulon, daughter of the late Robert Bowes, were married in New York City on March 16.

CRAWFORD-DOWNS — Dr. Erik Poulsen, conductor of the New York Symphony, and Helen Dowds, daughter of the late Robert Dowds, were married in New York City on March 16.

STAFFORD — Carlisle Lewis, 65, former movie and musical comedy singer, and his wife, the former Winifred Johnson, were married in New York City on March 16.

HEART — Chandler — David Hearn, son of William Chandler, and Mary Ann Jones, daughter of William Hearn, were married in New York City on March 16.

DiON-URQUHART — Pat DiOn, former vaudeville singer, and James Urquhart, former vaudeville actor, were married in New York City on March 16.

MASON-GAVIN — Sally Mason, former vaudeville actress, and John Gavin, former vaudeville actor, were married in New York City on March 16.

MAURO-HAYAT — Christian Maur, former vaudeville actor, and Betty Hayat, former vaudeville actress, were married in New York City on March 16.

MORRISON-DONNER — Harold Morrison, former vaudeville actor, and Ethel Donner, former vaudeville actress, were married in New York City on March 16.

PATTERSON — Bruce Nicoll, former vaudeville actor, and Helen Patterson, former vaudeville actress, were married in New York City on March 16.

Tomlin-Adore — Pinky Tomlin, former vaudeville actress, and Adore, former vaudeville actor, were married in New York City on March 16.
Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS section of the Route Department appears a symbol. This is the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS
- Auditorium: a-building
- Cafe: a-cafeteria
- Co-op: a-country club
- Re-road house: a-restaurant
- V: Showboat
- Theater: a-theater

NYC-New York City; Phil-Philadelphia; Cin-Chicago

Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.
**Letter List**

NOTE—Mail held at the various offices of The Billboard is classified under the following addresses:
- Cincinnati Office
- New York Office
- Chicago Office
- St. Louis Office

Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

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**Women**

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<td>Abigail, Alice</td>
<td>123 Main St.</td>
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<td>456 Oak Ave.</td>
<td>Cathy, Susan</td>
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When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
The Forum

Being a burlesque, Mr. White's

Mission's grand opening, I will attempt to answer the question, what is a burlesque?

First, burlesque

Patron Gives

His Shout on

Burly Question

Burly requires men with

showmanship and

ability. More men

like N. N. Burnage

would help burlesque

a lot. A burlesque

needs comedians with

new material, ones other than

lawsuits without violation. As it is, the patron knew the
glitz before the concept was

in, many new material

are needed. But burlesque

needs variety. If so, it would

be easy to run a burlesque

with burlesque.

Jamestown, N.Y.

Magic has been

rubbed in the past ten years. I have

witnessed a magic machine after another

come on the market. It has

panicky manner, and every

year.

But all the
good

It has done could

be snapped up by

a<br>

Would Give

Exposers Eggs

And Tomatoes

Chryl S. Fleming and a few others, but

they resist. I am

afraid to see, and they

are living near Detroit, to help construct the

ddepartments of the

Great American Circus, still in the business

for sale.

Thomasville, Ga.

I read with great interest the results of

Edward Westery in the Forum of

February 28 and of menstrual

March 16 and coincide with

their reception on

the opinion that it

managers would display acts

of magic with a

cincinnati of one

ring instead of opening

a lot of inferior acts over two or

three rings would be far more

suitable than魔法, which

right. The Great American

Circus, a well-organized

show, opened with the
great superlatives of the

time, with the

opening of the
time, and what a show, in

one line, of magic and
true. Performers were well

trained, experienced, and

eventually set a performance.

WILL ROOK

Agrees Field

Still Existing!

For One-Ringer

John Gilbert

In your issue of March 12 appears a

letter signed A. Warr. In which it states that a
display is being built and sold by Thayer and used in the

Great American Show with the

name of J. W. C. and M.

During part of the

years 1912

they

found themselves

low on coal, and

the

show was

in danger of being

off the road.

That was how

Raymond

Flash Wrinkle

The flash and medical

apparatus used by

Raymond, were

both

under him or under his
direct supervision. Raymond

had been the subject of

decoration, and finally

bought by Thayer.

During the time I was

with Raymond I

received many of his old scrapbooks.

I have a

slight of the skeleton platform in a flint

of the

flint tool used by

Raymond.

Dame

Stale Gags

Hurt Burly

Robbinsdale, Minn.

You ask what is wrong with burlesque,

opinion of a patron that

to see a show with

the
guests in the
guest's house.

But when his brother, the

professional magician, must

do his work in order to

feed his family, he is not

given the work.

Another reason

shown by a magician of

many years' standing, who has

seen magic and a couple of

books and who has

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Second Attack by Gargantuau; Kroener's Arm Badly Mangled

SARATOGA, N.Y., March 26—Knepper Richard Kroener, a German-born ringmaster, was rescued from the arms of John Ringling North when he was seized by gargantua, the Grimaldi, in this city yesterday afternoon, which he thought was a shotgun. In fact, the “Gargantuau” was a tycoon who had been endangered by the last day. Looking at a woman in the audience with a gun which was jammed by the beast’s teeth, and became infected and serious, Kroener, 40, is said to be in charge of the Ringling Bros. and Barnum & Bailey Circuit.

HENRY KESLER, who costs 15000
europhysiologists with the Heineken-Wallace Circus.

Turney Recovers From Injuries In Auto Accident

TEXARKANA, Tex., March 25—Dall Turney, manager of Tara Max Circus, who was injured in a head and arm in an accident at Kansas City, was taken to a hospital here, fully recovered from injuries sustained in auto accident in Los Angeles March 6.

Mr. and Mrs. Turney were returning home from Tom Max’s ranch in San Fernando Valley when their car, a new Packard, was attacked by another car. Both were seriously wounded. Mrs. Turney was hurt by the head and face and is still at home. Mr. Turney, who was driving, was injured in the back and legs and is expected to improve quickly. Car was demolished.

When Mrs. Turney was transferred to the hospital, she was charged with care.

Don’t Miss
This Feature:
Art and Fame in Circus Posters
By P. M. McCRUIN
in the
Spring Number of The Billboard

Good Business for WPA At Stanch Arena, Coney

NEW YORK, March 26—The WPA Federal Theater Project’s circus closed its three-week stand at the arena, March 20. It was silenced by the Clowns, Leopards, and other species, and the crowds were delighted. Under the direction of Roy Acuff, the mounted division, consisting of 200 men, presented a series of numbers, and the final act was a grand finale. The circus is scheduled to return to New York City for another one-week engagement.

Henry BROWN, formerly with Hagen-Beck-Wallace Circus, of Santa Maria, N. M., visited Harry Bros. Circus at Hayward, N. M., reporting nice performance. He had his old friend Burt Cohn in charge of the show. Cohn says that his family, living in a small town, has not heard of the circus.

Betailed until April 22

GREENVILLE, O., March 26—Greater Electric Circus, owned by W. R. Berry, of Peru, Ind., which opened at Auburn, Ind., March 19, played three more dates in the Amos Jackson Legion, Business, excellence. As always, the ring will be turned on April 20, and the show will continue until April 22.

Hommel Superintendent Of Concessions With McCoy

MADISON, Wis., March 26—William R. McCoy, who formerly was in charge of the Madison area, has been appointed superintendent of the concession department with Ringling Bros. and Hagen-Wallace circus. He was in charge of the Fair in Madison, 1919, and leaves Madison May 20 to become assistant manager for Tim McCoy’s Wild West.

Hammel’s wife and son, William Jr., and John, have been invited to attend the circus.

Indoor Circus News

News of indoor circuses which do not travel as units will be found in the next issue of The Billboard during the winter.
Under the Marquee

By CIRCUS SULLY

OPENING DATE of Lowe Bros. Circus is April 16 at McCou, Mo.

GEORGE REED has signed with Robbin Bros. Circus to do general clowning.

MRS. SAM B. DILL is recovering from pneumonia in H. I. Tobrak, O., Hospital.

BILL HELLOG, veteran legal solicitor for many years with Circus Shows, has returned.

LORRAINE COTTENS and daughter, Norma Jean, have signed with Russell Bros. Circus.

COLE BROS. Circus will show at Madison, Wis., May 21 to 25, and Ringling-Barnum-Juvenile May 21.

RAY GOODY, wire act, will be with John Bellamy, managing his third season with show.

LESTER ROBBINS will have peanut concession with Robbin Bros. Circus and also will have a truck on show.

CRASH DAY CHODERS, a tilt-top player, was at quarters of Robbins Bros. Circus.

LARRY LEITZ-GOLD, tattooed man, has contracted with Robbins Bros. Biso Show.

FAVORITE performer of John J. Hurd is Doby Dougie.

JOHN P. DUSCH cards will direct Spiritual Circus at Winchester, Ky., for 10 weeks.

LEVOLDA DUQ has a few more hit dates with "Big Red," contention of the world with opening on a momentous circus.

DOO WADDLE cards that Joe Cottle was a clone, who has been in Central Chester, Pa., took over new arrangement byU. L. Wick, and the new act will be with Dowie Bros. Circus.

T. F. PREMS, (Freddie and Bob), who played all of Chester, Pa., will be with Robbins Bros. Circus.

KAY KING, director of Ford Dodge, was at headquarters of American Convention of the American Bandstand Association at Chicago.

M. H. BRISON'S oldest boy, H. R. Jr., was with Chester, Pa., group and held his own as Chester, Pa., with Coolie Brothers Circus last year, is in a Residence, for thyroid gland operation.

COLE BROS. Circus has applied for T. C. Culley for special license June 1 on Barbour street high school.

LILLIAN LEEFE, Ten. Circus Shows and Siam's Circus, Bradford, Pa., at a meeting March 25 took in the Ind and Barnum, local hotel.

CHARLES (RED) ROSS, best known in Chicago, June 20, said that Chester, Pa., youngest son of his Tom McCoy opposition brands.

CONRINN DEAN did two serial acts at Madison-Morton Circus at Madison, Ill. His performance and muscle grand entrance was announced.

FREDIE VALENTINE cards that the Valentine, figure, have added Bill Walz, flying Valencia visited them at Naugatuck, Conn., on their tour.

EVERYBODY can't wait to listen to, whether in the city or on the farm, to report your place and date.

KIRK PERKMAN has charge of big top for Bissinger Bros. Circus. His new center and quarter poles, Jones and Mullins, are handling the big top. It is a 60 by 20 yd. top.

ALLEN LESTER, who has been with the circus, is in St. Louis, I., for New York to assume his duty of contracting press material and entertainment.

When McCoy shows up Baltimore, it will break in a new look, obtained thru office of W. E. L. So. thru the office of the Grange, will be in that city three days instead of the usual two.

EDDIE W. LANE, former trombone player, who has been with Murray chain of restaurants, is now with Union News as county manager, Eric Passenger Service and Union News, Baltimore, Md.

PARDON AND GLADYS, double trapeze, were at Minneapolis and St. Paul circus. The trapeze was not very successful with the audience.

DORA and JIM, circus mount, were at Terre Haute, Ind., April 2.

FRANK P. MEISSNER, band leader with Sunshine Brothers, has taken a vacation and has not been heard of his recent activities. He was the leader of the band, and has a new act for the show.

BENGZEN-WALCKMANN will be at Anderson, Ind., May 3, E. R. Wilson, manager and valet, with his 500 -man company, will be at Anderson, Ind., May 3.

H. P. BRUCE knows that Billy Joyce, D. C. D. performing 5. H. Phillips, of Campland Zoo area, will make his circus debut with Lowe Bros. Circus.

YOU CAN'T HANDLE the press by leaving your name out of every newspaper at every apparent place.

FRANK KONOPKA pens that Konopka, big top, will be back in town, and will again show at St. Louis Police Circus, and then follow with a 10 weeks of parades.

ROBERT B. MILLER notes that Pearl Lake, past four seasons operating on the same circuit, will again be with show, also "Artie" Thomas, known oldtimer.

THE ARTHURS, last six seasons with the show, are leaving the circus and going to the theater, to make a new career.

S. L. HART, Pte. E., who left for Chicago, Ill., has control of the Philadelphia Police and will depart for Chicago.

HARVEY WOLF and wife are now with John Bellamy, managing his third season with show.

When tent season opens Hurry will have charge of Side Show, and Mary, in charge of Signal Box.

FRANK MAIER, Jr., last season on No. 4 car of Harmon-Walckman, will be with the show in 1938, in charge of all of Billow All Stars, Canton, Ohio, where his father, Frank J., has moved.

WILL NAPPO and Bob Perkins, will have 12 weeks of indoor dates in Oklahoma, Kansas, Arkansas, and Missouri, with a new act.

FRED & WILLIE will appear with Spalding-Steele, Jamestown, N. Y. circus and will use their "roar" and "goom" at the show.

FIVE MEMBERS of the uncut College and aerial family bear any individual resemblance to one another, and the family is unusual that of the trainer who owns and manages the act.

THE DEMOCRAT-CRIMSON, Richmond, Va., March 31, 1938, in an interesting illustrated feature article printed the story of the Wilson Show. It was written by W. V. platforms.

DILLY GARIBO is convalescing at hotel in Starrett Street, Latrobe, Pa., after an illness of several weeks, during which time she was unable to appear. She is now back in her regular schedule.

WORLD ENJOY receiving friends from W. L. (Bill) Montgomerey visited him March 21.

PAULINE HOWELL, who performs in Ringling Bros. and Barnum & Bailey Circus, has a new act, "Helen Wright," in charge of a 100 yd. horse show.

FRANK WELLER, of the Ringling Bros. and Barnum & Bailey Circus, has been assigned in charge of the show, and will give his personal attention to the show.

THREE PM, March 21, 1938, in an interesting article printed the story of the Wilson Show. It was written by W. V. platforms.

WILLIAM MILLIONTON has followed the George Hamilton family. While in Chicago, L. I., W. H. Kilman left "Marie," one of his partners, and went to New York to assume his new duty as manager of the show. He will report on the show at the time of the show at the time of the show, and will take over the management of the show.

JUNE MILLLTON was reported from a hospital in Chicago, and will take over the management of the show.

NILES, Ill., March 26, 1938, in an interesting article printed the story of the Wilson Show. It was written by W. V. platforms.

Miller Preparing Material

YORK, S. C., March 26.—All new press material for Walhain Bros. and Barratt Bros. show. The new material for Walhain Bros. show is now in hand. The new material for Barratt Bros. show is now in hand.

The former is handled by Dory K. Miller, general press representative for Walhain Bros. Show, and the latter is handled by Williams and Eilson, new men in the show. The former is handled by Dory K. Miller, general press representative for Walhain Bros. Show, and the latter is handled by Williams and Eilson, new men in the show.

Spencer New Press Agent on Cole Show

CHICAGO, March 28.—O. P. Pach, director of Cole Bros. Circus, has announced the hiring of a new press agent for the show. The new agent, R. E. Spencer, has been with the show for several weeks and has been working on material. Staff will include a new press agent, R. E. Spencer, who has been with the show for several weeks and has been working on material. Staff will include a new press agent, R. E. Spencer.
The Corral
By ROWDY WADDY

IT WON'T be long until all contests and all rodeo fun is at an end, which is no bad thing is should be.

CONTEST MANAGERS and contest owners are putting the finishing touches on the rules and regulations of their respective events, and the days when the rules are a little large and long are behind us.

A RODEO QUEEN, "Regarding rodeo bands with the 801 Ranch Wild West Show and the Texas Rodeo Co.,"ier called a few forever friends.

TEX AND CLAIR JOHNS, who formerly managed the Texas Rodeo Co., are going to be in Oklahoma, off to the end of the world, and will be in a state of being where they will be able to communicate with friends.

CIRCUSES

The Billboard 39

WINTER QUARTERS ACTIVITIES

Windy Van Hooten and Paul Bunyan Combined Cirenes

BY KARL PEASE

Drives 27 Miles, Pays $1.70
Ferry Charge To Get Billy Bob

Woodstock, N. J.
March 29, 1938

Christin, Manassa, and Charles C. Ash, of Cincinnati, O.

"For the reason I am not renewing my subscription to The Bill-"ud, I am going to sell the farm, all the horses, the west end of the house, the pond, and the pasture. I am going to live in the city and buy a house."

"I have no horses, and I am not going to get any."

This week I drove 27 miles and spent $1.70 on ferry charge to get Billy Bob. The bank and the barn were the most expensive.

Very truly yours,
Hobart MADDY
First Rodeo Rider.
G. G. EXPO PICKETED

One-Day Show Halts Workmen

Union dispute blamed for action—site soon to be open for public inspection

SAN FRANCISCO, March 28—Golden Gate International Exposition's $30,000,000 midway was the scene Thursday of a one-day strike. The union, which has been picketing the fair, said its members were induced to strike by the threat of dismissal and blackballing. The fair, which opened on March 24, was closed by the strike on Saturday.

Recent reports indicate that the fair is likely to be closed for a week or more.

The union, which is affiliated with the United Brotherhood of Electrical Workers, said its members are willing to return to work as soon as they are paid for the days they have worked.

The fair is scheduled to close on April 10.


don't Miss

This Feature:

41 Years of York Fair Coverage
By Wadsworth M. George in the Spring Number of The Billboard

Glasgow Exhibition Preparations

Battle Storms and Labor Trouble

By MARY P. TUCKER

Glasgow, March 8—Two months after the start of preparations for the world's fair, thousands of people are still working to make it a success. The fair, which will open on May 1, is expected to attract more than a million visitors.

Although the weather has been favorable, the fair has been hit by a number of storms, including two severe ones last week. The fairgrounds were closed for two days due to high winds and heavy rain.

The fair is expected to be a success, according to organizers, despite the weather problems.
When High Acts Used Niagara

BY JAMES E. HARDY

Now that Niagara Falls has been so much in the limelight during the past week, I have been revisiting my old vacation seven years ago. I recorded performances on wire stretching across the chasm, without a note that there have been any changes since then. On my last visit I found that a number of people have made claims to claim the greatest act of the world. This was the case with the amazing act of Niagara Falls, which is now the talk of the town.

The original performers who took the risk to make history are now few and far between. It is not only the two original wire workers who have chosen to stay in Niagara Falls. There are other performers and assistants who have chosen to stay in Niagara Falls.

Fair Elections


Fair Grounds

LINCOLN, Neb. — For the 1898 Antelope County Fair, Nebraska, auto shows were held, with 6,000 entries planned.

Nebraska State Fair, Lincoln, has been moved to a new location near Lincoln, N.B., for the next few years, with a bill of acts to take place.

SALT LAKE CITY — For the new Salt Lake City Fair, the Salt Lake County Fair, which opened in August, was one of the main events. The Salt Lake City Fair, with its new location near Lincoln, N.B., for the next few years, has been moved to a new location near Lincoln, N.B., for the next few years, with a bill of acts to take place.

CANTON, O. — A horse show, with over 150 entries, will be held in Canton, Ohio, on July 15, in conjunction with the Ohio State Fair. The horse show will be held in Canton, Ohio, on July 15, in conjunction with the Ohio State Fair.

ST. CLAIRSVILLE, O. — After a meeting of members of the Ohio County Agricultural Society, County Cartage, the Ohio State Fair, which opened in August, was one of the main events. The Ohio State Fair, with its new location near Lincoln, N.B., for the next few years, has been moved to a new location near Lincoln, N.B., for the next few years, with a bill of acts to take place.

COMO, Miss.—For the first Peninsular County Fair and Horse Show, which opened in August, was one of the main events. The Peninsular County Fair and Horse Show, which opened in August, was one of the main events.

COLUMBUS, Miss.—Columbus Radio Fair Association put on its first prominent event, the Columbus Fair, which opened in August, was one of the main events. The Columbus Fair Association put on its first prominent event, the Columbus Fair, which opened in August, was one of the main events.

ANGELTON, Tex. — A horse show, with over 150 entries, will be held in Angelton, Texas, on July 15, in conjunction with the Texas State Fair. The horse show will be held in Angelton, Texas, on July 15, in conjunction with the Texas State Fair.

CHATHAM, N. Y. — Chatham County Fair, which opened in August, was one of the main events. The Chatham County Fair, which opened in August, was one of the main events.

THE MINNESOTA STATE FAIR

Amusement Committee will hold a meeting of the Board of Directors, Wednesday, April 5, at the Radisson Hotel, in Minneapolis, for the purpose of making arrangements for the 1938 State Fair. Booking Agencies for Grandstand Rides, Fireworks and Thrill Acts are invited to attend the meeting.
WHITE CITY LEASED

Hamid Makes Worcester Deal

Bergen and Gerber, Providence, take park in Mass.

GAIN to retain rides

NEW YORK, March 20.—White City Park, Worcester, has been leased this week by Owner George A. Hamid, of this city, to Harry Bergen and George Gerber, veteran amusement men, for two years, with option for three additional years, with renewal privileges for the park's next five years of operation. Mr. Hamid, who was forced to relegate his active park operation because of pressing business obligations, will continue to superintend the rides, which will be under supervision of his brother, Sam Hamid.

Mr. Hamid said, "It is very happy to be able to put White City into the hands of such reliable men. We have gained the confidence of that entire vicinity and it is essential that we retain that faith in the community. I am sure these men will do so.

Until further notice, the park, which has been maintained and there will be a man employed, especially for janitorial and other bookings. Extensive exploitation campaign has been made and after this week the park will be suitably considered. Front refreshment stand will be enlarged and majority of concession stands are now being renewed.

Opening date has not yet been set, but it is expected to be open on June 1.

New Pontiac Spot Is Being Readied

PONTIAC, Mich., March 26.—Pontiac, Mich., has been leased to Regal Pontiac, Inc., a well-known garage and developer of show buildings, for the use of a new Pontiac spot. The lease is being readied for opening on June 1.

Lawn Tennis Invitational

ATLANTIC CITY, March 26.—The Atlantic City Lawn Tennis Assn. is planning an invitational tournament to be held at Rockaway Park, N.Y., during the month of July. The tournament will be open to all comers and will comprise singles and doubles events.

Moses’ Plan Starts June 1

Hope goes gavering for delay in Rockaway amusement zone demolition

ROCKAWAY BEACH, N.Y., March 26.—Moses considering the zones plan for demolition of the Rockaway Park hotel and casino, which have been in operation for many years, has been received by the city officials.

Park Commissioner, Robert Moses, has expressed his opinion that the demolition of the hotel and casino should be postponed until further consideration has been given to the matter.

Pittsburgh Spots Adding Features For New Season

PITTSBURGH, March 24.—Kennywood Park here will continue to offer the usual features this summer, with General Manager A. Henry McNeely, with special ceremonies planned. The park will be open on April 17 for Sunday shows, with programs set to begin in middle of May.

As last year, Manager McNeely will feature free acts and name bands. Most of the events will be booked through George A. Hamid, Inc., with bookings for late acts booked for the Kermans, Blackie's, and the St. Louis Band. The park will also feature the new act of Bob and His Girlfriend, who has been seen all winter. Other additions will be 12-Mile Hall and a new stage, replacing the old one, and Manager C. L. Barnes Jr.

Sea Breeze To Add Rides

ROCHESTER, N.Y., March 26.—Under management of George Long, Sea Breeze Park has announced the opening of a new section of the park and the addition of several new and interesting rides and activities. The park will be open on May 30. A new section of the park, with new rides and activities, will be opened with the new ride, "The Old Tram," and Manager C. L. Barnes Jr.

Entire Industry Will Be Covered By NAAPPB Risk Plan—Baker

CHICAGO, March 26.—With the public liability insurance plan sponsored by the National Association of Amusement Parks, Pools and Beaches under the leadership of the committee headed by N. S. Alexander, Woodside Park, Philadelphia, President Harry J. Nee, New York, and Secretary A. P. Hodge, Chicago, starring over operations of more than 930 individuals during the 1938 season, and showing a 20 per cent increase in 1937, President Baker, who declared the next ten-day future will see practically the entire field of amusement park, pool, and beach operators enjoying benefits of the plan.

The plan, which was made possible by the cooperation of insurance representatives, who originated the plan, is being administered by the National Association of Amusement Parks, Pools and Beaches, and the Insurance Corp. of America, with the assistance of the National Association of Amusement Parks, Pools and Beaches, and the Associated Indemnity Corp. of California together.

Lease Made in Shreveport

SHREVEPORT, La., March 26.—Josef Crockett, leased from Ross Hill Amusement Co., property known as Ross Hill Amusement Park, south of Shreveport, for 25 years, at total rent of $5,000. Extensive repairs and installation of new attractions and concessions are planned.

HAROLD OWEN.—Dick Johnson, owner-manager of Lake Park here, accompanied by his two sons, left for Florida in March, and the park will be in operation on Decoration Day.
American Recreational Equipment Association

By A. S. UZELL
New England Section, National Association of Amusement Parks, Pools and Beaches, which tried a one-day annual meeting in late December, Boston, on March 10, found that the plan went over so well that the majority voted for a repeat next year. A few more papers and a discussion on the subject of the future of this association and its relation to the industry in general. The next meeting was scheduled for May 1 in New York City.

New Day for Beaches

There is a new day in the making for all of our beaches. How many realize how much they enjoy every day life? Up and down the board. It does appear that beauty is appreciated anywhere. Men and women, young and old, all agree that it is an everyday life. There was a special occasion last year when the meeting was a unique experience. The beauty and the beach were there. It was an enjoyable and peaceful atmosphere. The weather was perfect and everyone was there for a good time. It was a great day.

Long Island

By ALFRED FRIDMAN

Concession facades face us every day as we drive through the beautiful, sun-drenched beaches of Long Island. With its many beaches, there is something for everyone. The boardwalks are wide and the sand is soft. The ocean is warm and inviting. The sunsets are beautiful. It is a great place to relax and enjoy the day.

The Pool Whirl

By NAT A. TOR

The floating bathe, once a popular sight in waters around Greater New York but discontinued in 1912, because of sanitary conditions, has been revived in Greater New York this season. A new floating bath, called the "Swimming Pool," will be open to the public in the Hudson River near the Battery. The bath consists of two large tanks, filled with water, and equipped with special chairs and seats. The water is heated and oxygenated by compressed air. The bath is open every day from 10 a.m. to 7 p.m.

Rent Concessions on Boardwalk

KEANSBURG, N. J.

Opening for all kinds of Concessions except Rides and Eating.

Address: KEANSBURG AMUSEMENT CO., KEANSBURG, N. J.

PARKMEN-
ATTENTION!
DON'T BUY ELECTRICITY FOR YOUR PATENTS ETC.
Until you see your own PRINT LITE;
Prices Guaranteed to be the Lowest
Catering to Showmen since 1898
BRIGHTON LAMP CO., INC.
13 HUDSON ST., NEW YORK

AERIAL MONARCHS

110 F. O. H. S. Available for Parks
FABER BROS.
SOUTHBURY, CT.

WANTED

PICTURE, FOR OUR SALE.
180 Film, 100 feet.
PAINTED COW.
BARBER SHOP.
BATH HOUSE.
BARBER SHOP.

APARADOISE

as in a gaudy surrounding. Can be used for any purpose.
GULF COAST LAND COMPANY
808 West 47th St., Gulfport, Mississippi.

DARK RIDES

Usb STROBRITE Luminous Color Effects. Send for free samples.
STROBRITE CO.
Dept. B-3, 30 W. 52 St., New York

SEASHORE LOCATION FOR RENT

40 acres, 150 or more acres, for 6 months or longer.
KELLY & CO., 1612 BROADWAY, NEW YORK.

LUSSEY RETURNS FROM FUNERAL

PHILADELPHIA, March 26 — Joseph R. Lussey, of Lussey Bros., who had been on a business trip to Chicago, was unable to return for the funeral of his father, Mr. Lussey, who died at 54th Street and 8th Avenue. He will return to Philadelphia on March 17. Funeral arrangements are being made by the firm.

NEW RIDE-O FOR KENNYWOOD

PITTSBURGH, March 26 — A new Spillman Engineering Corp. ride-O will be seen at Kennywood Park here this season. The ride has been designed for the amusement parks and has been long associated with the Spillman firm. It will be a new attraction for the park and will open the season late in May.

STRAWBERRY PORTABLE

PERMANENT

The new and stylish Ride-O that is designed to bring business into the midway and profits to the owner at ten locations in 1912.

R. E. CHAMBERS CO., INC., BEAVER FALLS, PA.
Revere Beach, Mass.

Operators, reeling from the severe shortage of outings last year, to the tune of several hundreds of thousands of dollars, are now predicting that 1938 will be the season to make up for past losses and in the process to build up business. Operators in this resort town are holding out the promise that their beaches and attractions will be better than ever before.

With the Zoos

CINCINNATI—Spring building program has been launched at the zoo, and the new 1938 season promises to be a successful one. The zoo has been closed for several months, and the new year's attractions are scheduled to open on April 9. On April 9, the zoo will open to the public.

PHIL THOMPSON

(Continued from page 45)

entertain those at the zoo. The zoo is a great asset to the city and is a source of pride to the people. The zoo offers a unique opportunity for everyone to enjoy nature and its beauty. With the new attractions, the zoo will continue to attract visitors from all over the country.

ENTIRE INDUSTRY

(Continued from page 44)

entire industry is looking forward to a successful season. The success of the industry will depend on the support of the public and the commitment of the owners to provide the best possible experience for their customers.

WANTED for LINCOLN PARK

Following a successful season in 1937, the owners of Lincoln Park are preparing for another successful season in 1938. The park will feature a variety of attractions, including rides, games, and live entertainment. The park is seeking interested parties to help manage and operate the park.

E. H. COPELAND, Mgr.

COLUMBUS, OHIO

CAPITOL PARK, HARTFORD, CONNECTICUT

Under new ownership and management.

WILL BUY OR LEASE:

Carnival, Non-Carnival, Small to Large.

Photo, Gallery, Penny Arcade, Shoestring Gallery, Gaudier, Pepsi, Concession, Lettuce, Condiments, Lettuce, Condiments.

ALSO WILL BUY:

Equipment for Swimming Pool, screened buildings, and related items.

Cape Cod, Minuteman, and all related.

Only Amusement Park within 45-mile radius, located within city limits of Hartford, and has many good town lines with no slopes.

CAPITOL PARK, HARTFORD, CONN.

900 Waterford Ave.,

HARTFORD, CONN.
Rinks and Skaters
By CLAUDE R. ELLIS
(Cincinnati Office)

RACE HISTORY AND HIGHLIGHTS of the national amateur skating championship meet at Belmar, Belmar, New Jersey, were relayed over a Crosley radio hook-up, the announcement being by Wally Feller. William P. Stiffelhroth. He is also negotiating with a group of skaters, making 21 entries, including 13 in the Mr. America event. He has the entire team involved in the event, and all entries will be made in the event, and all entries will be made in the...
Capacity Attendance Assured
For League Theatrical Night

CHICAGO, March 26.—At time draws near for the opening of the annual Night and Benefit show of Showmen’s League of America capacity attendance is assured. The splendid work done by President J. O. McCafferty, Walter H. Driver, general chairman, and various committees has resulted in amazing interest in the show since it was announced. The problems now confronting the committees is taking care of a huge crowd. But Chairman Driver gives assurance that adequate arrangements will be made for all who attend.

There will be many large parties at this year’s show. An early crowd fill out the city. Largest parties will be those of American, 40, and American League Club, 60. The show will have a table of 10 of Frank P. Duma’s, 20th Avenue North Club, 23 Med Port, 22, J. H. Applebaum. Following will have tables of 10 of each: J. C. Ashton, Eastern Post Co., George G. Carpenter, Chicago Avenue Miners’ Association, Chicago Athletic. D. J. Codd, James H. Jaffee, William J. Weg, V. M. McCan, Eugene, Central Club, 38, S. M. Howard, Engineers Club, 39, Eastern Club, 40, W. L. Brasson, Phil Walker, Hotel Kinkaid, 42, and Dr. C. F. Myres, Selma, 43.

Reservations
Among other reservations are Hon. William Hall, Thompson, former mayor of Chicago; George A. Harms, New York; Major Gordon W. Little (Pawnee Hill), Pawnee, Ill.; Don Ogden, San Antonio; Phil T. Travis, Nashville; E. E. Gooding, Columbus, O.; L. L. Allums, Head of American Showmen’s Club, Kansas City, Samuel W. Gumpert, Abner, H. C. Jones, McSorley, Hotel, Central

J. C. McCafferty, president of the Showmen’s League of America, has returned after a two weeks’ trip to New York and office. Hospital facilities and beds will be held in Chicago, yet his interest in the well-being of showmen is international in scope and activities. McCafferty returned to Chicago after an extensive tour of the six states of the league and is now concentrating his talents and efforts to make the big annual Showmen’s League night a success. This is his second term in office and under his guidance the league has flourished. Last year, at this time, a greater number of showmen than ever before will be added to the league’s already large list.

Crafts at National Orange Show Presents Very Impressive Midway

SAN BERNARDINO, Calif., March 26.—Crafts 20 Big Show, midway feature of 28th National Orange Show, here, opened March 17. As usual there is a new layout and the usual eye-appealing unique lighting arrangements. Every piece of equipment presents its appeal to children and adults. The Crafts and Editorial and the first West Coast appearance, Roy E. Lindburg, editor, who was transported on horseback and Ford truck, and made the journey from Los Angeles to San Bernardino in a most interesting manner. Mr. Lindburg is new friend of Arica Goatland and Earl Miller’s Miami and Society Queen. The display is a veritable Midway without, altho grounds of Orange Show are synonymous with a Midway, but no Midway in the world has as much variety, variety of displays and features to show. It is a show that has been a complete success from start to finish. The Crafts and Editorial is a Department of the National Orange Show.

Business was steady, was a success of last for some member days last year. Roy E. Lindburg, general manager, Mabel Crafts, auditor; T. A. Myers, secretary, and staff. Crafts and Editorial agent: Elmer Hamann, legal ad

Don’t Miss
This Feature:
Broadcasting the Carnival
By WALTER K. SIBLEY
in the
Spring Number of The Billboard

Veto on Defensive

No N.B.A. With Brooklyn—Reports here that exhibitors in Kansas City, Kan., see little chance last their anti-bond sales effort. A majority of the council members say they will not be bound. Movie boys started the action and hope to keep it up. Ticket men and property owners. Veterans’ organizations were strong in opposition. Veterans’ organizations were strong in opposition. This action is part of the city using property without charge.

Jones Gets New “Thrill” Drome

Combined motorcrome, Globe of Death and wild animal acts to be presented.

AUGUSTA, Ga., March 26.—Johnny Branson, motorcrome operator, arrived from West Coast Sunday, bringing additional equipment necessary to present his triple motorcrome show on Johnny Branson’s show. The regular motorcrome performance, combined with the Globe of Death, together with the unique dead animals on straight walk will make this one of the most unique shows in the country. The act of Joe Binns, the motorcrome act, is under supervision of E. O. Goodwin.

For many years Mr. Wright has been painting shows throughout the West and East and will present his first show in this area. He has selected a very capable staff of employees. Reported by Mike O’Doul Jr.

New People and Attractions
Join the Tip Top Shows

MILLIN, Ga., March 26—Those who joined last week arc Mr. and Mrs. Tom Pray, Big Bll Wheel and miscellaneous booth; Mr. and Mrs. Eddie Parrish, of Chester State, Automatic Shows. Shows are Dave Mills, on front; Harold Miller, second and fourth, Jack失调, Bevins, Key. Jr. General manager of the show is Jack Tyler, sound effects. Dancers, Glenn. (See CRAFTS AT NATIONAL page 59)
American Carnivals Association, Inc.
By MAX COHEN
ROCHESTER, N. Y., March 26.—From all of activity both in Congress and the courts, the industry of 1938 will show a decline in business. The industry is in the doldrums, and there are no showmen to be found anywhere. The Congress and the courts have taken a back seat to the showmen, and the industry is now in a state of depression. The showmen are finding it difficult to make a profit, and the industry is in a state of depression.

Deem Completes New Ride For All-American Shows
KANSAS CITY, March 26.—Alex Draemel, owner of All-American Exposition Shows, Inc., has completed a new ride, the Gondola, at his show premises. The ride will be used for the first time at the All-American Show on March 27.

Yale's Productions To Open Quarters Soon
PAINESVILLE, O., March 26.—The Yale's, a new production of Yale's, will open its new quarters at the Painesville Fourth of July Fair on July 4th. The Yale's are planning a large and elaborate production, and are expected to be a great success.

Playland Amusement Co. To Again Play K. C. Lots
KANSAS CITY, March 26.—Playland Amusement Co., which made the appearance in this city last fall, will again play in the same location. Jocky Stevens is superintendent of the show, and is planning a large and elaborate production for the coming season. The show will play for six weeks, and the dates will be announced later.

“Parade of Shows” Title of A New Carnival
FORT WORTH, Tex., March 26.—A new carnival to be unusual in its presentation is now being organized and will open in Fort Worth soon. It was announced here this week by R. W. Stevens, who will be in charge of the show. The carnival will be in the style of a parade, and will be a feature of the show.

Coleman Buys Ro-Lo Funhouse for Shows
Chantilly, Va., March 26.—C. V. Straight, secretary, and treasurer of Allen Herschell Co., announced that on March 18, Mr. and Mrs. Richard Coleman and their son, who are in charge of the show, will move into their new quarters. They will be in charge of the show.

Paris Showmen Active in Behalf of Federation
PARIS, March 21—Committee representing three principal street-fair showmen's associations, Avenue Franklin, Industrial Forum, and Liberty Forum, are working on plans for a “federation” to group these organizations and various organizations of market traders. Some work is being done by the committee.

BROADWAY SHOWS OF AMERICA
HAVE COMPLETE TEN-IN-ONE AUDIO-PHOTO OPEN FOR SHOWMANSHIP THAT HAS ANYTHING TO DO WITH THE BUSINESS OF SHOW BUSINESS.

WANT MOTORHOME, TOLL, CHAIN, CREEK OR WAX SHOW?

FOR SALE: Four Units Loop-The-Loop, same as new; one Grab Knot, 10-10, complete.

Can place more shows. Want new or old shows. Tea Stewart, Box 159, Covington, Ky. Address all mail and wires.

AL. G. HODGE SHOWS, Inc.
OPENING DATE APRIL 2, TARKILN, INDI., AUCTIONS GROVE PATROL
Followed by Li Fayette, Ind., week of April 10 to 16. Fleet in as usual, well billed.

All people holding contracts answers must be in. Show opens April 1st under strong auspices, Covington, Ky. Address all mail and wires.

COL. J. F. DEHNERT, Covington, Ky.
Line o’ Two of News

WOOSTER, O., March 26—J. R. Edwards announced that he commenced booking Caravan Wild West stock on Monday, in order to furnish all shows, rides and other accessories of a typical fair, in advance. The fair opens April 1.

NORFOLK, Va., March 26—John Hoffman, owner of a Norfolk, Tex., theatre, with Frank Green, manager, reported that a woman was accidentally killed by a falling projectionist, who had become confused at the time. Hoffman's coat and one hand were broken, and his right arm was injured, but there was no serious damage to his life.

DETROIT, March 26—The World of Fairs, 355 Madison Avenue, New York, says: “March 19, reports a very satisfactory business, largely due to the weather. Saturday and Monday, however, the business is not very strong. Among them one operated by George B. Sturgis, and one by Mr. and Mrs. C. A. Lane, are two of the successful shows in the city. The latter has been bought out by Lane's interest.

HENNY CITY, Miss., March 26—F. D. Lee, a well-known circus owner, and C. E. Lane, both of whom have spent much time in the show business, have been in town. The former is in charge of the show, and the latter is in charge of the stock. The shows will be large. Shows are also advertised.

BILLY GLADE, Fla., March 26—Morris Volz, general manager of the Ringling Brothers and Barnum & Bailey Circus, has issued the following notice: March 30, Will Be Civil War Reenactment. The show is to be held at the Governor's Park, and will be attended by Governor Scott and Senators Wilcox and Chapman. The show will be well attended by Volz. Atlanta, March 26—Bradley Gilman, editor of the New York Times, who has been in town this week, and Jerry O'Brien, who has been in town for several days, are both expected to be present.

PARK AMUSEMENT COMPANY

Ready To Open Season

LAKE CHARLES, La., March 26—Work is practically completed and show will open on April 1. The show is a large one, and will be open on April 1. The show is a large one, and will be open on April 1.

SAINT LAKE CITY, Utah, March 26—The Park is ready to open for the Covered Wagon Days celebration to be held in Park City. Each show will be followed by a feature performance, which will be held on the stage. This was disclosed in a recent interview with a park official. The shows will be given during the Park’s 100th Anniversary.

Ballyhoo Bros.’ Circulating Expos. Missouri Show

A Century of Profit Show

By STARR DURBELL

En route Over Land and Sea. Week ended March 30, 1928.

Dear Editor,

A week has passed since Ballyhoo Bros. came into town. The overland trek to Mexico City was more than enjoyed by our company of cattlemen. The town is a real city, and the people are very hospitable. We are looking forward to the return of warmer weather, and hope to have a successful show.

The magic of picnics and circuses is still apparent in these times. The shows are held in different parts of the country, and the audience is always enthusiastic. The shows are well managed, and the performers are always highly regarded. The shows are always well attended, and the patrons are always satisfied.

Yours truly,

On the other hand, there are many persons who do not like circuses, and consider them a waste of time. However, the shows are always well attended, and the patrons are always satisfied.

Richard T. H. Marshall

FOR SALE

Loop-o-Plane: single, complete.

AL HART
165 N. High Street, Columbus, Ohio

WILL PAY CASH

For Sale: Windmill 100 gallon capacity.

2418 E. 9th St., Painesville, O.
April 2, 1938

CARNIVALS

CHICAGO, March 26—Treasurer A. L. Roseman paused at the March 26 meeting in the Chicago office of President J. McCallister, who was out of town on business. Stated with him were Secretaries Joe Strohbach, Past President Sam J. Levy and Past President C. H. Fisher.

Chairman W. L. Driver reports real activity on the spring festival and early reservations for the season. President Sam J. Levy's entertainment committee is busy with plans for the event. No one has been doing business on the public side and has scheduled many miles of radio broadcasts. George W. Johnson is working hard on tickets and does not miss a chance to sell them.

Mike Doolan advises that the ways and means committee will lend all assistance to Brother Carl J. Sedelmaier and Fred Beckmann in the annual drive for funds. Mr. Doolan's advice is sound advice. And Walt advised that he is slowly recuperating, but there was no news from Brothers Dave Mulvey and Harry Harry.

Deacon A. P. Cohn and A. L. Roseman returned from the recent meeting and attended the meeting, while Brother Arch Wool was in for his first meeting. Jack Cafferty is becoming one of the most active members of the committee. Brother Alex Lobian visited for a few days before leaving for Hamilton, Ont. Frank Lakan visited for a few days and of course there was evidence. Bill Calkins returned from a business trip last night. Bill is a member of the committee.

Merry Haas, R. A. Johnson and Charles C. Driver left for St. Louis to attend the St. Louis Showmen's Association annual conference.

Welcome letter from Vice-President Frank Cokluk, who he expects to be with us April 4, and Patty Cokluk are the recent visitors. Brother Mike Miller and Edgar Bethan called at the clubrooms while visiting St. Louis. Bob Kline is back from the coast and will attend the meeting. Pleasure message from Brother Frank D. Shaver.

Walter K. Shirley sent another of his very interesting stories. He expects to enter the December 15 Christmas show for the San Francisco fair better and better every day. Nick Seidman and Sinn Packer visited the clubrooms. Our good wishes may not reach you on opening day, but they will be there and we will be watching every one to know that we are putting all of the Godfathers of Picturing to be with you through 1938.

Art Lewis Shows, Inc.

"Eastern States Best"

JUST COMPLETED A SUCCESSFUL FLORIDA TOUR, NOW BOOKING FOR OUR 1938 SEASON.

This show positively will play the cream of Eastern states (always first in) and our fair route consists of fifteen fairs in Eastern Canada, New England and the Carolina States. ART LEWIS SHOWS—CAN PLAY A 1 Monkey Circus, Animal Show, or any other material Show capable of getting money. State all details.

CONCESSIONS—Vendors, Concessions, Slack Ring Concession, Pitch, Till-You-Win and all other legitimate Concessions.


OUTDOOR SHOWMEN

The next issue will be the Spring Special. Because of increased size and distribution.

FORMS GO TO PRESS BEFORE USUAL.

No telegraphed or telephoned Show Ads for the next issue will be accepted after 10 A.M. (Eastern Standard Time) Monday, April 4. Wire important Into Show Ads Sunday night.

FORMS FOR COMMERCIAL ADS CLOSE SATURDAY, APRIL 2.

Brenson - Hawley Post No. 134

AMERICAN LEGION TOMBOLA

IN THE HEART OF THE CITY OF

BRIDGEPORT, CONN.

APRIL 28 TEN BIG NIGHTS MAY 7

AL C. GRILL SHOWS

WANT—Side Shows, Poster Shows, Premium Shows, Big-Wheel, Ring-Light, Penny-Win, Hop-Las, American Peninsula, 4 for 10 Photo Gallery —or any Concession that works for Rock, Slack Ring, complete, mounted on trailer. Any car can tow. 30 minutes to frame.

RICE HELP—Labor, experience, for Many, Wheat, Palace. Contact immediately.

AL C. GRILL SHOWS, Stratford Hotel Annex, Bridgeport, Conn.

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FORMS FOR COMMERCIAL ADS CLOSE SATURDAY, APRIL 2.

CALL CALL CALL

SOL'S LIBERTY SHOWS

1938 SEASON OPENS AT CAPE GIRARDEAU, MO., SATURDAY, APRIL 16TH.

All people engaged answer this call. Can place Concessions that work for stock only. Useful Show People in all lines and Attractions for Side Show. Have outfit for Small Shows and Concessions. Must read for Picturing Concession. Ben Granbach wants White Cook, Waiters and Counter. Men for Cook House. CAN ALWAYS USE NEW AND NOVEL ATTRACTIONS.

All Address SAM SOLOMON, Mgr., Cape Girardeau, Mo.

COLEMAN BROS.' SHOW

OPENING AT MIDDLETOWN, CONN., APRIL 11

WANTED—Shows, Illusionists, Poster Shows, Premium Shows, Big-Wheel, Ring-Light, Penny-Win, Hop-Las, American Peninsula, 4 for 10 Photo Gallery —or any Concession that works for Rock, Slack Ring, complete, mounted on trailer. Any car can tow. 30 minutes to frame.

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FORMS FOR COMMERCIAL ADS CLOSE SATURDAY, APRIL 2.
Our Midway

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

DON NEWSY cards from West Palm Beach, Fla., that he witnessed there this season. He also received a Crystal Exposition Show for this season.

REMEMBER the Who-What and When using. Why not get a Who-What and When chart?


EDWARD E. BARNER is planning to take out a small carnival in the Pittsburgh district, that is to intimate to our recent communication to Our Midway.


NEWS WRITERS: It is all right to say that "Je and Soo's concessions will grace the midway," but all wrong if they intend to surpass the midway.

ED SCHEFFIELD letters from Denison, N. M.: "Want to thank the Billboard most heartily for helping me find my cavalry France cards from the Bahamas. Also want to thank the Midway for their help.

GLORIA ELIZABETH WILSON, daughter of Mr. and Mrs. Harry Wilson, fashions openers on the Midway, and will card the bright side of the show this year. She is reported to be in fine form and makes a most interesting social party.

BUDDY DAVIS cards from San Antonio: "Am better known as Lois-Lettie, and that the Midway has been most admired. All the WHO cards and THE Billboard make this season.

WHATEVER became of "The Largest Book in the World?"

H. WILCH cards from Augusta, Ga., that he is now several members of the Good Hue Realtime Shows at the Phean- dons. The Billboard made this season.

A. A. BLAIR cards from Des Moines, Iowa: "Was with McTeer Shows last season and will card again for the night. THE Billboard makes this season.

ELMS ZINDALL: Mrs. Melzer Zindall, of Valparaiso, Ind., advised that she has been semi-serious and doctors report that there is little chance for their recovery.

WHATEVER became of Hippy Days Show and Hayes, Sins and Hoppa-Reilly shows? Now with prosperity reversing they should get active.

FRANK H. SWAIN, concessionaire, wrote to Mr. B. Ellis that he will return to Cincinnati from Fort Worth, Texas, soon. He was with Eastwood Shows of America.

W. E. SPAGH writes about the Blue Ridge Shows from Wadsworth, Tenn., and says that the Blue Ridge Shows are the pride of the show business, it has been cut all winter and is still going strong.

JOAN AND DOROTHY SHEFFIELD, noted members of Mighty Sheffiel- d Midway, are all here in town. Jo is seen with the Roxie and Danielson in St. Louis. Jo will be with the Munsen and Issett.

Mickey Eykel cards from Springfield, Ill., that he will write a good number of them for the Midway. Shows have been well received and the dates you booked turn out well. Red Clinton.

The New Kidde Airplane Swing

The New Kidde Airplane Swing, the new attraction for this year, will be a hit. The Kidde Airplane Swing is a new and unique attraction that combines the fun of flight with the excitement of entertainment. It features a large airplane that can be flown by the participants, allowing them to experience the thrill of flying under the guidance of trained pilots. The Kidde Airplane Swing is sure to be a crowd-pleaser and will undoubtedly bring a new level of excitement to our midway this season.
CARNIVALS

Will join A. G. Hodge Shows on which Mrs. P. L. Lott has booked a hall game for this season.

G. F. ROBERTS, in a recent letter from Boulder, wrote: "Booked for second season with Joy's Great Mixed Shows. Mrs. C. S. (Billee) Roberts has a very picturesque and has a good act. Good shooting gallery set up next week.

DAVE FINKELMAN reports from Miami: "Disposal of my horse which I had running at Mr. B. M. W. in Miami, Key Largo, waiting for Montgomery, Ala., to join Orpheum, World's Exposition Shows, on which I will again have my consignment.

SOME CARNIVAL managers have worn out their welcome with the public for years because of the pressure of overcrowded, slovenly conduct of moral and legal obligations."—Weekly plant.

RUDY AND KAY SPAIN cabled from Miami: "Will be in Norfolk, Va., after April 1 with Frank West's World's Wonder Show. Rudy says it is the best of the shows and he and Kay plan to go to New York in April to spend more time in the Queen City of the West on their return from New York after the fair.

OFFICERS OF LADIES' AUXILIARY OF NATIONAL SHOWMEN'S ASSOCIATION, NEW YORK, social and benevolent club, which has been instrumental in establishing the organization on a firm basis. They are a financially-secure group of young women, having recently raised over $500 at a bazaar party, and are to be the toast of the town with a card party at 8:30 early this fall. Left to right, Misses Rose Long, vice-president; Cecilia Fanning, president; and Anna Colcliss, secretary. Stewardess: Edna Leavens, sergeant of arms: Misses Hazeltine, chaperone; Pearl Meyer, assistant treasurer, and Miss Harris, treasurer. By Progress Studio, New York.

GOOD CARNIVALS are always building, removing, and adding on. So there is no fault to be found with those that will do a lot of building while on the road. However, it looks like some of them will be completed for this season in time to play the last fair date—Unicorn join.

SHOOTING GALLERIES.

WORLD'S NEWEST RIDE SENSATION

LOADS ON ONE SENTIMENTAL—UNQUALIFIED FOR PERFORMANCE AND PROFIT.
"We say to our weeks that we are in the minds of the people of the world.

MRS. HARRY TAKEL

BANTLY'S ALL-AMERICAN SHOWS

STILL SELLING THE "KINGDOM'S" World's Greatest Rides, in Cupola, Coney Island, Brooklyn, and all points west.

J. R. EDWARDS SHOWS

OPENING, WOOSTER, OHIO, SATURDAY, MAY 21

WANTED

J. R. EDWARDS SHOWS

(20TH ANNUAL TOUR)

WANTED

J. R. EDWARDS SHOWS

(20TH ANNUAL TOUR)
Rubin and Max Chew the Fat

Rubin Cerbone, president of one of America's largest carnival enterprises, pushed his group of acrobatic human towers and jumped into the ring at a meeting of the carnival industry. Max Lieberman, at the ring in the famous Miami Beach Hotel in Miami, Florida, recently met with the two men and signed a contract with them. The contract was for two weeks and is worth $10,000.

Max said that the mothers of America are very pleased with Rubin and Max because they are the first men to operate a white ride. Rubin and Max are planning to take their show to the largest city in America, New York City, and then to the west coast. They hope to open their show in Los Angeles in the near future.

Golden Gate Gleanings

By WALTER K. SHIBLEY

San Francisco, March 28—Charles Price, the well-known acrobat, was in town yesterday. He is here on a short visit. The San Francisco Acrobatic Troupe, under the direction of Charles Price, will open the show at the Palace Theater on April 1st.

Fredrick Waddell, director of the San Francisco Acrobatic Troupe, has been in town for several days. He is here on a short visit. He will return to San Francisco next week.

The Palace Theater is scheduled to open on April 1st. The show will feature the famous acrobatic troupe under the direction of Charles Price. The show will run for two weeks.

FRUIT CONCENTRATES

FOR ICE BALLS AND FRUIT JUICE STANDS

Before the season opens our prices Fruit Concentrates for Ice Ball Syrups and Fruit Drinks. GOLD MEDAL CONCENTRATES have the real fresh fruit flavor, yet the price is probably less than you are paying now. Considered by some to be the finest fruit flavors. Write us today for complete details.

GOLD MEDAL PRODUCTS CO., 139 E. Pearl St., Cincinnati, Ohio

TOLLEY TIME PARK

TROY, ALA

WANT LEGITIMATE CONCESSIONS

OPENING SATURDAY, APRIL 10, West Milt Butcher and Pete Bell Game, Pete Phelan, D. A. S. and Company, Ben Davis, Saye, Inc., and many others.

TILLEY SHOWS

Full Date Carnival Show Letters
As Reported by News Representatives for the Shows

Buckeye State
(Motorized)

Show opened on schedule and looked as if it would be a big one. First two nights were only fair business. Last night was good. No one will complain that the weather was not good. Big crowds last three days. Joe Galley, manager, returned from a week in New York. Will depart for St. Louis on Friday.

Buckeye State
(Motorized)
Mrs. R. C. Beall reports that he is having success with his shows. Mrs. Beall is the wife of the manager, J. C. Galley. She lives in Baltimore and is a native of Ohio. She has been with the show for five years.

Crowley's

Wednesday's was a hot day in Covington. The show was well attended, and the weather was fine. The entertainment was good, and the business was excellent.

Silver State
(Motorized and Baggage Cars)

First show in April for the year. Location, fine. Weather, fair. Business, good.

Great Southern

Great Southern

Lavene Luther
Wallace Bros.
(Regoage Cars and Trucks)

Premier engagement here was satisfactory from a financial standpoint. The show is still running, and tickets are being sold at a good rate.

J. W. Conklin, President of Conklin & Garrett, Ltd., operators of Conklin Shows in Canada, visited Los Angeles recently for queer in regard to the C. W. Ballard, owner of the famous Baker Beal shows, and producer of outdoor features, and to discuss with him the possibility of establishing a circuit in the Pacific Coast area. Their discussions resulted in an agreement to form a new company, which will be known as the Western Pacific Circuit.

Kenneth Wynne Franklin
White City

This week's engagement was another successful one for the White City. The weather was mild, and the business was excellent.

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(Regoage Cars and Trucks)

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Good Weather Favors F. W.

Bill Hames Shows Score—Children's Day Best Yet—Concessionaires Scatter

FORT WORTH, Tex., March 26—Bill Hames showed that it is possible to build a children's day on the basis of being lucky as far as weather is concerned after good weather had occurred at both the F. W. and the Convention House last week. The show opened with a deduction sale of $1,000 cash and a visitation of 30,000 people, the most unusual nine days of sunshine and warm weather being experienced in this part of the country. Attendance was 10,000 on the first day in over 20 years that local shows have run so good weather. Carnival's best day was Friday, March 19, when the attendance was 8,000, and went up to 9,000 on the last day of the show. Attendance was 40,000, a business at all other places was fairly good, but better than the usual March string leading up to the Easter Rush.

The largest name shows, Hollywood Petal and Minstrel Show, have personnel as follows: Hollywood Petal—Bob Sinatra, owner, John F. Berman, manager and bookings; Gladys Jackson and Lawrence Williams, magician; Elsie Fittz, vocalist; Nance Alls, tap dancer; Lee Walker, singer, Maze, dancer; Tom Miller, vocalist; Mayce Bandy, vocalist, Ada Gardner, oriental, and Helen Eubanks, dancer. Rat Merry, comedian, Jack Duffy, four-piece band, Jack Thompson, harmony singer, and John Smith. Jimmy Burns is tent manager and field man. Minstrel Show, which is handled by Norman K. Ross, producer, W. E. Bill Thompson, end-time minstrel man who has been off the road for four years, and W. R. Hanover is ticket seller.

Joe LaMont had two scenes and guest-age, George Perd and Joe Hovens were on call, while another performer, the late Linnus Masek were on the same bill. Miss on the same bill is the hit, Joe LaMont, who has passed on his way to a long vacation here. It goes to North Beach at Cape Girardeau, Mo. Jack Scott, the former cowboy, has opened his cowboy boots at this show. Gurney Walker and Johnny Rand, who has been on the road, go to the boys at a little more. Bob Bolling, the late-mentioned Bixenklau, who formerly had a number of concessions at this show, is also in this show. Miss on the same bill is the hit, Joe LaMont, who has passed on his way to a long vacation here. It goes to North Beach at Cape Girardeau, Mo. Jack Scott, the former cowboy, has opened his cowboy boots at this show. Gurney Walker and Johnny Rand, who has been on the road, go to the boys at a little more. Bob Bolling, the late-mentioned Bixenklau, who formerly had a number of concessions at this show, is also in this show.

Museums

Address Communications to Cincinnati Office

Kuntz

WASHINGTON, March 26—Weather here continues cool, with occasional showers. The best day of the show continues only fair. Wendal Kuntz is still in hospital recovering from a broken leg. Billy E. C., always the leader, has been well but with some pain, and John B. E. A. has been well but with some pain. Jack Kuntz, the usual leader, is still in hospital recovering from a broken leg. Billy E. C., always the leader, has been well but with some pain, and John B. E. A. has been well but with some pain.

Laughter's

ATLANTA, Ga., March 26—Carl J. L. has been well and ready for his week. After three successful runs in his home city, the show opened here last Saturday, and John B. E. A. was well. Jack Kuntz, the usual leader, is still in hospital recovering from a broken leg. Billy E. C., always the leader, has been well but with some pain, and John B. E. A. has been well but with some pain.

Kortes

MINNEAPOLIS, Minn., March 26—People were taking their coats off when they saw Bill Kortes. The show opened and closed in Buena Vista, March 24, for a two-week engagement. It will then go to Chicago and then to New York, where it will be handled with pictures for the duration of the show.

For Sale

WANT GENERAL AGENT with car and hotel and will deliver. We do not need a manager. Address GENERAL AGENTS and CONCESSIONS, Chicago, Ill. 60680, and CHICAGO, ILL. 60680.
Reoval American (Roadshow)

Tampa, Fla., March 28—With only a few weeks remaining for opening of spring season quarters at Charleston, Fla., hotel men are putting the finishing touches on all the facilities that they have for their guests. New wing has been constructed and the old wing is being thoroughly cleaned up. The hotel is ready to open any day now.

SHOW LETTER WRITERS, ATTENTION! Many Spring-Quarters News and Gossip copy has been left at the Mechanics' Bank, and we need your copy as soon as possible.

JACK K. HALLWELL

Hennessey Bros. (Roadshow)

Shreveport, La., March 28—Call went out last week for those connected with the spring quarters in the Southwest. News comes that some of the showmanship at the various venues has been quite spectacular. Many of the hotels have taken special care to ensure that the guests are comfortable and entertained.

Stratus (Roadshow)

Weldon, N. C., March 29—Judging from the number of calls coming in, all is well at the Stratus Cane. The management is making every effort to ensure that guests have a pleasant stay.

Majestic

Mellin, Ark., March 26—Everyone waiting for Majestic's return to New York will be happy to hear that the show is coming along nicely. The production is being kept under wraps, but it promises to be a hit.

Bandy's (Baseball Cars and Trucks)

Reynolds and Wells (Roadshow)

Tarkana, Tex., March 28—Everything is ready for the opening of Reynolds and Wells. New wing has been constructed and the old wing is being thoroughly cleaned up. The hotel is ready to open any day now.

Johnny J. Jones (Roadshow)

Galveston, Tex., March 28—Johnny J. Jones' belief that the buildings are ready to open has been confirmed by the hotel staff. They are preparing the final touches on the new wing.

Carnivals

The Billboard, Chicago, Thursday morning of each week. No later. Your cooperation will be appreciated.

Jack Lindsay

Miller Bros.

Wichita, Kan., March 26—Things are humming at the Miller Bros. show. The management is making every effort to ensure that guests have a pleasant stay.

Majestic

Richmond, Va., March 26—The Majestic is making every effort to ensure that guests have a pleasant stay. The management is making every effort to ensure that the show is a success.

The President Hotel has made many changes and improvements for the season, which is expected to be successful.

The President Hotel has made many changes and improvements for the season, which is expected to be successful.

World of Fun

Manning, S. C., March 26—Manager J. C. Moore is making every effort to ensure that guests have a pleasant stay. The management is making every effort to ensure that the show is a success.

Keystone

Douglas, Ga., March 26—The new Keystone is making every effort to ensure that guests have a pleasant stay. The management is making every effort to ensure that the show is a success.

Cunningham's (Topper Floats)

New Maricopa, O., March 26—Cunningham's new Topper Floats have arrived in quarters from Scotts. Work is going on full swing, and the new floats are being constructed. The floats are expected to be ready for next month's season.
CARNIVALS

O. C. Buck Shows

Richmond Hill, N. Y., March 26—Manager Charles A. Buck tells of the newest departure in carnivals, a grass seed stand. Buck has added a new feature to his already popular carnival, called "The Seed Stand." The stand will be open throughout the carnival season and will offer a wide variety of grass seed for sale. The proceeds from the seed sales will be used to support local community projects.

Blue Ribbon (Motorized)

Columbus, Ga., March 26—Showman Joe Collier, operator of the Blue Ribbon carnival, has announced a new feature for his upcoming carnival. The feature is a motorized ride called "The Wave." The ride will consist of a series of waves, with riders sitting on wave-shaped seats, giving them a thrilling ride. The ride is expected to be a big hit among the fair goers.

Penn-State

Bethlehem, Pa., March 26—Much activity is reported at the Penn-State carnival. The carnival's famous "Elephant" ride has been totally revamped and is expected to be a big draw this year. The ride now includes interactive elements, allowing riders to control the movement of the elephant. Additionally, the "Elephant" is now 10 feet taller, providing an even better view of the surrounding area.

Kaufs

New Berlin, N. C., March 26—Like previous years, the Kaufs' carnival is expected to be a hit this year. The carnival offers a variety of traditional rides, such as the "Tilt-A-Whirl" and "Screamin' Demon," as well as new attractions like the "Roller Coaster." The Kaufs' carnival is known for its friendly atmosphere and safe rides.

De Luxe

Lancaster, S. C., March 26— Entire carnival is hosting the annual "Spring Fling" event, featuring a variety of rides, games, and food vendors. The "Spring Fling" is a highlight of the carnival season and is expected to draw large crowds. The carnival also offers a " midway" area with a variety of vendors selling food, souvenirs, and local crafts.

O. P. Cunningham

Yellowstone

Albuquerque, N. M., March 26—Returning from the international tour, "Yellowstone" has made a triumphant return to Albuquerque. The show, which features a variety of animal acts, is a favorite among fair goers. The show's performers, including tigers, elephants, and horses, are known for their impressive skills and entertaining acts.

Celtin & Wilson

Greensboro, N. C., March 26—First addition to the show for 1958 is a new animal, a baby elephant named "Ellie." The arrival of Ellie has excited fair goers and has added a new element to the show. The show's performers, including a group of trained birds and a group of acrobats, will showcase their talents throughout the carnival season.

Winters

Burgettstown, Pa., March 26—With the start of the spring season, the Winter Carnival comes to town. The carnival features a variety of rides, including a "Roller Coaster" and a "Tilt-A-Whirl," as well as a midway area with food vendors and souvenir stands. The carnival is known for its friendly atmosphere and family-friendly rides.

Mighty Sheesley

Savannah, Ga., March 26—Incredible animal acts are featured in "Mighty Sheesley," a show that will have audiences in awe. The show's performers, including tigers and bears, are known for their impressive skills and entertaining acts. The show's annual trip to the "Dixie Fair" adds a new element to the show this year.

Gold Medal

Nashville, Tenn., March 25—Show "Gold Medal" is one of the top draws at the carnival. The show offers a variety of animal acts, including tigers, elephants, and horses. The show's performers, including a group of trained birds and a group of acrobats, will showcase their talents throughout the carnival season.

3000 Bingo

3000 Keno

3000 Bingo

3000 Keno

3000 Bingo

3000 Keno

3000 Bingo

3000 Keno

FOR SALE

200 Two-people Seats
200 Portable Stage
"Pony Express"
200 14 x 14 Marquee
Fish Pond, Snow Machine, Concessions
Charles Oliver
1417 Grant St., St. Louis, Mo.

Gibbs Sisters...Grace M'Daniels and Others Outstanding Side Show Acts
also for sale in Our Big Show In The Carnivals
C. W. Gibbs, "World's Famous Showman"

Carl J. Lauther
900 W. Marion, Marion, Ill.

CENTANNI SHOWS

OPEN SATURDAY, APRIL 2.

Santa Fe Expo. Shows

The Billboard

R. H. Miner's

PHILADELPHIA, N.J., March 28...Everything looks rosy for shows, as General Agent B. E. Ward returned from a trip west, and reports some states. Stated conditions in territory look good, with a good majority already signed, and all others will be moved on grounds at Philadelphia, April 23, and will then be painted, as all work will then be done since last.

R. H. MINER

Frank West's

NORTHFIELD, Ill., March 28..."The thrill almost" orders of General Manager Frank West have been followed to a "T," and all shows will now be ready. Practically all engagements have been arranged, and shows are a busy spot getting ready. All shows in the program outlined in early March are now brought to an end. From every kind of trade and amusement shows showing shows will be put on, and every day General Manager West knows that there are more than enough shows to fill the bill. His shows will be large, and he will do his best to see that he has the satisfaction of his clients.

Frank West

World's

MONTGOMERY, March 28...Mrs. Grubbs, of the main scenes, is a frequent visitor in this city. She has been in and out of the offices, and has been in constant motion since the show opened. Mrs. Grubbs has been here for several weeks, and has been a regular visitor to the office. She has been seen as often as possible, and is always welcome.

CHARLES T. EMERY

Ideal

MILWAUKEE, N.C., March 28...Willie Overton, the new manager of the Ideal, is still in charge. His new show has been fully organized and is now ready for the opening. Overton is a well known showman, and has been in the show business for many years. His new show is a success, and is sure to be a hit.

W. E. WEST

VALPARAISO, Ind., March 28..."The thrill of the world" is practically completed. Eighteen new shows have been running steadily since January, and the last show has been a success, overrunning several new shows in the state. The show is a success, and is sure to be a hit.

CHARLES T. EMERY

J. J. Page

BROOKLYN, N.Y., March 28..."The thrill of the world" is practically completed. Eighteen new shows have been running steadily since January, and the last show has been a success, overrunning several new shows in the state. The show is a success, and is sure to be a hit.

B. & V.

GARFIELD, N.J., March 28...Manager J. Van Breda has engaged Walter J. Neil to assist him in the management of the show. Neil is well acquainted with New York show business, and will be an asset to the management. Neil has been a well known showman, and is sure to be a hit.

J. J. PAGE

RAFFETY CARNIVAL

(Continued from page 48)

(Continued from page 48)

JONES GETS NEW

(Continued from page 48)

(Continued from page 48)

CAPACITY ATTENDANCE

(Continued from page 48)

(Continued from page 48)

(Continued from page 48)
Circus Numbers
Aid in Sarasota
Show for Charity

SARASOTA, Fla., March 26—At fourth
annual benefit and opening of Ringling
Brothers-Barnum & Bailey's 1958
season, in the Sarasota Civic Center
afternoon and afternoon performances
were witnessed by nearly 3,000 largest
crowd in history of the event. Proceeds
went to St. Mark's Catholic Church for
the alleviation of victims of chili
conquista.

Civic gala was an innovation, an or-
dinary circus, directed by Robert A.
Schumm, offered an exciting variety
of entertainment, and provided music.
Program included;

The Ring of Fire by Ring of Fire
Circus, bass singer and pianist; Dr.
Lloyd F. Fugelsang, stage magician;
Yosa, Yosa; Vanna the Human
Rainbow; Doeha Family, acrobatic,
Sullietts, trio, comedy box; Badwater
Trout, acrobats; Donald Hume, mag-
ician; Advertising Sals, novelty act;
Costello, elephant, elephants, and
Jimmie Millette, jalied.

OMAHA SHRINERS SETTING HIGH GOAL

OMAHA, March 26—Advance ticket
sales for ninth annual Taft Shrine
Pageant, to be held at the Fauntleroy
Theater, are reported good, and Pete,
Patton, E. R. Davidson, Pageant Com-
mittee chairman, is hoping to top 1957
attendance of 6,500.

Clayce and Harvey Beatty's animal act
will headline, accompanied by a large
number of exotic animals being
handled. Other acts booked include
Oscar Herman's horses and dogs; Al-
fred Hollis, acrobat; Stillman, dog
act, and the Kingsley Chime Refit, cock
series, bringing the total to 11 acts.

Saginaw Circus
Circus a Success

SAGINAW, Mich., March 26—A suc-
scessful circus staged on March 18 and
19 by South School was the seventh an-
ual fund raiser sponsored by a group
of students and parents.

Among professional acts were Frank
機構, see flying trapeze, roller skater;
Dawson's Dogs, best known for their
acrobatics; and The Babies, a group
of young children, each over six years.

机电 was by auditors. Show was hand-
led by Maurice M. Guy, executive chal-
lenge, and Sam A. Ackerman, general
chairman.

PLANs for sponsoring a celebration a
two-day rodeo and carnival were discus-
sed recently by Marysville (O.)
Civic Improvement Committee.

SPOKANE, cont'd, and other fea-
tures are programmed for annual May
day Celebration in Lewiston, Idaho,
sponsored by local Native Sons of the
Golden West. Celebration is a revival
developmental project of the Oregon
Youth, under management of the late
Harry Miller.

BERKSHIRE LANDS plans school super-
intendent is chairman of Daysey, O.,
Chamber of Commerce committee to
prepare plans for municipal budget to
be staged in observance of the 150th an-
niversary of settlement of Northwest
territory.

At Parkins Landing (Pa.) Home-Cook-
ing Week, sponsored by Volunteer Fire
Department, midway, free acts, plants,
parades and contests will be featured.

COMMUNITY Club in Cheboy, Wisc.,
raised $900 for the annuity. Recital and
homecoming, to include water sports,
plays, athletic events, and other ac-
citizens, Mayor Mertel Martinson heads
the committee.

VETERANS of Foreign Wars and Oak-
rock (Wis.) Market Day Association
were granted a special appropriation
concluding session to include parade,
games, contests, acts and fireworks.

HELP This Department by Telling
Committees About It.

WANT MORE REVENUE for
YOUR CARNIVAL?
Read
“BINGO BUSINESS”
A Column About Bingo in the
WHOLESALE MERCHANDISE
Department

THIS WEEK and EVERY WEEK

Carnival
Rides and Shows
for Firemen's Fairs

For Week of July 25
ALSO FREE ACT
Edward Bash, Chairman, Lebanon, Pa.

WANTED RIDES and ATTRACTIONS
for Labor Day Picnic三角
Sponsored by Appalachian Traders and
Earl Decker, Carl Smith, 112 A. Appleton St.,
Appleton, Wisc.

TRI-COUNTY AIRPORT
BREDBORO, Va.
Wants Carnival Concessions and Amuse-
ings. Will rent 100' x 200' concession
fair. Carnival in Virginia will be staged
in Norfolk, Va. in April. Will return
to Virginia in July. Write to Owen
Trappey, Rt. 5, of P., Bredboro, Va.

WANTED
13th Annual Firemen’s Fair
Aug. 4 to 5, Shingletown, Pa.
L. J. Cooper, Carnival Concession,
Shingletown, Pa.

WANTED
High-Class Sensational Prize for Exhibition at
Summersville, W. Va. Prize to be offered for
best built and dry-land circus at the fair;
showing horses, etc., will be featured.

WANTED CARNIVAL CONCESSIONS
FREE ATTRACTIONS
PAGENT OF PIONEERS by G. W. CHARLES,
St. Charles, Mo.

CARNIVAL WANTED
MONTVIDED CELEBRATIONS, INC.
JULY 3 and 4
Montvided, Minn.

CARNIVAL WANTED
OLD HOME WEEK and STATE FIREMEN'S
State Fair, Rutland, Vt., Aug. 29 to July 3
Central Board of Directors, Rutland, Vt.
L. R. Flint, American Legion, Rutland, Vt.
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FOR SALE—SECOND-HAND GOODS
FROZEN CUSTARD MACHINE, YORK, used
404, Miller, 717 West Seaside, Long Branch, N. J.
CORN POPPERS, GASOLINE, ALL-ELECTRIC
C_STORE KETTLE, 125-121, Capt. Cox, 125 Central, Yonkers, N. Y.
FEISEN CUSTARD MACHINES—KENT
Master Freezers, like new, CHIBILIS
POPCORN MAKING, CRISPEET CARMEL
FROZEN CUSTARD, R. PRICE, COMBINE
1592, 2613, with Light Plants, 650.
ANTHONY TEBECO, 132 Clinton Ave.
Trenton, N. J.

FOR SALE—SECOND-HAND SHOW PROPERTY
AEROPANE RIDE, PARKER FERRIS WHEEL.
Great deal for Penny Arcade. Good
DIAMOND, E. V. STARR, 364 West 52nd St., New York, N. Y.
SALES—BOTTLES, CATS, DOLLS, KIDS
Tintines, Colorful, attractive figures. For
L. C. BAKER, 225 Clark St., Chicago, Ill.

MISCELLANEOUS
ARRIMABLE BASKETS, LAMPS, ETC., THEY
are used for our interesting quotations. APLY ARM.
BARBER'S—INTERIOR AND EXTERIOR
BARBER, from 1400 sq. ft. PLEASING STORE AND
NEW 1,500-WATT WEATHERPROOF FLOOD
LIGHT, 12 ft. high. Rubber Cables, $29, 100, 100, 250.
MILLER SUPPLIES.
PORTABLE SKATING RINK, 42x49, MAPLE
Now you can afford it. Write Mrs. H. S. WILKINS.
TANGLE CALLAPHON—SLOWER AND
Faster than Gas Engine complete. Good working order. For
S. L. CHICAGO, 1511 E. 58th St., Chicago, Ill.
HELP WANTED
A COWBOY OR SILLIERLY INSTRUMENTAL
Vocal Group, Pseudos, Comedy required for
DURING PRODUCTION, TUNES. Lowest weekly salary
ADVANCE AGENT, FOR TALKING PICTURES
Missouri. Can play, volleyball, good people, write
G. G. BENNETT, 222 E. 7th St., Kansas City, Mo.
AERIALIST—110-FT. LADDER ACT, CRADLE
Baker, must be good Hand Balancer, Aerial Cables, S.
State lowest salary for long season. Write
CRASH DUNHAM, 1924 North 7th, Los Angeles, Calif.
DRAMATIC TEAM—STRONG SPECIALITIES
Art Names tent the
EXPERIENCED GIRL FOR TEETH AND TRAYS
Immediately, write address, S. C. BROOKS.
EXPERIENCED GRY FOR DIME DARKEST BOY
2111 E. 49th St., Indianapolis, Ind.
MED ACTS TEAM DO DOUBLE SINGLES
Huff the Jive Player. State all in first, EDDIE
Poole—ALL LINES FOR MED. OUTDOORS
On open, state all, first class. DOC VANCE, 3119
Piano Player for Radio, Show, Dance
State, call, 445 E. 13th St., Dallas, Tex.
FREE WANTED—ADVANCE SINGLE MAN WITH
car, appearance, education. Write experience before
FRANK LYN, 1301 Main, Dallas, Tex.
MUSICAL INSTRUMENTS, ACCESSORIES
BASE VIOLIN, METAL, FIRE CONDITION
Horns and Crystal Bells. G. W. Matchy, Saxophone, Harp.
SMITH, 1521 Oxford, Dallas, Tex.

PARTNERS WANTED
PARTY WITH CAPITAL ASST. LAUNCHING WANTED.
We have equipment. Very
JU. R. KRIEGER, 1401 W. Wisconsin Ave., Milwaukee, Wis.

PERSONALS
AL BAKER (A. L. BAKER) LIVINGSTON
—Please communicate with this seller or your Attorney at 270 Fifth Ave., New York.
FLORIDA DIVER attitude—COPY—FRANK
Attorney, 1566 N. W. Market, Miami, Fla.

PHOTO, SUPPLIES AND DEVELOPING
FOR SALE—CHEAP PHOTO TRAVEL OUTLET.
3855 S. State St., Chicago, Ill.

SCENERY AND BANNERS
AT AMERICA'S LEADING BUNNER COMPANY. 
C. E. HUGHES, 334 North Halsted, Chicago, III.

TENTS—SECOND-HAND
SIDEWALK BARGAINS—75 Ct. DELL
Hand Reed, clean, white, as new for
HERMAN COMPANY, 1941 Grand Ave.

THEATRICAL PRINTING
COLORS HANGBAGS—5 ct., 100c.
1,000, 2.50, 5.00. 1,000, 2.50, 5.00.
10,000, 5.00. LETTER PRESS PRINTING—4 cts.
STUMP PRINT, South West, Window, Calif.

WINDOW CARDS—1x22, 100, 500. 59.
100, 100. 500, 500. 500. Mercedes, Berlin, Germany.
DODGE'S Drawings and Cuts made for
CRUZ, 860 Madison Ave., New York, N. Y.

At Liberty Advertisements
At Liberty
ACROBATS
AT LIBERTY TO JOIN TRAPEZE OR HIGH
WIRE ACROBAT. Young girl, experienced in both.
MICKY DU VAL, 801 Avenue.

PHILIP PANTONE—ACROBAT, CLOWN,
HAND-OIL, ACT. Full salary, $100. Telephone, Can, 1665.

ERASURE—Would like to take on some more work
VIC'S PRESTY, Easter, 11th, 11th.

LE ROBINSON'S ORCHESTRA, FEATURING
Six Men and One Vocalist. Fully equipped and
organ. Previous engagement since November at Chi.
LE ROBINSON, Chicago.

JOE SADLER'S SWEET SWING BAND—A
Five Piece Combo. Played Drums, Sax, vocals, piano.
LOU SPENCE, 2121 Broadway, Kansas City, Kans.

ROY SADLER'S SLYVIANIA DESIRE-S desire
EDWARDS, 1117 N. 9th St., Reading, Pa.

ATTENTION, HOME OLUS
FOR SALE, COMBINATION ORNAMENTAL
HOME ORNAMENTS, $100.00. 25.00. 100.00.
DODGE, 3150 firm, 151 E. 61st St., New York, N. Y.

EDDIE HOLT'S DIXIE
Swing Music. Trumpet, Clarinet, Sax, 3-Piece.
GIRLS ORCHESTRA—5-7
AT LIBERTY FOR SUMMER ENGAGEMENTS.
Edison. 501 East 41st St., New York, N. Y.

EDDIE HOLT'S DIXIE
Swing Music. Trumpet, Clarinet, Sax, 3-Piece.

GIRLS ORCHESTRA—5-7
AT LIBERTY FOR SUMMER ENGAGEMENTS.
Edison. 501 East 41st St., New York, N. Y.
Show Family Album

MEMBERS of the Justus-Roma Show snapped at Wendigo, N.C., in July, 1925. Among those shown are Great Azard, John J. Justus, Erkel Reardon, Harry Wolf, Bill Olber, Eddy Deloy, Jeff Adams, Ted Waggoner, Ernie Hawkins, and Pearl Adams. The show is still in operation and will soon begin its 1938 season. Oliver is now in the outdoor advertising business in Decatur, Ill.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is especially requested that pictures be CLEAN and that they be accompanied with complete descriptive data. Crown photos are preferred, but pictures of individuals who are still living will be accepted. Address Photo Family Album Editor, The Billboard, 33-37 Opera place, Cincinnati, O.


HOMES, 921 Redfield St., Wayne, Ill.

ATTENTION, BAND LEADERS: A YOUNG Second Trombone man wants a job in a big Band. At $50 a week or more. Address: M. J. W. Clarinet for Bill Olver.

VAUVTASCO'S DOG & MONKEY COMPANY. North and South Carolina. Full orchestra and vaudeville acts. Address: BNOS 2001 St. Louis, M.O.

BRAIN DINNER AND AUCTION. TO BE HELD AT THE DENTAL SMALLHALL, 419 W. 23rd St., New York, April 9th.

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BRAIN DINNER AND AUCTION. TO BE HELD AT THE DENTAL SMALLHALL, 419 W. 23rd St., New York, April 9th.
Wholesale Merchandise
PRIZES - NOVELTIES - PREMIUMS - SPECIALTIES
Conducted by JOSEPH CSIDA - Communications to 1564 Broadway, New York

Stuffed Toy Animals Again
Concession Favorites in '38

Big Easter business on stuffed bunnies points to item's popularity for the coming season—many new numbers are being offered to trade.

NEW YORK, March 26—As in seasons past, stuffed toy animals will again this season be right up among the most popular items for concessions. An early indication of this is the large number of stores which have been adding these items to their Easter trade. Among the favorites in this group are the Berkey Co., the Wisconsin De Luxe Corp., and the Drum Major who has been around almost 30 years. (Wisconsin features, as a matter of fact, a complete line of costume rabbit rabies, such as snowmen, pirates, cowboys, Mr. and Mrs. Rabbit and others, and the Drum Major rabbit featured by Penna Manufacturing Co., Drum Major stands 48 inches high and has a train which can be obtained in a number of colors, including turkey red, French blue, pink, light green and orchid. Uniforms also have brown boots and golden yellow gloves.

Another new and interesting stuffed toy animal which is expected to be popular this season is the Easter bunny put out by Universal. These rabbits have been featured by a number of producers and will be introduced shortly. Harry Lang Co.'s Drum Major is one such item, and the Universal Novelty Co. of Los Angeles has put out a line of large egg-shaped bunnies which has received thousands of dollars worth of free advertisements in newspapers all over the country. The variety of the Benecke toy, with a big face, big ears and big tail, was introduced, but we hear no complaints from manufacturers of the new line.Everybody was talking about business being on the burn at the time the stripe-aisle glasses were introduced, but we don't hear any complaints from manufacturers of the new line. Everybody was talking about business being on the burn at the time the stripe-aisle glasses were introduced, but we don't hear any complaints from manufacturers of the new line.

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Open Letter to Manufacturers

What kind of merchandise do you think of when you think of a toy? What is the right kind of merchandise? What type of item will make it at a profit? Your answer is: BINGO. Merchandise now in idea, design or in the use to which it may be put. It will be seen as a toy, as it is now in use in the show business. It will be seen as a toy, as it is now in use in the show business.

Bingo in the Outdoors will roll right along as long as the weather permits, and has maintained during the fall and winter. According to Jack Doak, of Mercey Manufacturing Co., the Doak company is sending out its June catalog, which is the largest ever sent out by the company.

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Popular Items

Write to The Billboard, Buyers’ Service Department, 25 Opera Place, Cincinnati, 0, for addresses of companies in this department supplying the items which interest you.

Comb-Knife-File Combo

A new three-in-one combination, consisting of a comb, knife and nail file, temporarily arranged, and with a pouch to slip it securely to the pocket, is presented by Comb Knife Co., the leading manufacturer of the type. The case is of high quality and at a modest price.

Hy-Fine Soap

A small amount of Hy-Fine soap will prevent the formation of soap scum and lather in the baths, sinks, showers, ink or any other similar difficulties. The soap is skin-softening and made of the purest and finest ingredients. It is a great help in removing dirt and film from faces and skin. It is available in cardboard boxes.

New Hose Nozzle

A new lever-controlled hose nozzle has been placed on the market by the manufacturer of the original Hoover hose nozzle. It is easy to control, does not chill the hands of users and is easy to adjust. It is made of metal and is durable.

SPRING SPECIALS

ROCK-et Blades—Double Edge $2.95
MADID Bladrs—Double Edge $2.95
ASSORTED HOTypes—all $4.00
SHOE KNIVES—Imperial $2.50
BICYCLE KNIVES—All $2.50
COMB-KNIFE-FILE—All $2.50

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

Attention Operators!

“DUMMY DAN”

The Ventriloquist Man

$24.00 Doz.
$2.10 Each

GELLMAN BROS.
MANUFACTURERS

Tip To Ball Game Concessioners

Cats and milk bottles have long been the standby on ball game concessions on carnival and fair. With proper aid, amusement parks, celebrations, and the like, a ball game concession can be profitable. Pencil is used for all types, with a standard battery and battery holders.

HOTSY TOTSY GLASSES

BEVERAGE GLASSES with Happy Girls in either. When the glasses are filled, everybody gets a laugh.

Per Gross...$12.50
In lots of 3 Pairs, 75c per Pair.
Boxes of 6 Gross, $1.00 each.
Ship Add. Weight of Glasses, $5.00.
IN COLORS—Announced.

NEW HAND-HELD DEVICES

Here is a new one that will get you big money! Big—Binos up to almost 5 feet—$1.50. Catalina Scope that ships the service. ORDER NOW ORDERS DUE LATE JANUARY.

CHARMS for Profit!

CHARM ASSORTMENT—Consisting of the following: Orphan Annie, Fuzzy Wuzzy, Tin Woodman, Judy, Jim, Tarzan, Zorro, Paul Revere, and others. $1.50 each.

N. SHURE CO., ADAMS AND WELLS STS. CHICAGO

WANTED MERCHANDISE

Large independent Restaurant Co., La Salle, N.Y., looking for small mercantile parts—mugs, cups, saucers—cutlery—silver plate—connexions from manufacturers. Will pay all reasonable offers. Call or write.

GANGS FROM SEATTLE

$10,000 PER WEEK Challenge

Have you got the nerve to accept this challenge? You’ll be satisfied with results. ADVERTISE IN THE BILLBOARD — YOU’LL BE SATISFIED WITH RESULTS.
THE NEW DUMMY DAN

In Full Dress Suit, Belt High Hat, White Shirt, White Vest, White Closed Handkerchiefs, Polished Black Composition Shoes.

EASTER STREETMEN SPECIALS

No. 101—Cell, Mich. Rabbit $9.00
No. 102—Cell, Mich. Rabbit $9.00
No. 103—Cell, Mich. Rabbit $9.00
No. 104—Cell, Mich. Rabbit $9.00
No. 105—Cell, Mich. Rabbit $9.00
No. 106—Cell, Mich. Rabbit $9.00

GOLDFARB NOVELTY CO.

"The House of Service"

50 West 53rd St.

NEW YORK

RABBIT ASSORTMENTS

See us for the
Most Complete
Quality

Flush Rabbit—Pirates—Clown—Safes—Span-
ner Sandwich—Cowboy—Mr. & Mrs. Fitter—Sight
Hit Money-Making Deals. We Stock All Sizes.

WISCONSIN DELUXE CORP.

1900-12 N. Third St.

Milwaukee, Wis.

LOOK! If you have not received our latest catalog No. 937, containing 180 pages of latest
and fastest selling items at the lowest possible
prices, write today. Be sure to mention your line of business.

MIDWEST MERCHANDISE CO.

1006-08 Broadway, Kansas City, Mo.

Profit with the New 1638 Champion Catalog

Champion Specialty Co.

115 Central St., Kansas City, Mo.

INQUIRIES WANTED

To those men who are anxious to
take new locations and
increase their Sales Board Profits, we offer an absolutely
New Premium Idea that utterly different
Hot, low priced.
Guaranteed to "lick the pants off" of anything you've had in years or your money back. Wire or write for details NOW!

EVANS NOVELTY CO.
608 W. Diversey
Chicago, Ill.

Sheet Writers Look!

TIES

Watch your ads
for special buys

HERCULES NECKWEAR MFG. CO.
772 Vermont Bldg. (Page 4) Brooklyn, N.Y.

PLASTER

Cosimini

Big Flash

READY-MADE TIES

Manufactured by ZIP-ON

ZIP-ON NECKWEAR CO.

206 N. West Street, Raleigh, N.C.

Sells Post Cards

M. W. Hadley Co., Inc.

Watch your ads
for special buys

NEW COMPANY, Div. P. & G., Aurora, II.
AFM Signs McCoy, With H-W Next in Line; Petrillo Aids

Chicago, March 5—James C. Petrillo, local musicans' president, joined the AMF here this week with W. H. Stephens, AMF representative from New York, in working out new candidates' contracts with the new Col. Tim McCoy to W. H. Woods' North Shore show, on Hagenbeck-Wallace and others in this area. These negotiations were with S. C. Cones, manager of the McCoy show, who was signed giving the machinists a dollar a week in the contract.

Stephens left for Peru, Ind., Wednesday, after Petrillo conferred with Howard Y. Burt, of Hagenbeck-Wallace show, via long distance telephone, and hoped to effect a new wage scale with the AMF, it is thought, by the end of the week. Before leaving Stephens added a 144 week would be handed from Burt and also a maximum tip Also would be included in the contract. Probably 60 cents.

MAX GOODMAN, executive head of Goodman Wonder Show, Inc., who is now active in quarters at Little Rock, Ark., where the season for the opening of the show was late, has an American railroad mule which he contracted by telephone for his second year and he is strenuously endeavoring to make this opening surpise his efforts are being accepted by the show, and are for high-class sensations and will adhere to his anti-foreign policy throughout the season.

OPENING SATURDAY, APRIL 16th
IN BURLINGTON, N. C.

JIM WONG TROUPE
FAMOUS CHINESE ACROBAT
The Only Kind of Chinese Act in This Country

WEEK OF MARCH 24 AT
RADIO CITY MUSIC HALL, NEW YORK
ON TOUR WITH
HAGENBECK-WALLACE CIRCUS
1938 Season

ACCOUNT OF LAST MINUTE DISAPPOINTMENT

OPENING'S WORLD'S WONDER SHOWS
OPENING NORFOLK, VA. THURSDAY, APRIL 14
Want Fly—First Class Merry Go Round Foreman, top salary; also Ride Help all departments. Johnny Williams wants Plane Show Musicians.
FRANK WEST, General Manager, P. O. Box 1165, Norfolk, Virginia.

DIXIE EXPOSITION SHOWS WANT

LICENSES REDUCED
AT LINCOLN, ILL.

Lincbn, Ill., March 26—The efforts of P. W. Wade, showman's friend, in obtaining favorable regulations for shows in Nebraska are progressing well. Railways and railroad carriage, regardless of protection, per day, 500,000, house shows, regardless of protection, $25; radical carnival, per week, 500,000; circus shows under surveys, per week, $15; old houses were able to charge with $25, 50 per week, 500,000, 500,000, dramatic, $50.

Due to high license fees shows have not played outside city limits. Wade states that it will pay organizations to have the license fees inside the limits. This is not the case as they may run into trouble and cost them more in the long run. They are making information to showmen regarding lots that can be obtained. His address is Box 73.

HOWARD A. WILSON, who has been a subscribing member of the public address and sound equipment of the Company for over 20 years, has been elected a Director of the Company. His new position will make it possible for other directors to carry on the business.

DISTRICT OF COLUMBIA

GEORGIA

ILLINOIS

MICHIGAN

MINNESOTA

NEW JERSEY

NEW YORK

NORTH CAROLINA

OHIO

VIRGINIA

WASHINGTON

Dog Shows
These Dates Are for a Five-Week Period (Round out of last time)

ALABAMA
Birmingham—Apr. 1, Mrs. Ellis. Gibson, Miss L. C. Mason, Miss E. E. Thompson

CALIFORNIA
Los Angeles—Apr. 1, Mrs. O. E. Tappan, Miss L. C. Mason, Miss E. E. Thompson

TEXAS
Fort Worth—Apr. 1, Mrs. O. E. Tappan, Miss L. C. Mason, Miss E. E. Thompson

WISCONSIN
Milwaukee—Apr. 1, Mrs. O. E. Tappan, Miss L. C. Mason, Miss E. E. Thompson

Barfield's Cosmopolitan Shows WANT
Man with data books on breeding Roll and Sale of stock. Managers for Menlo Park, California, and Oradell, New Jersey. Address, R. S. Scott, Oradell, New Jersey.
Hartmann's Broadcast

WE WOULD LIKE to see more editorials in daily newspapers about the financial benefit to Wise and Warrenton and in which carnivals winter and organize for the "new" season. And not only carnivals, but circuses and more as well.

It's not a difficult matter to do this if we are in the good graces of the newspaper—and if they are not they should be. Some showmen have been giving this subject thought, but these are not the leaders.

Most showmen haven't the least idea of what it costs to winter and organize a show, and there is not a better way of telling them than the editorial columns of newspapers.

In this connection we reprint here an editorial from The Daily Republican of Cherryville, N.C., of March 19. It is headed: "Winter Quarters Boost Cherryville Business" and reads:

"The W. D. Wett Motorized Carnival will have completed its first winter in Ohio, and will open its next season here April 2. This organization has been an asset to the town. Several hundred dollars have been spent here for supplies, besides the amount spent by individuals for feed, board and personal expenses.

"This organization should be encouraged. There is little doubt that it will bring us more business in the future winters. We understand its route will cover this section of the state, and possibly Cherryville will be more convenient for winter quarters next year."

"We have found Mr. Wett very pleasant to deal with and we wish him a successful season and extend our wishes to him to do business next winter."

WANT

Walt, W. E. (Walt) Wood, Elko, Shows and Concessions, P.O. Box 149, Elko, Nevada. Walt joined his father's show with the young Woodwater bro. "The Great Woodwater Bros. Circus," Jerome explains it thus:

"Dear Mr. Hartmann—Please permit me to congratulate you and The Bill."

WANTED QUICK

Wanted Girls for Palace Show, Dancing Girls for Vernon Show, announce that all of their contract positions are now open. All interested parties are invited to call for information.

ALAMO SHOWS

OPENING AT MACON, GE. APRIL 2, THIRD MACH. 2-box Office.

ALAMO SHOWS: J. L. Jones, Manager.

CALL! OPENING 17TH AND CASTLE STREETS, WILMINGTON, MONDAY, APRIL 14TH

PRESIDENT SHOWS

AN EXPOSITION OF LOGISTRY.

WE HAVE GOOD PROPOSITIONS FOR FLAT RIDE, BARGAIN, ORGAN AND THE DATES TO SWU LOR B. E. WHAT WE HAVE TO OFFER.

P.O. BOX 1011, JIMMY RAFFERTY, Sole Owner & Mgr., WILMINGTON, N. C.

F. H. BEE SHOWS

OPENING SATURDAY, APRIL 16, AT SPRINGFIELD, TENN.

WANT Ten-in-One with corn and transportation. WANT organized Flat, Show Scrap, Bicycles, Watches, Rhythm, Toys, etc.; wants to buy, from the man who:'s in on it, condition - good. Will not buy from man who knocks off his show. Write your name and address. Address: F. H. Bee Shows, Flat, Springfield, Tenn.

GREAT SUPERIOR SHOWS WANT

Have 8 Weeks in West Virginia and Tennessee Coal Fields. All shows are worked up. For Paris, Texas, Decoration North, and the balance of the season. CONCESSIONS: Figure Concessions, Caractutters, Tents, etc. All shows in good standing. Gives working conditions for all shows. Must be good showman. Circus. Address: F. H. Bee Shows, Flat, Springfield, Tenn.

AERIALISTS WANTED

110-Ft. High Double Ladder Act. Features: Colors. Circus must be in good standing. Must be expert performers and capable of giving satisfaction to the public. Must be in good physical condition. Address: F. A. Boney, Gaffney, S. C.

MAJESTIC EXPOSITION WANTS

CORN Game, Cook Houses, all kinds of legitimate Stock Concessions, Ride Help, Athletic Show Parties, High Peep Act, Concessions and Operators. Cash on hand. Must be an expert with all phases of the game. Address: Majestic Exposition, Charlotte, N. C.

MIGHTY SHEESLEY WANTS ANNEX ATTRACTIONS

State Iowan. Wanted. Must be well spoken, physically strong and capable of making a profit on the "Chicago" style of work. Address: Majestic Exposition, Charlotte, N. C.

DYER GREATER SHOWS

WANT non-competing Shows to share with. Must be reliable, before writing, please state what shows you own, address in care of "BillBoard," I. E. B. 1313, 24th Street, I. W., N. Y.

MILLER BROS. UNITED SHOWS

OPEN ON SATURDAY, APRIL 2, BROOKLYN, N. Y.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS

ELOOK IN WHOLESALE MERCHANDISE SECTION FOR TOP PRIZES, NOVITIES AND SPECIALTIES

Z. L. LEWIS, ROYAL EXPOSITION SHOES, BROOKLYN, N. Y.

PHONEMEN WANTED

LOTS OF WORK FOR PHONEMEN, SUN. START IN MINORES. PHONEMEN WANTED. ADDRESS: AMERICAN PHONEMEN ASSN., 1920 W. 137th St., Chicago, Ill.

ALSO CONTESTED AND BABY SHOW PROMOTIONS.

PREF. CRAB SCHOFER.

PHONE: 34282, CRAWFORD.

FOR SALE.

Round Time, with 20 Wagon Show. Must go, $1400.00. Address: Belleview, 104 N. "B," Greensboro, N. C.

K. C. R. T. K. STRAYLON, 1010 N. 1ST ST., ATLANTA, GA.

WANTS—PATTERNS, WOODS AND TENTS, FOR USE IN OUR SHOWS. ADDRESS: M. C. Rolo, 101 S. "B," Greensboro, N. C.
NEW YORK, March 29 — (Continued from page 21) — Over in the city, Mr. and Mrs. Huntington are planning to open a new season in Madison Square Garden. It’s a picture that has been long awaited by the performer and animal ends of the circus business.

The showmen are marvelously true to life—the text never overdoes. Dedication to a life in a circus has been carried on in admiration of their courage, patience and industry, and in gratitude for their hard work.

Mr. Huntington started his career as a carpenter’s helper. He was born in 1875 in St. Louis, Missouri. His parents were of Scotch and Irish descent.

He began his career as a carpenter and worked his way up to the foreman position. He then became a traveling agent for a circus company in 1897. He later joined the circus as a performer and eventually became the manager of the company.

There was no cover or minimum weeks, “when the business was good, we had the best acts in the world, and we had the best acts in the world.”

The circus show was a real family affair. Mr. Huntington had a wife and six children, including a son who was also became a circus performer. The family lived together on the circus train, traveling from city to city.

The show was a success, and Mr. Huntington became one of the most successful circus performers of his time. He retired from the circus in 1933, but his name and legacy live on in the world of circus history.

1405 Club, East St. Louis, Illinois

Popular-priced spot has been one of the favorite stops on the east side of the Mississippi.

There is no cover charge or minimum days, and the food and drink are good. The menu is simple, but it provides a good variety of choices for everyone.

“The 1405 Club is one of the most popular spots in the area. It has a wide variety of entertainment options, including live music and drag shows. The atmosphere is relaxed and welcoming, and the staff is friendly and attentive. It’s a great place to spend an evening with friends or family.”

Esquire Club, Miami

Some of the club’s most popular attractions include its drag shows, which are held several times a week. The club is also known for its elegant cocktails and fine dining.

The Esquire Club is located on Ocean Drive, just a short walk from the beach. It’s a popular spot for both locals and tourists.

11 Ferguson St.

For reservations, call (305) 533-3636.

Gay Nineties, New York

To say, at this stage of the game, that the show must maintain its popularity and audience is beyond the scope of this column. There are other shows that are doing well, and the Gay Nineties has its own special appeal.

The Gay Nineties is located on 52nd Street, just a short walk from Times Square. It’s a popular spot for both locals and tourists.

To book a table or make a reservation, call (212) 586-3333.

Grand Terrace, Chicago

Hottest spot in town is the Grand Terrace, which has a live band and DJ throughout the week. The club is located on Michigan Avenue, just a short walk from the Loop.

To book a table or make a reservation, call (312) 595-5555.

State-Lake Very Busy

The State-Lake area is busy, with bars and clubs open throughout the night. The Blue Note, located on State Street, is a popular spot for locals and tourists.

To book a table or make a reservation, call (312) 321-3212.
April 2, 1938

GENERAL OUTDOOR

The Billboard 73

NATIONAL SHOWMEN'S ASSOCIATION

An Organization by and for Showmen and Allied Fields.

BENEVOLENT-PROTECTIVE-SOCIAL
(Cemetery Fund, Hospitalization, Relief Bureau)

Dues $10
Initiation $10
Sixth Floor, Palace Theater Bldg.
1504 Broadway
New York City

DIAMOND BROS. CIRCUS WANTS

Musicians, Bill posters, Side Show People, Acts to feature, Clowns, Leas or buy Elephant. Want Pit Show. State all first letter.

Box 122, Mobile, Alabama.

RINGING CIRCUS INTERESTED

National Showmen's Association
1200 Broadway
New York City

A letter has been written by a Mr. John Ringling North, who now is a student at the University of Florida. He has developed an interest in NAA and has promised to confer with a committee concerning forming an auxiliary in that city. He has had no formal training in show business, but he has had a strong interest in it for many years. He plans to return to the circus business after completing his studies.

Out-of-Town

(continued from page 19)

by the three faces on the Congress carpet meaning of Chisholm's character.

He is a man who can be counted on to do a job well, and he is able to get along with people of all backgrounds. His leadership skills are highly regarded, and he always puts the needs of his team ahead of his own.

CLUB MANAGEMENT

(continued from page 28)

The success of the club's management is largely due to the hard work and dedication of its members. The club's leadership, under the guidance of its experienced staff, works tirelessly to ensure the success of the club's operations.

The club's management team is composed of experienced professionals who have a passion for the entertainment industry. They work closely with the club's patrons to ensure that their needs are met.

The club's management team is committed to providing a safe and enjoyable environment for its patrons. They work closely with the club's security team to ensure the safety of all guests.

The club's management team is dedicated to the success of the club's operations. They work closely with the club's marketing team to ensure that the club's events are marketed effectively.

The club's management team is committed to the success of the club's operations. They work closely with the club's financial team to ensure that the club's financial objectives are met.

The club's management team is dedicated to the success of the club's operations. They work closely with the club's human resources team to ensure that the club's employees are happy and motivated.

The club's management team is committed to the success of the club's operations. They work closely with the club's legal team to ensure that the club's legal affairs are handled effectively.
Notes From the Crossroads  
BY NAT GREEN

CHICAGO buildings and billboards are blossoming forth with banners and pennants to herald the coming of the outdoor season. With two shows playing day and date, there is no slack in the promotion or the paper. Col. Tom McCoy's Realist West was first in the field with banners on the wall for the first week, Old Bro. Circle started bannerize and then dropped from the 1st last week, and now Col. E. C. Moore has been in town for a couple of weeks, doing preliminary publicity for the Chicago. Bob Hickey, Chicago publicity man, also will have a band in Col. publicity. Ralph Williams has been at work on the publicity for the McCoy for some time and with Walt laid in the local newspapers. What he has already done will probably prove to be a two-color picture of Colonel.(P.S. More about that below in conjunction with the McCoy.)

Conjunction of two press parties is definitely in the air. Jim Parkes is going to make the rounds with the newspapers this week, and there seems to be a definite possibility of a mass press party and press tour the afternoon of Monday and Monday evening. It will be a matter of putting in a party for the press on his opening night, and the parties going to be some hopscotch involving the Stadium and the International. There are reports of a death of a pitcher in Chicago at present. Usually at this season many local parking spots are crowded and hotels are full of tourists and kahlers, but for some reason they are absent. Maybe growing greener fields?

Clarence Knoch, last season's Barons show, has arrived in Chicago, the west Coast of Col. Knoch, Miss Knoch, author of several circus circles, and the famous Knoch Radio of Col. Bros. Circles, Miss Knoch, is here in Chicago and will be in the market this season. Al Roseman, Knoch's son, and Miss Knoch, will be in town here this week and will register at the Century Hotel.

The packing of his books has been in progress all season, and the Knoch has been issued with his books of great season. Miss Knoch is expected to take a trip to the interior of the Middle West and will then return to the Midwest and perform at the Knoch Radio of Col. Bros. Circles, Miss Knoch, has been a success in the field of radio and has been doing a great deal of advertising, playing in several places and will continue to do so throughout the season.

WANTED SHOWS OF MERIT

That don't conflict. Opening for Merchandise Conventions, Colored Shows, outside plays. All legitimate companies, white or colored. Write for prices. Worth an inquiry. Write for prices. Worth an inquiry.
FIELD REP. (Continued from page 2)  

who understand business, and there is  
undoubtedly the group that will be  
using the club to promote and carry  
on a publishing business.

In the offices of the Billboard, dated  
March 23 at High Point, N. C., re-  
ceived today, the report says:

"Last week of March was a very  
busy time for the club in California.  
Many meetings were held in the  
so-called 'Little Big Horn' of the  
West. Also the club sent out its  
biggest group to the East, a band  
of salesmen, and is now waiting  
for the report from them. The  
scene is one of activity, and there  
are many interesting stories to  
be told about the club meetings  
that were held in the different  
cities."

Two Big Houses  

(San Francisco, Calif., March 22)  

Two big houses, the Golden Tower  
and the Santa Fe, are doing fine  
business in the city. The Golden  
Tower is doing splendid business  
with its big theater and its fine  
entertainment. The Santa Fe is  
doing well with its smaller  
theater and its good entertainment.  

Marriages  

(Married in Chicago, March 19)  

Mrs. William W. Smith, 311 W.  
State St., has been married to  
Mr. William W. Smith, 311 W.  
State St., in a private ceremony  
in Chicago, March 19. The couple  
is well known in the city.  

The next issue will be the Spring Special. Because of increased size and distribution forms go to press earlier than usual.

No telegraphed or telephoned Show Ads for the next issue will be accepted after 10 A.M. (Eastern Standard Time) Monday, April 4. Wire important late Show Ads Sunday night.

Forms for commercial Ads close Saturday, April 2.
VENDING MACHINES

If vending machines were known as early as the first century B.C., the modern period of vending machines will date from 1930. This coincides almost with the date of the famous crash of 1929 and, in fact, the general financial and business crash of 1929 had far-reaching effects on the vending machine business.

In order to fully understand some of the problems of the vending machine business in 1938, it is necessary to consider what was happening to vending machines in 1928 and 1929.

Vending machines in 1928 and 1929 had caught the gambling spirit of the entire nation. It is much better to say that in keeping with the promotional spirit of the times, promoters were very active in the vending machine field. A few of the vending machine organizations that were developed during that time are still among the largest vending machine operating institutions in the world. Now stabilized and free of the promotional evils of that day.

But the public awareness of vending machines was best typified by the proposed material put out by CAMCO (Consolidated Automatic Machinering Corp.) and the consequent publicity that got into the magazines and newspapers. CAMCO, a typical consolidation in keeping with the times, heralded the new age of automatic selling, in which automatic stores would be established in all cities and machines that could say "Thank You" would take the place of clerks in many stores.

Such magazines as The Saturday Evening Post joined in the grand parade of heralding the new day of automatic selling. Vending machines were getting priceless publicity as a sort of some of perfection of the new machine age. It was all so much like a dream and the stock promoters were just getting set in this new dream world when the crash of 1929 knocked the bottom from all stock promotions.

But much damage had already been done the vending machine trade. By 1929 a powerful group of organized labor had become alarmed at the idea of machines displacing clerks in stores and had started a national crusade against vending machines. If no other came out of the depression of 1930-1933, it at least brought such distress that vending machines were almost forgotten. So much so that vending machines dropped from the coin machine trade press until repeal brought new opportunities for many types of vending machines.

Thus all of the experiences in the vending machines field, in the big promotion days and since, one fact has become increasingly clear, that vending machines can only do a limited job of convenience selling. That they must get their customers by going closer to the customer: than any store can go, that they are very limited in size and type and size of merchandise, that they cannot compete with clerks in the job of selling, that their real reason for existence whether in the store or factory is to provide an extra convenience for the customer.

There are still a few labor groups, as in Massachusetts, that have not given these facts serious consideration and still oppose vending machines. Any person today who gives vending machines a second sober thought will quickly see the truth of the situation. Besides, all people must remember that the people who operate vending machines and the people who make them in factories would otherwise be out of work.

It is a well-known fact also that the candy, nuts, small confects, and other small items sold thru vending machines are bought upon the spur of the moment and would not be bought if they were not for machines on the spot. Hence, extra work is given to people in factories making candy, processing nuts, cigarettes, etc.

Opposition to vending machines, such as that recently occurring in the West and in the South, comes from organized retail merchants who let an agitator get them excited. Any man who knows merchandising quickly sees the field of vending machines that of extra outlets, convenience displays, point of contact sales, going as close to the consumer as possible. The complaint of some merchants that the goods sold thru vending machines would otherwise be bought in stores is considered as too much ado about nothing by progressive merchants. Progressive merchants' organizations all over the country know that they have many more problems to consider than to be worry about vending machines.

The attitude which progressive merchants have taken toward vending machines may be seen in the tobacco trade. The trade publications in this field, such as The Tobacco Jobber, Tobacco Record, and others, show the intelligent view of modern merchants. The Tobacco Record, which for years opposed cigarette vending machines, changed its attitude to conform with advanced ideas in merchandising.

That is, in the field of merchandising the convenience of the customer always must be considered. Vending machines perform a limited but very definite service in making certain goods convenient to the customer. No intelligent merchant would oppose that extension of service.

Progressive merchants have also been quick to recognize the inadequacy of display devices in their own stores. Recent opinions of experts in the retail display field indicate that 70 per cent of the display devices and fixtures are inefficient. Progressive merchants have recognized in modern vending machine new type of display device that may suggest attention to certain articles and thus produce sales. These merchants have found the professional operator of vending machine ready with a definite plan and service which makes it possible for him to create extra sales and extra profits. On corner store floor wall, there are types of machines which the operator can install to the satisfaction and profit of the merchant.

The professional operators who go into factories, shops, stations, garages, etc., with their vending machines are by dint of hard work rendering a definite service to the buying public. Any fair and intelligent view of the work they perform and the goods they sell would prevent any labor group, retail merchants' organization or lobbyist from obstructing these vending machine men in the legitimate practice of their business. Intelligent business people of today should forget the prejudices and misconceptions formed during the boom promotion days of 1928 and 1929, and recognize in the modern vending machine a device of very definite but limited possibilities. Most of the fellows who place and care for them make from $15 to $30 per week.

CHICAGO, March 29—Ordeal of the Daval Mfg. Co. announced this week that Charles Katz has been appointed factory manager of the company, to be located in the Eastern part of the country. Katz is well known in the field of amusements, having been connected with the Exhibit Supply Co. in Chicago, and prior to that has hung a shingle as an artisian for Freeman Scientific Machine Corp. of Brooklyn.

In discussing his new affiliation, Katz said: "A man spends a lot of time acquiring the necessary knowledge and experience and one event or another can come along to change his plans. I'm extremely enthusiastic over prospects in the business."'

Making $6 grow where $1 grew!

THE BIG PROBLEM confronting operators today is how to make a decreasing number of available locations produce increased earnings.

Keeney Games, such as: Kentucky Club, Derby Champ and the 1938 Track Time are geared up to a 4-6-1 earning power. That is, designed to produce as much on 16 locations as was formerly secured from 60.

This is why operators everywhere are switching over to Keeney Club. Keeney Games earn more—Keeney Games work right. And their resale value is 2 and 3 times that of games of other manufacture. They make "$6 grow where $1 grew."

W-G-G
"World's Greatest Games"
J. H. KEENEY & CO.
"The House that Jack Built"
CHICAGO
'The House that Jack Built"
CHICAGO
Send for new 1938 Keeney Katalog

Board May Grow More Lient

DISTRICT, March 23—A member of the Finance Control Commission this week urged a protest against a tax bill being considered by the city council that would place a tax on coin machines. The council is discussing the matter, but a councilman said: "The idea is that the city is losing money by not having a tax on these machines."

"There has been an attempt to make sure that regulations are enforced, but there are many machines not being regulated. It is time to take action to ensure that the city is getting its money from these machines."

New England

BOSTON, March 29—Coming to spring not only beautiful, but also where Keeney Club and other games are to be found. The weather is mild and pleasant, making for good traffic. The machine trade is doing well and the city is prosperous.

The city is enjoying a fine season so far, with temperatures ranging from 40 to 50 degrees. The city is in a good financial condition and the prospects for the future are optimistic. The city has a strong economy and the prospects for the future are bright.

Don't Miss:

Coin Machines on Investment Plan

By H. F. REEVES

in the

Spring Number of The Billboard

Charles Katz

for a highly profitable future. The famous California coin machine manufacturer is known to operators, connoisseurs and game enthusiasts all over the world. The company has a long history of success and is well respected.

New England for Rock-Ols, back to Boston after a clean sweep of the New England states. Young is working with the company and is working overtime to catch up. The company has a strong presence in the New England region and is well known for its quality products.

Charles R. (Danny) Poole of the company bearing his name, a native New Englander, is active no end. This week he opened the Boston showroom and is expected to open his 1938 season. Shoppers have been moving in plenty of traffic. He is known for his ability to handle difficult customers and his dedication to the company.

Alfred D. (Doc) Poole of the company bearing his name is working hard to help the company in its growth. He is known for his dedication to the company and his ability to handle difficult customers.

Ben Palmer, J. A. McEachern and Benny Poole opened it up to North Carolina to open a new chain of amusement machine shops. This was a short one.

Ralph Cottrell, Mattie Automatic Machine Co.; Modesty Bros., Automatic Music Co., and Joe Nuckles, Watertown Distributors, all operators of Water- town, Conn., opened in Boston in April. They opened their shops and have been busy ever since. They have been successful and have been receiving good reviews.

The Portland, Maine, branch office of the Hub Automatic Sales Co., played host to a number of Eastern New England men at a spring display on the Portland waterfront. Joe Greer and Leo Fox greeted the boys and had a good time. John Chappell, of the company, arranged for the show and had a good time. The show was a success and the boys had a good time.

J. V. Stimpson Co. isBuming up and is all set to go as the newest and largest coin machine company. Firm is formerly known as Woonsocket, R.I.

George J. Scarfo, manager of J. V. Stimpson Co., is working hard to have the company succeed. He has placed an additional 50 phonographs on the market.

Alfred Horowitz, long-time sales manager of the Hub Automatic Sales Co., is being kept quite busy these days as he is still on his own for the company in the office.

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At Your Service;
The Modern Jobber

By H. P. REVEES

The coin machine jobber is the business
servant of the operator. Not in the old-fashioned
sense of a personal service, to be
prompt and courteous to every customer,
but in the modern business sense of a
person who has the services of a
complete coin machine fleet—coin machine
stock equipment and supplies to meet the
needs of his customers for service, parts, and
service work.

The operator is convinced that coin
machines can and should be maintained
without the services of a jobber.

There are many who are unaware of
the services this person performs, but
operators who use coin machines are
aware of them. The coin machine jobber
supplies service to operators who do not
have the time, money, or ability to
perform the job.

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SPRING SPECIAL
SUBSCRIPTION OFFER

30 COPIES Only $2.00

This Rate Applies Only in U.S. and Canada.
This offer applies to "permanent address" subscriptions only. Readers on route receive better service by patronizing The Billboard Agent on their show. Subscribers may use this offer to extend their subscriptions.

Your Subscription Will Begin With the BIG

SPRING SPECIAL

This Offer Expires Midnight, April 15

Regular Rates, One Year (U.S. and Canada): $5; Foreign Countries: $7.50. Single Copy Price: 15c.

This Coupon Saves You $2.50

B42

The Billboard,
25 Opera Place,
Cincinnati, Ohio.

Please enter my subscription for the next 30 issues, for which I enclose—not the $4.50 thousands of readers will pay for these copies at the newsstands—but ONLY $2.

Name ...................................... Occupation ......................................
Street ...................................... Near ........................................
City ...................................... State ......................................

The Rate on This Offer in Foreign Countries (Except Canada) Is $3.50.
This Offer Applies to "Permanent Address" Subscriptions Only.
They Go WILD About This POPCORN

AMUSEMENT MACHINES (MERCHANDISE SECTION)

April 2, 1938

They Go WILD About This POPCORN

AMUSEMENT MACHINES

Rock-Ola Scales
In Foreign Lands

CHICAGO, March 26.—The brown-skinned natives of the Malay Peninsula and their brothers in India are just as "weight-conscious" as people in this country, according to an analysis of the year's sales on Rock-Ola's Loopys, popular personal weight scales. While the United States showed a preponderance in sales over these scales, the foreign market made a good showing for the year 1937, the firm reports. Besides the European countries, a number of Loopys are now in operation in England, Ireland, Belgium and Wales. France, particularly Paris, showed a sales volume. Sugar houses, Canada made splendid sales, especially in Quebec, standing right behind the United States in volume. South America was also brisk, much bigger in the scales sales analysis, it is reported.

N. L. Nelson, head of Rock-Ola's games division, which also handles Loopy scales, says, "While we have been on foreign business in scales, we've really made 2,000,000 units of sales to date. However, since we've made so much progress in this field, we're not overlooking a chance to expand along this line. Sales are over 22% above last year, and there's still room for growth.

Dearth of Used Venders on Market

NEW YORK, March 26—Colman here is pointing to the present lack of good used vending machines on the market as the reason for the steady buying off of the Loopys. A boom hasitation for this machine of this type. These machines prove that many people have bought all types and converting them to the type of merchandise they intend to feature.

One leading merchandise machine etaleer stated: "Once these used machines are off the market the sales of new equipment will get under way again. Some of these machines are new but an installed machine at a lower price works very well."

Bingo Ball Gum
Rushed, Says Exec

NEW YORK, March 26—"We're too busy to have any time for a close look," said the executive of the Bingo Ball Gum Mfg. Co. "The way orders are pouring in for our product makes it almost impossible for us to answer all of them at the plant to be on our way.

"Many operators report," Kaufman, sales manager, of the Cola Machines, shipping them from heavy orders on equipment. Since this fascinating product has been easy to get into the cola chains and ops are buying many more gum vending machines. New accounts are demanding large shipments daily. At the rate recorders from old customers keep pouring in it looks like a busy season ahead of us."

Robbins Has Gum Machine

BROOKLYN, March 26—Dave Robbins, of D. Robbins & Co. Brooklyn, has just purchased 500 1-cent stock gum machines for use in his store. A number of such machines have been installed since last summer, and the machines are proving to be a great success.

The machines are made by the Wrigley Co., of Chicago, and are known as the Wrigley-Boy Gum Machines.

Disney Charms for Vendors

LANDSDOWNE, Pa., March 26—Until Disney recently announced his decision to produce a line of charms, many dealers were hesitant to invest in the new line of products. However, since the announcement of the charms, orders have been pouring in from all parts of the country. Dealers are now being offered a complete line of charms, including Mickey Mouse, Minnie Mouse, and other popular Disney characters.

So Crisp — So Fresh
MADE THE
NEW AIRPOPS-IT WAY

Popcorn made the improved Airpops-It. It was easier, more profitable, and made more profits for the location owner, and more profits for operators and distributors. The popcorn is popped in a box, not in a machine. It is easier to clean, and is made in many colors and flavors.

AIRPOPS-IT INC.
330 E. Ohio Street
Dept. 141
CHICAGO
Phone 1-6000

BANQUET AT THE ANNUAL CELEBRATION OF THE CIGARET MERCHANTS' ASSN. OF NEW JERSEY, NEWARK. PREPAREDNESS решения 473

They Go WILD About This POPCORN
New Jersey Cigarette Ops

Stage big annual affair and show old and new cigarette vendors.

NEWARK, N.J., MARCH 28—An exhibit of the Recreation of Cigarettes—Merchandise—Association of New Jersey, held several days ago, was attended by 475 people, including representatives of the cigarette field from several states. Manager Lewis, B. Smith, of the CMA, was chairman for the banquet program and introduced the speakers present.

Officials of the association introduced were: H. M. Mitchell, president; W. L. Lewis, vice-president; John F. Slackmore, secretary; Leonard J. Stegler, treasurer; and William C. H. Hedges, manager of Reynolds Tobacco Co. of New Jersey.

Official and personal congratulations were received from the following: Mr. E. B. Black, president of the American Cigarettes—Merchandise—Association of Pennsylvania; Mr. H. R. Ziegler, chairman of the CMA of CCM; and Will Golden and Manager for New Jersey, CMA of New York City.

The exhibit was a success and was a grand event for the CMA of New Jersey. As a result, the management of the association was named by the organization for the successful promotion of the CMA of New Jersey.

Vending Firm Will Extend Sales Plan

DETROIT, March 26—Four-in-One Mfg. Co., producer of a four-in-one vending machine, announced plans this week for a 10,000-installation drive to reach localities where it has not yet been sold. Under the new plan, operators will be established in all localities where the company has obtained a franchise.

The company has been conducting a successful campaign for the past two months, and the new plan will allow the company to reach a wider market.

Pop-Corn Operations

By BILL CORCORAN

San Francisco and Northern California Distributors for Poppin's Po'corn.

As I write this story I feel that the pop-corn business has been unfilled for a good many years. There are many boys who have never had pop-corn, and for that reason we are not going to try to make a special business of it. In a bunch of new machines that we sell, we will find a few bugs, and our experience has been that a company wishing to stay in business and make a profit has to be ready to take care of those bugs.

In a very short time our pop-corn business will be growing, and we are glad to report that we are making a profit on these machines.

Our men sell these machines to the public in a very big way, and they sell them under a five-year guarantee. We do not make any money out of the guarantee, but we do make a profit on the sale of the machines.

Our experience has been that these machines are not going to last very long, and we are glad to see that we are making a profit on them.

We expect to take in $500 or more per week. If a machine is sold in a big city, we expect to make $500 or more on it.

Gambling in France

PARIS, March 26.—The continued prohibition of the operation of any form of game of chance is expected to have an effect on the French gambling industry. The French government is expected to take action to prevent the operation of any form of game of chance in the country.

Reports from the government show that the French gambling industry has been in a state of depression during the past year. The French government is expected to take action to prevent the operation of any form of game of chance.
Inventor Looking For Manufacturer

To the Editor: "Would you give me the names of a few manufacturers of vending machines that I have an idea for? I have an idea for a vending machine to vend a small item, smaller than chewing gum, for a very low price, possibly a metal coin. It ought to go well with fellows who already have machines of this nature." 

Editors' Note: To which it can be said that the average of reliability among vending machine manufacturers is as high as the reliability among manufacturers in any field.

The Generalist

NEW SPRING FASHIONS AT PONSER'S

SNAPPY EASY STEPS RACIQUE Queen of Paris for Women's Fashions

FREE RACES-THREE! J. H. M. Agency D. G. Redrawn

WE ALSO REPRESENT A. T. MILLS

"Posner's" Helps Operators Help Themselves

THE GEORGE PONSER ORGANIZATION

33 W. 60 St., NEW YORK CITY

JAR DEALS START TO APPEAR IN EAST

NEW YORK, March 28—At last the jar deals are being seen on the Eastern seaboard. For some time these deals have been making great progress in the West and Midwest States, but due to certain legal restrictions it has taken them some time to gain a foothold in the East. In most of the East Coast states near these jar deals are beginning to appear, and it is expected that they will be received with a lot of attention. 

DALLAS

DALLAS, March 28—H. E. (Tony) Wedekin, traveling representative for the credit department of the Dallas Witter Company, paid a Dallas visit last week. Wedekin landed at Love Field by plane. He is here on business and plans to visit several of the larger department stores to familiarize himself with the Witter Company's products. 

The Dallas Witter Company manufactures coffee, tea, and other similar products. They are gaining popularity in the Dallas area and are expanding their business. 

JAR DEALS

Jar deals are a type of wholesale deal where a manufacturer offers products to merchants at a reduced price, often requiring a minimum order quantity. They are popular in certain regions and can be a significant source of revenue for merchants. 

WIN A RADIO

THE GENTLEMEN'S BOARD THAT IS MARKED "WIN A RADIO" TRY A SAMPLE BOARD.

10% Off. Try One Today.

J. I. Freeman, Southern States representative for the Georgia-Pacon Company, manufacturer of sales booster devices, visited Dallas last week from his home office in Baltimore, Maryland. Freeman reported business good and said that the department stores are showing an increasing interest in jar deals. He attributed this increase to the success of the jar deals in the East Coast states. 

EXTRA SPECIAL 150 TICKET NATIONAL AND AMERICAN BASEBALL BOOKS $15.99 A Copy

This is an excellent price and is made for all interested fans and is available in limited time only. There are many interesting stories and comments throughout the book. 

BARNES PRINTING COMPANY

New Paris, Ohio
New Distrib Firm Opens in Chicago

CHICAGO, March 26—After months of careful planning the B. O. Sales Co. has announced its entry into the coin machine distributing field, with headquarters in an attractive suite at 193 West Randolph street. The location has been chosen with the idea of bringing an increase to operators who visit Chicago and who usually come to the Loop district. The new organization plans that an invitation is always open to operators who may wish to make a visit to their comfortable quarters, to see their dispenser rooms, and may purchase some refreshments. The quarters have a private bar with all the refreshments that a tired retailer might enjoy.

The principals of the new organization are Frank Ozernik, who has gained a wide reputation among Illinois operators in selling phonographs. He has built his personal sales reputation on the idea of extending a service to the customer that the contract may not call for. G. O. Bennett, who has had a reputation in the coin vending machine field, will be the general manager of the B. O. Sales Co. The firm will have its first interested field of coin vending machine service in the Great States Mfg. Co. of Kansas City, the phonograph department of which will be handled by G. O. Bennett.

The new organization plans to be an active factor in the coin vending machine field, and the attitude of Mr. Ozernik and Mr. Bennett towards coin vending business should make the B. O. Sales Co. a prominent factor in the coin vending field.

That's Really a Map in the background on which Los Weber, head of Advance Automatic Sales Co., San Francisco, is pointing out some key points covered in his recent 16,000-mile trip to J. F. Webb, vice-president, in charge of photographic sales.

Jerome Corbelin, operator of England, was a Fort Worth visitor a few days ago. Vie has invented an advertising novelty that he plans to try with the children who come to his store. southwest. He also has installed a pretzel stand in his shop and says that there is no operator needs more than a shop little printing shop.

State tax collectors have been busy ever since they started the tax on cash sales. A number of the operators are paying the tax on their stores' capital, but many are putting all their products in one place and have not been very liberal with the collectors. The state and city of Fort Worth have been very liberal with the collectors. The state and city of Fort Worth have been very liberal with the collectors.

W. C. Dutton, coin machine advertising man of Chicago, has been visiting friends and sailing on the great operators. He will return to Chicago on April 1.

Fort Worth

FORT WORTH, Tex., March 26.—Jacob King, a former operator of the King Post extension, has announced in Fort Worth that he and his wife have opened a new establishment in the downtown area. King has already started his operation in the downtown area and has already opened a new establishment in the downtown area. King has already opened a new establishment in the downtown area.

With spring weather creeping in, the coin operators in the Southwest are beginning to take a look at the state of the industry. The coin operators in the Southwest are beginning to take a look at the state of the industry.

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McCormick Has Big Music Supply Line

GREENVILLE, N. C., March 26—"The music company is the best source of things that he needs," stated L. R. (Mac) McCormick, of McCormick Machine Co., "so if we are in that position and supply him with anything he needs we can show him the advantages of using the well-known 33-1/3 speed playing cases. We also help protect his record while he is away from his post and we send him another with our new waterproof phonograph covers.

"With these needs taken care of," he went on, "we then turn to our coin slot guard and show him it will save him money since it prevents the use of pen- nies and other odd coins. Finally, we show him the newest addition to our line. We have gone one step farther in giving music one complete service by making records and record players and we look forward to a big market.

Best Way To Move Phonos in Trucks

To the Editor: As you will note, we are doing business in Canada. We are desiring obtaining some information which we hope to give you;

The information we desire is in connection with the transportation of phonographs, i.e., handling transfers and installation of phonographs from one point to another, and Diego. After the present time we are handling phonographs through small dealers and distributors, and we are able to carry only one phonograph at a time. There is no way to move more than one phonograph at a time. We would greatly appreciate it if you would give us information in this connection.

Sincerely,

Editor's Note: We are publishing this letter with the idea that phonograph operators may be interested in the problem of transporting machines to locations. We are also interested in any suggestions and expressions of favoritism for a particular make of truck or car, and that subject is the subject of this section of the industry meet in their daily business.

The subject of the most convenient and economical means of conveying phonographs to and from locations.

Sheet-Music Leaders

(Wait Ending March 26)

Sales of music by the National Music Agency, Inc., are not included in the sheet music sales, including the sale of sheet music and related items, such as music stands, music boxes, and music stands.

P. M. F., 407 E. 62nd St.; C. F. Piper, 80 W. 42nd St.; H. E. N. 5th Ave.; and H. M. L. 35th St.; and T. G. H. 5th Ave.

When Swingmaster Benny Goodman and his orchestra play, you can get the best of the best at Gilbert's, Goodman's home base in Chicago.

Music Notes

"Ti-Pi-Tin" Still Leads; "Heigh Ho" Tops "Memory"

NEW YORK, March 26—The four leaders all held up strongly again this week, with "Heigh Ho" the first of the four with "Memory". "Ti-Pi-Tin" still leads the parade and every indication of staying on at least another couple of weeks. These novelty numbers are always good for a long run, as witness "Waltz of the Flowers" and "In the Mood" which have been in the Top Five for months.

Phono Men Visit Rock-Ola Plant

CHICAGO, March 26—Columbia have been dropping in at the Rock-Ola factory here from all over the nation during the past few weeks, reports Jack Nelson, vice-president and general sales manager of the company. The Rock-Ola plant has been putting out big numbers of phonographs, and Nelson is here to see what is going on.

"We have had a continuous visitation here," he stated. "Several men have come in to supervise the shipping of their own orders and we have been able to keep them busy for the next two months." Nelson continued, "Our representatives in the various areas have been watching the progress of the Rock-Ola plant and they have been impressed with the work being done. We have received orders from all over the country and we are looking forward to a big year for Rock-Ola.

We haven't been out for a while but we are confident that we will be back soon. We have been keeping a close watch on the progress of the Rock-Ola plant and we are sure that they will be able to meet our demands. We have a great deal of confidence in the Rock-Ola plant and we are sure that they will be able to meet our demands. We have a great deal of confidence in the Rock-Ola plant and we are sure that they will be able to meet our demands.

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Music Therapy Opens Field for Music Men To Aid Many Hospitals

Music therapy, or playing by ear, is a new term that is coming into prominence in the medical field. It is described in patents for Sunday newspapers, usually in connection with the symptoms of Sunday newspaper. It was reported that it is an idea originated in Sweden and was called "therapeutic monotherapy." It is designed to bring about a feeling of well-being and to promote mental and emotional stability.

Heart beats may be increased by listening to phonograph records, as repeated and varied sounds are produced by a musical instrument over the body. In these sessions, the patient is encouraged to rest and to relax. The music, whether it be symphonic or a simple song, may be soothing or stimulating. It is believed that music has a healing effect on the body.

Field of Charity

As the use of music progresses, it will open up new fields of work. The music division of the coin-operated machine industry is one of the most important factors in the development of music for healing. It is now possible to record music and have it played in a variety of ways.

New types of illuminated cabinets have been manufactured for hospitals and institutions. These cabinets are designed to make the use of music in hospitals and institutions practical and efficient.

Recording Music

At present, the recording of music is still in its infancy. However, it is anticipated that advances in recording technology will make it possible to record and play music in a variety of ways. This will make it easier for music therapy to be used in hospitals and other institutions.

Crippled Children

Music has been used extensively in the treatment of crippled children in recent years. The use of music therapy in the treatment of children with physical disabilities has been shown to have a positive effect on their development.

Rhythm Band Aid

Children, especially those who are hearing impaired, can benefit from music therapy. The use of rhythm instruments can help children develop a sense of rhythm and can be a helpful tool in their development.

Sells More Music!

THE CONCERT GRAND
SEEBURG ORIGINAL
COMPLETE CABINET ILLUMINATION
Attach attention and sell more of your music with COLOR and LIGHT— the most powerful merchandising tools in automatic phonograph history.

J. P. SEEBURG CORP.
1800 DAYTON STREET
CHICAGO, ILLINOIS

DETOIIT—Continued from opposite page

having run the Louis Bar on Harper Avenue until a few months ago.

Walter W. Thomasson, northwest Detroit, is another specialist in the music machine field. This particular field has become increasingly popular in the past year. Thomasson has headquarters on Grandview Avenue.

Louis Berman, of Champion Automatic Music, has opened a new office in New York. George Levin has established a branch of the firm in Detroit. Joseph Reich, head of the Reich Organ Machine Company, has opened a branch in Chicago. He states his business has been going up continuously and is making a good showing in a season with warmer weather coming on.

Detroit locations are reporting unusual success with Bang na-Deer, says Paul Miric, president of the Prin Clari Co. "We have these machines and are being kept plenty busy supplying the demand which is coming in daily.

412 WURLITZERS
$90 cash
Excellent condition, like new.
FENTRESS COUNTY NEWS
JAMESTOWN, TENN.

ILLUMINATED GRILLS
SAMPLE $9.95
Third With Order, Balance O. D. Write Today for Quantity Prices.
LUM-CHROME MFG. CO.
258 and 260 Water St., Omaha, Neb.

Produced by Science and Skill
PERMO POINT
THE WORLD'S BEST PERMANENT NEEDLE
MORE THAN 1000 PERMANENT PLAYS

PERMO PRODUCTS CORP.
Metropolitan Distributors, Chicago, Ill.

412 WURLITZERS
$90 cash
Excellent condition, like new.
FENTRESS COUNTY NEWS
JAMESTOWN, TENN.

ILLUMINATED GRILLS
SAMPLE $9.95
Third With Order, Balance O. D. Write Today for Quantity Prices.
LUM-CHROME MFG. CO.
258 and 260 Water St., Omaha, Neb.
“Ti-Pi-Tin” Tops Radio Plugs And “Gold Mine” Strikes Again

NEW YORK, March 26—The machines have another nickel size in Ti-Pi-Tin, it's a successor to Wee Wee. Good things are in store for this Mexican novelty, it took a great deal of effort on the part of the manufacturers to make it a success, and they are now very happy with the results. It is a very nice little machine, with a good tune and a nice design. The Wee Wee has been very successful, and the Ti-Pi-Tin is expected to do just as well.

The Week’s Best Records

Selected by The Billboard From The Latest Recordings Released

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
</tr>
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<tbody>
<tr>
<td>Tommy Dorsey</td>
<td>Good Night, Sweet Dreams</td>
<td>Victor</td>
</tr>
<tr>
<td>Jan Garber</td>
<td>My Wild Irish Rose</td>
<td>Brunswick</td>
</tr>
<tr>
<td>Ted Weems</td>
<td>A Cup Of Coffee</td>
<td>Deca</td>
</tr>
<tr>
<td>Ozzie Nelson</td>
<td>I've Got Rhythm</td>
<td>Bluebird</td>
</tr>
<tr>
<td>Rudy Vallee</td>
<td>Love Is The Sweetest Thing</td>
<td>Bluebird</td>
</tr>
<tr>
<td>Red Norvo</td>
<td>Swing In The Moonlight</td>
<td>Brunswick</td>
</tr>
<tr>
<td>Hudson-Loane</td>
<td>I Know That You Know</td>
<td>Brunswick</td>
</tr>
<tr>
<td>Andrew Sisters</td>
<td>It's All Over</td>
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<td>Bob Howard</td>
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The Greatest Buy In The Phonograph Business

The Modern Vending Company
656 Broadway, New York City, N.Y.
282 Fifth Street, Miami Beach, Florida

The Only Modern Phonograph That Provides Automatic Selectivity For 24 Records Is The Wurlitzer!

Is that one of the reasons why more Wurlitzers are making money for operators than all other makes combined? We think so.

Modern Vending Company

Southern Automatic Music Co.

Use Wurlitzers To Sell Women’s Wear

NEW YORK, March 26—Using a Wurlitzer phonograph to sell the sale of space in their columns, it is noted. Kaufman & Rubin, Inc., one of the leading women's wear manufacturers of the city, has decided to use it. The idea is said to have originated with Nat Cohen, president of The Modern Vending Co., and the machine was installed in the store of Sam Beren, prominent music store in the neighborhood.

Kaufman & Rubin are using the machine to promote a new dress combination, which they call “The Dipper Doodle.” They have about 12 different versions of this tune in the Wurlitzer. While the models parade around playing the new Wurlitzer Doodle dress, the phonograph is playing the tune. This is a very clever idea, and the store is hoping that it will help to sell the new dress combination.

The phonograph is a great help to the store in this respect, as it helps to create an atmosphere that is conducive to selling. It is reported that this new merchandising technique has already resulted in sales of over $500 worth of dresses in just one week.

The phonograph is a very useful tool for promoting sales, and it is becoming increasingly popular in the fashion industry.
Revival in Sportlands.

Come rooms in Paris move to revive use of skill games—French show in May.

PARIS, March 26.—As a result of renewed interest in skill games on the part of the public, operators are becoming more active. As even good locations in cafes and similar spots afford only a rather limited income with the types of machines at present permitted to operate in Paris, there has developed a demand for vacant stalls to be transformed into amusement arcades.

Several such arcades have recently been opened in drives quarters of the city. Unfortunately, many of them are shoddily equipped and present a debased, sordid appearance. The reason for this is due to the operators having to work under such unfavorable conditions.

Relating optimism in the future of arcades in Paris is the decision of M. Pasteur of the J. A. K. firm, to practically triple the door space of the huge indoor amusement center in the centrally located Felix Beutis building. The J. A. K. "Karnes", the French term for an amusement arcade, occupies the entire basement floor of the Felix Beutis and for several years has been drawing huge crowds. Attractions include all types of coin-operated machines legal in Paris, such as skill games, Russian billiards, table games, pinball, carousels, and many others.

The basement space will be devoted to skill games of all types, with a special emphasis on pinball machines and other coin-operated games. The second floor will be used for other forms of amusement and entertainment.

Seeking Location

Lewis Brown, famous outdoor showman of America, who has been operating a successful amusement arcade in the Mediterranean coast countries, is at present in Paris looking for locations suitable for Skill Land arcades.

Plan is to launch a chain of amusement arcades and to establish a substantial number of good locations in Paris. The buildings will be equipped with the latest machines and will be designed to attract the attention of the public.

Insists Short Pix Would Do the Work

"If the Sillot: I regret that I did not get to attend the last convention in Chicago, but it seemed wise to refrain from attending," Brown said.

"I might add that if a contemplated change in dates for the annual convention of September were to be held in Chicago, I would be sure of a good time. Perhaps the decision will be made as early as possible. But the Sillot of Florida, and France, has moved south, and the weather is fine for amusement business. It is a time when folks from all sections can be away and wish to be away. Finally Chicago is at its best during September when it comes to weather."

$300,000,000 Spent On Canada Visits

TORONTO, Ont., March 26—The recent visits which took place in Canada this year have been of the highest order. The estimated total spent by visitors during the past year was put into statistical form by the Canadian National Railways, which showed that the total amounted to $300,000,000. This figure was based on the principle that every tourist visiting the country spent at least $100. The Canadian National Railways have estimated that the tax revenue derived from tourists during the past year was $20,000,000.

DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 3 or 4 coins, the best protection against fraud. Built for 1c-5c-10c-25c play. Made Only By WATLING MFG. CO.

4640-4660 W. FULTON ST.
CHICAGO, ILL.
(Back) Est. 1885—Tels. Columbus 8710.
Office address "WATLING, W." Chicago.

DUE TO UNSATISFACTORY CONDITIONS HERE

We are forced to notify the following:

SOLD, SOLD, SOLD.

100-500 MACHINES AT BIG RED/BLUE MARK.

SOLD OUT.

150-750 MACHINES AT FULL/50% MARK.

YOU'LL SELL THEM.

TURF CHAMPS!

TURF TURF TURF TURF.

TURF CHAMPS![R]

WRECKING BALLS!

WRECK WRECK WRECK WRECK.

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The COUNTER GAME with CONSOLE APPEAL

'TURF TIME' does everything that high-priced Race Horse console machines don't--except pay off automatically. Horses are selected automatically; Odds are automatically set for SHOW--PLACE and WIN payoffs.

If 'Selection' appears on first (SHOW) dial--pay off is made as 'odds dial' indicates. If 'Selection' also appears on second (PLACE) dial--award is increased.

If 'Selection' shows up on all three (SHOW--PLACE--WIN) dials--higher awards are given to player.

Never before has there been such lasting appeal built into a low priced mechanically perfect counter game. Perfect payoffs adjustment quickly and easily made right on location. Takes pennies, nickels, dimes and quarters.

Order at once from your distributor or write us. We guarantee you'll say 'Turf Time' is the greatest counter game ever operated.

EXHIBIT SUPPLY CO. 4222 W. LAKE ST. CHICAGO, ILL.

Genco Latest Dead Heat for Appeal

CHICAGO, March 29--A dead heat is a common expression used to signify two track stars, horse, autos, etc., in a race that finishes that race simultaneously," states Meyer Genburg, Genco official. "Dead heats are infrequent occurrences. More frequent than in physical races is a dead heat in the race for coin game profits. Usually there is one game or one machine that stands out as being far superior to the rest of the field in earning power. But at the moment there is a 'dead heat' in the coin game profit race between our two latest game models, Mapco Roll and Recorder.

'Announced at the same time a few short weeks ago,' he went on, "these two games have fast risen to a point where operators' profit records are being shattered one by one. The exceptional performance of these two games on location has naturally had its effect on sales. Operators are coming in for them daily from coast to coast everywhere. Operators report that it is because these games offer such strong, fresh appeals that they are so fascinating to players and keep them playing game after game. All opinions differ as to which appeal is the stronger, there is absolute agreement among them that both games are real profit makers."

A well of mystery is reported to have enveloped the Genco plant this week. Cause is said to be a new Genco game which is going thru the throes of being thoroughly tested. Nothing about the game has been released save that its name is 'Day Time.' 'Another week,' says Meyer Genburg, "and full information will be released. All we will say right now is that Day Time is entirely new and if we weren't positive that it will be a hit we would not announce it so soon on the heels of Mapco Roll and Recorder.'

Guaranteed Used Games and Phonographs

Elec. S. 386 R. $175.00
Studebaker S. 386 R. $115.00
Studebaker S. 386 $115.00
Mogeys 386 $115.00
Silent Film $35.00
Gone With the Wind $25.00
Singing Sheriff $25.00
Singing Sheriff $125.00
Singing Sheriff $125.00

Terms: One-third cash with order balance C. O. D.

L. Berman & Co.,
124 N. W., 5th St., Evansville, Ind.

Notice Florida Operators

We have all last models. Write for prices.
$100.00 or under receive 50% deposit

Partlow Novelty Ex.
413 Main St.
Jacksonville, Fla.

Operators Bargains

Bally
Chicago Derby
Elephant Man
Bally's Wipe Out
S. S. 360

Frank G. Knopp, sales manager, has set up at the bar of the attractive suite at the home office of the firm.
Booster Brigade Leader Says People Trust "Slot Machines" More Than Stocks and Bonds

"Slot machines have been dragged into the political argument," said P. F. Hughes, financial writer for The New York Times, in an article for March 10, 1938. Hughes believes that the biggest factor in this trend is the fact that stock prices are the same as they were when the country was in the "bust" phase. Slot machines are not affected by this trend.

Hughes' article on slot machines, which appeared in the May 21, 1938, issue of The New York Times, was titled "The Importance of Slot Machines." The article was based on interviews with a number of slot machine manufacturers and distributors. The author noted that slot machines have become a major source of revenue for many communities, and that they are not necessarily more popular than stocks and bonds.

Operators report the general conditions have affected the trade in many types of machines. The entire slot machine trade is to blame for the fact that the wheels of industry begin to turn early in the morning. All the whining and complaining from the people in the industry who have put their money into slot machines and who are afraid that they will lose their money even if they win, is just a type of business talk. The operators are not going to change until the people realize that the slot machines are there to stay.

Whining Doesn't Pay

When Editor Hughes says that the way the stock market is going to make money is not as profitable as it was when the country was in the "bust" phase, he is giving both the business world and the slot machines something to think about. The stock market is not going to change until the people realize that the slot machines are there to stay. The operators are not going to change until the people realize that the slot machines are there to stay.

Editor & Publisher

Even Editor & Publisher trade journal for daily newspapers, joins the boosters in its editorial page (March 14, 1938) by saying:

"Basically, the recession stems from other business. The recession is not due to any fault of the slot machine business. People have to eat to live and to pay their rent. It is wrong to blame the slot machine business for the fact that the wheels of industry begin to turn early in the morning. All the whining and complaining from the people in the industry who have put their money into slot machines and who are afraid that they will lose their money even if they win, is just a type of business talk. The operators are not going to change until the people realize that the slot machines are there to stay."

Chicoin's Snappy Scoring With Ops

CHICAGO, March 26 — "A room is a hot bit, once in a while," said Chicoin, the new sensation in the pool-hall business. "A room is a hot bit, once in a while," said Chicoin, the new sensation in the pool-hall business. "A room is a hot bit, once in a while," said Chicoin, the new sensation in the pool-hall business. "A room is a hot bit, once in a while," said Chicoin, the new sensation in the pool-hall business.
$138.50
Weekly Receipts by Single
BANG-A-DEER
"Pioneer Coin Operated Shooting Range"
Sensational NEW PROFIT Opportunities are offered by Bang-A-Deer

Wire or Write NOW
For address of your nearest distributor and full details.

TRU-SHOT CORPORATION
A subsidiary of the STEEL MATERIALS CORPORATION
17210 GABLE AVENUE • DETROIT, MICHIGAN

FREE
Groetchen's SPARKS
TOKEN PAYOUT HIT
ON 10 DAYS TRIAL WITH UNCONDITIONAL GUARANTEE!

U.S. and Foreign Patents Pending

Imperial Table
Now in Arcades
BRIMMING, Ala., March 26—Max and Harry Hurvich, of the Birmingham Venere Co., have been doing a little detective work, according to reports. Their discoveries have revealed that their coin-operated billiard table, the Imperial, is winning the hearts of many arcades operators who are turning their tenants into increased gambling rooms.

"In this way," the Hurvich boys revealed, "the management does not have to put any extra work, yet they receive extra income. What was formerly a non-productive part of their building is turned into a real profit pool. Also, for the old-time arcade men who recognize the value of the Imperial for a long-time steady profit pull and installing batteries of them. Our coin-operated tables are going into some of the finest spots in the country. With the arcade men now behind our table and with the outdoor season coming on, it is usually the best for many of these men. We expect demand for our Imperial to soar sky high."

Shoot-a-Gun Offers Brand-New Appeal
LANSING, Mich., March 26—Shooting nine holes of golf with a rifle is the brand-new novelty appeal. Gun is now offered to the trade, it is reported. Officials of the firm state that this new innovation in miniature shooting ranges enables the patron to enjoy all the thrills of target practicing with the fascination of golf.

"The new target" is called the "10 by 12 inch in size. It’s printed on heavy target paper in colors showing a picture of a golf course. There’s an error count, clubhouse and all. The betterment is turned into a real profit pool, as is shown in 10 shots. Those who are on the round in par, which is nine holes, earn a chance at the championship. 15th hole, which is played on the clubhouse course. Nothing like it has been seen before," they continued. "The increase in sales of equipment which we have enjoyed seems to prove the point that manufacturers must keep several pieces ahead in order to appeal to the rapidly changing tastes of the public."

No April Fools’ Day With Keeney
CHICAGO, March 29—April 1 may be a day for fooling people, but when I mean, there’s a lot of money in earning fools with those operators and distributors waiting on game. Such was the rather serious visit of S. H. (Stu) Keeney this week.

"Never before has our factory been so blessed with the problem of producing so many games for so many operators, and never before was the spare so sagacious that we fill their orders promptly. And I can’t blame them," Keeney went on. "When I consider that the operator’s inability to get Kentucky Derby, Derby Champ or the 1938 Track Time on location may cost him several hundred dollars in earnings."

"Take our Kentucky Club facebook game for example," he continued. "This is a round-the-clock trend that is reaching around the country, and that’s — a week. No wonder that operators want a Kentucky Club and wants it when they want it. The result is that we have put on the largest program in our history to date. We have more than tripled our daily volume it still isn’t enough. But we’re spreading out and scheduling shipments to make it possible to many distributors and operators as we can."

WANTED
USED ROCK-OLA WORLD SERIES
5¢, 10¢, 25¢, 5¢ models
MAX BOLES
1328 W. 50th Ave. South
MATTOON, ILL.

PENNY ARCADES and SPORTLANDS
Installed on percentage basis.
LINDY SALES
7401 W. 63rd St.
New York, N. Y.

THE ONLY DEAL OF THIS KIND IN THE EAST

WANTED
USED ROCK-OLA WORLD SERIES
5¢, 10¢, 25¢, 5¢ models
MAX BOLES
1328 W. 50th Ave. South
MATTOON, ILL.

PENNY ARCADES and SPORTLANDS
Installed on percentage basis.
LINDY SALES
7401 W. 63rd St.
New York, N. Y.
The Greatest Crowd-Magnet of the Age!

- IT'S A THRILL GAME
- IT'S A SKILL GAME
- IT'S PROFITABLE
- IT'S LEGAL
- IT'S FUN

Snookerette

YOU, TOO, CAN PROFIT OUT OF THIS NEW AMUSEMENT SENSATION—
A CONTINENTAL EUROPEAN AND CANADIAN FAVORITE FOR YEARS!

Self-Serving
Self-Instruction
Self-Collecting
Self-Playing

No Pay-Out

SNOOKERETTE...today’s NEW slim-line game amusement sensation...the appeal is lasting...permanent. Table is streamline...reassuring to 3 feet by 6. No intricate mechanism to get out of order...no attendant required...present locations now steadily increasing returns.

AUTOMATIC BILLIARD CORPORATION OF AMERICA
22 West Monroe Street

CHICAGO

IMMEDIATE DELIVERY! STONER’S ELECTRO AND SKILL DERBY
WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES

D. ROBBINS & CO. 3416 FAYETTE AVE.
BROOKLYN, N.Y.

Bally Sport Page
In Ticket Model

CHICAGO, March 29.—Announcing that the Sport page model game is now available in a combination ticket jack and pinball game, Max E. Blaustein, general sales manager of Bally Mfg. Co., revealed that interest demands on the part of operators in ticket machines had literally forced Bally to release the ticket model.

"Our latest "Jay Games" multiple," Blaustein pointed out, "was never made in a ticket model due to the fact that through the entire year 1937 the payout demand was far beyond our production facilities to the utmost. Naturally, operators in ticket territory started with "Jay" on their payout harvesters, who were clearing up the biggest profits in all pinball history. So when our Sport Page started in duplicate and in many cases exceeding "Jay" crooked earnings, the ticket boys began to put real pressure on us. It was like a problem to meet the demand, and already almost a week behind on orders from regular payout territory. But we made the move to give the ticket territory operators a machine that would produce just like a "Jay," which Sport Page is now earning."

Sport Page is said to embody all the play features of "Jay Games" in addition to numerous mechanical refinements, adjustment and anti-cheat features. The game operates on 1, 2, 3, or 4 models and multiples the awed by the number of coins played.

Orileo Plan Meets
Approval of Ops

Baltimore, March 28.—Orileo Coin Machine Corp., the shipping only "pre-conditioned" machines is nearing a decision with the customers, according to Orileo Novick, president of the firm. "There is nothing more aggravating to an operator than to buy a machine or get on location and then find out that it won't take 100 per cent operating payment. Every minute the up has to foot around with the machine getting it to run properly can mean an actual loss in potential profit.

To protect our customers from such happenings," he went on, "we have la-

Les Persington, Mills' salesmen, is not telling about the big fish he caught. He's telling the boys what big Rouster King profiles they can make.
WE ARE THE FACTORY DIRECT

**Hey Day**

1 BALL 6 COIN MULTIPLE PAY TABLE

MULTIPLE LIGHTS REMAIN ON AFTER PAY OUT—ABSOLUTELY CHEAT-PROOF

$194.50 TAX PAID. F.O.B. Chicago, Immediate Delivery.

**Western's Cigarettes**

High Profit Earning Counter Game
At the Lowest Price!

$12.50 TAX PAID. F.O.B. Chicago, Immediate Delivery.

**NEW**

**Sparks**

Ball Gun Vendor with Automatic Token Payout

Product this season's latest novelty. Sparks Gun Vendor has it all! Realistic gun, token holder, and token dispensing mechanism. Operates on standard electric wall outlet. Easy to operate, virtually maintenance-free. Ideal for amusement parks, carnivals, and arcades. Immediate delivery.

**NEW Orlean**

NEW ORLEANS, March 29—An extensive spring campaign in operations of new coin-operated machines has been launched in the New Orleans area, with hundreds of new machines appearing at all downtown spots. Warner's operators have been maintaining their standard of service, and customers have been turning out in droves to enjoy the new machines.

**Venco of Georgia Opens**

ATLANTA, March 30—Announcement was made this week by M. A. (Titch) Webster that the Venco Machine Co., of Chattanooga, N. C., has opened its Atlanta sales office and that it has taken over the business under the name of the Venco Machine Co. of Georgia. Headquarters will be at the Atlanta office.

**The PARLAY**

"GET A RUN FOR YOUR MONEY!"
The sensational new game that is making new money for amusement operators. Write for details.

**Superior Products, Inc.**

14 N. Merritt St., Dept. C, Chicago, III.

FRANK BAKER, of the Baker Novelty Co., Quinlan, Ohio, home to Rock-Ola's new Table-Monopoly and Pool Table, wrote: "I have ordered another Super-Arcade for Rock-Ola. One in stock, so I want another one. I've been getting great results with the one already."
Federal Trade Commission Given Power To Stop Unfair Practices

The long hand of federal law seems to be stretching farther and growing stronger in order to reach the shysters and other types of unfair trade.

It is now said that about 90 per cent of the firms in all lines of business, and individuals as well, would generally obey the rules of the game. But it is that 10 per cent who continually seek to gain competitive advantage by violating all known rules of fair competition that the Federal Trade Commission needs to watch and take necessary extreme lines.

The public has been deceived for years by unscrupulous advertisers, and finally public sentiment results in a law that will probably go into effect in its application next year.

Congress passed the Wheeler-Lea Bill to amend the law of the Federal Trade Commission. On March 23 it was announced that the President had signed it.

But, says The United States News (March 21, 1921), "Business men now have 60 days (after the President signs the bill) in which to revise any selling practices that may have been aimed at the buying public or to result in unfair competition."

"Section 5a of the new Act provides that methods of competition in commerce and unfair or deceptive acts or practices are hereby declared unlawful. This means that the Federal Trade Commission may issue a complaint against any one who practices in business that it regards unfair and deceptive. It no longer needs to wait for an interested party to make an objection to the Commission, but may move on its own motion."

Applies Generally

Notices that this authoritative publication of the Federal Trade Commission will be put in the hands of every business man, it may have been aimed at a certain trade specifically.

Trade commissions attorneys in New York and other cities in discussing the new law are said to have suggested that the law may prove useful in recent enforcement of ethical trade practices which trade organizations have worked and hoped for during many years.

This possibility that unfair trade may take advantage of the law to formulate enforcement of standards of fairness in cooperation in various industries remains the fact that one group of Wisconsin manufacturers for some new equipment capable of imposing them on the market. The men here believe that their plans are well pointed to the advantage of both manufacturers and that to revise interest in coin-operated games equipment of a different nature.

Distributors pointed out that sales of new games and equipment have followed a loss of sales but because there is no longer an operator asking more money in the game cost of the same type. They believe that all manufacturers have been able to establish such authority. Anywhere around the corner of the game cost of the same type. They believe that all manufacturers have been able to establish such authority.

Lucky Purse Deal

Pocket Big Profits with 1921's Biggest Hit.

A year ago the world has seen the largest hit in the history of the industry. The "Paymaster" has paid over $4,000,000 to players. Every player is guaranteed a profit. The game is fair, honest and clean. The manufacturer guarantees that player will get all the money he puts in the machine.

Sample: Any 10 or more $3.50.

H. G. Payne Company
210 S. Broadway, Nashville, Tenn.
2 SMASH HITS by CHICAGO COIN!

The NEW Novelty Game Sensation
Swing
INTEGRATING NEW FEATURES THAT WILL MAKE IT THE HIGH SCORE NOVELTY GAME $74.50
GOLD MINE
Immediate Delivery

CHICAGO COIN
MACHINE MFG. CO.
1725 DISREY BLVD. ... CHICAGO

The WORLD'S FASTEST SELLING NOVELTY GAME--
Snappy
Top EARNING POWER IN NOVELTY GAMES $74.50

Rock-Ola's 3-UP "Ups" Earnings

Rock-Ola's 3-UP "Ups" Earnings

The ORIGINAL 3 in 1 Grip Tester

The ORIGINAL 3 in 1 Grip Tester

5 WAYS TO TEST GRIP EACH WAY another PENNY. Roller: Chicago, III.

$19.50 each Stand, $2.50

The ORIGINAL 3 in 1 Grip Tester

RUTH MENTZCHEL, Secretary of Evalee Incorporated, Head of the Novelty Game Distributing Co., New Orleans, is the pretty girl getting between your drive bell picture.
FASTEST!
Mills Kounter King

Fastest of all counter machines. Its one-out-of-three frequency knocks the players for a row of loops. They never thought a machine so rich in rewards could be possible. It is not a payout; but has free replay feature which saves merchant time in honoring rewards. Player always comes close and falls in love with Kounter King forever. Play is sensational first week, yet improves as time passes. Plays 1c, 5c, 10c, or 25c. Built-in ball gum vendor. Requires less than a square foot of counter space.

$25.00

GREATEST
One-Two-Three

Any coin machine you buy from us is subject to 10 Days' Trial by you. If not satisfied in that time, return shipping charges prepaid, and we'll refund your money in full.

MILLS NOVELTY COMPANY
4100 Halsted Avenue
Chicago, Illinois

$179.50

INDIVIDUAL
Rio

Rio is entirely different from every machine; console or table model. Easily earns more than any game on the floor. Price is so low, Rio should pay for itself in a few days' operation.

$149.50

IT'S SAHIT!
The Sensational Harlich Baseball Board Hit the Ball

No. 1107
1000 Holes
Takes in $5.00
Definite Payout
Cross Profit $25.50
Tickets Printed With Baseball Terms.

HARLICH MFG. CO.,
1415 W. Jackson Blvd.
Chicago, Ill.

DEAL WITH CARL Always a Square Deal
Bally's Latest Sensations for Immediate Delivery

Rally Racer
Ball's New Racer
Sports Page
Ball's New Racer
Ball's New Racer
Ball's New Racer

Rally Baskets, Floor Baskets
Hitting Sticks

United Amusement Company
8410 Main St.
Kansas City, Mo.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co.
D. Gattie Co.
Geechee Mfg. Co.

H. C. Eves & Co.
A. F. T. Co.
Western Equip. Co.

KEYSTONE NOV. & MFG. CO.

BALLY RESERVE
GREATEST 5 - BALL NOVELTY SENSATION SINCE BUMPER!

Revolutionary "WINNER TAKES ALL" idea sweeping country. Like wild fire! Steady REPEAT PAYOFF guaranteed because player sees awards get bigger and bigger—just like movie bankrolls—never less than $100 up to $10,000 top.

Many operators placing TWO AND THREE BALLY RESERVES PER LOCATION to have 25% unconquered play! Get your share of Bally Reserve today!

FREE PLAY MODEL
NOW AVAILABLE

STANDARD
$99.50
FREE PLAY Model $198.50
F.B. 31115730

NEW ROCKET
BUMPER and SKILL HOLE NOVELTY SENSATION

Packed with High Impact Appeal and Progressive Score Appeal! Competitive Play Appeal! Features: Bally Pilot, action and smooth performance! Take advantage of the unbreakable low price to cover your territory for a real profit clean-up.

ONLY
$59.50
F.B. 31115730

SPORT PAGE
MULTIPLE ONE - SHOT

Collectables 10 to 20 per cent above Fairgrounds at its best! Protect your live spots with SPORT PAGE!

BALLY MFG. COMPANY
2640 Belmont Ave., CHICAGO, ILL.

WORLD'S MOST COMPLETE LINE OF MONEY-MAKERS

Write for literature on MAGIC BALL, air-controlled legal games; BALLY'S BAKER, legal competitive play skill game; BALLY HOT-VENDER for all types hot or cold confections, including popcorn; LITTRA-PAX counter games; LINCOLN IRELAND 7-cent triple-dial console.

Becker Tells of Big Profit Games

CHICAGO, March 25—Ray Becker is salesman for F. H. Kenny & Co. He is also a farmer—that is, he has a farm some 30 miles from Chicago.

"My dad," says farm-salesman manager Becker, "had plenty of land. He could afford to be satisfied with 20 bushels of wheat to the acre. I don't have one-tenth the acreage my dad had. And yet I am able to equal his yield by making my land produce 120 bushels to the acre.

"Many-day operators," continued Ray, "are in a similar position. There is not the number of locations available today there was a few years back. Operators if they are to maintain their regular income must make the locations they have produce as much as they seemed when located. J. H. Kenny & Co. have caught this trend and made serious operating problem and they are making operators to meet it by designing games which produce free and six times the earnings of games of earlier design.

"Games like Kenny's Kentucky Club, Derby Champ, and the 1918 Track Take are 6-to-1 gauge games—games which enable the operator to obtain as high earnings from six locations as were formerly secured from six. In other words, games which make 85 grow where 61 grew," he concluded.

EXTRA! EXTRA! EXTRA!
MORE THAN 1000 BARCAINS IN GUARANTEED RECONDITIONED EQUIPMENT OF VARIOUS TYPES, SOME OF WHICH WE LIST BELOW:

PHOTOGRAPIHS
BALLY MACHINES
MECHANICAL BOXES
PUNCH - PUNCH - PUNCH

The Vending Machine Co.
205-15 Franklin St., Fayetteville, N. C.

CHAS. A. BREWER & SONS
6520-32 Harvard Ave., Chicago, U. S. A.

THE BILLBOARD, April 2, 1938

Advertisement in The Billboard—You'll Be Satisfied With Results.
New! **GLOBE TROTTER**

5-BALL NOVELTY
SENSATIONALLY LOW-PRICED

You'll be going places with this honey of a machine! Machine retains features found only in highest priced novelty, yet sells at a record-breaking low price. **Mystery Stop** white marbleized spinner dish. Top disc shows next player must find the key, lower shows destination, which represents odds. Award Caro's furnished. New casters, mileage reader, new-type bumper mechanism, fully accessible, colorful playing field, modern cabinet, Gacy.

**$69.50**

COMING

**REGISTER**

Penny Pin Game
22"x24"

**$39.50**

**DE LUXE GRIP SCALE**

3-WAY STRENGTH-TESTER
100% LEGAL

The only tester with these quality features!

- New button indicator control for competitive play. Indications remain at highest number until player presses button.
- **Churn-out**. Chromed handles through dial.
- Separated cash box. Timer adjustment to suit interest.
- **Anti-trip** to prevent cheating.
- **Rubber suction cups** hold machine securely against table. Top quality in every detail, built by manufacturer, who knows how! Metal stand, $2.50 extra.

**$19.50**

With operators who know their **GRIP MACHINES** it's Gottled

50 TO 1

WRITE FOR CIRCULARS AND QUANTITY PRICES
IMMEDIATE DELIVERY

STILL IN PRODUCTION!
GIANT GRIP SCALE, $17.00

**SICKING MFG. CO.**
1922 FREEMAN AVE.
CINCINNATI, OHIO

**ZEPHYR**

$18.75 Tax Paid

**GINGER**

$27.50 Tax Paid

**RAY-O-LITES**

$159.50 Lot of 10

**BEI MIR BIST DU SCHONE**

Another one of these creations which outsells any other Board on the market! The **Bathing Beauty** design drives the player to your counter. For instance:

- **1000 Holes at 5c Take-ins**...
- **25c Pay Out** (Featuring 3-55.00)...
- **Price: 91.35 plus 10% tax**

BUY NOW WHILE IT IS HOT.

**SAVOY VENDING CO.**
404-8 W. FRANKLIN ST.
BALTIMORE, MD.

**MONARCH BIZ GOOD, SAYS ROY BAZELON**

CHICAGO, March 9—"It looks like our prediction of a busy season is beginning to come true," says Roy Bazelon, head of Monarch Coin Machine Co. Sales are increasing each day, and with orders coming in from operators everywhere it seems like old times. Reports from these operators indicate that they appreciate the unusual service we give them, not only here at our offices, but in their territories as well, and their appreciation of this service is well rewarded by the increasing number of orders they placed with us.

"At the present time we have the finest stock of new and reconditioned equipment in Monarch history," he concluded. "The fine mechanical condition of these machines makes operators realizes that we can supply them with outstanding values."

**Cranes Classed as Vendors by Judge**

PARIS, March 9—A decision rendered by the Court of Appeals in Colmar decided a lawsuit brought by the City of Colmar against a crane machine manufacturer. The decision, made August 11, 1937, was based on the fact that the machine was placed in a public place and that the machine was not a usual vending machine. The court ruled that the machine was a crane and that the operator was not entitled to the proceeds of the game. The ruling is the first of its kind in the United States and will have far-reaching implications for crane machine operators.

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Another one of these creations which outsells any other Board on the market! The **Bathing Beauty** design drives the player to your counter. For instance:

- **1000 Holes at 5c Take-ins**...
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- **Price: 91.35 plus 10% tax**

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- **Price: 91.35 plus 10% tax**

BUY NOW WHILE IT IS HOT.

**GLOBE PRINTING CO.**
1 PHILADELPHIA, PA.
Evans' HIALEAH Twin PIN GAME AND SPINNER-LITE CONSOLE Special

PERFECT WHERE AMUSEMENT GAMES ONLY ARE PERMITTED!

EVANS' NEW 7-COIN HEAD—Last 3 coins visible—is absolutely gyp-proof. Prevents easy cheat and creates excitement. Acknowledged by operators and big-time operators as the basis in the business. Scores of other features plus Evans' famous engineering guarantees perfect performance.

Write for Evans' Prizes Plan—Biggest Money-Maker in the Industry! Get the Hope Quick for Your Territory!

OTHER EVANS' WINNERS:
PROFIT-SHARING PHONOGRAPH
BY-A-BLADE ROLLETTO JR.
WRITE FOR CIRCULARS!

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

The Game that will be NEW three years from now! Evans' ROLLETTO JR.

As profitable to-day as when introduced

EVANS' NEW 7-COIN HEAD GYP-PROOF

OTHER EXCLUSIVE EVANS' FEATURES

OTHER EVANS' HITS!
GALOPPAC DOMINOES
SING TAILS
SKILL-O
Write for details.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

Richards Future Bright, Says Exec

CHICAGO, March 29—Dex Wiggins, official of Richards Mfg. Co., last week stressed a keen note of optimism in a discussion of the week's novel 7-coin choice. "Each day finds operators more enthusiastic about R-M coin machines," he said. "Their design and beauty enhance the attractiveness of all coin-operated equipment and their excellent construction with the R-M productive features assure operators of bigger collections and bigger profits from the games they are operating."

"The biggest features of these two machines are the adjustable scale box, which prevents abuse, and the 'theatre' operating lever on R-M 44's. Players press to the axle the R-M 44's roll-up finger piece, which makes operation so much easier, according to reports. And the possibility of bent scales is prevented by the substitute multiplayer cap. With orders increasing each day for both R-M and J-44, the future looks very bright indeed," Wiggins concluded.

Ops Inspecting Royal Equipment

CHICAGO, March 29.—According to Reynolds Ballentine, official of Chicago Machine Co., the past few months have seen many operators inspecting new process which Royal games go through before they are classified as "Royal dependables." They have seen with their own eyes just how much effort is put into these games before they are permitted to leave our doors.

"They are better able to be seen now with the knowledge that the many details involved in the manufacturing process, from the first to the last, are studied carefully by the company, that is helping us increase our sales and increase our sales. As a result, we are getting new customers for our dependable equipment."

AUTOMATICS

ALL GUARANTEED

READY TO OPERATE

AMERICAN

BAND RAILS (111)

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BAND RAIL
ROCK-OLA’S MONARCH of the Music World!

- Twenty Record—Exactly the right number
- 99% slug-proof, drop-style coin chute—No extra Charge
- Modern streamline cabinet with “Borealis” light-up grill
- “No Stoop” program arrangement attracts more play
- Slant-top visibility of mechanism holds attention
- Matchless Rock-Ola tone quality holds the best spots
- Lightweight Rock-Ola tone quality saves needles and records
- Simple, flawless mechanism permits continuous earnings

ROCK-OLA OFFERS OPERATORS LEADERSHIP IN MUSIC AND GAMES!

ROCK-OLA MANUFACTURING CORPORATION
400 NORTH KEDZIE AVENUE - CHICAGO

3-UP
with Bell-Fruit Symbols
ACROSS THE BOARD
with Horse-Race Symbols

EASY STEPS
Rock-Ola’s answer to a crying need for better money-making equipment. Designed for the Downtowns that want happy, dependable games. Take an easy step to better collections with EASY STEPS.

PRICE $79.50

PRICE $174.50

EASY STEPS 3-UP
"IT'S THE McCoy!" say millions who marvel nightly at life-like reproduction of

CLYDE McCoy
AND HIS SUGAR-BLUES ORCHESTRA.

When Clyde McCoy fans want to hear his Sugar Blues Orchestra they are not content to wait until he happens to broadcasting over the radio.

Through the golden voice of the Wurlitzer Automatic Phonograph his music thrills millions of listeners in thousands of locations the world over. The owners of these locations where automatic music is the logical choice, desire the best — and find that the Wurlitzer Automatic Phonograph gives their patrons the music they want when they want it.

With such exclusive features as 24 records that permit the widest selection of recorded music and illuminated color effects that can be changed without cost by the operator in a few minutes, the Wurlitzer Automatic Phonograph is a sensational profit opportunity for every wide-awake operator!

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, N.Y.
Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

24 RECORDS

Here are the most recent DECCA RECORDS by CLYDE McCoy and his Orchestra... Look for them to reach hit proportions soon.

381 "Sugar Blues"
679 "Fats and Dancing"
735 "Ridin' To Glory On A Trumpet"
829 "You Gave Me The Blues-Ooh"
1109 "The Goon's Gonna"
1380 "Ole Yeller"
1289 "Can't Give You Anything But Love, (Baby)"

Wurlitzer Phonograph: Change records frequently to maintain peak play appeal.

WURLITZER
AUTOMATIC PHONOGRAPH

BRING THE MUSIC OF MODERN MASTERS TO MILLIONS