

RADIO — STAGE — NIGHT SPOTS — PICTURES — OUTDOOR

FEBRUARY 19, 1938

15 Cents

The Billboard

The World's Foremost Amusement Weekly



—Alfredo Valente Photo.

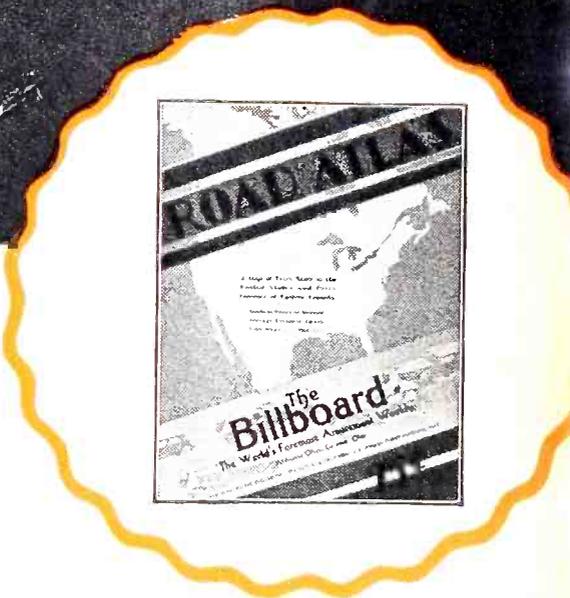
FRANCES FARMER



where to go...

how to get there...

what to see



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Plan your "jumps" with this atlas.

It shows many thousands of miles of new surfaced roads . . . and the old roads as well. Plan your trips in advance . . . know where you're going, how you're going, how far it is.

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For large city driving, use the closeup city maps. Large, clear . . . they guide you quickly through congested areas.

THE BILLBOARD PUBLISHING CO.,
25 Opera Place, Cincinnati, O.

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The Billboard

Vol. L
No. 8

The World's Foremost Amusement Weekly

February 19,
1938

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 100 Pages. Subscription, \$5 per year. Copyright 1938 by The Billboard Publishing Company.

EDITORS JUDGE PUBLICITY

Chi Agents Fight Benefits

Rebel against demands for free talent—blame fake "big shots"

CHICAGO, Feb. 12.—Agents are turning thumbs down on benefit performances for their acts and more than ever before are striving to eliminate this chiseling method of securing entertainment. Of late a crop of self-styled big shots have been keeping the agency phones busy, attempting to get free talent for their affairs in exchange of "favors." But the agents, wise to the value of those promises, are continually turning them down.

What brought the agents closer now than ever before in taking a stand against non-paying engagements were the increasing orders for shows from dozens of "friends." Smaller fry, planning a gala event, would turn to their high-standing brethren and use them as fronts in dealing with agents and bookers. The practice has been misused to such a degree that acts found themselves working most of the time for a meal after their performance.

One agent had a fast comeback this (See CHI AGENTS on page 9)

Foreign Acts Are Not Exempt From Social Security

WASHINGTON, Feb. 12.—Internal revenue spokesmen today stated that they still collect Social Security taxes on foreign acts in this country on temporary visas, reports to the contrary notwithstanding. The law makes exceptions only for certain types of employment, namely, agricultural pursuits and domestic service, the bureau officials stated.

"Under terms of statute we cannot make exceptions for aliens," one internal revenue officer told *The Billboard*. Granting that aliens would hardly benefit from the terms of the Social Security Act, officials expressed belief that foreigners will have to continue paying the tax until some amending legislation is offered.

The possibility for such legislation was (See FOREIGN ACTS on page 71)

First Survey of Kind Gives Opinions on Air-Press Methods

Total of 149 radio editors list criticisms of publicity methods of networks, stations, ad agencies and p. a.'s—NBC, CBS even—Ferris leads space grabbers

By JERRY FRANKEN

NEW YORK, Feb. 12.—A study of publicity methods in the radio branch of the show business—a field less organized than older amusement fields—has just been completed and is hereby presented in the Radio Editor-Press Department Survey made by *The Billboard*. It is the first authoritative published study of its kind. Results, rather than being one man's opinion, are those of 149 radio editors throughout the country who participated in the survey. The survey set out to find what radio editors thought of network, station and advertising agency press departments and their methods of operation; how they rated press agents and comparative coverage of press agents; the effect of newspaper ownership of radio stations on radio publicity; suggestions for improving press services of all kinds; the relationships established and maintained by radio per-

(See EDITORS JUDGE on page 6)

Ammon Is New Wis. Ag Director

MADISON, Wis., Feb. 12.—Ralph E. Ammon, manager of Wisconsin State Fair, Milwaukee, and president of the International Association of Fairs and Expositions, was appointed director of agriculture for the State of Wisconsin on Wednesday.

Mr. Ammon, who has for years been prominent in agricultural and live-stock affairs of the State, was the choice over a number of candidates. Fair men of the State are especially pleased at his selection, as Mr. Ammon is known as a staunch friend of county fairs.

He will continue as manager of the State fair this year. He is taking a leave of absence for several months, during which time A. W. Kalbus, assistant manager, will carry on work of preparing for the 1938 fair.

Personal Rep Right To Collect Fee on Job Challenged by Suit

NEW YORK, Feb. 12.—Can a personal representative or manager collect a fee

from an artist when he gets the latter a job?

Question, which has far-reaching implications for actors, musicians and performers, is being partially decided in a case that comes before the California courts soon. Litigation concerns Co-National Playwrights, local play-peddling outfit, and Richard Maibaum, MGM script writer and former playwright. Co-

(See PERSONAL REP on page 9)

Actor Union Autonomy Seen by Proposed Four A Amendments

SAG-Equity accord likely—AEA proposes \$1.50 per capita and autonomy measures—SAG contribution to AEA \$18,000-\$25,000 yearly—AFA'CEA deadlock

NEW YORK, Feb. 12.—Noticeable accord between Screen Actors' Guild and Actors' Equity on proposed changes to the constitution of the Associated Actors and Artists of America indicates a more decentralized Four A's as opposed to the "one big actors' union" idea. Special council meeting of Equity Thursday passed certain proposals to submit to the central committee on constitutional revision. As indicated in last week's issue of *The Billboard*, these center around safeguarding of autonomy, consolidation of Four A's offices to save expense, settlement of inter-changeability by private union pacts and control of voting strength. In place of the proposed \$3 per capita tax Equity proposes that the ante be jumped to \$1.50, with a proviso that a jump to \$2 be authorized by a two-thirds vote of the branches. Consolidation of offices also is contingent, in the Equity proposal, upon ratification by two-thirds vote of the sister unions.

General tenor of these suggested changes points toward continued maintenance of union autonomy. SAG officials also hold to the policy that different unions are jealous of autonomy and regard safeguarding same as advisable now. Pointed out by SAG officials that the Guild has never tried to adopt steam-roller tactics and that the provision to confine voting strength of any particular union to no more than one-third the voting strength of the Four A's is a distinct brainchild of the Guild. Angles underlying the jockeying are various, one opinion being that even SAG is now interested in safeguarding future autonomy. Fact that SAG has voiced its intention of pruning to a membership of 6,000 adds credence to this.

Proposed Equity changes are being sent to the Coast so that Ken Thomson, SAG executive secretary, can give them the once over. Equity men expect no (See ACTOR UNION on page 27)

International Board of Fairs Sets Dates and Names "Mixers" Group

KANSAS CITY, Mo., Feb. 12.—A meeting of the board of directors of the International Association of Fairs and Expositions was held here on Thursday, at which dates for the annual convention were set. The convention will be

held in Hotel Sherman, Chicago, on November 29 and 30.

Present at the board meeting were Ralph T. Hemphill, Oklahoma City; L. B. Herring Jr., Beaumont, Tex.; Maurice W. Jencks, Topeka, Kan., and Ralph E. Ammon, Madison, Wis. The board elected five members to the board of appeals. Those chosen were Raymond A. Lee, St. Paul, and Charles W. Green, Sedalia, Mo., for 1938, and P. W. Abbott, Edmonton, Alta.; Roy Rupard, Dallas, and Charles A. Somma, Richmond, Va., for 1938-'39. Elected to classification and rules committee were A. R. Corey, Iowa State Fair, Des Moines, chairman; Harry G. Templeton, Indiana State Fair, Indianapolis; W. W. Ellenwood, Ohio State Fair, Columbus; W. D. Jackson, Western Fair, London, Ont., and Harold F. DePue, North Montana State Fair, Great Falls. Frank H. Kingman, Brock-

(See INTERNATIONAL BOARD page 71)

Russell, Downie Sign With Alliance

PITTSBURGH, Feb. 12.—Russell Bros. and Downie Bros. circuses have signed agreements with the International Alliance of Bill Posters, Billers and Distributors. President Leo Abernathy informed today, leaving Wallace Bros. and Barnett Bros. the only two motorized shows not pacted yet with the IABPB for the 1938-'39 seasons.

Latest contract involves about 60 men employed by the two shows.

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WINTER "BORSCHT CIRCUIT"

100 Lakewood Hotels Spending Almost Million \$\$ for Talent

Budgets from \$50 to \$20,000 a season—ultra Laurel books names—rest use bands, floor shows—salaries not high, but engagements long—booked from New York

By SYLVIA WEISS

LAKEWOOD, N. J., Feb. 12.—One hundred hotel owners here, winter version of the "borscht circuit," are spending between \$500,000 and \$1,000,000 this season for entertainment. Individual budgets range from \$50 to \$20,000. With the exception of the Laurel in the Pines and Grossman's, which run floor shows in the night club manner, \$1.50 cover charges and 50 cents minimum for spirits, the hotels offer entertainment as a gratis dessert. Biggest spenders are the eight hotels which accommodate over 200 patrons apiece. The ultra Laurel, for example, pays an average of \$500 a week for its 12-piece band, headed by Jerry Livingston, and another \$500 for name acts. The cover charge which applies to resident guests as well as outsiders supports the extravagant policy. Laurel, in addition, has the advantage of a WOR hook-up.

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Others are Frances Daly, Betty Harrison, Miriam Ross, Peter Marston, Virginia Maddocks and Mary Corcoran.

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NEW HAVEN, Conn., Feb. 12.—The *Ice Follies of 1938*, because of sell-out crowds at the local Arena, were obliged to arrange for an additional show to take care of the huge throngs. The Arena management and the *Follies* group scheduled a matinee for Saturday afternoon.

Coward Cycle Extended To Five Weeks in Chi

CHICAGO, Feb. 12.—Continued good business and the heavy advance ticket demand extended the originally set two-week run of Noel Coward's *Tonight at 8:30* to five weeks at the Harris. Most of the patrons have been buying the entire cycle of nine plays.

Surprisingly good trade is also registered at the Grand Opera House with the Abbey Theater Players, with the balconies doing capacity nightly.

S. F. Tourist Crop Down

SAN FRANCISCO, Feb. 12.—There were 4 per cent fewer tourists in San Francisco last year than in 1936, Californians, Inc., reports. Competition for tourist business is the reason given for the poor "crop" of visitors. The lengthy hotel strike is another reason set forth as the cause for the decline.

Californians, Inc., has announced plans for increased advertising, a larger output of literature and increased general activity to bring more tourists here than ever in 1938. San Francisco's tourist revenue amounts to \$71,000,000 a year.

"Broadwalk Asylum" Clicks

NEW ORLEANS, Feb. 12.—The local Federal Theater Project again clicks with an extra week's extension of its latest vehicle, *The Mystery of Broadwalk Asylum*. The play is an original one, written by a California psychiatrist, and featured parts are played by Vernon Powers, Maude Hollingsworth, Hugh Beaumont and Philomene Offer.

B. O. Bist Du Schoen

CHICAGO, Feb. 12.—Now that *Bei Mir Bist Du Schoen* is a box-office title, the local Yiddish legit company is reviving a play under that name at the Douglas Park Theater and is literally cleaning up every week-end. Julius Nathanson, Jewish juvenile, has been imported from New York for the starring honors.

Dull Hearings on Sirovich Art Plan

WASHINGTON, Feb. 12.—Five days of dull testimony marked resumption of House hearings on the Representative Sirovich proposal to establish a Federal Department of Science, Art and Literature. Burgess Meredith favored establishment of a permanent theater project similar to that existing under the Federal Theater Project of WPA. Brock Pemberton, Frank Gillmore and Blanche Yurka attended the first day's session to give their views. Altho Sirovich, chairman of the House patents committee, had called the hearings for testimony on his own bill to create the new government department, there was distinct leaning by most witnesses toward the Pepper-Coffee bills to create a Department of Art.

Previous testimony on the Sirovich proposal is already bound into a two-inch volume, and this week's activities will equal last year's transcripts. The hearings were held in the huge House Caucus Room, which at no time during the Sirovich hearings ever saw 10 rows of seats being occupied. Capitol observers expressed little interest in either the bill or the hearings, and no one could be found who would give the bill a faint hope of passage.

Pittsburgh Ice Crazy

PITTSBURGH, Feb. 12.—This city has gone ice-show crazy.

Already having paid top prices to jam Duquesne Garden for two frozen carnivals, fans are just recovering from whirls of Czech skater Vera Hrubá, 17-year-old former ballerina, who performed between games of college hockey double-header this week, are already buying ducats for eki circus set for Garden from March 1 to 5. Roy Shipstead's *Ice Follies*, already here once this season, booked for a return engagement week of March 27, and Harris Amusement Company is still hoping it can induce Sonja Henie to make appearance at figure that will leave it something besides ticket stubs.

Annual cash prize rodeo is set for April in Garden.

German White Rats Elect Bammert Prez

NEW YORK, Feb. 12.—German White Rats, actors' union, now in the process of reorganization, recently elected George Bammert acting president. Bammert succeeds Otto Steinert, who retires from office because of age and ill health. Other officers remain the same.

Pointed out by the membership at a meeting last week that future policy of the organization is in doubt, particularly as to the possibility of joining or merging with a sister union within the Associated Actors and Artists of America. Before any such action could be taken the association would have to begin negotiations. Organization realizes, however, that under its present set-up it is not strong enough to organize in a modern way.

While the German White Rats still owes some per capita tax to the Four A's, it has always given its membership a financial statement. Recent confusion as to the association's finances is being attributed partly to the fact that the report is given in English, whereas the membership is German.

Frank Gillmore, Four A president, recently stated he believed any recent trouble over the Rats' finances was due to a mistake, not to any malicious action.

Paris Revue Reverts to Melo

PARIS, Feb. 5.—Henri Varna's new revue, *Feerie de Paris*, in which Mistinguett is being starred at the Casino de Paris, devotes an important number of scenes to blood and thunder melo of the good old 10-20-30 days. Everything is there, from the persecuted heroine, played by Mistinguett, and the innocent babe to the villain, who at the last moment is overpowered by the good gal and falls under the wheels of the speeding express. At least the method of portraying the passing train is ingenious. Setting is a grade crossing in a hollow masking the rails. Passage of train indicated by reflection of window lights and hissing steam.

As for the revue, there is little but Mistinguett, girls, costumes and scenery. Mistinguett is her usual self—descends gigantic staircases, wears extravagant plumes, sings terribly and displays her shapely legs. If you like Mistinguett you will enjoy the show.

Only specialties in the revue are the dances by the Mae Wynn and Zella quartet and the Townsends, who appear several times. The Mae Wynn group show-stops with its novel staged tap dance session, but remainder of its routines is rather tame. The Townsends are excellent in ballroom and acrobatic dances. Tito Valdez and Carlos Machado also in modest dance bits.

Reda Caire, popular crooner, has leading male role and puts across several song numbers. Big line of girls, coached by Helena Greasley, liven up the show with excellent precision work and peppy ensembles. Several gorgeous settings, magnificent costumes and a multitude of plump nudes are a treat for the eyes.

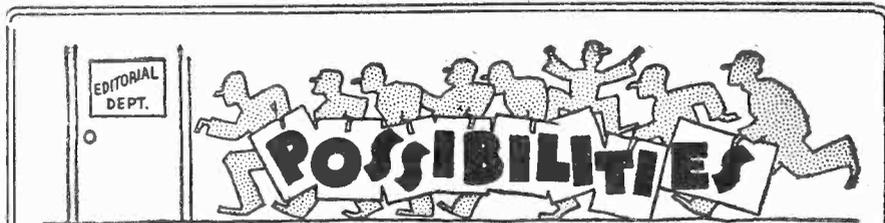
FRANCES FARMER

(This Week's Cover Subject)

AND now the course of empire turns eastward again, from the films to the stage. Frances Farmer is one of the latest to arrive among us. It was the Group Theater which drew her here to take part in its production of Clifford Odets' new play, "Golden Boy," now at the Belasco Theater, New York.

The daughter of Mr. and Mrs. E. F. Farmer, she was born in Seattle, Wash., and went to school in that city. Later, at the University of Washington, she studied playmaking with Sophie Rosenstein and was prominent in dramatics in school. She worked her way thru college as a waitress, movie usheret and tutor.

Winning a subscription contest in Seattle, she went to Europe, where she was seen by a movie scout and given a Paramount contract. Her pictures have been "Too Many Parents," "Border Flight," "Rhythm on the Range," "Come and Get It," "Toast of New York," "Exclusive" and "Ebb Tide." She has no plans for the future but hopes to continue working with the Group Theater.



GLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For RADIO

BETTY WILLIAMS—lyric soprano now at the Half Moon Hotel, Coney Island, N. Y. Smooth fluid voice that has a wide range—about four octaves—and surprisingly strong lower register. Comes over the mike well, too. Handles semi-classics, operetta tunes and pops—all very well.

SARITA HERRERA—South American singer, now at the Club Yumuri, New York. A petite and very attractive brunet, with smooth expressive

voice and plenty of poise. Should be a good bet for radio—and also for films.

For FILMS

DAN WICKENDEN—young writer whose first novel was recently published and who has also written for the better mags. Reception of the novel was quite good and marked him as a sensitive and intelligent writer, a master craftsman and excellent on dialog. Should be able to do good work for films.



By GEORGE SPELVIN

WHEN a Spelvin stooge recently asked to be connected on the phone with the manager of the Criterion Theater he overheard the female voice that answered yelling to a colleague, "Hey, who is the manager around here?"

Broadway beaters in the know are whispering about an inconspicuous item in the March issue of Radio Stars, fan mag. Paragraph explains that "Guy Lombardo won't allow his orchestra to play Kenny's (Nick Kenny's) songs under any circumstances, whether he likes the songs or not."

THE ALBUM: Marie Dumont (there's a Mrs. prefixed to the name in private life), owner and operator of the Crisis Cafe, which stands in Greenwich Village on the site of Thomas Paine's home, is probably the only solo female operator of a local night club.

With ice shows so popular nowadays the feet of Frank Guatelli, head barman at the Village Brewery, are itching; he's a former speed skater who has competed with Val Bialis and living jafee, and he was manager of Iceland for 10 years.

Bill Shilling, local agent, was amazed last week when a woman came in and said, "I must see Mr. Shilling. He is in trouble and I must help him." Sure enough, Bill had recently undergone an operation and was still worried and ill.

OUR OWN MAIL DEPT.: Why trade-paper editors go nuts (still continued). This one from a very small town, addressed to the Palace Theater Building, care of George Spelvin: "A year ago I wrote you a letter inquiring about the stage and tap dancing. You always said that if I ever wanted to ask anything about the stage again not to hesitate to write to you."

Hotel Piccadilly pulled a nice press stunt by housing and promoting the Opticians' Association's beauty contest for girls wearing glasses; it was eyed and 23-year-old Mrs. Vera Georgia Parks, wife of an airline pilot.

Radio Editors' Survey

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QUESTION No. 11. How do you find agency press department services?

QUESTION No. 12. What press agents send you copy?

QUESTION No. 13. Which of the press agents seem to you to have the best service, best copy? Please list several in order.

QUESTION No. 14. Which copy seems better to you? (b) Why?

BREAKDOWN OF QUESTION 14, SECTION B.

QUESTION No. 15. If you are associated with a newspaper which owns or has an affiliation with a radio station, can you use copy on other stations?

QUESTION No. 16. Do you use pictures?

QUESTION No. 17. What, generally, is the quality of pictures—as to subject, not photographic—sent you?

QUESTION No. 18. As to NBC, CBS and Mutual, if you have had occasion to require special service from one or all of them, how has each followed thru for you?

QUESTION No. 19. (Part A). Have you established personal relationship with any of the press sources?

(Part B). How?

QUESTION No. 20. Do you find that radio performers or otherwise, make any effort to cultivate friendship?

Table with 5 columns: Good, Bad, Fair/adequate, Inconsistent in quality, Inferior to networks. Row 1: 35, 35, 57, 6, 2.

Table with 2 columns: Press Agent, Votes for (First-Fifth). Lists agents like Earle Ferris, Radio Feature Service, etc.

Table with 6 columns: Press Agent, Votes for First, Second, Third, Fourth, Fifth. Lists agents like Earle Ferris, Radio Feature Service, etc.

Above press agents received votes for more than one place. Each of the following press agents received one vote for third place: Bill Haworth, Ben Byers; News Features, Inc.; Will Yolin and Fred Baer.

Table with 4 columns: Networks, Press agents, Stations, Agencies. Shows counts for various categories.

Table with 2 columns: No Restrictions, Restrictions. Shows counts for different restriction levels.

Table with 2 columns: Yes, No. Shows counts for picture usage.

Table with 4 columns: Good, Fair, Poor, Bad. Shows counts for picture quality.

Table with 4 columns: NBC, CBS, Mutual. Shows counts for agency service.

Table with 3 columns: Yes, No, Few. Shows counts for press relationships.

Table with 2 columns: Yes, No. Shows counts for radio performer relationships.

WINTER "BORSCHT" PUBLICITY

100 Lakewood Hotels Spending Almost Million \$\$ for Talent

Budgets from \$50 to \$20,000 a season—ultra Laurel books names—rest use bands, floor shows—salaries not high, but engagements long—booked from New York

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NEW HAVEN, Conn., Feb. 12.—The *Ice Follies of 1938*, because of sell-out crowds at the local Arena, were obliged to arrange for an additional show to take care of the huge throngs. The Arena management and the *Follies* group scheduled a matinee for Saturday afternoon.

Releases' Value

Program news—guest star appearances, new shows, time changes, etc.—is the chief value of network releases, according to the editors. A total of 51 radio editors gave this as the reason they found network releases of value. Ten editors said that chain copy was of no value, and of these four used no radio publicity material.

Questions No. 6 and 7 are closely related to the value of network releases. Obviously, if the blurbs were of no value there should be countless suggestions for bettering the services. As has been shown, there is a considerable demand for greater speed both in delivery of program news and program lists. Another important element was the demand of 15 editors that stories be briefer, which brought with it many editors' suggestions that "more newspaper-trained writers be employed in press departments." To a large degree, networks and agencies follow this policy. Agencies mostly get their staffs from networks, and the latter usually hiring ex-newspaper men. It must be that city room training flies out the window when press agency walks in.

Altho only nine editors said they thought copy should be more localized, this is an important consideration, especially in view of the abysmally weak showing made by local stations. It is true that the problem of such procedure presents many difficulties, but the end is worth finding the means. CBS has taken one step which drew compliments from editors, in its system of exclusive releases for various cities, a departure NBC does not make. The plea for more human interest appears to be of worthwhile proportions also. Under the present network systems of operations little contact is maintained by press departments with performers, which may be a factor in accounting for the lack of human interest and gossip copy from networks. CBS has not had such a contact man since Bob Taplinger left, but it is interesting to point out that this chain added a man in its New York office for just such performer contact. His name is Al Meltzer.

help you, if they stumble onto a tip; most of them haven't the confidence of the brass hats. Few of them hunch up good feature ideas, and when they do they usually feel so glowed up about it they pass it around to every paper in town. A great number of them are underpaid and discouraged about it all, and in many instances have two or three other jobs around the station. A great number of them haven't had newspaper training and can't recognize a story when they see it and can't write it when they get it. I have no personal animosity toward press agents of any kind, but the local stations would do better with good press relations people who enjoy the confidence of the boss and to whom you could go when a story breaks."

Duplication

Duplication has been an item of joint failure in radio publicity for years. Editors have been beefed about it without any progress being made. But that 99 editors stated duplication was omnipresent is convincing evidence of an enormous waste of money, time and energy. Just why it should be so difficult for agencies and networks, the chief offenders, is obviously a puzzle to the editors. Why agency and chain press departments cannot co-operate on these stories, with one source to handle a specific story, mystifies the boys. From the standpoint of actual effect on published news this duplication is not important, undoubtedly one of the reasons no remedial steps have been taken.

Rough on P. A.'s

NEW YORK, Feb. 12.—Ulmer Turner, *Chicago* (Ill.) *Herald and Examiner*, is probably the toughest of the tough as far as press agents go. Turner wrote he has a sign on his door explaining "No interviews with press agents at any time. Sorry." Turner believes radio press agency is in a "poor state."

Coercion

In asking the editors whether advertisers used coercion they were told no direct quotes would be published in *The Billboard*. Some of the answers as a result were rather amusing, altho the result of the poll shows a large majority of editors had no trouble on this score, 79 voting this way. Under the yes heading, 24 editors found coercion to be a steady companion; 15 were troubled at distant but steady intervals, and 17 on rare occasions. One editor commented, "Once in a while the advertising department sends thru an advertiser's story or picture with the request it be run. It runs." Many editors stated that while national advertisers seldom used a bludgeon, small local advertisers constantly requested editorial favors.

Agency Press Depts.

There seems to be no middle course in radio publicity for advertising agencies. Certain offices, quite obviously those leading in the poll, are extremely publicity conscious. To others it apparently matters little, this conclusion drawn not only from the returns, but by judging advertising agency copy, the bulk of which, as many editors commented, shows little knowledge of the newspaper business from the editorial angle. A Rochester editor who did not want his name used found the "advertising agency press departments quite inferior to networks." Tom O'Hern, of *The Davenport* (Ia.) *Times*, finds agency press departments "lousy," adding that their copy is the worst of all received. This meets head-on the opinion of a New York City daily editor who finds agency press departments superior to chains.

Ulmer Turner, of *Chicago's Herald and Examiner*, finds that agency press staffs "vary from middling to poor. None is excellent." Chris Mathisen, of *The Washington Star*, points out that the departments are "quite acceptable. Particularly valuable is last-minute notification of important changes in make-up of big shows, from J. Walter Thompson, Benton & Bowles, B. J. D. & O., possibly others." But E. J. Macklin, of *The Waukegan*

Coward Cycle Extended To Five Weeks in Chicago

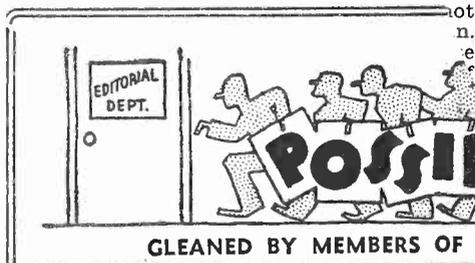
CHICAGO, Feb. 12.—Continued business and the heavy advance demand extended the originally planned week run of Noel Coward's *How to Succeed in Business Without Really Trying* to five weeks at the Grand Opera House. Surprisingly good trade is being reported at the Grand Opera House by the Abbey Theater Players, who are doing capacity night shows.

S. F. Tourist Crop

SAN FRANCISCO, Feb. 12.—During the last year than 100,000 tourists, reports the San Francisco Tourist Bureau, the poor "crop" of visitors. Next week's hotel strike is another reaction in greater California, Inc., has a plan for increased advertising, output of literature and increased activity to bring more tourists than ever in 1938. San Francisco's 1st revenue amounts to \$71,000,000 that mark, and not another.

"Broadwalk Asylum" Habits

NEW ORLEANS, Feb. 12.—The Federal Theater Project again gives an extra week's extension of its *Broadwalk Asylum*. The play is an original one, written by a California psychiatrist, and features ten parts are played by Vernon Poole, Maude Hollingsworth, Hugh Beaumont and Philomene Offer.



The purpose of this department is to benefit those concerned with the exploitation of talent in the show business. They're used primarily as hand-picked people. Most of them can't possibly

For RADIO

BETTY WILLIAMS—lyric soprano now at the Half Moon Hotel, Coney Island, N. Y. Smooth fluid voice that has a wide range—about four octaves—and surprisingly strong lower register. Comes over the mike well, too. Handles semi-classics, operetta tunes and pops—all very well.

SARITA HERRERA—South American singer, now at the Club Yumuri, New York. A petite and very attractive brunet, with smooth expressive

Stations Weak

Publicity, to many radio stations, appears to be something that's nice to get, helpful to business, but not worth going after. It is fairly obvious that few local stations maintain anything near a first-class press department. Few of them, in the true sense of the word, have a press department, leaving it to the manager, program director or Joe Federber to send out press releases on alternate Thursdays. Sixty-nine editors put a definite emphasis on the failure of the stations to handle press properly, against 49 who okeed the station's efforts. Richard M. Greenwood, *La Fayette* (Ind.) *Journal-Courier*, stated, "Generally independent stations have inadequately trained publicity agents who could not or don't take the time..." Greenwood adds that local talent suffers from this condition. James Shipley, *Birmingham* (Ala.) *Post*, said, "Local stations do not seem to realize that plugs in local papers could help them." An editor in San Francisco said, "The wall is 'no money.' Then they wonder why they didn't get as good a break. Of course, they haven't as much to publicize (as the chains) but a bit of ingenuity and imagination could turn up a lot of material."

Alton Cook Asks

NEW YORK, Feb. 12.—Alton Cook, *York World-Telegram*, at "Press agents are they try to fill the certain editors, but

For FILM

DAN WICKENDEN—special sort of copy whose first novel was revised my standing lished and who has also the better mags. Receipts, the answer novel was quite good and book is regarded as a sensitive and intelligent toughest New master craftsman and a. Secondly, they dialog. Should be able to handle big name acts and few of them that category.

(III.) News-Sun, finds them "wholly unsuitable for newspaper use."

Joe Cullivan contributes a resounding "lousy" as his comment as radio editor of *The Sacramento (Calif.) Union*. Bob Stephan, *Cleveland (O.) Plain Dealer*, commented that agency releases are usually dependable. However, "only improvement here might be a check on program details. Many of these come . . . are printed and then not followed in broadcasts. The newspaper is censured by dialers . . ." Incidentally, Stephan's comment on duplication is a point for that condition, not against, on his theory that it is better to have duplication since the releases have different angles.

The tally on the number of editors reporting which advertising agency releases reach them speaks for itself. A point, however, to be mentioned is that numerous editors said that many agencies sent them copy but mentioned no names. Value of this tally is based on those agencies impressing editors sufficiently to have those names recalled. J. Walter Thompson, in addition to leading the pack, drew several highly favorable remarks from editors because of the quality of the service.

Young & Rubicam maintain their press department under the name of Bureau of Industrial Service, which, in the press agents' tally, scored 18. Combined with those under its corporate title, this agency's 29 total steps it up to sixth position, following Cecil, Warwick & Legler, preceding Lennen & Mitchell. Bureau is not listed under agencies because its purpose appears to disassociate the advertising agency from the press release. Several editors objected to "snide" tactics—labeling copy as based on its news value and "to sort of disregard that ad agency letterhead."

Space Grabbers

Within the past year or two the complexion of radio publicity from the press agent standpoint has undergone material changes. One of the leaders, Robert Taplinger, sold his firm to Tom Fizdale, of Chicago. Taplinger, in the course of a little more than a year, had built a business grossing between \$50,000 and \$75,000 annually. Taplinger is now with Warner Brothers in Burbank, Calif. However, a change more important than that has been that while it still has many faults, radio publicity is coming of age in the press agent field. Much of the sniping that existed has disappeared. The Joe-Doakes-Is-Writing-a-Book type of stuff also, to a considerable extent, has disappeared.

Two press agents, Dave Alber and J. M. Josefsberg, have within the past year shown they are emerging into a national scope of operations. In fairness to these two line-grabbers it should be said that their national services have been in existence about six months, which makes their showings more impressive, especially compared to others in the business for a longer time. Josefsberg's tally for first place was for his humor copy. The Al Cook-Henry Doherty set-up is also new, about three months old. Cook and Doherty were formerly with NBC.

There can be little doubt that the radio editors tab Earle Ferris as the number one space snatcher in the business as the field stands now. Ferris and his Radio Feature Service scored a 71 total on the editors receiving copy; his lead on the best copy and service phase is much more commanding, snaring 41 to Tom Fizdale's 17. Fizdale is also second in coverage with 57.

In the best copy division Richard Himber's semi-institutional job is noteworthy. Himber is probably the only radio performer maintaining the type press department he operates. Known in the trade as an astute showman, Himber, thru his p. a., Irving Lehrer, has a weekly news-tip sheet, giving news of New York radio. It is patterned after that publicity pattern, a favor for a

Paging Wire Services

NEW YORK, Feb. 12.—Keith Wilson, *The Omaha (Neb.) World-Herald*, asks "Why news services pay so little attention to radio news. AP is the only exception and its service is inadequate. Butterfield (Charles Butterfield, AP radio editor), tries to cover the nation from New York, an impossible task. Regional releases daily would be desirable. UP, which services hundreds of stations with news, carries no wire news whatever on radio programs. Ditto with INS."

Radio Editors' Survey

QUESTION No. 1. Do you open your publicity mail?
 Yes 136 No 9 Part of it 28 All of it 97

*Of the nine editors not opening their mail, four indicated they run no radio editorial matter other than program listings.

QUESTION No. 2. Which releases do you open first?
 At random 66 Program lists 5

Copy known from past experience Network releases Misc.* to be feature material 6 33 18

*Miscellaneous division is composed of two who looked for envelopes believed to contain shorts; two looking for pictures; three who opened in accordance with current copy needs and 11 who opened various envelopes from close sources. In the latter, one editor noted his first mail to be opened was the weekly tip sheet mailed out from the Richard Himber office.

QUESTION No. 3. Do you find network releases of value to you and to what extent?
 Yes 102 No 10

Of the editors answering yes to Question No. 3, 5 said they used network releases for best bet box compilation; 2 for pictures; 51 for program details and advance program information. Of the editors answering no to this question, 4 indicated they used no radio publicity material. Eight editors indicated they found network releases of very little value and 17 of some value. Of others answering yes to Question No. 3, 33 editors said they found the network releases of value because of news content.

QUESTION No. 4. Do you find that independent stations in your territory maintain adequate and satisfactory press departments? If not, why not?
 Yes 42 No 69 Fair 15

(b) Reason for negative answers.
 Listings News Staff Staff Rely on Bad Bad Too small Incompetent network 9 12 23 18 3

The answer to Question No. 4, overwhelmingly against the indie stations, brought out in the negative reasons the five factors shown. Under the heading "Staff too small" is a further explanation from 10 of the 23 editors, these 10 vouchsafing the opinion that the stations could not afford to maintain press departments.

QUESTION No. 5. Do you find the press department of one network better than that of any of the others? (b) If so, why?

NBC	CBS	MBS	Even
36	36	1	61

Reasons for network preference. (Section B of Question No. 5.)
 More newsy. Great variety in copy; copy more readable.
 CBS 8 CBS 6
 NBS 15 NBC 6

QUESTION No. 6. Do you think the present network systems of operation satisfactory to you as a radio editor?
 Yes 73 No 35

QUESTION No. 7. What suggestions can you give for improving these services?

Greater speed	Briefer stories	More human interest	Exclusive material	Localized copy	Improved quality in art work
38	15	25	2	9	10

Under the classification "More human interest" five editors asked for gossip and "inside information."

QUESTION No. 8. Do you find much duplication in releases sent out by stations and networks, networks and agencies, and press agents?
 Yes 99 No 5 Little 14 Very little 16

QUESTION No. 9. Do you find advertisers use coercion to obtain publicity space?
 Yes 24 No 79 Once in a while 15 Very seldom 17

QUESTION No. 10. Of the advertising agencies maintaining press departments which service you?

J. Walter Thompson Co., Inc.	50	Newell-Ennmett	3
Benton & Bowles	44	Campbell-Ewald	3
Batten, Barton, Durstine & Osborn	34	F. Wallis Armstrong	2
N. W. Ayer & Son, Inc.	33	William Esty Co.	1
Cecil, Warwick & Legler	32	Kenyon & Eckhardt	1
Lennen & Mitchell	27	J. Stirling Getchell	1
Lord & Thomas	25	Pedlar & Ryan	1
Erwin, Wasey	17	Schwimmer & Scott	1
McCann-Erickson	17	Kuhn-Burnett	1
Maxon, Inc.	16	Mitchell-Faust	1
*Young & Rubicam	11	Needham, Louis & Broby	1
Stack-Goble	10	Neisser-Meyerhoff	1
Blackett-Sample-Hummert	10	Ruthrauff & Ryan	1
H. W. Kastor & Sons, Inc.	4	Hutchins	1
		Tracy-Locke-Dawson	1
		Kelly, Stuhlman & Zarndt	1

*Regarding Young & Rubicam, this agency maintains a press service under the name of Bureau of Industrial Service. It is listed in the press agent record below.

QUESTION No. 11. How do you find agency press department services?

Good	Bad	Fair, adequate	Inconsistent in quality	Inferior to networks
35	35	57	6	2

QUESTION No. 12. What press agents send you copy?

Earle Ferris	71	Joe Wieggers (Macfadden Publications)	1
Tom Fizdale	57	Robert Blaine	1
Robert Taplinger	3	Karen Hopper	1
Helen Ferguson	21	Jack Ryan	1
Bureau of Industrial Service	18	Charles Stevens	1
David O. Alber	15	News Release	1
Fred Baer	14	Monte Proser	1
George D. Lottman	13	Mel Adams	1
J. M. Josefsberg	9	Bill Haworth	1
Richard Himber	8	Billy Burton	1
Mills Artists, Inc.	7	Rockwell O'Keefe	1
Williams-Al Brackman	7	Radio Press Service	1
News Features	5	Harry Bruno	1
Al Cook-Henry Doherty	5	Mel Adams	1
Ben Byers	3	Gale, Inc.	1
Leonard Dubkin	2	Milton Weinberg	1
Sutton Service	2	Hollywood Air News	1

QUESTION No. 13. Which of the press agents seem to you to have the best service, best copy? Please list several in order.

Press Agent	Votes for First	Votes for Second	Votes for Third	Votes for Fourth	Votes for Fifth
Earle Ferris					
Radio Feature Service	41	12	0	0	0
Tom Fizdale	17	24	3	0	0
Richard Himber	2	0	5	0	0
Bureau of Industrial Service	1	1	0	0	0
J. M. Josefsberg	1	1	1	1	0
Bureau of Industrial Service	1	1	2	0	0
George D. Lottman	0	1	2	2	1
Helen Ferguson	0	4	4	0	0
David Alber	0	3	1	1	1
Publicity Associates	0	0	2	2	0

Above press agents received votes for more than one place. Each of the following press agents received one vote for third place: Bill Haworth, Ben Byers; News Features, Inc.; Will Yolin and Fred Baer.

QUESTION No. 14. Which copy seems better to you? (b) Why?

Networks	Press agents	Stations	Agencies
87	37	8	9

BREAKDOWN OF QUESTION 14, SECTION B.

Best copy	Most complete	More reliable	Inside-exclusive
Press agents 22	copy	Stations 1	Press agents 3
Networks 21	Networks 26	Stations 1	Networks 7
Agencies 1	Stations 1	Networks 7	

QUESTION No. 15. If you are associated with a newspaper which owns or has an affiliation with a radio station, can you use copy on other stations?

No Restrictions	Restrictions
43	12*

(*Five may give limited space.)

QUESTION No. 16. Do you use pictures?

Yes	No
116	26

QUESTION No. 17. What, generally, is the quality of pictures—as to subject, not photographic—sent you?

Good	Fair	Poor	Bad
33	41	8	16

QUESTION No. 18. As to NBC, CBS and Mutual, if you have had occasion to require special service from one or all of them, how has each followed thru for you?

	NBC	CBS	Mutual
Well	93	79	45
Fairly	6	3	3
Badly	5	7	11

QUESTION No. 19. (Part A). Have you established personal relationship with any of the press sources?

Yes	No	Few
73	46	3

(Part B). How?

Personal visits	Mail
54	26

QUESTION No. 20. Do you find that radio performers or otherwise, make any effort to cultivate friendship?

Yes	No
78	54

Evening Dance Hours Improved By Orks' Showmanship Measures

NEW YORK, Feb. 12.—Sustaining dance band programs, instead of being merely late-hour fillers, have become testing grounds for new angles in song salesmanship. Ideas, as soon as they click with the listeners, are transferred from the late hours to commercial spots. Success of Kay Kyser's *Kollege of Musical Knowledge*, Tommy Dorsey's amateur musicians, Benny Goodman's quartet, etc., has the midnight maestros racking their brains for novelties that may panic the dance-conscious public.

Sky's the limit for experimentation. Networks are giving the front-men full leeway in working out wacky styles, using weird forms of announcements and trying new audience participation stunts. Band leaders themselves have become showmanship-conscious and steal ideas from each other, adapt tricks, buy new ideas. Dance music has gradually been getting away from routine song purveying and vocals now and then.

One of the first to pioneer along these lines was Horace Heidt, who developed audience interviews, prizes for limericks and tricks in presenting tunes, etc., on his evening sustainings. Goodman trio and quartet, which have proved strong magnets, were first tried out about a year ago on Goodman's Hotel Pennsylvania air shots. Kyser's *Kollege* got its start about two months ago, when Chicago's Blackhawk Restaurant was looking around for something to hypo Monday night biz. Idea of quizzing customers on their knowledge of jazz is generally credited to shrewd Kyser himself. Program went on the air at midnight and the Blackhawk was jammed with collegians every week.

Trend is credited to increasing importance of name bands in the entertainment picture. No longer merely a background for singers, dancers, scripts, etc., name bands have seized the spotlight in what is left of vaudeville, in

Renfro Barn Dance Clicking in Houses

CINCINNATI, Feb. 12.—Renfro Valley Barn Dance, regular Saturday night feature over the WLW line to New York, is playing to capacity houses, at 42 and 75 cents in the 2,000-seat north wing of Music Hall here, where the program originates. Aimed chiefly at rural patrons, the lightly exploited hillbilly show has attained such popularity that it has become a "must" program on the lists of the more sophisticated city brothers and sisters. Show is presented twice nightly. Ducats originally were 42 cents all over the house, but the huge turnouts caused half of the lower floor to be upped to 75 cents per copy.

Altho the show runs 120 minutes, only the first hour is broadcast. This portion hits the air lanes via the WLW line at 7 p.m. and the first half hour is sponsored by the Pinex Company. Second half hour has Keystone Wire and Fence Company sponsoring. Stage from which the program emanates resembles an old barn. Show caught offered much entertainment under the capable guidance of John Lair, producer and director, who also handles the emcee chores and commercials in good style. He is assisted by The Duke of Paducah, who is rewarded with a goodly share of palm whacking for his capable handling of gags in typical Bob Burns fashion. Perhaps the program's outstanding bits were the sock comedy turns offered by Slim Miller and A'nt Idy, assisted by Little Clifford, with Idy a shade the best. The only fault is that she is not given enough to do. Miller can do almost anything with a violin, and usually does. Interspersed throughout were square dances, directed by Charles Luncford, with Slim Miller's Corn Crashers and the Coon Creek Girls furnishing the musical accompaniment in capable fashion. Ramblin' Red Foley and Millie and Dolly clicked with their warbling of several song specialties. Another stand-out was Harmonica Bill Russell, who offered several specialties to good results. Especially pleasing was his trick playing of the mouth instrument. Taken as a whole, the show is a fast-moving, highly entertaining presentation. Russell M. Seeds Company handles the advertising account. In addition to its broadcast and local appearances, the show is also playing theater dates in this territory.

Bob Doepker.

night clubs and partially in pictures. Same movement hit radio more strongly. Rise of swing, and the consequent emphasis on soloists, has also affected importance of name outfits. High school and college kids today know band styles, musicians and tunes as they never have before. Radio dance fans follow music as closely as they do the movie heroes and heroines.

Smart maestros are adapting tried and true radio ideas for their own purposes. Kyser's *Kollege* is really Professor Quiz in another form, and Tommy Dorsey's amateur musicians borrow the Major Bowes touch.

Other midnight experimenters are Sammy Kaye (singing titles and "swing and sway" rhythms), Jan Savitt (surrealistic announcements), Lou Breese (Dance-nome, a metronome ticking off the tempo before every tune, announcements stress convenience of dancing), Emery Deutsch (announcer-less music, ballyhooed as "30 minutes of continuous music"), Frank Dailey ("Stop and Go Music," which starts next week. Idea is to have a brief pause in the middle of each number). Will McCune ("Staccato Styled Music").

And, of course, Shep Fields' undersea pipe dreams.

Biow Hunts for Martin Successor

NEW YORK, Feb. 12.—Charlie Martin's contract with Universal Pictures calls for a reported \$1,000 weekly for the ex-radio director whose first picture-direction job will commence shortly after his Hollywood debut March 15. Biow agency has been looking over successors to Martin's post as director of the Philip Morris stanzas and has spoken to Bob Richards of *March of Time*; Frank Readick, actor on Martin's and other shows, and Milt Lewis, who does WMCA's *Five-Star Final*. Expected to choose within the next week.

Agency is continuing plans for a third network show, similar to the present stanzas on Columbia and National.

Martin started in radio writing *Five-Star Final* at WMCA, then shifted to the Blackman Company, ad agency now known as the Compton agency, and then to Biow. He goes to Universal as a producer under a producer-writer-director contract.

Kings Features Drops Radio Dept.

NEW YORK, Feb. 12.—Kings Features has shut down its radio department after making several sales of Hearst newspaper features to sponsors. Decision came after several months consideration. Fred Smith, radio head for Kings, left on friendly terms with the Hearst organization. Smith will collect commissions on shows he sold and is expected to announce new affiliations within the next 10 days.

Hearst Radio, which has been overhauled, has organized a division to build shows and it is believed that some of the Hearst features will be assembled for radio production by this division.

Smith sold Beatrice Fairfax and Helen Rowland, daily newspaper features, for radio.

Bob Roberts Quits KYA; Juneau in as Manager

SAN FRANCISCO, Feb. 12.—Bob Roberts, manager of KYA, and Ken Carney, production chief at NBC, have left their posts via the resignation route. Roberts was replaced by Clarence Juneau, of KEHE, Los Angeles. Glenn Dolberg, producer at NBC, steps into Carney's spot.

Local radio top men who are in Washington for the National Association of Broadcasters' convention are Lloyd Yoder, NBC manager; Phil Lasky, KSFO; Ralph Brunton, KJBS, and Wilbur Eickelberg, KFRC. All left yesterday for confab which opens Monday.

HARMONICA BILL and Cousin Arthur (Bill Russell and Art Young), formerly the Singing Cowboys, are now a daily feature over WCKY, Covington, Ky. Russell is also working broadcast and theater dates with the WLW Renfro Valley Barn Dance, under the direction of John Lair.

Air Briefs

New York By BENN HALL

"MY HUSBAND eats pop corn in bed" was a "pet ache" prize winner on Tyler Davis' *Kitchen Cavalcade* for Muller's. Stunt offers prizes for best aches, but no solutions are given. Too much danger of getting in the middle of a domestic spat. . . . Dan Seymour, CBS, now talks to the alarm clock. Does an early morning news shot and at first the wife prepared breakfast, but now Dan gets his own coffee and. That was all right, but when the family hound growled and rolled back to sleep after Dan tries to take him out for a 7 a.m. airing that was the final straw. Alarm clock now keeps him company. . . . Because of dead air last week on Hollywood Hotel, Columbia's making a sizable refund to Campbell's.

Phil Baker due east in March, probably because cinema execs didn't grab him fast enough at his figure. . . . Eddie Cantor to do first few opening shows for Camels in the East, then to the Coast. . . . Hawkshaw II, our underpaid undercover sleuth, reports that WHN's Al Simon is taking up painting, but seriously. . . . Morton Downey to make personal appearances for General Motors. . . . Tony Wons' sponsor (Vicks) may give him an evening spot, come this fall. . . . Ken Sisson's contract prevents him from

doing anything in Canada but *Canada* 1938.

Plenty of changes expected at WNYC, with Morris S. Novik boss at \$7,500. Novik did a distinguished job at WEVD by making the indie station the best known liberal outlet in the country and also increasing the order for black ink. . . . Billy K. Wells doing a script for Chic Yorke and Rose King, vaude headliners. To audition soon. . . . Senator Fishface (Elmore Vincent) playing the banquet circuit in these parts.

Culture Rolls On: Colleges taking radio under their wings, but very definitely. . . . Ninety learn ya to talk good while 57 learn you to write radio sketches. Television can be mastered at 13, while 53 teach radio acting. Radio music (probably hillbilly and classical hash) is given at 21 and radio law at five universities. . . . Arthur Brashears quit Marshalk & Pratt's radio confines for E. T. Howard. . . . Frank Danzig, brother of WOR's Jerry, won a \$75 prize in a recent Tommy Dorsey amateur swingster contest. . . . Al Kent's first WNEW stint will be the Fun Club, an hour noontime show, starting February 21.

Chicago By HAROLD HUMPHREY

BUDDY ROGERS may sign with Lucky Strike on its *Hit Parade* shot. . . . Sylvia Clark, who was spotted to go in the Oriental Theater Friday, had the date set ahead one week when NBC Artists' Bureau balked on booking her with a holdover pix from the Chicago Theater. . . . Fay Michelson, dramatic actress, returns to New York in May for another stab at the legit stage. . . . Kay Kyser ran into one of those stranger-than-fiction twists on his *Musical Klass* show this week. Gal he picked from the audience to draw the lucky numbers before going on the air reached into the bowl and fished out her own stub, and then to top things off turned up with all correct answers to cop first prize. . . . Spector-Goodman agency using the best seller record and song lists in *The Billboard* as a guide for pop musical entertainment on its transcribed shows. . . . Margie Samuels is scripting for WAAF's *Breakfast Express* shot. Gal used to write Phil Baker's radio stuff.

Homer McKee folded ad agency bearing his name and took his services and accounts over to Erwin, Wasey & Company. . . . Joan Blaine hits the ozone March 7 in *Valiant Lady* for General Mills, which replaces its *Hollywood in Person* stint. . . . Boating bug has bitten several of the radio colony. Alice Hill and Spencer Bentley both giving up their domiciles this summer to live in sloops

anchored in Lake Michigan. . . . Diane Denise, new addition to Buddy Rogers' Ork, warbled a couple of French ditties Sunday on WGN's *On a Sunday Afternoon*. . . . Marge Kerr will be Florida-bound when she recovers from her hospital siege. . . . WBBM's is turning the *Double Everything* show into a regular Goldwyn production, dressing up everything from the lads in the ork to the mikes in white suits and coats of paint, respectively, of course. Show finished its eighth week Sunday and will continue on for the scheduled 26 weeks. . . . *Sunday Matinee* returned to the WGN studios Sunday and will again feature Ted Weems, beginning February 27, when he returns from touring dates.

Kroger Consumer upped its time budget another 15 minutes with a newspaper series titled *Editor's Daughter*. . . . Announcement by an ad agency for a London branch is taken rather skeptically along radio row, with many of the boys claiming it is a pet seasonal threat to discourage salary increase demands. . . . Val Sherman is busy floating a stock issue among his friends to pay for the shipment of a singing mouse which is reported to have been discovered by Val's brother in North Dakota. Even if he raises the dough, tho, it is feared the humane society may step in to bosh his plans.

Capital Chatter

RUDY SCHRAM, maestro of the local NBC house band, reports that he has sold three of his musical numbers to the Warner music interests. Compositions sold are the theme melodies to educational broadcasts put on by the government, *Brave New World*, *The World Is Yours* and *Let Freedom Ring*. Two of the educational shows are being aired by Columbia. . . . When Herbert Hoover was in the White House he went to the Pan-American Union Building to broadcast a speech over CBS. In the middle of the speech one of the macaws in the building gave out with a raucous squawk, causing Hoover and mike men to lose their poise. Macaw Lolita overnight became famous and became the subject of news photographs, etc. This peeved her husband, David, because he was overlooked by the public. One night Lolita was found dead and Pan-American workers suspected David of foul play. They never worked up a good case against him so he continued to perch in the Panam patio. Only last week the Panam patio was the scene of another speech, this time by Secretary of State Hull. After Hull got in his opening sentence David

let out a wow "C-r-a-a-a-w-w-w" which put him even with everybody, including his deceased spouse.

Tom Knode, ex-UP, but now night news editor for NBC, has become the table tennis coach for the WRC and WMAL ping-pong devotees. The plays have become so complex that charts and diagrams are hung around the wall to guide tyros. . . . FCC Examiner Dalberg's bid for membership in the National Press Club is being sponsored by a local trade reporter. . . . Publisher Morrow is reported to be readying a new book on radio by one of the telephone investigators. . . . James Baldwin's report to the NAB has become a best seller. Association offices are being swamped with requests from the field for more copies. . . . Also in great demand is the FCC *Economic Aspects* report which has nearly exhausted the supply. FCC pressroom is being overrun by radio lawyers who cart the free tome out by the armful to give to clients. Pressroom, which usually shows three lawyers to every reporter ratio, is now in a 5 to 1 percentage.

Radio Editors Using Pix

NEW YORK, Feb. 12.—List following is that of 116 radio editors who in answering the questionnaire in *The Billboard* press department survey indicated whether they used pictures. After the name of the editor and paper are symbols showing type of picture preferred. "P" stands for posed; i.e., posed portrait or before-the-mike-shots; "G" stands for gag pictures and "C" for candid shots. Where editors noted the size of pics used a corresponding indication is given. The same applies to mats. A summation of the editors' answers and opinions on the picture services accorded them will be found elsewhere in the radio department of this issue. Where no symbols are found means no picture preference was shown.

R. G. Moffet, Florida Times-Union, Jacksonville, Fla., mats; Henry L. Sholly, Sunday Star, Wilmington, Del., one and two-column mats; Hazel Anderson, Daily Evening Item, Lynn, Mass., P; K. R. Fall, Berkshire Evening Eagle, P (portraits only); Douglas Hawley, Times-Herald, Dallas, Tex., mats; Richard Pheatt, Toledo (O.) Blade, P, two one-half column daily, four one-half column Saturday; Nick Kenny, N. Y. Daily Mirror, cartoons; A. W. Grant (managing editor), San Antonio (Tex.) Sun, press, mats; Dave Lewis, Long Beach (Calif.) Sun; John M. Stowell, Republican-Courier, Findlay, O., G, P (heads), half-column measure; James Shipley, Birmingham (Ala.) Post, C; Herb Caen, San Francisco (Calif.) Chronicle, P, C; C. J. Ingram, Jersey Journal, Jersey City, N. J., one-column mats, all types; Gus Koorle, Item Tribune, New Orleans, P; Clifford Grass, Canton (O.) Repository, two-column mats, P; Elinor Hayes, News-Press, Santa Barbara, Calif., P.

Jean Conklin Grimm, Register-Republican, Rockford, Ill., P; Marie Cochran, News-Bee, Toledo, O., all types; Keith Wilson, World-Herald, Omaha, Neb., all types; Phillips Shipley, Minneapolis (Minn.) Tribune, P, G; B. M. Shepherdson, Journal-Transcript, Peoria, Ill., P; Kent Owen, Journal-Times, Racine, Wis., P; Arthur Pamerleau, Flint (Mich.) Journal, P; Hank Hook, Globe Gazette, Mason City, Ia., P; Herb Swartz, Goshen (Ind.) News-Democrat, one-column mats.

Thankful Everett (music editor) Chattanooga (Tenn.) News, P, C; O. B. McClaren, Herald, Grand Rapids, Mich., all types; Frank Lynn, Enquirer and News, Battle Creek, Mich., P, C; N. K. Tindall (managing editor), Evening Sentinel, Shenandoah, Ia., C; R. J. Spokeley, St. Paul (Minn.) Daily News, C; May O'Neill, Knickerbocker News, Albany, N. Y., C (seldom); Herschell Hart, Detroit (Mich.) News, P; James Spencer, St. Louis (Mo.) Post-Dispatch, P; Ralph Sanders, Chattanooga (Tenn.) Free Press, P; Phil Schulte, Minneapolis (Minn.) Journal, G; Bill Sanders, State Gazette, Dyersburg, Tenn., P, C; E. D. (Ki) Keilman, Daily Capital and Copper Publications, Topeka, Kan., P; Harlan Hobbs, Arkansas Democrat, Little Rock, P, G; Letitia J. Lyon, Binghamton (N. Y.) Sun, P; Rod Reed, Buffalo (N. Y.) Evening News, P; Carl Johnson, Morning Tribune, Tampa, Fla., P, C; George Oliver, Buffalo (N. Y.) Courier-Express, P.

Ronald Graham, Syracuse (N. Y.) Journal, C; Dick Williams, Dayton (O.) Journal, P, C; Carl Ek, Herald-News, Passaic, N. J., P, C; Darrell Martin, Pittsburgh (Pa.) Post-Gazette, P; C. E. Zimmerer, South Bend (Ind.) Tribune, P, C; Robert S. Stephan, Cleveland (O.) Plain Dealer, all types; Joe Cullivan, Sacramento (Calif.) Union, seldom; E. J. Macklin, News-Sun, Waukegan, Ill., P; Murray Rosenberg, Brooklyn (N. Y.) Citizen, seldom, P; Frederic Thom, Times-Star, Bridgeport, Conn., P, C; C. B. Hollinger, Erie (Pa.) Dispatch-Herald, mats only; Tim Ward, Portland (Mo.) Evening Express, mats; Will W. MacBird, Pasadena (Calif.) Independent, seldom; Albert T. Hughes, Christian Science Monitor, Boston, Mass., C; Dale Armstrong, Los Angeles (Calif.) Times, P, H. Bull, Charleston (W. Va.) Daily Mail, mats, P, C.

John Rosenfield Jr., Dallas (Tex.) News, all types action preferred; Tom Ham, Georgian and Sunday American, Atlanta, Ga., P, G, 8 by 18-pica cut daily; Clifton Brooks, Evansville (Ind.) Press, P; H. P. Lewis, Springfield (Mass.) Union, P, C; Don Hall, Kokomo (Ind.) Tribune; Edith Riley, Houston (Tex.) Post, address KPRC, Lamar Hotel, Houston, Tex., all types; Lehman Otis, Columbus (O.) Citizen; Louis T. Hamlett, Wichita Falls (Tex.) Daily Times, all; Harry LaFeyre, Tulsa (Okla.) Morning World, C, P, M. Greenwood, Journal-Courier, La Fayette, Ind., P, C; Marion McDonald, Youngstown (O.) Vindicator, one column and half-column mats; R. M. Hofmann, Syracuse (N. Y.) Herald; Leonard Massell, Stamford (Conn.) Advocate, C; Elmore Bacon, Cleveland (O.) News, all types; Paul Kennedy, Cincinnati (O.) Post, all types; Chester Brouwer, Fort Wayne (Ind.) Journal-Gazette, mats, one and two-column measure, P, C; Norman Siegel, Cleveland (O.) Press, P, C; Charles Gilchrist, Chicago (Ill.) Daily News; Chuck Gay, Dayton (O.) Daily News, P; Mary

Little, Des Moines (Ia.) Register and Tribune, all types; Ina B. Wickham, Davenport (Ia.) Democrat, P, C; Mildred Stockard, Houston (Tex.) Chronicle, P; Turner Jordan, Birmingham (Ala.) News, P; Ernest Rogers, Atlanta (Ga.) Journal, all types; Charles G. Sampas, Lowell (Mass.) Sun, P, C; no mats; Claude LaBelle, San Francisco (Calif.) News, P, C; Albert Sonn, Sunday Call, 71 Halsey St., Newark, N. J., P; Ida Ahlberg, Daily Messenger, Homestead, Pa., mats, P; C. Fulton Field, Press-Telegram, Long Beach, Calif., all types, prefers mats, one column; Zuma Palmer, Citizen-News, Hollywood, Calif., P; Grace Barrett, Journal-Standard, Freeport, Ill., mats, P; G. A. Bowsher Jr., Evansville (Ind.) mats, P; William S. Potts, Star Telegram, Fort Worth, Tex., all types; Hal Cram, Sunday Telegram, Portland, Me., G, C.

Edgar A. Guest Jr., Detroit Free Press, all types; LaVerne J. Huth, Fostoria (O.) Daily Review, P; William L. Doudna, Wisconsin State Journal, Madison, Wis., P, C; Helene Peters, Berkeley (Calif.) Daily Gazette, P, C; William Moyes, Oregonian, Portland, Ore., C, two-column cut used daily; Darroll Donnell, San Francisco (Calif.) Examiner, P, C; Ulmer Turner, Chicago (Ill.) Herald and Examiner, C; Dave Dryden, Spokane (Wash.) Press, P; Bob Hall, Call-Bulletin, San Francisco, Calif.; John C. Swayze, Kansas City (Mo.) Journal Post, C, G; Robert Payne, San Jose (Calif.) Evening News, all types; Norman Rowe, Richmond Times-Dispatch, address Station WRTD, Richmond, Va., one-half and one-column measure, all types; Si Steinhilber, Pittsburg (Pa.) Press, C, P, heads only on later; E. L. Bragdon, N. Y. Evening Sun, heads only; Chris Mathison, Washington (D. C.) Star, P; Dorothy Mattison, Telegram-Gazette, Worcester, Mass., P; G. E. Conrad, The Capital, Bismarck, N. D., all; Jo Ranson, Brooklyn (N. Y.) Daily Eagle, P; Ernest D. McIver Jr., Faye Lance Star, Fredericksburg, Va., P.

Leo Miller, Bridgeport (Conn.) Herald, P, C; Justin Gilbert, Bergen Evening Record, Hackensack, N. J., P; Rocky Clark, Bridgeport (Conn.) Post, P; Edward Reynolds, Sentinel, South Norwalk, Conn., one-column mats, all types.

Packard Drops Hit Production

DETROIT, Feb. 12.—Bowling out of Packard at the end of the month is seen as no reflection on the Young & Rubicam show, but is attributed almost solely to the decline in new car sales. While Packard figures have not been officially released, it is understood that sales are almost half of the last corresponding period's record and this caused the exit. Production swung under way in good style and maintained a consistent level of entertainment value, but Packard sales, along with others in its own and other classes, hit the downward path.

Packard's move is one of several auto retirement moves on the radio front. General Motors yanked off its Sunday high hat musical session, while other auto firms axed the budget and cut down on e. t. jobs and smaller news shows.

Air Show Launched By Nehi Cola, Inc.

NEW YORK, Feb. 12.—Nehi Cola, Inc., yesterday inaugurated its first network program, launching a 58-station NBC show starring George Olsen's Orchestra, Tim and Irene and others. Show is called the Royal Crown Hour. Ted Pearson and Les White write the comedy, with Lester O'Keefe doing production details. Program is broadcast over WJZ and the NBC Blue from 9 to 9:30 p.m. Nehi company manufactures soft drinks. James A. Green agency handles.

Penn State's B. A. In 4-Year Air Study

STATE COLLEGE, Pa., Feb. 12.—College course in radio, a four-year plan aiming to train students in all phases of station operation from script writing and production to advertising and acoustics, will be started next September at Pennsylvania State College. Curriculum will be headed by Arthur Cloetingh, head of State College drama department, who has begun study of studio operations at KDKA, Pittsburgh, preliminary to setting up course that will lead to degree of bachelor or arts in radio. College officials expect Cloetingh to take six months to correlate subjects of writing, production, directing, sales, publicity, mike technique, pickup broadcasts, programing, announcing, music and similar incidentals to radio. Enrollment will be limited, so that faculty can give each student personal attention.

NEW YORK, Feb. 12.—Hearst's International Radio Sales will represent WRDC, Hartford, and WORC, Worcester, starting March 1. Murray Grabhorn, IRS's general manager, arranged the deal. Both are CBS outlets.

Promotion Shorts

Correspondents with KFRO, Longview, Tex., may see a "checklike" slip come out of envelopes addressed to them, but it can't be cashed. "Check" is an attention winner because of its form and the "First National Bank" title on the top in regulation check style. But it's all a plug for a program sponsored by the bank.

WHO's third annual picture book on the station's personnel and artists' staff, together with leading NBC (Red) network stars, has just been published. Book exceeds previous editions in size and make-up. Hundreds of copies of the Des Moines station's "year book" have been sold to listeners at 25 cents.

A candid camera postcard shot of Jack Egan reached the desks of radio editors this week and stood out like a light-house on a sea of routine releases. It was a "portrait" of Egan, who "toots his horn for Tommy Dorsey" and announced a time change.

UP's "Predate" Service

NEW YORK, Feb. 12.—United Press is readying a monthly "future list" to be called *Pre-Dates*. Service will be offered to stations, newspapers, newsreel outfits and similar firms as a basis for preparing future material and as a tip-sheet. National, business, foreign, sport, women's interest, anniversaries, publishing, educational and religious future dates will be included in the monthly, which will have weekly and special supplements. Subscribers will also be given use of UP's research crew. First issue will be in April. LeRoy Keller, UP's radio chief, is engineering.

Salesman, P. A., Spieler

BOSTON, Feb. 12.—WORL, indie outlet, announces Howie Smart as the station's first regular publicity agent. In addition to sending out the press copy Smart handles sales and his daily feature, *Open Road Navigator*.

CKLW's New P. A.

DETROIT, Feb. 12.—Miss Billie Blum, formerly with Radio Station WXYZ, Detroit, has joined the staff of Station CKLW, Windsor-Detroit. She will handle station publicity.

CHI AGENTS

(Continued from page 3)
week to a golf association executive who was in charge of its annual frolic. When called upon to deliver talent gratis he asked the association's committee to come over to his office and entertain his acts for a change. The boys feel that one way to eliminate this employment-killing practice is to teach the so-called big shots to respect the booking trade. And to increase such respect they are set on turning down demands for free acts.

PERSONAL REP

(Continued from page 3)
National got Maibaum the MGM job in 1935, and it has been trying to collect a commission from him ever since. Maibaum refuses to pay, claiming that Co-National is strictly a play-broking firm and isn't legally authorized to act as a "booking agent." Co-National, according to Maibaum, only had the right to sell his plays. In a deposition here February 2 by Tobias Keppler, expert on amusement litigation, it was pointed out that Co-National was entitled to a commission even tho it was primarily Maibaum's personal rep and had no employment license from New York State. "Securing of an isolated contract of employment would not come under Sections 171 and 172 of the General Business Law of New York," claims Attorney Keppler. Latter sections state that employment agencies must be licensed. A personal manager, continues Keppler, may secure employment for an artist as well as manage his personal and business affairs, and manager would still be entitled to his fee even tho he hasn't got an employment agent's license. Problem is further complicated by the fact that many employment or booking agents masquerade as managers in order to escape the limitations on fees and commissions set by New York State law. A personal rep can collect whatever the artist is willing to pay him, but an agent must work for a set percentage.

SERVICE

THE entire radio department of The Billboard is built upon service. The Radio Editor survey published in this issue is one example. But every issue of The Billboard contains many valuable services to the broadcasting industry.

SOON

THE Billboard will announce a new service feature never before published in the radio trade press. The nature of this service will be announced shortly — a service no radio executive will be able to do without.

SUBSCRIBE NOW

Radio Dept. 219.

The Billboard,
25 Opera Place,
Cincinnati, Ohio.

Send me The Billboard for one year (52 weeks).

Bill me later for \$5.

Name

Address

City

Rate in Foreign Countries, \$7.50.



"He Just Can't Resist Those Clothing Store Programs on WHB"

WHB • • Kansas City's Dominant Daytime Station affiliated with Mutual, has the auditions, but no national representatives. —For time clearance, schedules, information, data, telephone Harrison 1101, collect, or wire collect to— DON DAVIS, President, KANSAS CITY, MISSOURI

"North Side Court"

Reviewed Wednesday, 9:45 a.m. CST. Style—Court broadcasts. Sustaining on WHB, Kansas City.

This is a simple set-up but one which is proving highly effective among morning program on Kansas City's six stations. A microphone is dropped on the bench of Judge Thomas V. Holland in North Side Court and proceedings are aired for 30 minutes.

Most speakers are traffic offenders, quizzed by Thomas Gershon, assistant counselor, and Judge Holland. But rarely does a morning pass during which a "disturbing the peace" offender doesn't appear, usually good for humor. Humor, in fact, predominates the entire show, but occasionally there are pathetic cases which make good listening, too.

Nothing is faked. All conversation is actual court quizzing. And because of its nature there is a terrific local appeal for dialers. No one is sure that he won't be on the program himself if he gets arrested. D. E. D.

"Wayside Theater"

Reviewed Monday, 6:45-7:15 p.m. Style—Drama. Sustaining over WWSW (Pittsburgh).

Evidently trying to train a studio cast that might be shoved into local commercials when and if the time can be sold, while also following vogue of air dramas, *Theater* shows fair production, a couple good voices and need of good scripts.

Material, furnished by a "radio writing laboratory," varies boy-girl formula with mystery or other plays, most of them uniform in their mediocrity. Use of musical transcriptions for scene setting, sometimes badly timed, doesn't help.

Actors who seem ripe for bigger shows are Rosalind Kharfen, young leading woman; Paul Shannon, and John Davis, who also directs. Casts are unpaid, except Davis, who doubles as station announcer. M. F.

"Travel Time"

Reviewed Wednesday, 9:15-9:30 p.m. Style—Travel interviews. Sustaining on WNEW (New York).

Leonard A. Harris, of *The Brooklyn Eagle*, conducts travel interviews on this quarter-hour shot. On program caught, a representative of a Finnish travel agency was interviewed. Show lacked sock and color because of the subject's unsuitable ether personality and Harris' thoroly prosaic and routine handling.

There was little showmanship selection in choosing for a subject a man whose almost Oriental choppiness of pronunciation made listening a strain and an inducement to slumber. Speaker, however, took full advantage of the interview to plug his native land, the cheapness of travel and other costs in Finland, but it was strictly from the travel folders and Harris' treatment made it humdrum. Use of a Sibelius recording at the finale helped create something of the spirit of Finland.

It's a tie-up between daily and station. B. H.

"Melodies With the Music Master"

Reviewed Wednesday, 3-3:30 p.m. Style—Musical revue. Sustaining on WFIL, Philadelphia.

Anthony Candalore, director of WFIL's studio band, has put together a pleasing pot-pourri of popular and semi-classical tunes which provide an entertaining half hour for housewives while preparing dinner. Soloists are Irva Giles, soprano, and Mackey Swan, baritone.

Numbers chosen on the program caught were the type that strike the fancy of the middle-aged hausfrau—sentimental and sweet. They were *Poor Butterflies*, *In Luxemburg Gardens*, etc.

Soloists could be better but apparently please their listeners judging from the number of telephone calls during the program with requests. S. S.

"Peter Parkas Says"

Reviewed Thursday, 11:30-11:35 p.m. Style—Commercial plug. Sponsor—National Bowling Recreation Arena. Station—WMCA (Intercity network).

This annoying little program-plug is quite amazing, coming from one of the town's more important stations. It's just like this: Show gets listing as *Peter*

Program Reviews

EST Unless Otherwise Indicated

Parkas Says and WMCA's Allan Williams spends several minutes telling the folks what Peter Parkas wants to say about his bowling "arena." Williams does everything possible to make the over-long plug inoffensive, but it's impossible.

A spiel of several minutes consisting of nothing but a description of the bowling academy, its patrons, mottoes and philosophy becomes even more astounding after consideration. Peter, according to Allan "says" the place's motto is "service plus courtesy"; he also declared that "gambling does bowling no good"; he also said that firemen, cops, reporters, post office men and all types of night workers often drop in to bowl. It seemed as tho it would never end.

Being thankful for small favors, it's good to learn that Peter is reducing his schedule from four to two weekly programs. B. H.

"WJJD Review of the Week"

Reviewed Sunday, 2-2:30 p.m. CST. Style—Program review. Sustaining on WJJD (Chicago).

Novel thought of this new show may aid the station overcome its handicap of having few high-spot events to air. The 30-minute session consisted of two to three-minute waxings of shows broadcast the previous week and offered two classes of dialers something they may want. Fans who missed programs they wanted to hear may catch them on the repeat airing, while others may listen in to get a rehearsing of some of the previous week's good stuff.

First stanza was capably handled with Martin Jacobson splicing and plugging the highlights while Fred Beck played organ interludes. A more complete musical portion would have aided considerably, but union set-up prevented that. There's a good possibility for the stanza to build if enough special events are caught to bolster the show. H. H.

"Tall Corn Time"

Reviewed Saturday, 10-10:30 a.m. Style—Musical, script. Sustaining on KSO, Des Moines (MBS network).

This show is the fourth *Tall Corn Time* aired by KSO on Mutual and is definitely Midwest in character and appeal. However, even tho it might be classed as "farmer" or "hillbilly" it is a good show.

Aided and abetted by Ranny Daly, program director for KSO and KRNT as emcee, the program sets a good pace, which is probably one of the reasons it is easy to take. Script has Uncle Twid and Uncle Harve as publisher and editor, respectively, of the newspaper, *Tall Corn Time*, and brings out their difficulties with their opposition, *The Piney Point Bugle*, which gives a good opportunity to develop the small town

viewpoint in many things and to play up the humorous angles.

With such artists as the North-westerners, instrumental ensemble; Betty Jean and Freddy, singing duo; Tommy Thomson, swing guitarist; Eileen Grennell and Hibbard Cleveland, soloists, and the Harmoneers, male quartet, Orville Foster, as production manager, has given the hillbilly and Southern numbers used some distinction in presentation by capable musicians. R. W. M.

KHJ's Symph. Ork at \$15 Per Man; 9 Wks.

HOLLYWOOD, Feb. 12.—Signing of the California Serenaders, a 75-piece symphony ork, for nine weeks' sustaining over Mutual Broadcasting System has been set by KHJ officials.

Players will draw \$15 an airing until such time as MCA, which is producing the show, sells a sponsor. Then the regular scale will become effective.

Style of music will be modern symphonic, featuring such composers as Gershwin and Cole Porter. Group figures to use a choral background in some of its numbers.

During length of this series the baton will be handled by Elias Breeskin. Local 47 will allow KHJ to apply salaries for ork members on the station's quota in the AFM pact.

HOLLYWOOD, Feb. 12.—For the first time in years KFI-KECA hired a staff ork, this in compliance with AFM's recent drive to increase radio employment for musicians. Outfit, under direction of Earl Towner, will receive \$45 minimum for two hours a day, six days a week. KFI-KECA was the last of the big stations to sign the AFM agreement here.

Station Ops May Boost Damage Suit

NEW ORLEANS, Feb. 12.—Robert Louis Sanders, Southern Broadcasting Corporation's president, has issued a statement reviewing the suit between his firm and C. C. Carlson, owner of WJBW, in which he declares that confusion has been caused because of misuse of the terms "operate" and "manage." Southern Broadcasting Corporation claims that Carlson interfered with Southern in station's management and that a suit was filed against him for \$12,000 damages in 1937, and that this suit would be "greatly increased" because of "additional damages."

Sanders declared that Southern Corporation "never claimed and never tried to operate WJBW," but that its contract called for "managerial control."

Current Program Comment

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

Malcolm La Prade's WEAf's program Sunday afternoons is a natural to whet the travel appetite. Evidently it isn't too costly even for travel agencies that keep the pursestrings tied pretty tight when it comes to radio advertising. La Prade possesses a straightforward speaking style, and while occasionally he may cause the dialer to think he's in a lecture hall waiting for travel slides, he usually avoids this pitfall. He recently "toured" the Mediterranean territory and dug up plenty of history, background, customs, superstitions and industry to serve as pleasing come-ons for the travel-minded. Cook's travel bureau pays the bill and gets its money's worth.

If last week's program in NBC's *Lights Out* series was a good specimen, the program has fallen away sadly. Time was, as this column has frequently mentioned, when the program was one of the very best—an unusual and entirely different sort of production. Arch Obeler, who succeeded Willis Cooper as author of the stories, had maintained Cooper's

level, but last week's offering, written by Obeler, was a mess.

Oddly enough, the program had to do with a radio station, blown up by a crackpot. Station was owned by a woman, who with her boy friend killed in the explosion, hung around in ghost form until they nailed the culprit and prevented a second explosion. *Lights Out*, ever fantastic, has always had a convincing air about it. Not this time.

Headlines on WOR is a variation of straight news-casting and dramatization. While the session manages to pile a good deal of news into 15 minutes, it suffers from a rather self-conscious attempt to be different. Reading of headlines at the opening is considerably handicapped by a Morse key clicking for sound effects which are actually an irritant. Fortunately, however, it's not used thruout the show. After the headline stint the highlights of the day are sketchily dramatized by having impersonators read speeches. Quality is adequate. Show was built by Ben Rocke and produced by Ernst Chappell.

Mrs. Balk at AFM Disc License Plan

NEW YORK, Feb. 12.—American Federation of Musicians in its campaign to license recording and electrical transcription firms will adopt a method similar to its policy in granting agents' licenses, that is, only responsible companies will be taken into the fold. AFM expects this to cause opposition from equipment and supply firms selling material to recording and e. t. outfits, inasmuch as equipment firms will lose business in the event some recording and e. t. people fail to get the AFM blessing.

On the basis of the AFM's success with the Independent Radio Network Affiliates, Federation is confident of the final outcome. Negotiations with the independent stations will follow settlement of recording and e. t. business.

Federation in tackling its different problems is proceeding cautiously and will meet every problem as it comes up. Matter of curbing off-the-air recordings, for instance, will probably be handled thru co-operation with the Federal Trade Commission, according to AFM headquarters. No date set however for definite action on this.

WHO's Facsimile

DES MOINES, Ia., Feb. 12.—Facsimile broadcasting is being tested by WHO, which is broadcasting *WHO Radio-Photo News* from midnight to 1 a.m. each night. Central Broadcasting Company is to install 50 receivers thru the Midwest for test purposes as fast as they are made.

Programs are all sustainers, as the Federal Communications Commission has not as yet given the nod for advertising. Receivers are being made by the W. G. H. Finch labs, which are furnishing equipment for similar experiments at WOR, Newark, N. J.

P. & G. Test Wife Saver

NEW YORK, Feb. 12.—Deal was set this week whereby the Wife Saver, Allen Prescott's radio act, will be tested by Procter & Gamble. For the tests a limited number of stations will be used, each getting transcriptions. Pedlar & Ryan agency set the deal thru James Stirton, of the James L. Saphier office.

DES MOINES, Ia., Feb. 12.—Bill Spargrove, KSO and KRNT announcer, joined NBC in New York City this week.

G U S	AVAILABLE FOR	V A N
	STAGE, SCREEN	
	OR	
	RADIO	
	address	
	Care GOLDIE & GUMM,	
	1540 Broadway, N. Y.	

Talking Shop

By JERRY FRANKEN

Herring

Senator Clyde Herring, of Iowa, sounded off last week and contributed his minimum to the constantly boiling pot on anti-radio sounding offs, although far be it to suggest that the legislator contributed a pot boiler. The senator upped and boffed Boris Karloff, Charlie McCarthy and the harried Chase & Sanborn division of Standard Brands for the Edgar Allan Poe dramatization on the C. & S. broadcast January 30. The senator said the dramatization on this children's program (sic) of Poe's poem (sic), *Evil Eye* (sic), was, in his opinion, a stinker. Chase & Sanborn, it seems in Washington, want to sell coffee to kids. The Poe story (not poem) was *The Telltale Heart*.

It seems safe to say that the sounding-off gabbers will always be with radio whether justified or no. *The Billboard* recently made a survey of kid shows which proved emphatically that the attacks on these programs are not only unwarranted but a lot of oat mash. It might be worth while to blast against some of the newspaper comic strips that have Dick Tracy waltzing around with machine guns and stuff, but who'd print that.

Senator, how about taking a deep breath?

No Complaint, But

Al Simon, of WHN, writes that while he is not complaining about the New York station publicity chart published in *The Billboard*, he'd like to point out that "All stations lost in total station breaks. All stations lost in highlight mentions. But WHN led all New York stations in gains over last year in actual station mentions."

"WHN received 130 breaks more than last year. The next nearest station was WNEW with 109, and WOR followed with 105."

"Other stations showed losses in column breaks, WMCA losing 36; WJZ, 807; WABC, 817, and WFAF falling off with 1,424."

EDITORS JUDGE

(Continued from page 7)

favor, and looks as tho it works. This is the service started by Ken Lyons, shifting to Irving Mansfield and now in Lehrer's hands. Lehrer's name does not appear on the release.

Copy vs. Copy

In the battle for space, the networks, as has been shown, have a clear edge in editors' preferences. But the results in this question spring a surprise in that the stations, unmercifully razzed by the editors, got more comment than the agencies in the best copy division. Stations ran a bum third to the press agents, who dawdled sadly after the networks. In analyzing the reasons the editors favored the networks, the complete news coverage of the networks, embracing practically all programs—except a portion of the sustaining shows—was a dominant factor. In the breakdown, Section B of Question 13, the difference in the network tally is accountable to the editors in many cases not giving reasons for their selection.

Press-Radio

A Niagara of talk and type has been spilled in the past year over newspaper ownership of newspaper stations—is it good or bad? A by-product has been whether newspapers with radio stations, either owned in full, in part or affiliated, give adequate representation to other stations in the same city. The results in this division are not offered for projections for the entire country, but the vote should supply a good index. Of the newspapers polled, 55 were affiliated, but only 12 wrote under wraps. Of these 12 almost half, five, could give limited

One for Wayne Randall

NEW YORK, Feb. 12.—Mary Little, radio editor of *The Des Moines (Ia.) Register and Tribune*, opined that "NBC seems to place stress on the Red chain shows and our major publicity problem is taking care of Blue stations."

Matter is herewith referred to Wayne Randall, NBC press head.

Needs More Copy

NEW YORK, Feb. 12.—Harry LaFerte, *The Tulsa (Okla.) Morning World*, figures "It may interest radio officials to know they are getting only 10 per cent of space we could give them if we received better material. Virtually only radio features I use are supplied by AP and CP, etc."

This will probably start a deluge, to LaFerte's sorrow.

space to opposition stations. Another important conclusion is that of 149 newspapers 55 had radio affiliations of varying degrees.

In connection with the use of pictures, a list published in this issue shows 116 editors using pictures. Wherever the editors indicated their preference as to type of art and mechanical requirements—mats, etc.—this, too, is shown.

NBC vs. CBS

Probably the most unusual result of the survey is the answer to Question No. 5, relative to the merits of the networks. When the early returns were coming in CBS established a lead, but the final count has the two chains at a complete stalemate, with 36 editors voting for each. Mutual, which got one vote, operates on a different system than either CBS or NBC. MBS has its press department co-ordinator, Lester Gottlieb, in New York, write its releases, but they are not mailed under the Mutual banner. Instead, the releases are mailed to the various Mutual stations, there to be released under the individual station's call letters. NBC and CBS, in New York, Chicago and Hollywood, clear and mail copy for all stations in the respective geographic territories, but the editor gets them under the network symbol, not individual call letters.

The interpretation of Question No. 14 is not to rank the press departments in the order of this tally. Instead, the score of each chain should be applied only to itself, since the number of re-

AP Closer to Change in Radio Policy; Action Seen Due Soon

NEW YORK, Feb. 12.—A report that the Associated Press had sounded out member papers' reaction to a new practice allowing the sale of news to radio stations was denied by Lloyd Stratton, AP exec, who declared the plan "impossible at this time" because of the AP set-up, which prohibits the sale of news to stations. Rumor was that AP had been checking with dailies to see how many wanted to edit AP's wire news for sale to local stations that, in turn, might sell to sponsors or else sustaining. Dailies owning radio stations or with affiliations were considered the most likely group to warm to the idea. These stations can now use this news on a sustaining basis only.

While denying that papers were being queried, Stratton said that any such

change of policy would have to be decided upon by the board of directors, who meet in April. He refused, however, to state whether there was any possibility of this matter being studied by the AP board.

It has been understood in newspaper circles that AP has been nursing a headache over the free plugs given Hearst's International News Service and Scripps-Howard United Press thru credit lines over the air, but because of the AP structure it could not sell its news for sponsoring. While AP prefers to publicly hush-hush the mere thought of a contemplated change, several factors are seen as indications of the possibility of a change in the AP set-up. The resignation of Frank B. Noyes, president for 38 years; the building of the Associated Press edifice at Radio City and the fear of loss of prestige to competitors thru constant air mentions are seen as factors which may cause a change of heart on AP's part. Another news organization reports that it had had the opportunity to have its name adorn a Radio City building but declined, fearing newspapers would view it as a "sell-out" to radio.

quests for special information cannot be applied as an all-network quotient. NBC, by virtue of its two chains, was due to record a greater number of special info requests. The figures which may be compared are the answers recording bad action on requests. The 11 for Mutual apply to stations, not the New York, Chicago or Coast headquarters, and are closely related to the general local station situation in Question No. 4.

Relationships

With the exception of the three leading program-supplying cities, New York, Hollywood and Chicago, it is apparent that the networks make no especial efforts to personalize editor relationships. In the answer to Question No. 19, personal visits applied, with one or two exceptions, to trips made by the editors. One exception was the annual jaunt taken along the Pacific slope by Harry Elliott, CBS press head in San Francisco.

The Editors Say...

Below are a few quotations from some of the editors participating in *The Billboard* Radio Editor-Press Department Survey.

"Once a week NBC sends out several mats and a whole page of copy (size 16" by 23"), which it expects radio editors to clip and paste up. The sheets contain interesting news, but the features they offer are far too long. They ought to be more personal stuff and should inclose glossies, instead of asking, 'Send for pictures: Mats or glossy prints of the photographs will be sent to any editor on request. Please inclose tear sheet of your radio page and address, etc.' We are not asking special favors, but, considering we have helped radio, the least that could be done us is to give radio editors some consideration in the matter of the little time they have at hand and other work they have to do. CBS sends no copy whatsoever that is publishable. . . ."

No Clips, No Pay

One editor commented, in voting press agents as submitting the best copy, that they had to or else. He pointed out that if the press agents failed to deliver clips, they failed also to eat.

Page Lloyd Thomas

Another editor commented that WROK, independent station in Rockford, Ill., has a very adequate and satisfactory press department. Lloyd Thomas, station manager, is known in the industry as one of the best execs in the trade.

About WLW

WLW, Cincinnati, came in for an even amount of praise and panning. One strong rap, however, came from Lehman Otis, *The Columbus (O.) Citizen*, who said, "Requests for material on special artists have gone ignored for months. Altho their service carries a request that you write for and ask for prints instead of mats, no attention is paid to you—I still get mats in spite of several requests for prints. Program stuff reaches me too late for use much of the time. . . ."

Embarrassing Moment

Another editor, in a Southern city, explained that for some time he fought for radio space in his paper and finally got it, the only one of three papers in his city to cover radio editorially. Then an afternoon competitor got an eight-page special advertising section from a receiving set manufacturer and the editor almost lost radio in his own daily.

Style

Several editors expressed the belief that few press execs could tell, outside of New York, Chi and Hollywood, what type of column editors in smaller cities conducted.

Barrier?

"CBS specializes in human relations as well as press relations," says Jo Ranson, of *The Brooklyn (N. Y.) Daily Eagle*. I don't get that . . . at NBC. There's a barrier there which makes the stuff seem awfully cold."

Kind Words

Charles J. Gilchrest, of *The Chicago (Ill.) Daily News*, "Congratulations on raising a pertinent set of questions."

Sponsor Forces WIP To Sign With NAPA

PHILADELPHIA, Feb. 12.—WIP signed a contract with the National Association of Performing Artists last Wednesday (9) for the right to air records—making it the third station to bow to NAPA's demands here. WDAS and WPEN are the other stations with NAPA permits.

WIP license allows six hours per week of wax broadcasts at a fee of \$500 per year. Station came to terms with NAPA after insistent demands from P. B. White Tailors, sponsor of *For Men Only*, who said their program had lost its punch due to the dropping of records. The station had been using transcriptions since NAPA made its "sign-up-or-else" threat.

Meanwhile all three stations licensed by NAPA are waiting for RCA-Victor's move in the record fight. It has been reported that the disc manufacturer is getting set to crack down on NAPA and grant licenses to stations on its own hook.

Herbert Speiser, counsel for NAPA, is undismayed by this threat and declared his intention to push his licensing fight further by starting suit next week in Common Pleas Court here against firms operating coin-recording machines. The suit will be pressed against the distributor and the operator of the place in which the machine is placed.

Talent List Changes Policy; Staff Shifts

NEW YORK, Feb. 12.—Several changes of policy have been slated for *National Radio Register*, monthly talent directory. Expansion moves include locating branch offices in other cities and acceptance of all types of advertising. Up to this time, ads were limited to seven-line insertions.

Doris Sharp and Sylvia Lowey continue to supervise the directory division but parent firm is now using National Radio Registry, Ltd., as title.

Lou Frankel handling publicity and promotion.

WTJS Shuffles Staff

JACKSON, Tenn., Feb. 12.—Several shifts of staff at WTJS, *Jackson Sun's* outlet, have been made and David Banks is now chief announcer and studio director. Banks had been production and publicity man and will continue his publicity duties. He is also radio editor of *The Sun*. Bill Reeves, newcomer, is on the announcing and continuity staff. A. B. Robinson is station manager.

Another CIO Boycott?

PHILADELPHIA, Feb. 12.—CIO Council, with its recent victory over Boake Carter, is reported getting ready to crack down on Charlie Benford, WFIL's new news commentator, over his alleged recent anti-labor blasts. Council officials threaten a boycott of the station unless Benford cease his derogatory remarks against CIO unions.

OUT-OF-TOWN OPENINGS
"Murder in the Cathedral"

SHUBERT THEATER
 (Boston)

A two-act three-scene drama by T. S. Eliot. Directed by E. Martin Browne. Scene designed by Andre Bicat. Presented by Gilbert Miller and Ashley Dukes at the Shubert Theater, beginning January 31.

Cast: Robert Speaight, Harold Scott, Denis Carey, Raymond Guyler, Sidney Warne, David Gill, Russell Napier, Denis Green, Norman Chidgey, E. Martin Browne, Phoebe Waterfield, Marjorie Anderson, Nina Evans, Valerie Hall, Joy Harrington, Pamela Kelly, Janet Lewis, Lois Miller and Henzie Raeburn.

This poetical dramatic piece debuted in Boston with the original company that played 600 performances in England. America saw it in a different production when the Federal Theater backed it some time ago.

Centering about the conscious desire of power after death that Thomas a Becket, Archbishop of Canterbury (played by Speaight), sees in martyrdom, the English company did a commendable job with this quite wearily paced historical document. It's a thumbs-down proposition on making money when the playgoer considers the competition now on Broadway.

The entire piece is lifted out of its doldrums when, most unexpectedly, comedy, somewhat burlesque-like, enters as four tempters and knights (Napier, Green, Chidgey and Browne) smacko with their argument for slaying the Church's almighty mortal god, now successfully immortal.

The single set assumes varied proportions thru the deft handling of lights, and the chanting dialog of progress by the nine Women of Canterbury cues each bit of action for the audience. Business was light for the week, with those going chiefly to get their curiosity appeased.

Local reviewers labeled it sheer poetic value. But it's the b-o. value that counts, and it is dubious if the piece will stay for long. *Sidney J. Paine.*

"June Night"

(ERLANGER THEATER)
 Philadelphia

A new comedy in three acts by Kenyon Nicholson. Directed by Mr. Nicholson and Louis M. Simon, with sets by Raymond Sovey. One week, beginning Monday evening, January 31.

Presented by Robert Rockmore with cast of 33, including Barbara Brown, Anthony Dwyer, Doris Donaldson, Sylvia Weld, Ray Parker, John Prescott and Marie Hunt.

Kenyon Nicholson's latest brainchild (the same brain that gave out *The Barker and Sailor, Beware!*) is decidedly not up to his snuff. To the Erlanger Theater prior to the Broadway unveiling Producer Rockmore brought a talented cast of 30 young actors and actresses, a fairly well directed production and lots of play—mostly bad.

The play has loads of possibilities, but the writer just about missed hitting the ball on the nose every time a pitch came over the plate. Before the final curtain came down the audience had witnessed sex, stray cases of infidelity, manslaughter, love in its rawest state—but in each change of emotion the cash customers knew just what was going to happen next. Everything was that obvious. The people down front were two steps—if not a dozen—ahead of the playwright.

The locale is a roadside dance pavilion on the Lambertville-New Hope road. To Mr. and Mrs. Ganz's hall one Saturday night come the young rustics of the county for a night of soda pop and—you guessed it—The Big Apple. Jewel Hendricks and Roy Titus (the villain) announce their engagement. She is lovely but poor; he is the scion of Hunterdon County's richest family. Jewel is really in love with Hobie Morgan, who has been in the reformatory for two years, still believing that Jewel was faithful to him and waiting on the outside.

But Jewel succumbs to a nagging sister-in-law and the blandishments of that rich Titus fellow, who takes her to the movies and on auto rides. Then Hobie returns on probation. He is restrained from getting even on Titus, who was instrumental in sending him to jail. A tearful scene between the young lovers, in which Jewel tells him she is promised to another, ends with her seeking to make amends by surrendering

New Plays on Broadway

Reviewed by Eugene Burr

FULTON

Beginning Saturday Evening, January 29, 1938

JOURNEYMAN

A dramatization by Alfred Hayes and Leon Alexander of Erskine Caldwell's novel. Directed by Erskine Caldwell and J. Edward Shugrue. Settings designed by Nat Karson, constructed by Henry L. Abbott & Company and painted by William Carbone. Presented by Sam Byrd.

Clay Horey.....Raymond Van Sickle
 Dene Horey.....Eugenia Rawls
 Semon Dye.....Will Geer
 Sugar.....Helen Carter
 Tom Rhodes.....Charles Kennedy
 Lorene.....Ruth Abbott
 Hardy.....Frank Wilson
 Vearl.....Tommy Baker
 Ralph.....George Oliver Taylor
 Pete.....John O'Shaughnessy
 Jack.....David Clarke
 Fanny's Little Girl.....Shirley Poirier

People in the Revival Scene: Herta Ware, Helen Dortch, Lily Winton, Mossette Butler, Agnes Ives, Frank Phillips, Dorothy Brackett, Charles Gordon, Emerin Campbell.

Action of Play Takes Place in Rocky Comfort, Ga. Time: The Present.

ACT I—Scene 1: Clay Horey's Farm—Friday Afternoon. Scene 2: Same—Early Evening—Friday. ACT II—Same—Early Saturday Morning. ACT III—Scene 1: Rocky Comfort Schoolhouse—Sunday Evening. Scene 2: Clay Horey's Farm—Early Monday Morning.

Another item in the dramatic erotica of the American provinces landed loudly on the Fulton Theater stage a week ago last Saturday night and remained there, inert but noisy, thru three long acts. It is a dramatization by Alfred Hayes and Leon Alexander of Erskine Caldwell's novel, *Journeyman*, directed by Caldwell and J. Edward Shugrue, and presented by Sam Byrd, an actor in the not entirely dissimilar *Of Mice and Men*. It's about an itinerant journeyman preacher (a lay preacher he called himself, with what the audience took to be double meaning) as he encounters the higher class neighbors of *Tobacco Road*.

It was Mr. Caldwell who wrote that saga of the Lesters now rivaling both *Abie's Irish Rose* and the Christian era in the run that it is enjoying at the Forrest Theater. When *Tobacco Road* opened, back in those pre-historic days when 45th street was a cowpath and Billy Rose was way uptown, I indicated that as a play it left plenty to be desired, but that, as a description of strange and terrifying conditions prevailing in certain quarters of what are still referred to as the United States, it was an absorbing and interesting study. As much can hardly be said for this latest piece to be hewn from a Caldwell masterwork. For one thing, *Journeyman* covers territory at least partly traversed previously by its stable mate—and such ground can be effectively covered only once. One play can show what it's like; there is no place for a second, unless it possesses dramatic values aside from its material. *Journeyman* doesn't possess them.

For another thing, it, unlike *Tobacco Road*, confines itself to a single character, thus destroying any widespread social investigation. *Tobacco Road* was, of course, dominated by Jeeter—but *Journeyman* has no interest or life except that inherent in the preacher. For still another thing, *Journeyman* seeks to point many of its situations for comedy—a disastrous course of procedure, since conditions as unsavory, disgusting and repulsive as those it describes are hardly conducive to carefree fun.

The tale is of the preacher as he comes on a Friday to a homestead one step higher in the social scale than that of *Tobacco Road*, since its owner can at least afford to hire Negroes to do his work. The preacher gazes with ill-con-

her virtue to Hobie in a grove behind the pavilion. Then in the play's final scene—and the only dramatic one—Hobie, taunted by Roy, knocks him down. Roy's head strikes an automobile fender and he is killed. The play ends with Hobie in handcuffs and again in the toils of the law.

The first four scenes are but preliminaries to the wind-up of the last act and could be dispensed with. Sylvia Weld, as Jewel; Ray Parker, as Hobie; Chester Stratton, as Titus, and others play well. In fact, that's the trouble—too much acting and not enough play. *Si Shaltz.*

cealed longing at the farmer's 16-year-old wife and gains her confidence by the simple method of softly rubbing her rounded buttocks, a procedure of which her husband somewhat vehemently disapproves. The preacher tries the same method on the comely colored maid with somewhat less success, but nonetheless, a little later in the evening he takes her into the parlor of the farmhouse, and shoots her colored lover when that one objects.

A previous wife of the farmer—whose marital relationships have a casual air—returns from streetwalking in Florida, and the preacher makes passes at her too. He wins all the farmer's goods, including the latest wife, in a crap game, preaches an old-fashioned revival meeting on Sunday and on Monday morning is gone, with the farmer's two disappointed wives standing bags in hand on the front porch, gazing wistfully in the general direction he has taken.

A nice cast, led by Will Geer, plays it to the hilt, but, as the synopsis indicates, it's no use. Mr. Geer creates a detailed, lusty, vigorous and effective characterization in the title role and does a terrific job in the revival scene, which becomes an acting tour de force. Raymond Van Sickle is excellent as the farmer, Eugenia Rawls brings a sort of incoherent pathos to the new young wife, Ruth Abbott is sufficiently hard-boiled as the previous spouse, and Frank Wilson, one of the greatest actors in the world, is wasted on a bit part.

Tobacco Road could and did pass as an interesting representation of amazing and dreadful facts; *Journeyman*, because of its preoccupation with an individual and its insistently attempted comedy, seems nothing but filth for filth's sake. The theater can do without it—and, as a matter of fact, it seems safe to say that the theater is undoubtedly going to do without it after the next few days.

VANDERBILT

Beginning Saturday Evening, February 5, 1938

THE BRIDAL CROWN

A play by August Strindberg, in a version based on the translation by Edwin Bjorkman. Directed by Andrius Jilinsky. Scenery by Eugene Dunkel. Incidental music composed by Michael Zadora. Presented by the Experimental Theater, Inc., in behalf of the New York Players.

The Mother of Kersti.....Anne Gerlette
 Kersti.....Aurora Bonney
 Mats.....Dehner Forkum
 Midwife.....Aletta Stever
 The Grandfather of Mats.....Richard Kronold
 The Grandmother of Mats.....Jane MacDwyer
 The Father of Mats.....Wesley Towner
 The Mother of Mats.....Sylvia Blumberg
 Sisters of Mats:

Brita.....Marion Rahill
 Anna.....Elizabeth Edwards
 Lit-Karen.....Rosaling Carter
 Lit-Mats, Small Brother of Mats, Mildred Loscht
 Stig Matsson, the Sheriff.....Sey Brockner
 The Verger, Kersti's Grandfather.....Willard Duckworth
 The Soldier, Kersti's Father.....Alexander McLaughlin

The Bridesmaids.....Edith Charles,
 Lillian Walden, Jeanne Fagen, Adela Engel
 The Servants.....Leafie Wilbur, Anne Martin,
 Masha Pankevich, Karen Johnston
 The Pastor.....Nikita Soussanin
 Mats' Relatives.....Lee Kressel, Ralph Norton,
 Harold Reifer, Leah Margulies, May Bolhower
 Kersti's Relatives.....Ralph Portnow,
 David Slayton, Anita Haas, Marth Matney,
 Henry Shereshefsky

The Wanderer.....Alexander Bassett
 The Guard.....Arthur H. Menkin
 The Headsman.....Lee Kressel
 The Voice of the Water Spirit.....Raymond Brown
 The Voice of the Child in White.....Karen Johnston
 The Voice of the Mocker.....Mildred Loscht
 Scene 1: A Forest Near the Pasture. Scene 2: The Mill. Scene 3: Kersti's House Before the Wedding. Scene 4: The Mill After the Wedding. Scene 5: The Church Courtyard. Scene 6: The Ice on the Lake.

The Experimental Theater, an organization headed by a somewhat mixed triumvirate composed of Peggy Fears, Nathan Zatkun and a gentleman named Felix Rolo, started last Saturday night to provide a Broadway home for deserving amateur acting groups. First tenant of this dramatic version of the Mills Hotel was a troupe called the New York Players, appearing in what was somewhat grandiloquently billed as the Jilinsky production of Strindberg's *The Bridal Crown*. Just to make sure that there could be no misapprehension as to the importance of either Strindberg or Jilinsky, review tickets were accompanied by a lengthy

mimeographed set of program notes which turned out to be even longer than the run of the play. For when I went to the Vanderbilt, scene of the debacle, on Monday night I was greeted only by a forlorn little group of amateurs standing in the lobby who, trying bravely to be gay, informed me that the play had closed after its opening performance.

Being thus barred from any first-hand view of the production, I am forced, willy-nilly, to fall back upon the estimates of the daily reviewers, gentlemen who have been somewhat starved recently in these columns. They inform me via the public prints that *The Bridal Crown* is a bad play, heavy with turgid symbolism, muddied with brackish emotional spilt, difficult even for a professional company—which, they say, probably explains why the New York Players gave it its first local production, despite the reverence that centers around Strindberg's name. They further claim that the direction of Jilinsky (the first name, for the records, is Andrius) seems aimed at creating stage pictures and forcing unwilling amateurs to overact and overaccentuate embarrassingly—the consensus indicating, it seems to me, that Comrade Jilinsky would do better to desert Strindberg and take up the direction of the living pictures in the circus.

As for the earnest amateurs gathered from shops and homes and factories and trained for three years (according to the program notes) in the intricacies of Jilinsky-conceived Strindberg, they were, the deponents claim, just that—earnest amateurs.

The play itself—as far as can be gathered from the typically inadequate synopses given by the reviewers and the dim memory of enforced reading at college, concerns a pair of youngsters in that section of Sweden that is both puritanically moralistic and aboriginally superstitious—a pair of qualities that go together more frequently than you'd at first suspect. Their families are feuding, but the youngsters have a baby and then a great deal of remorse. They marry themselves in a simple ceremony in the forest, the baby is killed in a manner not sufficiently clear in the reviews, and the lass has some tough moments centering around the traditional silver bridal crown that may be worn only by a virgin. It is my impression that she throws both the crown and herself into the millstream, but I'm not sure. I can't make out from the reviews, and I don't even pretend to have been present thruout the premiere.

A Broadway legend has it that at one of the New York Players' dress rehearsals Miss Fears, Miss Libby Holman and another be-minked and bejeweled lady sat in the dark orchestra and wept copious tears at the soul-stirring sorrow depicted upon the stage. It is a scene almost as sad as that of the white-faced and determinedly gay little amateurs in the lobby of the Vanderbilt Monday night, telling all comers that their Great Broadway Chance had collapsed upon their inexperienced heads.

MARTIN BECK

Beginning Tuesday Evening, February 8, 1938

HOW TO GET TOUGH ABOUT IT

A play by Robert Ardrey, featuring Katherine Locke. Staged by Guthrie McClintic. Settings designed by Norris Houghton, built by T. B. McDonald Construction Company and painted by Studio Alliance, Inc. Presented by Guthrie McClintic.

Joe.....Karl Malden
 Mannheim.....Hans Hamsa
 Vergez.....Jose Ferrer
 Billy Boy.....Millard Mitchell
 Mrs. Clugg.....Connie Gilchrist
 Peschino.....Jack Riggo
 Clugg.....Ralph Riggs
 Dan Grimshaw.....Myron McCormick
 Kitty.....Katherine Locke
 Dokey.....George J. Lewis
 Susie.....Ruth March
 Matt Grogan.....Kent Smith
 Eldridge.....George Nash
 Powers.....Fred Howard

ACT I—Scene 1: An Early Spring Evening in the Back Room at Mrs. Clugg's Cafe. Scene 2: Several Months Later, a Sunday Morning in Kitty's Room. Scene 3: The Cafe Again, a Couple of Months Later. ACT II—Scene 1: Dan's Houseboat on the River, Two Weeks Later, Just Before Noon. Scene 2: The Same, Later That Afternoon. ACT III—Dan's Houseboat Again, Late That Night.

The Action of the Play Takes Place in an Industrial District on Lower Lake Michigan.

It may as well be said at the start that there is much more to like than to dislike in Robert Ardrey's resoundingly titled *How to Get Tough About It*, which Guthrie McClintic presented Tuesday night at the Martin Beck Theater. There is so much to like, as a matter of fact, that I for one got quite

sore that the drama failed to reach the perfection it continually fringed. Even as it stands I'd vote in the affirmative.

Mr. Ardrey is the young gentleman who, a couple of seasons back, wrote the potentially hilarious farce called *Star-Spangled* which was cruelly mangled by Arthur Hopkins' direction—or, rather, lack of it. There were faults in *Star-Spangled*—structural faults that crop up again in *How To Get Tough About It*—but Mr. Ardrey seems to be on his way. He has real talent, and some day it's going to break thru into the wide realms of his own present potentialities. Maybe it will in *Casey Jones*, another of his scripts, now in rehearsal for the Group Theater.

How To Get Tough About It is, in theme, the problem of the insistent idealist in a mechanized and hard-boiled world; and it's Mr. Ardrey's thought that he must, if he wants to cleave to his ideals, meet the world on its own terms, speaking the only language it can understand, maintaining the tender stuff of idealism within the spiked iron corselet of a hard hide, protected by the sledge-hammer blows of ruthless action. It's a grand idea; and, to support it, Mr. Ardrey has occasionally indulged in some very fine writing—pungent, colorful, effective, hitting with true imagination directly to the heart of a problem, making a whole situation or character or thought shine clear in the bright illumination of a single sentence. Also, he has created several characters that stand foursquare on their own feet even tho, thru the exigencies of his idea, they must also appear somewhat as symbols. That, I submit, is an achievement.

But he has also created, to typify his idealists, an unbelievable modern Galahad and a cheap and sleazy little strumpet who cannot, despite the tenderness and sympathy and special pleading he lavishes upon her, become anything but a cheap and sleazy little strumpet—except perhaps in the author's mind. He has also done a great deal of writing that completely misses the mark: he has sidetracked himself and his auditors into wandering emotional discussions that hold up both his idea and his play; and he has still to learn structure in playmaking. There you have the balance of qualities; they swing heavily in favor of the good. I think—but they might have swung overwhelmingly, if there had been proper revision of the play before its production.

Dan Grimshaw, the Galahadian youth is, I'm perfectly aware, not at all unbelievable in real life—there are plenty like him, as I know from somewhat painful experience. But on the stage he simply doesn't ring true, to all of the thousands of us who happen to prefer Launcelot. Anyhow, Dan is the scion of a famous boat-building family, a bit down on his luck, living in a houseboat on Lake Michigan, and frequenting a cafe also frequented by the workers of a cement company. Kitty, the cafe waitress, ran away from home in Iowa because of her own ideals, is impregnable to the amorous assaults of cement-company Romeos, and finally falls for Matt Grogan, a grifter whose philosophy is a beautiful summation and reduction to logical conclusion of the entire modern world—get what you want in whatever way you can. He gets what he wants from Kitty, and then leaves her, telling her she'd better learn how to get tough.

Dan, who inexplicably loves her with the pure, sweet love of the Lily-Hearted Knight, gets her fired when he knocks down a guy who attacks her. The cement company boys go out on strike, Kitty can't find work, and finally she comes to live with Danny on his houseboat. But in the nicest possible way—a situation dictated by Danny rather than Kitty. She, still harboring dreams of the splendid thighs of Matt Grogan, sees Danny as the idealist he is, likes him tremendously for it, and is quite willing to live with him. It is, I think, a typically feminine attitude, and for that Mr. Ardrey is to be complimented. But, being feminine, it is the attitude of a strumpet rather than an idealist, and as such it does nothing to help the general idea of the play.

Danny, in order to support her, scabs on his friends the cement workers, tho Kitty urges him not to. And when Matt Grogan returns as a double-dealing strike leader, she goes off with him, ostensibly so that Danny won't hate her when he thinks of what he's done to his friends and his ideals because of her, but primarily, I suspect, because of her yen for Matt. In any case, she turns tough and reveals Matt's double dealings to the strikers; Danny turns tough, beating Matt at his own game, both putting Matt's own teachings to use, and the day

is saved for idealism and love—altho frankly I can't believe Kitty capable of either. There are also some very pungent remarks concerning privates and generals in the wars of both industry and armaments.

The cast is generally excellent, with Kent Smith, as Matt, and Millard Mitchell, as one of the workers, walking off with the evening. Smith's characterization is racy, authentic and vastly effective, bringing out the essential character and philosophy of the man; the whole point of the play depends on him, and he comes thru nobly. Mitchell, in a fat part, offers as usual an honest, knowing and excellent performance. Myron McCormick plays Danny about as well as Danny could be played; Ralph Riggs overaccentuates a character role; Connie Gilchrist scores splendidly in a character bit, and Katherine Locke, who came to fame last season in *Having Wonderful Time*, fails rather woefully, I think, to bring out the potentialities of Kitty. Miss Locke, seemingly trying to build a performance aped sedulously after that on which she won her fame, fails to clarify Kitty's emotional muddle, fails to make her stand for what Mr. Ardrey obviously wanted her to, and even fails consistently to accent her lines for greatest or even adequate meaning and effect.

With all its faults, tho, *How To Get Tough About It* is worth seeing. A greedy fellow, I only wish that it were the play it might have been. Some day Mr. Ardrey's going to write that play.

HENRY MILLER'S

Beginning Friday Evening, February 4, 1938

OUR TOWN

A play by Thornton Wilder, featuring Frank Craven. Direction and production by Jed Harris. Technical direction by Raymond Sovey. Costumes designed by Helene Pons and executed by Helene Pons Studio. Music arranged and organ played by Bernice Richmond. Presented by Jed Harris.

Stage Manager.....Frank Craven
 Dr. Gibbs.....Jay Fassett
 Joe Crowell.....Raymond Roe
 Howie Newsome.....Tom Fadden
 Mrs. Gibbs.....Evelyn Varden
 Mrs. Webb.....Helen Carew
 George Gibbs.....John Craven
 Rebecca Gibbs.....Marilyn Erskine
 Wally Webb.....Charles Wiley Jr.
 Emily Webb.....Martha Scott
 Professor Willard.....Arthur Allen
 Mr. Webb.....Thomas W. Ross
 Woman in the Balcony.....Carrie Weller
 Man in the Auditorium.....Walter O. Hill
 Lady in the Box.....Aline McDermott
 Simon Stimson.....Philip Coolidge
 Mrs. Soames.....Doro Merande
 Constable Warren.....E. Irving Locke
 Si Crowell.....Billy Redfield
 Baseball Players.....Alfred Ryder
 William Roehrick, Thomas Coley
 Sam Craig.....Francis C. Cleveland
 Joe Stoddard.....William Wadsworth
 Assistant Stage Managers.....Thomas Morgan,
 Alfred Ryder, William Roehrick, Thomas Coley

PEOPLE OF THE TOWN: Carrie Weller, Alice Donaldson, Walter O. Hill, Arthur Allen, Charles Melody, Katharine Raht, Mary Elizabeth Forbes, Dorothy Nolan, Jean Platt, Barbara Brown, Alda Stanley, Barbara Burton, Lyn Swann, Dorothy Ryan, Shirley Osborn, Emily Boileau, Ann Weston, Leon Rose, John Irving Finn, Van Shem, Charles Walters, William Short, Frank Howell, Max Beck, James Malaid.

The Entire Play Takes Place in Grover Corners, N. H.

Thornton Wilder, a literary stuffed shirt of the 1920s, has seen fit to turn his attention to the theater, and Jed Harris, a theater man, has somewhat less explicitly seen fit to bring the result to Broadway. Called *Our Town* and opened by Mr. Harris at Henry Miller's Theater last Friday night, it is a large slab of mannered, self-conscious and ridiculously pretentious claptrap.

As a play it is rather hard to describe, since it's much less a play than a production—but at any rate it makes nauseatingly clear that Mr. Wilder feels (audibly and interminably) that he has summarized American small-town life in the tiny compass of a single stage and a single evening. He thinks he has done this, so far as can be seen at the Miller, by telling the simple and treacle-filled story of a Booth-Tarkingtonian boy and an Elsie-Dinsmorish girl—how they lived together from childhood, loved, married and were parted by death—and by then eliminating the scenery. The time is made the turn of the century (thus allowing for an eveningful of sentimental nostalgia that has as much relation to a real American small town as a tube rose has to a stinkbomb). The story is told in the simplest and most hackneyed terms, thus allowing Mr. Wilder (in the person of a sort of combined emcee, stage manager, Greek chorus, utility man, corner-store gossip, roadside bore and auctorial speaking trumpet) to indulge in a long flow of description, comment and Eddie-Guest-

BROADWAY RUNS		
Performances to February 12, Inclusive.		
Dramatic		Opened Perf.
All That Glitters (Biltmore)	Jan. 19	30
Amphitryon 38 (Shubert)	Nov. 1	120
Bachelor Born (Morosco)	Jan. 25	23
Brather Rat (Ambassador)	Dec. 19/36	490
Doll's House, A (Broadhurst)	Dec. 27	56
Father Malachy's Miracle (St. James)	Nov. 17	102
Golden Boy (Belasco)	Nov. 4	116
How To Get Tough About It (Beck)	Feb. 8	7
Journeyman (Fulton)	Jan. 29	17
Many Mansions (44th St.)	Oct. 27	126
Mercury Theater Rep (National)	Nov. 11	112
Julius Caesar	Nov. 11	86
The Shoemaker's Holiday	Jan. 1	26
Of Mice and Men (Music Box)	Nov. 23	95
On Borrowed Time (Longacre)	Feb. 3	12
Our Town (Miller's)	Feb. 4	11
Room Service (Cort)	May 19	310
Shadow and Substance (Golden)	Jan. 26	22
Star-Wagon, The (Empire)	Feb. 29	158
Susan and God (Plymouth)	Oct. 7	148
Tobacco Road (Forrest)	Dec. 4/33	1788
Women, The (Barrimore)	Dec. 26/36	476
You Can't Take It With You (Booth)	Dec. 14/36	501
Musical Comedy		
Between the Devil (Imperial)	Dec. 22	62
Cradle Will Rock, The (Windsor)	Jan. 8	48
Hokey For What! (Winter Garden)	Dec. 1	86
I'd Rather Be Right (Alvin)	Nov. 2	119
Three Waltzes (Majestic)	Dec. 25	57

ish philosophizing that is as badly written as a Kiddie-Korner "poem," as illuminating as a jug of molasses and as valid a comment on life and love and death as the outpourings of a modern Laura Jean Libby in a pastoral mood. The scenery is only partially eliminated, leaving the bare bricks of the theater wall, a few actual props, a few imaginary props and a general mannered and ultra-Arty confusion, justifiable only as a surface-sensational method of trying to cover the glaring and overwhelming faults of the "play."

Thus Frank Craven (who, as the "stage manager," does his noble best to minimize the ill effects of Mr. Wilder's flat descriptions and pompously uttered platitudes) comes out on the curtainless stage at the start of things, leans against the proscenium arch and casually informs the customers that the bare Miller rostrum is really Grover Corners, N. H., in 1901. He describes the town in detail and then introduces the characters, who illustrate the daily life of the village in pantomime and speech. A couple of them tell the customers about the town and ask for questions—and some day someone besides the planted stooges will ask things, and then there should be fun. There are also a couple of trellises carried on to indicate houses, as a sop, Mr. Wilder says in effect, for those morons who simply insist on such outmoded gewgaws of dramatic childhood as scenery.

The first act, between the interminably flat descriptions and pretentiously sentimental generalizations put by Mr. Wilder into Mr. Craven's capable mouth, shows the Gibbises and the Webbs living next door to each other. It also shows Georgie Gibbs and Emily Webb in their respective rooms (they stand on a pair of stepladders, leaning on the top rung), gazing wistfully at the moon. Then Mr. Craven tells the customers they can go out for a smoke.

When they return they are treated to a picture of the wedding day of Georgie and Emily, four years later, interrupted by a flashback showing how they fell in love, with Mr. Craven conveniently stepping from his emcee job to act as a dispenser of imaginary soda water. Interrupted by the interminable comments from the author, the wedding takes place, with the bride and groom marching down the theater aisle and then running off again along it. That brings Mr. Craven with welcome news of another intermission. (Meanwhile he has also acted as officiating minister at the wedding.)

At the start of the third act a group of characters marches on and solemnly sits in chairs at the left of the stage, and we find out thru Mr. Craven (after a pretentiously "pretty" and appallingly trite description of a hilltop cemetery)

that they are the quiet dead, waiting in their graves for a newcomer. The newcomer is Emily; we watch her funeral and see her settle down among the dead, who are really by no means quiet, since they chatter incessantly about such stuff as "waiting calmly" for something or other never made clear; and we see Emily make the not very startling discovery that a return to the other life would only bring pain because—hold your breath—she'd have a tragic knowledge of everything that was going to happen. Then there's some more talk about calm waiting (I doubt that Mr. Wilder himself had any idea of what his dead were waiting for), and then Mr. Craven tells the customers to go home. It is excellent advice.

The "novelty" of no sets or props is no novelty at all, of course; it is as old as the drama, and it reached perhaps its greatest use in the Orient. New York has seen it frequently before, primarily in *The Yellow Jacket*, an Oriental extravaganza which introduced it legitimately. There is no possible reason for its introduction in *Our Town*—except Mr. Wilder's obvious inability to write a play in play form and the necessity for covering up with a mantle of spurious "novelty" the appalling weakness of writing, plot and thought.

And it isn't even used logically, since some props are there and some aren't. The characters eat imaginary food with imaginary forks from a real table; they stand with real umbrellas around an imaginary grave. Imaginary chickens make real noises from the wings; an imaginary train blows a real whistle. And the characters wear period costumes whereas, if the production had been motivated by intelligence, logic or even common sense, they would have worn dominos or, better still, appeared in the nude. This last, after all, is the unavoidable logical conclusion of the reasoning that dictates a bare stage.

But even aside from the silly and self-consciously "novel" production, the show at the Miller is trash. Aside from the fact that Mr. Wilder insistently claims that his gushing, nostalgic and carbon-copied boy-and-girl yarn is a complete representation of an American small town, the story itself is badly told. It offers every cliché that a literary hack could discover in his memory; it is sentimentalized in the manner of a sob sister; it is consistently interrupted by the phony philosophizings and chromo descriptions mentioned above; and the actual writing is, to put it mildly, undistinguished.

As for the pretentious and pompous self-importance that causes Mr. Wilder to claim that his play is truly a full representation of small-town life, it leaves me limp and gasping. At one point Mr. Craven wanders on with a
 (See NEW PLAYS on page 14)

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"Squadron of Honor"

(COLUMBIA)

Time, 55 minutes. No release date given. Screen play by Michael L. Simmons. Original story by Martin Mooney. Directed by C. C. Coleman Jr. Cast: Don Terry, Mary Russell, Thurston Hall, Arthur Loft, Robert Warwick, Marc Lawrence, Dick Curtis, George McKay, Eddie Fetherston, Edward LeSaint, Ivan Miller, Harry Strang, Jimmy Hollywood. Previewed at the Pantages, Hollywood.

Unfortunately this pic seems to aim at nothing and definitely does just that. Story unfolds around the so-called ideals of the American Legion, a convention, a murder and weak romantic efforts threading the yarn.

Pic was obviously rolled in an effort to stir up patriotic fervor in the audience. Outside of steady performances by Robert Warwick and Thurston Hall the cast is evidently at as much a loss as to what it's all about as the audience.

Climax finds the Legionnaires at the convention taking it upon themselves to hunt down the murderer in the piece. It is a climax built for flag waving, but which tapers into a rather ridiculous offering. Doubtless the Legionnaires themselves will not look on this pic with any degree of favor.

Dean Owen.

"Double Danger"

(RKO)

Time, 62 minutes. Release date, January 28. Screen play by Arthur Horman and J. Robert Bren, from a story by Arthur T. Horman. Directed by Lew Landers. Cast: Preston Foster, Whitney Bourne, Samuel S. Hinds, Donald Meek, Paul Guilfoyle, Cecil Kallaway, June Johnson, Arthur Lake and others. Reviewed at the Rialto, New York.

No excuse for this quickie. It's not entertaining, it's not building up any youngsters, it won't do the name value of its cast any good, and as double-feature filler it will merely spoil whatever pleasure the customers receive from the top film. Plot is very bad comedy-melo—about sophisticated jewel thieves masquerading as crime novelists and society girls. And a detective who knows who the thieves are but hasn't got the proof, so invites them to his house and baits them with imitation jewels. And about the girl and the man thief falling in love and going straight in the fade-out, with the detective looking the other way. It's been done before but never so slowly and boringly. Horman's hacky script, Landers' pathetically painful direction, inefficient photography and the husky Preston Foster trying to be a suave thief all helped.

Whitney Bourne is good as the female thief, and Donald Meek is a ray of light in a character bit as the testy Fifth avenue jeweler.

Otherwise let the footage be quickly converted into gun cotton or whatever they convert useless celluloid into.

Maurice Zolotow.

"Radio City Revels"

(RKO)

Time, 84 minutes. No release date given. Screen play by Matt Brooks, Anthony Veiller, Eddie Davis and Mortimer Offner. Story by Matt Brooks. Music and lyrics by Herb Magidson and Alie Wrubel. Directed by Ben Stoloff. Cast: Bob Burns, Jack Oakie, Kenny Baker, Ann Miller, Victor Moore, Milton Berle, Helen Broderick, Buster West, Jane Froman, Melissa Mason, Richard Lane, Marilyn Vernon, Hal Kemp and orchestra. Previewed at the Hillstreet Theater, Hollywood.

Radio City Revels is definitely b. o. and will carry an audience in any spot. It is a gay conglomeration of comedy

and music, spotted with romance, definitely entertainment that will prove a bull's-eye for ticket buyers.

The cast is tops and really carries the story forward at a brisk pace. Bob Burns wraps up his part with ease. Laughs for Jack Oakie and romance with Kenny Baker.

Outstanding is Ann Miller, who does a great job with her dances and carries her romantic part with ease. This gal is another notch up the ladder with this film.

Story is packed with humor. Concerns Burns, a hick who arrives in New York to finish a musical course. Teachers are a pair of phonies, Oakie and Milton Berle. In his sleep Burns rattles off hit tunes, which are lifted intact by Oakie and Berle. Oakie takes credit for the compositions and is finally caught up with by Helen Broderick. Ann Miller is Miss Broderick's sister. Complications set in because Miss Miller will not desert her older sister, who is her performing partner. Film builds to a hefty climax.

Tunes range from romantic *Good Night, Angel*, and *I'm Taking a Shine to You to Swingin' in the Corn*, a swinger. Other numbers are *Take a Tip From the Tulip* and *There's a New Moon Over the Mill*. *Speak Your Heart*, an unusual piece, sung by Jane Froman.

Buster West and Melissa Mason show plenty in their hoofing during the corn festival number, which blends into a wild rendition of the Big Apple.

The direction of Ben Stoloff is credited with giving the film a balance of comedy and romance that makes the piece easy to take.

Dean Owen.

"Cassidy of Bar 20"

(PARAMOUNT)

Time, 56 minutes. Release date not given. Screen play by Norman Houston. Original by Clarence E. Mulford. Directed by Lesley Selander. Cast: William Boyd, Frank Darien, Russell Hayden, Nora Lane, Robert Fiske, John Elliott, Margaret Marquis, Gertrude W. Hoffman, Carleton Young, Gordon Hart, Edward Cassidy. Previewed at the Stadium, Hollywood.

While this latest in the series featuring Hopalong Cassidy falls below the standard set by the previous pic, it will probably stir enough interest in the nabes and Saturday mat crowds to do business. William Boyd does as good job as he has in any of the other Cassidy films, but the story in this one doesn't give him much of an opportunity to do anything spectacular.

Story concerns the struggle for the rule of the range. Of course, Cassidy is on the right side of the fence and manages to bring the tale to a somewhat languid conclusion. As in the forerunners, the romance element is hinted. This time the gal is Nora Lane. Frank Darien carries the comedy again. Russell Hayden is cast again as Boyd's sidekick.

This ought to do for the kids and those who aren't particular about their brand of hoss operas.

Dean Owen.

"The Girl Was Young"

(GAUMONT)

Time, 70 minutes. Release date not given. Screen play by Charles Bennett, Edwin Greenwood and Anthony Armstrong. Cast: Nova Pilbeam, Derrick De Marney, Percy Marmont, Edward Rigby, George Curzon, Pamela Carme, John Longden, George Merritt, J. H. Roberts, B. F. Malby, John Millar and Jerry Verno. Reviewed at the Criterion, New York.

The stylized in the veddy, veddy English manner, this romance and mystery is deserving commendation for its unique and dramatic opening. It's only a marital tempest between an accusing, jealous husband and a hysterical, perhaps unfaithful, wife, but it is a vigorous nucleus for the murder mystery that ensues. The tension, unfortunately, emanating from a so well directed front dissipates itself too soon. The melodramatic number could have been pruned more here and there to become a classic in screen suspense. As is, it is better than Hollywood producers could have done. Film excels in photographic production.

American producers might take lessons from this picture, in the art of economizing on the spoken word in favor of action for heightening the excitement as well as building character. The process prevails thruout for the stars as well as the satellites.

There is much feeling to Miss Pil-

beam's portrayal of a constable's daughter in love with an innocent man accused of murdering the above wife, whose body was found on the rocky beach. The police would hang the lad on evidence of a raincoat belt. His innocence lay in his ability to prove that the man who stole his raincoat for the belt was the real murderer. The picture traces these two young ones, trying to track down the proof, while the police are hot on their trails all the time.

If ever there was excitement to a climax, this one, of identifying the murderer for the twitch in his eye, achieves new standards for keeping an audience spellbound. Even the happy ending for the principals is singularly subtle, as live-happily-ever-after endings go. The girl briefly suggests that her dad invite the boy to dinner.

Sylvia Weiss.

"Big Broadcast of 1938"

(PARAMOUNT)

Time, 90 minutes. Release date not given. Screen play by Walter DeLeon, Francis Martin, Ken Englund. Based on an adaptation by Howard Lindsay and Russell Crouse. Original by Frederick Hazlitt Brennan. Directed by Mitchell Leisen. Songs by Ralph Rainger and Leo Robin. Cast: W. C. Fields, Martha Raye, Dorothy Lamour, Shirley Ross, Lynne Overman, Bob Hope, Ben Blue, Leif Erikson, Grace Bradley, Rufe Davis, Patricia Wilder, Lionel Pape, Dorothy Howe, Russell Hicks. Specialties, Kirsten Flagstad, Tito Guizar, Shep Fields and orchestra, Wilfred Pelletier.

With W. C. Fields and Dorothy Lamour in the marquee, this piece will do its share of business. Rather than a strong plot, the story of *Big Broadcast* is really a series of individual efforts by the cast to punch the gags across. The humor is not in the story, but the "name" comics inject their own characterizations into the parts to get laughs.

Fields is really the show with his screwy pool-table sequence and the golf game. These are done in his best manner.

Dorothy Lamour isn't given much of an opportunity to show her "allure." Her best bet is a scene with Bob Hope, who makes a good impression in his film bow.

Ben Blue, Rufe Davis, Lynne Overman and Lionel Pape contribute their own particular brand of comedy. Leif Erikson has half the heart interest opposite Dorothy Lamour.

Production number featured the waltz and how it has kept pace with all the other dance rhythms since 1750. A strictly Hollywood eye-filler in 12 scenes, with the theme song *The Waltz Lives On* played in the background thru the number.

Martha Raye scores with *Ma, That Moon Is Here Again*. Ralph Rainger and Leo Robin have turned out a collection of consistent tunes. They are *You Took the Words Right Out of My Mouth*, *Thanks for the Memory*, *This Little Ripple Had Rhythm*.

Dean Owen.

"Bad Man of Brimstone"

(MGM)

Time, 88 minutes. Release date, December 17. Produced by Harry Rapp. Story by J. Walter Ruben and Maurice Rapp. Screen play by Cyril Hume and Richard Maibaum. Directed by J. Walter Ruben. Stars Wallace Beery, and cast includes Virginia Bruce, Dennis O'Keefe, Joseph Calleia, Lewis Stone, Guy Kibbee, Bruce Cabot, Cliff Edwards, Guinn 'Big Boy' Williams, Noah Beery and others. Reviewed at the Capitol, New York.

"Well, son, I just come from the Opry House, where they're a-showing this pitcher, *The Bad Man o' Brimstone*. Thought I'd kinda like to see a pitcher about Arizony back some years, but I dunno but what I'm sorry I went, what with the folks laffin' at the things they said and some o' the things that happened but wasn't supposed to be funny. And that bad man, he ain't no bad man—more or less kinda like a sissy, and you might sorta say that about the whole pitcher, in fact. One thing, tho, it's a mighty purty affair, with the mountings and scenery and stuff, and all done in a brown color they call sepla. A sorta brown study I was in when I left, heh?"

"This bad man is supposed to be so tough that when he cuts himself shavin', which he never does—shave, I mean—he shoots his finger offen his hand. But then a young fella comes to town and this guy Trigger Bill, the tough guy, finds out he's his son by a gal he deserted after they wuz married a year.

This kid falls in love with Loretta, the dotter of Lawyer Douglas, and becomes the first tax collector the place has ever had and collects from Bill, who, o' course, has to give in cause he can't kill his own offspring, can he? One o' Bill's gang, a guy called Vulture, tries to hold up the kid to get the tax money, but the kid he kinda kills him, so Blackjack, Vulture's brother, goes to get him, but Bill gets the kid outa town. Makes Lawyer Douglas write a spurious will for him, so the kid goes to law school.

"When he comes back in three years the town has some law 'n' order, because it's got bigger because they found silver. Blackjack kills the kid's old manager, Eightball, but at the trial, even tho they convict him, Jedge Douglas lets him off, but the kid starts to go to Washington to show the Jedge had been corrupted by Bill and his gang, 'cause the Jedge knew he was Bill's son and was taken money 'cause he likes likker. So everybody starts shootin' it out and all but the kid and Bill and Blackjack are finished. Bill gets Blackjack, tho, and escapes back to Brimstone just in time fer the weddin', but then vigilantes come and he goes back with them and the kid never finds out who his father wuz.

"This feller Beery kinda rolls around the place like he always does, lookin' like a fat heifer what got thin but whose skin stayed big. Young O'Keefe reminds me o' Junior Thornton, the butcher's son, who played in a school show the other day. This Virginia Bruce, tho, she's a purty gal and mighty sweet lookin'. A actor named Stone is darn good, you kin bet, but it's shore an awful long picture. What they call a hoss epry decked out.

"This Bruce Cabot he walks around like he just sat on a cactus and couldn't get all the feathers outen him. I betcha if he was made to act like a nice guy in some pitcher he'd be so dang surprised the shock would make him act good. The feller Calleia, who usually plays mean fellers, plays a nice feller and he kin really act.

"My name? Heck, son, you wouldn't know. They used to call me the Bad Man. My name's Holbrook Blinn."

Jerry Franken.

NEW PLAYS

(Continued from page 13)

script, announces a new building is going up and asks what belongs in the cornerstone. A Bible and a copy of the constitution, of course; an issue of *The New York Times*, a copy of the works of Shakespeare—and a script of *Our Town*! So, as the author modestly remarks, future generations can see how we lived!

The fact that American small towns in no way approximate the rose-festooned chromo, dabbed by nostalgia upon the canvas of a picture-postcard imagination, that is seen at the Miller is simply another count against an appallingly inept, boring, self-conscious and worthless production.

The only good comes with the acting and with Mr. Harris' direction in the scenes of actual performing. Mr. Craven's splendid job of toning down and making ingratiating Wilder's adolescent art-maunderings has already been mentioned, and he is given fine support from such sterling performers as Evelyn Varden, Jay Fassett, Thomas W. Ross, Helen Carew, Tom Fadden and Doro Merande. But the outstanding acting of the evening is contributed by a lass making her New York debut—young Martha Scott, who brings to the saccharine and often embarrassing Emily all of the tender freshness of youth, the sympathy of a gentle heart and understanding mind, the beauty and clarity of fine performing. It's a splendid job—and it's a pity that it isn't framed by a better play.

Wichita Shows Draw

WICHITA, Kan., Feb. 12.—Bill Floto, local impresario, has no complaint on his road show attractions for 1938. *You Can't Take It With You*, showing in the Arcadia Theater of the civic unit, drew a big crowd with almost all tickets sold in advance. Maurice Evans, booked Saturday, found Kansans ready for Shakespeare.

Helen Hayes will draw a record crowd April 23, it is expected, and a new record will be established by Nelson Eddy on April 29. "Of the 4,200 seats in the Forum, only 400 are unsold." Floto said, "and it is three months before the date. Extra seats on the stage and floor will be installed, but I predict an SRO sign for the appearance."

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PW Best B.O. At Chi Drake

Waring cracks attendance records at swank hotel—checks average \$4.50 per

CHICAGO, Feb. 12.—Of the seven name bands that played the Drake Hotel here since February 5, 1937, Paul Whiteman proved the most consistent drawing attraction during his two four-week engagements, while Fred Waring set an attendance record during two of the six weeks he filled last summer.

Charles Richter, in charge of entertainment, reveals that the hotel's Gold Coast Room is using top bands for limited engagements only, their high prices prohibiting long-term contracts. Names are engaged for four, six or eight weeks, and, if successful, get return tickets. The policy has proved financially successful, most of the seven attractions producing satisfactory results.

Bands only are sold to the customers, floor shows considered of minor importance. To attract more of the younger set the \$3 weekday minimum has been spliced a buck with only a \$1.50 minimum for Sunday aft tea terping.

Increased attendances for a fortnight boosted Fred Waring's weekly figure to around 3,500, drawing 21,000 payees for his six-week stay. Hal Kemp, currently in the Gold Coast Room, established a new Sunday tea dance high last week when he played to the largest crowd of the season.

Other bands that made this spot within the last year included Jack Denny, 16 weeks; Clyde Lucas, eight weeks; Vincent Lopez, six weeks, and Herbie Kay, seven weeks. The weekday check for an individual during their engagements averaged \$4.50.

ARA Plans String Of Sunday Nighters

NEW YORK, Feb. 12.—Tying up with the Meglin-Fanchon & Marco dancing schools, Associated Radio Artists plans to develop a string of Sunday night dance stops thruout New York and New England territory. Selling the one-nighters as "swing sessions," bally aims to cash in on the radio swing sessions, inviting ticket buyers to the hot jazz for the hoof or to hear.

Arthur Dreyfus, of F. & M., was in from the Coast and huddled with Lou Straus, ARA prez. If plans jell, means a dozen or more juicy one-night stops for the hot bands whereabouts, most of the dancing schools having a capacity of 1,000 to 2,500. Tie-up gives ARA use of the ballroom on Sunday nights only and plan is to test the sessions in Jamaica and Jersey City within the next months.

Not for the Color-Blind

NEW YORK, Feb. 12.—A new wrinkle in sheet music publishing is Symprovised Music, copies of which are due to hit dime and music stores soon. First catalog includes 50 tunes, mainly classic and semi-classic. Tunes are printed in a folder, which opens out on the piano desk and is played without turning a page.

Biggest advantage claimed is that "symprovision" simplifies the reading of music by eliminating sharps, flats and accidentals. Altho tunes are published in original keys, "symprovised" versions all read as tho they were printed in the key of C, flattening being indicated by printing the notes in red. Naturals are printed in black.

Aw Nertz!

OMAHA, Feb. 12.—Ted Lewis sat down with a paper and pencil while playing the Orpheum Theater here and figured out that he has used his *Peanut Vender* routine for 10 years. During that time it has cost him 500 pounds of peanuts a week for a total of 260,000 pounds or 130 tons of nuts. At 10 cents a pound, that's \$26,000. A lot of nuts!

Tooting for Taxes

PITTSBURGH, Feb. 12.—Found, a new way to be reminded about paying taxes.

Complaining about his unceasing round of appearances on radio, at clubs and parties, in addition to his five-a-day shows at the theaters, Hal Kemp keeps at the grind only because each time he is tempted to give up and take a rest. Manager Alex Holden counters with, "How you going to pay the taxes on Denbrook Lodge if you stop making money?"

Seems Kemp bought a property in New Jersey, near Dover, so now his men spur him on with reminders about realty levies.

Kaycee Local Ops the Gigs

Lunceford swells the union coffers—slips on return trip—Waller wachs 'em

KANSAS CITY, Mo., Feb. 12.—Check of box-office receipts on the five recent engagements of colored "name" combos at Paseo Hall revealed Jimmy Lunceford, a Missouri boy himself, to be the biggest attraction.

Lunceford made two appearances here, both sponsored by William A. Shaw, prez of Musicians' Local No. 627, AFL. First stand grossed \$1,605, with ducats at 80 cents. Repeat date slipped to a fair \$646 on the Monday night before Christmas, a poor time for any entertainment.

Fats Waller ran next, taking in \$900 across the board for the union. Andy Kirk and the Clouds of Joy, all hometown products, ran third with a \$832 gross, excellent considering the date was January 3, following a wild New Year's Eve celebration.

Bringing up the rear was Earl (Father) Hines, who drew deposits of \$701 into the coffers this month.

The union here has long been instrumental in bringing big-time bands to Kansas City. At least one a month is spotted. With hotels using only middle-bracket bands, it's up to Will H. Wittig at the Pla-Mor Ballroom (white) and prexy Shaw, of the colored musicians' union, to import the barnstormers.

BOSTON, Feb. 12.—Ralph Kimball takes over the reins again of the Famous Door Ork from Buddy Raye, Martha's kid brother. Former set-up had Kimball for the billing, but the Raye tag was dubbed in as a come-on for customers. Club and combo specialize in swing stuff.

Selling the Band

Cultivating the Collegians

Aiming its exploitation directly at the local college crowd, the Stevens Hotel, Chicago, is trying to build its current attraction, Sterling Young, into a campus draw. Hotel threw a cocktail party for collegiate reporters who interviewed the maestro and posed for pictures. Hotel also found it easy to plant photos of Young in the society sections of the Chi dailies when snapped with socially prominent students. Tying up with this promotional campaign, Young sets aside special nights for individual fraternities and sororities.

Crashing Collitch Colyums

Band leaders who want to endear themselves to the U youngsters (and who doesn't?)—should make it their business to cultivate the feature editors of the college dailies in the neighborhood of the spot they're playing. A cuffo meal and a polite greeting will usually gain the maestro a generous plug in the college journal, most of which are hungry for good feature filler. A by-lined article on any current music trend, even if it is ghosted, will usually be welcomed. And they'll probably run your photo in the bargain.

Let's Play Numbers

A numerology gag used on WSGN, Birmingham, can be adapted to give a touch of novelty to radio dance remotes. Listener sends in name, address, age and phone number. Digits are added and result is used to select a record from the station's collection. By numbering selections in the library bands can work the same idea. More than a new way of granting radio requests, because most everybody takes to the numerology stuff very seriously.

Guess the Title

Another radio stunt that can be picked up by bands is KRNT's *Tangled Tunes*. Program has Barney Bernard's Band playing four tunes, names of which suggest title of a fifth. Prizes for the right guesses include free admission to Bernard's dance spot and a cuffo meal.

Repetition

Hotel Muehlebach, Kansas City, Mo., not only plugs its bands thru the usual table folders, lobby displays and elevator placards, but posts an additional announcement under the glass top of the dressing bureaus in each guest room. It's the old ad slogan that "repetition is reputation."

Moss Leaves Mills for MCA To Direct 1-Nighters, Tours

NEW YORK, Feb. 12.—Having less than a month ago dropped his own Associated Radio Artists to head the band-booking department for Mills' Artists, Harry Moss leaves the Mills office today and joins Music Corporation of America Monday. Formerly associated with Charlie Green at NBC Artists' Bureau and Consolidated Radio Artists, Moss moves to MCA to co-ordinate and head the dance tour and one-night department.

Move was sudden, having been consummated only several days ago, and standing of the several one-night bookers at MCA has not been decided as yet.

Set-up at Mills remains the same, with Irving Mills shopping around for a new man to replace Moss, who takes only his secretary, Dorothy Stewart, along with him to MCA.

William Morris Agency is another office that looms in the band-booking picture. While the agency has gone on record as deciding to blossom forth in the band field, the desk is still open. Abe Lastfogel is expected back from the Coast next month, at which time it is expected that a head will be announced. Meanwhile the rialto has been rampant with rumors as to possible boys to head the proposed Morris band department. While the office has been extended to Willard Alexander, the MCA biggie denies that he will make any change from his present position. Report that

Goodman To Remain At Victor Waxworks

NEW YORK, Feb. 12.—After an impasse of many weeks, which threatened to bring out in the open alleged irregularities at the waxworks in question, Benny Goodman signed a new contract to remain an exclusive Victor recording artist for another year. Peace pipe stage was reached Wednesday night (9), culminating a series of round tables between Willard Alexander, representing Goodman for Music Corporation of America, and Ed Wallerstein, record exec of the RCA Manufacturing Company.

It is unusual that negotiations were entered into at such an early date, in view of the fact that Goodman's current contract with Victor does not expire until May 15. Reports have been rampant for many months that Goodman was dissatisfied and would switch to Brunswick. With differences settled, new deal calls for Goodman to deliver 48 sides, picking his own tunes to record. And while the contract price was not divulged, money factor betters the current pact.

Ralph Wonders has the inside track to the post was also belittled, Wonders planning on his own office in combination with several of his former Rockwell-O'Keefe associates.

Tomei Tells Padula A Thing and Stuff

PHILADELPHIA, Feb. 12.—A. A. Tomei, prez of the Musicians' Union, Local 77, came back with a snappy retort this week to the question posed by Art Padula, Arcadia nabob, on whether the union would hold him to its contract if he closed "thru an act of God."

Said Tomei: "The union wouldn't be so unreasonable as to insist that a club owner live up to his agreement if he were forced to close thru flood, fire, earthquake or any other act of God. But if he closed up because of a strike we certainly would expect him to live up to his contract. A proprietor of a club is certainly partially responsible at least for a labor dispute."

To Padula's contention that the union's 26-week contract was "unreasonable," Tomei said, "We give a discount when a band is bought on a wholesale scale the same as you pay less when you buy 1,000 dozen bananas than when you buy a dozen. In this case the operator gets \$5-a-week-per-man reduction. If he wishes to extend the contract over the 26-week period he will get the same wholesale rate without signing a new contract. He can terminate the extension whenever he wishes. I don't see how we can be fairer than this."

Padula, who is president of the Restaurant Owners' Association, declared that the nabobs were forced to seek the discounts due to stiff competition and punk biz, but insisted that it was "unfair" to both operator and musician to tie themselves down to long contracts.

Pubs Collect on No Pay-Off Plugs

CHICAGO, Feb. 12.—Music pubs are simply kra-azy about Kay Kyser's *Kollege of Musical Knowledge*. In the course of his music quiz the prof dishes out all kinds of miscellaneous info about band leaders and band styles but also gives plenty of liberal plugs to current pops and standards as well as to the songwriters.

Bands ordinarily plug one tune at a time, but Kyser, in the course of one radio show, may play as many as 30 or 40 for contestants to identify. Not only does Kay play oodles of pop faves but gives many tunes verbal mentions. Question on "How many songs do you know with *Rain* in the title?" may ring in three or four cleffings for air mention.

Kyser usually plays eight bars of a song for the scholar to name. Such plugs don't make the ASCAP sheet, but the longer extracts do. Either way the pubs feel the free ad is that much gravy anyway.

New Pub House in Detroit

DETROIT, Feb. 12.—Another publisher makes his bow to the music field from this quarter. Donald L. Scribner, pianist-composer, has organized a song factory bearing his name, serving the corporation as prez-general manager-treasurer. Ork leader Hank Finney joins the house as vice-prez and Dudley Vernon, writer of *The Sweetheart of Sigma Chi*, for tunesmithing. Scribner is on the road now, completing organization plans, and will be ready to start business in about two months.

Alma Mater

NEW YORK, Feb. 12.—It may be Washington's Birthday to everybody else, but the Hotel Commodore's celebration on the 22d will be Paul Whiteman Alumni Night. With Mildred Bailey heading the list of distinguished alumni boasting syncopated sheepskins from the Texas rangers' rhythm ranch, homage will be paid to the King of Jazz by his former pupils.

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Blue Barron

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Now Playing
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AND HIS ORCHESTRA
NOW ON TOUR.

CRA

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"The Biggest Little Band in America"
AND THEIR ORCHESTRA
Hotel La Salle, Chicago.
NBC NETWORK FAVORITES

CRA

Breaking Records Everywhere.

Barney Rapp

AND HIS NEW ENGLANDERS
featuring RUBY WRIGHT
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CRA

Eddy Rogers

AND HIS ORCHESTRA
Playing Sterling Melodies
BEVERLY HILLS COUNTRY CLUB,
Newport, Ky.

CRA

Jan Savitt

AND HIS "TOP HATTERS"
KYW, PHILADELPHIA, AND NBC NET-
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Orchestra Notes

By M. H. ORODENKER

Stuff 'n' Stuff

Much has been happening, but little has been said about the doings of the Memphis board of motion picture censors . . . scenes of *Hollywood Hotel* showing Teddy Wilson and Lionel Hampton with the Benny Goodman Quartet have been scissored. . . And in New York MEZZ MESSROW is once again lining up his ill-fated black and white orchestra for a Harlem hotterie. . . Mills Artists add CHAUNCEY MOREHOUSE to the band roster. . . Chauncey was the drummerman with Red Nichols Five Pennies and his new combo will feature a set of 14 miniature tuned tymps. . . LOU LEVY is longing for the London lights, taking the ANDREWS (*Bei Mir B. D. S.*) SISTERS to England.

Talk o' Town

Sans the good graces of John Hammond, MIDGE WILLIAMS is being boomed as Bessie Smith's successor . . . and rightly as long as she sticks to blues and not the ballads . . . and more so since Langston Hughes, Negro poet, is writing original blues compos for the swing diva. . . TED WEEMS turns up in town this week for waxing work at Decca. . . FRANK LaMARR is being groomed for a Broadway dance palace with a mid-March opening. . . JANE DOVER is the new canary to sling the wordage for Hudson-DeLange . . . and FRANK DAILEY has added Ann Seaton and Howard Delaney to give story body to the syncopation. . . NANO NODRIGO has revamped his rumba rhythmation, replacing Don Gilberto at the Havana Madrid Wednesday.

PROMinent Patter

A hot-bed of swing, supposedly. Yale collegiates are searching for sweet stuff to highlight the Junior Prom March 12. . . Paul Whiteman and Russ Morgan almost copped the contract until Fred Waring turned up . . . the Pennsylvanians were offered \$3,500 for the night, but had to turn it down because of a previous commitment calling for a Memphis showing the previous eve. . . RITA RIO rolls out the rhythms at Ohio State next Monday. . . CHARLEY BOULANGER handled the tech terp Friday at Newark College of Engineering and then trekked to New England for the Charley Shribman string of dance arenas. . . EARL HINES camps at Queens University campus, Ontario, Wednesday. . . Friday finds NEIL BONSHU big appleing at Stanford U. . . JACK DENNY dansapation is set for a February 25 date at Buffalo U, the same hour bringing PAUL TREMAINE to the Citadel, Charleston, S. C. . . and the following night finds AL and LEE REISER playing a party for Sarah Lawrence College in Bronxville. . . LARRY CLINTON has lined up a string of proms, starting at Princeton March 18 . . . and JERRY BLAINE brings his streamline stuff to the col-litches round Eastertime.

Chi Chatter

RALPH SPRETER turned down an offer to augment his Blackhawk cocktail combo and let MARJORIE WHITNEY, formerly with the King's Jesters, wave the wand . . . so Marjorie remains with the King's Lads, opening next Monday at the La Salle . . . the BILTMORE BOYS, starting a four-weeker on the 22d at Hotel Webster Hall, Detroit, replace the Lads March 28. . . FRANKIE QUARTELL brought his band back to the Loop after a fortnight with Dick Bergen's *Big Apple* unit . . . and instead of shopping around for new syncopators, DON RICARDO is taking back his original band. . . STERLING YOUNG closes April 22 at Stevens House. . . HOWARD CHRISTENSON, managing Jack Crawford and Jimmy Joy, was a Windy City visitor. . . Union chieftain JAMES C. PETRILLO is packing his grips to grip with the movie moguls on the music situation in movieland.

Below the Mason

BILLY CARMEN completes a four-week stretch at the Tourists' Club, San Antonio, within the new month and then takes in a return trip at the San Antonio Country Club for the spring season . . . folks will miss Billy this summer when he takes his Aristocrats to the West Coast, with several swell

location spots already in line. . . DON ELLINGTON, down at Raleigh, N. C., is keeping his crack combo busy with club dates and collitch clambakes. . . HAL BERDUN, a new name to the CRA band roster, opened this week at the Atlanta Biltmore Hotel, Atlanta. . . EDDY ROGERS draws a holdover ticket until March's ending at Beverly Hills Country Club, Southgate, Ky. . . PHIL EMERTON winds up this month his Tantilla Gardens stay in Richmond, Va.

Culled From the East Coast

Worth-While Music by RAY WORTH opened this week at the Chez Ami, Buffalo. . . AL APOLLAN located at Hotel Bennett, Binghamton, N. Y. . . JIMMY PEYTON will soon be rounding out half an annum at Freda Pope's Plaza, Pittsburgh . . . and JOHNNY LONG, showing swell at the Smoky City, draws a hold-over ticket at Bill Green's Casino . . . up in Massachusetts Springfield's hotels usually play the bands for long runs . . . but BERT DOLAN, with Sam Rubin directing, is putting in one of those long, long runs . . . rounding out a four-year run at Windsor Court.

Clipped on the West Coast

SID HOFF opens Monday at El Patio Ballroom, San Francisco, for a four-week stretch. . . LESLIE LIEBER is talent scouting the Hollywood haunts for CBS Swing Session fodder. . . Holdover tickets were drawn by JOE REICHMAN at Frisco's Mark Hopkins, and JOSEPH SUDY at Rio Del Mar Country Club, Monterey, Calif. . . JACK TRENT opened this week for an indef stay in Reno for Colombo Hotel. . . LOU BREESE returns to the scenes of a former triumph on the 21st, when he starts a 30-day sentence in Minneapolis for Nicollet Hotel's syncopation. . . Lou made his mark here at the Minnesota Theater as pit conductor and emcee.

Ohio Once-Overs

FRANK FERNEAU, who scored heavily at the Neil House, Columbus, on a six-week stretch last year, is back again . . . making it a third return trip for this season, ACE BRIGODE opens Friday for a week at the Aragon, Cleveland, with a string of one-nighters in surrounding towns to follow. . . HARRY CANDULLO opens Wednesday for a fortnight at Commodore Perry, Toledo. . . The Dukes and their Duchess come to Dayton on the 24th for a run at Victor Hugo's fork and spoon spot. . . In Cincy JOHNNY HAMP holds forth for February at Netherland Plaza, ACE HARRIS starts the torrid tooting this week at the Cotton Club, and Castle Farm has BARNEY RAPP spotted for the March 12 week-end and MIKE RILEY for the follow-up.

The Silver Sheeters

TED KING, Brooklyn's Strand Theater maestro, will have his tic-toc tempos flickered for Vitaphone one-reelers . . . Ted has signed his managerial matters to Nick Schaefer, who also has GRANT WOOD in opening shot. . . WB is also making a series of shorts based on the CBS Swing Session, screening getting under way this Friday, with BOBBY HACKETT guestaring the gut-bucket. . . IRVING BERLIN makes his screen debut in a trailer advertising *Alexander's Ragtime Band*, plugging the pic with stuff 'bout his songsmithing. . . HOAGY (*Stardust*) CARMICHAEL also gets a trailer ticket to puff Par's *College Swing*. . . The Jerry Wald screen story 'bout the band boys will soon start setting, with a possibility of BING CROSBY'S being borrowed by WB for the lead. . . While waiting for his next pic assignment, RAYMOND SCOTT is writing the final chapters of *Three Hundred Exercises for the Imagination* . . . and after 10 lessons we'll all be able to write screwy titles.

Doings in Dixie

W. C. HANDY is down in Birmingham, Ala., this week lecturing in connection with Negro History Week . . . and then motors to Hollywood for a look-see at Paramount, where his *St. Louis Blues* will serve as screen inspiration. . . Reports have it that FATS WALLER is drawing 75 per cent above his guarantees on his current Dixie tour, the first in two annums. . . BOBBY HAYES starts

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his Southern tour in the Tar Heel State on Friday. . . ED LALLY takes over the music making at Texas Hotel's Den, Fort Worth, this week, with GEORGE DUFFY moving to the Washington-Youree Hotel, Shreveport, La. . . JOHNNY FIELDER succeeds Lloyd Snyder at the Olmus, San Antonio . . . and JACK TRACY lingers 'till March 2 at Chez Paree, New Orleans.

Notes on the Cuff

Back in good health, BUDDY HARRIS is back on Broadway after a spell on the West Coast and has started rehearsals with a new combo in the sweet syncopation style . . . Martin Block swing show will sizzle this Sunday with DON REDMAN paying respects. . . BILL GRAY points to Hollywood, recently closing at Club Continental, Canton, O. . . a series of screen shorts is in the offing for Billy, but most definitely, his Coast activities include a wedding date with Eileen Prevast, his vocalist. . . BILLY KYLE added his pianology to John (Onyx Club) Kirby . . . and so we send our cuffs to the cleaners.

Russia's in the Groove
NEW YORK, Feb. 12.—Since *Bei Mir B. D. S.* has carried public favor for the Yiddish doggerels, songsmith Harry Nemo has streamlined the Russo-Yiddish dunking ditty, *Bublichka*. That the bagell (doughnut) is here to stay, Nemo's brainstorm follows the *Bei Mir* pattern with *Hear Me Shout Bublichka*.

Yascha Plays Hotski On Turn of the Dial

(Airing the Bands)

By MAURICE ZOLOTOW

Mama, I Wanna Make Rhythm

Yascha Bunchuk (International Casino, New York, WNEW), whose name has been associated with theater pit bands of the symphonic type, ethers plenty of rhythm these days. Cellist Yascha is now fronting the regulation dance ork, playing terp-inspiring music that's slightly on the torrid side. Band expounds the pops, but leans more toward the bluish and swing like *Taboo* and *Azure*, which they handle with deftness, smoothness and musicianship that is full and round.

Original and colorful arrangements that have a touch of the unexpected make for good listening, and a solid rhythm group, built around a good piano, supplies the dancing beats. For commercial purposes band needs some vocals. No singing on the program caught.

For Dancing

Constructed to satisfy the dancers is Eddy Rogers' Ork (Beverly Hills Country Club, Southgate, Ky., WEA). Without any pretensions, rhythmic monkeyshines or stylistic tricks, this band does just that in a soft, sweet style. Featuring an accordion, chimes and Maestro Rogers' fiddle, music is easy on the ears and exciting for the feet. Musically speaking, band shows good balance and cohesion.

Rogers sells his tunes in medleys of four and five and includes, besides pleasant pop arrangements, rumbas and a few standards. Band is first-rate on the Latin stuff. Also did a neat job with *Time on My Hands*. For the swingsters Rogers offers tunes like *Midnight in a Madhouse*. Allan Ray, who has an ingratiating lilt to his voice, handles the wordage and does a pleasing job.

Also for Dancing

Better known as a songwriter, Jerry Livingston (Laurel-in-the-Pines, Lakewood, N. J., WOR) is now fronting a recently formed dance combo. Band, boasting machine-made musicianship and blending, is an exceedingly danceable outfit that ranges smoothly over all types of pops from the stumpy *Dipsy Doodle* to the romantic *Thanks for the Memory* and does a facile job on each. With Jerry himself at the piano, band is a straight dance outfit sans frills or tricks that plays close-to-the-melody arrangements. Only touch of showmanship is presentation of an original tune by Livingston on each radio show.

Vocals are by Livingston, Ruth Brent and Andre. Sophisticated Miss Brent is an outstanding songstress who adds a touch of genuine class to the band.

Not for Dancing

Something really different in the line of music is the offering of Gaston and his Parisian Orchestra (Monte Carlo, New York, WNEW). Gaston was formerly with the Polies Bergere, and band sounds as French as pate de foie or onion soup. It's really a novelty in the line of musical entertainment. Music immediately conjures up visions of Montmartre cellar dives and apache dancers. Instrumentation uses no winds, but strings, accordion and piano. Play French pops, one-steps, ballads and tangos. Sound thoroly unusual. Would be okeh as a novelty for a radio commercial or as a relief combo for a class hotel spot. Gallic wordage handled by tremulous Pierre Bouqay.

Philly CIO Leaders Bite Back at Chief

PHILADELPHIA, Feb. 12.—Four members of the defunct Progressive Musicians' Union, dissolved several weeks ago by CIO officials, have filed a brief against two high ranking CIO union leaders charging them with "dereliction of duty" for forcing them to fold the music union.

Leaders accused are John W. Edelman, regional director of CIO, and Bernard Levinson, his assistant. Hearing on the charges was scheduled to start last night. Attending as observers will be A. A. Tomei, local AFM prez, who fought the CIO union tooth and nail and then found that it was only a ghost outfit, and Rex Riccardi, AFM secretary.

The names of members of the dis-

Tootling in Traffic

NEW YORK, Feb. 12.—When Frank Dailey returns to the Meadowbrook Tuesday (15) for a two-month stand, he will introduce a new style of music, "Stop and Go Rhythm," featuring electric organ and guitar. "Stop and Go" stunt will have the band going into a dead rest for two or three measures and then resuming. A traffic light will be installed on the band stand, turning red whenever the music stops. Musically similar to the *Posin'* pattern, which turned tacit every eight bars. New style will be tried out over a CBS hook-up and during each pause the announcer will yelp, "Stop and Go."

solved union bringing the charges could not be learned before press time, but it was reported that Barney Zeeman, ork leader, who was one of the organizers, was among them. Zeeman was disgruntled at Edelman's order forcing him to close.

Buying Bands on Block

NEW YORK, Feb. 12.—Buying a band wholesale for a block of dates is latest maneuver on part of ballroom ops to keep expenses down without skimping on names. Typical example is Tom Archer, Midwest operator, who bought Fletcher Henderson from CRA for the Rigadon, Sioux City, Ia., March 21; Arcoda, Sioux Falls, S. D., March 22; Tromar, Des Moines, March 24; Frog Hop, St. Joseph, Mo., March 26, and Shermont, Omaha, March 27. Lucky Mil-linder hops to Florida for a 10-day buy from Harry Moss, March 7-18, to be back in New York March 19. Charlie Shribman has been buying bands on the block for his New England chain of ball-rooms.

HOLLYWOOD, Feb. 12.—Displaying their talents with *Donkey Serenade*, Chet Forrest and Bob Wright, young song-writers, were signed by MGM to long-term contracts this week. Flicker factory also hancocked Ed Ward, Sam Mes-senheimer and Edwin C. Chamie. Latter, a law school grad, walked into a produc-tion exec's office, placed 100 tunes on the biggie's desk and said, "Give me a job."

Right Out of My Heart Pops Into First Slot as Air Fave

Songs listed are those receiving 10 or more network plugs (WJZ, WEA, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sunday, for the week ending Thursday, February 10. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F," musical production numbers as "M."

Position	Title	Publisher	Plugs	
			Net	Ind.
10	1. You Took the Words Right Out of My Heart (F)	Paramount	37	15
2	2. Bei Mir Bist Du Schoen	Harms	32	25
1	3. You're a Sweetheart (F)	Robbins	31	31
3	4. I Double Dare You	Shapiro, Bernstein	30	15
12	5. Sweet as a Song (F)	Robbins	23	22
4	5. Whistle While You Work (F)	Berlin	23	18
3	6. Dipsy Doodle	Lincoln	22	18
8	7. True Confession (F)	Famous	21	20
9	8. Two Dreams Get Together	Remick	19	17
16	8. Outside of Paradise (F)	Santly-Joy	19	12
6	9. Thanks for the Memory (F)	Paramount	18	18
10	10. Once in a While	Miller	17	25
9	10. Rosalie (F)	Chappell	17	20
9	10. Mama, That Man Is Here Again (F)	Paramount	17	17
11	10. I Can Dream, Can't I? (M)	Marlo	17	17
10	10. One Song (F)	Berlin	17	11
8	10. Ten Pretty Girls	Crawford	17	4
14	11. I See Your Face Before Me (M)	Crawford	16	22
5	11. More Than Ever	Miller	16	17
14	11. Sweet Someone (F)	Feist	16	13
12	12. Just a Simple Melody (F)	Witmark	15	12
8	12. The One I Love (F)	Feist	15	8
13	13. Bob White	Remick	14	16
17	13. Love Is Here To Stay (F)	Chappell	14	15
7	13. Did an Angel Kiss You?	Famous	14	7
7	14. Nice Work If You Can Get It (F)	Chappell	13	10
17	15. It's Wonderful	Robbins	12	19
17	15. It's Easier Said Than Done	Olman	12	12
17	15. I've Hitched My Wagon to a Star (F)	Harms	12	11
17	16. Taboo	Southern	11	15
17	16. There's a Gold Mine in the Sky	Berlin	11	10
17	16. Heigh Ho (F)	Berlin	11	8
17	16. Let's Sail to Dreamland	Spier	11	4
17	16. Sail Along, Silvery Moon (F)	Select	11	8
17	17. I Was Doing All Right (F)	Chappell	10	12
17	17. My Heaven on Earth (F)	Witmark	10	8
17	17. Always and Always (F)	Feist	10	7
17	17. Romance in the Rain (F)	Red Star	10	5

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WRITE TODAY FOR SAMPLES DEPT. B 2

Canadian Musicians Peeved at Being Barred From the States

TORONTO, Can., Feb. 12.—Visits here within one week of the Duke Ellington and Tommy Dorsey bands for special engagements have roused the mad in the local instrumentalists. Not because the United States musicians were here, but rather because Canadian musicians are not able to play in the States. It all falls back on the quota ruling which thumbed down hard on Canadians. The Toronto lads, members of Local 49 of the American Federation of Musicians, are allowed to enter any jurisdiction in the States under the Federation's laws. They say it is swell in theory. But try to tell it to an immigration mug at Niagara Falls or Detroit. At the local

union headquarters this week there was more than mere murmurings that there should be a law to change this situation.

United States musicians coming to Canada are admitted under the Labor Contract Law. What happens is, a band wants to come in. Canadian immigration authorities say what about it to the union, which says all right if the people who are engaging them will hire a Canadian band too. In other words, to let them in from the States is good for the home-town players as well. But, unfortunately, it doesn't work the other way around.

Maestro Romanelli, who plays at the King Edward Hotel, this fall had an offer from both the French Casino and Rainbow Room in New York. It did him no good since he couldn't take his band across the border. Altho Rudy Vallee has played twice at the Canadian National Exposition and Guy Lombardo played there last year, Roy Locksley had to turn down an offer from the Cleveland Exposition. The local boys say it isn't fair.

Tax Muddle Engulfs A String of Sticks

CHICAGO, Feb. 12.—Test cases filed with the Internal Revenue Department in Washington to determine employer liability of the social security tax of bands whose personnel units vary during the year now involve 20 orchestra leaders, their local tax consultant reveals. A representative of the Internal Revenue office came here this week to review all records of the involved maestros and the men they used in their bands during the last several months. Leaders claim employers are liable for the tax, they being only contractors under this set-up.

Leaders involved are Henry Busse, Ben Pollock, Maurie Stein, Anson Weeks, Benny Meroff, Phil Levant, Earl Hines, Fletcher Henderson, Clyde McCoy, Eddie Varzos, Bob Crosby, Mark Fisher, Eddie Neibaur, Henri Gendron, Stan Norris, Charles Gaylord, Don Pedro, Lou Breese, Frankie Masters and Gus Arnheim.

The boys are playing safe during this test case period by "paying" the SS tax thru the money-order medium. Orders are made out properly but are not being mailed in until a decision on the current controversy is reached. Decision is expected this month.

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Paradise Reorganizes as Bwy. Clubs Struggle To Keep Going

Paradise creditors map policy change—Casa Manana, Int'l Casino, Cotton Club doing well—Fischer plans return in fall—AFA unionizes more clubs

NEW YORK, Feb. 12.—With most of the night clubs crying the blues, Paradise Restaurant's creditors got together this week to plot a new policy. A plan to drop the production numbers, switch to specialty acts and name bands changed every other week, with the minimum dropped to 50 cents or \$1 or possibly altogether, is being considered. Definite decision is expected Monday. The Paradise has been having a tough time and it is understood that a new money man came in late this week. The new policy would mean abandoning catering to out-of-towners and going after repeat trade, especially followers of name dance bands. The darkened Hollywood Restaurant, meanwhile, is still closed, the creditors not having okehed any of the many plans for reopening.

Billy Rose's Casa Manana, in the meantime, has forged ahead and is understood grossing around \$45,000 to \$50,000 and giving Rose about \$8,000 in the clear every week. Dinners average 1,000 and suppers around 600, with the Sunday night guest star shows packing them in. The mammoth International Casino is still doing heavy business, while the threat of Clifford Fischer returning to the scene still looms large. Fischer has returned to Paris to negotiate for a new spot where he will produce the revues to play the London Casino and, in the fall, also New York. Preparatory to invading New York again, he is keeping alive the International Theatrical Corporation agency, which had been handling such talent as Cinda Glenn, Raye and Naldi, the Craddocks. The William Morris Agency will handle the ITC accounts until Fischer returns.

Broadway's other big spot, the Cotton Club, is still doing okeh, claiming it has grossed \$700,000 and played to nearly 275,000 persons since it opened in September.

Meanwhile, Broadway's best known night club press agent, Mack Millar, will leave to settle permanently on the Coast March 1. Monte Proser follows Millar into the Versailles and Sidney Spier into the Casa Manana. Jay Faggen and Dorothy Kay, new p. a. combo, have the Paradise, succeeding Joe Russell.

Unionization of night club performers, in the meantime, proceeds rapidly. The American Federation of Actors now has 36 local clubs under closed-shop contract, bringing in Rainbow Inn, the Old Roumanian, the Howdy Club and the Ye Old Bar and Grill, Forest Hills, this week. Ludwig Satz's, Orele's, Russian Kretchma and the Russian Art are negotiating with the AFA now. The AFA is also picketing Broadway's only Chinese restaurants using floor shows—Chin's and Chin Lee's. Acts playing these Chinese spots work luncheon as well as dinner and supper shows.

The stagehands' union (Local 1) is also going after night clubs, but is getting enormous resistance from club owners who refuse to install a union stagehand at \$75 per week. Local 1 is picketing El Chico, with proprietor Benito Colada fighting back with a large sidewalk sign reading "The man walking in front of our door is placed here by a union that wants to force us to employ a man to press five electric light buttons during our shows at \$75 a week." El Chico using union acts, musicians, waiters and press agent.

SAN FRANCISCO, Feb. 12.—Negotiations between the local AFA and the San Francisco Cafe Owners' Association were broken off last week when Attorney Charles Dreyfus, representing the latter, informed Al Smith, AFA organizer, that the association had been dissolved.

Dreyfus advised Smith that he would have to deal with individual owners on contracts with night clubs and cafes. The action came as a complete surprise to Smith, who had been holding discussions regularly with Dreyfus on union demands of night club entertainers.

Smith announced that closed-shop agreements had been reached with the Victor Theater in San Jose, the Silverbow Cafe in Sacramento and Tiny's High Hat, Scenic Cafe and Wonder Bar in Oakland. Smith has begun negotiations with Tom Gerun, of the Bal Tabarin, and Bill Ashby, of the Royal Hawaiian, here.

Membership in the local AFA has reached 875, or about 95 per cent, Smith said.

Spots Active at Nice

NICE, Feb. 5.—Floor show at the Palais de la Mediterranee has the Three Dukes, hoofers; Lily Lamb, acro dancer; Billy Bourbon, tumbler, and Georges-Andre Martin, "finger" dance novelty. The Duffins, Harris Twins and Loretta and Sherkot are at the new Casino Tabarin Variety.

Claire Franconay, pop singer, heads show at the Nouveau Casino.

The Bredwin Trio, acro comics, and Jean Cyrano, crooner, are featured at the Casino Municipal, Cannes.

The Lecuona Cuban Boys and Leo Detempe's Ork are at the Sporting Club, Monte Carlo.

New Milwaukee Spot

MILWAUKEE, Feb. 12.—Club Milwaukee is the city's newest night spot, ultramodern and featuring a 110-foot bar. Nightly dancing is offered.

Milwaukee Nitery News

MILWAUKEE, Feb. 12.—Joyce Forman is new operator of the 26 Club here, taking over from Roy Tako and Oscar Plotkin. She signed a one-year booking contract with Senia Gamsa, Chicago.

Leonard Stefano plans to reopen his Chateau Club this summer. The Blue Moon Gardens will also reopen soon.

Maisie Gets a Press Agent— And He'll Make Her a Star, Too

By PAUL DENIS

WE WERE going to write about serious things this week, but sure enough our pet, Maisie, writes us another interesting note. And so many performers have told us that they enjoy Maisie's wide-eyed adventures playing night clubs that we will let you read Maisie's latest letter:

"I'm writing from the Chez Robert, Akron, and I am just about forgetting that terrible cancellation. Really, Paul, it wasn't the cancellation that made me sore, but the fact that Joe the agent gave me a contract that wasn't a contract at all. That isn't fair. I always paid Joe his 20 per cent commission on time, so why should he do this to me?"

"Well, I must say that Duke, my new agent, is much more of a gentleman than Joe. Duke came over last night and said, 'Maisie, I'm a gentleman. For 20 years I've been an agent and I've never handed out a contract. My word is my bond. You don't need no contract when you're booking with Duke. Yes, sir!'"

"Now, isn't Duke a darling, Paul? And he only charges me 15 per cent commission, too."

"WELL, who do you think was in to see me last night? Jim Mann, the famous press agent! I used to know Jim when he was Jim Manilowsky, head busboy at Nick's Romantic Casino. Now he's a great press agent—and he wants

Hold That Tiger!

NEW YORK, Feb. 12.—A complaint made by Captain Proske, of Proske's Tigers, act now playing Billy Rose's Casa Manana, to the American Federation of Actors, has been settled—much to everybody's relief, and especially the cats'.

Tigers may be tough, but trained tigers, just like dogs in apartment house, gotta be taken out every once in a while. Or else. The tiger version of walking down the street on a leash is a rehearsal workout, but the Casa Manana wouldn't give Proske that badly needed time. So the exercise time became the regular show time. Because the cats can't tell time, they created a considerable mess.

Casa Manana stage manager gave in—but fast.

Sun Agency Has 20 Units Touring

SPRINGFIELD, O., Feb. 12.—Units put out by the Gus Sun office here have met with success and the office now has 20 such shows on its list playing dates. At present the agency spots shows in 23 Ohio towns, six Pennsylvania towns, seven towns in Indiana and five in Kentucky.

Of the towns that contracted to show Sun units for the 1937-'38 season only three have dropped out of the Sun Circuit. They are Jackson, Battle Creek and Pontiac, all in Michigan. Pontiac is skedded to resume shows by April 15, with other towns following suit.

Earl Taylor's Glorified Revue, 50 people, has been booked by the office until the middle of March with dates slated for Sandusky, O.; New Castle, Pa.; Wheeling, W. Va.; Lexington, Ky.; Springfield, O.; Columbus, O., and Evansville, Ind.

Seattle To Get New Spot

SEATTLE, Feb. 12.—New cabaret will be opened here by Mike Lyons in the near future. Entire second floor of a large building will provide capacity of 972 persons.

Hit or Miss Trip to Coast Called Foolish

CHICAGO, Feb. 12.—Acts coming in from the Coast are urging vaude and night spot performers to stay away from Hollywood unless definite engagements await them. Possibility of landing in pictures thru the hit-and-miss method is almost nil, it is pointed out, as most of the casting for specialties in musicals is planned weeks ahead of the production period and selections are made by executives who are thoroly familiar with the work of the performers they have in mind.

Of late professional acts have been making their way to the Coast as uninvited as movie-struck amateurs and have found it hard to land any sort of an engagement. Some of the West Coast spots are cashing in on the "audition gag" by getting free talent on the pretense that movie big shots will see them, altho line-up of acts used in musicals during the last year supports the fact that a performer can be caught in a Chicago or New York spot or theater and be just as seriously considered for a spot in a picture.

The more acts flood the Coast the better the chance for night spot operators to land talent at low salaries and free audition performances.

San Fran Club Books Class Acts

SAN FRANCISCO, Feb. 12.—Bal Tabarin here has dropped line girls for floor acts of a higher quality, nitery planning to run a cafe-theater type of show. Woods and Bray, dance team, who bowed out yesterday, were followed by the Radio Rogues, Joaquin Garay, Harry Stockwell and Knight Sisters.

Frank Martinelli, co-owner of the "Bal," has deal with Baron Long, of the Los Angeles Biltmore. The Biltmorettes, now playing here, have already figured in the deal.

The De Marcos, dance team, go into the Fairmont Hotel February 17 with Henry King's Orchestra.

Vaude Wows With Film

CHICAGO, Feb. 12.—Scarcity of Grade A films is giving the stage show on *The Buccaneer* program a break. After a three-week run at the Chicago Theater the film has been moved to the Oriental for another week, together with the accompanying flesh revue, headed by William Hall and the Wayne Howorth Singers. This marks the first time for a show to stay three weeks at the Chicago.

Olympia's Club 100 Opens

OLYMPIA, Wash., Feb. 12.—Club 100, Olympia's first experiment with the swankier type of night club, has opened in the Blue Room of the Olympian Hotel here under management of Frank Sether and George Starlund. Hal Underwood and band, of Tacoma, furnish music. Floor show was booked thru Eleanor Hansen agency, of Seattle, and consisted of Dagmar as headliner, Dona Dell, Billy Henry and Millie Darlo.

Mirador Club Bankrupt

NEW YORK, Feb. 12.—Mario's Mirador, recent closed club, was thrown into involuntary bankruptcy proceedings by three musicians who yesterday claimed back wages of \$607. Claim halted a scheduled marshal's sale of Mirador assets to satisfy a judgment held by Park & Tilford. Sale must now await a ruling on the bankruptcy petition. Federal Judge Cox named A. J. Menin temporary receiver.

Musicians were Justo A. Azplazu (\$212), John Powell (\$295) and William A. Wardle (\$100).

New Club for Little Rock

LITTLE ROCK, Ark., Feb. 12.—A dinner and dance club costing \$35,000 will be built on Hot Springs highway soon. Plans are still indefinite concerning rebuilding of George's Place here, which burned January 2.



PAUL DENIS

HUGE TAKE FOR B'WAY CLUBS

Detroit Salaries Continue To Dive

DETROIT, Feb. 12.—Chiseling by Michigan agents is resulting in cutting of wages for better class acts. Acts have been entering this territory in large numbers in recent weeks in anticipation of work reported to be available. But the work open has been chiefly the AFA minimum, and some agents are reported cutting even under this figure.

Result is lowering the average scale paid to better class acts, directly competing with those just able to get by with the union minimum and also making it harder for the just average acts to get dates even at the lowest scales paid.

Nelson & West Unit Set For Sun's Western Houses

CINCINNATI, Feb. 12.—Morris Nelson and Neil West's *High, Wide and Beautiful*, which has been touring the Middle West for the Gus Sun office since the first of the year, will begin a string of Western theater dates for the Chicago Sun office shortly after March 1.

With the unit are Jimmy Yamamoto, Mack and West, Fred and Marie Guthrie, the Beyer Sisters, Marjorie Noble, Morris Nelson, Marie Wilson, Pam Perry, Christine Silliman and Ginger Lawrence. Ork lads are Paul Montgomery, Dave Fredrickson, Russell Lewallen, Buddy Hawkins, Joe Unick and Neil West, leader.

Raps Sunday Vaude

PHILADELPHIA, Feb. 12.—Rev. Dr. William B. Forney, secretary of the Lord's Day Alliance, put in a rap with the district attorney's office against Sid Stanley, manager of Fay's Theater.

Forney's complaint declared that Stanley put on stage shows Sundays and distributed "lewd advertisements" in connection with them.

Stanley countered that his vaude show did not open until midnight, which made it valid. He denied his announcements were suggestive. "It's only standard advertising," Stanley declared.

Met, Boston, Vaude Out

BOSTON, Feb. 12.—Ending a 12-year vaude policy, the Metropolitan Theater here, 4,200-seat de luxe combo house, goes double-features next Thursday. Elimination of the Met leaves the RKO Memorial the only local flesh dispenser.

Notices of dismissal were handed to 20 musicians, 12 stagehands, a booth operator and a girl line of 16. Johnnie Lonergan, dance director; Pete Bodge, musical director, and Angle Maney, with the press department for 12 years, have already been let out. Leo Morgan, production manager, and H. Jalmar Hermanson, scenic designer, will be retained.

AFA Cases Continued

CHICAGO, Feb. 12.—The breach of contract suits filed by the American Federation of Actors here for Eleanor Wood and Lee, Storms and Lee against Al Borde, booker, have been continued again, neither of the acts having been in town at the time of the latest hearing date. AFA Attorney Leonard Levine is attempting to get the acts into town and dispose of the cases.

Milwaukee Club Change

MILWAUKEE, Feb. 12.—Roy Tako, formerly identified with Oscar Plotkin in the operation of the 26th and North Club, is reported taking over the closed Blue Moon Cafe, formerly operated by Billy Knack.

They Always Come Back

CHICAGO, Feb. 12.—A local gagster writes in to say that a comedian who recently flopped in a Loop theater will stage a return engagement in that house "if it's true that the murderer always comes back to the scene of his crime."

Charlie Steps Out

CHICAGO, Feb. 12.—Charlie McCarthy, Edgar Bergen's meal ticket, is now a welcome guest in the best of places.

Bergen during a stop-over here had breakfast with McCarthy in the Blackstone Hotel the other morning and was the center of attraction in this ultra spot. A guest at his table was Frank Hawks, the aviator. Bergen complains that he is now working harder than ever before, McCarthy insisting on talking on every occasion.

New Bronx Night Club

NEW YORK, Feb. 12.—Old Nash Tavern, new Bronx nitery owned by Bruno Sichel, is now featuring complete floor shows. Current bill includes Eddie Black, emcee; Ann Hart, Margie Holman and Stasia Lupin.

Pittsburgh Bands Switch

PITTSBURGH, Feb. 14.—Temporarily shelving the Italian Terrace, the William Penn Hotel tonight moves its dancing into the basement grill. The change will oust Otto Thurn's Bavarians from grill spot. Welk remains in the Terrace for luncheon and dinner music, transferring to the grill for supper.

Paid Govt. One Million Dollars On \$16,000,000 Taxable Income

Tax of one-and-half cents on every 50 cents on bills more than \$2.50—November best and June and August worst months in year—untaxable take big, too

NEW YORK, Feb. 12.—Night clubs in the main theatrical area here, including hotel roof gardens, cabarets and similar spots, contributed approximately \$1,000,000 in taxes to the government treasury during the last two years. Business in general has increased. Figures bearing out these statements were compiled for *The Billboard* by the Internal Revenue Department; the tax totals being estimated on a monthly basis for the past two years. Government levy amounts to 1½ cents on each 50 cents of the patron's bill, with bills under \$2.50 being tax exempt. This 3 per cent on bills over \$2.50 in 1936 amounted to \$478,105.40 and in 1937 to \$521,147.17.

New Wisconsin Club

SHAWANO, Wis., Feb. 12.—Arnold Green has opened the Red River Tavern near here. Features the music of Henry Laasch and his Cow Punchers and George Brath and ork.

Herrin, Ill., House Burned

CHICAGO, Feb. 12.—John Marlow's Hippodrome Theater, Herrin, Ill., was destroyed by fire. House used occasional units supplied by the Gus Sun agency. Marlow is planning to rebuild.

Club Talent

New York:

CAROL BRUCE and Eddie Brandt, singing duo, opened this week at the Manhattan Room of the Hotel New Yorker. . . . BETTY AND FREDDY ROBERTS leave this week for London, where they open an eight-week engagement at the Savoy February 21. . . . RENEE VILLON, recently returned from a dance tour in South America, opened on the 13th at the Club Esquire, Toronto. CAS FRANKLIN has joined the show at the Park Central Hotel. . . . MET-CALF AND DANIELS have been held over for the new show at the Queens Terrace, Woodside, Long Island. . . . BILL CRANE opened at Little Old New York.

Chicago:

ELAINE AND FRED BARRY, in their third week at the Drake Hotel, open at the Roosevelt Hotel, New Orleans, March 17. . . . BENNY BAKER, on his way to the Coast, stopped over to catch the Chez Paree opening Friday, featuring Lou Holtz, his former boss. . . . RODRIGO AND FRANCINE, after finishing a short for Warners, moved into the Continental Room, Miami Beach. . . . BILLY GRAY and Jerry Bergen came in from the Coast to head the new Yacht Club show, starting Wednesday (16). . . . DOLLY KAY returns to the Royale Frolics late this month. . . . MOE LUCKY, booker, heading for New York. . . . GRACE AND NIKKO, who closed at the Chez Paree, are headed for the West Coast. . . . PLINER AND EARLE are the new piano duo at the Congress Casino.

Here and There:

NETHERLAND PLAZA, Cincinnati, has a new floor show, *Cavalcade of the Dance*, featuring Beauvill and Tova and including Matthews and Chall, Diane and Duval and Liberto and Owens. . . . WHEELER'S Canadian Northern Lights, a line of five girls, are current at Club Candee, Syracuse, N. Y. . . . WEST AND WEST are being held over at the Vienna Grill, Montreal. . . . MARTIN AND MARVEL, ballroomers, are playing an indefinite engagement at Northwood Inn, Detroit, booked by Corinne Muer. . . . DON THALL and Pat Rooney, dancers, have just concluded a week's stand at the Nine-Mile House, Cincinnati. HACKER AND SIDELL changed plans, and instead of going to Egypt, accepted a return engagement at the Casino Municipale, Cannes, France, after which they will go to the Moulin Rouge until

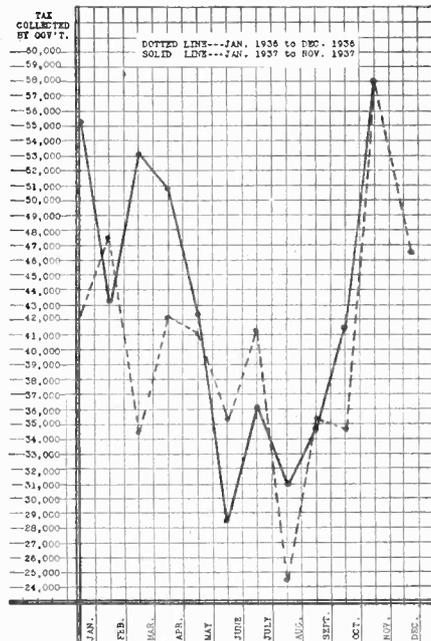
February 20. Open at the Grosvenor House, London, March 24. . . . AL TINT has been held a second week at the Majestic, Lansing, Mich. . . . VIRGINIA LEACH and the GOLD DUST TWINS have been booked for four weeks and option at the Harlem Club, Buffalo.

Entire bill at the Continental Club, St. Louis, Mo., is doubling for the fashion show of the American Retailer Association at the Jefferson Hotel. Bill includes JACK BALLARD AND BILLIE RAE, Carla and Fernando, Bert Garnoff, Lillian Kinney girls and Don, Donna and Don. . . . THEODORA is current attraction at the Hi Hat, Bayonne, N. J. . . . JAY PALMER AND COREEN, Magic Kettle act, opened at Mc an's, Buffalo, February 14 for four weeks. . . . For the fourth successive week JOHN BOOTH has been held over at Hotel Webster Hall, Detroit. . . . As soon as the *Vic Puree Novellet Girls* conclude their present date at the Blackstone, Cleveland, they will go on tour. . . . THE ROLLICKERS are booked for an indefinite run at the Hotel Rome, Omaha. The trio reports good booking openings for musical entertainers.

TED AND ETHEL WALKER wind up club work in Philly this week and leave for the Coast and a Universal short. . . . HARRY SPEAR is now singing emcee at the Two o'Clock Club, Baltimore.

TUNG PIN SOO, magician, heads the floor show at the Gibson Hotel, Cincinnati. Ben Yost's White Guardsmen, Santoro and Lorraine and Hewitt and Neale round out the bill. . . . PAULA STONE, Steve Evans and Irene Taylor top the new bill which opened at Beverly Hills Country Club, Southgate, Ky., February 4. Bill also includes Manno and Strafford, Van Cello and Mary and Sammy Rose's 16 Beverly Hills Lovely Ladies. . . . A. L. DAURO'S *Chinatown Fantasy* stayed over for a second week at the Anchor Inn, Hamilton, O. . . . SUZANNE FRANCE closed at the 26th and North Club, Milwaukee, and opened at Pick's Club Madrid there February 8.

JEAN VAL JEAN is featured dancer with Gene Ford's *International Playboy Revue* current at the Rex Bar, St. Louis, following a five-month date at the Earle Club, Baltimore. . . . HARRY PINK will be held over indefinitely at the Rex Bar, St. Louis. . . . THE SHERMAN BROTHERS AND TESSIE expect to be at Harry's Inn, Sidney, N. Y., for four more weeks. . . . DOLLY ARDEN moved from the Chez Paree, Chicago, to the Royal Palm Club, Miami. . . . JOE KERN is filling an engagement at the Smoke Shop, Red Bank, N. J. . . .



GRAPH SHOWING THE MONTH-BY-MONTH fluctuations of taxes collected by the Internal Revenue Department from the Third District of New York, which includes the main amusement area, during the past two years. Note that November was the best month for both years and that August and June the worst.

With approximately \$500,000 each year contributed to the government by the Broadway and midtown nightery industry, simple arithmetic indicates that about \$16,666,666 taken in each of the last two years by club managements comes under the category of taxable money. In lower class spots bills are likely to fall below the \$2.50 line of demarcation. Total amount of money paid to club managements in bills of less than \$2.50 is conjectural and therefore the total amount of business done by clubs in the principal amusement district cannot be ascertained.

Breakdown of tax collections month by month during the past two years shows November to be the best for night club business. Hot spots in the principal amusement area contributed \$58,147.96 to government coffers for November of 1936 and \$57,985.22 for November of 1937. In 1936 the worst month was August, with the tax levy amounting to \$24,311. as against 1937's low of \$28,323.87 for the month of June.

Exact tax collections for each month in 1936 and 1937, with the exception of the December, 1937, are seen on the appended graph, clearly indicating the seasonal ups and downs of night club business and setting forth comparisons between the two years.

JAMES (TINY) DAY closed a series of bookings in St. Paul to open at the La Salle, Chicago. . . . NADINE AND CHARLES went into the Carmichael Club, Augusta, Ga., following their billing at the George Washington Hotel, Jacksonville, Fla. . . . NETHERLAND PLAZA, Cincinnati, reopened its Pavillon Caprice last week after a week's try at running its late supper sessions in its Restaurant Continentale.

The Versailles, New York

Easily the most beautiful moderate sized (that is, neither mammoth nor tiny) restaurant-night club in the city, the Versailles this week brought in Gertrude Niesen, now billing herself the *Swing-heart of America*.

Having just completed her part in Columbia's *Start Cheering*, Miss Niesen is still that exotic Garboish long-bob blonde, and her voice is still throaty, distinctive and attention-compelling. Getting a four-figure salary here, she clicks again with her strongly individualistic style of singing. Using special arrangements of ballads, rhythm numbers and pops, she gives them each that extra something that makes a singer a headliner. Offered a varied batch of songs, starting with *Vieni, Vieni*, followed by *Where Are You?*, which she introduced in *Talk of the Town* last year, and then by a nifty arrangement of *St. Louis Blues*. She encoored with *More Than You'll Ever Know*, very torchy, and returned for an old favorite, *Gabriel*.

She is the lone attraction, aside from the two dance bands. Larry Stry leads the main band, offering sweet rhythms nicely adaptable for this size and type of club, and then Gus Martel alternates with Latin and pop tunes. Neither band is particularly distinctive, but they are easily adequate.

As always, the food is exquisite (this spot has won prizes for culinary excellence) and the service is impeccable, while the club itself is a lovely place that is both spacious and intimate. Dinner is a la carte and supper carries a \$1.50 couvert (\$2 Sundays) which is probably the highest in town.

There's a caricaturist, Wheeler, doing murderous portraits for tips.

Paul Denis.

Rainbow Grill, Radio City, New York

This 65th-floor room, adjoining the swankier Rainbow Room atop the RCA Building, has been doing solid business right along. The attraction is a combination of optional dress, the fine service, delectable food at modest prices, a good dance band, just enough entertainment and, last but not least, the "Champagne Dance Hour."

The dance hour, started about a year ago by Managing Director John Roy to fill in that dinner-supper lull, is now almost an institution. Theodore and Denesha, who offer dances at dinner and supper, handle the hour (9:30 to 10:30) and do a fine job. Miss Denesha

does emcee, using her vital personality and vivaciousness to make patrons feel at ease while her partner makes the rounds of the tables to bring patrons to the floor for short dance "instruction." They average 25 contestants a night—which proves how popular the feature is.

As for the show itself, it has Theodore and Denesha doing three numbers—waltz, tango and a foxtrot, with a punch novelty number to the music of Tabu added for the supper show. Their numbers hold attention easily, being a smart mixture of pictorial effects, sharp lifts, spectacular spins and graceful gliding. Emphasizing stunts and contrasting tempos above everything else, their work is consistently interest-holding and exciting. Rosita Rios, doubling from the Rainbow Room, reveals a rich soprano voice of wide range and delicacy, applied to novel arrangements of such pops as *Marta and Bel Mir*.

Bert Block's band, here about four weeks, is a swell dance outfit. Block, a young fellow, leads his 10 men, producing danceable rhythms that are sweet despite lack of violins. Bill Johnson, "the Southern Troubadour," reveals a pleasing tenor, blending nicely with Block's "bell music."

John Fraser, "character analyst," makes the rounds of the tables upon request, telling you what's what, while Patricia Lynn, singer-pianist, and Arthur Todd, singer-guitarist, handle the entertainment during the cocktail hour.

There is a plan pending to remodel and enlarge the capacity of this room, which is a good idea. Dinner is \$2, a bargain, and the couvert is 50 cents week days and \$1 Saturdays after 10 p.m., but not for dinner guests staying over.

Peter and Albert are the door to make sure each guest is made comfortable and put in a receptive mood for a good time.

Paul Denis.

Walnut Room, Bismarck Hotel, Chicago

From Eddie Varzos' dreamy gypsy music to Art Kassel's gay dance tunes is quite a jump, but patrons here are well pleased with the Kassel brand, which has a pleasing lilt and a new Kassel individuality much better than the old.

Since his last appearance here three years ago Art has completely revised his style and is dishing out some swell arrangements of pop tunes admirably fitted to dancing feet. Marion Holmes and Billy Lee, vocalists with the band, are personable youngsters who sing well.

Dinner show on opening night was greeted by a capacity house and, if its verdict means anything, the new show should be a big draw. Kassel and his "Kassels in the Air" gave the evening a lively start with *St. Louis Blues* "as played around the world." Estelle Sloan, black-haired and pretty, tapped her way to favor to the tune of *Poet and Peasant*, and Billy Lee scored with his singing of the satirical *Miss Otis Regrets*.

The Two Eileens, a couple of blond beauties in flowered full skirts, offered a rhythmic Portuguese dance with a lilt and grace that were refreshing. A charming pair with plenty of talent.

Frank Payne, mimic, who got his start in the Hotel Sherman's Old Town Room amateur shows three years ago, has developed into a finished artist. His impressions of President Roosevelt, Winchell, Major Bowes, Hal Totten and others are strikingly natural and into them he injects just enough salty humor to put him over in a big way.

Jack Young and Estelle Sloan, charming young dance combo, offered first a lively ballroom routine, then a livelier rumba, both registering solidly. They have a charming naturalness, a keen sense of rhythm and real dancing ability.

Cuisine of the Walnut Room is, as always, top notch, which, with the entertaining shows offered, accounts for its consistently good business.

Nat Green.

Radio Franks, New York

Brought together after a separation of five years, Jerry White and Frank Bessinger, original Radio Franks duo, have cast their lot in the nitery game with this ultra-intimate cubicle on the site of the

late La Grande Pomme on the East Side.

Altho it takes in two floors, place is undoubtedly one of the most compact in the city. Entertainment is entirely of the Gay '90s order, being plentiful and ever-present, the acts simply rotating between the two floors. Size of the place, its entertainment and general atmosphere make it one of the most intimate "let-yourself-go" places. Spot opened last Thursday.

Bessinger, for the past four years connected with the Hitz chain of hotels, has brought in with him most of the Belmont Balladeers, Negro waiter-choral group (now called the Ebony Eight), and Grace Morgan, late vocalist with the Sonny Kendis crew at the Belmont-Plaza. White, who has been featured entertainer at Bill Hardy's Gay Nineties, has also worked a mild exodus from the latter spot, bringing with him Fred Bishop and Gus (Popeye) Wicke, features of the Gay Nineties Quartet. Bishop, Wicke, White and Bessinger comprise the Quartet here, with White tickling the ivories. Jerry also serves as accompanist for Joe (Rubberface) Gallagher, mobile-mugged singing comedian; to Jennie Renne, in operatic and semi-classical renditions, and to solo offerings of tenor Freddie Bishop and to the basso boomings of Wicke.

As a matter of fact, four out of five here play the piano, at least. Grace Morgan accompanies herself in saucy piano logs and so does Joe Hickey, old-time favorite reminiscer. Sunny Russin plugs waits with expert and lightning-fingered keyboard kapers and also does her best at ad lib backing to the hot and heavy lifting of Mammy Jinny in Aunt Jemima take-offs and also to an unbilled soprano (no one knew her name except herself and she beat it pronto) of considerable merit, tho not for this place.

Teddy Burns and Pat Holton, formerly of the Zebra Bar, officiate at the bar.

Dinners range from \$1.75 up, with the cuisine under the supervision of Joseph Ferrero, lately chef of the Stork Club.

George Colson.

Chez Paree, Chicago

Paul Osgard, line-number producer, and his costume-designing cohort, Francis Pallister, rate most of the credit in the new show here for dressing the Chez Paree Adorables in stunning outfits and maneuvering them in several eye-striking routines. Seldom has a local club staged more elaborate and more richly costumed numbers. Two of the kids, Dorothy Laxson and Irma Bundel, break out with individual specialties, neatly executed.

Lou Holtz, here six months ago, has returned with a few new gags and parodies. His forte still is the art of story telling and he would be better off to concentrate on stories rather than songs. His current crop of parodies are comparatively weak. Holtz is a heavy favorite with Chez patrons, tho, and should play to populated tables.

Duke McHale, personable little hooper, follows the opening production number with a couple of fast and intricate tap turns, topping them with a whirlwind barrel-roll finish. A youngster that promises to do still better things.

Phyllis Colt, cigaret salesgirl ballad songstress billed as filling her first engagement, does well for a newcomer. A small brunet with a surprisingly voluminous Sophie Tucker set of pipes that are at their best in typical Tucker selections. An extended course in salesmanship will boost her stock considerably.

June and Cherry Preisser still make a bright and talented sister dance team. June, the winning blonde, excels with her beaming personality and smoothly executed acro tricks. Together they are quite entertaining.

Harrison and Fisher do straight versatile work, each number peppered with good arm and shoulder tricks. There is a tendency of the part of the blond female partner, however, to overdo her facial expressions, generally incongruous with the dominating theme of their work. Most impressive line number, the finale of the second show, has a few of the kids parading with Russian wolfhounds. A novel importation.

Truly McGhee assisted in the staging of the line routines. Don Huston continues as featured production vocalist.

Band-stand spotlight still held by Henry Busse, who during floor-show time makes a funny stooge for Holtz in a couple of bits. Don Orlando's outfit is

filling intermission time with a varied and blending selection of dance tunes. Sam Honigberg.

Grill Room, Hotel Taft, New Haven, Conn.

Manager J. O. Voit has blended good music by Sy Byer's Orchestra, a fine cuisine and a pleasant atmosphere into an outstanding night spot.

Byer adheres to a straight dance policy with a limited amount of hokum. Orchestra includes Bernie Lazaroff, piano and arranger; Gerson Harris, George Caplan and Gerald Guidice, saxes; Irving Berger, trumpet; Vernon Hunt, bass and vocalist; Walter A. Freed, drums, and Helen Conti, vocalist.

Good taste in lighting effects and fittings makes for an atmosphere both pleasing to the eye and impressive. Orchestra is advantageously set off with a canopied band stand.

Leader takes the spotlight at times with solo fiddlin'—also as part of a trio. Vernon Hunt handles the vocals okeh, also doing a neat bit in hokum number of *Swinging in the Corn*. *St. Louis Blues* gives spotlight on different sections of the band, with Freed doing a nice bit of drumming.

Gerald Guidice entertains with the Hammond organ between dance sets.

"Guest-star night" on Wednesdays and "amateur night" on Thursdays are the special events each week.

Minimum maintained with list of food and drinks at moderate prices. D. Owen handles publicity. A. T. Colavolpe.

Fifth Avenue Hotel, N. Y.

This hotel on Fifth avenue and Ninth street has a couple of rooms using talent. The Salon Madrid, main dining room, has Roy Strom and his Gauchos providing dance and show music and on Saturday nights adds a floor show emceed by Hal Forde. An adjoining room, the Amen Corner, is a cocktail lounge that has the Troubadours singing and providing instrumental music.

The Salon Madrid, so called because of the Latin atmosphere, is a large square room that can be awfully noisy, due undoubtedly to the acoustics. Food is good—dinner is \$1.25 and up—but service is poor.

There is a different show each Saturday. The last one was *A Night in Argentine*, with emcee Forde officiating as a gay caballero. Forde is an elderly entertainer who has been in a score of musical comedies and who has poise and personality. However, this noisy room licked him, as it would have anybody else. The entertainment included brunet Senorita Nonita, offering authentic Argentine dances in earnest fashion; Patricia Morley, blond curvaceous singer, whose appearance more than covers up her lack of vocal excellence, and the Gay Rancheros (violin, guitar and accordion), who sing in addition to providing entertaining Latin melodies.

Roy Strom (violin) leads the orchestra, which played the show music badly but

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did okeh with the dance rhythms. Other men are Samuel Persoff and Orio Thomas, violin; Victor Piemonte, piano; William Armont and Arthur Kafonek, cello, and Frank Ulrich, harmonium. The orchestra also plays the Sunday dinner concerts. *Paul Denis.*

Florentine Room, Hotel Gibson, Cincinnati

This venerable room, which in recent years has held its entertainment to name bands and an occasional act, last week launched a new policy of augmenting its name music with regular floor shows. Under the new set-up your \$1.50 gives you the right to stomp to the tunes of Sammy Watkins' Ork, ogle a four-act show and enjoy a complete dinner. And such a buy in a room as this, which with its Italian architecture, spacious balcony, massive pillars and tasty furnishings, remains one of the richest sanctums of its kind in the land, is truly a bargain. There's no cover or minimum except Saturdays, when a minimum of \$1.50 prevails after 10 p.m. Acts do two shows a night (8 and 12) except Saturdays, when they also do their stints at the luncheon and cocktail sessions. MCA books both band and show.

First show in under the new policy is a nifty. Ork Leader Watkins presides as emcee and introduces first Miss Lorraine, glamorous blond dancer, who contributes a high-kick acro routine done in showmanly and graceful fashion.

Filling the deucer in bang-up style is the Oriental magician, Tung Pin Soo (Al Wheatley), who looks more like a Chinaman than a Chinaman himself. He impresses with his smooth work and perfect mannerisms. Opens with cig productions, winding up with the cigarette, to cigar to pipe effect. Follows with a baffling thimble routine, disappearing knots in handkerchief, a few card fans and a novel bit of fire eating. His next offering is a swell routine with the Linking Rings, done close up at the tables, followed with *Where Does the Chicken Go?*, with sucker effect, and reproduction of the chicken in a flaming skillet. Has a swell finisher in his rose bush nifty, wherein he fans the plant held in his hand, causing it to grow and bloom. His wife gives capable assistance. Bowed to a strong hand.

Santoro and Lorraine, handsome and youthful ballroomers, made the third stanza a winner with a graceful waltz, highlighted by some neat trick swings and a whirlwind finish, and a fantastic interpretative routine, climaxed by a daring neck spin. Team packs a world of class and romped off to a neat mitting.

Ben Yost's Eight White Guardsmen, handsome crew with unusual voices, scored a smash hit. Began their quality warbling with a medley from Sigmond Romberg's *New Moon* and followed with *Song of the Vagabond*, a group of college tunes and an assortment of melodies from pictures they have appeared in. They were forced to beg off.

Sammy Watkins and orchestra, whose unusual instrumentation includes an organ, found great favor with the dancers and played the show in tip-top fashion.

Florentine Room's service is prompt, cuisine excellent and the drinks, oh, so good. *Bill Sachs.*

Town Casino Club, Miami Beach

Opening some four years ago and being operated by as many different managers, the Town Casino seems to have found at last in Bruno Trebbi one who can at least draw a crowd.

Presenting a Broadway production on a miniature scale, Noel Sherman and Billy Arnold have arranged a pleasing offering, altho at times it leans toward the ridiculous in trying to present something different in night club entertainment.

Heading the cast is Russell Byrd, former vocalist with Carlos Molina's Orchestra, doing a single and serving as emcee. His voice is still pleasing. His emceeing is above average.

Helene Wind opens the show with a song-and-dance much too overacted, but shows possibilities of pleasing in parts.

Marvel, deaf mute, offers a dance which is announced as a "vibrative feel" number; but music sets an impossible tempo and the twists and whirls are not as effective as they should have been, altho his act is very exciting and well done.

Castaine and Barry, dance team, offered a pleasing arrangement of ballroom and

novelty dancing which rated as a high spot.

Ino Benson, singer, also let overexaggeration prevent her number from going over, as jerks and twists are for dancers and not singers when done with such muscle-tearing actions.

Billed as *Toppers of 1938*, the ensemble of eight girls presented three numbers overdone as well as underpracticed, but novel enough to be entertaining. *Virgil E. Pierson.*

Royal Palm Club, Miami

Going into the season minus profitable casino. Arthur Childers, managing director of Miami's only big time night spot, has determined to keep his club in the top ranks by presenting another big time show.

Joe E. Lewis, playing a return engagement, having been a three-time holdover last season, again offers same lines, same gags, same set-up; but steals the show and never misses getting two encores.

Dolly Arden, dancer of a different type, being held over by popular demand, pleases and thrills with her unusual dance creations.

Gloria Grafton, singer, offers little in the vocal line. Manages to sing thru two songs in a different manner but fails to please audience, who demand something not so draggy and not so over-exaggerated.

Eight Yacopis offer thrills and spills galore much to the delight of the audience, who seemed to expect a Yacopi in their lap at any moment during their four high spring-ups and somersaults. A different type of night club act.

The ensemble of 28 Hollywood imported showgirls in numbers produced and staged by Sammy Lee still offer highlights of the show with their beauty and costuming.

Jane Keenoy's *Conga* number remains as finale and holds spot as a feature of show.

Freddy Martin and his capable orchestra handle the musical assignment well, with Sanchez and his rumba band alternating pleasingly. *Virgil E. Pierson.*

885 Club, Chicago

From all appearances Joe Miller's remodeled near North Side rendezvous impresses as the smartest of the more intimate small-seaters. Pleasantly bright and modernistic, it houses a cozy and informal atmosphere. Business has been holding up, especially during dinner sessions, the spot boasting of a reputation for fine food and reasonable prices. Week-day minimum is now out, a stimulant for more late-hour trade.

The floor show, repeated thrice nightly, is small but sufficient. Paul Rosini, magician and supersalesman, opened a run and is still the artist he proved himself to be during his record Palmer House engagement. Paul knows the art of capturing your attention and holding on to it. At this showing he concentrated on ace card tricks.

Gladys Crane, after a marathonic stay at the neighboring Yacht Club, moved in to continue with her amusing song arrangements and contagious swing-tap concoctions. Kid makes a nice appearance on the floor and does not lay down on the job.

Susan Cantu, Latin songstress, opens the brief floor bill with Cuban and Mexican tunes warbled in the fiery style typical of her race. Should keep away from the mike, however, as the full force of her voice at close range is too loud for this room.

Gloria Faye, lanky brunet, is another singer, pitching in with vocals during the band sessions. Stock work. Nino Rinaldo's six-piece outfit holds forth on the band stand. Play the show well and seem to please the dance couples with their smooth arrangements. Nino doubles as emcee at floor-show time.

Johnny Honnert, nice looking youth, is still tickling the ivories during intermissions. He has become the adopted son to the repeat trade and he feels quite at home behind the piano. Customers with any desire for a vocal talent outlet are at liberty to step up and strut their stuff. When caught a blonde let loose a husky set of pipes to *Bei Mir Bist Du Schoen*, among others, and a baritone had his way during one of Honnert's sessions. *Sam Honigberg.*

Savarin Cafe, Buffalo

Business conditions are definitely taking their toll of the crowds here, but the shows seem bigger and better than ever. Added to the competent proprietorship of Harry Wallens and Harry Alt-

man this year is Bernie Elliott. Buddy DuRay is the personable maitre d'hotel.

Outstanding is Benny Krueger and his nine-piece band. Peppy and spicy, it provides a nifty background for the floor show. Benny toots a mean sax. Bandsters are Albert Ernst and Micky DeStefano, saxes; Charlie Schill and Bob Moyce, trumpets; Kenny Zaepfel, trombone; Joe Tepas, drums; Chet Hought, piano; Marlene James, vocalist.

Vanettes, a six-girl regular line with two extras, make an extremely pleasing group to watch.

Felicia and DelRay, here last year, were thrilling in their Paris slums number in the early show and slave dance in the nightcap, pulling no punches in either. Their straight ballroom dancing is executed with facility and grace.

Marna Leonard is a rumba dancer with high temperature and a style not far from the once famous "shimmy."

Pinky Robinson, a former Major Bowes trouper, with imitations of birds and animals, is a real treat.

Jack Ulmar, emcee and comic dancer, is especially funny with a take-off of the fan dance.

Krueger's Band broadcasts over the Columbia network on the *Buffalo Presents* program. *H. J. Warner.*

Half Moon Hotel, Coney Island, N. Y.

This big hotel on the beach uses music and vocalists week-ends, switching to full weeks during the summer. Ken Casey and orchestra play here the year round, this being their fifth year.

Casey has a pleasing combo of five men which dishes out sweet music that is surprisingly good for its size. Casey himself plays several instruments, altho he emphasizes the violin. With him are Betty Williams, who has been here for a year; Virginia Dare and Larry Stewart. Miss Williams has a smooth soprano voice of unusual range and does fine work with operetta and semi-classic

numbers. Her voice comes over the mike very well and displays control, surety and deft handling.

Miss Dare, a young brunet, offers pop numbers in pleasant style, while Stewart reveals an interesting baritone voice that is sweetish and good for pop numbers.

Band plays in the Ocean Terrace of the Isabella Room, a huge, ornate room that is too vast to afford any sense of comfort. The band and the entertainment would show up better if the Ocean Terrace were inclosed. Paul Fulton is hotel manager. *Paul Denis.*

Hotel Commodore, N. Y.

Sudden departure of Tommy Dorsey as sole maker of merriment for Palm Room patronage here has brought no change in entertainment policy. Fort is being manned by Red Norvo and Mildred Bailey, the Mr. and Mrs. of Swing, carrying on the tradition set by the sentimental silder.

As a drawing card for this storage- (See NIGHT CLUB on page 27)

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Night Club Management

News and Angles on Night Club Operation

By GEORGE COLSON

Atlantic City Clubs Fight

CHARGING that dry elements were behind the movement to put the State in the liquor business and that efforts were being made to do away with the individual after-dark spot, the Atlantic City Licensed Beverage Association recently went on record against State-owned and operated package stores.

Tough on Pittsburgh Clubs

SPOTLIGHTED in papers by cases of minors buying liquor and insanitary conditions, Pittsburgh's cafes face possible councilmanic adoption of ordinance which would require new permits and additional \$10 inspection fee.

Proposal would give health department constant check on sanitation of hotels, restaurants and clubs. Ordinance also asks Wassermann exam of establishment's employees every six months to detect syphilis.

Clever Mail Campaign

CHARLIE HEPP, manager of Harry's New York Cabaret, Chicago, devised a clever plan in calling attention to the informal policy in his club. He mails his friends and prospective customers a postal card-sized prescription form, inserting in one corner a capsule loaded with a rolled-in advertisement.

The "medicine" in the capsule is a listing of his acts and informs that the club will pay the cabfare for its trade anywhere within the Loop district. Some of the copy on the card is clever, such as "Open capsule and absorb contents." "Nonrefillable except at the office of Hepp" and "Office hours 12 noon until 7?"

Newspaper Rated Too High

FROM more than one quarter it has been brought to our attention that one of the chief reasons that the present slump is not more readily dissipated is because night club advertising is so steeply rated. So many newspapers who found an unexpected source of revenue in night club ads in the past few years have not had the foresight to reduce their rates for the duration of the current "hard times" and thus nurse along for future harvests their new-found gold mine. As it is they are killing the goose that lays the golden eggs.

Bookers contend that they could more easily sell a higher priced act to a spot if ad rates were not so high. An operator who finds his spot stagnating knows that nothing can hypo attendance as one or a series of bright new name acts can. Yet the operator cannot buy what is good for him, for he knows that to get the maximum of benefit out of the expensive act he must advertise in the dailies. Cost to bring such an act to public's attention is usually twice the cost of the act.

Passes Help Off Nights

MORE and more operators are finding out that it is not such a bad thing to judiciously distribute passes so that they fall only on the "off" nights. Not only does it do away with the unpleasant task of being forced to hide away "cuifo" patrons at some obscure table should they decide to drop in on a packed night, but it also tends to give the club a semblance of consistently good patronage and of plenty of elbow room at the same time.

Rockefeller Spots Do It

THE twin Rockefeller rooms (the Rainbow Room and Grill in Radio City, New York) are good examples of spots

utilizing their space to capacity. To bring in the lunch crowd a Rockefeller Center Luncheon Club was organized and now has 650 members at \$75 a year dues and privileges to have luncheon at cut price. Then there's the cocktail hour, and then dinner and supper in both rooms.

Since the capacity of each room is not excessive, keeping them busy all day helps solve the problem. There's the champagne hour at 9:30 to 10:30 in the Grill, a device to keep the dinner guests in. And the room has hyped business Mondays with its waltz contests after the supper show. Tie-ups and good publicity also help keep red ink away from the door.

When Business Is Off

THE Paradise, New York, uses a curtain which, when drawn completely, closes off one section and makes the spot look smaller and naturally not so empty when business is off. The idea has been used before.

Collads Films Finale

BENITO COLLADS, owner of the El Chico, New York, has a Colochrome camera which he uses to take, in colors and on 16 mm. films, the finale of each floor show. These he runs off for his performers and musicians to show them how they look to patrons. Corrections are made as a result. It costs an average of \$10 to film each finale.

Blackboard Menu Stunt

STRIVING to be out of the ordinary, Joe Miller, of the 885 Club, Chicago, is using the blackboard-menu idea. The daily food features are chalked on a portable blackboard held by the waiter when the customer is ready to order.

Wisconsin Owners Revolt

THE Wisconsin Tavern Keepers Association empowered its executive



LEW MERCUR, owner of Pittsburgh's only theater-night club, the Harlem Casino, is celebrating his third anniversary as proprietor of the spot. His club uses colored shows.

board February 8 to take legal action to nullify the 2 to 8 a.m. curfew ordinance now in effect in Milwaukee if the common council fails to take satisfactory action. Whether or not the ordinance is to remain will be voted upon by the citizens at the spring election. The ordinance has driven night revelers to spots outside of the city and as a result action on a similar measure sought for near-by towns has been postponed.

McArdle Follows Duffy

JOSEPH F. MCARDLE has been appointed manager of the Walton Roof and Hotel Walton, Philadelphia, replacing Charles Duffy Jr. Duffy left the Walton after serving it more than 10 years.

Reviews of Acts

George Downey

Reviewed at the State-Lake Theater, Chicago. Style—Comedy. Setting—In front of band. Time—Eight minutes.

Tramp bicyclist highlighting comedy both on and off his pedaling contraptions.

His opening three or four minutes, before bringing his two-wheeler on, are sprinkled with laugh-provoking bits of business. Uses a collapsible bike and a roll-top pedal attachment.

Turn is very entertaining. S. H.

Betty and Harry McCabe

Reviewed at the State-Lake Theater, Chicago. Style—Musical. Setting—In front of band. Time—Nine minutes.

An unusually young team, at one time seen in Our Gang comedies, doing instrumental and vocal work.

While not as yet quite professional for the ace houses or clubs, the act promises to develop into a good attraction. Kids have a lot of appeal, are fresh personalities and, like most youngsters, are very ambitious. Open with a swing tune played on a banjo and accordion and then follow with loud warbling of pop ditties.

S. H.

Rome and Wood

Reviewed at the State-Lake Theater, Chicago. Style—Comedy. Setting—In front of band. Time—Ten minutes.

Al Rome, eccentric dancer, and Bette Wood, straight, make a good comedy pair, but at this stand did not do well in their talking session due to old material.

Most of their gags have been chewed over and over again at this house and the team was naturally at a disadvantage repeating them. A strong asset in the act is Rome's funny dancing, his wooden movements and general eccentricities getting laughs. S. H.

Ted and Mary Taft

Reviewed at the State-Lake Theater, Chicago. Style—Dancing. Setting—In front of band. Time—Six minutes.

A brisk and youthful modern dance team doing fresh and airy work with finished skill. Both appear well versed in ballet training, a bright feature back-grounding their routines.

When caught they opened with a fast high-kick routine that is far above ordinary and closed with a modern swing version of the Indian war dance. S. H.

Victoria and Lorenz

Reviewed at the Oriental Theater, Chicago. Style—Comedy and dancing. Setting—In front of band. Time—Eight minutes.

Usually working in front of a ship drop, team dispensed with it due to band attraction on the stage. Made it a bit difficult for their entrance, but after the first trick it mattered little. Dressed in sailor outfits, they do acro and high table tricks.

The man is the real feature here, having a natural trend for comedy. Builds solid laughs with his precarious feats, climaxed by a good rocking-table finale. S. H.

Marion Daniels

Reviewed at the Oriental Theater, Chicago. Style—Dancing. Setting—In front of band. Time—Four minutes.

A cute-looking acro dancer who worked in a smart Oriental-flavored costume. Makes a charming appearance, and her routines are neatly executed. Has some flashy tricks which she goes into and comes out from gracefully.

At this house she was featured in the opening production number with the stock line and followed with another number as a single. S. H.

Talent Agencies

LOU MILLER is now Sammy Clark's assistant in the William Morris Agency, Chicago. . . . MEYER (MICKEY) WEINTRAUB has joined Leonard F. Winston, New York, to handle hotel and club bookings. . . . MANNIE SACHS, of MCA, New York, is in Florida. . . . TIM GAYLE, of Boston, has opened a New York office. Books bands and acts.

GEORGIE HALE is staging his first ice show, featuring Maribel Vinson, for MCA. Unit opens March 4 in Montreal and will play week and four-day stands.

VICTOR LOPEZ, booker of Peter Sergei's *London Revue*, has notified Amalgamated Theaters, Ltd., that the show will cancel its Singapore dates due to illness of members of the cast. Bubbles Stewart is in the show.

ARTHUR FISHER and Jack Fauer, New York, are now booking the Liberty Theater, Elizabeth, N. J., Friday to Sunday vaude.

LARRY AZARKI, formerly with CRA, has joined the Central Booking Office, Chicago, handling night clubs and theaters.

AL BORDE, of CBO, leaves Chicago to open a Hollywood office.

TONY BRILL, Los Angeles, has applied for an AFA license.

SALLY FIELDS reports the following spots added to her list: The Sax, the Ten-Forty Club and the Commodore, Detroit, and the Dutch Village, Toledo.

WILL WEBER, of New York, also reports better business with added bookings in the 1214 Club, Little Rathskeller and 20th Century Club, Philly; the 2 o'clock Club, Baltimore; the Yacht, 855 and Harry's New York Bar, Chicago, and the Hawaiian Yacht Club, New York.

JACK W. KINGSLEY, manager of the club department of the Gordon Entertainment Bureau, Hartford, Conn., promises to make all contracts according to AFA standards.

ARTHUR ARGYRIES, of Rochester, N. Y., has added three more dates: Ye Old Mill, Olean, N. Y.; Three Star Inn, Portville, N. Y., and Maple Tree Inn, Portville, N. Y. Other dates booked by Argyries are the Times Square Club, Bartlett Club, Golden Grill Inn, Powers Hotel, Brownie's Marble Bar and Terrace Gardens, all in Rochester; Havana Casino, Hanny's and Como Club, Buffalo; Silver Rail, Utica; LaSalle Club, Bradford, and Freddie's Cafe, Cleveland.

Produces Flexible Singing Units for All Types Work

DETROIT, Feb. 12.—New singing units idea is being produced by Carl Sobie. First is designed for a minstrel combination and second for musical comedy, light opera and even church work (any denomination).

The second unit appeared recently at the Fox Theater here, using 40 voices in a variety program. Sobie has built it up to be divided into any desired combination, such as trio, quartet, double or single octet and various male or female or mixed groups, allowing maximum versatility in booking arrangements.

Lincoln Vaude Finished

LINCOLN, Neb., Feb. 12.—Local vaude is thru this season, according to L. J. Finske, district manager for J. H. Cooper Enterprises. Orpheum was late in starting this year, ran only every other week, and now goes straight picture because of show shortage. Last unit was Major Bowes' *Jamborace*.

Doner Joins F. & M. Schools

NEW YORK, Feb. 12.—Two more Ethel Meglin-Fanchon & Marco schools are being planned for this area, one in Jamaica and the other in Larchmont, to supplement those already established in Jersey City and Ridgewood. Kitty Doner is to be placed in charge of the Larchmont branch. Miss Doner will also supervise the teaching of radio and stage technique in all branches of the circuit.

Italian House Drops Flesh

NEW YORK, Feb. 12.—Cine Roma Theater here, showing Italian films and from time to time adding variety turns, has again abandoned the stage-show policy and returned to straight pic schedule.

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Review of Talent in New Shorts

New Educational shorts include *Cupid Takes a Holiday*, *Air Parade* and *The Miss They Missed*. Best of the lot is *The Miss They Missed*, with WILLIE HOWARD carrying on uproariously as a detective, a role enabling him to use different disguises and spout his classy French accent. Plot and acting are hilarious nonsense, with Howard in top form vocally and in gesture and innuendo. JOHNNY JOHNSON'S Orchestra in this short and in *Air Parade* plays smooth music. Others in *The Miss They Missed* are ESTELLE JAYNE, JACK HARTLEY, JACK SQUIRES, FRED MANNETTE, MARION MARTIN and GEORGE LESSEY.

DANNY KAYE, in *Cupid Takes a Holiday*, gives one of the hokiest performances ever seen by this reporter. Idea is senseless but grand comedy. Story presents Danny as Nikolai, a screwy Russian. All the Nikolais, according to family tradition, must marry before midnight of their 25th birthday otherwise they go nuts. As the deadline approaches there is no doubt that Danny is already nuts. A matrimonial agent takes him to see various femmes but something always prevents the merger. One dame is finally acceptable but the deadline is already up and Danny is ripe for a strait-jacket. Cast includes DOUGLAS LEAVITT, RUTH LOCKWOOD, ESTELLE JAYNE, MARION MARTIN and PAULINE MYERS.

NIELA GODELLE, in *Air Parade*, sings and screens pleasantly. Has a pleasingly clear and true voice. Sings *Ten Pretty Girls* and *If It's the Last Thing I Do*. Lee Sullivan vocals okeh in *Once in a While*. Sullivan appears very boyish and is a good looker. Cast does a thoroly capable job, with ARTHUR BORAN contributing a few good impersonations of Cantor, Wynn, Fields, etc. Others are RUSS BROWN, EDITH GRESHAM, CLYDE FILLMORE, MARION MARTIN and JOHNNY JOHNSON'S Orchestra. P. A.

There's not much in the way of entertainment to *A Radio Hook-Up*, latest talent short among Nu-Atlas musicals. Yet for the 10-minute run there are enough performers assembled, including DOROTHY STONE, CHARLES COLLINS, THE BUCKAROOS, YOST'S SINGING DOZEN and DOUG LEAVITT. None lives up to billed reputations.

Collins leaves Miss Stone waiting at the church when he has to stay on the job, but the wedding party crashes the studio and the "I do" goes on the air. It isn't funny. The singing and playing of the Buckaroos, the harmonizing of Yost's Singing Dozen and Leavitt's antics as preacher are just fair to mid-dlin'. Dancing routine by Stone and Collins is a trifle better but nothing to rave about. S. W.

Vaude on the Riviera

NICE, Feb. 7.—Mary Hollis, American acro dancer; Billy Bourbon, tumbler; Mel and Melba, adagio; Myrio and Descha, dance team, and the *Blue Bells Follies* are at the Palais de la Mediterranee.

Harry Reso, eccentric dancer; Elyane Celis, singer, and the Schwarz Sisters, comedienne, are at the Casino Municipal.

Vaude in Brussels

BRUSSELS, Feb. 7.—Josephine Baker held over at the Varietes. New acts on the bill are Page and Jewett, American comedy cyclists; Rina Ketty, singer; Breier Troupe, teeterboard, and Macagno, antipodist.

Royal China troupe, acrobats, are at the Ancienne Belgique.

France Raises Tax on Foreign Vaude Acts

PARIS, Feb. 5.—Since the first of January the tax on salaries of foreign vaude acts has been increased from 6 per cent to 7 per cent. Artists are allowed 20 per cent for expenses, meaning that only 80 per cent of their salary is taxed.

Chicago Vaude Best in 2 Years

11 weeks and more in spot bookings in Chi area —bookers hopeful

CHICAGO, Feb. 12.—There is more vaude activity in the Midwest this season than there has been in three years. At present nine full weeks, three Saturdays and Sundays and three Sundays are regularly booked out of Chicago—a two-year record. In addition there is the full week at the RKO Palace here, booked in New York.

There are also several weeks of spot bookings for units, a route which has gradually been growing this year. Mort Singer and Wannie Jones, of the RKO office, are spotting shows about once a month into the Orpheum, Minneapolis (full week); Orpheum, Sioux City, Ia. (three days); Orpheum, Davenport, Ia. (three days), and the Iowa, Cedar Rapids, Ia. (two days). Lou Lipstone, of Balaban & Katz, is buying band and production units for the Great States Theaters and is spotting them in their theaters in Springfield, Peoria, Danville and Alton, Ill. Charlie Hogan, of the William Morris office, and Dick Hoffman, of the Diamond agency, also book occasional shows for theaters in Wisconsin and surrounding territory.

On the regular booking schedule Dick Hoffman leads the field with three full weeks. He handles the Fox-Tower, Kansas City; Playhouse, Winnipeg, Can., and Powers, Grand Rapids. RKO is next with two full weeks at the Colonial, Dayton, O., and Lyric, Indianapolis, and two Saturday and Sunday dates, namely, the Orpheum, Champaign, Ill., which just returned to flesh, and the Kedzie, Chicago.

Billy Diamond books the State-Lake, full week, and the Orpheum, Memphis, another week date. Lou Lipstone continues to book the Chicago and Oriental theaters here for Balaban & Katz, while Charlie Hogan handles the Saturday and Sunday bills at the Stratford, Chicago, and the Sunday date at the Paramount, Hammond, Ind. John Benson handles the Sundays at the Arcade, St. Charles, Ill., and the Patio, Freeport, Ill.

There are several additional small flesh dates here, but due to the small budgets do not rate highly. Sammy Clark has the Marshall Square Theater (Saturday) and the Ambassador (Sunday). Sam Herman books the Englewood Fridays and Saturdays and the American for Sundays.

Court Rejects Poli Claims

NEW HAVEN, Conn., Feb. 12.—Claims totaling approximately \$1,059,800 have been rejected for reasons not explained by the Hartford-Connecticut Trust Company, executor of the last Sylvester Z. Poli, the theatrical magnate, who died May, 1937.

Chief claims were: Marchese Lippo Gerini, \$555,000; Marchesa Lillian Poli Gerini, \$435,000; Orlando Pelliccia, \$50,000; Robert E. Russell, \$17,500, and Matt L. Saunders, \$2,300. According to the report of appraisal last October, the Poli estate value was put at \$3,853,274.

No Shows for Singapore

SINGAPORE, Jan. 22.—Peter Sergei's *London Revue* Company will not be able to fulfill its date at the Capitol Theater here due to illness of the cast. Company was scheduled to play a full season here, marking the first appearance of a traveling repertory company in the East the past five or six years. Singapore, tho willing and ready to support itinerant troupes, was automatically frozen out for these presentations because it is only a calling-in point in the journey between Shanghai and Madras.

Wilde Unit Set

SHARON, Pa., Feb. 12.—Ted Wilde's *French Models* were selected by the Elks to play the Exposition and Mardi Gras at Orangeburg, S. C., for six days. After that the troupe of 24 returns here for local theater dates.

Water Wagon, or Else

NEW YORK, Feb. 12.—Notice posted backstage of the Casa Manana and signed by Billy Rose: "Drunkards, male or female, can't work for me. I am referring to the ensemble. Any boy or girl who enters this theater 'high' or who drinks during shows will receive notice instantly."

Vaudeville Notes

BEN DOVA and his family are due in this country by April again, but this time Ben is taking a boat. . . . DOROTHY JAMES, singer, comes into the Music Hall, New York, on the 17th, after an eight-week stay at the Embassy Club, Phila. . . . DON BESTOR and Carl (Deacon) Moore orks have been set by CRA for theater dates late in March, with Bestor starting at the Earle, Phila., March 25, and Moore going into the Paramount, Nashville, Tenn., March 21. . . . GEORGE CORTELLO and his dogs, featured in *Waikiki Nights*, play the Shubert, Newark, this week. . . . ED FORD and dog, Whitey, were forced to cancel the fifth and last week at the Music Hall, due to illness of Whitey. They were replaced by the Gaudsmith Brothers, who doubled for the International Casino. . . . FRANKIE HAMILTON, after eight weeks in Veterans' Hospital, Chicago, is now playing Detroit night spots. . . . VAL CAMPBELL, Detroit booking agent, left for Florida this week.

MORIN SISTERS go into the Shubert, Cincinnati, week of February 25. . . . LYRIC, Indianapolis, set Tommy Mack and Ted Lester for that week also. . . . AL PEARCE and Gang play the Palace, Cleveland, week of February 18, followed by the Fox, Detroit.

MELLS, KIRK AND HOWARD, comedy trio, split. Mells and Howard are leaving the spotlight for the liquor business. . . . RAMONA RAY and her Maids, Bill Hunter musical show, are enjoying an extended run at the Ritz, Houston, Tex.

THE 25 MEMBERS of the Hi-Lo Club Revue unit are touring Southern theaters for Kemp. After that the unit will go thru the Middle West and West on bookings by Earl Pitman. Included in the unit are Zora, Hal Hoffman and Buff, Elmer Everett, Vernie Johnson, the Traymores and Bob Gold's eight-piece band. . . . WALTER DARE WAHL JR. will make his professional debut in June upon graduation from high school. . . . AND SANNELA'S BAND at Loew's State, New York, week of February 17; Lew Parker and Company on a CBS program, and Jimmy Lunceford at the Stanley Theater, Pittsburgh, week of March 11, were arranged by Simon Agency. . . . ROSE'S MIDGETS UNIT started a five-week engagement February 4 at the Victoria Theater, Greenfield, Mass., thru Ivan Charnoff. . . . ARTIE STANLEY and Harold K. Boyd are still with the A. B. Marcus Revue, which has been playing Australia and New Zealand and which now moves to Johannesburg, South Africa. . . . WALLACE BANCROFT, formerly of the dance team of Wallace and Elvadi, is now appearing in an act known as Grant and Marsha Conway.

BERT NAGLE is returning to London from a four-week engagement in Belgium. . . . ROYAL DUO, having driven to New York from St. Louis for a two-week vacation, left this week for vaude dates at the Rivoli, Portland, Ore.; Beacon, Vancouver, B. C., and the Post Street, Spokane, Wash. . . . VENTRILOQUISTS in and around New York were invited to a free-for-all contest imitating the Bergen-McCarthy couple at the Rivoli Theater for the opening performance of *The Goldwyn Follies*, which features the Bergen dummy. . . . GEORGE M. COHAN is sponsoring the benefit for the National Variety Artists February 27 at the Alvin Theater, New York. . . . BALDWIN AND BRISTOL had to cancel four weeks at the Palace Hotel, San Francisco, when Joe Baldwin contracted the flu.

EDDIE KELLY writes in to say that Bobbie McLeon's Ice Skating Revue enjoyed a highly successful engagement at the Princess, Nashville, last week and that it will continue its tour in that

More Vaude For Warner

Bklyn. Strand clicks—now 4½ weeks for Mayer — five two-dayers to Biben

NEW YORK, Feb. 12.—With the Strand Theater, Brooklyn, switching from Saturday-Sunday to Friday to Sunday this week-end, the Warner booking office is now spotting vaude into 10 houses, with indie booker Harry Biben handling five other Warner spots in Philadelphia using vaude Fridays and Saturdays.

Harry Mayer, booking for Warner, is supplying vaude for the Earle, Philadelphia, full week (with the Sunday played at the Stanley, Camden); the Earle, Washington, full week; the Stanley, Pittsburgh, full week (with the Sunday played in Steubenville); the Astor, Reading, and the Strand, York, Friday and Saturday; the Queen, Wilmington, and the Capitol, Lancaster, Saturday stands, and the Strand, Brooklyn.

Altho the Brooklyn Strand has been doing very well with its vaude policy, there appears no chance that competitive spots (the Metropolitan, Albee, Fox and Paramount) will resume flesh also. The Strand, Fox and Paramount have a three-way pool on profits, and the competitive factor is eliminated.

Harry Anger is now staging the shows at the Washington house, but is not using a chorus line as in customary with presentation shows.

Biben is booking Bridgeton and Allentown in addition to his Warner spots.

ERIE, Pa., Feb. 12.—Manager Bert Wild, of the Warner Columbia Theater here, announces booking of two name bands and stage units for Friday and Saturday as part of the new vaude film policy. On February 18 and 19 Ted Lewis and band will be the attraction, while Duke Ellington comes in the following week. Playing second-run films, this house recently tried out a three-day-a-week program of revues and pictures with much success.

area. . . . LEON LEONIDOFF and Miles Ingalls were local visitors last week. . . . ATTENDANCE records were smashed at the Loew-Globe Theater, Bridgeport, Conn., February 6 with Henry Armetta p. a.-ing. . . . REGAN, CARTER AND REID, knockabout comedy acrobatic trio, will play Winnipeg, Man., the week of February 20.

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Loew's State, New York

(Reviewed Thursday Evening, Feb. 10)

Current bill at the street's biggest vaude player is so-so, with Judy Garland, young film name, topping and sucking home par excellence.

Veteran Gautier's Steeplechase, known under various names, is a strong opener, but the pace is not maintained by a show that has its ups and downs. Gautier's act has four ponies, four dogs and a monk and provides plenty of entertainment. Animals are well trained, with the dogs delivering the punch with their routines atop the ponies. Close has the monk riding a dog as the dog rides a nag. Turn was appreciated and nicely received.

Four Franks have the potentialities of a good act, but they don't come near to delivering and the talents are vitiated in a turn that at one spot reaches an all-time nadir for lack of taste. Two boys and two girls, a blonde and brunet, make up the act. Not great musicians, but good enough to get by. Blonde follows with a song, her routine consisting mainly of pratt wiggles. A take-off on Garbo and Barrymore follows with the blonde and one of the lads. It's a knock-around routine on a sofa, and that nadir comes in here when the boy spits on the girl. Some fast tapping and challenge finishes.

Believe it or not, the comedy act comes straight from burlesque. Bud Abbott and Lou Costello do a fast five minutes in soldier uniform with two stooges. Abbott is a fresh private, Costello an officer. It's a fast comedy turn that should be able to negotiate the remaining vaude stands with no trouble. Material is pretty good.

Several good pictures have put Judy Garland near the top of the heap and this, her first local vaude appearance as a headliner, shows the girl has plenty of what's needed. Her four numbers left the house thundering for more, and properly so. Only criticism is that the gal plays up the coy and kid stuff overly. Numbers were a song about getting back to Manhattan, sounding like a special lyric job; *Love Letter* from *Broadway Melody*, *Dzieland Band* and *Bei Mir*, etc. last done in part Jewish wail and part gutbucket style for a punch.

Selma Marlowe, with the dozen Albertina Rasch dancers, is the only reason the last act wasn't just a stage wait. Girls open in a semi-Cuban number, with two men augmenting. Miss Marlowe does two dances, drawing applause. Second routine is a sort of production number to Raymond Scott's (Harry Warnow) *The Toy Trumpet*, a hard number to work to in tap, with occasional rambles from accuracy on the part of the house band not helping. Miss Marlowe, a highly proficient dancer, helped the act tremendously by doing out-of-the-ordinary numbers, smartly delivered. Rasch Troupe closes with an ordinary ballet routine. Their portions of the act show little thought—no lighting, production efforts, etc.

I'll Take Romance the picture. Business fair. Jerry Franken.

Palace, Chicago

(Reviewed Friday Afternoon, Feb. 11)

Feature for the next fortnight will be *Stage Door* (RKO-Radio), pulled in almost as soon as the stage version called a halt here. Flesh end is of comparatively minor importance, altho the set-up has at least three entertaining acts. Surprisingly, business was way off second show opening day. It should build later on, tho, as the word-of-mouth ads on the picture will undoubtedly be favorable.

George Choos sold his perennial Helene Denizon and 12 American Rockets acts again and as usual they come thru with a good job. The mixed dance group

Vaudeville Reviews

opens the bill with a freshly costumed navy and novel routine. On the backs of their heads are attached Pop-Eye and Olive Oyl masks which take on a form of action when fronted. Individually the dance ensemble is not the same as before but just as capable.

Miss Denizon, as refreshing and nimble a ballet dancer as ever, deceus with a fetching version of Snow White in the woods. (A timely plug for the coming cartoon feature slated for this house.) Properly expressive and altogether pleasing.

Clyde Hager, "the gift to pitchdom," continues with the old act that is moth-eaten in spots. While his sales talk and soap demonstration are still good, his follow-up of gags read out of a book are as passe as hoop skirts.

The dancers return for Choos' familiar adagio routine that has a few thrilling tricks, altho the affair on the whole seemed considerably slower.

Cinda Glenn, Windy City gal, who is billed as the star of the *Folies Bergere*, is a lanky, funny redhead, with her forte a freakish behavior of her hands. Her French songs, Betty Boop and Garbo take-offs, one suspects, would get better in night spots than before a sober theater audience. Cinda gets many laughs in the closing session with the Five Maxellos. The boys are still doing a great tumbling act with a generous sprinkling of comedy.

Sam Honigberg.

Lyric, Indianapolis

(Reviewed Friday Afternoon, Feb. 11)

A favorite of Indianapolis vaude fans, Dave Apollon opened here this week with a new show, *Varieties of 1938*.

All entertainers in the show were new but were up to the standards Apollon has maintained in previous visits here. Show opened somewhat dully with an ensemble number to the music of Gershwin's *Rhapsody in Blue*, with settings and girls' costumes in that color.

Outstanding act is that of Cass Daley, who scores heavily with her coon-shouting singing of *I Can't Dance* and *I Want Rhythm*. Bob Ripa, juggler, drew heavy applause with some of his stunts, one of which had the audience throwing balls for him to juggle. Audience ate this up.

Singing of a first-class variety was provided by Maxine Lewis. She had to do two encores after her first song, *Blow, Gabriel, Blow*. At the blow-off she wowed the audience with a clever bit of horseplay with Apollon.

The Five Hollywood Co-Eds gave a bang-up acrobatic routine that found plenty of favor. Max and his Gang, dog act, is a weak spot in the show, principally because Max stalls around waiting for his dogs to get set for each trick. The DiGatanos dance smoothly, and the chorus (12) is competent.

Apollon's band is featured in one spot, playing as he sings *Dark Eyes*. George Lyons, singing harpist, is another act introduced by Apollon who emcees the show and directs his band.

Picture is *Blondes at Work* and opening was better than average, in spite of *Snow White* opening at the Indiana. H. Kenney.

125th Street Apollo, N. Y.

(Reviewed Friday Evening, February 11)

One answer to the riddle, "Where has vaudeville gone?" is that it's traveled up to Harlem to this dusky citadel of flesh. Apollo consistently presents fast-moving, sprightly variety shows, featuring the ace hot bands and capable talent, the whole combining to make really superior entertainment. And proof that it pays is that the house is always well filled (if not jammed) with ofays, as well as sepians.

Don Redman's Band headlined show caught, which ran nearly two hours and every minute of it thoroughly entertaining. Considering the low budget, sets and costuming were an excellent eye-fel, as were the pony chorus of 16 who opened the show with a well-staged number. Line has improved in precision, beauty and singing ability. First turn was novelty skater Woodrow Wilson, who joined the chorus, doing his trick stuff on a small table. Then continued as a single in one, winding up rather weakly. Wilson has something on the ball, but needs to sell himself better.

Blues-singer Henrietta Lovelace, working at a piano, was well received. She

started off rather slowly but warmed up into some pretty rough double-entendre that the audience ate up.

Show stoppers were the acro Lavarre Brothers, only white act on the bill. Their delightful muggery as drunken sailors and their back-breaking routine drew tremendous applause. Encored twice and went off to plenty of palm-noise. Comedy and singing contributed by Swan and Lee, aided by straight man Jimmie Jackson.

Burnham, Harris and Scott, comedy dance-trio, did their turn in front of the band. The three are a swell group of showmen who do their tapping and talking with nice timing and punch. Their patter is too dirty, however, for white houses. An exceedingly smooth and polished combo, who make a sleek appearance. Got a nice hand.

Less hot than other colored bands, Don Redman's outfit is more on the smooth and soft side of swing. A very solid rhythm section gives the band a real lift, and a first-rate sax section interprets Redman's unusual arrangements. Brasses are good when they play muted, but too rough for a vaude house when they play open. Redman himself picks up his soprano and alto sax for an occasional chorus. Band relies mainly on the lead trumpet for hot choruses.

Vocalists Orlando Robeson and Louise McCarroll are absolutely tops for sweet and tasteful singers. Both tall and dignified, and their piping is exceedingly soft and pleasing. Robeson sang *You're a Sweetheart* and Miss McCarroll piped *True Confession* in her warm-hearted style.

Pic, *Big Town Girl*. House good. Maurice Zolotow.

Palomar, Seattle

(Reviewed Tuesday, February 8)

Well-balanced entertainment is this week's show. Opening were Fulton and Wells, he-men of muscles and hand balancers extraordinary, who got a big hand from the packed house. Closing the show was Jack Gregory, who spun, hoops around his neck, arms and legs as he sat on a table and taught other hoops to do *The Carioca* and other dances, to walk the slack wire and engage in all sorts of tricks. He is aided by a young lady, Josephine.

Carrying off major honors were Rome and Palace, billed as "Ambassadors of Song," whose voices blend well together. They got a big welcome from the veteran showgoers as well as the youngsters.

Ginger Dulo sang *The Life of the Party* and told stories. She gave imitations of Martha Raye, Joe Penner, Greta Garbo and, best of all, an imitation of herself. Blond and lively, with a nice figure, she pleased the throng.

Slender and ethereal in the soft lighting effects, the Cotton Sisters did some fancy acrobatic and tap stepping and pleased with their graceful style.

Mama Runs Wild was the film feature. C. M. Littelfohn.

Chicago, Chicago

(Reviewed Friday Afternoon, Feb. 11)

An entertaining variety show all the way thru. Standard vaude acts deftly spotted, enhanced by two decorative house-line routines, keep draggy moments down to a minimum.

The Evans Ballet, coming out one by one thru a centered revolving door in sprightly combo tux costumes, opens with a feverish tap turn featuring Louis DePron, nimble and capable young hooper. Kid is fresh from the Coast, where he appeared in film musicals, and has a fine stage presence. Shoves off with the kids on a darkened stage, on which their white coats and their prancing radium-effect shoes stand out.

Hector and Pal, as amusing a dog act as they come, kept the customers in high humor. Hector has a good line of gab and some clever canine performers. His gag in which he has the audience stand up, however, should be used cautiously. Certain audiences, particularly in the better class houses, may resent it.

Phil Culken, romantic baritone, is used in the garden number, a familiar sight. Warbles in good voice *Love, Here Is My Heart* to an attentive femme, while the line kids in the background busy themselves bowing in and out of flower-decked arches.

Ethel Shutta, song delineator, was

generous with samples of novelty, kid and hillbilly ditties. She has the type of personality that registers almost immediately after her entrance and employs material that accentuates that asset. Did five numbers, closing with *The Ozarks Are Calling Me Home*.

Georges and Jalna, latest dance team bordering in the name field, were warmly received in the closing session. Grace and rhythm personify their work, which blends admirably with the fine musical accompaniments. With the exception of a heavy waltz opening, they indulged in airy and circular compositions. Appearance and stage presence are tops.

On screen, Myrna Loy in *Man-Proof*. Downstairs 90 per cent full opening show. Sam Honigberg.

Bobino, Paris

(Week of January 30)

Oid home week here with local favorites in the majority. Duvalles and Ouvrard featured in comedy skit, Rene Paul scores with witty patter, Olympe Garcia warbles sweetly, Monty croons and Renee Dyane puts across pop songs.

American dance team, Byrnes and Swanson, head the novelty numbers. Other good acts are Kennedy and Company, illusionists; Zim and Partner, musical novelty; Derkas, femme impersonator, and Raoul's Dogs.

Petit Casino has the Trianeras Trio, Spanish dancers; Three Marcellos, hand-to-hand; Two Newtons, acro comics, and the Bartley-Manettis, equilibrists, jugglers.

Mireille, pop songwriter, and Charles Fallot, singer, are at the European.

Martonn, quick-change artist; Omanis, hand-to-hand, and Robert Jysor, singer, are at the Alhambra.

Three Bonos, acro comics, are at the Roxy, and Two Brockways, comedy cyclists, are at the Cigale. T. W.

Golden Gate, Frisco

(Reviewed Thursday, February 10)

Grey and Kathleen lead off the stage show with a spiffy adagio number, taking turns tossing each other around. Grey winds up by rolling up a flight of stairs with Kathleen on the palm of his hand.

The Four Hot Shots are colored dancers. Abram Brodsky performs on the piano; Prichard and Lord dance, and Fred Lightner and Rozelle and McQueen do a novel act entitled *Strictly Fun*.

Brodsky is an artist and his abbreviated recital embraced musicianship of a caliber that is customarily offered at a concert hall.

Frank O'Keefe, amateur radio contest winner, has possibilities. He is a good crooner with what his press agents will probably soon be describing as "a personality voice."

Peggy O'Neill's line girls appeared quite pert in their novel outfits. York and Tracy, who call themselves "descendants of W. C. Fields," round out the bill in a good measure. All of the acts got a good hand from a packed house. On the screen, premiere of *Radio City Revels*. Edward Murphy.

Reviews of Units

VARIETY GAMBOLS

(Reviewed Friday Evening, February 4, at Columbia, Alliance, O.)

For years Irving Lewis has been a producer of tabloid musicals, but his newest stage effort is confined entirely to standard vaude turns. Premiered here, the new unit is sock entertainment. Two days' break-in here brought out packed house.

Lewis has given much attention to staging and lighting and is using as much scenery as many of the major units on tour today. Wardrobe is spick-and-span and far above average for a troupe of this type. Currently playing Ohio houses for Gus Sun.

Unit gets away to a fast start with Bob and Elva Stanley on the tight wire. A novelty iron-jaw act by petite Miss Elva gets an instant ovation. Stanley, on as a drunk, builds up great audience appeal with his daring routine on the

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semi-slack wire. A standard act many years with major white tops.

Jimmy Leamey and Dad fit well into the next spot. The veteran Leamey steps off some modern taps and gets a nice hand with his wooden-shoe clog and soft-shoe novelty. Young Leamey joins his dad in *The Big Apple*, *The Shag* and truckin', bowing out amid the night's heaviest applause.

O'Mally Sisters croon several pop numbers. Voices are well blended. Both good lookers and wardrobe is tops.

Joe McRath and Jack Deeds get flock of laughs with their witty wisecracking and pantomime of a married couple's domestic difficulty. McRath, who does a capable job of emceeding the show, also sings bass and clicks. A relief from the usual run of vaude. Much of their stuff is new.

O'Mally Sisters come on again for a few minutes of fast tap which adds much to the program, their routine differing from the usual sister-team offerings.

Gully and Jeanney, another team of veterans, score as usual with their acro balancing novelty. The girl tosses her male partner about with ease, much to the enjoyment of the audience. Easily one of the best turns of its kind.

Johnny Adams has a smoothing five-piece combination which does as well as could be expected in the short time the show was in rehearsal here. Some numbers were not up to normal, and at opening band let down only on two occasions. Arrangements catchy and band plays both sweet and hot.

Entire company parade across stage to band's special arrangement of *Lights Out* for highly effective finale. Time about 50 minutes. On the screen, *Adventurous Blonde*.
Rez McConnell.

Dan Fitch and Big Apple Revue

(Reviewed at the Grand Theater, Natchez, Miss., Friday, Feb. 4)

Unit is opening a season of flesh shows for the Saenger Circuit. As a whole, it is very good, having been trimmed up since put together six months ago. Fitch is carrying with him the champion Big Applers from four Southern States.

Turk McBee Jr., does a xylophone and tap routine. He also does a tap dance while playing his 'phone. Iris Hison and Roy Hood, of Virginia, do their interpretation of "The Little Apple." This pair has looks plus ability. None too good hillbilly number is done by champs from Georgia, Buddy and Celia Durham. Gal also did a comic number, *Way Out West in Kansas*, and boy does a corny fiddle number.

Good acrobatic dance by Mandez and Renow, with strong-arm stuff, was best seen at this spot. Jane Williams and Harry Farler, champs from North Carolina, also did the "Little Apple" in their own manner. Sarah Trouter plays a fiddle and is good.

Edna Bigby and Eddy Wilson, from South Carolina, do the "Little Apple," too, for a good reception. Renow, as a single, did a balancing act for a show-stop.

Turk McBee Sr. is the funny man of the outfit, singing old-time comic songs of the Al G. Field minstrel shows. Fitch, with the aid of McBee Jr., supplies about three minutes of hearty laughs.

Finale has all the couples doing the *Big Apple*.
Harold M. Case.

WINTER BORSCHT

(Continued from page 4)

arrangement, which permits performers dates at neighboring spots so long as they keep face with the first. Brunswick is the only house which books talent for its own exclusive exploitation. These doubling kibitzers who constitute the bulk of the trade here accept \$8, \$10 or \$12 offers.

Better rates can be had at the Laurel, New Brunswick, Grossman, Blumenkrantz, Stanley, Saks in the Pine, Ritter's and Levitt's Oak Court. Thruout the week these establishments generally maintain an orchestra and a skeleton staff, emsee and a singer, to perform four nights a week. Entertainment is strictly floor work. Practically no production. For the week-ends they all put on the dog with a five-act show (Brunswick uses seven) and increase their staff to about 10. The Laurel likes to splash names, but the other seven toppers prefer near-names and will pay a couple of hundred dollars for a good, tho unheralded, novelty act.

Some C and B houses buy emsees at \$16 or \$18 a week and augment them with cheaper talent.

Among the hotels which do not main-

tain floor shows are two groups: The very small and inexpensive, which will permit strolling dramatic actors and musicians to stage a show for the passing of the hat, and the elite places, Manhattan and Florence in the Pines. These bring in a show only on holidays, call for names and are fairly lenient with the money.

The most successful types of performer for steady employment in these parts are singers and kibitzers. The public isn't partial as to sex or voice range. Be they sopranos, baritones or tenors, so long as they can deliver the semi-classical as well as the modern, the houses go for them. Ability to sing in Jewish is a valuable asset.

Experience has proved that dancers do not go over well for anything except one-time shots and therefore are booked only as week-end specials.

Musicians get better considerations here because Musicians' Local 802 has made greater headway than has the American Federation of Actors in unionizing its field. As a result the following minimum per week wage rate prevails for musicians:

- Hotels over 400 capacity..... \$30
- Hotels 200-400 capacity..... 25
- Hotels 200-150 capacity..... 20
- Hotels 150 or less capacity..... 18

Leaders generally get double. Single New Year's Eve date brings \$10 a man and \$20 a leader at Class A spots.

There are still plenty of non-union musicians floating among the hotels at cut-rate wages. The condition will be adjusted within a year or so because the union drive has the moral support of the hotel proprietors. So too will the food and board accommodations, which are still pretty low among the small houses.

Since even in the best regulated communities talent buyers or performers have been known to break contracts and in other ways make trouble for each other, Lakewood has its share. But, fortunately for the talent, the courts have shown themselves fair-minded, so that tax-paying hotel men have not been able to take undue advantage of visiting acts and bands.

In addition to the general run of entertainment, about a dozen hotels here spare nothing to import expensive choirs and cantors for the Sabbath and Pass-over holidays.

Practically all the booking for these spots is out of New York. Abbey Greshler handles the Laurel. Phil Sandler books Grossman's. Evans and Lee line up the next 15 largest hotels. The majority of the other hotel proprietors engage in house-to-house canvas for performers willing to double.

NEW YORK, Feb. 12.—Already 10 of the first-rate hotels in the Pocono Mountains have adopted a floor-show policy for the coming summer season, local booking offices indicated.

Twenty-five houses will limit their entertainment to dance orchestras. Rates for performers and musicians are high compared with usual resort figure. The cheapest house pays a \$25 minimum per week for musicians. Average is \$40. Most lavish entertainment will come from the Buck Hill, which will continue to bring in from this city whole units of drama, opera and vaudeville. Hotel operates its own theater.

Sky Top, Chateau Roth and Colony Club also have big budgets for shows.

ACTOR UNION

(Continued from page 3)

trouble on this point, feeling that both organizations now see eye to eye.

Inside observers point out, however, that it behooves Equity to watch its step in dealing with SAG and not push the Guild too much lest it try to abrogate the Equity-Guild pact whereby the Guild turns over a certain amount of its dues to the Equity treasury. Thru this arrangement SAG contributes between \$18,000 and \$25,000 (not hay) to the Equity treasury annually and keeps about 900 Equity members in good standing, figured as about half of the total number of paid-up Equity members.

Jumping of the per capita tax when first proposed during the early stages of the Four A reorganization was supposed to be in return for benefits derived thru organizational campaigns emanating from the Four A office. Certain elements in the Four A's even advocated the central office organizing Chorus Equity's night club jurisdiction; but with the trend toward decentralization, such organization moves on the part of the Four A's seem improbable. Indication is therefore that the motive for jumping the tax lies in meeting ex-

pense of the Four A's office, estimated at \$25,000 some months ago.

Fracas between Chorus Equity and the American Federation of Actors is admittedly right back where it started from, with the AFA again preferring charges against CEA, and the Four A's fooling around with the idea of ascertaining more clearly whether Ralph Whitehead, AFA executive secretary, has power to act for his council. Efforts to organize the field are stymied in the meantime, employers waiting for settlement of the jurisdiction before signing any contracts. Next Four A's meeting Monday. Not known whether constitutional changes will come up.

NIGHT CLUB

(Continued from page 23)

house atmosphere, the Norvos are proving a surprise sock after a West Coast hotel invasion. Band personnel has been reorganized, fresh arrangements added and a healthier spirit of workmanship is very much in evidence.

Selling strictly the music, management doesn't expect the wand waver to turn on a wave of personality stuff. Nor is there any element of theatrics dished out for those taking a whirl around the waxed floor. Norvo is more concerned about the band and his own xylophoning than in putting on a movie-hero routine for the customers.

Mildred Bailey, as per usual, is ever the grand song slinger of blues, bawl ballads, hot hymnals or any other note arrangement.

Tariffs are still in the top register.

with covers for after-theater throngs. Biz for dinner and supper are plenty good, bettering the Tommy Dorsey grosses for the same period last year but still tagging Tommy's take for this season. Norvos linger until May 1, room calling it a season.

John L. Wasserman is the new hotel p. a.
M. H. Orodnenker.

La Conga, Miami Beach

Following New York into the Conga Club line-up, Miami Beach offers a La Conga Club with the same monotonous rumba music played consistently and the same jungle motif decorations. Has gained the same popularity as its big brother in New York and its new sister in Hollywood.

Located nicely, club offers dancing as well as table-to-table singing and trio alternating.

Club does little advertising and bars photographers, making it a most intimate spot. Draws nice late crowds who like rumba rhythms with their beverages.
V. Pierson.

WILKES-BARRE, Feb. 12.—A three-day vaude policy was re-established at the Irving Theater, after an absence of flesh entertainment for three years. Shows run Thursday, Friday and Saturday.

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BLUE NOSES SEE RED

West Coast Puts On the Heat And Strippers Buy Flannels

SAN FRANCISCO, Feb. 12.—Uncertainty and worry have followed the so-called "reform wave" which started here and spread to Seattle. Blue-nose activity was launched by religious organizations and other groups which charged that various West Coast burlesque productions had gone too far in stripping and comedy. Dr. Paul H. Buchholz, secretary of the California Church Council, has organized a committee composed of civic leaders, business men, clergymen and housewives who are seeking to keep shows toned down or closed. While this is a State group, similar protests in Seattle caused a temporary closing of three burly spots. San Francisco shows have been lifebuoyed plenty and hope is that critics will be satisfied with the clean-up.

In Seattle, three local First avenue spots (State, Rialto and Palm) are closed for a two-week period, but will reopen on what amounts to a "trial" basis. Squawks to the Clean City League caused the close-down and the Board of Theater Censors has warned operators that close check-ups will be made after the reopenings. One of the three censors is known to be ready to crack down on the houses if complaints are made after the reopenings.

Follies in Los Angeles reopened recently but is not using the burlesque tag or burly terms, such as strip, peel or tease. Redecorated house lists its productions as varieties.

Midwest Spots Get Plenty New Faces

CHICAGO, Feb. 12.—Milton Schuster announces bookings this week for Rialto, Chicago, Jack Greenman, Vilma Jozsy, George Kaye and Billy (Bumps) Mack; for Casino, Pittsburgh, Ray Parsons, Lew Fine, Dot Farley and Johnny Watson, Jone O'Donnell, Madge Carmyle and Will Hayes, Hal C. White and Joe Yule. Set for the Avenue, Detroit, are Billy Ainsley, Meg Lexing, Donna Wamby, Conchita and Billy Ferber and Jess Mack and Jean Lee.

At the Casino, Toronto: Tommy Raft, Georgia Clyne, Grant and Maye, Steve Mills and Billy (Scratch) Wallace. For the Grand, Canton: Vanya Karanova, Mildred Harris Chaplin, Foster and Jacobs and Joan Dee Lee. Palace, Buffalo: Joan Quinn and Dorothy Henry. National, Louisville: Leo Stevens, Louise Kellar and Adri Ann. Wonder Bar, Cincinnati: Mildred (Peaches) Strange.

What's Wrong? What Should Be Done? Burlesquers Answer

What's wrong with burlesque? Plenty, judging from box-office grosses. A recent article in The Billboard offered opinions from many in the industry who told not only what they thought was wrong, but who also offered ideas to put burlesque back in the profit brackets. Many readers have sent in their ideas for saving burlesque. Here are some opinions; others will appear in future issues. You are invited to send in your suggestions. Address: Burlesque Editor, The Billboard, 1564 Broadway, New York City.

Revive Old Material

As a performer who now sits among the cash customers I can voice the customer's objections to today's burlesque. The same old stuff, over and over—the public tires of it and the box-office answers with low grosses. It's a panic to watch an audience in the burlesque houses today; seems like they go there to visit, get warm, smoke and exercise their lungs by yelling derogatory comments to the performers.

Ted Lewis visits the same cities year after year. But does he go back with the same material? He does not. He knows how long he would last if he did. Other headliners use fresh material, too. In the good old days of vaudeville the highlight cast in the middle of the show was the sketch; number sketches balanced the bill. Bert Grant does a scene almost every week in which he shows the audience what acting means. And he holds that "show me" gang to the finish of his long ad libbing speeches, sob stuff, too. And when he exits the applause is real. I salute him.

Now, again I ask you to remember way back . . . ! *Way Down East* and *Shore Acres*, all those hillbilly shows, comedy galore. You don't have to look for material nor pay bushels for it. There are troupers, good ones, who would be glad to put those scenes together and then build your show around them. . . . Burlesque has good talking women and men who would be glad to do something other than the old tripe . . . but who fear to submit ourselves to the snub of being told that it is youth and still youth that is vital these days. Have your youth, it is vital. But youth has to be backed up with talent.

Ivy Evelyn.

Junk the Antiques

Operators must learn that the cus-

tomers are no longer suckers and are not going to pay money to see the same antique scenes and hear the antique jokes. The steady patronage want something besides a few strip-tease dancers who, in most instances, cannot sing.

A Boston burlesque house has one of the best set-ups I have observed for some time. The patron is treated with every respect from box office to seat. Next there is a fine line of girls who show ambition. There is plenty of good talent with a host of comedians capable of putting over new comedy—if given it. If they can get a few laughs from these old jokes, what would they get from new ones? The costumes are very good.

Now I did hope the management had (See *WHAT'S WRONG?* on page 32)

Power of the Press Theory

PITTSBURGH, Feb. 12.—It's the past paying for the present at the Casino Theater.

Believing their publicity will be a boon to the b. o., George Jaffe is bringing in Mildred Harris Chaplin February 20; has dates penciled in for Frank West, Mae West's ex-hubby, and may play Peggy Garcia.

Singles will be additional to revised burly policy pushing 40-cast shows as hybrid of oldtimers and streamlined reviews.

Jaffe plans to bring in several new acts each week, booked by Milt Schuster, of Chicago, and Dave Cohn, of New York, exchange the best with flesh with Cincinnati's Gayety, Toronto's Casino, Chicago's Rialto and Detroit's Avenue.

New Strippers and Men for Worcester

NEW YORK, Feb. 12.—Flock of peelers, comics and straight men booked by Phil Rosenberg this week include Bob Ferguson, Mary Murray, "Hello Jake" Fields, Joan Mavis and Jack Ryan for the Worcester, Worcester, February 14. Miss St. Louis goes in that spot week of February 21 as an added attraction, while Valda (Queen of Shake) goes to Washington's Gayety as an added attraction. Sunya Slane is slated to open at the Gayety, Baltimore, February 20. Peanuts Bohn has been held over for four additional weeks at the Palace, Buffalo. Bob Ferguson and Bobby Morris, Mary Murray, Charles Harris, Billy Crooks, Marion Mason and Florence Faun open at the Gayety, Baltimore, February 20.

Nat Mortan has booked, for the week of February 14, Annette Ross for Boston's Columbia and Mary Marva and Jack Sobel for Worcester. For week of February 21 Bert Marks swings from Worcester to the Columbia, Boston. Henry Nadel also goes into the Boston spot, while Shorty and Shorty, Harry Landers and Shirley O'Day go to Worcester.

Flickers Again

YOUNGSTOWN, O., Feb. 12.—Burlesque out again at the Princess here for the second time this season. House is playing films. Recession in the steel operations is blamed for poor biz. House had been presenting a small stock company and films on a grind policy.

Reviews

Grand, Canton, O.

(Reviewed Monday Evening, February 7)

SRO sign for burlesque revival for the first time in more than a decade. George Young's stock burlesque company's opening bill, entitled *Stars of Burlesque*, is better than the average for stock. Show has no outstanding personalities, but the staging is okeh. Its Young's first venture here and, if the initial bill is any criterion, his efforts will be to the liking of local burly devotees.

New company, same as closed at the Roxy two weeks ago, goes in strong for strippers. Four do their stuff on the opening program. Dolly Dawson is about the best of the peelers. She's nice to look at and knows how to disrobe. Joan De Lee and Kay Ralph work slower and appear to be not so sure of themselves. Countess Vanya, billed as "Girl in Gold," does creditably in a specialty dance. Denny Lyon's voice registers well in several efforts.

Billy Foster is a good comic, and while most of his jokes are tagged, nevertheless his gags click with the patrons. Danny Jacobs is pleasing as a straight man, and Jack Lamont, a favorite here, gets a lot of laughs with his clowning. Pat McCarthy is an able aid.

Buddy Walsh and Irene Harper, singers and gagsters, add variety to the

program. Line was up to full strength of 16 opening week, and Russell La Valle presented a chorus that worked hard and fast in harmony. Usual production numbers were well done. Jack Davis' six-piece band in the pit did well. Bill changes Fridays, with performances nightly, and three mats, Wednesday, Saturday and Sunday.

Rex McConnell.

Eltinge, New York

(Reviewed Wednesday Evening, Feb. 2)

Comedy continues to be stressed over nudity, and patronage indicates that the policy pays. Not that the gals are neglected, but the management is aware that there's money in humor and gives the boys something to laugh about—without dredging the corner sewer. Besides capable funnymen Hank Henry and Rags Ragland, there's a mixed sweet and sensual crew of femmes who display their charms and navels to an appreciative house.

It's unfortunate that the production gets only a so-so rating, but evidently the budget won't allow any lavish scenes. A skyscraper, senorita and valentine number were fair, but not distinguished. Chorus goes thru its paces, but not much more. There are 10 kids who

(See *REVIEWS* on page 32)

Barry Set for Legit; Items

New York

JYES LaRUE, former prim on the big wheels, writes from Georgetown, Ind., that her dad, Joe Coleman, died January 16. . . . BOBBIE DRAKE doubling as front-line chorine and stripping principal at the Star, Brooklyn. . . . JOHN BARRY, comic, after the Hirst Circuit engagement, plays Worcester stock a week, then back here to rehearse for a *Tobacco Road* company. . . . JUNE MARCH from the Eltinge to the Shubert, Philly, chaperoned by ma, Ivy E. (Shirley Wayne). . . . JAMES AMATO WHITE, of the Howard, Boston, here on a visit to friends, Maxine DuShon and Rags Ragland, at the Eltinge.

Rags With "New Faces"

EDNA KING, who was Edna Davis, dancing chorine, is now specialty dancer at the Swanee Club, Jersey City. Slated by agents Joe Williams and Jack White for Greenwich Village Nut Club when that nitery reopens. . . . JULES HOWARD, former big wheel comic, quit headlining in vaude two weeks ago to sell a well-known brand of whisky. . . . KITTY FORGETTE, showgirl, back on stage, this time the Republic, and recovered from a fall backstage of the Eltinge January 6. . . . NELLIE CASSON (West) back from a year's vacash at home in Alabama and ready to resume principaling. . . . GLADYS FOX and John Quigg are latest additions to Star, Brooklyn, February 4 week. . . . JANE DOB-BINS, dancer, replaced Queenie King at the Eltinge February 11, when Florence Mann, singer, also joined, and Harry J. Conley, comic, relieved Rags Ragland, who opened with *New Faces* February 28.

Peggy Garcia Bookings

PEGGY GARCIA, extra-attraction feature under exclusive management of Dona Davis, after Union City and the one-nighters on the Hirst Circuit, leaves the Gayety, Wash., to open February 21 at the Trocadero, Philly. After that, Worcester, 28th, and Casino, Toronto, March 11. . . . EDNA (Hotcha) DEE, out of the Hirst Circuit and now nightclubbing in Jersey City between the Merry-Go-Round and the New Yorker. . . . BO ALDA, tenor, left the Eltinge February 10. Danny Morton replaced. . . . GEORGIA EVANS, showgirl, and Ruby DeMilo, front-line dancer, out of the Republic February 7, former at the Norwegian Hospital with pneumonia and latter under treatment for gallstone trouble. . . . DORIS O'GRADY advanced from showgirl ranks to strip principal in Worcester, Mass. Placed by Dona Davis at the Torch Club, Atlantic City, last week. . . . SHERRY BRITTON and Eileen Dodds new at the Republic February 11. Exits: Gertrude Foreman, Chet Atland and Lesa Marvelle.

Mortan Picking "Babes"

GLADYS McCORMICK closed on the Hirst Circuit February 4 and opened as headliner and emcee at the Torch Club, Atlantic City, February 5 until February 18, when she goes to the Casino, Toronto, for another fortnight. . . . SUGAR TAYLOR left the Star, Brooklyn, to vacash with mother in Philly. . . . SAM RAYNOR and Murray Briscoe, comic and straight with the Hirst Circuit, to open another nitery in Atlantic City in June, this time on Kentucky avenue. Last summer they had the Burlesque on the shore front. . . . NAT MORTAN also booking *Babes in Arms*, play acquired recently by Jules Leventhal. . . . GEORGE REYNOLDS and Al Golden Jr. just joined the Abbott-Costello vaude act. . . . HARRY LANG and Joe Devlin are with the Joe Penner air program.

UNO.

Chicago Gleamings

JACK KANE appointed Leo Stevens as producer at the National Theater, Louisville, which reopened Friday. Louise Kellar is featured strip woman. . . . HARRY HIRSH, in Chicago last week, reported he plans to reopen his Gayety around March 15. . . . ZORITA, after a two-week engagement at the Wonder Bar, Cincinnati, returns to Ester's Club, Columbus, O. . . . HAYES AND CARMYLE open at the Casino, Toronto, Friday.

Thru Sugar's Domino

THERE isn't a branch of show business that depends as much on stars as the films. Yet it has taken a cartoon feature—the first in the history of Hollywood—to roll up record business and runs in the East and West. *Snow White and the Seven Dwarfs* is the first full-length that does not depend on actors and directors, let alone stars. Here is a creation for which credit is shared by technicians such as sound men, synchronizers, artists, continuity men, voice dubbers and similar behind-the-scene wonder workers. There is no telling how far the trend will go, but one thing is assured: there will be other cartoon features and in proportion to the number of these that are successful will there be less dependence on stars.



E. E. SUGARMAN

It is not impossible that some day in our time the public will witness as many cartoon creations as films enacted by living persons. Should this take place the natural consequence will be that talent will lose its stranglehold on the film industry. With talent relegated to a secondary position, the dominance of the Screen Actors' Guild would be seriously challenged. A similar fate would befall the directorial forces and the ascendancy would be assured of technicians.

They were amused when Jules Verne launched his fantasies on the seas of popular reading. Few realized that many of Verne's prophecies would materialize in a comparatively short space of time. With this in mind we should

not dismiss too hastily the picture of a film industry no longer geared to the whims of the acting talent market. It has long been said that anything can happen in Hollywood. This has been proved in regard to the production of "live" films. Let us not be too surprised if the ingenuity of technicians and the response of the public eventually bring about the materialization of our little pipe dream.

BEING of a joiner disposition so far as the amusement industry is concerned, we belong to enough organizations to match the thickness of our pass card wallet with a choice specimen of Babbitry. For some time one of our favorite organizations has been AMPA, more formally known as the Associated Motion Picture Advertisers. We fear that our devotion to and affection for AMPA is waning. The fault is not with us. It lies, we unhesitatingly declare, with the misguided but undoubtedly good intentions of the present administration of AMPA.

AMPA once represented a group that guaranteed members who made it their business to attend practically every meeting a few hours of camaraderie, verbal horseplay, interchange of opinions and worth-while entertainment by personalities currently in the spotlight of the film business and Broadway. Meetings were held in spots where privacy was assured; where tables could be arranged so as to permit the closest possible contact among members and their friends. And the weekly assemblage consisted of the more important figures in the publicity, exploitation and advertising departments of the film companies and theater chains as well as a generous sprinkling of men from the executive offices.

AMPA has not degenerated in the real sense of the word. We haven't examined too closely but we can safely assume that there has been no alarming diminution in membership. Also there is no criticism we can justifiably make about the caliber of men and women attracted to meetings this season. But we do observe and feel that the old spirit is gone. The charm, verve and various other elements that went towards making AMPA a sparkling jewel in the conglomerate array of theatrical organizations are gone. There remains an organization that holds luncheon meetings consistently; neither too dull nor very bright. There is a minimum of personal contact with members and the element of fraternizing is so small as to be discounted entirely.

An organization such as AMPA is needed in the theatrical business. Past administrations have proved how closely AMPA can work with the various companies; how men can be helped in their jobs; how channels for employment of worthy men can be opened. One such as this commentator, who has seen AMPA sail gloriously thru its most brilliant periods, cannot very well sit by and watch it settle into the uncertain seat of a smug luncheon organization. We do not recommend a change in administration or any radical moves in connection with executive personnel. This is not necessary. What is necessary is a stirring up of interest on the part of members in the reorganization of the various auxiliary activities that made AMPA a highly respected group in our business. Maybe one of the changes that should take place is the selection of a new meeting place. The International Casino is cosmopolitan; the food is good and the service satisfactory. But somehow the spot invaded on Thursdays by AMPA does not represent the most desirable location so far as intimacy is concerned. If others feel as we do something ought to be done about it. It doesn't matter what is done so long as there is action. Without some kind of action in which most members can take part we fear it will not be long before there will be an AMPA only in memory.

FOR some time to come the theatrical industry will talk about the overnight success of Harold J. Rome, whose brain child is the currently successful *Pins and Needles*, produced under the aegis of the International Ladies' Garment Workers' Union. Rome went thru the same hell of canvassing music publishers as thousands of other aspiring songwriters without getting anywhere. It wasn't until the public began mobbing the doors of Labor Stage's production that recognition came to him. And a company that turned a cold shoulder towards him a few weeks before came pleading to have him sign on the dotted line only to find that it was too late. Every time a Rome pops up it is an indictment of the music publishing industry. Every time a radio star is born overnight it is an indictment of the advertising agencies that buy talent.

There is another side to the story but this does not wipe out the guilt of the men who are too lazy and too nearsighted to go after something good when it appears as a dot on the horizon. We realize only as one does who has seen it happen from day to day how music publishers and agencies are besieged by morons, pests and men and women with ideas. The trick is not to wait until something appears that is foolproof and guaranteed not to fail. Nobody can recognize talent when it is aged in the wood and matured. The man who is an asset to his office or firm is one who sees something good where others fail to see anything. There isn't a major field that cannot use considerably more real talent than it has on its active roster. This applies particularly to radio and films. There are music publishing men who never turn down a prospect. But these are few and far between. The general run of music merchants are too set in their ways—and too lazy to probe into an unknown quantity for something that might be good. Carrying the parallel into radio, the average agency man handling talent is too aloof to take a few pointers from show business. He depends entirely too much on what managers with an "in" serve up to him and he is influenced beyond a reasonable measure by the whims of sponsors who should have as little to do with the selection of talent as possible.

With all due credit to Rome, there are plenty like him still floating around waiting to be picked up by men with faith in their judgment and the pioneering spirit of the late William Morris, whose phenomenal success was based on his legwork, energy and faith in young hopefuls whom other showmen, smug and lazy, couldn't see for dust.

As I See It

By DAVE VINE

THERE IS PLENTY OF HAM IN MOST OF US. . . . The first thing one learns when one goes into show business is that old legend, "Don't be a ham." Bashaw Pasha (Turkish), Burra Sahib (India), mock title "The Grand Panjandrum himself" or, speaking in the vernacular, a swelled-headed guy is a ham in any language; but, for some unknown reason, the word "ham" has been connected solely with actors. If an actor is a success, the minute he takes an extra bow or happens to make a remark about his achievement he is quickly branded a "ham." But how about all those people in other walks of life who are so impressed with their own importance that they can't see any further than themselves, always taking bows and blowing their horns (most of them without any justification)? Yes, how about them dopes? Just look around you; if you do you will find plenty of "hams," and they are NOT ALL ACTORS!

* * *

SOME THAT I'VE NOTICED. . . . Those people who are so well off, who insist upon proving their wealth in front of some poor guy who has two dispossesses in his pocket. . . . The agent who handles a star and always keeps repeating, "Why, I made him what he is. If it weren't for the way I managed him he would still be a small timer." (The actor did nothing!) . . . Those people who always say, "You've got to do this, you've got to do that." (Don't pay any attention to them; there is only one thing that you have to do and that is—die, and they haven't got anything to do with that.)

* * *

THEN THERE ARE . . . Those big-headed guys who can make any girl fall for them and vice versa. . . . Those fight managers who sit outside the ring and yell to their fighter (who is getting slaughtered), "Go right in there and fight him, Joey. He can't hurt us." . . . Those business men who can't seem to wait until they are called to make a speech and who when they are called always get up with that time-worn line, "I had no idea I was going to be called upon and I am really unprepared." (Then they talk for an hour and a half from a ghost-written speech pulled from a pocket.)

* * *

THOSE COUNTLESS lawyers, doctors, cloak and suiters, politicians and who not who run benefits presumably for the sake of charity; but the main object is having their names announced and being introduced from the stage. . . . Those secretaries in some theatrical offices who treat actors like a lot of dogs; it's true that some actors who come from nowhere to quick stardom and a lot of money all of a sudden, after hearing a lot of applause, go a little berserk—but who is applauding those secretaries that makes them so important? Comes the revolution—the actors will get smart and they won't even go in those offices. Then those secretaries and their bosses will have a hard time making a living.

* * *

ACTORS are censored for wanting their names billed big. So what? Who doesn't? It's true of any business man. Ford has his name on all his cars, Heinz has his name on every bottle of pickles and space prohibits my mentioning many more—some even have their pictures on their products.

* * *

AND I, like most of you, can't stand people who are forever blowing their horns and talking about themselves. Oh, by the way, lest I forget, I think it was mighty fine and was I tickled pink when Louis Sobol in *The New York Journal-American* said in his column, "Dave Vine has been attracting attention with his weekly column in *The Billboard*." Wasn't it nice of Sobol to say that about me? And look what else he said, "Dave, they tell me they are going to syndicate that chatter you do in *The Billboard*." Thanks, Louis; but to be truthful about it many people have told me the same thing. Yes, as I was saying before—I CAN'T STAND "HAMMY" PEOPLE!

Chicago Chat

By NAT GREEN

WHAT chance has new talent to get a break in Chicago? A very good chance, according to our observations covering a period of years! The subject is brought to mind by a "beef" registered by a local night club p. a. Ted Weber, who asserts that the plaint of Chicago bookers in last issue that new talent is not getting a break is all wet as far as Chez Paree is concerned. "Right now," says Weber, "we have a girl from the 606 Club who is on the way to stardom, and we have another, a cigaret girl from New York, coming for the new show. New talent definitely gets a break at Chez Paree."

There's nothing new or startling in bookers complaining about lack of breaks. They have always complained. Nevertheless, new talent continues to pop up, attract attention and go to the top. Night clubs are the logical starting point. Theater managers would be poor business men if they booked new and untried talent for their stage shows. A few wrong guesses and their grosses would tumble. It's different with night spots. New talent can start in the smaller, unimportant spots, prove their worth and graduate to the better clubs. Then they are ready for "discovery" by the theater and picture talent scouts. This has been proved over and over. Only a short time ago Dorothy Lamour was singing occasionally at local "celebrity nights." Look where she is today! Not so long ago Larry Adler was playing for "cakes." He had talent—and got a break. Frank Payne, mimic, won a prize at an amateur night contest; the College Inn grabbed him, then followed theater and night club engagements and today he's firmly established. Sixteen-year-old Donna Dae tapped her way thru the smaller spots and today is with Fred Waring. The list could be extended indefinitely. There's no lack of breaks in the night clubs, and once an act has proved its worth the other breaks will come!

Program Management (Thoda Cocroft) is presenting Harriet Allyn at the Woman's Club Theater this week. . . . Doing original character dramas. Miss Allyn has won acclaim in many cities and has been called a Lucille La Verne in embryo. . . . Ethel Shutta, stopping briefly in Chicago, emphatically denied rumors of a split with her band leader husband, George Olsen. . . . Esquire, new B. & K. theater, will operate on the single feature policy. . . . Gordon Vandenburg, 24-year-old former *Chi American* office boy, has written a song, *Dearest*, which Herbie Kay will shortly feature on a nation-wide radio broadcast from Hollywood. . . . Billy Exton, Wisconsin theater manager, off next week on a pleasure trip to New York and Havana. . . . James C. Petrillo, musicians' union head, will live the life of a country gentleman next summer, having purchased a \$26,500 summer home at Lake Geneva in Wisconsin. . . . That was a swell take-off of old-time vaude by Walter Huston and Bob Hall last Wednesday night on the Lucky Strike air program. . . . Solomon Golub, hailed as the greatest composer of Yiddish classic songs, returned to his old home here last week and was given a testimonial dinner Sunday at the Jewish People's Institute in honor of his 50th birthday and his 25th anniversary as a composer.

New Showboat To Make Bow

A. E. Cooper to launch modern floating theater in June—a 630-seater

KANSAS CITY, Mo., Feb. 12.—A. E. Cooper, veteran trouper of this city, plans to launch his new showboat at the Kansas City (Kan.) wharf early in June. Cooper, who spent several years on the Menke floating theaters, has for the last two years been secretly constructing the new showboat at the foot of Main street here. The craft is now receiving its finishing touches.

The new Cooper floating theater is 140 by 37, with a seating capacity of 630. The showboat is modern in every respect. Stage opening is 21 feet, and the balcony has accommodations for 200 people. Comfortable quarters are provided for the crew and performers. There are 11 staterooms, each with accommodations for two or three people. Cooper has not revealed what territory the new floating theater will play this season.

According to reliable sources, at least one other new showboat will make its appearance early in the spring to play the Ohio and Mississippi river towns.

Eastmans Close in Knoxville March 5

KNOXVILLE, Tenn., Feb. 12.—Toby and Dot Eastman, who have had their own show in stock at the Roxy Theater here all winter, are carded to check out of here March 5 to make tracks for Dothan, Ala., quarters of the Milt Tolbert Show, with which attraction they will again be associated this season. After they reach quarters Buddy Hale and Toby have a date with a few fish in the Gulf before rehearsals get under way.

Weather has been fair here, and the Roxy's business has been running along nicely, Eastman reports. The Eastmans have had a number of visitors on the show recently, among them Slim Williams, Clyde Jewel, Billy Mack, Mack Ferguson and Dome Williams.

Toby says he's heard of chorus girls doing various things to sell their numbers, but one of his line girls topped them all last week when she took a nose-dive into the ork pit. She was out about an hour, according to Toby.

Billroy's Briefs

VALDOSTA, Ga., Feb. 12.—The weather man has been very kind to us of late, and while we're thankful for his peace offerings of the past week—having been tricked many times before by his deceptive maneuvering—we're taking little or no stock in the sincerity of his future intentions, which is to say that all in quarters are hitting the ball while the hitting is good.

A recent card from Wayne Bartlett (he's pretty good, too) implies a short visit with us soon. Longer, possibly, if the fish are biting and he can corral an opponent or two for dominos.

Mrs. Archo (Joe the Speed) Farley is a frequent visitor in quarters.

Mr. and Mrs. Eddie Mellon made a hurry-up call trip to Macon, Ga., this week on business concerning new electrical equipment. Not to be outdone, Ted (Casanova) Hickman barged off for Cordele, Ga., and a chat with the Ford people there.

Mr. and Mrs. Ralph Herbert, of the Heffner-Vinson Players, are recent arrivals in town. Ralph is doing the flash for the aforementioned.

JOHN D. FINCH.

Rep Ripples

C. FRANK LYEN and Chief Twohouse recently caught the Harley Sadler Show at Abilene, Tex., and report that the organization is enjoying fair business on its circle of Texas houses.

AL DE CLERCQ is scouting around for another stock stand after winding up an extended stay with his troupe at the Ritz Theater, Houston, February 11.

CONNELLY AND RADCLIFFE are playing clubs in Galveston and San Antonio after an engagement at the Pelican Club, Houston. They met a number of troupers in the last named city, among them Al DeClercq, Les Applegate, Al Brown and Red Fletcher, who were at the Ritz Theater there. Connelly and Radcliffe report that New Orleans is brutal for acts.

TOBY EASTMAN, well-known reper-toiran, who now has his own troupe at the Roxy Theater, Knoxville, Tenn., shoots us a letter which he received recently from a young man applying for a job. It reads as follows: "Dear Mr. Easterman—I am 4', 6", weigh 104 pounds and am 22 years old. Can show enough pull some crazy stunts, have six fingers on each hand and I have a high-school education."

FORREST BROWN is still in Delphos, O., awaiting the call for the new season. He will be back with Billroy's Comedians this year.

C. J. WHITE, ex-trouper, who now operates a tourists' camp at South Boston, Va., had as a recent visitor Ray Taylor, of the Roe Nero Show. White is contemplating making a trip to Chicago in the next few weeks.

PEGGY GEARY, formerly of the rep field, is working clubs and banquets in and around Boston with her husband, Harman Tolbert.

KATE PARSONS posts from the Nevada State Hospital No. 3, Nevada, Mo.: "I'm still here and still read *Billy-boy* when I'm lucky enough to get one. See Mr. and Mrs. Huff almost every day; also Mr. Crawford, formerly of the

Morgan-Helvey Set For March Opening

PALM SPRINGS, Calif., Feb. 12.—Mr. and Mrs. J. Doug Morgan, of the Morgan-Helvey Show, after spending the last two weeks here, departed Wednesday for Tucson, Ariz., where they will spend a few days before hitting out for the show's quarters in Jacksonville, Tex.

Neale Helvey, Jimmie Martin and King Rector are still working Miami night spots, waiting for the call to quarters for the opening of the show, slated for early in March.

Work in winter quarters is almost completed. Joe Smith is now busy painting the new poles which arrived in quarters last week.

In addition to most of last season's cast, the lineup will be augmented by four girls and three musicians, making a total of about 20 performers and musicians and a working crew of 12.

Mr. and Mrs. Morgan and several friends recently journeyed to Indio, Calif., to visit the Crafts Shows and report that Manager Roy Ludington made their stay there a pleasant one.

Crawford Players. Hope to be out and at 'em within the next month." She would appreciate a line from old friends.

REPORTS EMANATING from St. Louis have it that the Golden Rod Showboat, now in its fourth month there, has enjoyed a 50 per cent increase in business in the last four weeks.

MARSHALL WALKER and wife, until recently with Capt. J. W. Menke's Golden Rod Showboat, are presently sojourning at the home of Mrs. Walker's mother in Wichita, Kan.

AMATEUR DRAMATIC SHOWS, directed in most cases by former rep and stock names, are having a big run in New England. Most are sponsored affairs.

SLIM WILLIAMS will be back with the Milt Tolbert Show this season.

MAKE IT A HABIT to watch the Letter List in each issue of *The Billboard*. There may be mail advertised for you.

Kansas City Jottings

KANSAS CITY, Mo., Feb. 12.—Glenn Morris and Hester Holderby, after closing with Sid Snider's circle, sojourned briefly in the village en route to the South, where they will visit friends before signing for the forthcoming tent season.

Jack and Maude Brooks, who have been vacationing on the West Coast, will return to the Midwest in the near future to make preparations for the opening of their tent show.

Frank Meyers, formerly with Skippy Lamore's Comedians, has just returned from a fishing trip to the Ozarks and was spotted on the main stem here this week.

John Caylor Players are slated to close temporarily, after which Mr. and Mrs. Caylor will take a four weeks' vacation in the Deep South.

Harvey L. Twyman, former circle manager, is now connected with a radio station in Marshalltown, Ia.

Bradley and Victoria Alexander left here recently to join the McOwen Players in Nebraska.

Jack and Grace Bell are recent arrivals in the village. They will be seen with a Midwest show this summer.

Nellie Kempton left here recently to visit relatives in Washington. She will return to the Midwest in time to sign for the forthcoming season.

H. V. Darr, formerly of the Darr-Gray

Company, will again blaze the trail for Chase & Sons' Circus this season.

Mrs. Jerry Dean is recovering from a recent operation in a local hospital. Mr. and Mrs. Dean deserted the rep field last year to enter commercial lines in Kansas City, Kan.

Millicent Devere recently joined Glenn McCord's circle in Nebraska.

Red and Donna Davenport, after closing at the Rivoli Theater, Denver, are recent arrivals here.

Everett and Maye Evans, having closed with Fred Brunk's Comedians, are sojourning in Colorado.

Jimmie O'Hearn, Nebraska rep manager, has taken over the management of the Island Theater, Grand Island, Neb.

Skeet Cross has taken over the management of the Cross-McNutt circle, which has been in operation for the past three months with Cross and Mickey McNutt as partners. McNutt has severed his connections with Cross, who will carry on until spring, playing the same line-up of towns. Headquarters are in Sioux City, Ia.

Montana Players opened on a circle last week in Southern Missouri, with headquarters at Nevada, Mo. Osiie Johnson and Dan Henricks are managers.

Harry Dunbar's Comedians report good business in Southern Kansas. Cast has been augmented and show will start north in the near future to play its regular territory in the Dakotas. Recent additions to the roster include Dwight Miller, Dannie Baurac and Virginia Goodman.

Joe and Kat Hurd have signed with Warren's Comedians for the 1938 season.

Vern Douglas Players report good business thru Utah. Troupe will invade Nevada at an early date.

Walter Miller, well known in Midwest rep circles, was spotted on the main drag here this week.

Jimmie Todd Players have reopened in Nebraska.

Managers-Players!

All managers and performers are invited to contribute news items to this page. It is our aim and purpose to make this department as interesting and helpful as possible. We can do that only if we have the co-operation of the managers and players in the field. In sending in news items all that we ask is that you confine yourself to facts and that you keep your communications brief and to the point. It isn't necessary to write a long letter; a postcard will do. May we have your co-operation?

Arthur Troupe Ends Stock Run in Reno

OKLAHOMA CITY, Feb. 12.—The Reno Players, under the management of Dude and Mickey Arthur, tonight conclude an eight-week engagement at the Reno Theater here and will move on to Tulsa, Okla., for another stock run, retaining the same cast. The Reno here, a Griffith house, goes into a double-feature flicker policy.

In the Reno Players' personnel are Mickey Arthur, leads; Juanita Loretz, leads; Bertha Mae Hall, ingenues; Harry Goldie, heavies; Jean Bieber, characters; Dude Arthur, comedy; Toby Wilson, character comedy, and Monte Montrose, general business. There are four girls in line. Company enjoyed a successful run here.

Dillinger Opens Louisville Stock

LOUISVILLE, Feb. 14.—With *Petticoat Fever* as the first bill of the season, W. L. Dillinger opens a stock run at the Drury Lane Theater here tomorrow. Tentatively scheduled for production after *Petticoat Fever* are Philip Barry's *Holiday*, *George and Margaret*, *Blind Alley*, P. G. Wodehouse's adaptation of Molnar's *The Play's the Thing*.

Handling the leads in the initial offering will be Richard Allyn and Monica Keith. Others in the cast are Ian MacAllister, Muriel Gallick, Roger Hundley, Norma Barrett, William LeGornec and Edward Fewer.

Lyen, Twohouse Combine To Play Texas Sticks

LUBBOCK, Tex., Feb. 12.—C. Frank Lyen, owner-manager of the Lyen Sisters' Vaudeville Show, and Chief Twohouse, manager of an Indian attraction, have combined their shows to play theaters and schools in the small towns thru this section.

Featured with the combination are the Lyen Sisters, Mr. and Mrs. C. Frank Lyen, Jim Bear, Chief Twohouse and Major, trick pony. Both units left Idaho last June and since then have played thru Utah, Colorado, New Mexico and Arizona, and are now on their way back from the Gulf, where the members knocked off for a few days to fish and loaf.

The combined outfits are transported on two passenger cars, two trailers, one truck housecar and a motorcycle.

Saranac Lake

By T. BODWELL

Betty Bostwick returned to her home in Coshocton, O., last week after curing for several months.

One of our recent arrivals is William Plunkett, of New York. He was in Klaw & Erlanger productions with Ned Wayburn, also in *Humpty Dumpty* and *Blue Beard Jr.* He also worked with Eddie Foy Sr. and as stage manager of the old Fifth Avenue Theater, New York, and the K. & E. Vaudeville Academy of Music, Montreal.

Milton Reich took his second phrenic operation last week and came thru with flying colors.

Marion Cannon, our petite mother of twins, celebrated her birthday last week. Marion is looking and feeling exceedingly well.

Isabelle Rook, our piano swing queen, took the pneumolysis operation in her stride last week. She is feeling fine, her only regret being that of missing our weekly movie.

Harold Rodner, WRMH executive, spent a few days here recently. While touring (See SARANAC LAKE on page 41)

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Small Towns Like P. A.'s

Morris Agency finds film names in big demand—cowboys, cartoon comics

NEW YORK, Feb. 12.—William Morris office has lined up a list of screen favorites for barnstorming theater dates that includes Ken Maynard and his horse "Tarzan," of horse opera fame, for a tour of Texas, Arkansas and other Southern States before rejoining the Cole Bros. Circus; Smith Ballew (singing cowboy) and his Beverly Hillbillies, for a tour of Ohio, Virginia and West Virginia beginning February 27 and terminating around the first of April, and also of the cartoon characters Popeye, Olive Oyl and the dog Pluto, beginning some time in April, but with no definite dates set. Tex Ritter has also been signed but no route has been laid out for him.

Jesse Crawford, organist and orchestra leader, has been contracted to appear, without Mrs. Crawford, in concert and theater appearances in a tour that started this week in Roanoke, Va., and that will take him thruout Virginia, West Virginia, North and South Carolina and other Midwest States up to April 1. From then until the 28th he one-nights Indiana and Illinois. Beginning April 29 he begins a series of 20 concert appearances in Wisconsin.

The office, booking thru Martin Wagner here, reports lucrative and extensive one-night theater appearances for Class "B" screen celebrities who are more easily routed thruout the Southern and Midwestern towns than in metropolitan centers.

Can. Squabble on Performing Rights

TORONTO, Feb. 12.—Blandly undisturbed is the Canadian Performing Rights Society, Ltd., over the latest efforts in Ottawa to force it to publish certified lists of the song titles over which it holds rights.

W. K. Esling, conservative member for Kootenay, on the Pacific Coast, last year tried to shove thru the House of Commons an amendment to the Copyright Act. Unrepressed by his signal failure he has again given notice of a bill to appeal the act.

The Canadian society operates by virtue of license agreements with ASCAP, and notes, with a snoot to Mr. Esling, that there is no legal obligation imposed on copyright owners to supply lists of their works.

Canadian fees and royalties to be collected during 1938 by CPRS were approved by the copyright appeal board on December 20, 1937.

MONTREAL, Feb. 12.—Manitoba Legislature this week was presented with a resolution by W. R. Sexsmith urging action against the uncurbed operation of the Canadian Performing Rights Society. Sexsmith termed the society a "legal racket."

Henie's Big Boston Gross

BOSTON, Feb. 12.—Sonja Henie and the *Hollywood Ice Revue* five-night engagement at the Garden, February 2-6, grossed \$157,000 from 78,783 persons. It was the first time since the Garden opened on November 17, 1928, that it was completely sold out before a show hit town. Prices scaled from 75 cents to \$2.75, tax included.

Opening night was marred by Henie spilling on her hands and knees as a result of ice indentures caused from a platform on which the socko Seiler Brothers were performing.

Beer Air Show Postponed

NEW YORK, Feb. 14.—Co-operative beer show to be sponsored locally by Trommers and by other sud manufacturers in various cities had been tentatively set for February 21, but because of difficulties in clearing time and lining up breweries opening stanza will probably be aired February 28. Co-op production will include Lou Holtz, Humber Band and Ted Husing, and will probably ride the Columbia air lines.

An Epidemic!

CHICAGO, Feb. 12.—A holdup epidemic has struck the Warner Brothers Circuit in this area, seven box-office stickups being reported in the last three weeks. Latest job was completed last night at the Paramount, Hammond, Ind., a couple of thugs escaping with \$68.

AFA Says La Rand Can't Fan for NVA

NEW YORK, Feb. 12.—National Variety Artists' Benefit, slated for February 27 at the Alvin, hit a snag this week when the American Federation of Actors sent a letter to Sally Rand, fanner, prohibiting her from appearing. AFA claims the NVA is a company union. Miss Rand got in touch with Alan Corelli, secretary of Theater Authority, apprising him of AFA's stand.

AFA also asked why TA waived its customary 15 per cent take. TA holds that it waives its take on benefits for the Lambs, Friars and other theatrical groups, and maintains that TA, not AFA, is the benefit clearing organization.

TMAT-NYTPA Set; Now for the Mgrs.

NEW YORK, Feb. 12.—With the New York Theatrical Press Agents having decided to enter the Theatrical Managers, Agents and Treasurers' union, confabs got under way this week between the League of New York Theaters and the TMAT for a contract. Factor holding the works up thus far has been doubt as to whether the p. a.'s would join the TMAT.

Conditions under which p. a.'s join provide for creation of a separate chapter for New York p. a.'s, this to be self-governing except in such things as strikes, dues and assessments. NYTPA men also get two people on the executive committee of the TMAT and one or more reps on union committees.

Chief point of dissension currently is how many managers the TMAT represents. Union claims all, but League claims that "confidential executives" should not be included.

Sun's Chopped Radio Dept. Laid to Economy, Not Policy

NEW YORK, Feb. 14.—New York Sun's dropping of part of its large Saturday radio department has been laid to economy measures rather than any move against radio. Higher production costs and a drop in ad revenue were the reasons, according to the ultra-conservative sheet.

Rumors that the drop in radio space was due to a changed policy to lay down radio in *The Sun's* Saturday columns were denied.

Seeking Honey Walters

CINCINNATI, Feb. 12.—Efforts are being made to locate Grace Diperna, tap dancer and singer professionally known as Honey Walters, who has been missing from her home, 144 Bertha street, Mt. Washington Station, Pittsburgh, since last December 21. Her mother is grief-stricken over her disappearance and is reported to be in a critical condition. Miss Walters is 17 years old; five feet four inches tall, and weighs about 104 pounds. Address any information to August Di Perna, care above address.

BROADWAY BEAT

(Continued from page 5)

the Iridor Cooking School, is returning to the air with a special series of "Bachelor Cooking Classes."

When the Village Nut Club folded Meyer Horowitz, owner of the Village Barn, installed a couple of people in the lobby of the Nut Club—so when patrons dropped in they were told, "There's no show tonight because of alterations, but the show at the Village Barn is going on soon. Hop in that car outside and you'll be brought to the Barn free." The Barn picked up plenty of customers that way.

TO KEEP THE RECORDS STRAIGHT: Not much this week—so little that Mr. Spelvin's reduced to telling Dan Walker that the emporium of Barney Greengrass, the sturgeon king, isn't at 86th and Columbus, as he had it, but at 86th and Amsterdam. . . . But there was one honey last week when Senator Clyde L. Herring (it's a fishy column, isn't it?) objected to Karloff reciting Poe's "The Evil Eye" on the air, saying that the fact that the poem is a classic doesn't make it satisfactory for a children's program. The only trouble with that is that the program in question wasn't a children's program, the piece in question (written by one of the few leading men of letters America has produced) wasn't a poem, but a story—and it's not called "The Evil Eye" (Poe never wrote anything with that title) but "The Tell-Tale Heart." Anyhow, he got the author right. . . . Maybe a couple of courses in elementary American literature wouldn't be wasted in Congress.

IA Execs Reveal That Org Will Make Bid for Actor Jurisdiction

SAN ANTONIO, Feb. 14.—International Alliance of Theatrical Stage Employees will make an effort to extend its jurisdiction to include performers. This was disclosed following a committee meeting of IATSE executives here. For some months the IA has been reported ready to make the claim, but this is the first formal acknowledgment, backed by IA President George E. Browne, that the stagehands' union really means business.

Associated Actors and Artistes of America, American Federation of Labor international covering performers, was cognizant of their threat, but had been lulled into security during the last week when the IA failed to ask the AFL at the Miami meeting for the jurisdiction. Ralph Whitehead, executive secretary of American Federation of Actors, recently refused to align himself with the Four A's against an IA invasion. For his stand he was refused jurisdiction over choruses in night clubs. What had seemed bad strategy on the part of Whitehead is now considered in some quarters, in light of the IA decision, as clever opportunistic juggling.

Browne stated that the reason for asking for performer jurisdiction is that the IA is the oldest theatrical organization and therefore performers should be included. IA is over 50 years old, but union officials regard this a weak argument. Feeling is that IA had helped Screen Actors' Guild win its strike and was promised something which was not subsequently forthcoming. Previous to the Alliance's squabble with SAG, Browne was mulling over the idea of a three-cornered tie-up, including the Four A's, the American Federation of Musicians and the IA.

William Green, in a recent letter to *The Billboard*, said the Four A charter was granted in August 28, 1919, and that

Hollywood Clubs Face Vice Probe

HOLLYWOOD, Feb. 12.—Night spots on the Sunset Boulevard County strip are faced with an investigation by the Assembly Interim Co-Ordinating Committee for alleged vice and gambling conditions.

Beef which caused the blow-up was the closing of the Clover Cub by the board of equalization, only to be reopened at a later date.

With some of the strip spots already red-inked out of existence, others folded by board of equalization for after-hour sale of liquor, this new spotlight may mean padlocks for many others.

Death Takes O. O. McIntyre

NEW YORK, Feb. 14.—O. O. McIntyre, 54, nationally famous columnist and former press agent for Flo Ziegfeld productions, died here today of a heart attack. He spent 25 years in New York, but only during the past 10 years did he gain the fame and fortune that made his name almost legendary. Full details will appear in next week's issue.

Vaude for Grand Rapids

GRAND RAPIDS, Feb. 12.—Powers Theater here, recently opened by George Katz, inaugurated vaude last week with a six-act bill. Shows to be changed twice weekly. Booked thru the Gus Sun office.

"records do not disclose any description of a grant of jurisdiction. The understanding is general in terms covering actors and artists, such as stage, screen and radio actors."

HOLLYWOOD, Feb. 14.—Should the IATSE gain control of performers, SAG and perhaps the entire Four A's will clear out of the AFL. This was intimated by Kenneth Thomson, SAG chief, at a recent meeting of the SAG board during which Thomson told of his attempts to persuade the IA to lay off performers. Understanding is that Thomson is considering bolting for the Committee for Industrial Organization or going independent. He refused to clarify his statement.

American Academy Students Present Jean Black Comedy

NEW YORK, Feb. 12.—The senior students of the American Academy of Dramatic Arts did themselves proud in their eighth matinee performance of the current season at the Belasco Theater yesterday afternoon. Offering Jean Ferguson Black's *Penny Wise*, preceded by Charles Vildrac's one-act, *The Pilgrim*, they gave an excellent show, with at least three performances—two in the main piece and one in the opener—that were outstanding judged by any standards. In addition, there wasn't a performance that dipped under an "easily adequate" classification, and the general average, therefore, was one that plenty of professional companies could envy.

The Black piece, as a matter of sober fact, offered a great deal more solid enjoyment than it did in its professional presentation last spring. That was due chiefly, I think, to the playing of the central role—which, in the inadequate hands of Linda Watkins, distorted all the play's values, threw sympathy into the wrong channels and in general destroyed much of the effect. Yesterday, however, it was played by a highly engaging sprite named Sybil Keating, who set all the wiled values straight and did a generally bang-up job. A cute and petite youngster with winning ways and a stunning figure, she gave Penny the sympathy, wisdom and charm that she needs—and very definitely indicated that smart managers would do well to watch her work. And offering a performance every whit as good—if not, in view of the role, even better—was Jean Thomson, a lass who, as the Martha who was a flat characterization in the hands of Mildred Wall in the pro version, displayed a lovely appearance, a grand comedy sense, an amazing sense of proper timing, and in general proved in the first place that she could hold her own as an ingenue in any professional company, and, in the second place, that if properly developed she's some day going to be an outstanding comedienne.

The playing of the other roles wasn't far behind. Lorraine Wing read her lines with authority, poise and perfect effect as Katherine; Rita Collins was slow in getting started as Tina but came thru nicely from the second act on, even though she showed a constant tendency to drop her lines flat on the stage floor; Emry Heaton was more than acceptable in the rather tough role of Gordon; Robert Hope was a pleasant Jeff, though he missed up on a lot of his comedy points, and Paton Price did an amusing character bit.

But perhaps the best playing of the afternoon was offered by Edward Barry in the curtain-raiser. It was a middle-aged character role, and Barry played it with authority, dignity and splendid effect, getting all that could possibly be had from the part, cannily figuring his effects, and offering consistently detailed and authentic playing. It was a grand job; it would still have been a grand job—a really outstanding job—if it had been done by a middle-aged character man in a commercial production. Aiding him excellently were Elana Salvatore, Janet Stratton and Beth Layne.

Incidentally, *The Pilgrim* proved again that one-acters as curtain-raiser give the kids much more chance than acts lifted from long plays. Eugene Burr.

BRUNK'S COMEDIANS WANT

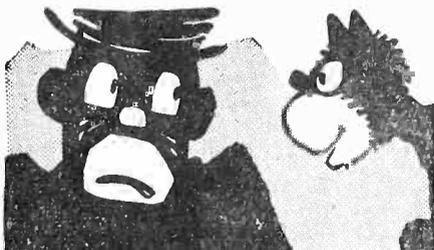
someone to furnish trucks for two and three-day stands. To right party will give working interest in show. Tent and equipment very best. Also want to hear from organized company with orchestra. Open late in March. BRUNK'S COMEDIANS, El Paso, Tex.

Magic

By BILL SACHS
(Communications to Cincinnati Office)

JOHN BOOTH, Canadian magus, drew down feature position in the amusement section of *The Sunday Detroit Times* recently with an article about magicians which the editors titled *Risk of Life and Limb, Common Thing for Magicians, John Booth Reveals*. The paper has the fourth largest circulation among American newspapers. . . . **PAUL ROSINI** is at the 885 Club, Chicago. . . . **MYSTERIOUS SMITH** is touring the delta country of Mississippi and Louisiana, playing under canvas and in theaters. He's still featuring the coffin escape. . . . **LAFOLLETTE** jumped from Boston to Philadelphia to do a show at the Bellevue-Stratford February 4; played the Lyric Theater, Allentown, Pa., the following day and then jumped into New York, where he is set in theaters until February 19. On February 23 he will be one of the features at the SAM's annual show at the Hecksher Theater, New York, after he returns to Boston to play four full-evening shows the first week in March. . . . **R. S. PAYNE**, Ruby Carter, Hugh Riley, Mary Lane Hale and Mr. and Mrs. Fletcher B. Mills, of the Justo Hijo Magic Club, Des Moines, motored to Cedar Rapids, Ia., the other week to catch the Blackstone show. . . . **LEO B. ZOLG** and wife, of Dayton, O., are vacationing in Miami after a strenuous season. blah, blah, etc. . . . **TOMMY MARTIN** is with the Ted Weems unit at the Earle Theater, Washington, this week. **HENRY HAVILAND**, after a stint at Benny the Bum's, swank Philly nitery, last week began work on a string of organization club dates in the Philadelphia area for the Anthony Phillips office. . . . **JAY PALMER** and Doreen take their Magic Kettle into McVan's Club, Buffalo, this week for a month's stay. They've been playing Pennsylvania niteries in recent weeks. . . . **OTIS MANNING**, now in the Crystal Room of the Park Plaza Hotel, St. Louis, moves to Chicago next. . . . **KENNEDY AND COMPANY**, illusionist, are at the Bobino in Paris. . . . **THE GREAT NICOLA** and his new bride, Marion Eddings, for many years his chief assistant, made *The London Daily Mirror* upon their arrival in Plymouth, England, recently to begin their European honeymoon jaunt. "They gave a 'command performance' on the quay," stated the article. "Oh, dear, I've lost my wedding ring!" cried Mrs. Nicola. Nicola remained calm, pulled a lemon out of his pocket, stroked it and the spectators saw (or thought they saw) a platinum ring emerge slowly thru the peel."

GEORGE W. PUGHE, of walkathon and magic fame, and the little woman, Eddie, enjoyed a pleasant reunion with Jack and Ann Gwynne in Dallas last week. The Gwynnes are in at the Adolphus Hotel there for a month's run. . . . **VANTINE AND CAZAN**, now playing convention dates in Texas and Oklahoma, will head for Chicago late this month to work niteries under the Sligh & Tyrrell banner. . . . **HOMAR THE WIZARD** is playing Dallas schools. . . . **THE LIP-PINCOTTS** have just concluded a week's engagement at Memorial Auditorium,



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Raleigh, N. C., with the Catholic Orphanage Indoor Circus. In addition to working their act, Mal served as emcee and Maxine had her animal pit show in the concession line-up. They recently enjoyed a pleasant visit with McDonald Birch and wife at Clinton, N. C. . . . **CARL SHARP**, pastboard wiz, stopped off at the magic desk last Thursday (10) en route from Chicago to the Southland, where he hopes to keep busy for the balance of the winter. He's figuring on taking in the Mardi Gras in New Orleans. . . . **SAM ASSEMBLY NO. 3**, Chicago, initiated five Wisconsin magi into its ranks at a meeting February 5 at the Schroeder Hotel, Milwaukee. Initiates included James Damon and Robert C. Salisbury, Oshkosh; Dr. T. J. Seiler, Neenah; Judge Frank W. Carter, Eagle River, and Vance R. Smith, Racine. Fifty magicians attended the gathering, presided over by Eugene Bernstein, of Chicago. . . . **JOHN MULHOLLAND** concluded his California tour with a special show staged by Chester Morris and Caryl S. Fleming in Hollywood. The various Southern California magic clubs took in the event in practically full roster. A host of well-known movie names were also present. After the performance Mr. and Mrs. Chester Morris entertained in honor of Mulholland at a gala all-night party. . . . **EVANS BROWN**, who recently wound up a 15-week tour for the lecture bureau of the University of Wisconsin at La Crosse, Wis., has begun a 10-week swing for the University of Kansas bureau. Brown recently stopped off in Marshalltown, Ia., for a visit with the veteran T. Nelson Downs, who has been confined to his bed for the last two and a half years. He reports that the "King of Coins" has shown remarkable improvement in health in recent months and that Tommy is confident he will soon be able to resume his magical activity.

REVIEWS—

(Continued from page 28)

work to fair results, but who lack the pep or zing to really help sell the show. Six showgals help fill the stage at odd moments.

Easily the standouter is Hank Henry, who is one of burly's few important recent developments. He works with a freshness and personality that many veteran funmen lack. Henry was fortunate to work on a bill with another real comic, Rags Ragland; both are funny and, while not so much of a team, get laughs in their own rights. Henry's burlesque of the Major Bowes radio show is fresher and sockier than most of the hoary bits kicking around. It gets laughs. Henry does the Major's part and uses some of the cast as potential gong-getters. Full credit goes to Marjorie Roye, one of burly's better talking women, who helped the bits move along at a good clip. Bits included reading newspapers, telegraph office, cafe in pantomime, my husband died, and Major Bowes. First two were of the weak variety, but others scored. Jack Heath and Bob Alda did well as straight and singer. An unbilied harmonica player won himself a fair hand.

On the femme side, Queenie King, whose sensual weaving about the stage is probably cutting down the coal bill, won herself a good hand. Marjorie Roye, June March, Maxine de Shon and Joy St. Clair are eye-fuls enough for any bill, and Ruth Freeman, from the chorus, did a bit of tapping and kicking and indicated that she could easily be developed into a pleasing principal. Gal's a dark one, fair on the eyes. Miss de Shon's warbling of *Once in a While* was particularly pleasing. *Benn Hall.*

Minstrelsy

By BOB EMMET
(Cincinnati Office)

DEACON LIVINGSTON postals from Munhall, Pa.: "Still spreading joy and imitating nobody."

"JUST A LINE to answer Al Tint's recent question about my hair," writes Homer Meachum from Valdosta, Ga. "Al, it must be the youth in me that keeps my hair so black. As to my biography, I can't remember back that far. Saw Herman Lewis here. He just came up from Florida and looks great."

RODY JORDAN, who had a date with the Grim Reaper a few months ago only to "stand him up," has shown wonderful strides toward regaining his health in recent weeks. He is still under the care of Drs. James Carson and Frank Bird at his home, 501 E. Rogers street, Valdosta, Ga., but he is able to be up and around. Rody is determined to reach a complete cure and get back into show business again.

HANK WHITE, formerly with the J. A. Coburn Minstrels, is now residing in Cheviot, O., Cincinnati suburb. One of this writer's neighbors, and we didn't know it. Hank caught the *High, Wide and Beautiful* unit at the Rialto Theater, Cincinnati, Sunday night of last week and had the pleasure of renewing acquaintances with two former minstrel lads, Morris Nelson, part owner of the troupe, and Cal West, of Mack and West. Hank was loud in his praise of the show.

IN ANSWER to our recent inquiry here on Mrs. Billy DeRue, of the old DeRue Brothers Minstrel, C. Kattell, of Endicott, N. Y., advises that Mrs. DeRue died several years ago at Newark Valley, N. Y. Her husband, Billy, is managing a filling station in Newark Valley, Kattell says.

MICKEY LEAMEY, formerly with Guy Brothers, Neil O'Brien and Vogel shows, is playing thru Ohio with the Irving Lewis' *Variety Gambols*. Mickey and his son, Jimmy, are doing a fast dance turn.

WHAT'S WRONG?—

(Continued from page 28)

the right idea and was going to show burlesque it can be done, but tho at times it seems to be making that brain work and put different scenes into shows, it seems operators cannot get away from those antique scenes.

I grant that some of public pay just to see strip tease, but the regular patron is sick of it.

Now as to where to get ideas for betterment of burlesque. Why don't managements try a policy I think will pay dividends? Mix with patrons and get their ideas of shows. Take a seat in the house and listen to the patrons' points of views about shows. Pay a prize to any member of the company giving an idea that will be new to burlesque. The management should keep in mind that there are ambitious girls in chorus. Give them something to do besides a few routine steps and a few childish motions.

Forget box-office receipts for a time and remember old-time steady patronage can be brought back as burlesque gives a kind of relaxation not found in other lines of amusements. Start in cleaning house of all antique ideas. Stop thinking the public are just suckers. Give the public a break and you will get results.

Hire a good magician and build whole show around him. What chance for good comedy. Book a good mind-reading act and work it both as comedy and straight. Stop blaming talent and get that brain working in search for new ideas. Give performers something to offer and they will work hard. How can they show ambition when given lines the audience knows by heart? *Guy G. Houghton.*

ATTENTION CONTESTANTS

Our Show Positively Will Open Not Later Than February 21. This is the Last Call.

A real Show in every way, new and spectacular. We can use good Sprint Teams and Entertainers. Any Teams knowing Mike Brown, Alch. or Ted Brown, please contact **TED BROWN**, Hotel Armistead, Fayette and Holiday Sts., Baltimore, Md.

Prize Money Positively Guaranteed and Sponsors Available. Contest Centrally Located.

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

Ruty Show Passes 1,300-Hour Mark

SALISBURY, Md., Feb. 12.—George L. Ruty's walkathon is still going here after 1,321 hours, with six teams and one solo remaining. Show is running 24 hours a day, with one fall and out the rule. Broadcasts are made thrice daily over WSAL.

Teams still battling 'em off in this contest, which got under way December 15, are George Walker and Eleanor John, Sammy Lee and Frenchie Reed, Mugsy Surley and Jo Jo Dallago, Phil Chris and Betty Barber, Itsy Bacharach and Jean Smith and Joe Garry and Celia Penman. Mae Eason is the solo.

The Salisbury Times last week began a series of articles labeled "My Eight Years as a Walkathon Contestant" and bearing the byline of Jack Kelly, who is said to have written the series in collaboration with Les Martin. Both recently closed with the Ruty show. The series is supposed to be an expose of walkathons.

Johnson Will Launch Under-Canvas Contest

BEAUMONT, Tex., Feb. 12.—B. W. Johnson endurance show will open under canvas in Louisiana about February 18. Curly Linder, chief emcee, will work with Dave Cullings, floor judge. Linder will be assisted by Tex Williams and Doc Murphy.

Jimmy Cordinton is being retained as night judge; Eldin Reed Haire, trainer, and Mrs. Onita Reagan, head nurse. Mrs. Hazel Linder will handle publicity.

The Beaumont Super Thrillashow closed here February 3 with an English type heel and toe derby, which was won by Dale Thorp and Martha Wright.

LA VERNE HUNDLEY infos that she's at home in Louisville, working hard and longing to glimpse a line on anyone who worked with her on the Seltzer shows, especially Warren Jewell, Dot Akard, Joe and Teddy Evans and Frankie Wagner.

J. E. McMILLAN, of whom inquiry was made here recently, shoots a line to inform that he's back home in St. Louis in search of employment and not on one of those so-called vacations. Mack says he had the pleasure of visiting the Joe

Pfersheys over a recent week-end and enjoyed renewing the old friendship. He would like to read here of the whereabouts and activity of old show friends of the Leo A. Seltzer, George W. Pughe and L. E. Braden days.

KENNY GRUWELL scribbles from Pasadena, Calif., that he misses the old gang lots, and that he'd like to see nothing better than a good show out that way. He would like to read a line here on his ex-partners, Opal Williams and Bob Blixsath.

JACK M. (CURLEY) MAY writes that he's now working night spots in the Sacramento, Calif., sector, waiting for a new show to open. "How about a line on Ross' Phoenix, Ariz., show?" queries Curley.

SID RUFUS pencils from Miami that he's knocking out new tunes for Don Dickerman's Pirate Den there. "Tex Smith, of Leo Seltzer's Roller Derby, gave me a surprise visit the other night," pipes Sid. "Seltzer is showing to good crowds down here this year. I was pleased to read Marshall Roberts' note in *The Billboard*. I'll be watching the Letter List."

CLIFF PALMER, formerly tenor sax man with the Don King Ork on the Ray (Pop) Dunlap show, is visiting his folks at Endicott, N. Y. He expects to be back with the Dunlap organization in the spring. Cliff says he'd like to read a line here on all his old walkie pals.

BILL AND JEWELL MATTOCKS and Walt and Tony Gross report that they are enjoying a mild winter in Denver. "The Denver public is anxious to see another good show," says Gross, "and I don't see why some reputable promoter doesn't give it to them."

MARSHALL ROBERTS!—Thanks for your interest and co-operation.

"YOUR ARTICLE about sending a postcard had the desired effect," writes Doris Larsen from the Bronx, New York. "I really do turn to the endurance page before I read anything else. It's a pleasure to read about old walkathon friends. There's only one complaint, your column is too short. Perhaps you can find out some news about Alabama's own Bill Fort. He's a grand boy and any news you might have on him would prove more than interesting."

ACTS, UNITS AND ATTRACTIONS

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

A

A. B. C. Trio (El Chico) NYC, nc.
Abbott & Costello (State) NYC, t.
Adami, Dell (International Casino) NYC, nc.
Adler, William (Ambassador) NYC, h.
Adrian, Jill (Philadelphian) Phila, nc.
Afrique (Radio City Rainbow Room) NYC, nc.
Aida (Wivel) NYC, re.
Albenice (St. Moritz) NYC, h.
Allee, Edna, & Co. (Sportsmen's Show) Springfield, Mass., 19-26.
Alvarez, Fausto (El Chico) NYC, nc.
Amby & Bruce (K-9 Club) Baltimore, nc.
Andre, Janis (Harry's New York Bar) Chi, nc.
Andrews, Avis (Cotton Club) NYC, nc.
Apollon, Dave, & Co. (Lyric) Indianapolis, t.
Arden, Dolly (Royal Palm) Miami, nc.
Arnold, Betty (Merry-Go-Round) NYC, nc.
Arnold, Phil (Queens Terrace) Woodside, L. I., nc.
Artini, Souya & Elizabeth (International Casino) NYC, nc.
Aubuchon, Lillian (Rose Bowl) Chi, nc.
Auer, Mischa (Michigan) Detroit, t.
Austin, Marie (Hawaiian Yacht) NYC, nc.
Aylhene, Alpha (National) Havana, Cuba, t.

B

Baines, Pearl (Kit Kat) NYC, nc.
Bailey, Addison (Leon & Eddie's) NYC, nc.
Bailey, Mildred (Commodore) NYC, h.
Baines, Pearl (Kit Kat) NYC, nc.
Bair, Maurice (Embassy) Canton, O., nc.
Baldwin & Bristol (Palace) San Francisco, h.
Ballard & Rae (Jefferson) St. Louis, h.
Ballou, Melisse (Club Forest) Milwaukee, nc.
Banks, Sadie (Old Roumanian) NYC, re.
Barclay, Dick & Evelyn (Cocoanut Grove) Boston, nc.
Barra, Cappy, & Co. (Shubert) Cincinnati, t.
Barrett, Sheila (Waldorf-Astoria) NYC, h.
Barrie, Gracie (Royal Palm) Miami, nc.
Barry, Breen & Wyler (Michigan) Detroit, t.
Barto & Mann (Paradise) NYC, re.
Bates, Lully (Billy Rose's Casa Manana) NYC, nc.
Bazan, Mercedes Zayas (Havana-Madrid) NYC, nc.
Beasley, Joyce (Kit Kat) NYC, nc.
Bell & Grey (U. S. A. Club) Chester, Pa., nc.
Bell's Hawaiian Follies (Riverside) Milwaukee, t.
Belmont Balladeers (Belmont Plaza) NYC, t.
Bennett, Ethel (Old Roumanian) NYC, re.
Ben, Ben (Fiesta) Ybor City, Fla.
Bessinger, Frank (Belmont-Plaza) NYC, h.
Best, Larry (State Fair) Shreveport, La.
Betty Co-Eds (Commodore Club) Detroit, nc.
Bines, Dave, Girls (Memorial) Boston, t.
Bird Number (Met.) Boston, t.
Birsa, Daria (Russian Kretchma) NYC, re.
Bishop, Freddie (Radio Franks') NYC, nc.
Bishop, Fred (Gay '90s) NYC, nc.
Blackstone (Orph.) Memphis, t.
Blakely, Foster (Ambassador) NYC, h.
Blondell Twins (Chez Paree) Omaha, nc.
Bowen, Sybil (Shubert) Cincinnati, t.
Boyer, Martha (Pal.) Chi, t.
Boys & Girls (Pal.) Chi, t.
Branch, Billy (Queens Terrace) Woodside, L. I., nc.
Briant, Rains & Young (Michigan) Detroit, t.
Bristol, Charlie (Black Cat) NYC, nc.
Brito, Phil (Mt. Royal) Montreal, h.
Britton, Milt, & Band (Powers) Grand Rapids, Mich., t.
Brooks, Lee (Moonlight Gardens) Saginaw, Mich., nc.
Brown, Ralph (Met.) Houston, Tex., t.
Brown, Danny, Revue (Hollywood Supper Club) Rock Island, Ill., nc.
Bruce, Betty (Met.) Boston, t.
Bryant, Johnny (Palmer House) Chi, h.
Burbone & Bane (Garbo) NYC, re.
Burnell, Buster & Billie (Roxy) NYC, t.
Burns, Jimmy (Village Brewery) NYC, nc.
Burns & White (Hi-Hat) Chi, nc.
Burns, Joe, & D. Burnache (Worcester) Worcester, Mass., t.
Burns, Teddy, & Pat Holton (Radio Franks') NYC, nc.
Burton, Effie (Club Alabam') Chi, nc.

C

Calgary Bros. (International Casino) NYC, nc.
California Varsity Eight (Chez Paree) Chi, nc.
Campo (Memorial) Boston, t.
Can You Take It? (Paramount) Springfield, Mass., t.
Candido & Nema (El Chico) NYC, nc.
Carlos, Vivian (Havana-Madrid) NYC, nc.
Carlos & Colita (Hawaiian Yacht) NYC, nc.
Carleton & Juliette (Shoreham) Washington, D. C., h.
Carlyle Sisters (Jimmy Kelly's) NYC, nc.
Carol, Helen (26th Club) Milwaukee, nc.
Carr, Billy (606 Club) Chi, nc.
Carr & Kane (Trouville) NYC, c.
Carroll, June (Bertolotti's) NYC, re.
Casey, Emmett (Gay '90s) NYC, nc.
Chambers, Peter (White) NYC, h.
Chappeau, Ted (George Washington) Jacksonville, Fla., h.
Childers-Wertheimer Girls (Royal Palm) Miami, nc.
Chocolateers (Cotton Club) NYC, nc.
Clare & Sanna Sisters (Earle) Washington, D. C., h.
Claudet, Marguerite (Louis Joliet) Joliet, Ill., h.
Clayton & Dunn (Barrel of Fun) NYC, nc.
Cobey, Lew (White) NYC, h.
Coe & Duda (Spanish Port) Mobile, Ala., nc.
Cole, Kid (Janet of France) NYC, re.
Cole, Joyce (St. Regis) NYC, h.
Collette & Galle (Lake Merritt) Oakland, Calif., h.
Collis, Eddie (Club Flamingo) Orlando, Fla.
Colt, Kitty (Chez Paree) Chi, nc.
Continental (Times Square) Rochester, N. Y., nc.
Cook, Aileen (Greenwich Village Casino) NYC, nc.
Cooper, John (Kit Kat) NYC, nc.
Coralli, Claudia (Barney Gallant's) NYC, nc.
Cortello, George (Shubert) Newark, N. J., t.
Cortez, Nadia (St. Regis) NYC, h.
Costellos, The (Colosimo's) Chi, nc.
Crane, Gladys (885 Club) Chi, nc.

D

Dagmar, Bert (Howdy) NYC, nc.

Route Department

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

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.

NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Dale, Slim (Barkley's) Flatbush, Brooklyn, N. Y., nc.
Dale, Maryon (Le Mirage) NYC, nc.
Dale, Billie (Hollywood Supper Club) Rock Island, Ill., nc.
Dalton, Kay (K-9 Club) Baltimore, nc.
Damour, Hene (Savoy-Plaza) NYC, h.
Daniels, Jean (Plantation) NYC, nc.
Daniels, Marion (Drake) Chi, h.
Daniels, Mickey (Capitol) Chillicothe, O., 17-18; (Russell) Maysville, Ky., 19; (State) Sandusky, O., 20; (Cathedral) New Castle, Pa., 21, t.
Darby, Margene (Club Tarpan) Latonia, Ky., nc.
Dare, Virginia (Half Moon) Coney Island, N. Y., h.
Darryl & Gilbert (Hollywood Supper Club) Rock Island, Ill., nc.
Datsko, Yasha (Russian Art) NYC, re.
Davis, Eddie (Leon & Eddie's) NYC, nc.
Dawn Brothers & Marie (Hawaiian Yacht) NYC, nc.
Day, James "Tiny" (LaSalle) Chi, h.
De Campe, Ronnie (Old Roumanian) NYC, re.
DeCosta, Vincent (Place Elegante) NYC, nc.
De La Grange, Chrysis (International Casino) NYC, nc.
DePron, Louis (Chicago) Chi, t.
DeRonda & Barry (Royal York) Toronto, h.
DeVant, Burton (Leon & Eddie's) NYC, nc.
Dean, Sharon (Paradise) NYC, re.
Deane, Laura (Bertolotti's) NYC, re.
Del Rio, Anita (Trocadero) NYC, nc.
Deering, Rosemary (Memorial) Boston, t.
Denise, Diane (College Inn) Chi, nc.
Denizon, Helene (Pal.) Chi, t.
Dennis, Blackie (Howdy) NYC, nc.
Dennis, Clark (State-Lake) Chi, t.
Diaz, Rafaelo (Merry-Go-Round) NYC, c.
Dick, Don & Dinah (Earle) Washington, D. C., t.
Dixon, Lee, & Co. (Earle) Washington, D. C., t.
Dot, Dolly (Embassy) Jacksonville, Fla., nc.
Douglas, Fay (Leon & Eddie's) NYC, nc.

Franklin, Murray (Zeke's) NYC, re.
Franks, Four (State) NYC, t.
Frazee Sisters (Billy Rose's Casa Manana) NYC, nc.
Froeba, Frank (Famous Door) NYC, nc.
Furman & Lorraine (Vogue) NYC, re.

G
Gabby (Merry-Go-Round) NYC, nc.
Gale, Betty (Torch) Cleveland, nc.
Gale, Al (Colosimo's) Chi, nc.
Gale Sextette (Park Central) NYC, h.
Gallagher, Ruth (Terrace Gardens) Rochester, N. Y., nc.
Gallagher, Joe "Rubberface" (Radio Franks') NYC, nc.
Gallus, John (Pere Marquette) Peoria, Ill., h.
Gardner, Muriel, & Marvin Kane (Carlton) London, h.
Garland, Judy (State) NYC, t.
Garron & Bennett (Jefferson) St. Louis, Mo., h.
Gary & Dahl (Roxy) NYC, t.
Gaston & Gypsy Irma (Monte Carlo) NYC, nc.
Gates, Connie (New Yorker) NYC, h.
Gaudsmith Bros. (International Casino) NYC, nc.
Gautier's Steeplechase (State) NYC, t.
Gavitte, Rex (Place Elegante) NYC, nc.
Gayle, Jackie (Rudy's) NYC, nc.
Gaylord & Kent (Le Mirage) NYC, nc.
Georges & Nannette (Lobby No. 2) Juarez, Mex.
Georges & Jalna (Chicago) Chi, t.
Gilbert, Ralph (Hollywood Supper Club) Rock Island, Ill., nc.
Gillette Girls (Cafe of Nations) Sacramento, nc.
Gilmore, Gita (Hollywood Supper Club) Rock Island, Ill., nc.
Girard, Adele (Hickory House) NYC, nc.
Glenn, Cinda (Pal.) Chi, t.
Glover & LaMae (Statler) Cleveland, h.
Goldfarb, Phil (Wivel) NYC, re.
Gonzales, August (McAlpin) NYC, h.
Gooding, Sally (Kit Kat) NYC, nc.

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

Douglas, Jack "Screw" (College Inn) Chi, nc.
Dowell, Saxie (Drake) Chi, h.
Dowlings, The (Governor Clinton) NYC, h.
Downey, Morton (Billy Rose's Casa Manana) NYC, nc.
Drayton Sisters & Jack (Casino) Toronto, Can., t.
Drew, Charlie (Lombardy Bar) NYC, re.
Drew, Drusilla (Kit-Kat) NYC, nc.
Dukes, Three (Sporting Club) Monte Carlo, France.
Dumont, Valerie (Greenwich Village Casino) NYC, nc.
Dunes Boys (Hollywood Beach) Hollywood, Fla., h.
Dunn & Clayton (Barrel of Fun) NYC, nc.
Dunn, Vera (Colosimo's) Chi, nc.
Dutton & Krutch (Ambassador) NYC, h.
Dwyer, Gertrude (Barrel of Fun) NYC, nc.

E

Ebony Eight (Radio Franks') NYC, nc.
Eddie & Amy (Dublin) Columbus, O., nc.
Ebert, Marion (Plantation) NYC, nc.
Eileens, The Two (Bismarck) Chi, h.
Elaine & Barry (Drake) Chi, h.
Elliman, Lois (St. Regis) NYC, h.
Ellin, Marita (Havana-Madrid) NYC, nc.
Ellington, Duke, & Orch. (Stanley) Pittsburgh, t.
Ericko, Don (Colosimo's) Chi, nc.
Erickson, Dorothy (Brevoort) Chi, h.
Evans, Steve (Beverly Hills) Newport, Ky., nc.
Everett & Conway (Greystone) Mansfield, O., nc.

F

Farrar, Jane (Locust) Phila, nc.
Farrell, Bill (Place Elegante) NYC, nc.
Fawn & Jordan (St. Moritz) NYC, h.
Faye, Gladys (Jimmy Kelly's) NYC, nc.
Faye, Roberta (Chateau Moderne) NYC, nc.
Faye, Olive (Lookout House) Covington, Ky., nc.
Feldkemp, Elmer (Ritz-Carlton) NYC, h.
Felix, Claire & Tonita (Ivan Frank's) NYC, v.
Fields, Irving (Flysee) NYC, h.
Fine, Jack, Playgirls of 1938 (Colonial) Dayton, O.
Fink, Harry (Rex Bar) St. Louis, c.
Fitzpatrick, Jimmy (Statler) Boston, h.
Flash & Dash (Kit Kat) NYC, nc.
Flinch, Bob (Chez Maurice) Montreal, Can., nc.
Floradora Sextet (Weismantel's) Cypress Hills, L. I., nc.
Flores, Marissa (Waldorf-Astoria) NYC, h.
Flowerston, Consuelo (La Marquise) NYC, nc.
Flying Whirls (Village Barn) NYC, nc.
Fotee, Herbert (Edgewater Beach Hotel) Chi, h.
Ford, Senator (Met.) Boston, t.
Ford, Gene (Rex Bar) St. Louis, nc.
Fortess, Irene (606 Club) Chi, nc.
Franklin, Cas (Park Central) NYC, h.

Goodman, Benny, & Band (Paramount) NYC, t.
Goodrich & Nelson (Royal Palm) Miami, nc.
Gorjanc, Sonia (International Casino) NYC, nc.
Gower & Jeanne (Waldorf-Astoria) NYC, h.
Graham, Peggie (Embassy) Canton, O., nc.
Granados, Asuncion (El Chico) NYC, nc.
Gray, Jack (Park Lane) NYC, h.
Gray, Maxine (Drake) Chi, h.
Green, Jackie (Benny the Bum's) Phila, nc.
Green, Al (Pioneer Nut) NYC, nc.
Green, Bennet (Barrel of Fun) NYC, nc.
Gregory, Don (Rudy's) NYC, nc.
Griffith & Wells (Talk o' the Town) Peoria, Ill., nc.
Grisha & Brona (Colosimo's) Chi, nc.
Grove, Ferde, Orch. (Buffalo) Buffalo, t.
Guerrlain, Annette (Queens Terrace) Woodside, L. I., nc.
Guy, Barrington (Plantation) NYC, nc.
Gwynne, Jack (Adolphus) Dallas, h.
Gyldenkrone, Baron Ebbe (Garbo) NYC, re.
Gypsy Nina (2 o'clock) Baltimore, nc.

H

Hadnott, Billy (Club Continental) Kansas City, Mo., nc.
Hager, Clyde (Pal.) Chi, t.
Hale, Chester, Girls (Pal.) Cleveland, t.
Hall, Vivian (Queen Mary) NYC, nc.
Hall, Edna (Roxy) NYC, t.
Hall, Kiki (La Paloma) Miami, nc.
Hall, William (Oriental) Chi, t.
Hammond, Earl F., Eskimo Troupe (Ice Follies of 1937) Atlantic City.
Hannon, Bob (College Inn) Chi, nc.
Hannon, Joe, & Accordionettes (Coronado) Worcester, Mass., nc.
Harris, Audrey (Broadway Hofbrau) NYC, nc.
Harris, Consuelo (Kit Kat) NYC, nc.
Harris & Yvonne (Village Barn) NYC, nc.
Harris & Fisher (Chez Paree) Chi, nc.
Harris, Alice (Kit Kat) NYC, nc.
Harris, Howell & Harris (Met.) Houston, Tex., t.
Harrison, Spike (Gay '90s) NYC, nc.
Harrison Sisters (Commodore Perry) Toledo, O., h.
Hawkins, Sid (Garbo) NYC, nc.
Hayworth, SeaBee, Revue (Strand) Cherryville, N. C., 17; (Carolina) Asheboro 18; (Paramount) Hickory 19; (Colonial) Valdese 20; (Liberty) N. Wilkesboro 21, t.
Healy, Nancy (Village Barn) NYC, nc.
Heath, Ann (No. 1 Fifth Ave.) NYC, h.
Heatherton, Ray (Roxy) NYC, t.
Hector & Pal (Chicago) Chi, t.
Henderson, Jack (Plantation Club) Cold Springs, Ky., cc.
Hendra, Sarita (Yumuri) NYC, nc.
Hilda & Herbert (Black Cat) NYC, nc.
Higgins, Peter (Lookout House) Covington, Ky., nc.
Hill, Lawrence (Plantation) NYC, nc.

Hilliard, Jack (Royale Frolics) Chi, nc.
Hillman Brothers (Plantation) NYC, nc.
Hixon, Hal (Greenwich Village Casino) NYC, nc.
Holland & Hart (Ambassador) NYC, h.
Holly & Lee (Burp Hollow) Hollywood, nc.
Holt, Billy (Half Moon) Coney Island, N. Y., h.
Hooker, Dynamite (Cotton Club) NYC, nc.
Howorth, Wayne, Singers (Oriental) Chi, t.
Hoysradt, John (Chez Firehouse) NYC, nc.
Hyde, Vic (Memorial) Boston, t.

I

Ice Ballet (Boston) Boston.
Idler's Trio (Roosevelt) Pittsburgh, Pa., h.
Internationals, The (Madison) NYC, h.
Irving, Jack (Harry's New York Cabaret) Chi, nc.

J

Jackson & Nedra (Royale Frolics) Chi, nc.
Jacqueline, Mignac (International Casino) NYC, nc.
James & Peltz (606 Club) Chi, nc.
James, Freddy (Cotton) NYC, nc.
Janet of France (Janet of France) NYC, re.
Jansleys, Five (Roxy) NYC, t.
Johnny & George (Famous Door) NYC, nc.
Johnson, Great, & Dean (Weismantel's) Cypress Hills, L. I., nc.
Johnson, Jay (Garbo) NYC, re.
Johnston, Mae (Cotton) NYC, nc.
Jones, Russ (New Yorker) NYC, h.
Jones, Ray (Queen Mary) NYC, re.
Jordan, The (Oriental) Chi, t.
Jordan & Le Grand (Civic Opera Lounge) Chi, t.
Joy, Charles & Catherine (Penthouse) Baltimore, nc.
Joyce, Jack, & Co. (State-Lake) Chi, t.
Julian, Don & Marjorie (Stevens) Chi, h.

K

Kelcey & Margie (Black Cat) NYC, nc.
Kane, Allen, & Boys (Monte Carlo Bar Hotel) Chi, h.
Katsovsky, Leo (Russian Kretchma) Phila, cb.
Kavanaugh, Stan (Billy Rose's Casa Manana) NYC, nc.
Kay, Katya & Kay (Royale Frolics) Chi, nc.
Kaye, Johnny, & Playboys (Market Tavern) St. Louis.
Keenoy, Jane (Royal Palm) Miami, nc.
Kenney, Billy (Cortez) El Paso, Tex., h.
Kenny, Phyllis (Park Central) NYC, h.
Kerns, Joe (Smoke Shop) Red Bank, N. J., c.
Keyes & Ross (Sportsmen's Show) Baltimore 11-19; (Sportsmen's Show) Hartford, Conn., 22-Mar. 1.
King, Lou (Rudy's) NYC, nc.
Keogan, James (Coq Rouge) NYC, nc.
Knapp, Margie (Hawaiian Yacht) NYC, nc.
Kollegiate Kids, 14 (Village Barn) NYC, nc.
Kopell, Teddy (Rudy's) NYC, nc.
Kramer, Leon (Zeke's) NYC, re.
Kranich, Norman (Badger) Merrill, Wis., h.
Krause, Ed (Bavarian Rathskeller) Kansas City, Mo., c.

L

LaMarr, Henry (Gay '90s) NYC, nc.
LaMarr, Barbara (Zimmerman's Budapest) NYC, re.
La Verne, Jean (Stables Club) Miami, nc.
La Vonne, Betty (606 Club) Chi, nc.
Ladell, Vincent (Bossert) Brooklyn, N. Y., h.
Lande, Jules (St. Regis) NYC, h.
Lang, Wilson (Wivel) NYC, re.
Langley, Curly (Times Square) Rochester, N. Y., nc.
Law, Jackie (Clique Club) Atlantic City, nc.
Law, Mildred (Hawaiian Yacht) NYC, nc.
Lawnhurst, Vee (Essex House) NYC, h.
Lawrence, Laurine (Torch) Cleveland, nc.
Lawton, Reed (Merry-Go-Round) NYC, c.
Le Verde, Leon (Chateau) Cleveland, nc.
Lee, Bob (Wivel) NYC, re.
Lee, Celia (La Marquise) NYC, nc.
Lee, Gypsy (Wine Cellar) NYC, re.
Lee & Lockman (La Salle) Chi, h.
Lee, Jane (K-9 Club) Baltimore, nc.
Lee, Joe & Betty (Roney Plaza) Miami Beach, h.
Lee, Loretta (Pal.) Cleveland, t.
Leff, Lorraine (Biltmore) NYC, h.
Lei-Kelli (Hawaiian Yacht) NYC, nc.
Leilani, Lana, & Mauna Kamaka (Hawaiian Yacht) NYC, nc.
Lenn, Robert (Cortland) Cortland, N. Y., h.
Leonardos, Three (El Retiro) Mexico City, nc.
Leonce (International Casino) NYC, nc.
Leslie, Lee (Jimmy Kelly's) NYC, nc.
Lester, Ann (Royale Frolics) Chi, nc.
Lester & Irmajean (Greyhound) Jeffersonville, Ind., nc.
Lewis, Buddy (Kit Kat) Boston, re.
Lit, Bernie (New K 9 Club) Baltimore, nc.
Litomy, Leslie (American Music Hall) NYC, nc.
Little Sachs, Three (Bertolotti's) NYC, re.
Lola & Rocha (606 Club) Chi, nc.
Long, Leon, Warrior, Ala., 17; Dixiana 19; Leeds 21; Pell City 22.
Loy, Thida (Chez Ami) Buffalo, N. Y., nc.
Loyanne & Renard (Blackhawk) Chi, nc.
Lubina, Ada (Old Roumanian) NYC, re.
Luciano, Aida (Wivel) NYC, re.
Lucky Girls, Six (Colonial) Dayton 18-24, t.
Luncheon, Jimmy, & Orch. (Met.) Houston, Tex., t.
Lyman, Tommy (Oaks) NYC, nc.

M

McClelland, Reed (Weylin) NYC, h.
McConnell & Moore (Aloha Show) Honolulu, Hawaii.
McCoy, Bob (Biltmore) NYC, h.
McCullough, Gene (Longwood) Chi, nc.
McCully, Jean & Gine (Adelphia) Phila, h.
McHale, Duke (Chez Paree) Chi, nc.
McKenzie, Red (Nick's Rendezvous) NYC, c.
McMahon, Larry (Village Barn) NYC, nc.
MacNaughton, Virginia (Le Mirage) NYC, nc.
Mack, Ernie (Wivel) NYC, re.
Mack, Tommy (Riverside) Milwaukee, t.
MacLean, Ross (Belmont-Plaza) NYC, h.
Madison, Rudy (Gay '90s) NYC, nc.
Madlof, Eli (Dante's) Kansas City, Mo., nc.
MacMahon, Phil (Rudy's) NYC, nc.
Maddie & Ray (Colosimo's) Chi, nc.
Manchito (Yumuri) NYC, nc.
Manginis (Moulin Rouge) Paris, nc.
Manno & Stafford (Beverly Hills) Newport, Ky., nc.
Manning, Otis (Park Plaza) St. Louis, h.
Manning, Les & Mitzi (Brown) Louisville, Ky., h.
Manolita (Russian Art) NYC, re.
Manva & Zanette (Chez Maurice) Montreal, nc.
Mara (Perroquet) NYC, nc.
Marcel, Andre, & Co. (Shubert) Cincinnati, t.

Marchand, Bob (Times Square) Rochester, N. Y., nc.
 Marcos, Sensational (Silver Bowl) Sacramento, Calif., nc.
 Maree & Pals, (Polack Bros. Circus) Sacramento 14-19; (Polack Bros. Circus) San Francisco 21-26.
 Margo (Times Square) Rochester, N. Y., nc.
 Marine, Pjoria (Wivel) NYC, re.
 Marinos, Los (Trocaadero) NYC, nc.
 Marlon, Sid, & Co. (State-Lake) Chi, t.
 Marlow, Great (Orpheum) Winnipeg, Can., t.
 Marlowe, Selma (State) NYC, t.
 Marquis, Rosalind (Drake) Chi, h.
 Marquises, Three (La Marquise) NYC, nc.
 Mathey, Nicholas (Russian Kretchma) NYC, re.
 Martin, Mollie (Club Madrid) Milwaukee, nc.
 Martin, Oscar (Rudy's) NYC, nc.
 Marvey, Gene (Stevens) Chi, h.
 Mason, Jack (Little Old New York) NYC, c.
 Matalca, Peggy (Queen's Terrace) Woodside, L. I., nc.
 Matsu, Bob (Hawaiian Yacht) NYC, nc.
 Matthews, Dorothy (20th Century) Phila, nc.
 Matthews, Babe (Met.) Houston, Tex., t.
 Maurice & Maria (Barkley's) Flatbush, Brooklyn, N. Y., nc.
 Maxellos (Pal.) Chi, t.
 May, Bobby (International Casino) NYC, nc.
 Maya & Hawaiians (Hawaiian Yacht) NYC, nc.
 Mayfield, Kathryn (White) NYC, h.
 Mayfields & Virginia (Met.) Boston, t.
 Means Sisters (State Line) Kansas City, Mo., nc.
 Melan, Lou (Madison) NYC, h.
 Mele, Vi (Ritz-Carlton) NYC, h.
 Melodeers (Victoria) NYC, h.
 Meloz & Ranous (Tiger) Auburn, Ala., t.
 Menen, George (ArcPalin) NYC, h.
 Metcalfe & Daniels (Queens Terrace) Woodside, L. I., nc.
 Michon, Michel (Russian Kretchma) NYC, re.
 Miller, Taps (Plantation) NYC, nc.
 Minevitch, Borrah, & Rascals (Michigan) Detroit, t.
 Minute Men, Three (Lexington) NYC, h.
 Moffett, Adelaide (Ambassador) NYC, h.
 Montes, Nena (Dimitri's Gaucho) NYC, nc.
 Monti, Mili (St. Regis) NYC, h.
 Moore, Ardith (Tampa Terrace) Tampa, Fla., h.
 Moore, Gale (Village Brewery) NYC, nc.
 Morales Bros. & Little Daisy (Rainbow Inn) Detroit, nc.
 Morgan, Stuart, Dancers (Billy Rose's Casa Manana) NYC, nc.
 Morgan, Grace (Radio Franks') NYC, nc.
 Morgan, Helen (Capitol) Washington, D. C., t.
 Moriche, Jose (Trocaadero) NYC, nc.
 Moriche & Teresita (Trocaadero) NYC, nc.
 Morris & Wingert (Bowery Music Hall) St. Louis, nc.
 Morrison, Jack (Park Central) NYC, h.
 Morrison, Alec (St. Regis) NYC, h.
 Morris, Kay (Casa Valencia) NYC, nc.
 Morten, Bea (Southland) Boston, nc.
 Morton & Margo (Plantation) NYC, nc.
 Morton, Alvira (Club Minuet) Chi, nc.
 Muriel, Mimi (Crisis) NYC, nc.
 Murphy, Jimmy (Travelers) Chico, Calif., h.
 Murphy, Dean (Roosevelt) New Orleans, h.
 Murray, Wynn (Memorial) Boston, t.
 Myers, Helen (Radio City Rainbow Room) NYC, nc.
 Myers, Timmie (Club Royal) Chi, nc.
 Myrus (College Inn) Chi, nc.
 Myrtle & Pacaud (International Casino) NYC, nc.

N

N. T. G. and Revue (Colonial) Dayton, O., t.
 N. T. G. (Keith) Dayton, O., t.
 Nash, Myra (Chez Maurice) Montreal, nc.
 Nazarenko (St. Regis) NYC, h.
 Nazarr, Norman (Roosevelt) Oakland, Calif., to July, t.
 Nelson & Marsh (26th Club) Milwaukee, nc.
 Nelson & West (Lucky Star) Uniontown, Pa., 17-19, nc.
 Nessley & Norman (Bamboo Gardens) Washington, re.
 Nestle, Mildred (Rudy's) NYC, nc.
 Newman, Doug (Statler) Boston, h.
 Newton, Peggy (Hickory House) NYC, nc.
 Nidel, Kenny (Burp Hollow) Hollywood, nc.
 Niesen, Gertrude (Versailles) NYC, nc.
 Nielson, Eleanor (Crisis) NYC, nc.
 Nip, Helen & Tommy (Greenwich Village Casino) NYC, nc.
 Nissen, George (El Retiro) Mexico City, nc.
 Noblemen (International Casino) NYC, nc.
 Noma (Southland) Boston, nc.

THE NONCHALANTS
 Tenth Week
 PALMER HOUSE, CHICAGO.
 Direction: MUSIC CORP. OF AMERICA.

Normita (El Chico) NYC, nc.
 Nonchalants, Three (Palmer House) Chi, h.
 Norre, Kaye (26th Club) Milwaukee, nc.
 Norre, Lee (Triangle Gardens) Peoria, Ill., nc.
 Nouvelle Bros. & Sally (Met.) Boston, t.
 Novells, Two (Southland) Boston, nc.
 Nubi (Park Central) NYC, h.

O

Ojedes, Los (Yumuri) NYC, nc.
 Omar (St. George) Brooklyn, h.
 Ortega, Rosita (Yumuri) NYC, nc.
 Ortnes, Joe (Trocaadero) London, nc.
 Owen & Parco (Embassy) Jacksonville Beach, Fla., nc.

P

Padula, Margaret (Gay '90s) NYC, nc.
 Palmer & Doreen (McVan's) Buffalo, nc.
 Parish, Frank (Savoy-Plaza) NYC, h.
 Parker, Bob (New Penn) Pittsburgh, h.
 Parker, Lou (Anchor Club) Sandusky, O., nc.
 Parker, Al (Flamingo Park) Miami Beach, Fla., p.
 Patricola, Tom (Billy Rose's Casa Manana) NYC, nc.
 Payne, Frank (Bismarck) Chi, h.
 Pedro, Pancho, & Beto (El Tivoli) Dallas, nc.
 Pedro & Luis (Paramount) Clarksdale, Miss., t.
 Peppers, Three (Hickory House) NYC, nc.
 Perry, Diamond Lil (Black Cat) NYC, nc.
 Person, Eppie (Burp Hollow) Hollywood, nc.
 Phelps Twins (Rose Bowl) Chi, nc.

Phillips, Warren (Essex House) NYC, h.
 Pierce & Roland (Yacht) Hollywood, Fla., nc.
 Plante, Texas (Torch Club) Cleveland, nc.
 Powell, Albert, & Co. (Tivoli) Melbourne, Australia, Dec. 20-Mar. 15, t.
 Powell, Jack (Roxy) NYC, t.
 Preisser, June & Cherry (Chez Paree) Chi, nc.
 Price, Jesse (Dante's) Kansas City, Mo., nc.
 Price, Georgie (Royal Palm) Miami, nc.
 Proske's Tigers (Billy Rose's Casa Manana) NYC, nc.
 Puree, Vic, Revue (Blackstone) Cleveland, nc.

Q

Queens of Rhythm, Four (Embassy) Jacksonville, Fla., nc.
 Quiros, Ramon (Dimitri's Club Gaucho) NYC, nc.

R

Rabold, Rajah (Fiesta) Havana, Cuba, nc.
 Raborn, Beth (Queen's Terrace) Woodside, L. I., nc.
 Raeburn, Burt (Mansfield) NYC, h.
 Rand, Sally (Billy Rose's Casa Manana) NYC, nc.
 Randall Sisters (Yacht Club) Chi, nc.
 Randall, Pete (Greenwich Village Casino) NYC, nc.
 Randolph, Amanda (Black Cat) NYC, nc.
 Raphael (Waldorf-Astoria) NYC, h.
 Rasch, Albertina, Dancers (State) NYC, t.
 Ray & Harrison (State-Lake) Chi, t.
 Raye, Prince & Clark (Walton) Phila, h.
 Raye, Iris (Monte Carlo) NYC, nc.
 Raye & Naldi (Radio City Rainbow Room) NYC, nc.
 Reed, Zelma (New K-9 Club) Baltimore, nc.
 Reed, Billy (Chez Maurice) Montreal, nc.
 Reis & Dunn (Rose Bowl) Chi, nc.
 Remy, Dick & Doty (Congress Casino) Chi, h.
 Renee (Jimmy Kelly's) NYC, nc.
 Rennie, Guy (Swing) Hollywood, nc.
 Reynolds & White (Riverside) Milwaukee, t.
 Rhodes, Dorothy (Kit Kat) NYC, nc.
 Rich, Pat (New Yorker) NYC, h.
 Richards, Jack (Old Roumanian) NYC, re.
 Richman, Harry (Royal Palm) Miami, nc.
 Rios, Rosita (Rainbow Room) Rockefeller Center, NYC.
 Roberts & Farley (New Yorker) NYC, h.
 Robeys, Four (Riverside) Milwaukee, t.
 Robinson, Bill (Cotton Club) NYC, nc.
 Rockwell, Doctor (Billy Rose's Casa Manana) NYC, nc.
 Rodgers, Larry & Adele (Washington-Youree) Shreveport, La., h.
 Rodick Twins: Camden, N. J.
 Rodrigo & Francine (Continental Room) Miami Beach, nc.
 Roller, Ace (Pat & Don's) Newark, N. J., nc.
 Rollickers, The (Bar-Grill & Coffee Shop) NYC, re.
 Rollickers Trio (Rome) Omaha, h.
 Rolph, Wynne (St. George) Brooklyn, h.
 Rolfner, Bob (Adelphia) Phila, h.
 Rose, Jack (Place Elegante) NYC, nc.
 Rosebuds, Five (Billy Rose's Casa Manana) NYC, nc.
 Roth & Shay (Wintergarten) Berlin, t.
 Roy, Jill (Park Central) NYC, h.
 Roy, Rosalie (Old Roumanian) NYC, re.
 Royal Duo (Pere Marquette) Peoria, Ill., h.
 Royal Swedish Bell Ringers (State-Lake) Chi, t.
 Rubey, Jane (606 Club) Chi, nc.
 Russell, Mabel (52d St.) NYC, nc.
 Russell & Christine Co. (Beacon) Vancouver, B. C., 18-24, t.
 Russett, Sunny (Nick's Rendezvous) NYC, c.
 Russian Gypsy Trio (Gay Village) NYC, c.
 Ryan, Jerry (Gay '90s) NYC, nc.
 Ryan & Noblette (Pal.) Cleveland, t.
 Ryck & Kaye (Chez Maurice) Dallas, nc.

S

St. Clair, Irene (Mayfair) Boston, h.
 St. Moritz Ice Follies (Rivoli) Toledo, O., t.
 Salazar, Hilda (La Conga) NYC, nc.
 Sanami & Michl (Billy Rose's Casa Manana) NYC, nc.
 Sanna, Johnny (Tower) Kansas City, Mo., t.
 Sanny, Frank (Royal York) Toronto, Can., h.
 Satch & Satchell (Park Central) NYC, h.
 Satz, Ludwig (Roumanian Village) NYC, re.
 Sautiers, Dorothy (Kit Kat) NYC, nc.
 Savva, Marussa (Russian Kretchma) NYC, re.
 Schaps, Sid (Paddock) Chi, nc.
 Culver City, Calif., nc.
 Schichtl's Royal Wonderettes (Earle) Washington, D. C., t.
 Schien & Englert (Roxy) NYC, t.
 Scott, Phil (Plantation) NYC, nc.
 Sedley, Roy (Rathskeller) Phila, nc.
 Shandor (Buckingham) NYC, h.
 Shatlen, Anna (Roumanian Village) NYC, re.
 Shaw, Oscar (Billy Rose's Casa Manana) NYC, nc.
 Shaw, Wini (Billy Rose's Casa Manana) NYC, nc.
 Shep, Bebe (Rudy's) NYC, nc.
 Sheridan, Eleanor (Radio City Rainbow Room) NYC, nc.
 Sherman Bros. (Harry's Inn) Sidney, N. Y.
 Sherman, Tessie (Harry's Inn) Sidney, N. Y.
 Sherman, John (Tampa Terrace) Tampa, Fla., h.
 Sherr Bros. (Lookout House) Covington, Ky., nc.
 Short, Bobbie (Hawaiian Yacht) NYC, nc.
 Shutta, Ethel (Chicago) Chi, t.
 Siegfrieds, The (Tower) Kansas City, Mo., t.
 Silverman, Jack (Old Roumanian) NYC, re.
 Simmons, Lee (Plantation) NYC, nc.
 Simpson, Faith & Carl (Pere Marquette) Peoria, Ill., h.
 Skelton, Red (Pal.) Cleveland, t.
 Sloane & Young (Bismarck) Chi, h.
 Small, Bill (Rudy's) NYC, nc.
 Smith, Joe (El Toreador) NYC, nc.
 Smith, Earle (Brevoort) Chi, h.
 Smith, Lee Etta (Jockey Club) Kansas City, Mo., nc.
 Smith, Rudy (Black Cat) NYC, nc.
 Sokoloskaya, Nadia (Russian Kretchma) NYC, re.
 Solloway, Larry (New Brunswick) Lakewood, N. J., h.
 Spencer & Coleman (Levaggi) Boston, c.
 Spears, Harry (2 o'Clock) Baltimore, nc.
 Stacey, Jack (Oakwood Inn) Allentown, Pa., nc.
 Stadler & Rose (College Inn) Chi, nc.
 Stanley Bros. (Oriental) Chi, t.
 Starr, Jack (Hollywood Supper Club) Rock Island, Ill., nc.
 Stone, Al (Old Roumanian) NYC, re.
 Stone, Paula (Beverly Hills) Newport, Ky., nc.
 Stogges, Three (Shubert) Cincinnati, t.
 Storrs, Allan (Commodore) NYC, h.
 Stump & Stumpy (Plantation) NYC, nc.

Stuart, Gene (Kit Kat) Boston, re.
 Sullivan, Lee (Paradise) NYC, re.
 Summerfield, Wes (Congress Casino) Chi, h.
 Swann, Russell (Dorchester) London, h.
 Sweeney, Bud (Chez Paree) Omaha, nc.
 Sykes, Harry (Michigan) Benton Harbor, Mich., h.; (Indiana) South Bend, Ind., 21-26, c.

T

Tatum, Art (Famous Door) NYC, nc.
 Taubman, Paul (Ambassador) NYC, h.
 Taylor, Irene (Beverly Hills) Newport, Ky., nc.
 Templeton, Alec (Radio City Rainbow Room) NYC, nc.
 Texas Tommy (Dorchester) London, Eng., h.
 Thais (606 Club) Chi, nc.
 Theodora & Denesha (Radio City Rainbow Grill) NYC, nc.
 Theodora (Hi Hat) Bayonne, N. J., nc.
 Therrien, Henry (Embassy) Jacksonville Beach, Fla., nc.
 Thomas, Audrey (Kit Kat) NYC, nc.
 Thomas, Eddie (Palumbo's) Phila, nc.
 Thornton, Eva (Badger) Merrill, Wis., h.
 Tilton, Martha (Pennsylvania) NYC, h.
 Timblin, Chas, Slim, & Co. (Tower) Kansas City, Mo., t.
 Tinney, Dot (Black Cat) NYC, nc.
 Tint, Al (Majestic) Lansing, Mich., nc.
 Tisdale Trio (Le Mirage) NYC, nc.
 Todd, Arthur (Radio City Rainbow Room & Grill) NYC, nc.
 Togi, Dawn (Pal.) Cleveland, t.
 Tomack, Sid (Royale Frolics) Chi, nc.
 Tomlin, Pinky (Earle) Washington, D. C., t.
 Tondelayo (Cotton) NYC, nc.
 Torch Rockets, Four (Torch) Cleveland, nc.
 Toy, Ming (Fifth Avenue) NYC, h.
 Trainor, George (Queens Terrace) Woodside, L. I., nc.
 Tranger, Don (Berghoff Gardens) Ft. Wayne, Ind., re.
 Tramp Band (Cotton Club) NYC, nc.
 Travis, Jimmie (Club Wonder) New Orleans, nc.
 Troitzky, Vera (International Casino) NYC, nc.
 Troubadours, Three (Dimitri's El Gaucho) NYC, nc.
 Trunes, Les (Yacht Club) Chi, nc.
 Tyler, Smiling Tex (Tower Inn) Lyons, Ill., nc.

V

Vaccaro (El Gaucho) NYC, nc.
 Valdez, Vern (Club Blase) Cleveland, nc.
 Vale & Stewart (Gaiety Cabaret) Brussels, c.
 Valencia, Henry (Armando's) NYC, nc.
 Van Cello & Mary (Beverly Hills) Newport, Ky., nc.
 Vanderbilt, Arlie (El Fidel) Albuquerque, N. M., h.
 Variety Boys, Three (26th Club) Milwaukee, nc.
 Varone, Joe, & Sparklettes (Club Lido) South Bend, Ind., nc.
 Velez & Yolanda (Plaza) NYC, h.
 Velez, Angela (Barney Gallants') NYC, re.
 Vermillion, Irene, & Co. (Earle) Washington, D. C., t.
 Vestoff, Floria (Royale Frolics) Chi, nc.
 Vickers, Joan (1214) Phila, nc.
 Vincent & Anita (Flamingo) Orlando, Fla., nc.
 Virginians, Eight (Met.) Boston, t.
 Vitale, Valerie (Biltmore) NYC, h.
 Vivan, Carlos (Yumuri) NYC, nc.
 Vodery's Jubileers (Cotton Club) NYC, nc.
 Voella, Sinda (Russian Art) NYC, re.

W

Wade & Wade (Levaggi's) Boston, nc.
 Wade, Dick (Kit Kat) NYC, nc.
 Wahl, Dorothy (Harry's New York Cabaret) Chi, nc.
 Wahl, Walter Dare (Billy Rose's Casa Manana) NYC, nc.
 Wahletka (Leon & Eddie's) NYC, nc.
 Waikiki Trio (Chateau Moderne) NYC, nc.
 Walker, Betty (Black Cat) NYC, nc.
 Walker, Jeanne (Congress Casino) Chi, h.
 Wallace, Frank, & Tri. e La Mae (Grand) Canton, O., t.
 Wallace, Barbara (Bertolotti's) NYC, re.
 Walsh, Mary Jane (Belmont Plaza) NYC, h.
 Walsh & Barker (Berkely) London, h.
 Walter, Serge (Merry-Go-Round) NYC, c.
 Walters, Gene (Jimmy Kelly's) NYC, nc.
 Wanger, Wally, Girls (2 o'Clock) Baltimore, nc.
 Wayne, Nick (Miami Biltmore) Miami, h.
 Weber, Buddy (Club Maytag) Phenix City, Ala.
 Weems, Ted, & Orch. (Earle) Phila, t.

Welch, Frances (Barkley's) Flatbush, Brooklyn, N. Y., nc.
 Welch, Muriel (La Marquise) NYC, nc.
 Weaces (Dorchester) London, h.
 Wehrle, Helen (Embassy) Jacksonville Beach, Fla., nc.
 Wessels, Henry (Plantation) NYC, nc.
 West, Billie (Piccadilly) Baltimore, nc.
 West, Art (Chateau) Cleveland, nc.
 West, Wille & McGinty (Billy Rose's Casa Manana) NYC, nc.
 White, Jack (18) NYC, nc.
 White, Ann (Queen Mary) NYC, re.
 White, Rita (Hawaiian Yacht) NYC, nc.
 Whitman, Flo (Club Minuet) Chi, nc.
 Wilcke, Gus "Popeye" (Radio Franks') NYC, nc.
 Williams, Billy: Webb City, Mo.
 Williams, Frances (Paradise) NYC, re.
 Williams, Betty (Half Moon) Coney Island, N. Y., h.
 Willis & Jeanne (2 o'Clock) Baltimore, nc.
 Wilson, Jack & Honey (Roxy) NYC, t.
 Windelle, Mildred (Wivel) NYC, re.
 Winston, Walter (Brittwood) NYC, nc.
 Wolandl (Fair) Ft. Lauderdale, Fla.
 Wolfe, Lorna (Continental Club) Detroit, nc.
 Woods, Lorraine (International Casino) NYC, nc.
 World's Fairest on Parade (Capitol) Washington, D. C., t.
 Wright, Edythe (Commodore) NYC, h.
 Wright, Jack (Village Brewery) NYC, nc.
 Wynn, Henry, Trio (Park Central) NYC, h.

Y

Yanyego Voodoo Dancers (Yumuri) NYC, nc.
 Yum, Helen (Leon & Eddie's) NYC, nc.
 Yvette (Colosimo's) Chi, nc.
 Yvonne, Princess (Strand) Youngstown, O., 18-24, t.

Z

Zaza (Armando's) NYC, nc.
 Zee Zee, Mille. (Leon & Eddie's) NYC, nc.
 Wis., nc.
 Zola, Leonore (Mario's Mirador) NYC, nc.

DRAMATIC AND MUSICAL

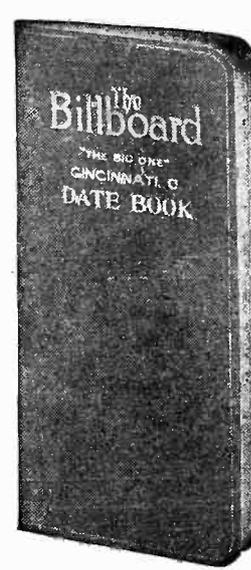
(Routes are for current week when no dates are given)

Abbey Players: (Grand) Chi, t.
 Ballet Russe: (Music Hall) Cincinnati 18-20, t.
 Brother Rat: (Locust St.) Phila, t.
 Brother Rat: (State) Raleigh, N. C., 16; (Lyric) Richmond, Va., 17-19.
 Evans, Maurice: (American) St. Louis: (Grand) Chi 21-March 12.
 Hayes, Helen: (Erlanger) Chi.
 Julius Caesar: (National) Washington, D. C.
 Man on the Dock: (Maryland) Baltimore.
 Murder in the Cathedral: (Forester) Phila 14-26.
 Room Service: (Cass) Detroit; (Selwyn) Chi starts Feb. 20.
 Salute to Glory: (Shubert) Boston.
 Save Me the Waltz: (Chestnut St.) Phila.
 Skinner, Cornelia Otis: (Hanna) Cleveland 14-16; (Royal Alexandra) Toronto 17-19; (National) Washington 21-26.
 Tobacco Road: (Arcadia) Wichita, Kan., 17; Emporia 18; (Grand) Topeka 19.
 Tonight at 8:30: (Harris) Chi.
 Tovarich: (Selwyn) Chi.
 Wine of Choice: (Wilbur) Boston.
 Women, The: (Geary) San Francisco.
 Yes, My Darling Daughter: (Plymouth) Boston.
 Yes, My Darling Daughter: (Rialto) Phoenix, Ariz., 17; (Orpheum) Tucson 18; (Plaza) El Paso, Tex., 19.
 You Can't Take It With You: (Biltmore) Los Angeles.
 You Can't Take It With You: (Auditorium) St. Paul 13-17; (Parkway) Madison, Wis., 18-19; (Davidson) Milwaukee 20-26.
 You Can't Take It With You: (Paramount) Anderson, Ind., 16; (Rialto) Burlington, Ia., 19.

HIRST CIRCUIT SHOWS

(Week of February 13)
 Black & White Revue: (Hudson) Union City, N. J.
 Fun Parade: (Orpheum) Reading, Pa., 16.
 Nite Life: (Gayety) Baltimore.
 Oriental Girls: (Gayety) Washington, D. O.
 (See ROUTES on page 70)

NEW DATE BOOKS
FOR 1938
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Dated From January 1, 1938, to January 1, 1939.
 The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 3/4 x 5 1/2 inches—just fits the vest pocket. Contains complete calendars for years 1938-1939, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.
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 Name in gold letters on covers, 15c extra for each line.



The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Organization Only Remedy For Walkies

I have been a walkathon fan about five years and I would hate to see walkathons become extinct, but if something doesn't happen I'm afraid they will. The only thing that can save walkies is organization. Before the NEAA was formed contestants hollered for an organization to stop chiseling promoters. But when the NEAA was formed, what happened? The contestants and those employed by promoters failed to back it as they should have. The good, honest promoters tried their best. Now it is up to the contestants to come thru with an organization that can become what the NEAA failed to become. A contestants' association can result in an association of all those employed in the endurance game and bring back such promoters as Talbott, Swartz, Hayden and Mesle. Every week there are ex-contestants, judges, trainers and emcees who write to *The Billboard* and say that they would like to break back into the endurance game if they could find a good show. There are only two alternatives for those left in the game: organize and become powerful or keep on as it is now and become extinct in a year or two. The walkathon game must be worse off than I thought if promoters can't afford a 3-cent stamp to send in reports on their shows.

GEORGE MILLER.

When Kilrain Toured Country With Sullivan

breaking house records. On Pantages time in 1910 they broke all records in Denver. Jim Corbett also was there, at the Opera House with the Honey Boy Minstrels. The Pantages Circuit ended then in St. Joseph, Mo., as the Kansas City house had not been built. In Taft, Calif., an oil-boom town, they used an airdome which had been working at a 5-cent admission and packed them in at 75 cents. John L. was happy in Taft. There he met another Sullivan, a man

who operated a hotel there. It was John L.'s hobby to try to find folks named Sullivan who hailed from the same part of Ireland as his folks. Kilrain and Sullivan boxed three friendly rounds. Frank Hall talked with stereopticon slides of the Reno fight and John L. also made a short talk. I had the song books and did some of the wildcat booking. Sometimes parks were played in afternoons, 15 minutes for \$100, and big crowds were generally drawn.

A. D. GRANT.

Legit and Sympathetic Understanding

Washington. *The Billboard* is considered by many of us as the world's foremost amusement weekly. In all of its departments it has a most sympathetic understanding of the problems of the amusement world; that is, in all departments excepting the theater. Here, for some strange reason, *The Billboard* is cruel, harsh, intolerant and unfair. More frequently than we like to admit, *The Billboard* contains nothing except denunciation of the spoken play. Rarely do we find a pleasant word of encouragement to dramatic actors and others in the world of the theater. Washington recently had the privilege of witnessing a play called *Shadow and Substance*, in which Sir Cedric Hardwicke gave a memorable performance. The play met with the enthusiastic approval of each of our five newspapers. Sir Cedric Hardwicke was acclaimed as an actor of the first rank.

The play went from here to Philadelphia, where *The Evening Bulletin* stated, "it immediately distinguishes the current season. And if that seems in any way meager, it can just as justifiably be recorded that it would distinguish any season." The play then journeyed to New York. *The New York World Telegram* stated: "The extraordinary dramatic skill of Sir Cedric Hardwicke and a company of younger players who seemed inspired by his leadership, together with a play that has both intelligence and imagination, made last night's opening of *Shadow and Substance* at the Golden Theater a memorable event." And again: "As the austere but inwardly passionate canon, Sir Cedric Hardwicke gave commanding dignity to the role. He plays without exaggeration and without theatrical trickery. His voice alone reflects the inner conflict of his spirit. He moves gracefully and impressively, but he rises easily and convincingly to the height of dramatic emotion. *Shadow and Substance* must not be missed."

Every other newspaper in New York praised the play and its actors. Not so *The Billboard*. In the one paper where we would expect sympathetic understanding of the theater, this play—tickets to which are selling eight weeks in advance—is, in the language of *The Billboard's* writer, sneeringly referred to as "We'll call it a play for convenience' sake." And of the star, "and doing little or nothing to help is Sir Cedric Hardwicke as the canon." One would like to consider *The Billboard* as a complete amusement weekly, with a sympathetic understanding of this unusual world and its problems, but we must eliminate that section devoted to the legitimate theater, where the opinions of *The Billboard* are so harsh, so out of tune with the unanimous opinion of men qualified to know the theater, so out of tune with the public itself, that it is difficult to understand the retention of this department in an amusement weekly.

MELVIN D. HILDRETH.

Sees Need of Real Showmen In Dramatics

Dorchester, Mass. There have been several letters in *The Forum* recently regarding the return of week-stand repertoire and the dramatic road show. What is the matter? they all ask. I travel a good part of the States in the East and Middle West and I long for the good old days of Floy Crowle, Bishop's Comedians, Jere McAuliffe and Bennett and Moulton. What I think is partly the matter with dramatic show business is that we have turned over this branch of show business to high-hat and college-trained writers, producers and, in some cases, actors. They expect people to sit thru their fantasies or other queer productions, many without scenery, just because it fits what some poor English professor has taught in his classes that they have attended, some professor who never was backstage in his life and probably never lifted his hand to make a living except to dabble in book dramatics.

There are in the world book lawyers who never tried a case in court and book doctors who never treat a patient, and now we are cursed with book dramatic professors who have driven the plain crowd from the theater with their fool plays and blank-verse nonsense. Dramatics, like politics, cannot thrive unless we cater to the mind of the plain man. This does not mean that we need socialistic plays or so-called left-wing dramatics. These are also the brain children of half-baked college dabblers. We need a dose of the old-time showman-playwright-producer who has rubbed elbows with the plain folks and who knows that people who make a living have no time nor attention for nonsense. Look at the shows that go and come in New York and if I can be shown one in 20 that has any appeal to the middle class or any other class with sense I wish someone would do so. Let

The Billboard

44th YEAR
Founded by W. H. DONALDSON
The Largest Circulation of Any Amusement Weekly in the World
Member Audit Bureau of Circulation Published Every Week
By The Billboard Publishing Company
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E. W. EVANS, Secretary-Treasurer.
A. C. HARTMANN, Editor
Outdoor Depts., 25 Opera Place, Cincinnati, O.
E. E. SUGARMAN, Editor
Indoor Depts., 1564 Broadway, New York, N. Y.
Main Office and Printing Works, The Billboard Building, 25-27 Opera Place, Cincinnati, O. Phone, Main 5306. Cable Address, "Billyboy," Cincinnati, O.

BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1564 Broadway. Phones, MEDallion 3-1616, 3-1617, 3-1618. CHICAGO—4th Floor Woods Bldg., Randolph and Dearborn Streets. Phone, Central 8480. ST. LOUIS—390 Arcade Bldg., 8th and Olive Streets. Phone, Chestnut 0443. PHILADELPHIA—B. H. Patrick, 7222 Lampart Road, Upper Darby, Pa. Phone, Madison 6895. LONDON—Bert Ross, care "The Performer," 18 Charing Cross Road, London, W. C. 2. SYDNEY, AUSTRALIA—Martin C. Brennan, City Tattersall's Bldg., 198 Pitt Street. PARIS—Theodore Wolfram, Hotel Stevens, Rue Alfred-Stevens.

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Vol. L. FEBRUARY 19, 1938. No. 8

colleges keep their noses out of show business and let us get back to the idea of sensible plays and there is a chance. If not then we are sunk and the movies will still thrive unless colleges kill them off, too.

ALBERT MAYO.

Hialeah, Fla. I noted with interest James Madison's letter regarding what is wrong with burlesque in *The Forum* of February 5. Many seasons ago I was stage manager and producer of James Madison's summer stock burlesque at Miner's Bowery Theater in New York City. We did not tolerate filth and smut like that of the present day. We had clever performers who could get laughs and who brought 'em back to the box office week after week. Our good, clean, wholesome fun, minus strips, made the James Madison summer burlesque stock a success.

MAJOR GEORGE SCOTT.

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25-27 Opera Place.
Parcel Post

Corlew, Billy, 6c
Edwards, R. W., 25c
Stevens, Geo., 21c
Goodhue, Harry, 6c
Long, Harry K., 10c

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Adler, Sylvia
Alexander, Anna M.
Allen, Bobby
Allen, Davis
Allen, Jane
Allen, Mary Nell
Allen, Mrs. Opal
Allen, Vere
Allman, Edna
Armstrong, Frances
Arnett, Bobbie
Arnold, Mae Joe
Asher, Mildred
Asia, Madam
Atkinson, Mrs. Brownie
Babcock, Viviane
Badger, Mrs. Harry
Baizer, Mrs. Harry
Baits, Sarah Mae
Baker, Mary Leona
Baker, Mildred
Baker, Mrs. Frances
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Bush, Jennie
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Calvert, Mrs. Elsie
Cambell, Mrs. Bill
Campbell, Mrs. Jessie
Candrea, Elsie
Carlson Sisters
Carr, Jo Ann
Carsey, Mrs. Myrna
Carter, Mrs. B. F.
Chalman, Ada
Chapman, Helen
Christensen, Mrs. Blanch
Clark, Florence

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Colin, Jean
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Cook, Laura
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Cook, Mrs. Myrtle
Cooper, Dorothy
Cora, Jolly
Cornie, Mrs. Statine
Corey, Mrs. Sylvia
Coven, Noonie
Cox, Mrs. Pearl (Biron)

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A column about Specialty Salesmen,
working house-to-house and store-
to-store

In the

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MONKEYS, PARROTS, CHIPMUNKS, LOVE-
Birds, Finches, Parakeets. Largest importer
on the West Coast. **SOUTH CALIF. BIRD &
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plete price list. mh5x

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

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Souvenirs. **LOS TROPICALS, INC.**, 946 N.
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Belt area. A beautiful fire-proof Hotel, op-
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C. H. HANSON, 303 W. Erie, Chicago. x

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Machines of recent manufacture and being
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equipment of all types suitable for Arcades
in trade on like new 1938 Model Phonographs;
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fe26x

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cellent appearance and working condition,
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ent, \$22.00; Stoner's Races, \$35.00; Dux,
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x

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Price on Payout and Novelty Games, Diggers,
Counter Games. **MILLER VENDING CO.**, 615
Lyon St., Grand Rapids, Mich.

BARGAIN—BALLY BUMPERS, \$10.00; MER-
cury, \$30.00; Silver Flash, \$37.50; Airway,
\$37.50. 1/3 deposit. **TWENTY RECORD
PHONOGRAPH CORP.**, 206 Washington St.,
Tampa, Fla. fe19

BARGAINS—WATLING TREASURY, LIKE
new, five, ten, quarter play, \$27.50 each.
Eight Wurlitzer 412s, \$800.00. **R. V. BRUCE**,
Williamsburg, Ky.

BARGAINS—THREE TEN-FOOT STEEL SHOOT-
ing Galleries. Complete with Guns. Good
assortment Pin Games, Counter Machines.
HOMER HETTS, Winner, S. D.

CASH FOR PENNY PACKS—CENT-A-PACKS,
Whirlwind Venders. State condition, lowest
price and number for sale. **E. B. ELLIOTT**,
Gate City, Va.

FOR SALE—25 WURLITZER AUTOMATIC
Phonographs, Model 412, perfect condition.
KEYSTONE AUTOMATIC MUSIC CO., 614
Spring Garden St., Philadelphia, Pa.

FOR SALE—15 ROCK-OLA No. 2, \$87.00 EACH;
Lot of 5, \$80.00 each. 11 Wurlitzer P-12,
\$87.00 each; lot of 5, \$80.00 each. 2 Rock-
Ola Multi-Selectors, \$75.00 each or \$140.00
for the 2. 1 Mills Dance Master, \$59.50. 5
Reel Races, \$5.00 each. 5 Bally Bumpers,
\$12.50 each; \$55.00 for the 5. The above
machines are in excellent condition mechanically
and appearance. One-third deposit with order,
balance C. O. D. **C. GEORGE**, 202 E. Mellen
St., Phoebus, Va. fe26x

FOR SALE—50 GUM BALL VENDING MA-
chines, only 4 months old, reasonable.
W. J. HAUTH, 1517 Oakdale Ave., Chicago, Ill.

FOR SALE—11 DU GRENIER, 41 BAR SELEC-
tor Candy Machines, 2 Mills 48-Bar Candy
Machines, 1 Shipman Hershey Machine, \$250.00
for lot. **STEELE VENDING CO.**, 5831 Henry
Ave., Philadelphia, Pa.

FOR SALE—POPOMATIC COIN OPERATED POP-
corn Machines, \$75.00; Rifle Ranges, \$35.00;
Jennings Star Penny Cigarette, \$8.00. **F. JOE
ROBBINS**, Shenandoah, Ia.

FOUR SEEBURG SYMPHONOLAS, MODEL A,
\$89.00 each; Two Rock-Ola Rhythm Kings,
\$137.00 each; all six, \$600.00 cash. **CRAB-
TREE NOVELTY**, Edinburg, Ind.

GOODBODY'S BARGAIN LIST IS WAITING FOR
You. We buy, sell or exchange. **GOOD-
BODY**, 1824 East Main St., Rochester, N. Y.
mh5

JUNGLE DODGER—STAND, \$15.00; BUMPER,
\$8.00; Palooka, Mystery Three, \$6.00; Gold
Rush, Carioca, Put and Take, Whirlpool, Rodeo,
\$3.00. **ROBERT SIGNOR**, 1161 Hudson St.,
Grand Rapids, Mich.

MAKE AN OFFER—FIVE MILLS BLUE FRONTS,
5c play; one Mills Blue Front, 25c; one War
Eagle, 25c; one Ray's Track, 5c, one Pace's
Races, 5c; all excellent condition. No reason-
able offer will be refused. **NORTHERN VEND-
ING CO.**, Petoskey, Mich.

ONE MILLS CHERRY BONUS BELL SLOT—5
Cent Play. Cannot be told from new ma-
chine, serial No. 416473, \$470.00. **FRED
BECKENBAUGH**, Ft. Dodge, Ia.

PIN TABLES—1 BALL AUTOMATICS; 5 BALLY
Caroms, \$15.00 each; 1 Evans Galloping
Domino, \$82.50; 1 Genco Paddle Wheel, \$65.00;
3 Liberty Bells, Flat Tops, \$79.00 each; 2
Bally Racing Forms, \$27.50 each; 1 Bally Golden
Wheel, \$27.50; 2 Bally Classics, \$25.00 each;
3 Bally Latonias, \$12.50 each; 1 Genco Roll-
Over, \$10.00; 2 Genco Home Stretch, \$10.00
each. Phonographs: 5 Gable Juniors, \$50.00
each; 4 Wurlitzer P-12, fine shape, \$89.50
each; 3 Wurlitzer 4-12, fine shape, \$112.50
each; 2 Rockolas, 1936 Models, \$79.50 each;
100 Victrola Records, assorted, \$3.00. Counter
Games: 5 Jennings Grandstands, \$19.50 each;
20 Daval Reel Spots, \$13.75 each; 2 Zephyrs,
\$5.00 each. 1/3 cash, balance C. O. D.
SOUTHERN VENDING MACHINE CO., 512
Main St., Danville, Va. x

REEL SPOTS, \$17.50; PENNY PACKS, \$7.50;
Track Time, Ticket, Serial 1600, \$165.00;
Bangtails, \$109.50; Galloping Dominoes,
\$109.50; Advance Cigarette Machines, 120
Packs, \$19.50; Preakness, Ticket, \$45.00;
Foto-Finish, Ticket, \$45.00; Turf Champs,
\$39.50; Slot Machines, \$10.00 up; Blue Fronts,
\$45.00; Pace Blue Fronts, \$39.50. All kinds
of Ticket Games and Novelty Games, Vending
Machines, etc. **LEHIGH SPECIALTY CO.**, 2nd
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ROCKOLA 1936 PHONOGRAPHS FOR SALE—
Perfect condition, with or without locations,
\$100 each. **MUNVES**, 555 W. 157th St., New
York.

ROCK-O-BALL, \$55.00; BALLY ROLL, \$40.00;
Stoner Races, \$45.00; Bumpers, Ball Fan,
Hold 'Em, Neck 'N Neck, \$10.00 each. All
guaranteed perfect. **JAMES D. BLAKESLEE**,
43 Fifteenth St., Buffalo, N. Y.

SIX—412 WURLITZERS, LIKE NEW, \$120.00
each. 625 10th Ave., New York, N. Y.

SKY-HIGH, 5 BALL PAYOUT, \$7.50; DERBY
Day, \$25.00; Mills Small Scales, \$25.00. Trade
for late One Balls. **O'BRIEN**, 89 Thames, New-
port, R. I.

TOM MIX RADIO RIFLES, \$125.00; EXHIBIT
Shootalite Rifle, \$40.00; Rola Base, \$20.00;
Turf Champs, \$40.00; World Series, \$125.00;
X-Ray Poker, \$50.00; Rock-O-Ball Senior,
\$75.00. **ROLLIN H. STEWART**, 136 N. Penn-
sylvania, Indianapolis, Ind. fe19

WANTED FOR CASH—ANY QUANTITY OR
make Phonographs. State price, model, con-
dition, full details. **REX NOVELTY CO.**, 3222
N. Halsted, Chicago.

WATLING ROLL-A-TOPS—NICKEL, DIME OR
Quarter Play. Late models, serials around
seventy thousand. With and without gold
awards, vander attachments. These machines
out of service since last September. They are
about as good as new and look the same. Real
bargain at \$25.00 each. One free with order
for eight. Stands, all metal lock-type cabinet
stands, good as brand new, perfect condition.
Closing out at \$4.00 each. One-third deposit
with order. Will ship same day order received.
Reference, First State Bank, Eustis, Fla. **W. F.
DUGGAN**, Mount Dora, Fla. fe26x

WANTED FOR CASH—MUTOSCOPES,
Hockeys, World Series, Penny Arcade Ma-
chines, Bumper Type Pin Games. **MUNMA-
CHINE**, 555 W. 157th, New York.

WILL TRADE EVEN—RAYS TRACK, PHONO-
graphs, all kinds, for Penny Packs, Cent-a-
Smokes, any Counter Machine. No junk wanted
or exchanged. **P. K. SALES CO.**, Cambridge,
Ohio.

WURLITZER P-10s, \$45.00; P-12s, \$75.00;
good condition; 2 Skippers, \$10.00 each;
2 Crosslines, \$15.00 each; 1 Bumper, no glass,
\$5.00; 1 Hialcah, \$15.00; 1 All Stars, \$10.00.
All tables electro packed, all good condition.
Want Penny Packs, Fairgrounds. **TAYLOR
ELECTRIC CO.**, Brunswick, Ga.

WURLITZER SKEE BALLS (3) S-14, \$50; MILLS
1c B. F., \$30; C. A., \$25; Sky, \$20; Ricochet,
\$15. F. O. B. Spokane, Wash. **FRED W. LA-
VELL**, N. 117 Browne St.

5/8" BALL GUM, FACTORY FRESH, 11c BOX;
Tab, Stick, Midget Chicks, every Vending
Gum. **AMERICAN CHEWING**, Mt. Pleasant,
Newark, N. J. mal4x

2 FAIRGROUNDS, \$98.00; 11 FLEETWOOD,
\$125.00; Texas License paid, 8 Pace, 10c; 12
Mills B. F. Slots, late serial, \$35.00. Will pay
cash for 15 Mills B. F. 5c Future Pay. **McLARTY
MUSIC**, 2210 18th, Lubbock, Tex.

24 RECORD GABLE PHONOGRAPHS, \$10.00;
Bally Hialeah Mystery Slots, Multiple Power-
pack Electric (2), \$5.00 each. **TEXAS NOV-
ELTY**, 1606 Laredo, Corpus Christi, Tex.

COSTUMES, UNIFORMS, WARDROBE

A-1 PONY COAT—COSTUMES, SLIPPERS, EVE-
ning Gowns, Wraps, Jewelry, Fans, Orna-
ments, Street Wear. Bargains. **CONLEY**, 310
W. 47th, New York.

10 RED BAND COATS—FLASH, \$25.00; RED
Caps, \$1.50. Tent Curtains, Minstrel Suits,
Cellophane Hulas. Beautiful Cyke, \$35.00.
WALLACE, 2416 N. Halsted, Chicago.

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EXPERT ANALYSIS, RESEARCH, INDUSTRIAL
Development. Newest guaranteed Formulas.
Biggest catalog free. Special prices. Leads.
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FORMULAS—LATEST MONEY MAKERS.
Write for free literature describing newest
Formulas for Fast Sellers. **H-BELFORT**, 4042
N. Keeler, Chicago.

FOR SALE—SECOND-HAND GOODS

CORN POPPERS, GASOLINE, ALL-ELECTRICS,
Rotary, heavy giant Aluminum Popping Ket-
tles, Caramel Corn Equipment. **NORTHSIDE CO.**,
1528 19th, Des Moines, Ia. ap23x

FOR SALE—TWO U-DRIVE-IT GAS AUTOS;
one Electric Motor, 3-H.P.; one 5-H.P. Gas-
oline Engine. Write to **FRANK DUDGEON**,
422 1/2 Seventh Ave., Huntington, W. Va.

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 BARGAINS—TENTS, BANNERS, SIDE-
wall, Wax Figures, Giant Octopus, Marionette
Show, Illusions, Curiosities, Unborn Show,
Unafon Sacrificed. **UNIVERSAL**, 3238 S.
State, Chicago.

BALL GAMES—BOTTLES, CATS, DOLLS, KIDS,
Ten Pins. Complete, attractive outfits. For
detailed description write **LaMANCE**, 782
Marion, S. E., Atlanta, Ga.

COLORS MEDICAL PICTURES—SOCIAL DIS-
eases of Men and Women. \$5, \$10 and
\$20 sets. **MURPHY**, 1508A S. 7th, St. Louis,
Mo.

DOUBLE TRAPEZE RIGGING—THIRTY FOOT,
Steel Tubing, complete ready to work. Also
extra Traps and Rings. **GROTH BROS.**, Charter
Oak, Ia.

LOOPIT GAME—ALMOST NEW, WILL SELL.
A bargain, used three months Coney Island.
BEN SEGAL, 673 Glenwood Ave., Cincinnati, O.

LOOPIT—EIGHT UNITS, PERFECT CONDI-
tion. Complete outfit including Top for
Carnival, Beach, Resort. Sacrifice. **GEORGE
FRICK**, General Delivery, Athens, Ga.

ONE 40x90 DRAMATIC SQUARE END TENT,
two Powers 6-B Sound Projectors, like new.
Show is running now and must be seen to be
appreciated. Best cash offer buys all or part.
BOX 11, Swansea, S. C.

REGULAR \$275.00 STRIP PHOTO OUTFIT — Makes 3 for dime; also 3 for quarter size photos, \$100.00 complete. **HASSAN**, Box 971, Parkersburg, W. Va. fe26

HELP WANTED

AERIAL PERFORMERS FOR HIGH LADDER ACT. Long season guaranteed. Cradle Bearer, Aerial Contortionist, Perch and Teeth, Rings, Traps. Consider teams or single. No amateurs. Professional photo must accompany answer or no consideration. State all. Write **BOX NY-80**, The Billboard, New York City.

FIRST ALTO SAX, 23 YEARS OR UNDER. No liquor or dope. Union. Pay low but sure, increased if good. Good living conditions, permanent. State doubles. **DON ENGSTROM ORCHESTRA**, Holdrege, Neb.

FORTUNE TELLER WANTED AT HALLIDAY Hotel, Cairo, Ill. Communicate with **MANAGER**, giving full particulars.

MED PEOPLE—ALL LINES. JOIN IMMEDIATELY. Long season, low sure salary. No drinking. **MEDICINE SHOW**, General Delivery, Wilmington, N. C.

WANTED—MUSICIANS, ALL INSTRUMENTS. Location work, large band. Wire **STAN STANLEY**, Cedar Rapids, Ia.

MELP WANTED—MAN, WIFE, 50-50 SNAKE Show. Open Detroit. For Sale almost new 20x40 Khaki Top, Side Wall, Poles, \$100.00. Fitted complete for Girl Show, \$150.00. **BOX C-437**, Billboard, Cincinnati, O.

UNION MUSICIANS OF ALL KINDS—ALSO Singers, Yodelers and Square Dance Caller. "Josh Webster" answer. Long contract. Write, don't wire. **MELODY RANCH SHOW**, Hotel Annex, Columbus, O.

WANTED—ADVANCE MAN WITH CAR TO contact schools and service clubs. Genial personality and good use of English language required. Start now. Salary plus percentage. Write **H. G. WEBBER**, Newton, N. J.

WANTED—CUBAN ORCHESTRA, 4-5 PIECES. Preferably native musicians. Ones who can play native and popular music for dinner and dance night club. Apply with reference. **PARKER'S GRILL**, Webster, Mass.

WANTED—ACTS, ROUTED THRU CARROLL, Iowa, for week-ends. **CITY CLUB**, Carroll, Ia.

WANTED—BEAUTIFUL PSYCHOLOGIST FOR engagement in Chicago's most unique cocktail lounge. Must be combination of Mae West, Marlene Dietrich and Carole Lombard. Keen student of human nature. Apply after 4 p.m. **KITTY DAVIS**, 245 S. Wabash, Chicago.

WANTED—FIRST-CLASS, EXPERIENCED, FAST Pin Game Mechanic. None other. Write **MIKE MUNVES**, 145 Park Row, New York.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1938 Forecasts. Graphology Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in world. New 148 illustrated page catalogue, 30c. Since 1921. Beware of imitators. **NELSON ENTERPRISES**, 198 South Third, Columbus, O. fe26

LARGE PROFESSIONAL MAGIC CATALOGUE. 25c. **MAX HOLDEN**, 220 W. 42d St., New York City. fe19x

MAGIC, MENTALISM, SPIRITISM, HYPNOTISM —Ghost Show Equipment. Mindreaders' headquarters. Readers' supplies. Illustrated catalogue 10c. **REILLY**, 57 E. Long, Columbus, Ohio. fe26

MAGIC GLASS ROD—FILLED WITH PHOS- phorescent Powders, glows in six colors in dark. Beautiful, mysterious, \$1.00. **CUTTING SONS**, Campbell, Calif.

PINXY—STRICTLY PROFESSIONAL PUPPETS. Ventriloquist Figures, Punch and Judy, and Marionettes. **PINXY**, 1313 N. Wells, Chicago, Ill. Illustrated folder free. mh5

VENTRILOQUIST FIGURES — 24-PAGE ILLU- strated Catalog, 10c. **FRANK MARSHALL**, 837 N. State St., Chicago, Ill. Used by all professional ventriloquists. fe26

VENTRILOQUIST—PUNCH FIGURES CARVED to order. Acts. Stamp please. (1 play theaters, clubs, etc., 7 changes.) **SPENCER**, 3240 Columbus, Minneapolis, Minn.

MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT price. Our new Photastrip Outfit, 1 1/2 x 2 or 2 1/2 x 3 1/2 complete, \$140.00. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. fe26

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4-FOR-DIME OPERATORS! READY SOON! A new horizontal 1 1/2 x 2 outfit at a price that will astound you! Don't buy any outfit until you receive our announcement! Write for information. **MARKS & FULLER, INC.**, Dept BC-11, Rochester, N. Y. fe26x

M. P. ACCESSORIES & FILMS

DEVRY SUIT CASE PROJECTOR—35MM., \$25; 12 Rolls Silent Film, \$12; Duagraph 16MM. Projector, \$15; Excel Projector, \$15. **SPEAKE**, Cooper, Tex.

Show Family Album



THIS picture of Eddie Cantor; Daisy and Violet Hilton, Siamese twins, and Charlotte Greenwood, taken in the alley at the stage entrance to the old Palace Theater, Chicago, will bring to many fond memories of vaudeville when it was in its heyday. Photo was snapped in February, 1925, opening week of the Hilton Sisters' first tour of the Orpheum Circuit. Cantor and Miss Greenwood, who is now appearing with the "Leaning on Letty" show, were on the bill with the Hilton Sisters.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

ATTENTION, STATE RIGHT DISTRIBUTORS— All distribution contracts having expired, I am now offering for reissue the following fast action, all talking, Six Reel Western Specials: The Reckless Rider, Hurricane Horseman, Wyoming Whirlwind and Cheyenne Cyclone. Write immediately for complete details to **WILLIS KENT**, 6418 Santa Monica Blvd., Hollywood, Calif. x

EVERYTHING FOR THE THEATER—SAVE 20% to 50%. Projectors, Sound Equipment, Public Address, Screens, Chairs, Accessories, Supplies. **CONSOLIDATED THEATER SUPPLY CORP.**, 1600-B Broadway, New York. mh5x

FOR SALE — ROADSHOW RIGHTS. FOUR States. Partly worked. Best spots unworked. Good reasons for selling. Price right. **BOX C-439**, Billboard, Cincinnati.

INVENTORY SALE—16MM. SOUND FILM MA- chines complete, ready for use, 750W Universal 15W output, \$228.75; RCA Victor, \$95.00; 500W Victor Animatophone, 7 1/2 W output, \$149.50; Model 24B, \$395.00; 16MM. "Standard" Silent, 750W Projector, \$87.50; 6x8-Ft. Screen, \$7.95; 8MM. Univex Projector, Camera, complete, \$19.50; 35MM. DeVry 500W Projector, \$29.50; 16MM. Automatic Movie Camera, \$6.95; 35MM. DeVry Portable 1000W Sound, complete with Amplifier, \$198.50; 35MM. Silent Shorts and Features, complete, title end, \$1.00; 8-9 1/2-16MM. Silent-Sound-Film for sale. New and used, nation-wide film library. Sent, low rates. Free catalog. Trades accepted. **MOCULLS**, 1944-B Boston Road, New York City. x

JESUS OF NAZARETH—PASSION PLAY, LIFE of Christ; sound or silent, 16 or 35 mm., six reels. **SCREENART**, 729 7th Ave., New York City. mh5

MOVIE ROADSHOW BARGAINS—35MM. PORT- able Sound Equipment. Choice of Universal, Weber or DeVry, complete and guaranteed, \$189.50. Other Supplies at low prices. **CONSOLIDATED THEATER SUPPLY CORP.**, 1600 Broadway, New York. mh5

ROAD SHOW SOUND SPECIALS—WESTERNS. Actions, Features, \$15.00 up. Write **APOLLO EXCHANGE**, 117 S. 9th St., Newark, N. J. mh12

RELIGIOUS SOUND SPECIALS FOR LENT — 16MM.-35MM. Cristus, Jesus of Nazareth, Maciste in Hell, Mary Magdalene, Joan of Arc, Brother Francis, Shepherd Seven Hills, Blessed Virgin, Joseph and Brethren. **CHURCH FILMS**, Box 524, Cincinnati.

SCHOOLS, THEATERS AND CIRCUIT OPER- ators—35MM. Professional Talkie Films at reasonable rental prices. **FILM SERVICE**, Mab-scott, W. Va.

THE DRUNKARD, CHINESE JUSTICE, AROUND the World—Also other sensational money makers at bargain prices. **MOORE BROS. EX-** CHANGE, Portsmouth, O.

TRAVEL SHOWMEN — INDIANA-KENTUCKY- Tennessee, Ohio! We have large list of features, Westerns and Action Dramas available for you. Also Short Subjects consisting of Comedy, Cartoon and Novelty subjects. Address **APT. 2**, 1810 Bardstown Road, Louisville, Ky. x

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue \$ free. **MOVIE SUPPLY CO., LTD.**, 844 S. Wabash, Chicago. fe26

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FOR SALE — DEAGAN XYLOPHONE WITH Trunk. Excellent condition, a bargain at \$85.00 (four octaves). **ALBERT BOYER**, Mt. Pleasant Mills, Pa.

PARTNERS WANTED

GIRL PARTNER WANTED—FOR HIGH CLASS Ballroom Routines. Must be approximately 5' 3". **RAMON**, 4059 Sheridan Road, Chicago. Tel. Lakeview 9830.

SALESMEN WANTED

SALESMEN — SELL BUSINESS STATIONERY, Book Matches, Social Security Books, Advertising Pencils, Shelf Moulding, Labels, Sales-books, Pricing Sets, Tags, Office Supplies. Business Cards, \$1.50 thousand. 35% commission daily. Free details. Sales portfolio free. **WILLENS**, 2130 Gladys, Dept. XO, Chicago. x

UP TO 300% PROFIT—SUPPLYING MARVEL- ous Corn Remover to jobbers, dealers, users. Exclusive franchise. National advertising. Credit extended. Steady repeats. **G. MARVEL LABORATORIES**, Louisville, Ky. x

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Sideshow Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIO**, 3544 North Halsted, Chicago. mh5

BEST CARNIVAL AND SIDE SHOW BANNERS on Earth. Positively no disappointments. **NIEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago, Ill. fe26

NEW PROCESS BANNERS, SCENERY, TAVERN Paintings. More colorful, durable, inexpensive. Save money. Send dimensions for lowest estimate. **ENKEBOLL STUDIOS**, Omaha, Neb.

TENTS—SECOND-HAND

DRAMATIC TENT — 126x135, COMPLETE. Poles, Stakes, Ropes, Blocks, Stage, 28x28; Trunk of Drops. **PETERS**, 702 Clarendon N. W., Canton, O.

THEATRICAL PRINTING

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS**, Winton, Penna.

200 6 PLY 14x22 WINDOW CARDS, \$6.00; 1,000 Ticket Sellers' Reports, \$3.50; 250 Letterheads, Envelopes, \$3.75. **DOC ANGEL**, Ex-Trouper, Leavittsburg, O.

500 FOUR-LINE GUMMED STICKERS, 30c. 100 Envelopes, 35c. Two-line Rubber Stamp, 40c. Catalog 10c. **LAMBING**, 6457 Eggleston, Chicago. x

500 8 1/2 x 11 BOND LETTERHEADS, \$1.25; 500 6 3/4 Envelopes, \$1.25; Notehead or Billhead, \$1.00. Printed to your copy. **VICTOR'S PRINTERY**, Exeter, N. H. x

WANTED TO BUY

PENNY ARCADE MACHINES — ROOVERS Nameplate, Shooting Tube, Amusement and Concession Games. **EDWARD CLANCY**, 9 Ave. W, Calgary, Alta., Canada. mh5

PORTABLE SKATING RINK—BUY OR LEASE. Complete or part. State price, size, condition. **ROBERT MILES**, 4022 W. 12th, Little Rock, Ark.

WANT TO BUY—USED CHAIR PLANE OR Tilt-a-Whirl, or any other good used ride. State full particulars in first. **J. REITHOFFER**, Hughesville, Pa.

WANT TO BUY—PORTABLE SKATING FLOOR and Tent. Must be in good condition. **L. G. STRECKER**, R. R. 3, Paris, Ill.

WANTED TO BUY—PORTABLE ROLLER SKAT- ing Rink, Floor only or Tent and Floor. Will take good Floor at once. **A. F. FOX**, 3124 N. Madison, Peoria, Ill. fe19

WANTED TO BUY—WAX FIGURES, EITHER new or used. If you have Wax Figures in storage and want to get rid of them, now is your chance. Address **G. C. HASTINGS**, P. O. Box 3834, Miami, Fla.

WANTED — PENNY ARCADE MACHINES. Price must be right. **E. WHIPPLE**, 4702 Long Ave., Newport, Mich.

WILL BUY FOR CASH — ALUMINUM DISK Stamping Machine. Prefer Harvard Automatic Machine type. **BAUMAN CO.**, 11619 Detroit Ave., Cleveland, O. fe26

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50 WORD, CASH (First Line Large Black Type). **2c WORD, CASH** (First Line and Name Black Type). **1c WORD, CASH** (Small Type). (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

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ACROBAT AT LIBERTY—Young, desire to join Aerialist or Tumbling Act. Limited experience but willing and ambitious. Join immediately. **JIMMY BEVINGER**, 311 Van Derver, Middletown, O. mh12

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MEDICINE LECTURER AT LIBERTY—EXPERIENCED, reliable and know the English language. Can lecture on any subject. Can manage any kind of attraction. Two years World's Fair, Chicago. One year Dallas, managing a large exhibit. Will consider organizing a real Medicine Show for you. Write or wire. BOX C-418, Billboard, Cincinnati, O.

PROMOTER FOR WEDDINGS AND BANNERS with reliable show. Write RUSSELL HILL, 750 Ferdinand Ave., Detroit, Mich. fe19

AT LIBERTY BANDS AND ORCHESTRAS

DANCE ORCHESTRA—4 TO 12 PIECES, WANTS job. JESCHKE, 163 Water St., Perth Amboy, N. J.

FIVE PIECE COWBOY BAND—RADIO, STAGE Experience. Complete wardrobe. Plenty novelty, personality, comic sketch. Play popular and old-time music. Sober, reliable. Go anywhere, available now. Union. Only reliable bookers and managers advise full details. Will send photo and further information. BRONCHO BUSTERS, Box 282, Gloversville, N. Y.

WARD AMES AND HIS ORCHESTRA — AT Liberty February 20. Eight Men with Girl Singer. Special arrangements and P. A. Union. Now working at the Kit Kat Klub in Des Moines. Prefer location in the South. Write WARD AMES, 1112 25th St., Des Moines, Ia.

6-PIECE ALL-GIRL—ENTERTAINING DANCE Orchestra. All doubling. Attractive Vocalists. Special arrangements and novelties. Union. Available immediately. Wire or write particulars. Locations preferred. BOX C-429, Billboard, Cincinnati.

IRV SIEGEL and His Name Orchestra. Composer of hundreds of popular songs, now available for engagements immediately. Will go anywhere. Experienced, testimonials, young, sober, dependable. Publicity, novelties, vocalists. Guaranteed outstanding artists. Will consider anything. Have done extensive work in radio, ballrooms, hotels, cafes, night clubs. References. Nice appearance. Arranger with us. Will augment from two to 7. IRVING SIEGEL, Pine Inn Nite Club, Hollywood, Fla.

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—BOSS CANNASMAN. 20 years experience, sober and reliable. Can keep up outfit, rebuild tents. Can take full charge of outfit and trucks. Those that answered before please answer again. My salary your limit. W. H. BYRD, 501 Cottonwood road, Dothan, Ala.

AT LIBERTY—A-1 SCENIC ARTIST AND SIDE Show Banner Painter, wants job. Age 27, sober, reliable. Have partner with Bingo Outfit, wants booking. ERIC MITCHELL, Hartselle, Ala. fe26

AT LIBERTY—SECRETARY, BOOKKEEPER, Auditor, Lot Man. Have twenty years' experience with railroad and truck shows. I am thirty-six years old, never drink, strictly business. Due to misunderstanding I am open for employment with carnival, circus, tent show. Can furnish bond, references, etc. Address BOX 222, Billboard, 390 Arcade Bldg., St. Louis, Mo.

MANAGER COOK HOUSE — EXPERIENCED, sober, reliable people. All women cooks. Also Concession Agents. VENERABLES, 1421 Broadway, Kansas City, Mo.

AT LIBERTY—Champion Rope Spinner. I do an 8-Loop Spin, the Double Butterfly over the Arms, the Leg Roll and all the rest. Also use a Whip. JESS NICKELL, Eloy, Ariz.

AT LIBERTY—Guess Your Weight Agent. I also guess your age. Good appearance, age 38. Can join on wire. HERMAN, 5307 N. Wayne Ave., Chicago.

BOOKING FOR 1938—Elsie Von Ritter. "The Woman With Two Bodies." Double Bodied sold in a new sensational manner. Age 22. No strips or heat and can show anywhere. Write, stating full particulars in first letter. GEORGE SPEARS JR., 122 S. Hosmer St., Lansing, Mich.

MONDU—World's Outstanding Double Sex Amex Attraction. A money-back guarantee exhibit. Satisfied patrons bring back box-office returns. The proof is in the performance. Museums, carnivals, etc. Reliable managers only. Must join at once. State best terms. Write or wire. J. MONDU, care General Delivery, Nashville, Tenn.

PROF. PLANCK — (61 Pickels) the Original Shuttering Ventriloquist. Rube impersonator, novelty music, lecturer, ballroom. Open side show, circus. TROUPER, 231 Dean St., Brooklyn, N. Y.

AT LIBERTY MAGICIANS

WELL-KNOWN MAGICIAN AND LADY Mentalist; three Assistants, 25 Trunks, Moving Van. Open March 1. Units, theaters or auditoriums. MAGICIAN, 2020 N.W. 20th St., Miami, Fla.

SHOW BOATS-STOCK SHOWS pack 'em in with this amazing act of Mental and Psychic Miracles performed in a grand miraculous manner. Picture the publicity possibilities. Booking 1938 spring and summer season. ROBERT ECKLUND, 19 Valley St., Jamestown, N. Y.

AT LIBERTY MISCELLANEOUS

AT LIBERTY—HIGH-CLASS LADY PALMIST. Have personality and good character. BOX C-440, Billboard, Cincinnati.

PRODUCER — REVUES, GIRL SHOWS, BURLESQUE or Tabs. Plenty original and unique ideas. CHAP BOSWELL, care The Billboard, 1564 Broadway, New York City. fe19

EXPLOITATION IN COSTUME—For motion pictures, stores, events, etc., in Ohio. Address LAWRENCE "DOLLO" BARTH, Canton, O.

SCENIC ARTIST—Non-union. Several years in burlesque in New York. Will travel. Designs and paints colorful, original sets. EDWARD SHERMAN, 1172 President St., Brooklyn, N. Y.

AT LIBERTY M. P. OPERATORS

AT LIBERTY — SOUND PROJECTIONIST. Thoroughly experienced. Reference. State particulars and salary. VIRGIL WOOD, Paragould, Ark. fe26

PROJECTIONIST—16 years' experience Powers and Simplex. Sober, reliable, single. Union man. Handle any part theater. Go anywhere on wire or letter. Thirty-eight years old. 905 E. Broadway, Kokomo, Ind. fe26

AT LIBERTY MUSICIANS

MELOPHONE — CIRCUS experience. RAYMOND WEAVER, 334 W. Fourth, Cincinnati, O. fe26

A-1 LADY TRUMPET PLAYER — LOCATION only. Experienced, union. Write BOX C-438, Billboard, Cincinnati, O.

A-1 TRUMPET — GOOD READER, RANGE, tone. Dixieland Trumpet. 1230 Second Ave., Columbus, Ga. fe26

A-1 BASSES—FULL SIZE STRING, NEW GOLD Recording Horn. All qualifications for fast, modern band. Entertain, sing. Sober, reliable. BABE CRUBBS, Fort Barbee Hotel, St. Marys, O.

A-1 ORGANIST, DOUBLING PIANO—MODERN, hot. Electric or otherwise. Read or fake. Experienced orchestra, radio, night club, etc. EDDIE HAIGH, General Delivery, Kenosha, Wis. fe26

ALTO SAX — DOUBLING CLARINET, BARI-tone Sax. Union, experienced, reliable, good tone and reader. Also sing. Go anywhere. ANDREW BARBERELIS, 11 Kimball St., Haverhill, Mass. fe26

AT LIBERTY — CIRCUS BAND LEADER. Experienced, sober and reliable. Have uniforms and can handle men. Address BAND LEADER, 823 Osage Ave., Kansas City, Kan. mh12

AT LIBERTY—TROMBONE AND ARRANGER. Young, sober, union. All essentials. Go anywhere. Reliable offers only. Write full details. BYERS KILLION, Como Hotel, Joplin, Mo.

EXPERIENCED DANCE SOUSAPHONE AND Graduate Accountant. Nothing but reliable offers considered. Would like job with music as a sideline. LONEY HARRIS, 116 1/2 N. Main, El Dorado, Kan.

GUITARIST — SIX YEARS WLS, CHICAGO. Swing, take off, fake anything. Sing and do emcee. Experienced comedian, plenty novelties. Can play bass fiddle. Young, single, neat, reliable, personality. Consider anything. Use new Gibson Electric Guitar. Have first-class cowboy uniform. Have played the best. Desire change. Write or wire. RED BLANCHARD, 445 Broad St., Beloit, Wis.

GUITARIST AND DRUMMER — BOTH 23, union, sober, reliable. Fast readers, fake, take off, vocals. Best, latest instruments. Location. MUSICIANS, 120 E. Tutt, South Bend, Ind.

STRING BASS DOUBLING VIOLIN—EXPERIENCED, read, reliable and sober. Will go anywhere. Panics lay off. Age 22. ULYSSES KAROLON, 2-A Porter St., Haverhill, Mass. fe19

TROMBONE — 11 YEARS' EXPERIENCE IN dance work. New horn, 26, single, reliable, ready now. WILLIS CLARK, 108 E. Church, Marshalltown, Ia.

TROMBONE—UNION, YOUNG, SOBER, DANCE and Show Experience. Prefer location. Will also join unit. Write only. MUSICIAN, 2643 Park Ave., Detroit, Mich.

TROMBONE—PLAY SWEET OR HOT. READ well. Tone, range, take off. Featured Singer. Double Trumpet. Young and reliable. ART WEITE, General Delivery, Phoenix, Ariz. fe26

TRUMPET—GOOD TAKE OFF, TONE, READ. Would like day job. Play side line. MUSICIAN, 6201 Woodlawn, Chicago, Ill.

2 GIRLS—SAX AND PIANO, AVAILABLE immediately. Read, fake, sing. P. O. BOX 1006, Miami, Fla. fe19

A-1 BASS—Doubling Cello and Violin. Dance or concert. Age 35, good personality and reliable. HEINZ STADE, 604 W. 140 St., New York City.

DRUMMER—Krupa Swing, Dixieland or strictly commercial. Union, 22, new sedan, tax. Good drums, but getting complete new outfit. No weed or liquor. Just finished theater tour. Want location but consider any job with decent payoff. Cut shows. Give good references if wanted. Join anywhere immediately. STANLEY HOTALING, Park Hotel, Columbus, O.

SWING ACCORDIONIST Wants Western Location. Neat, experienced and dependable. Age 26, union. Am working with strolling combination now. Tenor voice. Write HAL SIMMONS, 3909 W. Gladys Ave., Chicago, Ill.

TRUMPET—Read, phrase, tone, take-off, arrange. Play first or second. Union, age 22. Can join immediately. Job must be reliable. Write or wire and state all. JACK WALKER, 814 Penn. Ave., Joplin, Mo.

TRUMPET, TENOR SAX, PIANO—Three brothers. Sight read and take off. Latest styles. State pay. Join immediately. Write or wire. CHARLEY CATANZARO, 402 W. 3rd, Pittsburg, Kan. fe19

TRUMPET—Union 802. Young, ambitious, copyist. First or second. Hotel. Read, fake, swing. Library. Excellent references. Will travel. BOX 845, care Billboard, 1564 Broadway, New York.

UNION DANCE DRUMMER—Age 22. Prefer work with small club combo or road band. Experienced in entertaining, scat sing, emcee. Weight 250. No weed. Photo on request. State all first. "TINY" FRANKLIN, Sullivan, Ill.

AT LIBERTY PIANO PLAYERS

RHYTHM PIANIST—READ, FAKE, ETC. Experienced large, small band. Reliable, sober. Age 22, married, have car. Union. Prefer location. Address PIANIST, Box 222, Mexico, Mo. fe19

GIRL PIANIST AND ACCORDIONIST—Age 22, single, attractive. Experienced in dance school, orchestra and solo work. Read, fake, transpose. Classical and popular music. At Liberty March 15. Prefer location in California. Write PIANIST, Box C-436, care The Billboard, Cincinnati, O.

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS for Parks, Fairs and Celebrations, covering the United States and Canada. Write JACKSONVILLE BALLOON CO., Jacksonville, Ill. mh5

BALLOONISTS AND AIR-plane Parachute Jumpers. One unit in Florida, another in Texas. For particulars contact THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill. Established 1903. mh5

LOG-ROLLING CONTEST AND EXHIBITION—For parks, fairs, celebrations, sportsmen's shows and tournaments. Write or wire E. H. SWANSON, World's Champion Log-Roller, Brinnon, Wash. fe26

AERIAL COWDENS — Three Standard Acts. Fast Double Trapeze, Comedy Revolving Ladder and Illuminated Swinging Ladder. Literature and price on request. Address The Billboard, Cincinnati, Ohio. ap9

SPECIAL NOTICE, MANAGERS—Something new, different on race track, in front grand stand. Ostrich Bird Comedy, big scam; Giraffe Comedy Routines; three Clowns Comedy Aerobic Act on stage. THREE GAYNOR COMIQUES, The Billboard, Chicago, Ill.

LETTER LIST

(Continued from page 38)

Perry, Jack Sloat, Donald F. Reinhold, Max I. Smith, Arthur Renardi Trio Smith, Gus Ribley, P. H. Smythe, Bill Richardson, George Spirko, Helmo Ross, Harry A. Steas, Gus Ross, John L. Stoddard, Doc Rufus, Sid Sullivan, J. D. Sabin, Howard Tuttle, Mr. and Mrs. Segal, Jack Walsh, Sammy Shayne, David Williams, C. J. Sherman, Mr. & Mrs. Williams, Flash Simmons, Warren F. Williams, Chick Slivers, Doc Ed Zoritos, the Exotic

Mitchell, Anna M. Stein, Mrs. A. E. Macgregor, Donald Ortego, Mrs. Joey Troy, Mrs. Louise Mason, Frankie Parker, Miss Roots Thomas, Miss McGinnis, L. T. Roebuck, Shirley Ann Wadley, Mrs. Marie Miller, Taylor Moore, J. E. Rooney, Sunshine Wilhelm, Mrs. Moore, Freddie Shannon, Ethel Mae Eugene Norwood, John R. Murphy, Jack J. Myers, N. A. Nelson, John M. (Acc)

Men

Anderson, W. G. Denom, Chas. Arlen, Jimmie Engle, Coy Ballinger, Mr. & Mrs. Micky Ellman, Mark Ferguson, Joe Finch, Lue F. Flannigan, Mr. & Mrs. J. M. Barrow, Bobbie Bell, L. H. Blackwell, A. G. Blakeman, Guy Fratske, Art Blondin, Leon George, Harold Gigue, James Bresnahan, J. E. Glascock, M. H. Brooking, Dale Glidden, B. E. Brooks, George Gomez, Augie Brose, Bud Gordon the Great Brownie, Frank Gray, Ed J. Brush, Ernest Guyer, Roy Byers, Jimmy (Whitey) Cain, Wm. Carlin Hackman, Atis Harlz, Ben A. Cain, William Carlin Hackwood, Eddie Head, Bernie Heath, Mr. & Mrs. William Hegg, Knute (Smoky) Henderson, Edgar (Eddie) Hiler, Lee Houn, Yandall (Shipreck) Johnson, Mr. & Mrs. Curly Johnson, Mr. & Mrs. James Kean Jr., James Korlin, Vern Lawson, Eric Lee, Roy Earl LeMarr, Jack Lewis, Glenn Loomis, Glenn O'Brien, Robert L. Palmer, Jud Parker, C. W. Price, Joseph Raye, J. Reiter, Eddie Richard, A. K. Ristowe, Otto R. Rogers, Tom C. Robn, Strawberry Rohler, L. S. Roma, Rajah Rose, Dr. Harry (Kid Lee) Ross, Jack Schille, Fred Sheil, Ted Shroyer, Jack Sickles, Geo. Wm. Stanley, Paul Tuttle, Mr. & Mrs. Tyson, Rod Van Orman, Ray Walker, Musical Ward, Hank Ware, Pat Watkins, T. O. Watrich, Johnie Weber, H. S. Williams, Leopold B. Wilson, Max Wineberg, Joe Wiss, Jack Yelton, Bob Zellie, Fred Zonneville, M. J. Zothman, John

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.

Parcel Post

Clarke, Charles H., Norwood, John R., 22c 23c Hollis, Dorothy, 6c

Women

Backenstoe Jr., Mrs. Elmora, Mrs. Baker, Miss Estella Hancock, (Jackie) Banks, Mrs. Dora Hester, Mrs. Vera Bowen, Mrs. Mary Hines, Miss Jackie Bradley, Blanche Lathom, Ruby Chevalme, Louise Liberty, Miss Aldis Clover, Tressie Kling Boile, Miss Cook, Phyllis Laredo Crow, Mrs. Erline Mars, Mrs. William Davidson, Mrs. G. Mason, Mrs. Doria, Betty Lee McCurry, Mrs. Earle, Mary Edwards, Mrs. McK Ham, Mrs. Rose Ellis, Mrs. Rose Miller, Betty Delkie, Delmar

SARANAC LAKE

(Continued from page 30)

the building he showered the patients with candy. Marie Phillips, who has been here a comparatively short time, has been elevated to the up-patient department, showing real strides of progress. Eddie Ross and his brother Joe visited friends at the Will Rogers Memorial Hospital recently. Eddie is an ex-NVA-er and is in great shape. Lucille McKay celebrated her birth-

CLOWN AT LIBERTY—March 12 to May 21. Produce comedy for entire show. Plenty neat, clean, flashy, up-to-date numbers. BARRETT, Billboard, Chicago. fe26

FRED AND MARIE GUTHRIE — Four separate acts for price of one. Double Tight Wire Act. Single Trapeze Act. Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. Bradner, Ohio. fe26

PAMAHASIKA'S DOG, Pony, Bird Circus. More than fifty performing animals and birds. An attraction with a long standing reputation. GEO. E. ROBERTS, Manager Pamahaska's Studio, 515 W. Erie Ave., Philadelphia, Pa. Tel SAGmore 5536.

AT LIBERTY SINGERS

PRETTY GIRL—For Cocktail Lounge Entertainment. Strolling Accordionist, Piano, Song Stylist. Can furnish own P. A. System. Will M. C. and direct floor shows. Excellent high-class entertainer for good locations, hotels preferred. References include whole season's engagements with hotels. MISS RAE TRADER, Dravosburg, Pa. fe26

VOCALIST EXTRAORDINARY—Sweet or Swing, Jackie Heller style, double Spanish Guitar, Mandolin, Banjo, Lute. Instrumental Specialties. Swing, Fake, Read. Songs with Guitar. Riding the Strings. Press Clippings. Young and sober. Appearance. Experienced Radio, Club, Stage. No misrepresenting. CLIFF ALLEN, 21-76 36th St., Astoria, N. Y. mh5

AT LIBERTY VAUDEVILLE ARTISTS

EXPERIENCED ROPE SPINNER, ORCHESTRA Trap Drummer, Indian War Dancer, Buck and Wing Dancer. Double all four. MATT HENFER, Shiocton, Wis.

FAMILY ACT—INSTRUMENTAL, NOVELTY and Singing. Want to join unit. Play theaters, fairs, etc. Father plays piano accordion, mother, string bass; daughter, 16, Spanish guitar, xylophone; son, 9, accordion and fender guitar. Popular and old-time tunes, jokes. PANCOAST FAMILY, Delta, O. fe19

ENGLISH FEMALE IMPERSONATOR—Do 10-minute Monologue and Singing Act. Open for vaudeville, units, clubs, etc. Accordionist. Guitar or Pianist works good with this act. Can join at once. Tell all in your first letter. Address JACKIE SELLERS, care General Delivery, Nashville, Tenn.

RAMBLIN' RED ROSS—Eight years' experience vaudeville, floor show as entertainer and emcee. Playing slap bass, tenor guitar, washboards. Sing, dance and comedy. Have car, trailer, wardrobe. Send details first letter. General Delivery, Raymondville, Tex. fe26

TEAM—Wife, Singer and small parts. Man, modern Drummer and Singer. Prefer showboat. State all. Write BERNARD, 751 N. Dearborn, Chicago, Ill. mh5

TEAM—Med. Rep. Vaudeville, General Business, Parts, Musical, Singing, Dancing Specialties. Single and double. Change two weeks, \$30 and transportation. Tickets. THE CONNS, McGregor, Tex.

4 TOMLINSONS—Entertainers, Singing, Dancing, Club Juggling, Rope Twirling, Ventriloquism, Plenty comedy. Play ten instruments. For schools, American Legions, night clubs, theaters, etc. 36 W. Randolph, Chicago. Phone: Dearborn 9660.

day recently. She is coming along splendidly and thoroly enjoyed her birthday cake. Len Grotte, manager of the Loew's Prospect in Flushing, L. I., is here for a rest and a check-up. He enjoyed meeting several old friends here. Garland Smith, one of the hermits of the third floor, has been promoted to the up-patient list and is now enjoying a meal in the dining room. Please check your health to avoid the cure and write to those you know in Saranac Lake.

NO. 2 COLE SHOW DEFINITE

Organization Will Bear Name of Robbins Bros.' 3-Ring Circus

Will be transported on 25 railroad cars—big top a 140 with three 50s—street parade will be staged—Floyd King general agent—Bernie Head general press

ROCHESTER, Ind., Feb. 12.—Robbins Bros.' Enormous Three-Ring Circus was announced as the title of a second show that will open in April under management and ownership of Jess Adkins and Zack Terrell. Active preparations and plans for the circus were begun last August when it was announced that a new railroad circus was in the offing. So confident are these astute showmen in the ever-growing popularity and confidence of the public for the circus as a universally loved amusement and entertainment that nothing in the way of expense will be spared. The show will be operated separate and distinct from their other show, Cole Bros.' Circus.

The Robbins show will travel aboard 25 railroad cars. One hundred and ten head of baggage horses will be used in addition to 87 head of Liberty horses and ring stock. The big top will be 140-foot round top, with three 50-foot middle pieces; the menagerie an 80, with three 30s.

In the menagerie will be 17 cages of wild animals, 16 elephants and a varied assortment of camels and other hay-eating animals. It will be one of the largest and most diversified zoological collections ever carried with a show of its size.

Hoot Gibson, famous Western screen star, and his Congress of Rough Riders will be one of the stellar features.

A spectacular street parade, with allegorical and tableau floats, will be seen along with other vehicular appurtenances. There will be floats of various nations and continents, along with native and tribal representatives. Four bands and two steam calliopes will be utilized. The parade wardrobe will be entirely new, a greater part of it having already been completed.

Advance Staff

Floyd King, whose brilliant efforts were so largely responsible for publicizing (See COLE SHOW on page 47)

Warren Tank Receives Order From McCoy Show

WARREN, Pa., Feb. 12.—Fifty additional men were recently put to work at the plant of the Warren Tank Car Company here because of an order received for 21 cars from the Tim McCoy Wild West Show.

Ben Mathis, general manager of the Warren Company, stated that the train sold to the show will include both stock and flat cars. Cars will be 72 feet long.

McLeod Injured By Panther at Peru

PERU, Ind., Feb. 12.—Al McLeod received severe and painful injuries at Ringling quarters while in charge of cat barn during absence of Capt. Terrell Jacobs, Roy Chronister and John Hellott, who are working winter dates. He received the injuries when struck on head, face and arms by one of panthers while placing feed in cage. He was rushed to city, where he was placed under care of Dr. S. D. Malouf.

With treatment of wounds, McLeod was returned to hospital ward at farm and stated that with prompt medical attention and inoculation no serious results are anticipated.

Anthony Dunn and Mike Harris are at the cat barn.

Showmen's Club News

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

Blacaman, Animals For H-W Circus Arrive at Peru

PERU, Ind., Feb. 12.—One of the greatest gatherings of circus notables ever in this city was here yesterday to witness arrival of a special train of five cars, moving the Great Blacaman, Indian fakir, and the largest collection of cats ever moved in or out of city. In movement were three baggage cars, Pullman sleeper and day coach. Unloading of 32 crated African lions, 50 crocodiles and many rock pythons was without incident. (See BLACAMAN, ANIMALS page 50)

American Acts for Wirth Bros.' Show in Australia

NEW YORK, Feb. 12.—Acting upon recent cabled instruction from Australia, Frank Wirth has opened negotiations with a number of American circus acts for booking with Wirth Bros.' Circus in Australia. Contracts have been closed with Flying DeVards, who will sail on the S. S. Monterey March 1.

As fast as other acts are signed they will sail for Australia under 12 months' contract.

Haags Preparing Show

MONROE, La., Feb. 12.—Roy and Henry Haag, managers of Haag Bros.' Circus, are at quarters getting things in shape. Twenty men are working on building and painting jobs. Roy Swinburn is working on new routines for the elephants and Zerados is breaking two new dogs. The Lakes have arrived and are practicing daily. Head mechanic George Adams is checking the trucks. The Simpsons, Basleys and Conrads are also here. Show will be presented in three rings and on an elevated stage.



JESS ADKINS AND ZACK TERRELL, owners of Cole Bros.' Circus, will have a second rail show this season—Robbins Bros., transported on 25 cars and offering a street parade.

Detroit Shrine Show Has Good Opening; Signs Contract With American Federation of Actors

DETROIT, Feb. 12.—Detroit's 33rd Shrine Circus opened Monday with a good attendance. About 5,000 were in the Coliseum in evening and a smaller number at matinee. General event is in charge of Manager Tunis (Eddie) Stinson, who also officiated as ringmaster. Orrin Davenport was present as co-producer of show.

The Program

Program includes tournament and spec. Comedy acrobats, Naida and Perez, Antelek's globe act, Cannestrelli and Art Lind. Capt. Terrell M. Jacobs, lion act, with a new routine of a lion walking a tight wire, a group of lay-down lions and three new animals. Clown band. Olga Petroff, high pole. Comedy acrobats, Bell Trio, Harry Rittley, Donahue-LaSalle, Kerns Trio. Pony drill and Terrell's Circus. Solts, trapeze; Griffey Sisters, iron jaw; Rooneys, trapeze; Jacobs Sisters, iron jaw; Anteleks, trapeze, and swinging ladder girls. Wen Hai Troupe, novelty act; Magyer Troupe, acrobats, and Cannestrelli Troupe, unsupported ladders. Riding acts, Hodgini Troupe, Loyal Repenskis and Hollis Troupe. Elephant acts,

Gloria Hunt, Bobbie Warriner and Bonnie Hunt. Perch acts, Naida and Perez, Six Anteleks and the Solts. Menage, Rudy Rudyhoff, Dorothy Herbert and Ella Bradna. Flying acts, Vassar Troupe, the Concellos and Raneault Troupe. Liberty horses, Gordon Orton, Rudy Rudyhoff and Joe Hodgini. Clown walk-around. High wire, the Wallendas, who have their second troupe here this season, with new routines in the way of clowning on the wire and a passage across three high on unicycles. Zacchini Brothers, shot from the cannon.

Among those in clown alley are Shorty Flemm, Billy Denaro, Percy Smith, Charley Bell Trio, Paul Jerome, Pinkie Hollis, Paul Chesty, Roy Barrett, Otto Griebing, Pinkie McDonald, Louis Nagy, Paul Jung, Jimmie Mooney, Chester Barnett, Art Lind, Emmet Kelly, Harry Rittley, Nate Leon, Paul Horumbo and Bill Donohue. Albert Moore was on the sick list.

Evans Directs Band

Band is under direction of Merle Evans. Sound installation was just about the (See DETROIT SHRINE on page 50)

Improvements At Seils W. Q.

Cat barn erected — show will have all new canvas and publicity material

SPRINGFIELD, Mo., Feb. 12.—A number of improvements have been made at the quarters of Seils-Sterling Circus, including the erection of a cat barn, which is provided with chutes from the various cages to allow entrance to an outside arena for exercising the animals. Leo Snyder is superintendent of quarters. The show will have all new canvas.

Arthur W. (Art) Miller, general agent, has been working on new publicity material. There will be three different types of heralds. A new line of special paper is being laid out for various new features with the show. Seventeen men (agents and billers) will be ahead and six trucks will be used.

Joe Kennedy, of concession department, accompanied the Lindemann brothers and Arthur Mac Heller to Florida. When he returns here he will work on new equipment, including a semi-trailer for conveyance of concessions.

Smith Flies to Sarasota; R-B Gets New Posters

SARASOTA, Fla., Feb. 12.—George W. Smith, recently appointed general manager of Ringling-Barnum Circus, arrived here by plane from California last Monday.

After a welcome by the personnel Mr. Smith immediately went into conference with John Ringling North, William P. Dunn Jr. and other officials to iron out details of his new post.

W. H. Murton, president of the Strobbridge Lithograph Company, and Andrew Donaldson, Strobbridge attache, returned to the North last week after several days here conferring with show officials. For (See SMITH FLIES on page 50)

McCoy Show First In Philadelphia

PHILADELPHIA, Feb. 12.—A permit has been granted for the Col. Tim McCoy Wild West to show here week of May 9 at the 11th and Erie avenue grounds. Paul Branson was here past week making arrangements.

Ringling-Barnum Circus will be in city week of May 23.

Show for Stephens, Rawlings

NEW ALBANY, Ind., Feb. 12.—O. P. Stephens and Bill Rawlings will take out a one-ring circus, presenting 10 acts and dog and pony turns, in small towns. Stephens formerly was with Tom Mix and other shows and Rawlings was with Barker Shows last season.

Dexter Fellows' Estate

NEW YORK, Feb. 12.—Appraisal of the estate of Dexter Fellows filed in New Britain, Conn., recently showed that the late beloved press agent of the Ringling-Barnum show left \$5,345.86.

Woekener Again With Barnes

PERU, Ind., Feb. 12.—Eddie Woekener will again direct the band on the Al G. Barnes-Sells-Floto Circus. He expects to leave here March 1 for the West Coast.

Indoor Circus News

News of indoor circuses which do not travel as units will be found in the Sponsored Events Department of *The Billboard* during the winter.



With the Circus Fans

By THE RINGMASTER
CFA

President Secretary
MELVIN D. HILDRETH W. M. BUCKINGHAM
716 Evans Bldg., Thames Bank,
Washington, D. C. Norwich, Conn.
(Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing
Company, Rochelle, Ill.)

ROCHELLE, Ill., Feb. 12.—Don S. Howland, chairman of Fred Warrell Tent and in charge of arrangements for Central States meeting at South Bend, Ind., February 21-22, reports that returns received from invitations indicate a good turnout. Howland requests that members arrive as early as possible on Monday so that a real business meeting can be held.

Seated around the ringbank at luncheon Davenport Tent, Chicago, at Hotel Sherman February 3 were Frank H. Hartless, William Soaper Sneed, Irving K. Pond; G. W. Webster Jr., a new CFA member; Burtis L. Wilson and J. R. Shepard. Guests were Mr. and Mrs. Dennie Curtis. Meetings are held on first and third Thursdays of each month at 1 o'clock.

Congressman Robert L. Mouton, from the Third District (Lafayette), Louisiana, is one of the newest Congressional members of the association.

Members of James E. Cooper Top, Washington, D. C., have been assisting John Nevin, of McCoy show, for its appearance there May 2-4.

W. R. Brinley, circus model builder,

of Meriden, Conn., appointed Bill Montague, West Hartford, honorary chief press representative of the W. R. Brinley Big 5-Ring Circus in appreciation of the publicity given Brinley's recent broadcast on Hobby Lobby program.

Sverre O. Braathen, a recent speaker at the Madison, Wis., Shrine Club, writes: "The club carried out circus theme for its weekly luncheon program. I was guest speaker and because I talked to this club on the same subject last summer, I worked up a talk called 'Stars of Spangleland.' I furnished a hundred posters for as many different circuses which covered the walls of the room and main entrance. A marquee was set up as an entrance to room and the song director was dressed as a clown. Joe Taggart brought a dozen wagons including his new Eastern-Western Hemisphere, and what a beauty it is. The Madison fans, Doc Tormey, Bill Jackman, Bill Doudna, Dr. Dimond, Bill Hommel, were also guests of the club, as were Bubbles Mauere, of the Public Service Commission, who is a real friend of circuses and assists them in every way so far as his department is concerned, and also Frank Thayer, of the University School of Journalism, a great friend of the circus."

Clarkes and Others Sign With Harris

NASHVILLE, Tenn., Feb. 12.—Texas Joe Clarke and wife write from Steele, Mo., that they will soon come to Harris Bros.' quarters, Clarke to assist in the carpenter work. Because of change in the big top there will be new seats and Clarke will be in charge of that department. During road season he offers an Australian whip-cracking act, featuring whips up to 65 feet, also works in concert rope spinning and doing big horse catches. Mrs. Clarke works iron jaw and swing ladder. Were on Jack Hoxie show last year.

Bill O'Day infos from Jacksonville, Fla., where he has spent winter, that he was leaving for quarters to take up duties in carpenter and paint shop.

Jack Walsh, cookhouse steward, arrived and has taken over the kitchen. Will handle that department on road. Clarence Burr will be headwaiter.

Frank S. Stout writes from his training farm in Gosport, Ind., that aside from presenting his horse, dog, pony, goat and monkey acts on show he also will have ready for opening a 12-horse Liberty act. Will be in charge of all domestic animal numbers.

Charles L. Sasse, foreign representative for show, writes from his New York office that he has signed an unusual foreign act, which will be on this side in time for the opening in April.

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BOSSSES and Useful Circus People in all departments, for big, new high-class Show. Best of accommodations and the longest season offered by any railroad circus.
BIG SHOW Performers, Novelty Acts of all descriptions. Riders with or without stock; Lady Principal Riders. Girls for Iron Jaw, Ladders, Menage and to work Elephants. Foreign Acts of all kinds, especially Japanese and Mexican Troupes. Family and Acrobatic Acts; 30 Clowns, preference to those doubling in Band. Enclose late photograph, complete description of Acts, and lowest salary.
SIDE SHOW: Freaks, Curiosities and Oddities; Musical Acts; Accordion, Flageolet Player and Drummer; Impalement Act. Ticket Sellers who can make openings.
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MONKEYS—SNAKES—BIRDS—ANIMALS

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14x22, 22x28 paper and cardboard posters, one sheets, heralds, etc., for all occasions. Quick service, low prices. Write for free catalog.
BOWER SHOW PRINT TRADE STREET, FOWLER, IND.

NEW USED TENTS

FOR SALE OR RENT
WRITE FOR FREE CATALOG.
VANDERHERCHEN, INC.
2846 Emerald St., Philadelphia, Pa.

SPECIAL BARGAINS

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20x50 Cook House Top. 20x30 Corn Game Top. 5,000 Ft. Used Reserve Seat Netting.
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Light Plants All sizes and types to handle from 10 to 5,000 bulbs. Furnish electricity at less than city rates. Light, compact, dependable, easy to operate. Get full information. Send for Catalog B-2.

UNIVERSAL MOTOR CO. OSHKOSH WIS.

SHOW PRINTING

We serve the LARGEST CIRCUSES AND CARNIVALS IN AMERICA with all special pictorial lithos, block and type posters, and dates.
TENT SHOW HEADQUARTERS; DATES, POSTERS, CARDS, HERALDS, BANNERS.
LOW PRICES—PROMPT SHIPMENTS
Write for Price List and Route Book.
CENTRAL SHOW PRINTING CO.
MASON CITY, IOWA

FOR SALE
Billposting Plant and Distributing Business, Largest in Florida. Established ten years.
\$4,000.00, All Cash.
COMMERCIAL ADVERTISING CO.
Room 117, 129 N. E. First St., Miami, Fla.

FOR SALE
SUSABELLA AND CAPTAIN JIGGS.
A pair of well-trained Chimpanzees. Gentle. Can be handled by anyone used to these animals. Five and six years old. A good living for the right party.
\$500.00 Each.
G. A. LINTZ,
8365 Shore Road, Brooklyn, N. Y.

100 - 1 sheets \$5
14 x 22 - FLASHY WINDOW CARDS HEAVY CARDBOARD
\$3.00 PER 100
Of every size, heralds, etc. for all occasions—special designs for your show—quick service—low prices—write for samples.
METROPOLITAN PRINTING COMPANY
1328 VINE ST. - PHILA. - PA

NO. 2 COLE SHOW DEFINITE

Organization Will Bear Name of Robbins Bros.' 3-Ring Circus

Will be transported on 25 railroad cars—big top a 140 with three 50s—street parade will be staged—Floyd King general agent—Bernie Head general press

ROCHESTER, Ind., Feb. 12.—Robbins Bros.' Enormous Three-Ring Circus was announced as the title of a second show that will open in April under management and ownership of Jess Adkins and Zack Terrell. Active preparations and plans for the circus were begun last August when it was announced that a new railroad circus was in the offing. So confident are these astute showmen in the ever-growing popularity and confidence of the public for the circus as a universally loved amusement and entertainment that nothing in the way of expense will be spared. The show will be operated separate and distinct from their other show, Cole Bros.' Circus.

The Robbins show will travel aboard 25 railroad cars. One hundred and ten head of baggage horses will be used in addition to 87 head of Liberty horses and ring stock. The big top will be 140-foot round top, with three 50-foot middle pieces; the menagerie an 80, with three 30s.

In the menagerie will be 17 cages of wild animals, 16 elephants and a varied assortment of camels and other hay-eating animals. It will be one of the largest and most diversified zoological collections ever carried with a show of its size.

Hoot Gibson, famous Western screen star, and his Congress of Rough Riders will be one of the stellar features.

A spectacular street parade, with allegorical and tableau floats, will be seen along with other vehicular appurtenances. There will be floats of various nations and continents, along with native and tribal representatives. Four bands and two steam calliopes will be utilized. The parade wardrobe will be entirely new, a greater part of it having already been completed.

Advance Staff

Floyd King, whose brilliant efforts were so largely responsible for publicizing (See COLE SHOW on page 47)

Warren Tank Receives Order From McCoy Show

WARREN, Pa., Feb. 12.—Fifty additional men were recently put to work at the plant of the Warren Tank Car Company here because of an order received for 21 cars from the Tim McCoy Wild West Show.

Ben Mathis, general manager of the Warren Company, stated that the train sold to the show will include both stock and flat cars. Cars will be 72 feet long.

McLeod Injured By Panther at Peru

PERU, Ind., Feb. 12.—Al McLeod received severe and painful injuries at Ringling quarters while in charge of cat barn during absence of Capt. Terrell Jacobs, Roy Chronister and John Hellott, who are working winter dates. He received the injuries when struck on head, face and arms by one of panthers while placing feed in cage. He was rushed to city, where he was placed under care of Dr. S. D. Malouf.

With treatment of wounds, McLeod was returned to hospital ward at farm and stated that with prompt medical attention and inoculation no serious results are anticipated.

Anthony Dunn and Mike Harris are at the cat barn.

Showmen's Club News

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

Blacaman, Animals For H-W Circus Arrive at Peru

PERU, Ind., Feb. 12.—One of the greatest gatherings of circus notables ever in this city was here yesterday to witness arrival of a special train of five cars, moving the Great Blacaman, Indian fakir, and the largest collection of cats ever moved in or out of city. In movement were three baggage cars, Pullman sleeper and day coach. Unloading of 32 crated African lions, 50 crocodiles and many rock pythons was without incident. (See BLACAMAN, ANIMALS page 50)

American Acts for Wirth Bros.' Show in Australia

NEW YORK, Feb. 12.—Acting upon recent cabled instruction from Australia, Frank Wirth has opened negotiations with a number of American circus acts for booking with Wirth Bros.' Circus in Australia. Contracts have been closed with Flying DeVards, who will sail on the S. S. Monterey March 1.

As fast as other acts are signed they will sail for Australia under 12 months' contract.

Haags Preparing Show

MONROE, La., Feb. 12.—Roy and Henry Haag, managers of Haag Bros.' Circus, are at quarters getting things in shape. Twenty men are working on building and painting jobs. Roy Swinburn is working on new routines for the elephants and Zerados is breaking two new dogs. The Lakes have arrived and are practicing daily. Head mechanic George Adams is checking the trucks. The Simpsons, Basleys and Conrads are also here. Show will be presented in three rings and on an elevated stage.



JESS ADKINS AND ZACK TERRELL, owners of Cole Bros.' Circus, will have a second rail show this season—Robbins Bros., transported on 25 cars and offering a street parade.

Detroit Shrine Show Has Good Opening; Signs Contract With American Federation of Actors

DETROIT, Feb. 12.—Detroit's 33d Shrine Circus opened Monday with a good attendance. About 5,000 were in the Coliseum in evening and a smaller number at matinee. General event is in charge of Manager Tunis (Eddie) Stinson, who also officiated as ringmaster. Orrin Davenport was present as co-producer of show.

The Program

Program includes tournament and spec. Comedy acrobats, Naida and Perez, Anteleks' globe act, Cannestrelli and Art Lind, Capt. Terrell M. Jacobs, lion act, with a new routine of a lion walking a tight wire, a group of lay-down lions and three new animals. Clown band. Olga Petroff, high pole. Comedy acrobats, Bell Trio, Harry Rittley, Donahue-LaSalle, Kerns Trio. Pony drill and Torrelli's Circus. Solts, trapeze; Griffey Sisters, iron jaw; Rooneys, trapeze; Jacobs Sisters, iron jaw; Anteleks, trapeze, and swinging ladder girls. Wen Hai Troupe, novelty act; Magyer Troupe, acrobats, and Cannestrelli Troupe, unsupported ladders. Riding acts, Hodgini Troupe, Loyal Repenski and Hollis Troupe. Elephant acts,

Gloria Hunt, Bobbie Warriner and Bonnie Hunt. Perch acts, Naida and Perez, Six Anteleks and the Solts. Menage, Rudy Rudynoff, Dorothy Herbert and Ella Bradna. Flying acts, Vassar Troupe, the Concellos and Raneault Troupe. Liberty horses, Gordon Orton, Rudy Rudynoff and Joe Hodgini. Clown walk-around. High wire, the Wallendas, who have their second troupe here this season, with new routines in the way of clowning on the wire and a passage across three high on unicycles. Zacchini Brothers, shot from the cannon.

Among those in clown alley are Shorty Flemm, Billy Denaro, Percy Smith, Charley Bell Trio, Paul Jerome, Pinkie Hollis, Paul Chesty, Roy Barrett, Otto Griebing, Pinkie McDonald, Louis Nagy, Paul Jung, Jimmie Mooney, Chester Barnett, Art Lind, Emmet Kelly, Harry Rittley, Nate Leon, Paul Horumbo and Bill Donohue. Albert Moore was on the sick list.

Evans Directs Band

Band is under direction of Merle Evans. Sound installation was just about the (See DETROIT SHRINE on page 50)

Improvements At Seils W. Q.

Cat barn erected — show will have all new canvas and publicity material

SPRINGFIELD, Mo., Feb. 12.—A number of improvements have been made at the quarters of Seils-Sterling Circus, including the erection of a cat barn, which is provided with chutes from the various cages to allow entrance to an outside arena for exercising the animals. Leo Snyder is superintendent of quarters. The show will have all new canvas.

Arthur W. (Art) Miller, general agent, has been working on new publicity material. There will be three different types of heralds. A new line of special paper is being laid out for various new features with the show. Seventeen men (agents and billers) will be ahead and six trucks will be used.

Joe Kennedy, of concession department, accompanied the Lindemann brothers and Arthur Mac Heller to Florida. When he returns here he will work on new equipment, including a semi-trailer for conveyance of concessions.

Smith Flies to Sarasota; R-B Gets New Posters

SARASOTA, Fla., Feb. 12.—George W. Smith, recently appointed general manager of Ringling-Barnum Circus, arrived here by plane from California last Monday.

After a welcome by the personnel Mr. Smith immediately went into conference with John Ringling North, William P. Dunn Jr. and other officials to iron out details of his new post.

W. H. Murton, president of the Strobbridge Lithograph Company, and Andrew Donaldson, Strobbridge attache, returned to the North last week after several days here conferring with show officials. For (See SMITH FLIES on page 50)

McCoy Show First In Philadelphia

PHILADELPHIA, Feb. 12.—A permit has been granted for the Col. Tim McCoy Wild West to show here week of May 9 at the 11th and Erie avenue grounds. Paul Branson was here past week making arrangements.

Ringling-Barnum Circus will be in city week of May 23.

Show for Stephens, Rawlings

NEW ALBANY, Ind., Feb. 12.—O. P. Stephens and Bill Rawlings will take out a one-ring circus, presenting 10 acts and dog and pony turns, in small towns. Stephens formerly was with Tom Mix and other shows and Rawlings was with Barker Shows last season.

Dexter Fellows' Estate

NEW YORK, Feb. 12.—Appraisal of the estate of Dexter Fellows filed in New Britain, Conn., recently showed that the late beloved press agent of the Ringling-Barnum show left \$5,345.86.

Woekener Again With Barnes

PERU, Ind., Feb. 12.—Eddie Woekener will again direct the band on the Al G. Barnes-Sells-Floto Circus. He expects to leave here March 1 for the West Coast.

Indoor Circus News

News of indoor circuses which do not travel as units will be found in the Sponsored Events Department of *The Billboard* during the winter.

With the Circus Fans

By THE RINGMASTER
CFA

President MELVIN D. HILDRETH, 716 Evans Bldg., Washington, D. C.
Secretary W. M. BUCKINGHAM, Thames Bank, Norwich, Conn.
(Conducted by WALTER HOHENADEL, Editor "The White Tons," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Feb. 12.—Don S. Howland, chairman of Fred Warrell Tent and in charge of arrangements for Central States meeting at South Bend, Ind., February 21-22, reports that returns received from invitations indicate a good turnout. Howland requests that members arrive as early as possible on Monday so that a real business meeting can be held.

Seated around the ringbank at luncheon Davenport Tent, Chicago, at Hotel Sherman February 3 were Frank H. Hartless, William Soaper Sneed, Irving K. Pond; G. W. Webster Jr., a new CFA member; Burtis L. Wilson and J. R. Shepard. Guests were Mr. and Mrs. Dennie Curtis. Meetings are held on first and third Thursdays of each month at 1 o'clock.

Congressman Robert L. Mouton, from the Third District (Lafayette), Louisiana, is one of the newest Congressional members of the association.

Members of James E. Cooper Top, Washington, D. C., have been assisting John Nevin, of McCoy show, for its appearance there May 2-4.

W. R. Brinley, circus model builder,

of Meriden, Conn., appointed Bill Montague, West Hartford, honorary chief press representative of the W. R. Brinley Big 5-Ring Circus in appreciation of the publicity given Brinley's recent broadcast on Hobby Lobby program.

Sverre O. Braathen, a recent speaker at the Madison, Wis., Shrine Club, writes: "The club carried out circus theme for its weekly luncheon program. I was guest speaker and because I talked to this club on the same subject last summer, I worked up a talk called 'Stars of Spangleland.' I furnished a hundred posters for as many different circuses which covered the walls of the room and main entrance. A marquee was set up as an entrance to room and the song director was dressed as a clown. Joe Taggart brought a dozen wagons including his new Eastern-Western Hemisphere, and what a beauty it is. The Madison fans, Doc Tormey, Bill Jackman, Bill Douduha, Dr. Dimond, Bill Hommel, were also guests of the club, as were Bubbles Maurer, of the Public Service Commission, who is a real friend of circuses and assists them in every way so far as his department is concerned, and also Frank Thayer, of the University School of Journalism, a great friend of the circus."

Clarkes and Others Sign With Harris

NASHVILLE, Tenn., Feb. 12.—Texas Joe Clarke and wife write from Steele, Mo., that they will soon come to Harris Bros.' quarters, Clarke to assist in the carpenter work. Because of change in the big top there will be new seats and Clarke will be in charge of that department. During road season he offers an Australian whip-cracking act, featuring whips up to 65 feet, also works in concert rope spinning and doing big horse catches. Mrs. Clarke works iron jaw and swing ladder. Were on Jack Hoxie show last year.

Bill O'Day infos from Jacksonville, Fla., where he has spent winter, that he was leaving for quarters to take up duties in carpenter and paint shop.

Jack Walsh, cookhouse steward, arrived and has taken over the kitchen. Will handle that department on road. Clarence Burr will be headwaiter.

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Under the Marquee

By CIRCUS SOLLY

HAGENBECK-WALLACE and Ringling-Barnum have been booked for Dayton, O.

B. L. HILL, of Higginsville, Mo., knew the late Charles Bernard very well and deeply regrets his passing.

THOMAS J. HIBBERT, clown, who fell on ice and injured his back in Bedford, Ind., in December, is improving.

DENNIS STEVENS will do tramp clown with Wallace Bros.-Barnett Bros. Circus.

A PERMIT has been granted for appearance at Zanesville, O., May 4 of Hagenbeck-Wallace Circus.

FELIX AND IVA MORALES will be among features at Shrine Circus in Kansas City, doing loop, trampoline and head slide.

THE ADVANCE is your sales organization. Seems like poor economy to whittle down on that department. The advance will make or break you.

BLACKIE MORGAN, boss canvasman, pens that he and Eddie Harrington, assistant canvas boss, will be with the big tops this season.

FRANK P. MEISTER, band leader on Beers-Barnes Circus last season, who is at Apopka, Fla., reports a gold ring and watch were recently stolen from him.

JOE SCHEAFER reports that Hagenbeck-Wallace Circus will again exhibit in Springfield, Ill. W. E. Sugden obtained lot and license permits for April 25.

R. H. HARRIS cards that Marion Wallick is putting on floor shows with his ork around Dover, O., and that Bill DeBarrie's Australian bird act is with *Hold Everything* unit.

VERNON ORTON, of Aerial Ortons, furnished an act for President's Birthday Ball at Robinson, N. D. Gracie is recovering from an operation and beginning to take easy workouts.

DOC BACON writes that in 1899 on John Robinson Circus he played steam calliope drawn by 32 Shetland ponies and Gordy Orton was driver. Doc is residing in Indianapolis.

AL H. SHRINER, formerly with Sells-Floto and John Robinson side shows, who is in Atlantic City, says that he will again be on road after a few years' absence.

CONTRACTORS for Ringling-Barnum Circus have squared banner locations at Canton, O., for a June date. A local billposting plant has been given contract for snipe stands in the territory.

HARRY (HOP) EARL, of Corry, Pa., informs that that city would be good for a railroad show this year. Veo Powers has been there this winter breaking a dog act.

WHY DO SO many troupers want to be local contractors or press agents? Those who can qualify for these important positions are few.

COY HERNDON, who is at Veterans' Hospital No. 91, Tuskegee, Ala., cards that Frank Ferrell, last season with Kay Bros.' Circus, sent him a set of photographs of Howe's Great London Circus taken in 1920.

EARL GRAHAM, novelty juggler, last season with Barnes show, has been playing vaude and club dates this winter. At present he is in Memphis, Tenn.,

working on a tight-wire routine to go with his juggling turn.

EN ROUTE to New Orleans, Jimmy Allen stopped off at El Paso, Tex., and visited quarters of John Foss and Billy Dick's new show. Says things are humming there and it looks to him as if it is going to be "something to sing about."

NEIL WIMMER, Arthur Headley and Charles E. Land, of Cole Bros.' Circus, are vacationing at Vero Beach, Fla., and getting big catches of fish. Wimmer is convalescing from an operation and thanks friends who sent letters and telegrams while he was in hospital.

FRANK KUBA and Maurice Myers, concessioners, still have a sandwich shop at Delphos, O. Will leave in May for their annual trouping. Bill Loetz, former showman, has the Loetz meat market in that city.

LLOYD L. LUSBY (Specks), who has been with Sells-Floto, Cole Bros. and Hagenbeck-Wallace in dining car department, is in Miami Valley Hospital, Dayton, O., taking treatment for throat and ears. Would like to hear from friends.

WALTER L. MAIN, in a letter to *The Billboard*, states that he regrets the recent passing of his friends, Carl T. Hathaway, Joe McCaddon and Charles Bernard. Last named was with his show for a number of years.

E. DICKENS and wife are at Minsky's Music Hall at Miami Beach, Fla., working in concession department for Murray Brown, manager of concessions, and J. A. Brown, bar manager. Hunty Davis is head bartender and Peaches Joyce head cashier.

C. W. FINNEY, general agent and traffic manager of the Col. Tim McCoy Wild West, while in Cincinnati last Tuesday, called at *The Billboard*. He left that night for Boston. Says that the show is shaping up nicely at the fairgrounds, Springfield, Ill.

HARRY B. CHIPMAN has been doing considerable work this winter on publicity and several promotions. He recently was made manager of *Suspect*, featuring Pauline Frederick. Has had visits with Irv J. Polack, Carl Sonitz, Marchell, Omer J. Kenyon, Walter Chenoweth and G. A. Blanchard. This is Chipman's 20th year in show business.

SALARIES are based on the law of supply and demand, also on not what you are worth but what the employer can afford to pay.

ERNIE WISWELL will be with Cole Bros.' Circus with his Funny Ford act. Will be assisted by his wife, Freida, who handled his No. 2 act on Walter L. Main Circus last season. Contrary to previous report, Wiswell did not go to Europe, as the deal was called off at last minute by the Hamid office when satisfactory arrangements for taking money out of Germany could not be made.

K. (BOSTON) McLOUGHLIN, who is wintering in Boston, states that Bob Marler, better known in show business as Marlowe, is in Soldiers' Hospital, Togus, Me. His address, care Company No. 2. He is a former candy butcher and novelty man. Letters from acquaintances will be appreciated. "Boston" will again be with a circus.

WILLIS HAYLES, who has been at the Pennsylvania State Hospital, Waymart, Pa., for past six years, is fond of reading show books and would appreciate it if someone would send him copies of *This*

Way to the Big Show and Big Top Rhythms. Address of hospital, Box 128. Hayles has been with circuses and in vaudeville.

"HI-BROWN" BOBBY BURNS, last season press agent with Walter L. Main Circus, is passing the time in his Northern retreat of Kalkaska County, Upper Michigan. He is producing local talent minstrels and playing dances with a small dance combination bearing his name and fishing. Bobby says they sure look good coming thru that hole in the ice.

MARK F. LYNCH, who handled the radio and schools for Cole Bros.' Circus last season, is practicing law at Newcastle, Ind., and for a "young feller" is having a lot of luck. He is a candidate for prosecutor in the county, subject to the May Republican primaries. Mark says: "Will welcome the chance to lend a helping hand to any of the brothers who may need the same while playing this territory."

W. F. (BILL) WILCOX, who is at Veterans Hospital, Wadsworth, Kan., writes: "In the old days one used to occasionally see an advertisement that read: 'Wanted—six and eight-horse drivers to double in brass,' but nowadays it's: 'Wanted—contracting press agent that can handle a brigade and drive a gear-shift truck; prefer a man who can make California style lye paste; must stay sober and get a country showing.'"

BERT MYERS was recently engaged by Howard Y. Bary to paint Hagenbeck-Wallace equipment. Cages are white and plenty of gold leaf is being used. Ten cages are nearly finished. In crew are Jimmie O'Connor, Russell Reed, George Churchill, Richard Davis, David Singleton, Vincent Hubbard, Carl Porter, Philip Smith, Willie Brown, Mack Webb. Myers has painted for Downie Bros., Tom Mix and other shows.

RINGLING performers entertained trailerites February 7 at the Tin Can Tourists' 18th annual convention February 7-20 at Sarasota, Fla. J. M. Carson acted as ringmaster at the circus matinee. The performers were Madame Rose with her horse, Sunny Boy; Albert Bros.' troupe, which did stunts with barrels; Chief Washington, archery; Seven Uyenos, acrobats; Flying Otaris troupe; the Maschinos, acrobats; Three Russells, novelty act; Kaichi, head balancing, and Ringling elephants.

Pick-Ups From Peru

PERU, Ind., Feb. 12.—Theo Gallup, circus veterinarian, is here. Non-committal as to coming season. Hurley Woodson, superintendent bull barn, is assisted by James Lancaster, Red O'Connor and Robert Russell. H. W. Schlemmer, Detroit Circus Fan, was here and obtained many photos, which will be spotted in Auto City papers.

Dan (Arky) Rice, ten-up driver, arrived from Shreveport, La. Talk at farm is that Denver Jack Guyer will be back lot policeman on Tom Mix Circus. Pat (Mickey) Fraine, poler, stopped off en route Sarasota to Chicago.

James Tinkcom will be with Cole Bros. Aerial Kings, Jess and Pauline, state will not troupe this year. Jess is slated for railway conductor and Pauline is heading own orchestra in downtown night spots.

Charles Goble is being featured weekly at civic events in songs and dances. Is in Steve Finn's department of R-B show. John Shestanoski, blacksmith, is in charge of anvil at H-W railway shops. Slim Miller, formerly with circuses, is heading City Cab Company as president. Another old trouper, Kenneth Marks, is an official.

Torrence With McCoy Show

Stated that Fred Torrence will be superintendent of diners and sleepers with Tim McCoy's show. Perry Planck is night clerk at Beares Hotel. States he may troupe this year.

Frank Segar left for Springfield, Ill., where he will oversee rebuilding and construction of railway equipment of the McCoy show. Stated he will be superintendent of transportation. Edgar Howard is employed at a city store. Herbert Leeman is here from Chicago. Is contracted with H-W. Dan Fast and wife, Virginia, are here from McCoy quarters, Springfield, Ill., guests of McLeods.

Albert (Blink) Bailey states he is off road for good. Is employed at a leading bakery here.

James Cole and wife arrived from Penn Yan, N. Y. Cole will be in charge

15 Years Ago

(From The Billboard Dated February 17, 1923)

M. E. Golden announced that Golden & Adams Show would be known as Golden Bros.' Circus, with himself as general manager. . . . After the Alderfer Show erected its tents February 1 for its opening February 3 near Hotwell, La., in ideal weather, a violent snow-storm came, leaving all tents flat on the ground under six inches of snow. . . . Sam Burgdorf, general agent of Soll's Bros.' Circus, was in Chicago arranging summer plans. . . . Capt. W. O. Kelly added a troupe of trained dogs and a pony act to his one-ring circus.

Joe Lattus, after a three-year absence from the circus field, signed with the No. 1 car of Sells-Floto Circus. . . . Hugh (Silvers) Goldsberry signed with the William Schultz Circus to do his wire act and work in clown alley. . . . Leahy Bros. played the Hippodrome, Youngstown, O., week of January 22. . . . C. W. Sells clown at Shrine Indoor Circus for Jack Lyles in Washington, N. C. . . . Gordon Morehouse signed with Ringling-Barnum advance. . . . The Great Western Dog and Pony Show left quarters at Palms, Calif., January 29 to make its first stand of season at San Diego, Calif.

Mayor Evans of Geneva, O., extended a free license to Walter L. Main Circus. . . . Charles Eugene Dearth, clown, formerly with Sells-Floto Circus, was married at Memphis February 7 to Jeannette Musso, cashier of Pantages Theater there. . . . Joe D. Cramer, elastic skin man, and Betty, alligator girl, sailed February 5 with Manager H. W. McGeary from San Francisco for the Elks' Exhibition in Honolulu. . . . Alice Saunders, 54, former bareback rider of Sells-Floto Circus, died February 6 in Albany, N. Y. . . . James Campbell, wood carver, who had the contract for wood carving on wagons of Barnum & Bailey Circus, died at his home in Belleville, N. J., February 9. . . . John McCarthy, billposter, died at Kalamazoo, Mich., January 22.

Walsh's Tribute To Carl Hathaway

Carl T. Hathaway was a man to whom the entire circus profession is in everlasting debt for the sterling work he did on the lot with the unsullied manliness of a true gentleman. He bore himself with equal deference and courtesy toward the humblest canvasman and with simple dignity toward the mighty of the show world. He met all comers with sympathy and friendship. Charles and John Ringling recognized his efficiency and stainless integrity and during the four years I traveled with the big show Carl was virtually superintendent. He never assumed that title—titles meant little then to a devoted and faithful follower of the Ringling brothers, and he never usurped or tried to usurp the sovereign rights of Fred Warrell, with whom he worked hand and glove. They both aimed to do the practical work to attain success for the show. Friendship did not falter and Carl was the trusted confidant of "Mr. Charlie."

Shares Compartment

After his tireless toil getting the show on and off the lot Carl could relax. It was my good fortune when I rode show train to share his compartment with himself and "Happy Jack" Snelling. I recall when we made a memorable Sunday run from Wilkes-Barre, Pa., to Boston, Mass. It was a long and irksome run. "Happy Jack" did the cooking and most of the talking. His merry tales and characteristic anecdotes of early circus days kept us in spasms of laughter. I plied "Happy Jack" with questions, and Carl, who listened attentively, said: "I never heard so much ancient history since I've been in the business."

It is one of the ironies of fate that Carl Hathaway, who lifted himself by hard industry, application and self-sacrifice to the goal he sought, should be blotted from existence when he had achieved the pinnacle. But a good man's memory lives long.

TOWNSEND WALSH.

TO ALL MEMBERS OF THE INTERNATIONAL ALLIANCE OF BILLPOSTERS, BILLERS & DISTRIBUTORS OF U. S. AND CANADA

The following shows have signed the International Agreement for the 1938-1939 seasons:

RUSSELL BROS. CIRCUS
DOWNIE BROS. CIRCUS

INTERNATIONAL ALLIANCE OF BILLPOSTERS, BILLERS & DISTRIBUTORS OF U. S. AND CANADA, 821 Longacre Bldg., 42d and Broadway, New York. LEO ABERNATHY, President WM. McCARTHY, Secretary A. THOMAS NOONAN, Treas.

of commissary at farm and handing out meal tickets for Blackie Benadone's Ringling hotel.

The Corral

By ROWDY WADDY

FOG HORN CLANCY, rodeo publicist, is assisting Frank Wirth in exploitation work for a mammoth hospital charity circus to be held in Jamaica, Long Island, soon.

BRAHMA AND SNAKE HORSE ROGERS, better known as the Brahma Twins, are permanent members of the floor show at Ray Hickson's Dude Ranch up Jersey way.

IN THIS COLUMN of the issue dated February 5 it was erroneously reported that Shorty and Smoky Scardo and Lem Landis, bareback bronk riders, were wintering at the Longhorn Ranch, Oakland, Calif. It should have read Oakland, N. J.

JUNIOR ESKEW has been contracted as one of the feature trick and fancy ropers at the coming Houston Rodeo. Young Eskew roped at Madison Square Garden Rodeo last fall in conjunction with Chester Byers and Vern Goodrich.

BUDDY MEFFORD is convalescing in Riverside Hospital, Manatee, Fla., from an appendix operation, which prevented his playing a four-week engagement in Havana with the George Hamid-Tom Mix unit.

DIAMOND TED LEWIS, the Shooting Sheriff, has been contracted by Mack Kassow to present his shooting act at the Wirth Indoor Circus which gets under way in the Jamaica, L. I., Armory late this month under Jamaica Hospital auspices.

JOE GREER AND CANDY HAMMER, who jointly staged Detroit and Chicago rodeos last fall, have dissolved partnership. Greer has returned to Lancaster, Wis., where he holds the office of sheriff, while Hammer has become associated with the Clyde Miller Rodeo Company.

MAJOR GORDON W. LILLIE recently was a guest star on the *We the People* radio program emanating in New York. Among those who greeted him were the 88-year-old Charlie Miller, who was a rider with Pawnee Bill's Wild West Show, and Kate Smith, radio star.

TAD LUCAS and Faye Kirkwood, well-known cowgirls, who helped publicize the Fort Worth Frontier Fiesta there in 1937, and Bob Calen, trick roper and radio entertainer, will go on the five good-will trips to be made thruout Texas by the Round-Up Club to advertise this year's rodeo and stock show.

TOP HANDS already contracted to appear at the rodeo to be held in conjunction with the Spring Calf Show in Abilene, Tex., under West Texas Fair Association auspices, include Dick Griffith and Pauline Nesbitt, trick riders; Mamie Frances, champion rifle shot with California Frank, and their horses, Black Diamond and Silver.

GEORGE (SLIM) HANBY letters from Oklahoma City, Okla., that he has completely recovered from the dislocated shoulder which he sustained at Bruce-ton, Tenn., last October when he performed with the Texas Kidd's Rodeo Company. He adds that he is anxiously awaiting the opening of the season and is rarin' to go.

RAY RILING, wealthy Philadelphia building contractor, who years ago toured the country with Wild West shows under the name of Monte Ray, entrained last week for the Phoenix and Tucson (Ariz.) rodeos. At Phoenix he will be the guest of Richard Merchant, arena director of the annual event there.

EDNA ALEE is laying claim to the world's record for cutting cards edgewise. At the Springfield (Mass.) Revolver Club show she is reported to have split two cards edgewise at a distance of 75 feet, while at the recent Cincinnati Sportsmens' Show she daily cut the cards at a distance of 65 feet, using only two shots.

MR. AND MRS. EARLE F. SHERMAN, better known as the Australian Earles, report from Utica, N. Y., that they have been enjoying a successful fall and winter season thus far with a four-people unit operating under the title Frank Earle's Circus Capers. In addition to (See CORRAL on page 51)



HOOT GIBSON, famous Western screen star, and his Congress of Rough Riders will be one of the stellar features of the new Robbins Bros.' Circus.

Macon

MACON, Ga., Feb. 12.—Plenty of activity around Downie Bros.' quarters. Dinty Moore passed thru here en route from Miami to San Antonio, where he is building two Skooter rides.

Lindemann Brothers, owners of Seils-Sterling Circus, spent several days here on way to Florida and again on return trip. Were accompanied by Mark Heller and Joe Kennedy.

Edward Conroy is spending a few days here after a visit to his sister in Bradenton, Fla.

Charlie Donahue and James Heron are here on vacation.

Mrs. Eno, of Eno Troupe, after a serious operation, is again able to be about. Troupe will play a few days of vaudeville in the South before circus season opens.

Brownie Rogers and wife, on Mighty Haag show, stopped over on way to Atlanta.

Butters' wire act will play Miami, Savannah and Raleigh, all indoor winter shows.

Mrs. Concheta Morales, mother of Morales Family, and daughter, Mrs. Tony Lamb, visited Sunday. Were guests of Carlos and Etta Carreon.

Mr. and Mrs. Clint Shufford are vacationing in Florida. Bert Wallace and wife are in Pensacola.

Eddie Jackson and Jimmie Beach are the champion casino players—just a pair of friendly enemies.

Performers' Club

By CHRIS CORNALLA

CHICAGO, Feb. 12.—The courage of the performer has at all times been lauded, and justly so. The other day the top-mounter of the Antaleks, perch act, fell and she was knocked unconscious. She presently revived sufficiently to climb back and try the trick again. After much persuasion the older and more experienced performers insisted she come down. She received medical treatment and is now doing very well and will be back in the act shortly.

Jack Hallen, formerly of Hallen and Day, and Johnny Russ, formerly of Spissell Bros. and Mack, two oldtimers, now have an acrobatic and dance school on the Gold Coast.

C. F. Marthens is playing Pittsburgh. This is the first time he has been to his home town in many years.

Will H. Hill, of Hill's elephants, made an air trip to Florida and back recently.

Blutch Peters, of Peters & La Bluff, is on the regular house staff of the Blackstone Theater.

Bert Clinton and Toby Wells are back in town. Minnie Seymour, of Aerial Seymours, has fully recovered from a recent operation.

Grover McCabe has invented something new in aerial apparatus, to be used this summer for the first time.

Rita and Dunn, high-wire act, are booked with a carnival until August 1, when their fair season opens.

Dallas

DALLAS, Feb. 12.—Charley Bell, clown on Ringling-Barnum show, has purchased a cleaning and pressing establishment here, which he will leave in charge of his wife during the season. He is now making Shrine dates under the Orrin Davenport banner.

Myles Bennet, usher on the Big Show, has spent a profitable winter here in the employ of Curtis Sanford, wealthy East Texas oil man. Bennet has been in charge of Sanford's Dallas office since close of circus season and will remain until show opens.

Harry Thomas, who will be big show announcer on the Col. Tim McCoy Wild West Show, has sold his miniature circus to Harry Hertzberg, circus fan of San Antonio. The miniature represents 13 years of work by Thomas. It is a scale model of the Ringling-Barnum show, built one inch to the foot. Hertzberg has a large collection of circus relics.

Iron-Man Perry, who for years has been presenting an automobile "roll-over" act, has been appearing at the Dallas Sportsman Park auto races recently, allowing a regular stock-built car to hit his body at a speed of 25 miles an hour. Perry states he expects to be with one of the big ones this season. He just returned from Ringling-Barnum quarters at Sarasota.

Carl T. Hathaway

"The Little Fellow"

By FRANK BRADEN

Among the thousand men who move the Big Show—the Ringling Bros. and Barnum & Bailey Combined Circus—Carl T. Hathaway, its general manager, was fondly known as The Little Fellow.

Tuesday, when the Stars and Stripes come fluttering to halfmast at Sarasota winter quarters, signaling to the circus family that their chief had died, bosses and men, staff and performers, owners and directors were dazed with the shock. Carl had been laughing with them only three hours before, advising, giving quiet directions, getting scores of tasks swiftly done. Not until they had assembled in forlorn groups did full realization of their loss strike them. "The Little Fellow's gone," came from choked throats. "We've lost our pal."

It has been given to few men with the Big Show—and they were among the founders themselves—to be so beloved by those who worked for them as was Carl Hathaway. They called him The Little Fellow because his stature as a leader and a man was so great. They literally worshiped him, but not blindly, for they knew his character and had found him incorruptible, fair, just, merciful and deeply understanding. They were his friends because they knew in the fiber of their beings that he was their friend. They loved him because they knew he knew the Greatest Show on Earth and all its workings inside out. They chortled with glee at the fresher Johnny-Come-Latelys who shivered in the white heat of his knowledge and judgment. They were proud to move the show thru hell and high water for The Little Fellow.

And now they know the moves must be made without him. However, before dark Tuesday bosses were trudging from shop to shop and group to group with a message: "The Little Fellow would want us to carry on as tho he were here, to pick it up and set it down in New York and beyond."

There was but one answer: "Sure—sure thing—we'll do it for The Little Fellow."

That is the show's supreme tribute to Carl T. Hathaway.

His men go marching on.

—SARASOTA HERALD, January 25.

Gilmore, Stamps At Texas Fair Meet

GAINESVILLE, Tex., Feb. 12.—Leon Gilmore, manager, and Roy Stamps, general agent of the Gainesville Community Circus, were in Dallas recently, where they attended annual convention of the Texas Association of Fairs. They interviewed secretaries of several Texas fairs in regard to engagements this season and brought back a Chinese ricksha to be used in this year's spec.

Mrs. Gilmore is rapidly recovering from injuries received in an automobile accident December 26 and is able to get around on crutches. Joe Leonard, publisher of *The Register* and press agent for the Gainesville circus, remains in a Waco hospital suffering from a broken vertebra. Among visitors to his bedside last week was H. B. Waite, Waco CFA.

Rehearsals are going forward under supervision of the Conner trio. Among newcomers are Kaps sisters, Imogene and Ernestine. Twins, attractive and alike as two peas, the girls are expected to garner quite a bit of publicity for the show.

Bill Wingert has purchased three greyhounds which are to be broken for a high-jumping act. Is also breaking a barrel-jumping act under Al Conner's supervision.

Purchase of the 95x212 big top the show has used several years along with a 20x20 marquee and a 35x100 combination dressing and horse tent was announced last week by Manager Gilmore. The show has several rentals for the tops along with the regular show engagements this season.

Construction of the star-back seats has been held up awaiting a new order of bolts, but Superintendent Alex Murrell's mechanical department is busy with other equipment.

Gossip From London

LONDON, Jan. 24.—Quite a circusy time here, Olympia going strong, and the Agricultural Hall packing them in. The 10th annual dinner held January 16 at Criterion Restaurant was a dandy. All circus folks talking flip-flops, while sipping London's best, rigged out in tuxedos and gowns.

Bob Mathews, a United States boy, hit a home run with his wire-walking lion, "King Tuffy," at Olympia. Strolling into Olivellas, ran into Bombayo trying to flip a spoon in a glass. Wife sitting near. Also saw the boys of the Colleano act there. Olivellas seem to be the hangout for strangers. Suppose it is because they store trunks for 2 cents a day. Oh, yes, steam heat.

Clayton Behee, another of our boys, popped up with a remarkable flying act at Olympia, putting in a new trick to catch, a triple with a twister mixed in it. Everett White there to nab him. Rose Sullivan is doing nicely.

Joe Jackson's picture is at Olivellas, but understand that he has headed back towards the Statue of Liberty. The Circus Fans threw a nice party at Addison's Restaurant. Bertram Mills, Lady Elinor Smith, Cyril and Bernard Mills and wives were on hand, with Frank Foster, ringmaster, rounding up a snappy floor show from Olympia.

In one of the side shows Paul Mac-Williams, another from the States, wowed them with his golf-ball gag—four in mouth at one time.

Variety houses (vaudeville) seem to be on the boom. Met John T. Benson, the U. S. animal dealer. Hear Al Fonzell is doing nicely in Paris with his act. EMMETT KELLY.

(Editor's note—These items, scheduled for last week's issue, were crowded out for lack of space. Kelly is now in the States.)

WPA Closes Week-End Runs in the Bronx

NEW YORK, Feb. 12.—The WPA Federal Theater Project's circus closed the last of its week-end runs at the Bronx Coliseum February 6 to the best biz of the engagement. The date was the most successful of the indoor season.

Show moved to Stauch's Arena, Coney Island, this week for a three-day stay. Following this show will start troupe. First town is White Plains, N. Y., with Orange, N. J., to follow.

Savage Africa spec closed with show February 5. Altho it has been a hit with show it is needed by another division of the project which is producing a musical comedy that starts in the jungles of Africa and winds up in Harlem, reports Wendell Goodwin.

RAS WILL BUILD IN MIAMI

Show Management Gets Permit To Install Permanent Fun Spot

Flagler street tract is to be prepared for opening on about March 1, say officials—equipment in storage is to be utilized for remainder of the winter season

TAMPA, Feb. 12.—Sedlmayr and Velare Brothers have been granted a permit to construct a permanent amusement park on Flagler street in Miami, according to announcement by Carl J. Sedlmayr and Elmer C. Velare, who, with Curtis J. Velare, are executive directors of Royal American Shows. Mr. Sedlmayr said work on the large tract of land will begin immediately for opening on or before March 1. "It is so late in the season now," he said, "that we will operate only a short time, probably four or five weeks." Most of the equipment in storage in winter quarters in Tampa will be shipped to Miami immediately, including a dozen devices still popular with amusement park fans that have been crowded off the Royal American Shows' midway by newer inventions, he added. Many fronts, stage equipment, seating and the like will be completely reconditioned and given some sort of permanent housing on the Miami tract.

All Going for Opening

Following Central Florida Exposition, February 14-19, Royal American Shows' portable attractions will go to Miami for duration of this year's showing. All railroad facilities utilized on the road, as well as personnel of about 1,200 performers, artists, workmen and officials, will take part in formal opening of the new Miami amusement center, Mr. Sedlmayr said.

Royal American Shows' equipment will remain in Miami until opening of the spring season in Jacksonville at Duval County Fair. Robert Millican, president, and E. Ross Jordan, manager of the fair, visited Mr. Sedlmayr and the Velares here during Florida State Fair.

Mr. Velare said winter-quarters reconstruction and overhauling will be carried on during the Miami engagement. "The entire show, with many new features, will be made ready for the Northern tour while we are in Miami," he said. "We will be able to make greater headway by having all of our equipment in operation."

Coaches May Be Used

He added that most of the large firms with which the show has been doing business in the last four winter seasons in Tampa are sending representatives to Miami as a special accommodation. Performers, artists and workmen who desire to remain at home in Tampa during the Miami engagement and construction work will be given temporary leaves of absence. Show coaches, however, will be made ready immediately for the Northern tour and may be pressed into use at Miami to accommodate employees.

Fire Fighters Pick Idora

YOUNGSTOWN, O., Feb. 12.—Annual firemen's school, sponsored by Northeastern Ohio Fire Fighters' Association, will be held in June in Idora Park here, officials announced. School will present fire-fighting and life-saving demonstrations and an expo of manufacturers' exhibits. The two-day event, which in former years has been in Meyers Lake Park, Canton, O., and Brady Lake, Ravenna, O., draws heavily.

Bielman Goes to Key West

DETROIT, Feb. 12.—C. F. Bielman Jr., general manager of White Star Navigation Company, left Detroit to make his home in Key West, Fla. Because he was unable to find a vessel suitable to place as a day excursion boat between Detroit and Port Huron, he decided to turn his attention to managing a resort hotel in Key West and several real estate projects.

Walled Lake Opens May 15

DETROIT, Feb. 12.—Fred W. Pearce, proprietor of Walled Lake Park, is planning to open the season there about May 15. Four additional concessions have been booked, making a total of 15. Casino Ballroom in the park, operated by Mrs. Louis Tollettene, will open about the same time. J. Eugene Pearce is park manager.

Finis Sounded For Fairmount, K. C. Landmark

KANSAS CITY, Mo., Feb. 12.—Fairmount Park, many years the pride of summer amusement seekers in the Middle West, passed out of existence this week. Workmen for a real estate company are constructing five small bungalows on an expansive plot inside the park boundaries and this spells finis to Fairmount's long and colorful history.

Since a large portion of the old park was destroyed by fire several seasons ago it had been used chiefly as a summer resort where small cottages on the lake housed Kansas Citians who wanted a taste of "the country" without going too far away from city streets. Fairmount, about three miles east of the city on United States Highway No. 24, for many years before the World War served this territory with rides, concessions and funhouses of almost every description. During the war it was used as a brewery site, but after the Armistice it was outfitted once more and profitably operated for more than a decade.

With closing of Winnwood Beach, eight miles north of the city, a few seasons ago, Fairmount and Fairyland parks were the only ones left. And now that Fairmount, oldest of them all, has gone, Fairyland Park, on the city's fast-growing and exclusive south side, remains as the only park of its kind in this section.

Ireland To Present Big Event in Cocoa

COCOA, Fla., Feb. 12.—A Charity Bazaar lasting 10 weeks will be presented in Curtis Ireland's Amusement Park, Merritt Island, with various organizations participating in proceeds, event being under combined auspices of Catholic Church, American Legion, Legion Auxiliary, Rotary and Kiwanis clubs, Elks, Volunteer Fire Company, Masons, Cocoa Band, Tourist Club and Episcopal Church.

Park is open every night except Sunday, and during the 10 weeks special programs will consist of dancing, contests; bingo game, one of the largest and most beautiful in the State; nightly door prizes, bank nights and big floor show on one of the finest dance floors in the section.

Mr. Ireland reports having spent nearly \$25,000 on buildings and improvements, with area for tourists and trailers. Park is across the bridge from Cocoa on Indian River, surrounded by palm trees and with facilities for boating. With completion shortly of a new causeway being built by the State, the park promises to become one of the finest in the State, the management declares. The event is being advertised with billboards, radio and press. Assisting Curtis Ireland, owner and manager, Sam Burgdorf is handling exploitation this season.

CINCINNATI.—Cy D. Bond, who was a Cincy visitor on February 10, was a caller at offices of *The Billboard*.



OMER J. KENYON will be manager of Fairyland Park, Kansas City, Mo., during the 1938 season, having signed a contract last week with Owners Victor and Mario Brancato. He will succeed W. H. (Harry) Duncan, who has retired from the park field. Mr. Kenyon was in charge of the park last season until August, a previous contract having called him to Toronto on indoor circus work.

Kenyon Has Post in K. C.

Signs with Brancatos for season — opening about May 15 with new features

KANSAS CITY, Mo., Feb. 12.—Omer J. Kenyon has signed a contract with Victor and Mario Brancato, owners, to manage Fairyland Park here for the 1938 season. A veteran in the amusement park field, he has served in many cities throughout the United States and Canada in the last 15 years. He was manager of Fairyland last season until August, when he went to Toronto, under a previous contract, to aid in staging an indoor circus.

The Brancatos, brothers, said the park will open about May 15 with some new rides and concessions. Grounds are being cleaned and equipment repaired for an expected banner season.

Mr. Kenyon succeeds W. H. (Harry) Duncan, who resigned after being connected with Fairyland intermittently for 10 years. Mr. Duncan now is booking carnivals and working with various organizations on sponsored events here.

Rides Are Bought For Several Spots

KANSAS CITY, Mo., Feb. 12.—Sales to park managements were reported by Abner K. Kline, factory representative of Eyerly Aircraft Corporation, on his arrival here from a trip east as far as Pittsburgh and thru Middle Western States.

An Octopus unit was sold to management of Rock Springs Park, Chester, W. Va., and an Octopus ride and dual Loop-o-Plane to Louis Greiner for Sandy Beach Park, Russells Point, O., he said, and an Octopus ride to Krug Park management, Omaha.

He also reported sales of an Octopus ride to Anderson-Srader Shows for spring delivery, dual Loop-o-Plane to Clint & Clark Shows, Canton, O., and dual Loop-o-Plane to J. L. Landes for the J. L. Landes Shows, Chapman, Kan. Mr. Kline said the factory is now working on regular schedule.

Sarasota To Build Park Beach Casino

SARASOTA, Fla., Feb. 12.—Plans for construction of a modern beach casino in Coolidge Park on Lido Beach and on which work is expected to start within a month were announced by Mayor Kimbrough and Karl A. Bickel, head of the Chamber of Commerce special beach development commission.

Plan involves building of a beach boardwalk at an elevation of eight feet, more than 100 feet back of high-tide line; an adult swimming pool, 180 by 60 feet, and a children's pool adjoining.

A dining room with an outdoor terrace will be provided at one end of the new casino and a large dance floor at the other. Numerous other features to make development a model for South Florida have been included. Casino will be constructed, facing the gulf in the park, which was dedicated to the city by the late John Ringling.

Yohe Inspecting Ballrooms

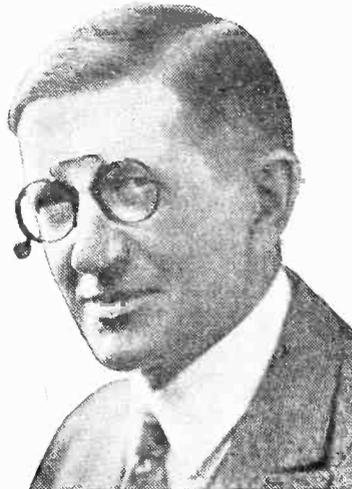
CINCINNATI.—Al Yohe, ballroom and picnic manager of Lakeside Park, Denver, who is on an extensive inspection tour of parks and ballrooms, was a visitor to the offices of *The Billboard* on Tuesday, also conferring with Coney Island officials and looking over Castle Farm and other dance spots here. He said Lakeside will continue booking name bands, that policy having been very successful. Fireworks and special days have greatly increased Lakeside biz, he said, and opening of the 1938 season will see some new rides and other attractions.

Ott Pool Shows Big Draw

MIAMI, Fla., Feb. 12.—Capacity crowds of 5,000 to 6,000 are turning out each Sunday to witness Alexander Ott's Miami Biltmore pool shows in Coral Gables. The big 25-act two-hour programs have proved popular because of variety of the swimming and diving exhibitions combined with outdoor and stage acts. A big success on three successive Sundays has been the high-wire act of Wolandi, who does tango, rides bicycle, climbs ladder and does other stunts. Wolandi is being held over for other performances at Miami Biltmore pools. Ella Carver has a season's contract for her high dive.

Developing Spot in Tenn.

HUNTINGDON, Tenn., Feb. 12.—For Edwards Park here 10 acres almost in the center of the town have been purchased for further development of an amusement park, reports Manager J. F. Walters of the spot, owned and operated by Huntingdon Lions' Club. He said rides and shows have been contracted for a July Home-Coming Celebration and that the 1938 Carroll County Fair will be held in the park, which also includes circus grounds.



J. EUGENE PEARCE, who will again manage Walled Lake (Mich.) Amusement Park, one of the spots controlled by his brother's Fred W. Pearce Enterprises. Considerably improved, the Michigan park is scheduled to open for the season about May 15.

The Pool Whirl

By NAT A. TOR

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

Swim-for-Health Week

Word was received last week from Martin Stern, executive secretary of national Swim-for-Health Week committee, concerning plans for the observation of the week this year, who writes:

"The third annual national Swim-for-Health Week, sponsored by National Knitted Outerwear Association, will be conducted on June 20-25. According to our latest reports, more than twice the number of department stores, newspapers and municipal and commercial swimming pools will tie up with this year's event. Every large chain store organization will publicize Swim-for-Health Week in newspaper advertising copy and window and counter displays. Among organizations with which pool owners can tie up are J. C. Penney, Montgomery Ward, Sears-Roebuck, G. C. Murphy and McCrory stores.

"Thirty thousand units of 'dealer helps' will be printed this year. Each unit consists of a 25½ by 40½-inch six-color poster and two 13½ by 21½-inch similarly designed posters. These are purchased by bathing suit manufacturers for free distribution to stores. Similar posters can be secured by pool owners with their own imprint. One million two-color Swim-for-Health Week stamps have been printed for use on letterheads and backs of envelopes. They can also be used on all types of circulars issued or released by swimming pools to their prospective patrons.

"Pool owners should make a tie-up with a newspaper and their merchants in promotion of swimming meets for boys and girls in novice, junior and senior classes. They should also arrange with the newspapers for publication of a coupon entitling a bearer to a free swimming lesson. A campaign of this kind increases revenue at the box office because a holder of a coupon cannot secure a free swimming lesson unless he or she pays an admission at the gate.

Pool owners benefit during Swim-for-Health Week thru advertising purchased in local newspapers by department store and specialty shop owners. These advertisements, altho stressing values of the stores' beach merchandise, emphasize the value of swimming to health. By so doing it increases the number of persons desiring to participate in the sport and recreation of swimming and this results in increased attendance at pools and beaches."

Fair Times Preview

Thru courtesy of Len Traube, editor of *Fair Times*, released by George A. Hamid, Inc., the column has received a preview of an interesting swimming pool article which will appear in its February issue. Story concerns aquatic activities at Clementon Lake, N. J., and reads:

"Attractions Manager H. R. Eldred emerged from an all-day conference with Hamid office executives in New York with a schedule of free acts, including importations, which will share the spotlight with important national features at Clementon Lake (N. J.) Park.

"Mr. Eldred and the managing director, T. W. Gibbs, have been at the helm for only three years, having 'taken over' after the Jersey playground was all but discredited as an amusement resort. In that short period they have made Clementon Lake the mecca for multitudes, drawing some of the largest picnics and excursion crowds on the Atlantic Coast.

"Aside from engaging big-time circus and vaudeville attractions, the duo is again focusing great attention upon swimming championships with an ambitious schedule of water events on alternate Wednesday nights, dates being June 22, July 6, July 20, August 3, August 17, August 31 and September 5, Labor Day. The other Wednesdays in June, July and August will be given over to speedboat racing, a popular event at the lake resort. A canoe regatta is slated for latter part of August.

"Swim competitions, under the banner of Middle Atlantic Amateur Athletic Union, are held over a 50-yard, seven-lane course and average six events a night. On June 12 the swimway will play host to three events for men and three for women, with one open event, a 100-yard free style. On August 7 women's national AAU senior championships will be contested in the individual

and team brackets over long-distance routes.

"A gold cup trophy, suitably engraved, will be awarded to the man or woman scoring the greatest number of points thruout the arduous schedule. The tournament, which in the past has been widely attended, draws thousands of swimming fans from Philadelphia and Camden and is heavily exploited in sports sections of metropolitan dailies and weeklies. Park maintains a 20,000-watt flood-lighting system to help the mermen and mermaids on their march thru the lanes."

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: "This place opening soon" signs around the Island are signs that spring isn't far off. Suffolk County is bearing down on all amusements minus the perfectly legitimate angle.

A soft-drink company is shooting the works for the World's Fair and Long Island in general for 1939, the expenditures running high into six figures. Biggies in the local nitery field: Herb Moss, Pat McEnroe, Show Bar; Min and John Hartel, Grassy Point; Tommy Cummings, Sportsman Grill, Jamaica.

Plan at swanky Southampton is to put into existence a typical Indian Village of yore. Scene would be on the shores of Shinnecock Bay, where 100 bona fide Indians now live. Sponsor would be Southampton's Town Board, and if the idea works out it'll be ready for World's Fair crowds.

ROCKAWAY BEACH: Chamber of Commerce expects more than 30,000,000 visitors this coming spring and summer for a new all-time record. The following year, with the World's Fair and other features, an even greater number of visitors is foreseen. Small wonder then that so many amusement people here are expecting to have tidy nest eggs stored away by 1940.

LONG BEACH: A well-known local citizen speaking at a civic meeting a short time back related that virtually every one of America's major seashore resorts is in the state of financial jeopardy and he urged that Long Beach be the one to demonstrate that a shore city can be staple.

With the Zoos

LITTLE ROCK—Ruth, a 2,200-pound elephant, is expected in Municipal Zoo for temporary and possibly permanent residence. With Ruth is to come a male dromedary as a mate to another in the zoo and six high-school Shetlands. Ruth comes on a 90-day consignment contract. The animals are circus trained and expected to help make their own keep with week-end shows, Superintendent Bill Sprott said. New pond for water fowl has been completed and swans are already in.

DETROIT—Report of the zoo commission shows 38 visits by the stork to Detroit Zoo during 1937 and deaths of 36 animals. Maude, a moose, died of tuberculosis; three anteaters died and a male tiger was killed by its mate, Nellie, now being kept in solitary confinement. Trustees of the Horace H. Rackham estate are to erect a memorial fountain at the zoo in honor of Mr. Rackham, probably to be finished by spring.

WASHINGTON — National Zoological Park has had 32,000 visitors to see the penguin colony, where one of the denizens has laid an egg and is in process of hatching it, something unheard of heretofore in zoos. A late arrival is a baby zebu, not the first to be born in the zoo but somewhat of a rarity. Attendants note a large increase in visitors whenever newspapers report a birth.

DES MOINES, Ia.—There is considerable activity in a drive for a city zoo, and Jacob Wagner, head of Iowa Circus Fans' Association, said he believes circus executives will assist in populating a zoo here and that donations of animals would come from several other sources. To date city council has been offered two razorback hogs and one goat for the proposed zoo.

American Recreational Equipment Association

By R. S. UZZELL

W. J. O'Brien, of Revere Beach, Mass., is working diligently to make his space at the beach produce more revenue. Making two rides operate where only one operated before is the spirit of our times. More efficiency is the price of survival. He is going down under the platform to place a ride where none has ever been before. We shall watch this experiment with keen interest.

"Fire is the test of gold and gold is the test of men," said the greatest Chinese philosopher. Everywhere we see wrecks of men and of their careers because they could not stand the test of gold. Prosperity so exaggerated their ego that they thought themselves supermen. This urged them to overambition like Napoleon on the winter Moscow campaign saw the beginning of his complete undoing and pointed the road to St. Helena.

Many are saying they will keep it when they make it this time. Let us hope they do and that no more parks are built in out-of-the-way places where there is not the slightest chance of success.

Credit Goes to Levere

There are many parks with merit that can be revived. There should be a practical man somewhere behind the scene or costly blunders are sure to be made. New lighting, new color scheme and stream-line fronts with a few new attractions will do the trick.

They are, at this writing, running shy of snow in New England for winter sports. Right at the time when the sports in the snow should be at peak we know of no one to blame but John T. Benson's wild animals. Last winter they missed it by a wide margin and thus far have fallen down, temporarily at least. There is time left for plenty of cold weather and snow. However, wild geese are going north a month early; perhaps they will come back as they sometimes do when an unseasonable warm spell lures them north prematurely. The writer has spent a lifetime in this business and has never discovered any other way than to take the weather as it comes.

West Haven, Conn., is taking on an activity such as it has not seen in a decade and a half. Some of the old-timers who had passed up the place for good and all are going back with new ambition. Fred Levere deserves the credit for reviving this Coney Island of Connecticut. He held the fort when some of the bravest despaired. It took a real man to hang on as he did thru those discouraging years. Now he deserves to reap a well-earned reward.

Tudor at Scotch Expo

Harry E. Tudor writes again from Glasgow, Scotland, that the original plan of the exposition has been discarded for a less pretentious one that may now confidently expect to succeed. They are expecting a gross attendance of 15,000,000 people. Harry does not say what per cent of that will be Scotch. This is a very important item, Harry.

But for Tudor's missing a boat once upon a time he would not now be in Scotland nor would he have spent 20

additional years in the U. S. A. The boat he missed by a narrow margin was none other than the Titanic. One more season in Scotland; then America for good, says Harry E. He has been broadcasting on the life of Robert Burns, and how! A managerial position for Tudor at the Scotch show seems assured. No exposition happens anywhere without one of the bunch there to tell us just what happens.

Work Started at Pa. Beach

NORTHUMBERLAND, Pa., Feb. 12.—New construction for the season opening on May 28 has been started at Sandy Beach, said Owner W. D. Mantz, work to include bathhouses, refreshment stands and stage. Manager W. D. Yarger has returned from a successful booking trip, reporting that many former concessioners will return to the spot, which has not been operated since the 1936 season, when it was damaged by flood waters.

COLE SHOW

(Continued from page 42)

ing and establishing Cole Bros.' Circus as a major tented organization, has been appointed general agent and traffic manager. He was general agent of the Cole show since it was organized by Messrs. Adkins and Terrell.

Fred C. Kilgore has been appointed general contracting agent. Bernie Head will be general press representative and Curtis Gover assistant; William Backell, No. 1 advertising car manager; Artie Welsh, manager of No. 2 car; Pat Murphy, manager of opposition brigade, and Stanley Beall in charge of distributing.

The spectacle, *La Argentina*, will be staged by Rex de Rosselli. H. J. McFarlan will be equestrian director; Al Dean, superintendent of cookhouse, and P. A. McGrath, trainmaster.

The flats and stocks will be entirely of steel and are being constructed by the Warren Tank Car Company. The sleeping cars will provide the latest in the way of comfort and luxury.

An elaborate line of special lithograph and block pictorial printing is being made for the show by the Erie Lithographing and Printing Company and the Enquirer Job Printing Company.

SEASIDE HEIGHTS POOL & CASINO ON THE BOARDWALK

Can use three or four Rides; also legitimate Concessions and Attractions. Big crowds every day. Over 11,000,000 people to draw from. Largest and Finest POOL on Jersey Coast. Write or wire C. M. HEFELFINGER, Manager, Seaside Heights, N. J.

LIKE TO PLACE FERRIS WHEEL OR SPILLMAN MERRY-GO-ROUND IN OHIO OR PENNSYLVANIA PARK.

A. E. KENNEDY, Box 4, Akron, O.

WANTED

FOR 1938-'39 SEASONS. Portable Rides of all kinds, Rodeos, Shows, Tent Concessions, etc. 90-acre Park. Established 15 years. TWO-mile Waterfront. Write at once. DEEMER BEACH AMUSEMENT PARK, New Castle, Del.



Auto - SKOOTER - Water

SHOWMEN

GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.

LUSSE BROS., INC.,
2809 N. Fairhill St., Phila., Pa., U. S. A.
LUSSE BROS., LTD., Central House, 45 Kingsway, London W. C. 2, England.



AMUSEMENT PARK FOR SALE

MODERNIZED and REBUILT at Tremendous Cost Near Prosperous Industrial and Mining City of POTTSDALE, PA. Serving Population of 150,000.

New Rides, Dance Hall, 120x90; Swimming Pool, 200x50; Lake and Grove, Giant Coaster. Good Reasons for Selling.

Apply HOWARD F. HOBBS, Agent, Pottsville, Pa.
Only \$8,000.00 Cash Necessary, Balance on Terms. Quick Action Necessary.

VIRGINIA BEACH VIRGINIA NIGHT CLUB

For Rent Fully Equipped. Also Bath House and Swimming Pool in the Heart of the Leading Resort on the Atlantic Seaboard. It's a goldmine for the one who can properly manage a Night Club. Write or wire.

VIRGINIA NOVELTY COMPANY, 709 High Street, Portsmouth, Va.

TEST AID CASE SET IN WIS.

Move To Insure Future Payment

Demand for \$134,000 annually to follow court decision tying up funds

MADISON, Wis., Feb. 12.—Directors of Wisconsin Association of Fairs at a special meeting here on February 4 voted to institute a test case in a move to insure future payments of State aid to county fairs. Association representatives are scheduled to make a request to the State Supreme Court on February 14 for a declaratory judgment on State aid to county fairs, totaling \$134,000 annually.

Following the high court's decision in Wisconsin Development Authority case, Secretary of State Theodore Dammann refused to release funds appropriated to private organizations such as county fair societies, live-stock breeders' associations and the like.

Named to direct the legal action are Frank W. Lucas, Madison; Herbert J. Smith, De Pere; R. M. Orchard, State Department of Agriculture and Markets, and J. F. Malone, Beaver Dam, secretary of the State association. Finances to provide for the legal action would be raised by a \$10 assessment on each county fair group. Wisconsin Horse Breeders' Association is reported planning similar action.

Peterson Is New Spencer Secretary

SPENCER, Ia., Feb. 12.—J. H. Peterson, clerk of Clay County District Court, was elected secretary of Clay County Fair Association and of Spencer Chamber of Commerce. He will succeed Leo C. Dailey, secretary 11 years, who will go to Sioux City as secretary of the Chamber of Commerce there.

The new secretary's salary will be fixed at around \$2,700 a year, officers of the two organizations stated.

He has been clerk of courts seven years. Almost 100 applicants were considered for the position with final decision resting between Mr. Peterson and Paul H. Martin, Spencer newspaper man.

New War Memorial Gates For Three York Entrances

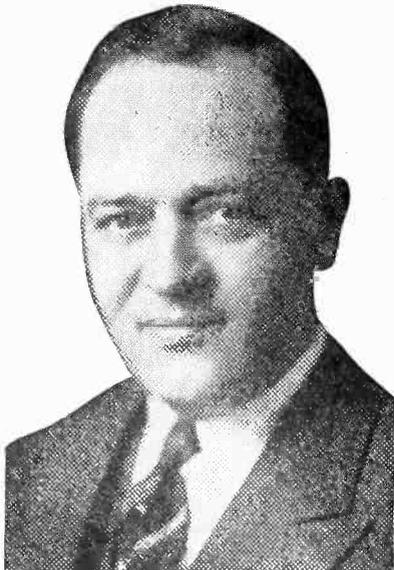
YORK, Pa., Feb. 12.—Three gates to be built at entrances to York Interstate Fair will be memorials to wars, it was decided by York County Agricultural Society.

Gate at Highland avenue entrance will be a memorial to York's participation in the Spanish-American War. Maryland avenue gate will be a memorial to commemorate York's history in the Revolutionary War, and the Civil War will be commemorated by a gate at Madison avenue.

Charlotte E. Jacobs was elected assistant secretary and assistant treasurer and President Samuel S. Lewis was authorized to complete a contract with Ernie Young for a revue for the 1938 fair.

Texas Ready for Expos

DALLAS, Feb. 12.—Forty-five Texas business leaders, including Governor Allred, met in the Baker Hotel to establish a New York World's Fair and San Francisco Golden Gate Exposition Commission of Texas to direct the State's participation in the fairs. The commission, appointed by Governor Allred, elected Karl Hohlitzelle, Interstate Circuits, Inc., Dallas, president of a non-profit corporation to raise \$500,000 immediately from which to finance preliminary work in organizing two Texas exhibits. R. L. Thornton, Dallas banker and vice-president of the commission, said details of plans for raising the fund would be announced.



E. E. IRWIN, unanimously re-elected president of Illinois Association of Agricultural Fairs. Mr. Irwin has made an enviable record as president of the association as well as manager of Illinois State Fair, Springfield.

Good Outlook Seen At Ontario Meeting

TORONTO, Feb. 12.—Any immoral shows and off-color games must be kept out of the fall fairs, Ontario Minister of Agriculture P. M. Dewar this week told the annual meeting of Ontario Association of Agriculture Societies.

He hinted that boards not complying will lose department of agriculture grants. Opinion among fair officials and showmen present was that conditions regarding shows and games are good among fairs in this division. J. W. Conklin, head of the Canadian National Exhibition amusement division, also representing the Conklin Shows, said the outlook for the season is exceptionally good. Reports showed that infantile paralysis had hurt attendance at small as well as major 1937 fairs. The association adopted a reforestation project as a public service program. Officers elected are: President, R. J. Kerr, Acton; vice-presidents, G. V. Robinson, Dresden; W. Walker, Port William; secretary, J. A. Carroll, Toronto, and treasurer, J. E. Peart, Hamilton.

WHILE living in their trailer, Fisher and Graham, aerialists, report that they are building a home in Dania, Fla., where they are fishing and expect to sojourn until opening of their season of celebrations and fairs.

Pa. Motor Police Are Pledged To Aid in Success of Fairs

By C. M. WILHELM

Address of assistant commissioner of Pennsylvania Motor Police on "Clean Midways at County Fairs" before annual meeting of Pennsylvania State Association of County Fairs on January 26 in the Yorktowne Hotel, York.

We often hear that, "A housekeeper is judged by the manner in which her house is conducted." This might be applied to any business. County fairs have long been a high spot in the lives of people who reside in agricultural districts as well as those living in cities and towns. History tells that in early days of England and other European countries fair day was one of the high spots of the year. The same is true today in our United States. Fair associations throughout the country are doing a splendid job of holding these exhibits. By so doing they encourage one industry which is the backbone of the nation, agriculture.

In Pennsylvania many fairs are a county function, held under auspices of local associations, made up of men well known in their communities, many of

Problems Frankly Discussed At Biggest of Ill. Conventions

Carnivals come in for some criticism altho clean bill is given majority—State association hears that annuals, in good condition, have made much progress

SPRINGFIELD, Ill., Feb. 12.—With one county, Greene, reporting a delegation of 26, the 28th annual meeting of Illinois Association of Agricultural Fairs in the St. Nicholas Hotel here rolled up largest attendance in its history. Practically every fair in the State was represented, several having entire boards present. There was some straight-from-the-shoulder discussion of fair problems during the sessions on February 3 and 4, horse racing, carnivals, concessions and 4-H Club work being principal topics. President E. E. Irwin, also manager of the State

Fair here, presided at all sessions and took active part in discussions. Under his guidance the association has made exceptional progress and his re-election as president was unanimous.

Opening session was devoted to horse racing. Robert Terry, representing *The Horseman and Fair World*, offered some practical suggestions on building up horse racing at county fairs; Sheldon McGraff and A. G. Ward spoke on *Colt Racing*, Dick Nolen on *Running Horse Racing*, and general racing discussion was conducted by W. R. Hayes and W. O. Ireland. Talks at Thursday afternoon's session included *Greetings, Department of Agriculture*, by J. H. Lloyd; *Discussion of New Law*, Henry Knauft, and *Women's Interest in County Fairs*, Mrs. Jack Stump.

Carnivals Lauded and Panned

At Friday's session B. W. DeBord, assistant director of agriculture, gave a comprehensive report on 1937 fairs, showing that Illinois fairs are in excellent shape and have made definite progress. There were several new ones in 1937 and several more are planned for 1938. Other talks included *Concessions*, by J. W. Richardson; *Rebuilding a County Fair*, Perry J. Keck, Fairbury; *4-H Clubs*, E. I. Pritchard; *Community Interest*, Jack Stump, in which he urged the fairs to tie up with civic organizations; *County Fair Judges*, Mayor C. Edwin Hair, Benton, and *County Fair Classification*, Alvin Helms and W. J. Hardy.

Liveliest interest was created by reports on carnivals, given by C. C. Hunter, Taylorville, after Secretary A. W. Grunz had read the report of the grievance (See PROBLEMS FRANKLY on page 50)

Western N. Y. For Aid Boost

Managers favor a tilt of \$50,000 in premium funds—profitable year reported

BUFFALO, Feb. 12.—Feeling need of increased financial support from the State, annual meeting of Western New York Fair Managers' Association in the Hotel Buffalo on February 8 went on record favoring a petition to the agriculture department for an additional \$50,000 over the former appropriation of \$250,000.

Delegates of the 10 counties in the association were enthusiastic in expression of need for this advance in reimbursement to fairs for premium money which the State sets aside from revenue from race meetings.

Nominating committee's recommendation for re-election of officers was unanimously indorsed by some 50 delegates present and the following were renamed: Frank J. O'Brien, Caledonia, president; James W. Fawcett, Bath, vice-president; Glen W. Grinnell, Batavia, secretary-treasurer. Chairman of the committee was Jacob C. Newton, Hamburg, Erie County Fair.

Most of the fairs, those in Albion, Batavia, Caledonia, Dunkirk, Little Valley, Hemlock and Bath, reported profitable 1937 seasons. Erie County Fair reported inclement weather largely responsible for a \$7,000 decrease in receipts from the previous year. George Fotch, Daisy Advertising Decorating Agency, was in charge of program and decorations.

Figures Up in Vancouver

VANCOUVER, B. C., Feb. 12.—Vancouver Exhibition Association closed 1937 with net income from operation of \$44,418, reported Willie Dalton, treasurer, who said regular installments of \$23,157 were paid on city money by-laws, improvements made to grounds and buildings and a new pro golf house and store building erected. After providing \$28,114 for these, \$15,304 was transferred to surplus accounts. F. D. Gross, chairman of board of works, said he will ask appropriation of \$200,000 to complete livestock building, erect a school exhibit building and provide new accommodations for Indian exhibits. Congratulations were offered President Walter Leek on his services and Vice-President John Dunsmuir was thanked for work during the president's illness. Mayor Miller expressed confidence in the new financial set-up under the city internal audit department.

Young Takes Nine in Wis.

CHICAGO, Feb. 12.—Ernie Young, who will have four revues in the field this year, reports that his fair bookings continue heavy. He now has nine Wisconsin fairs, Oshkosh, Chilton, Sturgeon Bay, Marshfield, Friendship, Cederburg, De Pere, Plymouth and Seymour.

SEATTLE, Wash.—Expanding organization activities into suburban sections, Seattle-Northwest 1942 Centennial Exposition opened a branch office in the University district, with Mrs. Elsa McIntyre in charge, to provide residents with information on the five-year plan of the fair organizers.

Tenders Are Made For Fiesta Theater

FORT WORTH, Tex., Feb. 12. — An agreement for division and disposal of the Frontier Fiesta plant was made at a conference of officials on February 4, city being scheduled to receive all permanent improvements on grounds, while Fiesta directors seek to liquidate the rest by sale.

The groups agreed that buildings on Sunset Trail, Blockhouses at the entrance, Firefly Garden stage and the \$210,000 Jumbo building should be removed and sold, city to get first chance at buying any or all of the buildings for material and equipment therein. City council authorized the city manager to negotiate with Manager J. F. Pollock of the Fiesta for purchase of such properties as it was agreed should be sold to satisfy remaining obligations of the Fiesta.

Buildings to be left standing include original Casa Manana, Pioneer Palace, West Texas Chamber of Commerce Building, old Last Frontier mountain and a few small structures. It was agreed that cost of maintaining Sunset Trail and Jumbo buildings would be too much. In retaining Casa Manana and other more permanent structures it will be possible to lease them for more than enough revenue to maintain them, the committees decided.

Two offers to take over Casa Manana on a percentage basis have been made. Fortune Gallo, San Carlo Opera Company, is interested in leasing the outdoor theater for a summer of light operas and musical comedies, similar to those he produced at Jones Beach in New York.

The other offer came from Will Morrissey, assistant to Billy Rose here during the 1937 centennial, who would lease Casa Manana and Pioneer Palace for summer shows similar to those of the past two years, except for change of cast every four weeks, to open in June and run thru September. Associated with him would be William B. Friedlander, producer, and Arthur Silber, agent. For first time since the Frontier plant was built these offers call for no raising of money locally. However, Mr. Morrissey would put on an advance ticket campaign.

Dallas Citizens Members Of Board for 50th Jubilee

DALLAS, Feb. 12.—Texas State Fair Association set in motion plans for the 1938 Golden Jubilee Celebration of the State Fair of Texas, first fair to be held in three years, the board having given way to Texas Centennial Exposition in 1936 and Pan-American Exposition last year.

President Otto Herold named prominent citizens on special committees. Executive committee comprises Mr. Herold, chairman; A. M. Matson, T. M. Cullum, Holmes Green, E. J. Kiest, F. P. Holland, D. H. Pace, W. F. Pendleton and Hugo Schoelkopf. Committee chairmen appointed by Mr. Herold are J. M. Moroney, entertainment; Hugo W. Schoelkopf, aviation; John W. Pew, petroleum; Holmes Green, publicity; T. M. Watson, exploitation; T. M. Cullum, athletics; James K. Wilson, commercial exhibits; John W. Carpenter, transportation; W. H. Hitzelberger, special events and promotional exhibits; R. J. O'Donnell, attractions and auditorium; J. J. Eckford, poultry; T. M. Watson, concessions; F. W. Holland, grounds and buildings; D. M. Pace, agriculture; A. M. Matson, automobiles; Frank P. Holland, boys' and girls' clubs.

D. H. Pace, director of the implement show, said more than 200,000 square feet of space had been set aside for it and that more than 100,000 feet have been reserved.

Lloyds Offering Big Odds G. G. Expo Opens on Time

SAN FRANCISCO, Feb. 12.—Regarding possibility of the 1939 Golden Gate International Exposition falling to open next year Lloyds, of London, are wagering 9 to 1 that the expo will be held as scheduled, its officials say.

Harris De Haven Connick, new director in chief, said schedule will be kept moving on time, subordinate to nothing else. "I'm going to operate a gold-fish bowl," he said. "The public is going to see the machinery work, get the answers to all the questions. Nothing hid under the table. I need help

and suggestions." He is chief administrative officer for President Leland W. Cutler, who appointed him. Ford Motor Company will exhibit at the expo, it was announced, cost of ground space and exhibit to be about \$250,000. Norway's participation will amount to construction of a ski lodge. Auto plates in 1939 are to carry the inscription, "California World's Fair, 1939."

Flemington Is Preparing

FLEMINGTON, N. J., Feb. 12.—For the 1938 Flemington Agricultural Fair, with membership in Central Fair Circuit and Penn-Jersey Fair Circuit, a program has been arranged with horse racing, rodeo, auto racing, fireworks, draft-horse show, agricultural and auto shows and 4-H Club display, said President E. B. Allen, who declared Flemington Fair last year had the biggest 4-H Club exhibit in New Jersey.

George A. Hamid will furnish grandstand acts, Ralph A. Hankinson auto races two days and B. & V. rides and shows will be on the midway. Only merchandise concession games will be permitted. The 1937 fair had a profit and greater attendance than in any previous year.

Fifty dollars in cash will be given away every night and an automobile will be given away Labor Day night. On opening day a pony, saddle and bridle will be given to some child.

WARSAW, Ind.—Kosciusko County Fair has a reserve fund after greatest attendance in history the past season. Contracted for the 1938 fair are Flying Howards, aerial trapeze and trampolines; Yinpy, high-diving dog; LaVine and Mae, eccentric comedy; Michaels and Company, slack wire and juggling; Olive Craig, high-wire toe acrobatic dancing; the Raymonds, comedy contortion; Bassey and Bailey, hand-to-hand balancing; Sybil, butterfly dance; Roberts and Company, novelty magicians; Hangleton Trio, motorcycle and comedy bicycle, and Wigand Trio, aerial rings and teeterboard.

Agricultural Situation

Condensed Data From January Summary by U. S. Department of Agriculture, Washington, D. C.

The year 1937 ended with signs of lessened pressure on the downtrend of commodity prices. The situation suggested the possibility of at least a temporary turn for the better. Encouraging was the firming of cotton prices despite addition of 500,000 bales to a crop of already record proportions. The 1937 cash income of farmers was estimated by B. A. E. at \$8,500,000,000. This was \$580,000,000 more than in 1936. It was the largest cash income since 1930. But there was also an increase in farm costs, enough possibly to offset most of the gain in income as compared with 1936. November industrial production by factories processing farm products was 25 per cent less than in November, 1936. But the purchasing power of non-agricultural income per capita was 4 per cent higher. Big crops and reduced industrial and consumer demand are an unfavorable combination. Hope lies in a better balancing of the scales by mid-year.

DEMAND STABILIZING

Indications of a possible turn for the better in the economic situation as affecting agriculture and industry appeared in mid-December. There was evidence of renewed interest by prospective buyers of some industrial goods, and a slight improvement in the demand for wheat and cotton. Possibility that the recession had been sufficiently discounted in the prices of some staple commodities was suggested. Decline in industrial activity the past few months was precipitous. The Federal Reserve index of industrial production dropped about 25 per cent from the summer peak. The decline in consumer purchasing power and in the demand for farm products has been slower and less severe, but has affected materially the prices of many agricultural commodities.

Advance buying in many lines in the past year stimulated production in excess of the movement of goods into consumption. By late summer the stimuli to advance buying had disappeared and factories began to run out of unfilled orders, contributing to recession in business activity. Large inventories built up during the first half of 1937 enabled

Fair Elections

LANGDON, N. D. — Cavalier County Fair Association re-elected J. O. Ryan, president; Miles Formo, treasurer; Dick Forkner, secretary.

BOWIE, Tex.—Lum Lovette was elected president of Bowle Fair board; W. H. Stephens, retiring president; G. Jackson, Albert Bacher, Mrs. Renne Allred, Mrs. R. C. Cady, Mrs. Wilbur Morgan and Estill Miller, directors.

CONVERSE, Ind.—Miami County Agricultural Association re-elected O. A. Reynolds, president; T. M. Warnock, vice-president; D. E. Warnock, secretary; Allen Kling, treasurer. New directors are James Summers, L. A. Shively and Frank Cable. Association has a substantial balance and some new buildings will be erected.

LOGANSPOUT, Ind.—Ben Pennington was re-elected president of Cass County Fair Association; Herman Martin, vice-president; Babe Thomas, secretary; James Chase, treasurer.

ELROY, Wis. — William Dwyer was elected president; James Milne, vice-president; B. A. Waterman, treasurer, and O. D. Whitehall, secretary, of Elroy Fair Association.

Fair Grounds

YOUNGSTOWN, O.—Premiums for the 1938 Mahoning County Fair will be increased \$500, the society also having decided to add fireworks as an entertainment feature. Increase will be in a \$5,000 general list and will not affect \$5,000 for races. Increase in each premium department was made possible by increased patronage last year.

LITTLE ROCK, Ark.—With Colonel T. H. Barton, El Dorado, named first president, it was voted by the new executive committee to hold a 1938 Arkansas Live-Stock Exposition, an

Fair Meeting

West Virginia Association of Fairs, February 24, Ruffner Hotel, Charleston. J. O. Knapp, secretary, Morgantown.

initial fund of \$1,000 having been raised in a State drive. Raymond Higgins, Little Rock, was made secretary-manager; Fred G. Bretzke, George C. Stohlman, Fred Isgrig, Mrs. Agnes Bass Shinn, vice-presidents, and an executive committee will be composed of heads of all livestock associations in the State.

MADISON, Wis.—Youth organizations will govern a Junior 1938 Wisconsin State Fair, according to plans here. Directors named are Wakelin McNeel, Madison; Norman Eckley, Whitewater; L. R. Larson, Beaver Dam; C. J. McAlleavy, Wausau; L. M. Sasman, Madison; Geneva Amundson, Madison, and Ralph E. Ammon, State fair manager.

ST. JOHN, N. B.—The two ranking officers of Canadian Association of Exhibitions for 1938 are executives of leading maritime provinces fairs. A. W. MacKenzie, Truro, N. S., elected president at the recent annual meeting in Toronto, is secretary-manager of Maritime Winter Fair, Amherst, N. S., revived in 1936 after a lapse of several years, and also on the executive staff of Nova Scotia Exhibition, Halifax. G. W. Frost elected vice-president of the CAE, has been secretary-treasurer-manager of St. John Exhibition Association five years and was superintendent and assistant manager many years.

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DR. J. S. DORTON, Mgr., North Carolina State Fair, Raleigh.

Thank you, Dr. Dorton and North Carolina.

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PA. MOTOR POLICE

(Continued from page 48)

ness. If the fair association allows concessioners on the midway who are intent only on fleecing fair visitors, such practices will soon reflect upon those responsible for allowing them to flourish. Motor police on fair duty are instructed to carefully watch midways, not only for gambling but for immoral shows. The men are instructed to permit no gambling for money. When such practices are observed, the motor policeman on duty promptly takes the required action.

Sometimes this money gambling may not come to the attention of men on duty until someone has been cheated out of hard-earned money in order to line the pockets of the professional gambling concessioner. This may take only a few moments, but that period may be sufficient to give the fair a bad name. With various persons having knowledge of the concessions, therefore it is of particular interest to the members of the association to carefully check the activities of those having concessions and, if by mingling with the crowds around the concessions they observe unsavory practices amounting to law violation, they should report them to one of the uniformed men on duty.

Immoral Show Defined

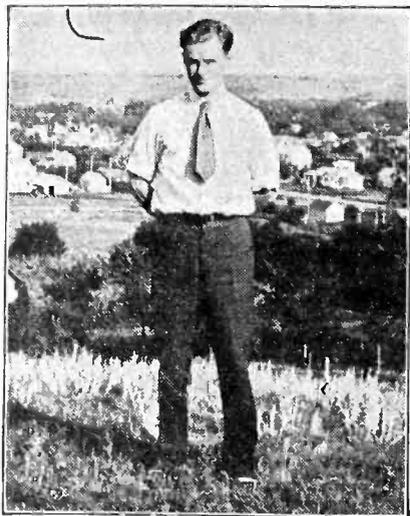
A policeman is not necessarily a censor of public morals. Opinions differ as to what constitutes an immoral show. Members of the fair association or committee in charge of midway concessions should carefully scrutinize these shows and decide as to whether or not they are proper and come within the law concerning immoral shows. If it is found that they do not come within the law, the policeman on duty should immediately be notified of the opinion of the committee and he will then take the proper action. He is on duty to enforce the law and to safeguard the public.

There may be some question in the mind of some member of the association as to what, under the law, constitutes an immoral show or exhibition. Quoting from the act of April 13, 1911, P. 64: "It shall be unlawful for any person or persons to give or participate in or for the owner or owners of any building, tent, tents or any premises, lot, park or common, or any one having control thereof, to permit within said building, tent or tents or any premises, lot, park or common, any dramatic, theatrical, operatic or vaudeville exhibition or the exhibition of any fixed or moving picture of a lascivious, sacrilegious, obscene, indecent or of an immoral nature or character or such as might tend to corrupt morals. Misdemeanor. Penalty, fine not exceeding \$1,000 or imprisonment in the county jail not exceeding one year, or both."

Ask Public Co-Operation

Members of the Pennsylvania Motor Police, assigned to duty at fairs are, as I have said before, responsible for maintaining law and order. Their hours of duty are long and their work tiring; however, it is all a part of the job taxpayers of Pennsylvania pay them to do. They ask or expect no reward except the co-operation of the public. In order to have efficient law enforcement at a fair or, for that matter, at any other place, public co-operation is necessary.

The department I represent is vitally interested in helping you to make your fairs a success. We realize that these fairs not only are beneficial from the professional standpoint to those engaged in agricultural and kindred industries, but the companionship and contact which the people enjoy during those few days make for a better understanding, not only between those engaged in farming but also those with whom farmers trade. The Pennsylvania State Police had as one of its chief ob-



DICK FORKNER, Langdon, 28-year-old secretary of Cavalier County Fair, who was elected secretary of the Association of North Dakota Fairs at the recent annual meeting in Grand Forks, also has been elected to his second term as secretary of the Cavalier annual. That fair had a good profit in 1937 and 40 bonds have been retired in the sum of \$1,000 and \$216 interest. Application is in for a \$11,115 WPA project to improve the plant.

jectives the policing of unprotected areas. The same applies to the Pennsylvania Motor Police and we are only too pleased to assist in every way that we can in making each of your fairs a success.

PROBLEMS FRANKLY

(Continued from page 48)

ance committee. Carnivals in general were given a clean bill and several were singled out for special mention as to cleanliness and merit.

A few against which complaints had been lodged came in for severe panning by Mr. Hunter. There was one instance of cancellation, another in which a carnival split its shows and allegedly did not bring in what had been promised; another in which it was alleged that 16 rides had been promised and only a few showed up. Mr. Hunter also gave in detail his experience with a small show which, he stated, had promised there would be no "rackets" on the grounds but which he claimed brought in every conceivable form of racket and caused the fair endless trouble.

Following Mr. Hunter's talk President Irwin suggested that fair secretaries use greater care in selecting carnivals and that they ascertain beforehand just what they are going to get.

"If an agent says his show has six rides and six shows," said Mr. Irwin, "make him put the names of the shows and rides in the contract. Have everything down in black and white." He also warned against promises of some shows that certain concessions would not work. "If you let them set up, you can bet on it they intend to operate," he said.

It was generally conceded that an improvement in the class of shows and concessions has been apparent during the last couple of years. Several carnival agents made short talks in which they declared that an honest effort is being made to present clean, meritorious attractions and that "racket" shows soon will find no place to go. A business session, terminating in re-election of officers, wound up the session.

Banquet Is Largest

Annual banquet Thursday night was largest the association has ever held. Tickets were sold out by 2 in the afternoon and it was necessary to requisition an extra room to take care of the overflow. Following the banquet tables were removed and everyone moved into the large hall to listen to the speaking and enjoy entertainment and dancing. President Irwin was toastmaster and introduced speakers. John W. Knapp Jr., mayor, and Robert Irwin, secretary of the Chamber of Commerce, welcomed the delegates. Principal address was by Gov. Henry Horner, who pledged wholehearted support to the fairs. "If you can't get what you want," he said, "I'll help you elect a governor who will give it to you."

The show, in charge of Robert Hancock, Salem, presented a world of entertainment features, furnished by booking agencies. Sunny Bernet was emcee.

Attractions included O'Neil Brothers, barrel jumpers; Boers Brothers, diminutive gymnasts; Hal Fontinella, "from down yonder"; Bud and Buddies; Miss Pauline, novelty acrobatic dancing; Christine, Swiss singer; Three Royal Hawaiians, vocal and instrumental; Dolores Kay, accordionist; Si and Ebner, rube act; David Lazeri, accordionist; Nip and Tuck, dancing; Margie Armstrong, Hawaiian love dance; Jean Starr, singer; Randolph Avery Trio; Bud and Lucille Hughes; Al Miller, cornet soloist and saxophonist; Cabin Boys' Band. Following entertainment there was dancing until midnight.

Many Attractions People

There was an unusually large attendance of attractions people. Among those checked were, in alphabetical order: George V. Adams, rodeos; Armbruster Tent Company, Chick Armbruster; Roscoe Armstrong, comedy auto; Barker Shows; Barnes-Carruthers Fair Booking Association, M. H. Barnes, Sam J. Levy, Al Miller; B. Ward Beam, thrill days; Sidney Belmont, acts; Dick Bergen, acts; Blue Ribbon Shows, H. Schaefer; Kenneth Bolen, high-school horses; Campbell Tent and Awning Company, Milford H. Smith; Joe Cody Attractions, Joe Cody; Danville Tent and Awning Company, Henry Wodetsky; Edna Deal, revues; Arnetta Dicken, educated horses; Harold Dittman, concessions; John H. Duane Shows; Easter's Horses; Ellman Shows, Charles Ellman, Ray L. Swanner, Harry L. Small; Fair Publishing House, Thomas Kirk; Fulton Bag and Cotton Mills, F. L. Deane; Garrett Sound System, Bill Garrett; Eleanor Getzendaner, broad-jumping horses; Globe Poster Company, Sunny Bernet; E. R. Gray's Attractions; Groves Shows, Ed Groves, Cliff Monett; Nat Green, *The Billboard*, Chicago; Hennies Bros.' Shows, Dennie Howard; L. J. Heth Shows, L. J. Heth, H. B. Shire, Joe J. Fontana; William Hoffner Amusement Company; Illinois Fireworks Company, J. P. Porcheddu, George McCray; McClellan's Royal Midway Shows; T. J. Nichols, calliopes, L. (Crazy Ray) Choissier; Northwest Amusement Company, Jule Miller; Pearson Shows, Mrs. Jane Pearson; Peoria Tent and Awning Company, Mr. Tipp; Regalia Manufacturing Company, T. P., A. F. and E. T. Eichelsdoerfer, Frank Van Brocklin; Rubin & Cherry Exposition, L. S. Hogan; Sol's Liberty Shows, Mr. and Mrs. Sam Solomon; Joe Smith, acts; Snapp Greater Shows, Mr. and Mrs. Jack Downs; Si and Abner, rube clowns; E. G. Staats & Company, E. E. Smith, O. R. Strohmalter; A. E. Selden, "Stratosphere Man"; Gus Sun Booking Agency, Mr. and Mrs. Billy Senior, George Flint; Sutton Shows, T. J. Smith, William Norwood; Robert Terry; Thearle-Duffield Fireworks Company, Ray Anderson, Jimmie Van Clise; Ray Thompson, high-school horses; Tilley Shows, E. H. Bunting; John R. Ward Shows, John R. Ward, Mr. and Mrs. Jimmy Boyd; Frank R. Winkley, thrill days; Walter A. White; WLS Artists Bureau, Earl Kurtze; World Fireworks, Mr. and Mrs. Bert Thomas, Bill Garrett; Ernie Young Attractions, Ernie Young, Ethel Robinson, Camille LaVilla; Zimdar Shows, C. S. Reed.

SMITH FLIES

(Continued from page 42)

the first time in 12 years Strobridge will print big show lithographs and posters. After conferring with Mr. North and Roland Butler, Strobridge artists were set at work developing bills for certain new features. These bills will be used in addition to paper previously on hand at Erie Lithographing Company.

Frank Buck left last Saturday after a four-day visit, heading for California by way of Chicago.

Charles LeMaire left for New York last Sunday after completing sketches and preliminary work on the spec.

Mr. North has expressed particular enthusiasm over one new act which has been signed for entire season, Pallenberg's bears.

Heywood Broun, columnist, left last week after several days in the city.

A dozen Ringling elephants and 10 camels appeared in the annual Shrine day parade at the Tampa (Fla.) Fair.

Four new macaws were received by the menagerie and have been placed on display in the bird department.

DETROIT SHRINE

(Continued from page 42)

best of the many the Coliseum has had. The lighting was very effective.

The concert, featuring Hoot Gibson, played to about 1,500 people opening night, about equal to the reserved-seat sales.

Special shows, benefits and being guests at various private parties kept

the performers busy during the first few days. On Tuesday a group appeared at the Hi-Twelve Club at the Fisher YMCA at a father and son luncheon. Those appearing included Flemm, emcee; Horumbo, Smith, Jung, Griebing and Kelly. Tuesday night some of these and others of the cast appeared as guest artists at a father and son banquet at Masonic Temple before opening of evening show.

Among visitors at opening was Allen King, former well-known lion trainer, now with the Ford Motor Company here, who was reported planning to take out a circus, possibly Ford sponsored.

Signs AFA Contract

Opening of show was almost delayed Monday afternoon until a contract was signed by management with American Federation of Actors. Guy Bagley, of the AFA, arrived in town five days before, but stopped everything five minutes before opening time until contract was signed. Delay in signing was evidently not due to any antagonism toward unionization on part of management, which was willing to come to agreement, but probably to Magley's tactics, as he described it to *The Billboard*, of waiting in his hotel room those five days for the management to telephone him. He continued, "We have signed up 100 per cent for all employees under our jurisdiction. This includes all in the building except those in other AFL unions. Musicians and electricians are the only exceptions, I believe. Agreement provides for a closed shop, a \$40 minimum for performers, \$30 for riggers and \$25 for all other employees. This establishes a decent minimum living standard, as lodging is not provided here as on a traveling show. We are negotiating with Shrine and police shows at St. Paul, Rochester, Indianapolis, Terre Haute, Kansas City and St. Louis." Magley added that he had gone to Minneapolis and St. Paul twice without obtaining a contract and expected action might be necessary in that case if agreement was not forthcoming.

Magley said that the new contract is a standard form for all indoor shows so that all pay the same rates, and indicated that this amounted to a raise, especially for the lower paid classifications. Manager Stinson, however, pointed out that no performers were being paid under \$65, over half again as much as the AFA minimum, and that practically all employees were being paid in excess of the minimum anyway.

Ticket and concession men, while technically under AFA jurisdiction, are members of the Shrine at the Detroit show and hence no unionization was involved here.

Magley Contacting Shows

Magley said that he is planning to contact the major circuses in quarters and anticipated that they will mostly be willing to sign before they go under canvas rather than risk the hazards of a tie-up on the road. He summarized the situation by saying that favorable contact had been made with all major shows last season except Hagenbeck-Wallace.

BLACAMAN, ANIMALS

(Continued from page 42)

dent. Troupe has been contracted by Howard Y. Bary for Hagenbeck-Wallace Circus this season.

Blacaman, assisted by wife, who cannot speak or understand English, carries interpreters. Mr. and Mrs. Bary were flown by plane to Danville, Ill., where they met Blacaman and immediately wired back to Peru for Nick Carter, superintendent of Pullmans, and George Bourque, who can speak all languages.

Another movement here yesterday was arrival of Christy's platform and stage units; three elephants, Dixie, Daisy and Myrtle; 16 Liberty horses, six ponies and one mule under management of H. A. Christy and Merritt Belew, who will break act for Mr. Bary.

In talk with *The Billboard* correspondent Belew stated that highest trained horse in new group is Laurel Hall, half brother of winner of \$75,000 purse Hamiltonian pacing event, Goshen, N. Y., four years ago.

Bookings for Erie, Vicinity

ERIE, Pa., Feb. 12. — Contracting agents for circuses are operating in this vicinity making bookings. Hagenbeck-Wallace will play Jamestown, N. Y., May 30, it was announced in that city this week. Cole Bros. is tentatively scheduled for Erie May 28, while Ringling-Barnum will not appear until some time early in July.

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THIS WEEK and EVERY WEEK

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

DATES for the national amateur speed roller-skating championship in Sefferino's Roller-drome, Cincinnati, have been set as Saturday and Sunday, April 2 and 3. Proposed schedule for Saturday includes men's 1/4-mile and women's 1/2-mile races, and on Sunday men's 1-mile, women's 1-mile, men's 1/2-mile and 5-mile and women's 1/4-mile races will be staged. The meet should be the greatest amateur gathering ever held. Cincinnati is within easy reach from all parts of the country and because of its large number of hotels of different grades, accommodations can be secured to meet all budgets. Visiting skaters, operators and managers will find Cincinnati an interesting city, having diversity of industries, as well as the great Crosley radio station, many fine theaters, its world-wide known zoo and new union terminal station. The large and finely equipped Roller-drome's management will leave no stone unturned to make this the most interesting and largest attended meet ever held in this country. Operators, managers and skaters from every State have signified their intention of attending. The Roller Skating Rink Operators' Association of the United States will hold its annual meeting in conjunction with the many rink attractions to come and many important subjects will be taken up. Visitors will see marvelous speed events, figure skating and dance-step contests, meet all of the most prominent people connected with roller skating and should learn many things about roller skating that they never knew of before. The finest rink band will play skating music at proper tempo.

Secretary Fred A. Martin, RSROA, announced the first annual convention of the body will be held in Cincinnati on April 4, to be followed at night by a private demonstration before association members and skate dance committee by couples sent by rink operators for the execution of what the operators believe constitute the best dance steps to be standardized thruout the nation.

All race entries must be in the hands of Manager William Sefferino, 2827 Gilbert avenue, Cincinnati, not later than midnight on March 27, all blanks to be filled out in duplicate.

"EVERY operator or roller-skating club contemplating sending men or women to the national championship meet in Cincinnati must be a member of the Roller Skating Rink Operators' Association of the United States in order that their entrants may be eligible," Secretary Fred Martin, of the association, tells *The Billboard*. "This is the first major contest held under sanction and strict amateur rulings of the RSROA, so we ask rink operators and clubs wishing to send members to the meet to send membership applications at once to their respective representatives: Eastern, Victor J. Brown, 801 Frelinghuysen, Newark, N. J.; Southern, Jack Shuman, 218 E. Washington street, Sandusky, O.; Western, T. L. Keller, Silver Moon Roller Rink, Salem, Ore.; Central, Fred A. Martin, 5795 Woodward avenue, Detroit.

"I SAW my 84th Groundhog Day on February 2 and did a few figures on the little wheels," writes Walter (Boy Wonder) Laidlaw, pioneer fancy skater, of Washington, D. C. "I read the Rinks and Skaters columns every week and greatly enjoy the contents. So far I have had no one duplicate my five-minute act."

OLYMPIC THREE, fast roller-skating act, went to Ottawa, O., after a week at the Russell Theater, Maysville, Ky., reports Frank Smith.

BUSINESS was good in 10 Southern California rinks visited by Mr. and Mrs. G. Boyle, of Skateland, Irvington, Calif., reports Mr. Boyle, who writes that during a two-week vacation the couple were much impressed by Los Angeles Roller-drome and as guests did some exhibition skating in N. Schmidt's Pastime Rink, Pomona. They are planning another trip to visit rinks in Oregon and Washington.

WORD comes from the Skating Macks, William McEvoy and Hannah Kröll, that they expect to open soon in a comedy roller-skating act with a new routine.

SALEM ROLLER ARENA, Salem, Mass., open after five years' idleness, is doing good business under management of Herbert Young. One woman, Fat Cullivan, and four men instruct. Allen Montie is floor manager. Rink has two clubs with over 200 members each, meeting on alternate Sundays. Shoe skates are awarded for contests and races and special events are held.

AFTER visiting Portland, Ore., rinks, Frances Lane, of the Lane and Bell act, announced she is working on a new turn and expects to go out in 1940. Portland rinks, she said, are doing good business.

ANGELO MAGNANO, of the recently disbanded team of Ace Rollers, is doing a single in night clubs. Billed as Ace Roller and booked thru Rodgers' Agency, he features spinning, figure and trick skating and recently played Pat and Don's Club, Newark, N. J.

ALLIANCE, O., roller skating relay racing team, making headquarters in Trianon Rink there since its recent inception, has engaged in two events, losing to Youngstown (O.) Lucky Eleven Club by five-eighths of a lap in a 50-lap race, and winning from Youngstown Black Hawk Club by three-fourths of a lap in Rayen-Wood Rink, Youngstown. Raymond Paganelli is booking for the new Alliance team, the Red Knights. Personnel includes Red Goble, Lefty Mayer, Slim Paganelli, Bill Urmsom and Chappie Conner.

CRYSTAL Roller Skating Rink, Crystal City Park, Tulsa, Okla., reported meeting marked success, is considered one of the Southwest's finest equipped rinks. Skating is nightly with Saturday and Sunday matinees.

ROLLER skating appears to be becoming a social necessity in Pittsburgh, with such organizations as Magee Hospital Auxiliary, Christian Endeavor Union and fraternities sponsoring nights in Diamond Square Rink, Lexington Rink and Roll-o-Rink. Group parties are receiving a photo play in all daily papers and city magazines, in some cases society editors going to the rinks to cover those who frolic on the rollers.

CECILIA COLLEDGE, England, won first place in European artistic skating championship (feminine) matches at St. Moritz on January 22. Megan Taylor, England, rated second place, and Maxie Herber, Germany, landed third. Among men Felix Kaspar, Germany, world's champion, won first place, followed by Graham Sharp, England, and Allawrd, Austria.

ENTERED in the first heat in Dalton Roller Rink, Canton, O., on January 29 to decide city championships were Al Ross, John Adams, Done Rose and Red Cochran in Class A group, while in Class B group were Fred Krach, Martin Kirsch, Bob Fetree, Joe Gerber, Tom Brown, Bob Thellman, Bill Bardnell and Bob and Bill Fowler. Entered in the women's division were Marvella Wheeler, Jane Keener, Wanda, Florence Vogt, Mary Wigington and Elaine Waddell. Program included free for all, quarter-mile, half-mile, fancy skating and a two-mile relay.

OLYMPIC THREE, Frank Smith, Helen Argerias and Gladys Gosnell, exhibition

skaters, recently completed an engagement at Loew's Majestic Theater, Evansville, Ind., and followed with an appearance at the Civic Theater, Wichita, Kan., with *All Aboard Hawaii Revue*.

MANAGER Gordon Woolley, Woolley's Rink, Salt Lake City, is featuring an act with Gus Harris and Ray Herzog, professionals, assisted by a Salt Lake City girl, who will tour rinks and "Mormon" wards thruout Utah, advertising his rink and furthering skating.

FUNERAL of the late Frank Vernon, who died in Salt Lake City, was held in the Larkin Mortuary there on February 2, with services by the Rev. T. G. Lilly and interment in Mount Olivet Cemetery.

FRANK KUTZEN, Eastwood Park Rink, Detroit, reports a successful season, with roller skating every night and Sunday afternoon, with Sigmund Ross at the electric organ. About 250 couples entered the State amateur championship contest to end on February 27. Two silver loving cups will be awarded the winning couple. Jimmie Holmes, State amateur racing champion of 1931, will give exhibitions until close of the season. There was a Valentine Day skating party, with balloons and other favors.

RED RIDGE, formerly of Mulroy, Ridge and McNiece, roller-skating act, is now a member of Sonja Henie's ice-skating troupe.

MR. AND MRS. UMBACH, skate-dance team from Sefferino's Roller-drome, Cincinnati, who recently went east to demonstrate steps in several large rinks, returned on February 8 and report being royally entertained by managements of the rinks visited and that the dance steps were highly appreciated. They brought back some new steps acquired on the trip and demonstrated them in the Roller-drome on the night of February 13.

PASSING of Henry O. Via, 86, Huntington, W. Va., on January 31 took another old-time rink operator from the ranks. He was keenly interested in roller skating. Shortly after the Columbus (O.) race meet several years ago Jesse Carey, Roland Cioni, Willie Blackburn, E. M. Mooar and several other skaters staged a race meet in Via's rink which was profitable to him and he entertained them extensively. His son formerly operated the rink in Forest Park, Hanover, Pa.

BILL WILLIAMS and Gloria Leiser, daughter of Mr. and Mrs. Fred Leiser, operators of Armory Roller Rink, Chicago, and Pat Thompkins and Don McGregor put on specialty numbers at a matinee skating party on February 5, reports Bill Henning. Bob Hamilton, manager of an Omaha rink, was a visitor on February 8. Employees of Balaban & Katz, theater operators, held a skating party on February 11. Recent broom ball games between boys' and girls' teams from Cobb's Lake Renwick Rink, Plainfield, Ill., and Armory teams ended scoreless.

CORRAL (Continued from page 45) the Shermans, unit comprises Frank Earle and Pete Ruth.

CONTRACTED PERFORMERS at successful All-Florida Championship Rodeo,

January 22-23, at Arcadia, Fla., under local Service Battery of 116th Field Artillery auspices, included Vic and Fae Blackstone, Stack Lee, Bob Cobb and Tommy Cropper. Event was promoted and managed by Billy Welles and Gerald Taylor. Rodeo's purpose is to promote the interests of the cattle industry in the State and to select, by competition, the champion all-round cowboy performer in Florida. This year's honors went to Jack Duncan, of Limestone, Fla. He was awarded a saddle.

THE GEORGE HAMID, INC., rodeo unit, headed by Tom Mix, sailed from Miami last week for Havana, where it will play a 30-day engagement. Meanwhile Art Keller left New York via steamer with 18 head of bucking and saddle horses. Also included in Mix's party were Jack King, veteran rodeo producer; Bert Northrup and Herman Nolan. On hand to bid the group bon voyage were Tex Sherman and J. B. Hubbard. Doc Duncan entertained the party at his restaurant in Miami just before sailing time.

DARE-DEVIL FEATS of Milt Hinkle's cowhands packed 'em in at Chattanooga's (Tenn.) Memorial Auditorium last week, where local citizens viewed that city's first indoor rodeo. Six-day event opened to a good-size crowd and attendance increased nightly with almost a sell-out the last three days.

Show was staged by a group of Birmingham promoters. Stock and direction was furnished by Milt Hinkle and Claude Collins. Chattanooga's Memorial Auditorium was transformed into a cow-camp for the two-hour show and about 75 head of stock and 60 people participated. Featured performers included Alice Adams, Violet Clements, Doc Blackstone, Mary and Bill Parks, Chip Morris and his "high-school horse," "Black Fox"; Poncho Villa, bullfighter; Rex Cole, Oklahoma Curly, Earl Sutton, Mary Cardinal and Chief White Horse. Silver Dollar Brady served as pick-up man and Jack Knight handled the press duties. Swede Johnson and Tin Horn Hank Keenan clown. Altho there was plenty of spectacular riding and dangerous bulldogging during the contest, there was only one serious spill. Steve Raine, bronk rider, sustained a scalp laceration when he was thrown and kicked by a bucking horse.

MANY TOP-FLIGHT hands participated in the annual Benson (Ariz.) Rodeo February 5-6. Event was marred by only one serious accident, and that to Breezy Cox, who sustained a broken leg in the team-tying contest. Results: Team Tying—First day: Buckshot Sorrels and Johnny Rhodes, Asbury Schell and Ike Rude, George Cline and Roy Lewis. Second day: Buckshot Sorrels and Johnny Rhodes, Buckshot Sorrels and Joe Kane; Buster Glenn and O. C. Glenn, and Pete Haverty and Hugh Bennett split third. Calf Roping—First day: Bill Eaton, Earle Moore, Buckshot Sorrels. Second day: Johnny Rhodes, Buckshot Sorrels, O. C. Glenn. Bulldogging—First day, Jonas De Arman, Gordon Stephens, Bud Melsbury. Second day: Marion Getz-wiler, Tex Doyle, Jonas De Arman. Steer Riding—First day: Mickey Poe, Smoky Bonner, William Celaya. Second day: Deward Ryan, Jonas De Arman; Milton Foreman and Gilbert Gardener split third. Wild Cow Milking—First Day: Bud Spillsbury and Earl Moore, Rex Glenn and Red Saunders. Second day: Dave Stout and John Kane, Dan Misenheimer and Jim Hudson.



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TOGETHER EASILY - REASONABLE
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1740 E. 12th St., Cleveland, Ohio.

National Amateur Races
to be held in April at "Roller-drome," Cincinnati, by the Roller Skating Rink Operators' Association.

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KY. TAX SUIT WON BY BEE

Sweeping Victory in Court Of Appeals; Refund Ordered

FRANKFORT, Ky., Feb. 12.—The F. H. Bee Shows, Inc., won a most sweeping victory in the Court of Appeals of Kentucky this week when the court decided that the shows did not have to pay amusement tax on any admission to the show or special shows within an inclosure except the Loop-o-Plane, which the shows had done. The court ordered the Commonwealth to refund to the shows the \$353.78 paid under protest and gives the shows the right to operate without taxation. The decision applies to all shows that have been paying 10 per cent on the gross receipts as per agreement with the State, but none of these shows will be able to collect the tax paid as the tax was not paid under protest.

The decision in part follows:

(a) "If the admission charge is eleven (11) cents to eighteen (18) cents inclusive the rate shall be one (1) cent; if the admission charge is nineteen (19) cents to twenty-eight (28) cents inclusive the rate shall be two (2) cents; if the admission charge is twenty-nine (29) cents to thirty-eight (38) cents inclusive the rate shall be three (3) cents; if the rate is in excess of thirty-eight (38) cents the rate shall be three (3) cents plus one (1) cent additional for each five (5) cents or fractional part thereof. Provided that admission charges of less than eleven (11) cents shall not be subject to tax hereunder."

(b) "In case of places of amusement and/or entertainment at which food or drink is served and professional entertainers are employed the charge for admission shall be deemed to be twenty-five (25) per cent of the total charge

(See KY. TAX SUIT on page 73)

Heth Awarded Fairs At Illinois Meet

SPRINGFIELD, Ill., Feb. 12. — L. J. Heth, Joe Jay Fontana and Herbert B. Shive represented the L. J. Heth Shows here at the meeting of the Association of Illinois Fairs, which closed its annual convalesce here Friday, February 4.

Herbert B. Shive announced to a reporter for *The Billboard* that the Heth organization had been awarded midway contracts for the fairs held annually in this State as follows: Harrisburg, Fairfield, Newton and McLeansboro, and the 41st annual fish fry at Beardstown.

This makes the fourth consecutive time for Heth at Fairfield and seventh time in 10 years at Harrisburg, Shive further stated.

Laura Egbert Is Back From London

NEW YORK, Feb. 12.—After an absence of nearly seven years, Laura Egbert, who with her husband, "Fearless" Egbert, at one time featured a well-known Globe of Death act on American carnivals and fairs, returned to this country from England February 9 to visit old friends and acquaintances in the show business. Returning to London about April 1, the Egberts will again appear in that country in 1938.

While here Mrs. Egbert plans to submit details of an Invisible Ray exhibit to World's Fair officials. Ray, a definite success at last year's Paris Exposition, is now controlled by the Egberts, she stated.

Bob LeBurno Now G. A. for K. & G.

FORT SMITH, Ark., Feb. 12.—K. G. Clapp, owner and manager of the K. G. Amusement Company, announced here this week that he had signed Bob LeBurno as general agent of that organization for the season of 1938.

LeBurno is well and favorably known in the carnival world, with which he has been identified in executive capacities for the greater part of his life. He has piloted railroad shows such as the Snyder & Anderson Cosmopolitan Shows, which were among the leaders in their

(See BOB LeBURNO on page 73)

Terry Martin Back With Zimdars Show

CINCINNATI, Feb. 12.—W. Terry Martin arrived here yesterday from Newcastle, Ind., en route to Jackson, Tenn., to join Zimdars Greater Shows to be special agent and to handle the press in advance.

In a visit to *The Billboard* office he stated that he had been ill during the winter but had been able to handle his indoor promotions, many of which had been very successful. He said that plans to put out his own show for this season had been definitely abandoned and that he was going back with his old boss, Harry Zimdars.

Martin said that recent letters from Zimdars revealed that he was very much pleased with the way work was going at his winter quarters, the line-up of attractions, route booked and general prospects for a good 1938. Zimdars also paid a nice tribute to Charles Reed, general agent.

(See TERRY MARTIN on page 73)

Matthew J. Riley Never Smoked But Uses Cigars

Matthew J. (Squire) Riley has been consuming 30 to 50 cigars a day ever since he was a young man, which is more years than even he would probably be inclined to admit, for he is gray, florid and stoutish, none of which is indicative of youth. . . . Yet he has never smoked. . . . He's been in the tent-show business for years, at present attached to the Endy combined circus and carnival and making his winter quarters here until the first sign of spring announces the beginning of a new season. . . . His cigars are part of his showmanship. . . . He decided that a man with a cigar stuck in the corner of his mouth was more impressive on a show lot. . . . So he carries an unlighted cigar in his mouth until it is a disreputable-looking object, then he discards it for a fresh one, and so on and on and on thru the entire day.

From *Observations*, a column by J. H. Keen, which appeared in *The Philadelphia News* issue February 7.

R. & C. Get Hugo Zacchini's Act

ATLANTA, Feb. 12.—Frank S. Reed, secretary of the Rubin & Cherry Exposition, made known here Thursday that contracts had been signed for the appearance of Hugo Zacchini, who will present his double cannon act as a free attraction with R. & C. for the entire

(See R. & C. GET on page 73)

Robert R. Kline Starts Own Show

Titled *Kline's Greater Shows—Canares, gen. agt.* —to open near Chicago

BIRMINGHAM, Ala., Feb. 12.—Robert R. Kline, the well-known general agent, has been in this city for the past several weeks working on the organization of Kline's Greater Shows, of which he will be general manager.

Kline, in speaking to a reporter for *The Billboard*, said regarding this, his latest venture: "I had an accident near Durham, N. C., last fall which started me to do a little thinking and as the results of these meditations I decided to come down to earth and go in business for myself, hence the organization of Kline's Greater Shows.

"I have contracted with M. C. Pettit for his rides and opened winter quarters. Vic Canares has been engaged as general agent and Art Gardner as superintendent of construction and I will remain back with the show. Other members of the staff will be announced as engaged.

"My ambitions are to have a small, clean show free of all questionable shows and concessions, and I see no reason why a clean policy cannot be fruitful of good financial returns. "Present plans are to move equipment from here in March to

(See ROBERT R. KLINE on page 73)

State Fair Shows Get Out of Barn

EL PASO, Tex., Feb. 12.—State Fair Shows began moving out of quarters here today for simultaneous showings at rodeo dates in Tucson, Ariz., and El Paso. Show will be reassembled here for opening under VFW auspices following these dates.

All rides have been repainted with scenics, and seats have been given new upholstery. New fronts have been built for the Minstrel Show, girl shows and Funhouse.

Owner Mel H. Vaught has bought two new trucks. Transformer wagon has been rebuilt. Show's Merry-Go-Round was rebuilt. Four new light towers will be picked up in Phoenix, Ariz., where they are being built.

Vaught will manage show, with Shorty Wells lot superintendent and assistant manager. Charles White will be manager of concessions. Roy Draper, formerly with Vaught and with Conklin Shows, has been signed as office manager. Show has not signed general agent yet.

Lineup for season will include shows, rides and concessions.

National Showmen's N. Y. Meeting Feb. 18

NEW YORK, Feb. 12.—Next meeting of the National Showmen's Association will be held Friday evening, February 18, at the Piccadilly Hotel, it was announced this week.

Officials reported that applications for membership are coming in daily and that interest in the recently organized club has spread to all parts of the nation. The organization was incorporated this week and membership credentials will be sent to paid-up members as soon as possible. House committee is engaged in an intense hunt for suitable clubrooms in the Times Square district and hopes to have a place set for announcement at the February 18 meeting.

Martin Barry III

NEW YORK, Feb. 12.—Martin E. Barry, well-known concessioner and showman, is confined to the Manhattan Eye, Ear, Nose and Throat Hospital here. He is suffering from mastoid inflammation and will probably be confined to the hospital for several weeks.

Crafts 20 Big Shows Open Their Season at Indio, Calif.

INDIO, Calif., Feb. 12.—Crafts 20 Big Shows opened the season here February 3 at the Riverside County Fair and Stampede.

The move out of San Bernardino winter quarters was made in record time and all three Crafts units' service cars were on the road with the fleet of trucks

that transport the equipment. Master mechanic Sam Hinson, superintendent Homer Reis of Golden State Shows, head mechanic Orval Hatfield of Crafts 20 Big, traffic manager Mack Doman of No. 1 unit; George Bryant, lot superintendent, and Roger Warren, utilities

(See CRAFTS 20 BIG on page 73)



DO YOU KNOW HOW IT FEELS TO BE SHOT, that is, over two Big Eli Wheels? Naturally those that look on do not. Only those who perform this stunt know what that sensation is. A man or woman is loaded into the cannon as human projectiles. The attendant pulls a lever, there is an explosion of powder and out of the mouth of the cannon goes its charge over the wheel or wheels, into a net beyond, if no mishaps occur, few have. Here we see the Great Wilno being shot over two wheels last season while the Mighty Sheesley Midway was playing an engagement at Green Bay, Wis. Photo taken by Henry Lefebvre, of that city.

Tampa, SLA Benefit Grosses \$1,600; Sedlmayr Directs

Victory Theater scene of annual Royal American event—hundreds of notables view an outstanding program—participants lauded by sponsor—McCaffery present

TAMPA, Feb. 12.—The Victory Theater here on the night of Wednesday, February 2, was the scene of one of the greatest benefit shows ever staged in the South. The beneficiary was the Showmen's League of America, the oldest in America and the foremost and largest outdoor showmen's organization in the world. The money received by the League from this event has been credited to the cemetery and Showmen's Home funds. Notables of the city of Tampa, nationally known fair managers, prominent carnival owners and hundreds of outstanding showmen and personalities were among the many hundreds present.

As the Tampa Fair and Gasparilla Carnival was in progress, the performance did not start until midnight, so as to allow those connected with the fair and the Royal American Shows to attend promptly at the scheduled hour. Billie Streeter, emcee with the Ernie (See TAMPA SLA on page 72)

NSPA Welcomes All P. A.'s, Says Stein

DALLAS, Feb. 12.—The National Showmen's Press Association is not restricted to press agents working in the outdoor show field, Roy E. Stein, acting secretary, said on his visit here this week.

"I have received communications asking if all press agents are welcome. They certainly are," Stein said. "This will be a national organization covering every branch of the amusement field and will not be restricted to any part of the country or to any clique located in one section."

"We do not believe in confining membership to one branch of the show business, since agents frequently change from one branch of the business to another and all agents contact the same newspaper and radio people."

In commenting on stories released to *The Billboard*, Stein continued: "We consider this trade paper absolutely essential to the success of our organization and are appreciative of *The Billboard's* co-operation. In our first story, which appeared in December 25 issue of *The Billboard*, it was announced that staff members and correspondents of that publication would be given honorary membership cards."

Permanent mail address will remain in care of *The Billboard* and interested agents should contact him at once, he said.

Line o' Two of News

FAYETTEVILLE, Tenn., Feb. 12.—Hiram Higgins, secretary Lincoln County Fair, has contracted the Roger's Greater Shows as the midway attractions for this annual event held here, he announced this week.

FOND DU LAC, Wis., Feb. 12.—The Ellman Shows of Milwaukee were again awarded the midway contract for the annual Fond Du Lac County Fair, R. H. Cameron said here Tuesday.

MINNEAPOLIS, Feb. 12.—Mrs. B. C. Frisk, wife of the late owner-manager of the B. C. Frisk Greater Shows, will carry on the work of putting the show out this season where her husband left off at the time of death. Mrs. Frisk is a show woman having been closely and actively associated in Frisk's enterprises.

WASHINGTON, D. C.—Dick Collins announced here this week that he signed to handle the press work for Max Gruber's World's Exposition Shows, making the second time with this organization. He plans to leave for the opening stand later on to take up his duties.

KANSAS CITY, Feb. 12.—Mitzie Morgan stated here this week that Russ and Mitzie Morgan had signed to present the girl show, *Modernistic Revue*, with West Bros.' Shows, this season. New equipment will be used it is further announced.

TAMPA, Feb. 12.—Dean Harriman announced here this week that he booked his concessions for the season with Clint Roberts and will be with the Clint & Clark Shows, which open the season in April in the Pittsburgh district.

EL PASO, Tex., Feb. 12.—Milo Anthony's Side Show will be with George J. Loos' United Shows this season, he told friends here this week.

WOOSTER, O., Feb. 12.—It was stated

RIDEE-O RIDE

Thrills of a Cyclone

Facts From Ridee-O Ride Owners:

"Grossed \$1,185.95 in five days of operation."
 "Has topped all other rides. I am mighty pleased."
 "Grossed \$605.15 Saturday, \$2,807.05 in six days."
 "It has marvelous repeat patronage and is safe."
 "Its speed and thrills satisfy the patrons' desires."

SPILLMAN AUTO SPEEDWAYS

Seven cars grossed \$11,560.30 over a period of fourteen weeks.

Hi-De-Ho Funhouse and Ride Combined

Grossed \$605.00 one day, \$1,331.70 in six days, with inexperienced operators.

DON'T WAIT. GET IN ON THESE PROVEN MONEY MAKERS.

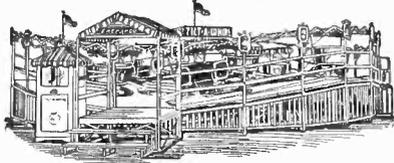
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Will book Octopus Ride, Stratoship and Loop-o-Plane. Will buy Smith & Smith Chairplane for cash.

CAN PLACE CONCESSIONS—Wheels, Grind Stores, Palmistry, Photo Gallery, Candy Floss, Scales, Shooting Gallery, Cane Rack, Blowers, Fish Ponds, Roll Down, Pitch Till You Win, Etc.

Can Use First Class Electrician; also First Class Union Billposter with car; no boozers.

Can Place Foreman for Eight-Car Lindy Loop; also Ride Help. Report to Wm. Hartzman at Winter Quarters March 5th.

Address WILLIAM GLICK, Mgr., Madison Hotel, Baltimore, Md.

Winter Quarters—Salisbury, N. C., at Fairgrounds.

WANTED — STRATES SHOWS — WANTED

"AMERICA'S FOREMOST MIDWAY"

FOR A ROUTE OF THE GREATEST FIRST IN STILL DATES AND 12 OF THE BEST EASTERN AND SOUTHERN FAIRS IN OUR HISTORY. WANTED—REAL ORGANIZED MINSTREL SHOW WITH THEIR OWN BAND AND ORCHESTRA. HAVE BEAUTIFUL FRONT FOR SAME. ALSO GRIND SHOWS OF ALL KINDS. MUST BE IN KEEPING WITH OUR MIDWAY POLICY. ANY REAL SHOW OF MERIT GET IN TOUCH. WANTED—GOOD, SOBER RIDE HELP ON ALL RIDES. WILL NOT STAND FOR BOOZERS OR CHASERS. WILL BOOK—BOOMERANG, TILT-A-WHIRL OR HEY DEY, OR ANY RIDE NOT CONFLICTING WITH WHAT WE HAVE. WILL BOOK EXCLUSIVE AMERICAN PALMISTRY. HAVE FOR IMMEDIATE SALE—Allan-Herschell Special No. 2 Three Abreast Merry-Go-Round, factory reconditioned, good as new. For full details on this ride see Allan Herschell Co., North Tonawanda, N. Y. Also 13-Car Skooter in perfect condition. Building and Cars A-1. Built by R. E. Haney and can be seen at winter quarters in Weldon, N. C. Wally Smithly can use one more feature Drome Rider. Paul Faun wants Clown for Fun House. All Address STRATES SHOWS CORP., Winter Quarters, Weldon, N. C.

COLEMAN BROS.' SHOW

OPENING AT MIDDLETOWN, CONN., APRIL 14.

WANTED—Shows—Pit or Platform; Fun House and Motordrome. Any new or novelty Show. A few choice Wheels and Grind Stores open, legitimate only. FOR SALE—Have eight-car Mangels Whip, complete with Cars, all newly upholstered, for sale. Very good condition. \$1,500.00 cash.

THOS. J. COLEMAN, 508 Main St., Middletown, Conn.

here this week that the F. E. Gooding years the attractions have been furnished by J. R. Edwards, who owing to the midway attractions for the annual Wayne County Fair held here. For many date, it is stated.

THIS WEEK'S USED TENT BARGAINS

- 20x40 OBLONG ROUND END 3-PIECE TENT, Top Only \$45.00
- 30-FT. ROUND TOP in One Piece, Top Only \$112.50
- 30x60 OBLONG ROUND END 2-PIECE TENT, Top Only \$215.00
- 20x28 OBLONG SQUARE END 1-PIECE TENT, Top Only \$42.50
- 27x38 SQUARE GABLE END 1-PIECE TENT, Top Only \$47.50

And If You Want Other Sizes WRITE - WIRE - PHONE

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AMERICA'S BIG TENT HOUSE

SHOW-KANVAS
NEW TENTS
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CAMPBELL TENT & AWN. CO.
Monroe at 3rd, Springfield, Ill.

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Formerly Allentown, Pa.,
Now With CHUCK SAUTER, Selling CHEVROLETS.
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WANT Shows with or without outfits. CAN USE Snake, Frenk, Midget, Monkey Show, Bob Everett wire. Good Athletic Show Man wanted. Ice Cream, Candy Apples, Snow, Candy Floss, Novelties, Lead Gallery open; will sell ex. All mail
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Showmen's League of America



165 W. Madison St.,
Chicago, Ill.

Editor's note: Owing to late arrival of copy and limited amount of space available in issue February 12, this matter had to be held over for this edition.

CHICAGO, Feb. 5.—First Vice-President Joe Rogers presided at the February 3 meeting and seated with him were Secretary Joe Streibich and Past Presidents Edward A. Hock and C. R. Fisher.

Membership committee presented application of Marty Connolly and he was duly elected to membership.

Larry O'Keefe is doing efficient work as successor to Harry Coddington on the relief committee. Brothers Bob Miller and Colonel Owens are still confined in their homes, while Tom Rankine is still in the hospital. Theo Schlummer is out and hopes to leave for the South soon.

Chairman Fred Kressmann of the finance committee came back after a few weeks' absence.

President McCaffery is in Tampa, Fla., and no doubt is working in the League's interest.

Past President Sam J. Levy was attending a fair meeting, hence his absence from this meeting.

Ways and means committee is planning to co-operate in the showmen's home and cemetery and hospital fund drives. Brothers Ned Torti and Sam Fischer were welcome visitors at the meeting.

Resolution in memory of Brother Harry Coddington has been ordered placed on the clubroom's walls.

Recent visitors were Vernon McReavy, J. D. Newman, Charles T. Goss, Max Goodman, Past President Milt Morris, Earl and Frank Taylor and Louis Schlossburg.

Remains of Augie Christensen were sent in for burial in Showmen's Rest.

Brother Jack L. Fuller passed away at San Antonio and funeral services and burial were held there, with Brother Sam Feinberg acting for the League in arrangements.

Welcome letter from Brother Frank Conklin advises that he is feeling fine and expects to take a trip over to see the ponies run in a few days. Other welcome messages were received from Dr. Max Thorek and Brother W. R. Hirsch.

Dennie Howard is back in town after attending several fair meetings.

Our good brother L. C. Kelley is hopping around attending the duties of his new job. Looks like the right man in the right place.

Did you forget to send in your dues? If so better give this matter your attention at once. An important duty you owe both yourself and the League.

Did you know that the drive for funds this year will be a combined affair called the Showmen's League of America Showmen's Home, Cemetery and Hospital Fund Drive, and that real effort will be put forth that the showmen's home may become a reality at as early a date as possible.

Acknowledgments from all who have been appointed on this committee are coming in with the comment that they are pleased with the appointment and will lend their every effort to co-operate. Looks like President McCaffery has

shown real judgment in a supporting committee for that dynamic chairman, Carl J. Sedlmayr. Some of the boys are beginning to say, "It won't be long now." Well, there's a lot of truth in that, as is evidenced by the fact that all of the boys are now making plans for the summer.

Again let's close with a reminder. "Don't forget your dues."

Ladies' Auxiliary

Despite the severe cold weather here 22 members attended the January 27 meeting. President Leah M. Brumleve presided, along with her co-officers Mrs. Ida Chase, first vice-president; Elizabeth Ernst, second vice-president; Edith Streibich, third vice-president; Frances Keller, secretary, and Phoebe Carsky, treasurer.

Meeting was a busy one due to the many plans being formulated and discussed on coming events. After adjournment appetizing and delicious sandwiches and cake were served with coffee, donated by President Leah M. Brumleve.

A reminder: Don't fail to attend our Tacky Party February 12 in Showmen's League of America clubrooms, with Elizabeth Ernst, chairman, officiating. Plans for the party are well under way with many pleasant surprises in store. All may dance until the wee hours of the morning. Refreshments and lunch will top off the evening. Tickets are selling fast and there will be sufficient room for all.

Mildred Barton, of the Harris Shows, has been duly elected as a member of the club. Lucille Pope will leave for Miami soon.

Sudden demise of our beloved brother showman Harry Coddington has been a shock to all. Last rites were very impressive and many members and friends attended burial at Showmen's Rest, Woodlawn. Brother Coddington had long been a loyal supporter of the auxiliary, and he will long linger in our memory.

Mrs. Ida Chase reports Mrs. Charles Driver recuperating as well as can be expected. Alice Hill is on the sick list, while our beloved brother Walter F. Driver is gradually improving and members are delighted to see him up and around again. Brother Tom Rankine is still confined in American Hospital and Brother Bob Miller is confined in his home.

Forty members and friends attended the February 3 social, with Edith Streibich as hostess. Beautiful prizes were presented to winners of the bunco games. Elizabeth Ernst won a beautiful electric lamp as first prize and Mrs. Mike Doolan won the award of the evening.

Immediately afterwards the following members and friends went out for the remainder of the evening: Mrs. Bessie

Simon, Pearl McGlynn, Mildred Barton, Elsie Miller and friend, Rose Capp, Mrs. Bert Clinton, Naomi Shirkie, Juanita Willis, Mrs. Ida Chase and Clara Hollie Harker. An application was presented to Juanita Willis by members. It will be balloted later.

Due to an oversight somehow neglected to add Mrs. Simon's and Mrs. Plaisier's names to our 20th anniversary celebration at Hotel Sherman clubrooms January 20. Reported by Elsie Miller.



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

Editor's note: Owing to late arrival of copy and limited amount of space available in issue February 12 this matter had to be held over for this edition.

LOS ANGELES, Feb. 5.—Attendance at the club's meeting continues to hold up despite the fact that many of the carnival companies in this section are preparing to open shortly. Members numbered 123 at Monday's confab. Harry Hargraves, first vice-president, presided, while other officers present were Ted LeFors, second vice-president; Al Fisher, fourth vice-president; Ross R. Davis, treasurer, and Harry Rawlings, secretary. Usual business procedure was followed and current bills were ordered paid.

Alex Wilson, noted magician, sponsored by Louis Manley and Joe De Mouchelle, was made a member and applications of three others were posted. Action on these will be taken next Monday. The fact that there will be unusually earnest effort put forth in the membership drive is attested by the interest shown by those who have accepted the chairmanships on the attractions with which they will be associated. Dr. George W. T. Boyd, committee chairman, has been keeping the boys on their toes with his talks on the subject.

Prizes in the contest in addition to the grand prize, which is a life membership donated by Johnny Branson, and their donors follow: One-year membership, Al Fisher; two-year membership, William Hobday; three-year membership, John R. Ward; four-year membership, Frank Forest, and five-year membership, Harry Hargraves. There also will be prizes for reinstatements, one of which is a two-year membership donated by Dr. George W. T. Boyd.

Importance attached to being a member of any showmen's organization was brought out clearly at the meeting when Arthur Greenhalgh, of Sydney, Australia, stated that when he selects persons to

join his attraction he gives preference, when all things are anywhere near even, to those who in his mind qualified as showmen by being members of a showmen's organization.

Lunch and refreshments were served after adjournment and the weekly award went to John R. Ward.

Ladies' Auxiliary

Regular meeting January 31 found President Peggy Forstall presiding and Secretary Ruby Kirkendall and Treasurer Inez Walsh in their respective chairs. Both vice-presidents were out of town. Fifty members answered the roll call.

After the invocation by Mother Fisher, chaplain, and the salute to the flag the regular procedure was carried out. Brothers of the PCSA had given the club the checkroom privilege and permission to award a traveling bag at the High Jinks held the preceding Friday.

Reports from committeewomen: Sis Dyer, Mrs. Le Fors, Leone Barie, Nina Rogers, Florence Webber and Fern Chaney indicated that the checkroom cleared \$25, while traveling bag took in \$41.90. All committees and assistants were given a standing vote of thanks.

It being Sister Clara Zeiger's birthday anniversary, she was presented with a beautiful Eastern Star pin. She is the wife of the PCSA president and also past president of the auxiliary. She and President Peggy Forstall led the grand march at the High Jinks, as President Zeiger was out of the city.

Sick committee reported that Sis Dyer and Mrs. Yorke, mother of Florence Webber, were ill. Flowers and all good wishes for a speedy recovery went to them.

A beautiful silver drinking cup will be sent to the little stranger at Lillian La France's home. It's a boy.

Mrs. Betty Broadbent, new member sponsored by Ada May Moore, was introduced and responded with a few words. She's leaving for Australia.

Sister Violet Sucher, who donated the beautiful coffee urn that brought \$20.46 when it was awarded, requested that the money be placed in the fund for aged show women—this will be done.

Sister Martha Levine, in a helpful talk, stressed the fact that the association's object is to uplift the morals of the amusement world and create genuine sisterly love among all show women.

Sister Nell Ziv congratulated officers and members on the fine peaceful spirit prevailing at the meeting—both speakers were roundly applauded.

Olga Celeste extended the club a generous invitation to visit Lincoln Park Zoo February 6. Admission and animal show free. Olga will put her cats thru their paces.

Lillian Murray Sheppard, well-known Eastern show woman and who has been a welcome visitor at several meetings, announced her intention of joining and thanked the club for the hospitality extended her. She contributed the lunch that was served.

Bank award went to Edith Walpert. Reported by Inez Walsh.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Full Bloom, Fla.

Week ended February 6, 1938.

Dear Red Onion:

Sorry that this show letter has to be written on plain stationery again. Our new lithographed letterheads have been lost in the mail and not delivered. They will be in four solid and three tint colors with the five Ballyhoo Brothers' pictures across the top. You will also note when one arrives in your office that the photos were made in the early 1900s but not captioned "Born 30 Years Too Soon." No doubt these letterheads will be sought by souvenir hunters and kept for years to come. Nothing like a good letterhead and handbill combined.

The Century of Profit show train arrived here early Sunday evening and Trainmaster Smokey Torch put all of the wagons on the ground and on the way to the lot long before dark. The show to furnish the midway for the Pullen County Fair and Feast of Flowers. Before the week was over the feasting on flowers so weakened the entire personnel that they were forced to hunt new and more life-sustaining dishes provided by old mother nature. Our cookhouse manager, who has served nothing but fish since our Florida tour started, decided to serve whatever game the troupers brought in. Thus the new carnival winter food was discovered by many.

Our ride boys created sea gull pie, the Minstrel Show troupe found baked pelican a great change from orange juice, our train crew went for broiled manatee, the owners still had enough money to

keep doughnuts and dunking fluid in the private car but decided to try a few alligator steaks as a change from dough. There were so many sticks on the lot that they were eating one another.

Kindly mention in your columns the following: So far the winter tour has been pleasant and profitable. Every committee has again signed up the show for 1939. With good weather and credit prevailing thruout the rest of our Florida tour, the show should mop up, and rebuilding of the equipment will be in full sway.

Sarah Krausemeyer (professionally known as Joan Lafayette), featured dancer of our Hawaiian Educational Exhibit, closed here last night and has returned to her first love, the number three wringer in the drying room. The bosses have doubted their pay roll in order to have a double hold-back. This will give all of their employees three weeks' vacation this summer with pay. Berth car No. 63 has been turned into a swimming pool for the workingmen. Have installed a Turkish bath and beauty parlor in the girls' show car. This will be great publicity for the show when one of the girls are interviewed by newspaper reporters.

The Ballyhoo Brothers are the kings of sidewalk fairs. They have mailed circular letters to all shows offering to pay all license fees, railroad moves and buy the paper for any show that wishes to opposition them.

MAJOR PRIVILEGE.

THERE ARE "SCORES" OF REASONS
Why YOU SHOULD
BE A MEMBER OF

Showmen's League of
America



165 W. Madison St., Chicago

An organization built on the fine principles of The Showmen's League of America—Must Endure! Become a member.

American Carnivals Association, Inc.

By MAX COHEN

Editor's note: Owing to late arrival of copy and limited amount of space available in issue February 12 this matter had to be held over for this edition.

ROCHESTER, N. Y., Feb. 5.—On January 21 a radio address was delivered by Hon. Clarence F. Lea, of California, with relation to the subject of the Federal Government and modernized highways.

This subject, of course, is of extreme importance to all motorized carnivals and we feel that the information contained therein will be of interest to our members who utilize the highways of the nation in the conduct of their business.

During the course of the address Congressman Lea described the present situation, giving a vivid picture of the American highways as they are today, coupled with the serious problem of motor vehicle accidents, and commented on the participation of the Federal Government in the development of projects in this field.

He pointed out in part: "What should the Federal Government do to improve this situation? We, here in Congress, are trying to answer that question. Congressman Drew, of Pennsylvania, is author of a bill which proposes to give the Interstate Commerce Commission control of interstate routes in traffic, (See American Carnivals on page 63)

15 Years Ago

(From The Billboard Dated February 17, 1923)

M. L. Mathews Exposition Shows were experiencing real winter conditions in their tour of Texas. A six-inch snowfall greeted them upon their arrival in Hughes, Tex. . . . J. V. Morasca, of United Amusement Company, became sole owner of the organization when he purchased C. W. Hart's half interest in the show. . . . Johnny Wallace, well-known side-show owner with Billie Clark's Broadway Shows, purchased the performing ponies, dogs and monkeys of the Eldridge & Littleton Wagon Circus. . . . Dorothy Connell, mile-a-minute girl driver in the late Will G. Jones' Motordrome, signed with Morris & Castle Shows for the 1923 season. . . . Frank Redmond, erstwhile concessioner with Greater Alamo Shows, was conducting a restaurant in San Antonio.

Ches Bechtold, welterweight wrestler, signed with H. T. Freed Exposition for 1923. . . . George W. Robertson had just been named general press representative for Zeidman & Pollie Shows. . . . F. J. (Mike) Troy was busying himself with staging bazaars, minstrels and other local talent events in the East. . . . Blackie Smith was still confined indoors suffering from rheumatism. . . . Mr. and Mrs. Sam T. Reed were again wintering in Cincinnati and frequent visitors to *The Billboard* office. . . . Robert Bremson, for a number of years with the K. G. Barkoot Shows, was managing the Toledo Terminal Auditorium. . . . M. H. (Hairpins) Cook was working at the Rialto Theater, Indianapolis.

W. B. Becker was managing the water show with the Johnny J. Jones Exposition. . . . I. J. Polack opened offices in New York with P. Percy Morency in charge. . . . Scenic Artists, under the direction of Dad DeArmo, were holding the spotlight at winter quarters of the World at Home Shows in Alexandria, Va., and fronts of all attractions were being rebuilt and repainted. . . . Johnny J. Jones Exposition furnished the midway attractions at the South Florida Fair, Tampa, Fla., for the eighth consecutive year. . . . After signing his four shows with Morris & Castle Shows and placing his equipment and animals in winter quarters in Shreveport, La., Johnny J. Bejano left for a short vacation at his home in Dallas.

Los Angeles

Editor note: Owing to late arrival of copy and limited amount of space available in issue of February 12 this matter had to be held over for this edition.

LOS ANGELES, Feb. 5.—Joe Krug's 20th Century Shows opened in Imperial, Calif., February 2.

Will Wright is busily engaged in readying equipment at new quarters for an early March opening.

Crafts 20 Big Shows, which opened February 2 in Indio, Calif., will play South California spots before the big opening at the National Orange Show, San Bernardino, Calif.

Archie and Mrs. Clark returned to town after a short prospecting tour.

Frank Ward, general agent for C. F. Zeiger Shows, left for Phoenix, Ariz., after stating that the Zeigers had booked nine Montana fairs.

Moe Eberstein in from Santa Monica. He will be with the Strates Shows this season.

Al Onken came down from Fresno, Calif., for a brief visit.

Pierre Oulette, general agent for Hilderbrand United Shows, came in for a conference with Owner Hilderbrand and Manager George Coe. Shows will open in Alhambra, Calif., April 1.

Harry Wooding has been named general agent of the C. F. Steffen Shows.

Henry Froude, manager of P. E. Amusement Enterprises, came in from Redondo Beach, Calif., for a brief visit. Candy Moore has returned to Ocean-side, Calif.

Siebrand Bros.' Piccadilly Circus and Carnival opened at National City, Calif., February 2.

William Hobday is getting set with the Side Show on the Crafts Golden State Shows.

Max Harry Bernard, manager Crafts World's Fair Shows, is commuting be-

tween San Bernardino, Calif., and Los Angeles. He has almost recovered from the recent accident in which Mrs. Bernard was killed and he seriously injured.

Mr. and Mrs. Elmer Hanscom left for Indio, Calif., to join the Crafts 20 Big Shows, with which Elmer is associated in an executive capacity, while the missus will have the photo strip concession.

White City Shows are readying for their opening at San Fernando, Calif., February 19. Arthur Hockwald is back in town and will remain here until the opening.

Charley Walpert will leave soon to join Mike Kreko's West Coast Amusement Company.

Zack (Ozark Red) Hargis' Crime Show is playing special engagements to good business.

W. H. Westlake will have the Parisian Girl Revue with Clark's Greater Shows. Jack Bigelow is rapidly recovering from his recent illness.

Hal Compton came down from Seattle to bid bon voyage to A. J. Budd, who sailed for Australia.

Speedy Phoenix and Tony Whitenack have formed a new booking agency and are handling outdoor acts.

H. Hanewinkle and Louie Godfrey left for Imperial, Calif., to join the 20th Century Shows.

Charles Morris, after a trip to the Philippines and more recently with Eddie Fernandez in Honolulu, is now associated with *The Los Angeles Times* as Japanese representative in the circulation department. He reports that Fernandez Shows were doing okeh.

Chuck Gammon is handling the Side Show and has Rose, the sheep-head girl, and Linton, juggler, with him.

Thomas J. Hughes, after an extended Northern and Midwestern trip, is back in town and will have rides with several Western carnivals.

Clara Mortensen, who was with several West Coast carnivals as a woman wrestler, is going over in good style. She was recently featured on a Hollywood wrestling program.

Bret Jorgensen, recent arrival from Ivgittut, Greenland, says he will be associated with one of the major Western carnivals.

Paul W. Richmond, recovered from recent illness, is making special engagements.

John T. Backman and Will Z. Smith will again have their glass house on tour. Plain Dave Morris is working free lance until the carnival season opens.

Frank and Hazel Redmond will again be with Clark's Greater Shows. California Zoo Park is getting its planned improvements under way.

Frank J. Morgan is making spots in Southern California.

Mert and Bill Rasmussen are in from Fresno. Mert will remain in business at that city. Bill stated he would go with one of the major Eastern carnivals.

Candy Moore, up from Oceanside, states there will be many improvements at Oceanside Pier.

Dorothy Denny is operating rides on Venice Pier.

Sammy Boswitz will be located at Redondo Beach, Calif. Ernest Pickering, in town, will again operate at Mission Beach, Calif.

George Castlemar and Bob Gaines are in from Florida and will locate at Long Beach.

Philadelphia

Editor's note: Owing to late arrival of copy and limited amount of space available in issue February 12 this matter had to be held over for this edition.

PHILADELPHIA, Feb. 5.—South Street Museum still enjoys good business with following attractions: In big pit Cleo's Chocolate Rhythm Revue; Lorello, physical culture exponent; French's Dogs; Joseph Gluck, mechanical man; Mme. Camille, mentalist. In annex dancing girls.

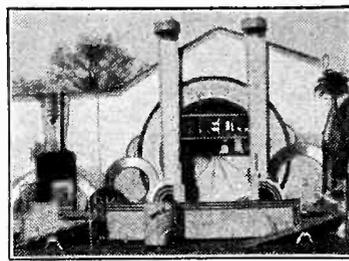
Eighth Street Museum is having good business and this week presents Professor Getchell's Dogs; Naif Corey, comedy magician; Jack Garrison, glass blowing; Tattooed Van, Spidora Illusion and Poses Plastique. In annex dancing girls are featured.

Matthew J. Riley, representing Endy Bros.' Shows, was in the city this week looking over prospects for showing in this territory.

Ernest Anderson, scenic artist of Atlantic City, was in the city during the week arranging for some work here.

Art Lewis spent a day here, coming over from New York to look over the situation in this vicinity. Reports his

ALLAN HERSHELL COMPANY'S New Ride--Funhouse "RO-LO"



OUTSTANDING CHOICE OF SHOWMEN AND PUBLIC ALIKE AT TAMPA FAIR.

Georgous, brilliant, indirectly illuminated front from four towering columns, artistic modernistic coloring. Large 12-ft. patented, partitioned revolving Barrel draws them in, Shuffle Boards, Ride on Top of Barrel, Slide and Trap Blower sends them out laughing and brings them back for more—big repeater. 50-ft. Front. Loads on one wagon. A sure big profit maker. Several orders already placed—hurry for early delivery.

ALLAN HERSHELL CO., Inc., NORTH TONAWANDA, N. Y.

show doing only fair business playing in Florida.

Dave B. Endy passed thru on his way to Funland Park, Miami.

It looks as tho Philadelphia will see some carnivals again this year. Several agents have been prospecting around.

Mike Zeigler is arranging his bookings for coming season and will open latter part of April.

PHILADELPHIA, Feb. 12.—Business at the museums has been very good the past week. Weather has been very springlike, which has helped considerably.

Eighth Street Museum has on the bill this week McGee, comedy cartoonist; Jack Garrison, glass blower; Van, tattooed man; Naif Corey, magician; Illusions; Poses Plastique. Dancing girls in annex.

South Street Museum has in the big pit Smith's Plantation Revue of eight people. On the platform Max, juggler; Jolly Evon, fat girl; Mme. Camille, mentalist, and Joseph Gluck, mechanical man. In annex, dancing girls.

Dave B. Endy was a visitor during the week. Went south to attend to business at Miami and Florida fairs, where Endy Bros.' Shows will play several engagements.

Max Gruberg has been in the city past week. Will return to quarters shortly to arrange for opening of the season. He is attending to considerable of his own booking this season.

S. A. Kerr, representing Marks Shows, was in the city looking up some matters in relation to bookings of the show.

Bob Morton is in and out arranging for some of his indoor promotions. Says sale of tickets for Miami is very big.

Sidelights on the Texas Fair Meeting at Dallas

ST. LOUIS, Feb. 12.—Bill Hames, of Bill Hames Shows, announced that he will open his 1938 season February 26 at Houston Stock Show. This event to be followed by Fort Worth Fat Stock Show. He advised he had 50 men working in quarters.

Fred Bond advised that he signed his Freak Animal Show with Mel H. Vaught, of the State Fair Shows.

Denny Pugh, who has been engaged in a commercial business in Dallas, definitely advised that he will be back in the carnival business, "his first love," again this season.

"Hotfoots" and trick gadgets were manifest among that group of outdoor showmen who are known as the "play-boys" annually at this meeting.

Lewis Bright, of Texas Longhorn Shows, was among the missing this year and many were the queries about him. He was unable to be present due to illness in his family in North Carolina, where he is sojourning. Roy E. Gray and William Dearman looked after interests of the show.

J. George Loos, of the Greater United Shows, made tracks for Laredo, Tex., immediately after the business session Saturday to be on hand to superintend work in his quarters.

Mr. and Mrs. Charles T. Goss left Saturday afternoon to stop over in Shreveport, La., after which they went to Tampa, Fla. Charley garnered quite a few orders at this meeting for motor equipment.

Jimmy Morrissey, of the Baker-Lockwood Manufacturing Company, made a vow that he wouldn't miss another Texas meeting, inasmuch as he met many showmen here for the first time and wrote up a "sweet piece of business" as he put it.

Mr. and Mrs. Noble C. Fairly left to visit friends at points south. Phil Little, Fairly's partner, plans to remain in Dallas for two months.

St. John

Editor's note: Owing to late arrival of copy and limited amount of space available in issue February 12, this matter had to be held over for this edition.

ST. JOHN, N. B., Feb. 5.—A large brick building in the center of the city, which had been used for some years as a site for indoor fairs, is unavailable now because of a local automotive firm making a move from a former location to the building. Frank J. Elliott, founder and sole owner of the Frank Elliott's Shows, has started preparations for his annual motor show in Amherst, N. S. Elliott is also a coin machine distributor, and his wife is his partner in the carnival motor show and coin machine business, doing secretarial work.

Bernard (Kid) O'Neill and Leonard (Kid) Dryden, two kids of boxing and pocket billiards, respectively, are in partnership in the promotion of boxing shows in a Halifax, N. S., hall. Both are veterans of the carnival lots and fair midways in the maritime provinces.

William B. Sterns, a carnival and midway concessioner, is back in St. John.

Emmett Burke, a veteran wheel operator of carnival lots and fair midways, is back in St. John, his home town, for the winter.

All carnival and fair men in the maritime provinces agree that 1937 season was jinxed. What was looked on as a fine fall fair line-up was killed almost overnight by the infantile paralysis epidemic, the only fair and midway to escape being the Charlottetown, P. E. I., exhibition and this because it was held just before the outbreak of the polio in late August.

James L. McNulty, of St. John, is working on some indoor fair prospects for the winter period.

Miami

Editor's note: Owing to late arrival of copy and limited amount of space available in issue February 12, this matter had to be held over for this edition.

MIAMI, Feb. 5.—State-wide publicity and advertising campaign is under way to exploit Sonja Henle. A commercial advertising agency is putting out 25,000 one-sheets. Well-known agents' bill-boards on the job are Duke Brownell, C. W. Goehmann, J. B. Schleifer and Harold Tobin, who is managing the campaign.

Following the close of the fair and Gasparilla, Tampa, many showmen returned to Miami until the opening of the regular carnival season. Many will remain with the Royal American Shows. Major G. Watson Scott will leave here March 1 to join a carnival as general agent. Sonja Henle, skating star, was booked here by Mike Jacobs, of the 20th Century Sports Club of New York. Mack's Grill is the club for showmen in the evenings. Mack has an orchestra and night club atmosphere at his place.

MIAMI, Feb. 12.—Many of the show-folk from the Royal Palm Shows are visiting here and will then join the show for its reopening stand.

Eddie Hackett, showman, says that Sam Kaplan is complaining because he is picking too many winners at Hialeah track.

Sol Soloman, high diver, returns here from Key West, where he says the park has been drawing crowds.

Robert Millegher dropped in from Jacksonville on a business trip.

Tom M. Allen, manager of the Johnnie J. Jones Exposition, is in town for several days, then jumps back to quarters at Augusta, Ga.

Charles T. Goss, of the Standard Chevrolet Company, East St. Louis, is here visiting with showfolk.

Our Midway

By RED ONION

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



Have you put up that deposit yet?
OSCAR ROBERSON is general agent for the Central States Shows.

E. D. CRUMP is now general agent for the Sam Lawrence Shows.

Wonder what has become of William B. Davis?

M. R. LEVY cards from Pittsburgh: "Will be in Veterans' Hospital, Aspinwall, Pa., for a few weeks."

D. P. KEFFER, Cedar Rapids, Ia.: Anna John Budd sailed for Australia recently, it has been announced.

JOSEPH MARTIN cards from Grand Rapids, Mich.: "Emil Paul, girl showman, is in a very critical condition in St. Mary's Hospital here."

M. S. EARL cards from Tampa: "Wintering at Sulphur Springs, Fla. Booked concessions with Clint & Clark Shows for the season."

The carnival business will soon be moving in on the greatest prosperity ever.

MYER BORNSTEIN cards from St. Louis: "Chester Roskin, Al Zuckerman and Sam Simon are here to open a new show soon."

VAN CAMERON letters from Nashville: "Will be with Rogers Greater Shows again this season as *The Billboard* agent and mail man."

WHAT EVER became of the Royal Palm Shows? Or is Robert R. Kline in Alabama booking them for the big annual spring tour in that State?

JOE GALLER, manager Buckeye State Shows, letters from Laurel, Miss., that date for opening of season has been set for March 12, downtown location in that city.

OUR MIDWAY has been told to watch Gilman Brown and his wife, Georgie, go to town with a new and snappy attraction which will be on the midway with the World of Mirth.

BOB SCHLOSSBERG, son of Louie and Lena Schlossberg, cards from Springfield, O.: "With Morris Miller's Museum and doing well with our mental act. Last season was with Hennies Bros.' Shows and had a high-class mentalist camp."

J. ED BROWN—Do we hear the carnival calling you? If so, what is the big connection?

EDWARD S. TOBERT visited *The Billboard* offices recently. He stated that he was formerly with the Royal American Shows, had been out of the business for some time, but planned to return this season.

FRANKIE SLOAN letters from St. Clairsville, O.: "Claude Claudine, main gate ticket seller on the Keystone Shows last season, is now Frankie Sloan's feature attraction at Silver's night club in the Windy City."

DODSON'S WORLD'S FAIR SHOWS once had elephants and we note that the show will have elephants this season. Elephants make a show look like a show altho they are called "hay burners."

JOHN T. BENSON, of animal farm fame, wrote from Hamburg-Stellingen, Germany: "There are wonderful improvements at the Carl Hagenbeck Tierpark here this year. Due to arrive in New York February 4, weather permitting."

MR. AND MRS. PAUL OSBORNE card from Mount Vernon, Ill.: "Been thinking of our friends Mr. and Mrs. John T. Hutchens, Roy Goldstone and Mr. and Mrs. S. A. Hull and hope they are doing well."

HARRY E. WILSON, of Bantly's All-American Shows, letters from Reynoldsville, Pa.: "My first winter in the North in 15 winters and it has not been so bad. Felt the difference at first, but now the weather does not affect me."

Be sure to read the Classified Department in *The Billboard* each week. There is always something in its columns to interest showmen.

MR. AND MRS. F. A. SHORT letter from Kenton, O.: "Short's Ranchland Revue closed a stock engagement at the Mutual Theater, Indianapolis, and came home here to our quarters to get our shows ready. Short plans to have three shows."

MR. AND MRS. J. W. PINKSTON letter from Monterrey, N. L., Mex.: "We are concessioners, formerly with Marks Shows. Spending our vacation in Mexico and believe us it is a good place to forget one's troubles in. Will be with James Rafferty Carnival this season."

C. W. CRACRAFT, general agent Strates Shows, visited *The Billboard* last week following a two-week illness with the influenza at his home in Covington, Ky. Mrs. Cracraft was away during his illness, having been called to Georgia on account of the death of her father.

BOBBY KORK cards from Trenton, N. J.: "In bed at a hospital here follow-

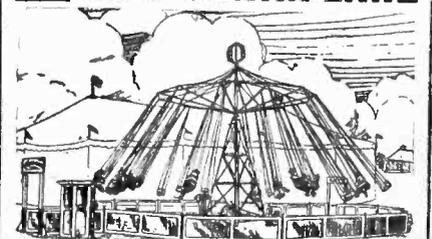
SAM SOLOMON Writes:

"Herewith our report for Du-Plex Wheels at the . . . Fair. This is an increase of \$261 over 1934. We feel this is remarkable as attendance was off from last year and we carry more rides. Everything did well; but nothing showed an increase like the two 'Wheels.'" Write for additional information.



ELI BRIDGE COMPANY
800 Case Ave., JACKSONVILLE, ILL.

THE NEW CHAIRPLANE



The Chairplane has done its full part in assisting its owner to complete a successful financial year. Cheapest adult ride on the market, also most economical to operate and transport. Why not prove this to yourself by adding one to your Carnival or Park equipment?
SMITH & SMITH, Springville, Erie Co., N. Y.

WHEELS

Park Special
30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price.
\$12.75

BINGO GAME
75-Player, complete, \$5.25, including Tax.

Send for our new 1938 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Canly, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.
Send for Catalog No. 237.

CANES Heavy Convention Walking Canes. Dark Mahogany Finish. Price Per Gross, \$21.00.
SLACK MFG. CO.
124-126 W. Lake St., Chicago.

ASTRO FORECASTS AND ANALYSES

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Single Sheets, 8 1/2 x 14. Typewritten. Per M. \$5.00
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Analysis, 8-p., with White Cover. Each15
Forecast and Analysis, 9-p., Fancy Covers, Ea. .05
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Gazing Crystals, Oulja Boards, Planchettes, Etc.

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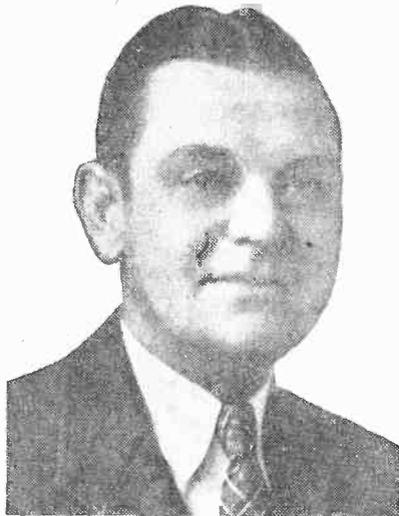
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WANT EXCLUSIVE!
Have a High Class C. Cretors Portable Outfit. Will Book With Carnival or Other Outdoor Shows. Ready to join now. What is your proposition? Make it for the season.
J. M. JENKINS
P. O. BOX 685., FORT LAUDERDALE, FLA.

Handwriting Character Analysis
New Chart on Graphology.
Now eight weeks in one spot selling for 25c and 50c. Boys here cleaning up on my Chart. Will mail 100 Charts, enough to cover your first printing order, \$7.00, and instructions. Price \$3.50. Address JAY DE VOLL, 3012 Fourth Ave., So., Minneapolis, Minn.



ARTHUR ATHERTON, treasurer of the Johnny J. Jones Exposition. He took the position in 1934 when E. Lawrence Phillips assumed command of the organization and has been with it ever since. Arthur was with Rubin Gruberg for 12 years and handled the office of the Rubin & Cherry organization prior to the Jones engagement. He came into show business from a bank where he gained training which has served him so well as a show treasurer.

L. C. MCHENRY letters from Gastonia, N. C.: "Crescent Amusement Company is definitely set to open the season in Donaldsonville, Ga., March 5."

BERTHA GREENBERG cards from Miami Beach, Fla.: "Greetings from the land of sunshine. Visited Tampa Fair. Going back to New York."

Let that new line of special paper be more than an eighth of a sheet window card.

HARRY WITT wired from Tampa: "Boomerang ride hit tops and a big success here. Royal American Shows purchased the ride at the Tampa Fair."

SAM L. BATTOM is in Nebraska Penitentiary at Lincoln (Reg. 12807, Box 1307). Says he would appreciate hearing from friends.

DONNA DUGAN cards from Sacramento, Calif.: "Lots of carnival folk around here. Weather rainy. Look for big 1938."

BILL BWELL carded from New York: "Formerly of the Goodman Wonder Show. Sail for Dublin, Ireland, on the S. S. Caledonia February 4."

JOHNNIE BULLOCK cards from Miami: "Spending a few weeks here. Bought Mrs. Bullock a new Lincoln Zephyr. Having a grand time."

MRS. GEORGE EDGAR cards from Bloomsburg, Pa.: "George (Pinky) Edgar is in Veterans' Hospital, Mountain Home, Tenn."



WILL WRIGHT, a past president of the Pacific Coast Showmen's Association and long and favorably known in general outdoor amusements in executive capacities, is once again in business for himself. For past several years he was general manager of Crafts Golden State Shows, but resigned at end of last season to launch his own carnival under the title of Wright's Golden State Shows.

FUN HOUSES: How about The Old Woman Who Lived in a Shoe?

BILLIE WINGERT cards from St. Louis: "Signed Karlene for Jolly Marie's Side Show to be with Frank Burke Shows this season. Billie Morris will also present his act in the side show."

CHICK SCHAFFER letters from Mountain Home, Tenn.: "Am in U. S. Veterans' Hospital here, but hope to be released before the shows start their season's grind."

J. VAN VLIET letters from Garfield, N. J.: "Replies to my recent advertisement in *The Billboard* were numerous indeed. I never knew that there were so many general agents in the country."

MRS. REBA GILBERT letters from Lubbock, Tex., that Ray Gilbert, who recently married, was with Fairly-Martone Shows the early part of the 1937 season.

D. W. BISHOP cards from New Orleans: "Hay Wray and her Cavaliers are playing one of the oldest night clubs in the city. Jimmie Cooper is manager and business is good for this time of year."

ing operation for appendicitis. Will be in for some time yet and then will go home. Will be back on the road and plan to have a couple of shows with a carnival.

J. M. JENKINS JR. letters from Fort Lauderdale, Fla.: "Going to join a carnival with a pop-corn concession. Have the latest C. Cretors portable poppers and keep them glistening. Am a World War veteran and try to be a thoroly upright American citizen."

FAMOUS WORDS: "I will handle your press work but not your laundry."—Walter D. Nealand.

DOC ANGEL letters from Leavittsburg, O.: "Lloyd Reese will open his Cavalcade of Fun Shows in April at Greensburg, Pa. He has sponsored this celebration for five seasons. He will use some of George A. Hamid's acts in addition to his carnival."

C. D. CLARK, of Clint & Clark Shows, cards from Canton, O.: "Stopped over night in Pittsburgh recently. Spent the entire evening in Thompson's Restaurant over coffee and cake with almost all the boys around Pittsburgh who are interested in show business."

JAMES H. HODGES, the well-known side showman, calls Salisbury, N. C., his home. He says he presents 20 shows in one and has had 20 years of success due to 20 years of honest dealing. This latter is as show business should be conducted.

MRS. W. E. BILLY MORGAN was in Cincinnati last week and visited *The Billboard* office. She is spending a few weeks in Middletown, O., with her brother and his family. Last season the Morgans were with the Eric B. Hyde Shows and formerly with Cetlin & Wilson Shows.

ROBERT C. REINHART, formerly in newspaper and commercial lines, is making his debut in show business this season as secretary-treasurer of O. H. Hilderbrand's United Shows. Let us welcome him into the fold, as his first efforts on behalf of his organization give evidence of the showman instinct.

DEL CROUCH cards from San Antonio: "Had a pleasant and profitable 1937 season with Max Gruberg's World's Exposition Shows. Mrs. Crouch and myself have the contract to again operate the Motordrome and will leave for Gruberg's winter quarters, Montgomery, Ala., March 1."

Why all this silence as to just what the midway of the Canadian National Exhibition, Toronto, will be this year? Yet they say silence is golden. Let all of us hope so.

JACK AND RENEE ROBERTS card from Akron, O.: "We were formerly with Royal American Shows and Rubin & Cherry Exposition playing in musical revues. Now playing over 12 consecutive weeks of night club work. No Florida sunshine this winter, which has been profitable."

C. N. ANDREWS cards from Harrisonburg, Va.: "Been thinking of Sam Fogleman and his brother, who had the Shenandoah Valley Shows out in the spring of 1937. I opened the season with them. Both were fine men and had a clean show. There should be more men in the business like them."

CLARENCE ST. GERMAIN letters from New York: "Been Ridee-O foreman on the O. C. Buck Exposition for four years and will be the same this season. Mary, my wife, has returned from a month's vacation at her home, San Juan, Puerto Rico. We are looking forward to the opening and a good season for 1938."

W. M. BILLY BREESE letters from Pittsburgh: "Been intending to write before, but have been busy with business and social activities. William Glick engaged me at the fair meeting, Raleigh, N. C., to general agent the Ideal Exposition Shows. Am back in my stride and getting along fine."

C. M. GERHART, of the Philadelphia Toboggan Company, letters from Philadelphia: "Lucky Kick, the donkey ball game, is making quite a hit." Those who were at the convention in Chicago will recall that this new ball-throwing concession was exhibited in the lobby of Hotel Sherman.

AN EXAMPLE that carnivals are wanted: Several committees in Indianapolis, Ind., have asked *The Billboard* about how to book good carnivals.

JAMES A. GALLOWAY cards from Pontiac, Ill.: "Recent write-up about this town being a good spot for carnival was slightly off, as it credited Pontiac, Mich., with the good qualities that Pontiac, Ill., should be credited with. Wish to thank *The Billboard* for the correction now."

JIMMIE FRANKLIN cards from Milwaukee: "Charles (Red) Elman, of the Elman Shows, bought a high striker so he can have his smokes on hand at all times. He claims that if he goes to a saloon for cigars it generally costs him a round of drinks, and drug stores don't handle the two-for-five brands."

FRANCIS NICKOLUS, magician, cards from Sanford, Fla.: "Last season inside lecturer in the side show with Snapp's Shows. Now at Duke's cocktail lounge here. Saw the Art Lewis Shows on the fair midway. Nice spread, but cold weather hurt business. Will go to Orange City, Fla., and then Tampa, Fla."

MR. AND MRS. ELSON DURGIN card from Concord, N. H.: "Had a good season last year. Played fairs with Bantly's All-American and Keystone Shows. Had a vacation in Florida prior to coming home here for the remainder of the winter. Signed contracts with the Buffalo Shows for this season."

MRS. WALTER H. KEYES cards from Macon, Ga.: "Am seriously ill and would like to hear from my husband." Editor's note: If anyone knows where Walter H. Keyes is, Mrs. Keyes wants him to wire her collect. Mrs. Keyes should file her

shows this winter. Weather is now like spring. Wish to compliment *The Billboard* on its excellent mail-forwarding service."

One never knows what town will suddenly become ill with chills and fever and put on a "shake." Fix right or do not move in on the natives. Good general agents need not be told this.

C. W. FINNEY, general agent and traffic manager of Col. Tim McCoy's Real Wild West, visited *The Billboard* office last week and left for Boston. While Red Onion was out getting a cup of weak tea and a cream puff C. W. stopped at the carnival desk and left his card with the following notation: "Judkins, why no stay home?"

WHO FIRST HAD CASH REGISTERS ON CONCESSIONS? Was it Foley & Burk? We think so. About the time Ed and Ed put cash registers on concessions Harry Clayton Wilbur was general agent for that organization and he should be able to tell us.

MRS. TEX THATCHER cards from Childress, Tex.: "Am happy to report that I am able to be about following my accident and now feeling fine. Had many letters from friends, thanks to *The Billboard*. It will not be long now before I can get out in the open again. Will have the fan dance show with the T. J. Tidwell Shows."

JOHN GALLAGEN letters from Columbus, O.: "For the fifth season again booked corn game and other merchandise concession with the Blue Ribbon Shows.

stay put for a while. My poem is dedicated to men who have spent much time on the road but are now settled down."

A. L. CLARK, "The Sock-Selling Fool" of Dallas, who appeared before the Congressional Committee in Washington, D. C., and gained international publicity via radio, newspapers and sound films, was once in the carnival business. Years ago he was with Slim Veal. He visited *The Billboard* offices recently and had a long talk with A. C. Hartmann, outdoor editor.

CORRESPONDENTS: This department receives a terrific amount of material weekly, submitted for publication and some weeks all of it cannot be used in the issue it is intended for. We do the best we can under the pressure, so if what you send in is not used in the issue you intended it for do not get put out about it. It may appear in an issue or issues that follow. However, every effort is made to keep the items up to date.

Nearly all the big men of the carnival industry visited the Florida Fair, Tampa. Wonder if they went there to see what the leaders in the business had planned for the "opposition" to do for season 1938? Moral: A sting now and then is good for the best of men.

B. W. COHEN letters from Milwaukee: "Am old-time press agent. Strange oddities come before a trouper. While at Shroder Hotel here Lawrence Longton, concessioner, and Jeanette Kimball, torch singer, came in accompanied by a tailor whose duties are to keep Law-



J. R. ROGERS AND HIS SISTER, MRS. N. V. POWELL, of the Rogers & Powell Amusement Company, a carnival organization that makes its headquarters in Mississippi. Rogers is general manager and Powell is secretary-treasurer. This combination has been on tour for several seasons and is rated as being successful.

address at once with the telegraph companies in Macon.

Edgar Bergen and Charlie McCarthy are college men. Charlie is a dummy, and does not know whether he is a Democrat or Republican and Edgar will not let him tell.—Tillie Few Clothes.

MRS. QUEENIE VAN VLIET letters from Passaic, N. J.: "Justin Van Vliet Sr. has been general manager of the B. & V. Shows for the past 12 years and partner of his father-in-law for the past six years. Things are beginning to move along in quarters and all equipment will be well conditioned and painted before the season opens."

CHARLES SEIP, of Zimdars Greater Shows, letters from Jackson, Tenn.: "Wish to thank *The Billboard* for its co-operation and courtesies extended the shows both on and off the road. Just cannot see how show people can do without *The Billboard*. Our advertisements have always brought heavy results. Again more power to *The Billboard*."

If whoever wrote a letter from Richmond, Va., dated January 27, on letterheads of the Hotel William Byrd of that city thinks he is kidding *The Billboard* he is mistaken and has another guess coming. If the Marks Shows, Rafferty Shows or any others in that city want publicity it should be sent in by a credited press agent and not over a vulgar signature.

ELIZABETH FENN, the well-known special event promoter, letters from Montgomery, Ala.: "Charles DeKreko passed thru this city recently en route to St. Louis. He was looking fine. City Auditorium here has played many road

M. Faust will manage my rides that are in his park. Mr. and Mrs. L. E. Roth are surely going to have a beautiful carnival this season. It is being modernized and enlarged with special attention to illumination."

ALLAN CHARAK letters from Chicago: "My poetic effusion, *The Call of the Road*, is my first attempt and the result of a dreary Sunday afternoon. My inspiration lay in the fact that altho being young, but with many years on the road behind me, I finally determined to

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Make your Concession the **LIVE SPOT!**
Rely on **EVANS' 45 Years' Experience**
for the Latest and Best

Amusement Equipment.

PADDLE WHEELS
OF ALL KINDS \$7.50

Long Range Shooting Galleries and Supplies for all makes. Wheels of every type. Everything for the Midway.

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H. C. EVANS & CO.
1522-28 W. Adams St., CHICAGO

◆ OCTOPUS ◆

"World's Newest Ride Sensation"

LOADS ON ONE SEMI-TRAILER—UNEQUALLED FOR PERFORMANCE AND PROFIT.

"Our OCTOPUS is doing very well, and I consider it a very good investment."
N. S. ALEXANDER,
Woodside Park, Philadelphia, Pa."

EYERLY AIRCRAFT CORP. 'SALEM, ORE.

ABNER K. KLINE, Factory Rep. LUSSE BROS., LTD., Blackpool, England, European Suppliers.

— FLYING SCOOTER —

TWO SIZES—PORTABLE AND STATIONARY.
The NEW THRILLING SELF-CONTROLLED Flying Ride That Has Proven To Be SAFE and a REAL MONEY MAKER.

147 Days in Succession Averaging \$142.20 per Day.
10 Successive Weeks Total, \$12,647.90.
14 Successive Operating Days \$3,635.10.

DO NOT WAIT **ORDER NOW**

BISCH ROCCO AMUSEMENT CO.

3900 South Parkway, Chicago, Illinois.

rence's clothes down to date. They went to Detroit, where Jeanette is booked for several weeks."

REV. J. W. E. AIREY, of St. Andrew's Church, Houston, wrote A. C. Hartmann about the death of Firestone the Magician and said further: "Marine will follow the old slogan, 'The show must go on.' She will take the Marine & Firestone show out and open at the Houston Live Stock Show. Work is going along fine in the quarters of the Bill Hames Shows."

ZILDA PISONAULT, press agent King Reid Attractions, letters from Dorset, Vt.: "The sound of electric saws and drills and the hiss of the paint spray guns means that activity is really under way. It is then that show business takes on a rosier hue for showfolk. We are awaiting the chirp of the first robin and the Spring Special of *The Billboard*, with them we will know that spring has come."

SIDNEY HINMAN, veteran of the lots and beaches and better known as Captain, cards from Brooklyn: "I moved from Jamaica to Coney Island, N. Y. Am building a new attraction titled Chase-the-Duck, using a tank of water and live ducks, and swimmers will also take part in the performance. Cry seems to be for something new and this, I think, is a new idea. Will be at Coney Island this season."

It is getting good when a man puts out two carnivals so he can shift the "racket" from the big show to the smaller one and then finally eliminate it entirely. To me that is showing good judgment in a way; however, I never could figure out where the profit comes from on a "racket" show. What man in the carnival business that carried the "racket" ever died with a dime? Name him. Some of the "racket" shows last season did not have money enough to winter the show and are going to have a hard time lifting it out of quarters this spring.—Wadley Tif.

BUCK MOUGHMAN cards from Canton, O.: "Wintering here at my stock farm and building a new show. Front will be trimmed in stainless steel. Will carry 11 head of midget horses, mules and Shetland ponies. Will feature my midget bucking horse, Sultana, and midget mule hitch. The act will be booked in front of grand stands at fairs. Prior to this the act will be with one of the large carnivals."

BOBBIE AND PEGGY BURNS card from Fort Smith, Ark.: "Clarence Clayton and Pat Ford, of the Gold Medal Shows, were here with their museum, located in the heart of the city. It was a nice frame-up and made a good flash. They did good business for two weeks. We are working here for the winter, but will be back with the W. E. West Motorized Carnival, with which we have been for past two years, and enjoyed being with it as manager of West's side show."

LEO M. BISTANY letters from Chattanooga, Tenn.: "Disposed of all my show property and set for the season with C. E. Barfield to general agent his Cosmopolitan Shows and to help build it up larger than before and to take it into new territory. However, this show will operate under the same policy as established by Barfield, and this will be clean and no racket. Am now out booking, but will return to the shows' quarters in Macon, Ga., soon."

HARRY E. BAUER, of Harry and Sue Bauer, aerialists, writes from Vero Beach, Fla.: "Visited the Tampa Fair. Met old friends both with the Royal American Shows and among the grand-stand acts. Saw the Art Lewis Shows when they played here. Crowds were good considering the cold and wet weather. Everything on the show looks swell. All rides are well lighted and newly painted. Our aerial acts will be with the Gooding Greater Shows again and will open the season with it."

Because a number of carnival owners and managers have a lot of unused show property on hand that is no reason why they should let it decay and rot out in the open air, in some shed, barn or storage warehouse. There are a number of worthy men striving to make the business better. So why not sell this property to them. Give them a lift. There is not a big man in the business today but who at some time or other would have appreciated the help of someone who had unused show property. Think this over. Selling unused show property to those who are worthy is not hurting the business.

R. R. (LUCKY) MILLER and C. L. Kortez, of the Lucky Enterprises, were recent visitors at *The Billboard* office.

They stated that they had a very pleasant tour of Florida and came direct from Miami and visited Art Lewis, Royal American and Royal Palm Shows en route. They announced the booking of girl shows and concessions with the Cunningham Exposition Shows and that they will spend the balance of the winter in Covington, Ky.

A. B. RAYMON cards from Silver City, N. M.: "Dude Goad, who underwent an operation in Copper Queen Hospital, Bisbee, Ariz., has recovered sufficiently to go to the Mayo Bros.' Institution, Rochester, Minn., where he will undergo a rare operation. His injuries were sustained in an accident last September in which his wife, Ted, and Herman Thorpe were killed. I stopped on my way to Los Angeles and visited Goad and he is looking very good considering what he has gone thru."

KENT ADAMS, who rates himself as the man who sees and knows, cards from New York: "Johnnie Williams has a revue in Heckler's Museum here. Act is going strong and features the viper and big apple dances done with class. He has eight people and says he will be with the West Shows again this season. Jack Johnson is the feature attraction of this museum. Williams seems to have ideas of his own as to what the public wants and I think he is due to go a long way in show business."

T. P. FELDER letters from Spartanburg, S. C.: "All the dog lovers who knew Silver, my police dog, will not see her any more, as our pal died. She was a good gentle watch dog and one of her pals was Len McDaniels of the Mighty

MR. AND MRS. H. C. KINSKEY letter from Washington, Pa.: "We are known to showfolk as Mr. and Mrs. Hiney, of Hiney's cookhouse. Back home now after a visit to the Rio Grande Valley in Texas. We went as far as Brownsville and had a very nice trip, with a stopover in Dallas, where we visited Mrs. E. C. McCarn, who is Mrs. Kinskey's sister. Building is on the boom all up and down the Rio Grande Valley. Stopped at Hot Springs, Ark. We made the trip with Kinskey's brother, Charlie, and his wife in a 1938 model Buick, which the latter bought just before we started this trip."

A lot of people are always telling me that they have friends that are lost and they do not know where to find them. I think this is a gag to get free publicity and advertising in many cases. What puzzles me is that those who are lost never tell anyone that they are lost. They just go on being lost until they get ready to find themselves. When you have friends who are lost go to some city hall and report the case and do not try to get free publicity and advertising as *The Billboard* has no Lost Human Beings Department.—Unkle Jerk. Unkle Jerk is right.—Red Onion.

SAM LAWRENCE, general manager of the Sam Lawrence Shows, letters from Waycross, Ga.: "Am back in quarters after covering about 3,000 miles in three weeks. My aim is to make my shows outstanding as to beauty and merit, but not particularly in size. However, it will be somewhat larger than last season. W. C. Fleming and Tom M. Allen, of the Johnny J. Jones Exposition, were visitors at our quarters recently and expressed themselves as really surprised at the work we are doing. Certainly enjoyed the

Sounds like a 25-cent admission attraction."

ICE-SKATING SHOWS: This winter they have been all the rage. What carnival will have one now that skating surface materials have been perfected for portable purposes. Years ago the late Fred Gerner, famous jumper and skater, worked on an artificial ice for skating and nearly had it perfected when he died. James T. Clyde, then owner-general manager, gave his idea recognition and was going to put on the first "ice" skating show the carnival ever had. The idea is not new, but someone may put on an ice-skating show with a carnival and will try to say he was the first to do it. However, this should not stop the use of the idea for an ice-skating show with a carnival. Go on and do it. It was done at the Great Lakes Exposition, Cleveland, and other places. **ON WITH AN ICE-SKATING SHOW!**

Pen Points

By W. F. HADEN

Your kinsfolk is a natural consequence. Good service is what every man owes to civilization.

The hand that rocks the cradle is the hand that picks the old man's pocket.

One of the greatest blessings of the world is one we cannot see, hear, smell or taste, but we cannot live without it. It is air.

We are condemned for the evil we do, and we are not always rewarded for the good we do; however, it is a duty we owe to humanity to be good and do all the good we can do.

Love is a feeling of emotion that often ends in a commotion.

Lie (lye) may be good to make soap, but what do we want with so much soap?

Everything has a start but some things are never finished. For instance your education.

The sky is just clear air and it is the distance that makes it blue.

The oldest man I know is the man in the Moon.

There is no reward for unkindness. Kind words never die. Your temper is good if you control it with kindness.

W. F. Haden writes from Los Angeles: "Mrs. Haden brought home some copies of The Billboard for me to read. She got them from the Ladies' Auxiliary of the Pacific Coast Showmen's Association and I enjoyed them. I am an invalid and read a lot and write things like the above. Hope The Billboard readers will like them."

WALTER A. WHITE letters from Quincy, Ill.: "Note that *The Billboard* asked where I was. Well, I am in the little white house here in Quincy, feeling fine and like a million. Went to the Illinois fair meeting and met some of the boys. Have had four offers from shows, but have not decided just what I am going to do this season. There is plenty of time, as when I decide I want to go where I can do things and make a success. This business of jumping around from one place to another does not get a person any place. Note Tommy Allen is to be manager of the Johnny J. Jones Exposition and I wish him luck. Best of good wishes to *The Billboard* staff."

EDDIE HOGAN letters from Minneapolis: "Show business in the Northwest lost one of its best beloved men when Bud C. Frisk was killed in an auto accident January 29. He was upright, fair and honest and strived to please the public. Bud was slated to go places, as he made friends everywhere he went, and I am certain his public will miss him. His rise was rapid in the past two years as owner-manager of the B. C. Frisk Shows. As soon as he played a date it was available at once for a return engagement. I have been in show business 30 years and last two with Frisk and during that time he proved to be the finest man I had ever met in the business. Mrs. Frisk lost a wonderful pal and husband. She will carry on with the shows."

WILLIAM LOFSTROM letters from Savannah, Ga.: "Work in preparation for the new season for Lofstrom & St. Eloi Monkey Show has started. Two of the monkey actors died during the winter, but have been replaced by two golden baboons. Front and ballyhoo is being made over. Ticket-box panels are to be made of chromium trimmed in nickel. Color scheme for interior of tent will be green and blue and tinted nickloid metals. New top will be used. The outlook for 1938 is promising, as we have some very good bookings. Rolling



FAT FOLK DOWN ON THE FARM: This photo was taken near Jacksonville, Ark., on the grass by a tree, on the farm of Mr. and Mrs. Clifford S. Karn, where they are wintering. Seated are Karn, the dog and Annie Lee Karn, age 4. Standing with Martha Ellis Karn, age 2, is Betty Jo Boothe, cousin of the children. The Karn show "Largest Mother and Her Baby" is booked with the World of Mirth Shows for the season.

Sheesley Midway. Despite my personal loss I hope to keep my friends on the road just the same. Frank Miller, frozen custard king on the Ringling-Barnum Circus, and I at one time had partnership in a big bulldog, and I want Frank to know that I still love dogs."

D. B. STARLING letters from Atlanta: "Herman List seems to be one of the most successful carnivals in town. He has an eight-course dinner every day, home-made fudge and plenty of ambition. The opening day for Con Cunningham's new cafe was disastrous, as thieves broke in and carried off about \$50 worth of stock. However, Con and Dixie are sticking with it. Sammy Smith, Frank S. Reed and the writer are frequent visitors to 'Town Hall,' Thompson's restaurant."

J. B. (JACK) CULLEN comes to life: He visited *The Billboard* offices from Ashland, Ky., where he is connected in an executive capacity with the Texas Company in charge of that distribution district. J. B. will be well remembered as an eminent producer of colored minstrel shows and in that line was at the top of the heap during the days of the Smith Greater Shows. Jack retired from show business 10 years ago and has been in the oil business ever since. He was in Cincinnati attending a sales convention in connection with his affiliations.

chat with W. C., as he is one of my old cronies of days way back."

CHARLES KESSLAR letters from Connelville, Pa.: "An old landmark and tavern near Somerset, Pa., recently purchased and remodeled into a night club by Frank E. Henry, pop-corn concessioner, was destroyed by fire recently. Loss estimated at \$10,000. Plans are now being made to rebuild it. Henry has completed seven pop-corn units which he has contracted to play fairs and carnivals this season. Altho I have worked for Henry for several years, this will be my first season and experience in handling a pop-corn concession with a traveling organization. Best wishes to *The Billboard*."

FLOYD R. HETH cards from Brundage, Ala.: "Mr. and Mrs. J. J. Marion joined the Heth Bros.' Shows. They came in to rebuild their Girls Revue. Believe it or not, this carnival will feature and heavily bill on all advance publicity a mule that gives good milk, just the same as a cow, from one and a half to two gallons daily. This mule is now on the show in charge of E. B. Foree. A special truck is being built for this attraction, which will have a walkaround platform. A lecturer will tell all about this animal and will give a demonstration of how to milk a mule.

Museums

Address Communications to Cincinnati Office

equipment is being repainted. Staff same as last season: William Lofstrom and Edward St. Elol, owners and managers; Albert Tillman, trainer and ringmaster, and John LaRue, assistant animal man. Both inside and outside the show will be equipped with sound systems."

VICTOR ROPER letters from Jersey City: "Was talker last season on Walter K. Sibley's side show with the Goodman Wonder Show. Prior to this I worked at several expositions and was two years with Robert Ripley's Belleve It or Not Odditorium. This winter have been working for William J. Bloch, of the Hamilton Producing Company, in this city operating bingo games. Will be on the road this season. A lot of side-show people were in and out of New York this winter. Saw Paul (Big Mouth) McWilliams, Charlie (Egan Twist) Romano and Julius Shuster. McWilliams is now in England. Twist said he was going to the Orient and Shuster is still here. James W. Zaharee, miniature writer, is wintering with his mother in North Dakota. First time I have ever written the carnival department of *The Billboard* but have read the paper every week for years."

JUST COMMON BUSINESS SENSE: When show people arrive in a town they should immediately see that their hotel or home address is filed with the local post office and telegraph companies. If with a show, the name of the show and how they want their mail and telegrams delivered while in that city. Sickness and death of relatives and friends may cause those interested to want to communicate at once and it cannot be done if the matter of proper addresses is not attended to by those most vitally concerned. Every show should have a permanent address and make that address known to the entire line of show business they are in. Very often the Carnival Department is asked to give the address of shows. Recently the address of two of the largest carnivals in the business was asked for by fair secretaries and committees that wanted to book them and many times some of the smaller ones' addresses are asked for. Those carnivals that give *The Billboard* as their permanent addresses should keep *The Billboard* informed each week as to their movements when on the road and when winter quarters when off. Letters sent to C. Guy Dodson, who gave his address as General Delivery, Hot Springs, Ark., were returned to *The Billboard* as unclaimed. Moral: Just because a man is in show business that is no reason why he should think that everyone knows his permanent or transient address. Wake up! You are losing business by neglect.

MABELLE KIDDER, of the World of Mirth Shows, letters from Richmond: "Max Linderman, Charlie Kidder and Charlie Holliday went to the Tampa Fair and made stopovers in Columbia, S. C., and Augusta, Ga., to shake hands with their friends on the Johnny J. Jones Exposition. At Tampa they met many friends who are on the Royal American Shows. From Tampa Max went to Hot Springs, Ark., and Kidder and Holliday came back to the shows' quarters in Richmond, where work will start in earnest. Wish to thank *The Billboard* for the thoughts conveyed to my friends during my recent illness in Memorial Hospital here. I heard from all parts of the country. Am gaining strength rapidly. Planning what I think will be an outstanding show in the illusion line. Max Linderman is having Charlie Kidder build this show and a front that will be a masterpiece. World of Mirth will have new ideas applied from the front to the back end of the midway."

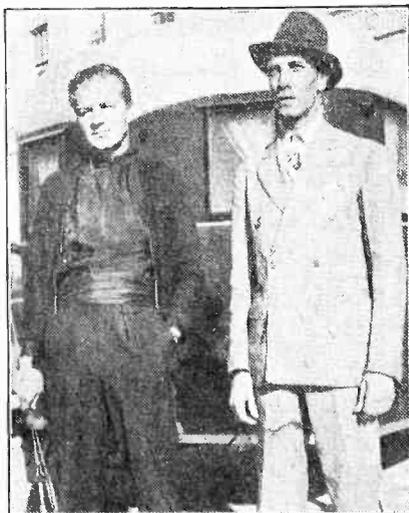
ROY SCOTT writes from Los Angeles: "Back again with Crafts 20 Big and will handle *The Billboard* sales, mail service, and tell about the activities of the organization this season. Spent last season with Crafts No. 3 show. . . . J. Doug Morgan, Mrs. Morgan and party of friends visited Roy E. Ludington, manager of the shows, at the Stampede during the shows' engagement at Indio, Calif. . . . Mrs. O. N. Crafts can truthfully boast of one of the finest portable homes en tour. Built in quarters under supervision of Mrs. Crafts this palatial home on wheels contains every known modern convenience, such as indirect lights, twin beds, tub and shower bath arrangement, Pullman-style kitchen with electric refrigeration, electric range, floors are of hard wood, instant electric hot-water system and air-conditioned thruout. Entire arrangement is built on a semi-trailer 33 feet in length, has three compartments and is pulled by a late model truck. Measures 45 feet over all.

Kortes' World's Fair

MINNEAPOLIS, Minn., Feb. 12.—Kortes' Museum closed its fourth big week here last Saturday and starts the fifth week with the following: Hopple, frog boy; Nabor Felix, Indian sculptor; Denis and Ethel, midgets; Athalia, monkey girl; Ralph, elephant-skin man; Smokey, man with two mouths; Popeye; Captain Peterson, sword swallower; Doris and Thelma, albino twins; Tiny Kistler, fat boy; Harry Lewis, thin man; Lady Leatrice, giant pythons; Edema, human bellows; Paul Harold, giant; Allen, rice writer; Chief Amok, head hunter; the Waldrons, glass blowers; Professor King, magician; Barney Nelson, armless wonder; Great Lorenzo; Anna May, iron-tongue girl; Tony Harris, alligator boy; Joe and Mona Prebeau, Thure (Swede) Petterson, George Duffy, Eddie Brown and Jack Knowles. Walter Butler is in charge of sound equipment. Peter Kortes, owner and manager; Mrs. Marie Kortes, treasurer; Billie Ellis and Blaine Young, lecturers and floor managers; Jack Glines, agent and publicity, and Harry Lane, billposter. Kortes has equipped the show with new drapes, many new lighting effects for the front, with the doormen in natty uniforms. Same neatness abounds thruout the show. Engagement in Minneapolis has been very successful to date. **TONY HARRIS.**

Lauther's Oddities on Parade

BIRMINGHAM, Ala., Feb. 12.—After a seven weeks' stay in the Carolinas the management decided to make a long jump, so the *Oddities on Parade* opened here Saturday, January 22, directly opposite the Alabama Theater. Business was phenomenal for the first three days, then Old Man Winter drove the natives home to the firesides. First museum here in three years and it looks like a red one for the Lauther interests. Splendid co-operation from the local papers and radio stations has aided business. General Gargas Post No. 1, American Legion, which is sponsoring the event, did everything in its power to start the engagement off on the right foot. The Nollers joined at High Point, N. C., with Bill Noller assisting on the front and Mrs. Noller working on the inside. Paul Sprague is still the "radio king." Happy Jack Williams, musical wizard, another addition to the family of entertainers. Milton Wright, culinary expert, still delighting the troupe with his dainty repasts. Entertainers much in demand at luncheon clubs are Professor White, scientific enigma, and Percilla, the monkey



JOE GRENDOLE AND F. W. MILLER are here seen during the appearance of F. W. Miller's World's Fair Museum in Jackson, Miss., some weeks back. Grendole does sword swallowing, Punch and Judy and assists in the management of this museum. F. W. Miller is the owner-general manager and has toured between carnival seasons with this amusement enterprise for several years. He is classed as a showman and has conducted his various enterprises most successfully. Photo by Standard Photo Company, Jackson.

girl, doing her Cuban rumba. Plenty of showfolk wintering here and many visitors to the museum. Notables to visit on preview night were Walter B. Fox, well-known general agent; Mr. and Mrs. Robert R. Kline; Mrs. L. J. Heth and Joe J. Fontana, of the Heth Shows; Harry Costa, of the *Brother Rat* stage show; Mr. and Mrs. J. C. Simpson, of the Johnny J. Jones Exposition; Clarence Hunter, manager for Mrs. Simpson, and Harry Hebler, of *The Birmingham Post*, well-known columnist and showmen's friend. Lest Connors, old-time showman and now manager of a local radio station, has established a new headquarters, as he can be found around the museum from opening to closing. Roy B. Jones, general agent of the *Oddities*, claims that Lauther is the first showman to use neon lighting around a museum. The Pitty-Pat Club of *Oddities* is a social organization and holds a luncheon and entertainment every Thursday evening after the closing performance. Officers are Paul Sprague, president; Percilla Lauther, secretary and treasurer; Joe Simmons, chairman of entertainment committee, with Bill Noller looking after the luncheon. Frances Lauther (Miracle Girl), well-known astrologist, was a visitor and entertainer at the Junior League luncheon at the Tutwiler Hotel, Birmingham.

Queer Living Facts

Written and presented to my friends of the Oddities on Parade in Charlotte, N. C., on the occasion of the Christmas party of the Pitty Pat Club December 24, 1937, by the newest member of the club.—George E. Pickett III, Lieut. U. S. A. (retired).

There's Joey, the sailor of tattooing fame. He'll tattoo an elephant, dragon or dame On your arm or your back, to him 'tis the same.

Next comes Whitey, the pincushion man. He rams a hat pin thru his leg or his pan; Then here is the man from ankles to neck With the skin of a 'gator, no foolin', by heck.

And there's the Prince with the swords; he's a fox, And the sweet little lady he shuts up in the box.

Next is the Captain with the eyelids of steel, Who can lift weights, angle-iron or steel. Then there is Tex, who drives nails in his head;

His skin is so tough he puts sand in his bed.

We then see the lady who punches the bags; She raps 'em and taps 'em while telling her gags. That girl there whose figure is lovely to see, She sits in the chair with electricity. You can light up a torch, just see how it's done;

They shoot at her too with a great big gun.

Then there's Duke and the pygmy girl, Also our wild-whiskered pin-headed pal; And then our African Amazon lass, Whose size and good nature you see as you pass.

The seeress of ancient astrology Will tell you the troubles and joys to foresee.

No, the iron-tongued we will not overlook, He lifts up his weight with his tongue and a hook.

We find, too, Joan, who is now known as Kay, And Betty and Roy, the advance folks are they.

Elkay the magician who mystifies all With hankies and rings and a small paper ball. But last, tho not least, is Priscilla, a maid, Long hair on her body and monkey teeth God made.

She's charming and gentle, her spirit is seen Reflected thru whiskers and eyes that are green.

Paul Sprague, world's champion, talks at the door While Benny at the Life Show tells you some more; And little Jackie Rodgers presents all the acts With Carl J. Lauther's oddities of queer living facts.

Kuntz Palace of Wonders

WASHINGTON, Feb. 12.—Weather has been cold but business is holding up well. Wendal Kuntz, owner, is still in Garfield Hospital recovering from his broken leg. It will be several weeks before he returns to the museum. Gertie, the pin-headed Indian, has added her version of Sally Rand's fan dance to her act. Micky McCarthy is working on a new idea for an illusion, which he will present soon. Recent visitors were J. T. Smith, Chicago newspaper man, and Oscar C. Buck, owner of Buck's carnival. **FRANK GRAVITYO.**

Frank Forest's

LONG BEACH, Calif., Feb. 12.—Museum opened here November 29. Lease will include summer months if present good business continues. Admissions to date number 21,000. Anna John Budd, Jolly Josephine and husband recently sailed for Australia. Dutch and Dolly Krupa have gone to Crafts' 20 Big Shows. Jack Lee closed his own show and moved in with this museum as a feature attraction with his dope expose. Other attractions are Eyeolo, pulling an auto with eyelids; Doe-Doe, pinhead; Diane, human torch; Dainty Marie (Mrs. Forest), contortion; Lady Ruth, midget rumba dancer; Doug and Lola Couden, Punch and Judy, juggling to music and emseeing; James H. Smith, general utility. Frank Forest, manager, has the only mike on front of show in the amusement zone. Recent visitors: J. Doug Morgan, of Morgan Stock Company; Will Wright, of Wright's Shows; Fred Sincock, school drum marjorette; Chet Bryant, Joe Glacey, Hal Compton and Charlie Smith. **DOUG COUDEN.**

CLEVELAND, Feb. 12.—Emerson Blotz, concessioner, has booked his attractions with the Clyde United Shows, he announced here this week.

Weyls Production Co.

OPENING MAY 8 IN PENNSYLVANIA. WANTS Cook House, large Bingo and other Legitimate Concessions. No racket. Will book two more Rides and one Show not conflicting. 20 Weeks—All Bona Fide Sponsored Events. **ED WEYLS, Mgr.** Address: Care *The Billboard*, Cincinnati, Ohio.

CIRCUS CLUB PARK

BLOOMINGTON, ILL. FOR YOUR SHOW. 19 Blocks From Business District. Bus Service to Grounds. 33 ACRES AMPLE PARKING SPACE. Reasonable Rental. Write for Particulars. **D. H. DOSS, Manager.**

CORRECTION

Crescent Amusement Co. WILL OPEN AT DANALSONVILLE, GA. MARCH 5 and not at Donaldsonville as published in their advertisement on Page 67 of last week's issue.

MINER MODEL SHOWS

NOW BOOKING SHOWS AND RIDES Following Concessions Open: Cook House or Grab, Cotton Candy, High Striker, Lead Gallery, Devil's Alley, Skee Ball, Shive Rack, Cane Rack, Ball Games, Penny Arcade, Stock Wheels. Johnnie Eck and Lew Alders please write. Address all mail to **R. H. MINER, 161 Chambers St., Phillipsburg, N. J.**

FOR SALE—CRIME SHOW AND DODGE SOUND TRUCK. Crime Show complete and ready to open. Was on J. J. Jones Show all last season. With 70-ft. Panel Front, Wax Figures, Lobby Display, Pit, Red Push Inside Wall, Light Stringer, Readers, Amplifier, Speakers, etc. Dodge 1/2-ton Panel Truck with 110-volt Motor Generator, Amplifier, Speaker, complete, now in operation. Address **ARENSON & DENT, 545 Hawthorne Lane, Charlotte, N. C.**

WANT MORE REVENUE

for YOUR ORGANIZATION?

Read "BINGO BUSINESS"

A Column About Bingo in the WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

Wallace Bros.

MOBILE, Ala., Feb. 12.—Spring-like weather recently has greatly facilitated necessary outside work at quarters here. Nearly all trucks have been given their second coat of battleship gray, while engine hoods are being trimmed in red. Mechanics are busy overhauling all ride and truck motors, most of this work being done outdoors. Artist James Hayden completed redecorating the Merry-Go-Round and it is now ready for the season. Management announced that the new Tilt-a-Whirl purchased during the winter will be delivered from the factory May 1. A Funhouse has been ordered and will be shipped to opening town. Side-Show Manager Lee Houston will combine his Dog and Pony Circus with the Side Show this season thereby strengthening the latter attraction. Mr. and Mrs. Edw. Cole arrived from Florida and are painting and repairing their paraphernalia. Mr. and Mrs. J. W. Clyde, for six years with Hughey Bros. Shows, are in quarters and have booked their photo gallery with the show. Writer is away on his final "North Pole to South Pole" trip before the opening. Visitors: Secretary Rosenkrantz of the Mobile Gulf Coast Fair Dewey Stein, formerly with Goodman Wonder Shows; John Scott, late of A. H. Murphy Shows; Deputy Tax Assessor George Turner and Chester Taylor, now a native Mobilian. WALTER B. FOX.

Goodman

CHICAGO, Feb. 12.—With a staff of 40 men working quarters of the Goodman Wonder Show at Little Rock, Ark. is more than a busy place. Commodious sleeping quarters and a cuisine to tempt the palates of the most fastidious, the small army of showmen are more than happy. They are living the life of Riley with three hearties a day and these cooked by Jack Godbrake and wife. It is a "Goodbrake" for the personnel. First evidence of the fact is that the cooking crews have turned out more than a dozen new wagons, from three to roofs and now are engaged

3000 BINGO

Heavy 3000 BINGO cards, W. H. & S. Co. 100 cards, \$1.25; 200 cards, \$2.50; 35 cards, \$5.25; 50 cards, \$6.75; 75 cards, \$8.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20; Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards \$1.00

3000 KENO

Make 3000 KENO cards, W. H. & S. Co. 100 cards, \$1.25; 200 cards, \$2.50; 35 cards, \$5.25; 50 cards, \$6.75; 75 cards, \$8.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20; Remaining cards sold \$5.00 per 100.

THIN BINGO CARDS

Thin BINGO cards, W. H. & S. Co. 100 cards, \$1.25; 200 cards, \$2.50; 35 cards, \$5.25; 50 cards, \$6.75; 75 cards, \$8.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20; Remaining cards sold \$5.00 per 100.

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ATTENTION! DON'T BUY ELECTRIC BULBS - CABLES SOCKETS - ETC. Until you see our new 1938 Price List. Send for your List NOW! Prices Guaranteed to be the Lowest on the Market. Catering to Showmen Since 1910. BRIGHTON LAMP CO., INC. 13 HUDSON ST. NEW YORK CITY.

Sunset Amusement Co.

Following exclusive concessions open: Custard Dippers, Fleas, Long Range, Short Range, Bowling Alley, Cigarette Gallery, Hoop-La, Pitch-Win, Junk Rack and Snow Balls. Address: P. O. BOX 174, Aurora, Mo.

FOR SALE Candy Kitchen

Practically new with Neon Signs. SACRIFICE! Call or write: WILLIAM MINISH 879 E. 165th St., New York, N. Y. INL 9-9372.

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

building several new fronts. Meanwhile some old fronts are being remodeled and are getting a new coat of color. An entirely new lighting system will mark the show this year. This is not alone features found elsewhere, but on the whole is a vast improvement. Five light towers, constructed especially for throwing light a long way, will grace the midway.

General Agent L. C. Kelly is taking care of the route for the coming season. Grant Chandler is Goodman's right-hand man at quarters. Max Goodman, after sticking to the ship to see everything cleared for full action, is sojourning on a flying trip to Florida. Winter quarters seems to be an attractive spot for Little Rock folk. Daily and Sunday numbers come out to see how an itinerant city is assembled before it takes the road. Callers: Mr. and Mrs. Noble Fairly and Tony Martone. A daily visitor is J. H. Dunlevy, whose Jungeland show will be in the line-up this year. BEVERLY WHITE.

John McKee

DAVIS, Okla., Feb. 12.—Work at quarters is going good. Nearly all equipment has been overhauled. Jack Wallace built a new cookhouse and purchased a new top. Blackie Hood built a new conces-

sioner is getting his rides conditioned. Eddie Harris, of the Joyland unit, visited. Writer visited quarters. A complete new line of paper will be ordered from the Globe Printing Company. Mackey Blue promises a visit from Sacramento, where he is completing a promotion for the Pollock Bros. Shrine Circus. W. T. JESSUP.

Johnny J. Jones

AUGUSTA, Ga., Feb. 12.—The return of Director-General W. C. Fleming and Manager Tom M. Allen from their Tampa trip was the signal for the show's program of improvement and rehabilitation work to commence. Superintendent James McManey and crew completed their work of placing rubber-tired wheels on all wagons. Dick Weideman continues his activities on various repairs needed on the train coaches. Ride Foremen John Logan and Al Warwick commenced conditioning of the four Big Eli Wheels and Lindy Loop. Eddie Jamieson came into quarters and was off in a few days to complete assembling his all-new Minstrel Show cast. Director-General Fleming announced the booking of E. V. McGarry and Diamond Kitty attraction. McGarry, now resting at Miami, will report in time to put in effect several new touches to his presentation Jonesites



MRS. BETTY FARLEY standing by the sound car operated by her husband, Albert Farley. Among the engagements played last season were with Broadway Shows of America and Mighty Sheesley Midway. During this winter they appeared at Sulphur Springs for George Goffas, manager of the park at this Florida resort.

sion and Sam Well is building a new house trailer. A new van for McKee's Kiddie ride is also being built. Mrs. McKee will have a new top for her picture machine. Joe Pram is building a new corn game. J. SAM LEONARD.

Krekos' West Coast

OAKLAND, Calif., Feb. 12.—Frank Redmond, late of Clark's Greater Shows, has finished painting the riding devices and is now working on show fronts. He promises to be ready to go February 15. Angelo Terrillo arrived from his home in Philadelphia to take charge of the Merry-Go-Round. Lester Dobbs is building two new concession tops for his ham concessions. Harry Meyer is a daily visitor. Happy Loter and Marie are busy with the musical revue now in rehearsal for the Carl Holt enterprises. M. E. Arthur, side-show operator, is resting in Los Angeles. Charles Walpert, Leo Carlson and Lee Olsen arrived from Portland, Ore., to get their Ridee-O in shape. Business Manager Jessup is busy lining up the route. Mike Krekos is resting at a near-by winter resort. George Kokan is building a new cafe. Fred Shirley and wife are in charge of quarters. Helen is feeding 20 men daily. Ralph Deering is getting the electrical department ready. Louis Leos busy with income tax and other tax collectors of which there are many. Shorty Wrightman was a welcome visitor, as was Glen Loomis, both being from and with the Wrightsman Amusement Company. Joe

who concluded at Tampa for the fair included E. I. White Phillips, W. C. Fleming, Tom M. Allen, Mr. and Mrs. James C. Simpson, J. C. Tommy Thomas, Mr. and Mrs. Harold Paddock, Morris Lipsky, Eddie Coe and Frances Scott. Billing Agent Dave Traubert continues active billing the local Cracker Party Circus. Joe Sanderlin, circus brigade agent, dropped into quarters for a visit. RALPH LOCKETT.

Modern Midway

CHILLICOTHE, O., Feb. 12.—Quarters at Forrest City, Ark. for first time since established was deserted February 6. Reason Birthday Fred Cullim, part owner with Dick O'Brien of Modern Midway Shows. Celebrated at his Forrest City home. Hilda Rogers and Billy Treadwell present. Dick O'Brien, Whitey Emerson and Charles Howard topped Good Luck Horseshoe formation around table. Town band played Special line billboard paper lithographs, cards and banners ordered. All will flash: "A Clean, Honest Carnival!" Visitors: Chick Le Vone, associated with Dick O'Brien on Macy's Dreamland Exposition Shows in 1913 (Chick Le Vone owner and operator Merchants Sign Shop in Memphis); Lyle Richmond former band leader O'Brien's Exposition Shows in 1921, now operating movie theaters in Senath, Kenneth and Hartl in Missouri and Joe Howard, last year's general agent for West Bros. Shows, en route to Little Rock. DOC WADDELL.

King Reid

MANCHESTER CENTER, Vt., Feb. 12.—Work is now in full swing with Louis Marks in charge of overhauling and painting the rides. Three new panel show fronts, designed by Walter Larsen, have been begun. C. Cad Hill's studio has been contracted for all the art work on the fronts. All the banners and panels that drew much favorable comment last year were also done by Hill. Manager King Reid has been busy with bookings. He will be at the New York State Fair meeting in Albany. A new Ford panel truck has been ordered for April delivery and will be equipped with a sound system and used on the advance. When completed Manager Reid expects to have one of the finest traveling offices of any small show on the road. The chassis is the latest style air-conditioned Dodge bus and is 32 feet in length. It will provide an office 22 feet long with a treasurer's room in the rear. Joe McMahon visited and reported he will again have his concessions with the show. Life at quarters is greatly enlivened by 10 rhesus monkeys from the jungle show that even in the winter put on a performance that is "never out and never over." ZILDA PINSONNAULT.

West Bros.

MORLEY, Mo., Feb. 12.—With return of J. W. Laughlin manager, from a booking trip work in quarters was speeded up and show is taking shape for the opening. Laughlin was accompanied on trip by Frank H. Owens general agent and the writer. Tiny Tadge show's builder, has completed the new home for Mrs. W. E. Laughlin mother of the owner and now has his crew busy on the new fronts. Something new in the way of fronts is being built for the Girl Revue. This show will be office owned and managed by Russ and Mitzie Morgan. Mac Finley, mechanic arrived and in addition to overseeing the repairs on trucks has been placed in charge of the work of constructing the new light towers. These towers, four in number will be among the most pretentious ever attempted by a truck show and are in line with the orders from the office for more lights everywhere.

R. J. Moore electrician is rebuilding the transformer wagon and hooking up new transformers. Mrs. Helen Moore is still on the sick list, not having as yet recovered from her illness of the past season. Word was received from Sam Lieberwitz in Hot Springs, Ark. that he will be in quarters soon to start work on the corn game. Lieberwitz contracted with Mrs. Virginia Laughlin for half interest in the corn game and will have active charge of it. Visitors: Mr. and Mrs. Al Baysinger, Al Baysinger Shows; Mr. and Mrs. Paul Ferris, Mr. and Mrs. May Taylor, George Campbell, Louis Rose, and R. E. Haney, of Kansas City. Mrs. Virginia Laughlin returned after a trip to St. Louis and points east. BRUCE BARHAM.

White City

LOS ANGELES, Feb. 12.—May Collier, high diver, wired her acceptance from Baltimore, Md. as a free attraction. Collier is prominent on East Coast and her act will be a novelty on the West Coast as she will be the first woman high diver to appear here in years. Other free attraction will be the return engagement of Mario and LeFors aerialists. Lucille King, special agent has been busy in towns that are scheduled to be played in Southern California. Mr. and Mrs. C. F. Corey returned from their visit traversing Nevada, Utah and Idaho on business. Writer is feeling quite at home in his old office and has been getting it ready for the road. It has been repainted and decorated with new fixtures and drapes. Brass band under direction of Professor Garcia, will be at opening stand February 19. Mr. and Mrs. Myles Nelson are reconstructing their concessions at their home in Azusa, Calif. White City Shows sent a delegation to the annual Hi-Jinks held by the PCSA recently and a good time was had. Visitor: General Agent E. Pickard, of the Crafts enterprises. Work has been carried on under the supervision of Claude Renner, lot superintendent. Charles Hillman, who will have several concessions on the show, returned from a promotion in Oakland, Calif. Writer spent the winter under contract to write a radio serial with a carnival background and is fast completing this tedious task. The serial should be most enlightening to the showfolk in this sec-

tion when it takes the air as the characters therein are pictured from experiences undergone by the writer during his carnival career. Virgle Miller Martin having disposed of her riding devices is now busy constructing the concessions she will operate this season. Billie Farmer celebrated his birthday at a local cafe and invited as his guests Mr. and Mrs. Hunter Farmer, Pearl de Pellaton, James and Charles Marshall, Aubrey de Pellaton, Penny Metzler, Vivien Vandercook, William George, Stephen James, Nadine Babcock and writer.

WALTON DE PELLATON.

Peerless

PITTSBURGH, Pa., Feb. 12.—Work has started to pick up in quarters. Lark Lane finished a new floor for his cook-house. Virgil Kline, lot man, who is wintering in Apollo, Pa., will be on soon to take up his duties. At present time he is overhauling his house trailer and repainting it. Lola, his wife, has gone in for reducing sports. Fay O. Peters, of pop-corn fame, writes that he is running a gas station in Syracuse, N. Y., but will be in plenty of time to get his machine in shape. Floyd Sheaks, bingo man, stopped on his way north. A steady crew is working from early morning till late at night, under the management of Jack Beal. Joe Cramer, owner and manager, is kept busy between his hotel and quarters. Billy Rowe, formerly of the Dodson Shows, was a visitor. Show will have free acts and a concert band. All new show fronts will be built and chromium will be used. Steve Barto and George Harris, ride foremen, have their rides overhauled and painted and now waiting for the new trucks to come in to start building racks to load these rides on as no crates will be used this season. Tex Liles, electrician, who is spending the winter in South Bend, Ind., writes in that he will report to quarters soon with new ideas for lighting the midway. Towers will be used in the center of the midway for spotlights. Mrs. H. A. Kline writes in Florence, S. C., that she will be with the show with five concessions. Show will open in May and will be transported by its own trucks.

EDDIE BRONNER.

Buckeye

LAUREL, Miss., Feb. 12.—With the return of Mr. and Mrs. Joe Galler from Hot Springs, Ark., where they have spent the past month with Galler's mother and father, of Cleveland, things at quarters took on a decided spurt in activities. All departments are now in full operation in preparation for the season, which Manager Galler believes will be the best in the show's history. In view of this belief the show will be greatly augmented. Work has started on the building of a new Ten-in-One with a 120-foot banner line. All new construction is under Pat Brown. Date Curtis, who is to have charge of the Ten-in-One, is at quarters. L. W. Leesman, who came over from Hot Springs with Galler, will assume duties as assistant manager. J. A. Gentsch is again general agent. K. W. Franklin, of Anniston, Ala., will be secretary this season. The South Mississippi Fairgrounds has proved an ideal place for winter quarters and Owner Galler plans to make it his permanent winter home.

H. G. STARBUCK.

Smith's

AUGUSTA, Ga., Feb. 12.—Work is going at top speed. Karl Smith, manager of quarters. Wiley Clay completed painting and decorating the Merry-Go-Round and is now painting all new banners for fronts. Manager K. F. (Brownie) Smith bought new tops for Ten-in-One, Merry-Go-Round and Athletic Show. Everything will be painted before opening in March. Fourteen men now working and more coming every day. Bill Penny is getting all canvas in A-1 shape and Mrs. Penny is cooking in quarters. Jack Smith is getting his Chairplane and concessions ready. Manager Smith is busy all day greeting the many visitors. Agent Wiggins is out booking spring dates. K. F. (Brownie) Smith is getting his share of fairs.

JACK SMITH.

Bantly's

REYNOLDSVILLE, Pa., Feb. 12.—In spite of many additional shows invading Pennsylvania this year this organization is booked solid all but three of a 26-week season. Work in quarters is progressing nicely. H. K. Devore booked his cook-

house, which will be entirely new from front to back; Harry Agne, Palace of Bingo; Phil Ruberman, concessions, and E. J. Dahmer, photo gallery. Manager Bantly still in bed with influenza and a very bad leg. It looks like he will be there for some time. Harry Copping and the writer attended the York, Pa., meeting and renewed acquaintances with many old friends and also did some business on behalf of the show. Bud Bantly home for a visit. Writer is recovering from his accident, altho it looks like the left hand, which was badly cut, will never be the same as to usefulness. Charles Tashgy booked three shows, including an 80-foot Reptile Show. Jean LaVerne booked Blue-Eyes. Eddie Philbert will again have candy apples. Johnny Rea was a visitor. Bennie (Patches) Smith writes that he will be in March 1.

HARRY E. WILSON.

T. J. Tidwell

DALLAS, Tex., Feb. 12.—Fourteen additional workmen have been placed in quarters at Sweetwater in an effort to complete the work for a mid-March opening in that city. H. G. Buchanan, general agent for the T. J. Tidwell Shows, announced here. New show fronts, indirect lighting and a new type of automobile parking facilities are being prepared, Buchanan said. Buchanan was here representing his show at the meeting of the Texas Association of Fairs. T. J. Tidwell, owner, and Roy E. Stein, press agent, also attended the meeting. Chief Arthur Montour is wintering in Oshwekin, Ontario, and is making plans to join a show in the Southwestern States. He reports he has two wrestlers and a boxer with him and is planning on making a trip to the Southwest for some dates prior to his opening with a show.

ROY E. STEIN.

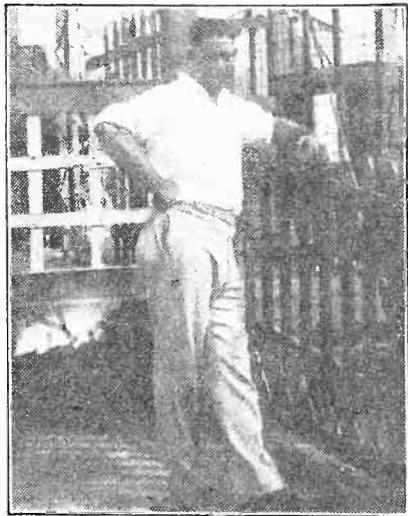
Warner-Byers

COLUMBUS, O., Feb. 12.—Warner-Byers Amusement Company here has everything about set for its opening. A free gate policy will be in effect and there will be free gifts each night. The gifts will be displayed from a platform in the middle of the midway. Manager Byers purchased a new public-address system. Montana Mack signed with Big Snake Show.

GEORGE M. REED.

All American

MASON CITY, Ia., Feb. 12.—Work will soon be in progress. Many new ideas will be put into effect this year. A brand-new thrill ride is being built from ideas which Axel Bendixen brought back from his trip to Europe. A new Danish marquee, 80 feet in length, has been ordered for the entrance. This marquee is of a style that has never been seen in this country before. Many 1,500-watt floodlights have been added together



IT WAS IN COLON, C. Z., that this photo of this somewhat different Ferris Wheel was taken. It is with Frank Miller's Carnival that has been touring South and Central America for many years. Frank hails from Boston if you do not mind and has been most successful. Note that the wheel has cages for the passengers and not open seats. He bought this wheel in New Orleans some years ago, but look, it still looks new. The young man standing by the fence is Jack Montgomery, the operator, also from the States. He furnished the photo.

WALLACE BROS. SHOWS

OPENING FEBRUARY 22 AT MOBILE MARDI GRAS.

Location—St. Joseph and Beauregard St.

WANT Mechanical City, Big Snake, Musicians and Performers for Minstrel Show, salary and percentages; Dancer and Entertainer for Musical Comedy; Talker and Grinder. Leona Lee wants Peoplo for 10-in-One. Freaks to feature. Agents for Grind Shows. Gene Mass, Bill Avory wire. Want Legitimate Concessions of all kinds that can work for 10c. Will sell exclusive for season, including 14 Fairs: Frozen Custard, Lead Gallery, Scales. For Solo Cheap—50x80 Round End Tent, complete with Side Wall, in good condition. Want one more High Aerial Act. Must be sensational.

WALLACE BROS. SHOWS

BOX 71, MOBILE, ALA.

ROYAL EXPOSITION SHOWS

Now Booking for Season 1938

WANT Legitimate Grind Concessions, including Strip Photos, Custard, Candy Floss, Long-Range Shooting Gallery, Ball Games or any other legitimate Concession. Can place Loop-o-Plane and one more Flat Ride not conflicting with Whip, Octopus and Tilt-a-Whirl. Can use sober and reliable Ride Men in all departments for ten rides. Can place worth-while Grind Shows; must be neat. Show booked solid until middle of July, including three bona-fide celebrations and homecoming weeks.

Address BERT ROSENBERGER, Box 493, Brookville, Pa.

CUNNINGHAM'S EXPO. SHOWS WANTS FOR SEASON 1938

WILL PLAY WEST VIRGINIA, PENNSYLVANIA AND OHIO, OPENING APRIL 30.

WANT: Shows of all kinds except Girl Show. First-class Cook House, privilege in tickets. Concessions of all kinds (Odrey and Walter White write). Concessions all open except Corn Game, Pop Corn, Cotton Candy, Penny Pitch and High Striker. WANT High Sensational Free Acts (Capt. McDonald, Marvelous Melville, Jr., write). WANT Ride Foremen and Ride Help, dependable and sober. Will book or buy Tilt-a-Whirl and Pony Ride.

JOHN CUNNINGHAM, Mgr., 1213 Powhatan Ave., Tampa, Fla.

WEST BROTHERS SHOWS WANT

For 1938 Season, Opening March 31st at Cape Girardeau, Mo. Celebrations Starting Early June in Dakotas. Long String Minnesota and Southern Fairs. SHOWS—Capable Show People with or without own outfits. Motordrome, Mechanical Show. Have new banners, etc., for Geek Show. Girls for new Revue and Hula Show. CONCESSIONS—Concessions that will work for stock. RIDE HELP FOR ALL RIDES. FOR SALE—OCTOPUS, Chairplane, Kiddie Auto, Frozen Custard, mounted on trailer, cheap for cash; 2 Corn Game Tops, cheap. All Address—J. W. LAUGHLIN, Mgr., Box 67, Morley, Mo.

with the large naval searchlights already on the show. Midway will be a mass of lights. New show fronts will also be added. P. M. Jones, general representative, has been on a booking tour. Season starts in April. Manager H. V. Petersen was busy furnishing the Winter Sports Carnival, St. Paul, Minn., with Hollywood illumination.

H. V. PETERSON.

Gruberg's

MONTGOMERY, Ala., Feb. 12.—Everything is moving with precision at quarters. Entire show has a new coat of paint. Max Gruberg sent in one of his semi-trailers to have a new body built on it suitable to carry some of Mrs. Gruberg's concessions. Dorothy Montanaro, who was connected with the Girl Show last few seasons, visited quarters recently. She will be with the show again this season. Fellows in quarters have organized a club. The weekly fee paid by each member goes into a fund for reading matter and for illness. The writer has overhauled his side show. Visitors were John Moran, legal adjuster for the show in 1937; Mr. and Mrs. Frank King, Frank formerly minstrel show manager; J. C. Rogers, of the monkey show, and the team of Harlo and Mario, impalement act, Birmingham.

WILLIAM SYLVIN.

Strates

WELDON, N. C., Feb. 12.—General Manager James E. Strates engaged Frank Walden as trainmaster. Walden reported and is overhauling the steel flat cars and putting on new decking. Visitors: Arthur Campfield, of Baker-Lockwood, with Mrs. Campfield, and went away with orders for new canvas. Campfield was full of pep about the new showmen's club in New York. Leon Hewitt, brother of Red Onion, of The Billboard, Leon spent several hours with the writer. Secretary Harold Inglish is smiles over his new streamlined office wagon. It contains two compartments, one for the secretary and staff, and private office for General Manager Strates. McDougall-Butler paint arrived and paint crews will be going over train, wagons and other equipment. Writer presented Mrs. Voorheis with latest model Singer electric sewing machine and the Strates Ladies' Sewing Circle has been organized, with Mrs. Voorheis, Mrs. Dode Inglish, Mrs. Billie Smithly and Mrs. Marguerite Raley as charter members. Meetings are held nightly and daily, with several of the menfolk telling them how the

SOL'S LIBERTY SHOWS INC.

NOW BOOKING FOR SEASON 1938.

Address: SAM SOLOMON,

Box 223,

Caruthersville, Mo.

Al. G. Hodge Shows, Inc.

Now booking and presenting the 1938 Modernistlo Midway, Shows, Rides, Free Acts.

BOB HALLOCK, Gen'l. Agt.

W. M. TUCKER, Mgr.

P. O. BOX 32,

GARY, INDIANA.

BYERS & BEACH SHOWS

Formerly Byers Bros.,

NOW BOOKING FOR SEASON 1938.

Address 1304 Walnut St., East St. Louis, Ill.

BUCKEYE STATE SHOW

Opening March 12, 2 Saturdays, Laurel, Miss., Heart of Town.

WILL BOOK Boomerang or Octopus Rides, one more high-class Grind Show, and legitimate Concessions. Address

JOE GALLER, Mgr., Box 1017, Laurel, Miss.

new gadget should percolate. Manager Strates is away attending the New York fair meetings. General Agent C. W. Cracraft is busy lining up his still-date bookings. Show is going out enlarged and improved over last year's edition. Writer placed an order for a real candid camera. Letters from Bill and Ada Cowan say they are ready for the opening. Also from Mr. and Mrs. Fred Fornier. All are wintering in New York. Mrs. James E. Strates is still in Miami with the kiddies, who are in school there, and all are greatly improved in health. Five American Eagles will again be the free attraction, as contracts have just been received from Manager Oswald Lenzsch.

BEN H. VOORHEIS.

P. J. Sparoni

ROCK FALLS, Ill., Feb. 12.—The writer was in quarters, where a crew of men have been working since January 1 under the direction of P. J. Sparoni. All rides have been reconitioned and repainted. A new front for the Athletic Show is being built. The new Side Show will carry a one-ring circus. Three new trucks and trailers have been added to the fleet. Mrs. Esther Sparoni will give up the advance of the show because of ill health. Jack Troy will handle the advance.

MRS. JACK TROY.

FAIRLY & LITTLE SHOWS

WANT for Long Season, Starting APRIL 9th, SPRINGFIELD, MISSOURI.

CAN PLACE two or three outstanding Shows for the best route this show has ever played.

HAVE OPENING for CRIME, UNBORN AND MONKEY SHOWS.

CAN PLACE Organized Minstrel Show.

WILL BOOK LEAD SHOOTING GALLERY, PITCH-TILL-YOU-WIN, WATCHLA or any Stock Concessions working for TEN CENTS — NO WHEELS WANTED.

WANT to hear from Concession Agents.

WE have fifteen weeks of fairs starting last week in June. A few of our outstanding Fairs are: Jamestown, Fessenden, Langdon and Hamilton, N. D.; Chippewa Falls and La Crosse, Wis.; Albert Lea, Minn.; Spencer, Davenport, Cedar Rapids and Keokuk, Ia., AND then South for our Southern route.

ADDRESS ALL MAIL TO

**FAIRLY & LITTLE SHOWS
BOX 123 SPRINGFIELD, MISSOURI**

GREATER EXPOSITION SHOWS

OPENING MARCH 26 IN ST. LOUIS, MO.

CAN BOOK Monkey Show, also good Grind Show. WANT good Man for Glass House or Rughouse. Ride Help who can drive trucks and who can and will take care of their Rides. WILL BOOK Custard. All other Eats and Drinks sold. All other Concessions open except Corn Game and Diggers. CAN PLACE a few good Agents with their wives to operate 10c Grind Shows for stock. Side Show Freaks and Attractions write JACK NATION, 20 Chambers St., Dayton, O. Illusion Show Talkers and Girls write PROF. E. L. HOLBERT, 1252 No. Main St., Kokomo, Ind. Woman Accordion Player and Girls for Posing Show write JACK HARDY, 605 No. Martin St., Muncie, Ind. Girls for Hula Show and Musical Revue write ROY FAUSTINO, 411 E. Jefferson St., Bloomington, Ill. All others address JOHN FRANCIS, Manager GREATER EXPOSITION SHOWS, Maryland Hotel, St. Louis, Mo. P. S.—FOR SALE—Parker 2-Abreast Merry-Go-Round in first-class shape, Loop-o-Plane, Baby Ferris Wheel, EB, Merry Mixer and 6 Chevrolet Trucks.

THIS SHOW PLAYS THE SMOKE STACKS.

WANT

O'BRIEN and CULLIM
MODERN MIDWAY SHOWS

WANT

Can place Shows with or without their own outfits. Special inducement to good Side Show, Monkey Show, Animal Show, Wild West, Athletic Show. We have Octopus, Ride-o, Loop-o-Plane and Chair-o-Plane. Can place Merry-Go-Round, Ferris Wheel and Tilt-a-Whirl; also can place Kiddie Auto Cars. Can place Seasonal Free Act. Must work high. Sid Presson wants Girls for his Revue. Can use Colored Performers and Musicians for Minstrel Show. Will sell exclusive Cook House, Corn Game, Custard, Candy Floss and Photo Gallery. Everything open except Pop Corn and Penny Pitch. Committees get in touch with us for something new in the outdoor show line. For Sale—50-Foot Round Top with two 30-Foot Middle Pieces; also Kiddie Ferris Wheel. Address DICK O'BRIEN, Box 263, Forrest City, Ark. P. S.—Route to Interested Parties.

ZIMDARS GREATER SHOWS

OPENING MARCH 19, JACKSON, TENN.

WANT

SHOWS—Motor or Monkey Drome—Midget Show—Fat People—Girl Review—Dog and Pony Circus—Unborn—Illusion and Model Farm or City. WANTED—Party to manage Wild Animal Show, also Party to take over Fun House. CONCESSIONS—Can place Photos, Frozen Custard, Cotton Candy, Caramel Apples, Sium Joints, Grind Stores and Wheels. RIDE HELP that drive trucks come on. Address BOX 1605, Jackson, Tenn.

1938 KIDDIE AUTO RIDES NOW READY

MORE ATTRACTIVE THAN EVER.

We Couldn't Improve Them Mechanically, So We Improved Their Appearance.

OFFERED IN 8-10 AND 20-CAR MODELS.

NEW STREAMLINE CARROUSELS—ALL SIZES

Place Orders Now To Insure Spring Delivery.

ALLAN HERSHELL CO., Inc., North Tonawanda, N. Y.

Showman's Headquarters in Miami, Fla.
BILL McLEAN, Prop.

MACK'S BAR and GRILL

733 North Miami Ave., Miami, Fla.
Regards to Old Friends.

TILLEY SHOWS

WANTS Shows with or without outfits. Motor Drome, Mechanical Show, Fun House, Illusion. CONCESSIONS—Penny Arcade, Wheels and Grind Stores open. Address BOX 297, Ladd, Ill.

News Letter From the New York Sector Indicates Much Activity

NEW YORK, Feb. 12.—Carnival operators in this neck of the woods are optimistic, to say the least, for a "bigger and better" season in 1938. Altho some are still attending fair meetings or sojourning in warmer climates, majority of them are beginning to get things moving at winter quarters. Supply people, altho not pushed to the extent of last year to fill orders, report that business is as good and that the shows are purchasing equipment in better than average proportions.

Oscar C. Buck, operator of the show bearing his name, returned to the city last week and reports that a big crew at quarters is busy building show fronts, painting rides and prepping up things in general. States he has several new ideas and a couple of good free acts to increase front gate receipts.

Max Gould, who will manage the De Luxe Shows of America this year under the direction of owner Sam Prell, reports that E. B. Braden will probably be connected with that show this year. Activity at quarters indicates, Gould said, that the show will be one of the finest gilly contingents in the East.

Tamargo Island Shows, more or less of an unknown quantity at present, promises to shape up into a nice outfit of the smaller type by opening time late in April. Reported that this unit will open with rides and concessions and will add shows later.

Mike Centenni, who has been on the sick list this winter with appendicitis, up and around again and reports that his contingent will carry rides, a Ten-in-One, monkey show, wrestling show, a revue and high dive free act. New marquee is being built for the front.

Opening in March, Harry Heller's Acme Shows are being primed for a big season. Show will probably debut in Georgia with a pay gate, free acts, rides and other attractions. Heller plans to have many new faces on his show this season.

Jack Daverin, another Easterner, has leased his rides to Al Grill, former general agent of carnivals in these parts. Grill intends to open near Bridgeport, Conn., some time in April.

That veteran of Long Island, Mike Prudent, has revamped his show, adds a free act and more attractions. Mike will again tour the island.

Dick Gilsdorf, operator of Dick's Paramount Shows, a regular visitor to *The Billboard* these days, as he prepares his contingent for the tour. Reports that he's going after fairs this year and will not confine his activity to New England as in the past few seasons.

Hamilton Producing Company, of Jersey City, will have a couple of small units playing bazaars and church dates in New York, Pennsylvania and New Jersey this year under the direction of William J. Block.

Other operators who will be active in the East again this season report that details of activity will be forthcoming in the near future. Florida vacations, fair

meetings and club activities are keeping 'em active, tho. Ben Williams, Charlie Gerard, Phil Isser, George W. Traver, Joe Bosco and others will all be out with shows, of course.

Art Lewis returned from the Toronto winter meeting with fair dates contracted, he says, starting July 25. Will attend the Albany meeting, February 18 session of the NSA and then hops for Florida and his show there.

G. R. (Jerry) Thorne, who has been managing and routing a professional basket-ball team this winter, has booked his Ten-in-One and Illusion shows with Dick Gilsdorf for the season. . . . John J. (Emergency John) Kelly says that after 30 years at 43d and Broadway he has moved into the NSA headquarters at the Piccadilly, and that it's much more comfortable. Kelly is representing, among other firms, the Powers Tent and Awning Company and the Brighton Lamp Company.

WANTED PHONE MEN

Immediately

Shrine, Grotto and K. of C. for
NEW ENGLAND, NEW YORK
and OHIO.

Former Employees Contact

CHARLIE WATTS

744 Lafayette Ave., Buffalo, N. Y.

FOR SALE BINGO OUTFIT

Complete, Portable, Ready to set up and operate. Cost over \$8,000.00. 160 Upholstered Seats with Back Rests. About 300 feet of genuine Mahogany Counters, each Counter about 75 ft. long. 2 Electric Annunciators, 2 Ball Cars, Switch Board. All office supplies. Complete ready to set up and start work. Bargain for cash.

W. J. ALLMAN, Reid Hotel, Kansas City, Mo.

C. F. ZEIGER UNITED SHOWS WANT

For the Best Carnival Route in the West, opening the Arizona State Citrus Show, Mesa, February 26 to March 6, Shows and Concessions that work for stock. WANT Geek, Wax, Prison, Big Snakes, Unborn, Mechanical, Fun House. Will furnish complete outfits. WANT Strong Woman Act. C. F. ZEIGER, Arizona Hotel, Phoenix, Ariz.

GOLDEN WEST SHOWS

NOW BOOKING FOR 1938

Want Cookhouse, Photos, all kinds of Legitimate Concessions; Athletic Show open; Pit Show People. Will furnish tents, panel fronts and banners for Illusion, Ten-in-One, Snake, Mechanical or any other show except Girl Shows. Want Dancing Girls, couple to run platform show. Open about May 15. Good route, no layoffs. Address

WM. BARNHART

4262 Thomas Ave., North, Minneapolis, Minn.

WILSON AMUSEMENT SHOWS

Wanted for 1938 season a few more Concessions that work for Stock. Good opening for small Cookhouse. Shows with or without own outfit. Ride Help and Concession Agents. Will pay cash for good used Wurlitzer Band Organ, Style No. 105. Have 40-ft. Merry-Go-Round for sale or would place in good park in Illinois. Celebration Committees get in touch with us for good clean amusements. **RAY WILSON, Astoria, Ill.**

WANTED

for the best spots in Ohio, Shows and Concessions not conflicting. Special proposition to String Show and Athletic Show. Can use one more during Free Act. Write **ROXIE HARRIS, 802 Franklin Ave., Findlay, O.**

SECOND-HAND SHOW PROPERTY FOR SALE. \$1.75 Men's White B'skin Skate Shoes, all sizes. \$20.00 Mounted Moose Head with Antlers, Others. \$4.00 Up. Steamer, Wardrobe, Salesman Trunks. \$25.00 Mysteria Illusion, without Mirrors. Bargain. \$200.00 Fly'g Dutchman Ride with Engine. Bargain. WE BUY ALL KINDS OF RINK SKATES AND ALL MAKES OF SHOOTING GALLERIES. **WEIL'S CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.**

Missouri Show Women's Club

ST. LOUIS, Feb. 12.—A large number of officers and members attended the regular meeting in the Maryland Hotel February 3. Virginia Kline and Mrs. Al Baysinger were visitors over the weekend. Tickets for the Valentine dance February 12 were sold out. The pillow slips that were donated by Mrs. Rely Castle were put up on a consecutive raffle, the drawing to be held as soon as all tickets were sold. Norma Lang donated silverware to the club kitchen, and Neil Allen, china and linens. Reported by Kathleen Riebe.

DETROIT, Feb. 12.—J. H. Myre, of this city, has booked his concessions and other attractions with the Motor City Shows, which are under the management of Louis J. Berger.

HUGO, Okla., Feb. 12.—J. J. Colley, general manager of the shows bearing his name, arrived here recently to direct winter-quarters activity. Colley states that his shows give employment to 200 people in various capacities.

K. C. Shrine Circus Ready

Many acts booked—sales reported good—P. T. will sponsor five matinees

KANSAS CITY, Mo., Feb. 12.—With appointment of Harold Elliott as building supervisor and head of the many concession stands in Municipal Auditorium, Ararat Shriners announced completed plans for the annual Shrine Circus, opening next week. Elliott, a veteran with Beckmann & Gerety Shows, will be in full charge of arrangement of equipment. There will be acts of national and international fame, and attendances of from 10,000 to 20,000 are expected daily.

Good press publicity breaks have been scored by Fred L. Spear, noted press agent. Fred T. Parker, Shriner, who is booking acts, said these have been signed for matinee and night shows nine days:

Eight Blue Demons, Arab troupe; Toyana Japanese Troupe, balancing and juggling; Peerless Potters, casters, with high rigging; Five Fearless Flyers and Five Flying Fishers, double act, each doing same act at same time; Harry Froebuss, high pole; Fussner and Company, spiral tower; Five American Eagles, high wire; Seven Danwills, teeterboard and pyramid; Globe of Death; Aerial Solts, trapeze; Felix Morales and Company, aerialists, and Black Brothers and Company, comedy acrobats. More acts are expected, Parker said.

Julius C. Shapiro, Ararat potentate, said at least 50,000 school children are expected to attend because K. C. Council. Parent-Teacher, is sponsoring five matinees to raise money for its treasury. Proceeds are expected to top \$20,000. Ticket sales are showing up well, Potentate Shapiro said.

Gray To Direct Ky. Fair

HENDERSON, Ky., Feb. 12.—Officials of Junior Order, United American Mechanics, sponsor of the Farmers and Merchants' Spring Fair here, announced that E. R. Gray has been contracted to direct activities and that vaude and radio turns will be free acts. Event will be held in Ogden Tobacco Warehouse, one of the largest buildings in Western Kentucky, and merchant, 4-H Club, Homemakers, Boy and Girl Scout and school exhibits will be featured. On the committee are P. A. Bird, C. I. Brown and Allen Rowland.

HELP This Department by Telling Committees About It.

ELKS' FUN FEST WEEK FEB. 28th

ON STREETS AT CLEARWATER, FLA.
WANTED—Rides of all kinds. Merchandise Wheels, Grind Stores, Grab, Ice Cream, Candy Apples, Scales, Ploss, Photos, Novelties. CAN PLACE Pit and Side Shows. WANT SENSATIONAL FREE ACTS. First event in years. Membership handling advance ticket sale with automobile award. Many daily features. Write, wire to

CHAIRMAN ELKS' FUN FEST, Clearwater, Fla.
Care Elks Club.

WANTED

Do you know that the Miltonian Steam Fire Co. is now open for negotiations for Spring Carnival? What have you to offer? Send your literature or man. Reply only to

D. E. KURTZ, Secy. Car. Com.
11 Mahoning Street, Milton, Pa.

WANTED INDOOR CIRCUS FOR MARCH

Promotion, Attendance Attractions, for MERCHANTS' EXPOSITION, April. Describe fully. DIRECTOR, P. O. Box 468, Ansonia, Conn.

Montezuma County Fair and Rodeo

SEPTEMBER 15-16-17, 1938.
GEO. A. WEISTRELL, Secretary,
Ute Mountain Post No. 75, The American Legion,
Cortez, Colo.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

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

More Pro Talent Entering N. O. Mardi Gras Programs

NEW ORLEANS, Feb. 12.—Mardi Gras, the 111-year-old extravaganza of mirth and melody, will be staged this year in the most lavish setting of a decade or more. Louisiana's new era of prosperity brought about by \$47,000,000 of investments in new industries is an enriching influence and it is estimated that nearly \$500,000 will be spent on the setting for a climax ending on Mardi Gras Day. Notables are flooding into the city in such a volume that spare room is taxed to capacity and thousands of special housing facilities are rapidly filling.

There appears to be a decided trend during the past two or three years toward professional entertainment for nightly ball pageants and several organizations have instituted acts for the first time to add color to the age-old pageants.

Night clubs double budgets and others that are darkened the remainder of the year find it profitable to open for the short space of time to fill in the need for more entertainment.

Wirth Circus Bally Busy

JAMAICA, L. I., N. Y., Feb. 12.—Stage is being set here for the Frank Wirth Circus in Jamaica Armory under sponsorship of Jamaica Hospital. Last year the show had phenomenal success, turning away hundreds at most performances. Receipts set an all-time Long Island circus record then and are expected to outdo the mark this year. Fog Horn Clancy, p. a.-ing the Wirth attraction, was in town early ballying the event.

Mack Kassow, manager of concert attractions, assisted by Edna Blanche, said the concert will include Diamond Ted Lewis, cowboy sharpshooter; Mr. and Mrs. Al Tomaini, giant and half-girl; Edna Blanche, human target; Major Mite; Margaret Hill, midget Mae West, and others to be booked.

Shorts

VETERANS of Foreign Wars, Vandergrift, Pa., will feature a carnival at this year's celebration, said Norris F. Swenk.

FOR Kossuth County Fair's Fourth of July Celebration, Algona, Ia., Secretary E. L. Vincent reports acts will be furnished by Barnes-Carruthers Fair Booking Association and pyro displays by Thearle-Duffield Fireworks Company.

DAYS OF '49 SHOW, sponsored by Veterans of Foreign Wars, Ypsilanti, Mich., had profitable ticket sales, reports H. G. Hockett, who was also in charge of program and tickets at Coldwater, Mich., Jamboree on February 12, sponsored by Disabled American Veterans of the World War.

FOUR PEERLESS CRONANS, Steve and Fred Campbell, Robert Quigg and Roland Marquis, have been booked by Sidney Belmont for the 1938 St. Louis Police Circus, reports Louis L. Campbell, act manager.

VAUDE ACTS and dancing will feature a Better Homes Show, sponsored by Wheeling (W. Va.) Chamber of Commerce. George Bailey is general chairman. On committees are Walter Seabright and Clark Porter.

INDOOR FAIR, first of a series of events to be sponsored by volunteer firemen, will be held in Chester (W. Va.) City Hall this spring. There will be free acts, concessions and hand concerts. Committee members are Charles Reed, Elmer Wellington, Ed Huff, John Allison and Dr. R. D. Watkins.

VAUDE ACTS and industrial exhibits will feature New Castle (Pa.) Industrial Exposition in Scottish Rite Cathedral, sponsored by Junior Chamber of Commerce. Presley N. Jones is president.

Activities Varied For Centen in Iowa

DES MOINES, Ia., Feb. 12. — Every community will have a part in celebration of Iowa's Territorial Centennial this year, said the State committee, offices of which were opened in the Statehouse. J. C. Hammond, managing director, said climax of the State-wide observance will come at the 1938 Iowa Centennial State Fair.

Other highlights outlined by the committee include local celebrations in each community, featuring its part in the past 100 years of Iowa development; special centennial features at virtually all county and district fairs; centennial projects sponsored by leading State organizations, chambers of commerce and civic clubs; speakers' bureau, to furnish centennial speakers to important meetings and celebrations thruout spring and summer, effort to bring many former Iowans back to visit the State, advertising of Iowa's resources, a State conservation project to point the lesson of conserving the State's resources.

A committee of 100 has been appointed to direct centennial activities thruout the State, and nine district directors are also to be named to oversee observance of events in their districts.

AMERICAN CARNIVALS—

(Continued from page 54)

with the idea of approaching these problems from the national standpoint.

Bill Referred to Committee

"This bill has been referred to the House Committee on Interstate and Foreign Commerce. It will be the duty of this committee, of which I am chairman, to make a study of these problems and invite the advice and information of the best highway and transportation authorities in the United States.

"Under the proposed bill new interstate routes could be designated in behalf of the Federal Government. By proper planning many State highways can be freed from heavy traffic, which would be diverted to the more modern highways.

"Important financial and engineering exponents of this modernized highway system advise highways built on lines and grades similar to railroads. Separated lanes of traffic are proposed in each direction. The hazard of oncoming traffic is thus to be eliminated. Surface crossings are not to be permitted; there are to be underpasses and overpasses at railroad and highway crossings; entrances and exits are to be built according to latest safety engineering plans, and highways in congested areas brilliantly lighted at night. There would be two or more lanes of traffic on each side of the center division."

The congressman also covered various other phases relating to the subject, including that of application of gasoline taxes and financing, and details too numerous to mention at this time, and concluded his address by requesting the

submission of suggestions by those interested in the matter.

We shall be glad to furnish our membership with any further information relative to this address upon request.

ROCHESTER, N. Y., Feb. 12.—This is being written just prior to our departure for Albany, N. Y., where we plan to be in attendance at the New York State Fair meeting. A full report of our activities at this meeting will be given in the next issue of this column.

Oklahoma Ranch

TALOGA, Okla., Feb. 12.—Mr. and Mrs. J. O. Ellis are back in quarters after spending most of the winter at Du Quoin, Ill., Mrs. Ellis' home town. This will be the show's 15th year. Show will cover Western Oklahoma and Kansas and will open April 18. E. Q. ELLIS.

Lewis' NSA Fund Benefit Speeds Up

FORT MEYERS, Fla., Feb. 12.—The regular weekly meeting of Art Lewis Shows' National Showmen's Association benefit fund committee was held in Vero Beach, Fla., Friday, January 28, with over 200 members of the organization present. This gathering assembled in the minstrel show top following the last performance of the evening.

Joseph Decker, chairman of the entertainment committee, presided and, despite the very cold weather prevailing, the assemblage was very enthusiastic over the prospects for the event, which will be held in the American Legion Coliseum, Sarasota, Tuesday, February 22.

The Vero Beach meeting was preliminary to the big doings planned and quite a sum was realized thru admission charges to the entertainment and other fund-raising activities. The crowd of showfolk present voted the whole affair as highly amusing and well worth the admission price charged. Their events have become weekly affairs prior to the Sarasota "big show." F. Percy Morency stated that the sale of tickets is going on at a merry pace and every indication points to financial success on a big scale.

The program calls for the appearance of a prominent orchestra for the floor show and dances, which will be among the outstanding features. Arrangements are being made for an expected attendance of near 2,000.

LAUREL, Miss., Feb. 12.—Buckeye State Shows, a Mississippi amusement institution, will play the stock shows at Port Gibson and Forest, Miss. Dates run from last of March into April.

WANT MORE REVENUE

for

YOUR ORGANIZATION?

Read

"BINGO BUSINESS"

A Column About Bingo in the

WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

6 BIG DAYS GOOD CARNIVAL WANTED 6 BIG DAYS

July 25 to 30, Inclusive.

WINFIELD RACE MEET — K. & O. CIRCUIT

Sponsored by American Legion Post.

Capacity Crowds — Good Farming and Oil Country.

WINFIELD RACE MEET — MARTIN E. JARVIS, Secy. — Winfield, Kan.

WANTED CARNIVAL SHOWS

Religious Celebration

OUR LADY OF ASSUMPTION FESTIVAL

August 9-10-11-12-13-15 — Hammonton, N. J.

Apply: RALPH SANTILLI, 221 French St., Hammonton, N. J.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by JOSEPH CSIDA—Communications to 1564 Broadway, New York

Snow White and Seven Dwarfs Latest Mdse. Business Builder

Dolls, many other novelties already on market — others planned for near future — direct sellers report good business on latest Disney stars

NEW YORK, Feb. 12.—Since the first showing of Walt Disney's full-length, all-color cartoon feature, *Snow White and the Seven Dwarfs*, manufacturers have been busy building all kinds of novelties around the lovely little lass and her seven impish companions. Most of the numbers have an almost exclusive kiddie appeal, but operators and direct sellers report that the parents of the kiddies show practically no sales resistance to the Disney character items. Possibly most appropriate for the trade is the dwarf doll manufactured by the Henry Novelty Company. Doll has a great deal of appeal and should make a good number at a bingo, where many mothers (who would like to take such a prize home to the kiddies) play. Should also go well as a house-to-house number in the middle class residential neighborhoods.

Other items built around Snow White and the Dwarfs are pencil sharpeners, stiff-board storybook, series birthday cards, stamp set, games (both for kiddies and adults), linen storybooks, paper dolls, cutout dolls, coloring sets and picture puzzles.

Survey among numerous direct sellers indicates a belief that the new Disney folks will rival the sensational sales records set up by Mickey Mouse, Donald Duck, Pluto and other characters made famous by Disney.

Altho the list of Snow White and Dwarf items seems rather long considering the comparatively recent release date on the motion picture, it is expected

that the next few months will see the characters introduced on any number of new items. Reports have it that producers in a number of fields are in contact with Kay Kamen Enterprises, which office handles commercial rights to Disney characters.

Study of present items, of course, shows that the many merchandise uses to which Snow White and her dwarfs have been put are but a few of the many more to which she still might be put.

How To Conduct Group Bingo Parties Successfully

By E. S. LOWE

PART THREE

This is the third installment of the series of articles on "How To Conduct Group Bingo Parties Successfully." Parts One and Two appeared in the February 5 and 12 issues of *The Billboard*. Any person who missed these installments and wishes to obtain the issues in which they appeared may do so by writing the Circulation Department, *The Billboard*, 25 Opera place, Cincinnati, O., inclosing 15 cents in stamps or coins for each issue.

We suggest that you clip these articles and file them as a ready source of reference to answer all your questions about conducting a bingo party.

Special Games

Here is where the real profit lies! After each five regular admission games that are played on the lap boards a special game is played for which there is a specific charge. This game is not played on the lap board, but on a special card known as a Bingo Special Game Card. The charge for each card is generally from 10 to 25 cents. In many instances to increase the sale of these cards they are offered at 10 cents or three for 25 cents. Winner of this special game is awarded a large prize, usually 50 per cent of the amount taken in. If for instance the income from the sale of special game cards amounts to \$20 the prize awarded for the game should cost you about \$10 at wholesale cost.

Special Game Prizes

Here are a few suggestions for special game prizes: Studio couches, floor lamps, arm chairs, coffee and cocktail tables, portable bars, vacuum cleaners, silver sets, dinner sets and radios.

Type of Special Game Cards To Use

This procedure is followed after each five regular games that are played on the lap boards until seven specials have been played. A different card bearing a different serial number should be used for each special game to prevent players from using the same card for more than one special game. You need seven different serial numbers for an evening's play of seven special games.

Duration of Game

The duration of the bingo party, 35 regular games and seven special games, should take about two and one-half hours.

How To Plan Your Expenses

You should be able to gauge the amount of people you expect at your bingo party. Assuming that 200 people will attend the first bingo party, that means you will take in \$80 in admissions of 40 cents an admission. This money should cover all expenses excluding the special game prizes.

Again we stress that the profit lies in the seven special games. Assuming that you charge 10 cents per card for a special game, you should sell an average of 80 per cent of your audience, some people buying more than one card, others buying none. When you have 200 people and 80 per cent of them paying 10 cents each for a special game card, you should take in an average of \$16 for a special game. In this case the prize awarded for this special game should cost you about \$8 at wholesale or, in other words, 50 per cent of the amount taken in for the special game, allowing you a profit of \$8. Multiplying this profit seven times will give you a total profit of \$56 for the seven special games.

Next week in the fourth installment of "How To Conduct Group Bingo Parties Successfully" Lowe tells about "How To Apportion Your Expenses," "How To Obtain Bingo Prizes and Complete Assortments," "New Ideas," "Professional Operators" and "How To Operate Bingo in Concessions."

Bingo Gets News Breaks

This Week, mag, and New York Daily News readers learn about bingo

NEW YORK, Feb. 12.—In the past week bingo has received publicity breaks in publications reaching a total of more than 7,000,000 readers. *This Week*, Sunday magazine supplement of *The New York Herald Tribune* and 23 other great newspapers (circulation more than 5,000,000), carried an article called *Bingo* in its February 6 issue. Article was written by John F. DeVine and gave a sketchy history of the game, told how many people play it every day in the week and action taken for and against it in various parts of the country. Author did not express a personal opinion on bingo, but merely reported what it was, how it worked, who played it and where.

The second article, first of a series, appeared in the February 10 issue of *The New York Daily News* and was written by Carl Warren, who made a name for himself when he wrote the startling series of *Daily News* articles on venereal diseases. First article is titled, *Bingo Epidemic Puts Finger on National Pulse*, and told briefly part of bingo's background, how the game is played, tremendous crowds drawn in all parts of the country and some of the prizes given.

In part, the *News* article said:

"Reliable figures are scarce, but estimates reveal the astounding growth of the game. One equipment maker told the *News* he thought 50 per cent of the city's adult population plays once a week in theaters, churches, lodge halls and political clubrooms."

At the conclusion of the first of the series of articles *The News* said:

"The proceeds are distributed in different ways. A majority of churches and clubs devote them to charity and other good Samaritan activities deemed worthy by the officials. Others pay off mortgages, build schools, buy Christmas baskets or band uniforms, furnish clubrooms, start scholarships, bury members, send girls to beauty contests, stage parades and buy flags and medals."

Operators in this and other territories feel that this type of publicity will do the game a lot of good in that it will serve to keep interest at a high pitch, create new players and (most important of all) convince authorities that bingo can definitely aid churches, clubs and organizations in carrying on their good works.

DIRECT SALES STUFF

A Column for HOUSE-TO-HOUSE and STORE-TO-STORE SPECIALTY SALESMEN.

By WALTER ALWYN-SCHMIDT

"There is no unemployment in direct selling," a direct sales advertising man said to me a few days ago, and I remembered that I had heard the same words several years before from another direct salesman. If I remember rightly Joe Pedersen was his name. I wish he would communicate with me. His story should be of interest to many other direct salesmen at this time.

Joe had been a telegraphist at the stock exchange and lost his job shortly before the 1929 depression when automatic machines took the place of the (See *DIRECT SALES* on page 71)

BINGO BUSINESS

By JOHN CARY

THE NEWSPAPERS are really beginning to recognize bingo's tremendous popularity. In addition to *The New York Daily News* series on bingo and the fine article in *This Week* (both of which are covered in story on this page), the editorial cartoonist for *The Washington Post* used bingo as the basis for a satirical cartoon on the League of Nations. He showed a group of bewhiskered and bemustached diplomats seated around a large conference table. Each diplomat

(See *BINGO BUSINESS* on page 71)

NEXT WEEK

in the
February 26 Issue

"HOW A LOCAL COMMITTEE RUNS SUCCESSFUL BINGO PARTIES"

by

DANIEL E. SHEA

Chairman, Bingo Committee
KNIGHTS OF COLUMBUS
Hartford (Conn.) Council No. 11

New Items

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

Dwarf Radio

Dwarf is the name Silver Manufacturing Company has applied to its latest creation, which bases its appeal on its size and quality. Only 6 3/4 inches wide, set is small enough to rest in one's hand.



Firm reports that it, like most expensive sets, is precision built. A three-inch dynamic speaker is said to assure perfect reproduction, while the four RCA tubes assure dependable performance. Dwarf comes housed in a cabinet of striking beauty with a tell-tale light which shows when the radio is turned on. Case is made of molded white metal, which is said to dissipate the heat of the radio quicker than wood and thereby lengthen the life of the set. Manufacturer reports it has made tests with the set that have proved its popularity in the salesboard field.

winning number, since it is not only an attractive lamp, but has the added appeal of being a real chuck-a-luck game, too. Lamp's base is in the form of a huge die made of semi-transparent material that is electrically lighted from within. Chuck-a-luck game is mounted on top of the die and is complete with three dice and ready for action. Cage is finished in chrome and is built sturdily to withstand plenty of party punishment, it is claimed. Comes complete with cord and plug. Has plenty of flash and is said to sell at a moderate price.

Chuck-a-Luck Lamp

One of the newer numbers in the novelty lamp world is the Chuck-a-Luck lamp being marketed by the Wonder Novelty Company. Firm describes this lamp as being a little piece of Monte Carlo for the game room or the home bar. Lamp's dual appeal is said to make it a

Tell-a-Vision Clock

"The first really new electric clock idea in 10 years" is the way Simmons Manufacturing Company describes its new Tell-a-Vision illuminated electric clock. Firm points out that there are no hands or dial on the clock, but that one gets the time in exact figures at a glance. Day or night, it is said, this clock tells the time in figures of light. Clock is housed in an attractive cabinet and comes complete with cord and plug. Members of the trade who have already seen this number are reported to have declared that it is a natural for a bingo prize or salescard deal.

Pee Wee Radio

What is termed the world's tiniest radio is being marketed by the Evans Novelty Company. Firm calls the new number the Detroit Pee Wee Receiver because it is only 5/8 inches long by 4/4 inches high. Said to be smaller than the average man's hand, weighing only four pounds. Firm claims the set is not a toy but a genuine radio with big-set features. Tone and power are said to be astounding. Reported to be a natural for salesboard and premium promotions.

Coffee Brewer

Glass coffee makers have proved themselves a natural sales stimulator, as the interest in better coffee is practically universal. Among the newer aids to better coffee is the Cory Glass Coffee Brewer, distinguished by its fast-flo filter, which limits to three minutes the period that hot water and the finely ground coffee are in contact and makes it impossible for the coffee to boil or be oversteeped or touch metal.

Pliofilm Koverets

Klear-Vu Koverets is an item with direct sales possibilities. A. L. Siegel Company, Inc., is manufacturing this household necessity. Klear-Vu Koverets are made of Pliofilm, a sturdy transparent rubberized material. Koverets are used in the refrigerator to keep foods fresh and uncontaminated by odors. They fit snugly over food and pie plates, salad and mixing bowls, etc.

Vacuum Hat Brush

Here's a new idea in hat brushes that looks like a sure-fire sales maker. It's the Vacuum Hat Brush. The cup-shaped design creates a vacuum as the bristles pass over the felt. Particles of dust and dirt are drawn up into the edges of the cup instead of being brushed along and re-deposited on the fabric. American Cyanamid Company is the manufacturer.

Pipe Reamer

Pipe smokers everywhere form a huge market for the pipe reamer now being offered by the H. C. Cook Company. Made of tempered steel beautifully nickled, the reamer is self-adjusting and fits all pipes. Leaves a wall of any thickness. Comes in good-looking pigskin case. Agents, salesmen and distributors ought to investigate.

Safety-Roll Can Opener

Vaughan Novelty Manufacturing Company has a new de luxe Safety-Roll Can Opener that cuts round, square or oval tops, leaving safety-roll edge. Every housewife is a customer for this wall-type can opener, which is doubly protected against can slipping and can be operated smoothly with one hand.

IF IT'S NEW--WE HAVE IT!



Newspaper Cartoon Characters, Charms Made of Celluloid. Exclusive With N. Shure Co. Something Different. Finished in Colors.

- B11N78—Orphan Annie
- B11N79—Sandy
- B11N80—Moon Mullins
- B11N81—Uncle Willie
- B11N82—Kayo
- B11N83—Harold Teen
- B11N84—Uncle Walt

PER GROSS

80c

1 Gross of a Number Least Sold.

Other Charms from 68c to 75c per gross



HOT-CHA GLASSES.—The best designs brought out to date. Real Hot Numbers. Just display them—they sell on sight.

Extra Profits for You!

Each glass bears an artistic reproduction of a demure girl in a colorful costume. Turn the glass around and the costume drops away, revealing her in nature's own. Packed 8 different designs in a corrugated partitioned colored container.

No. 1N115—Per Gross 15.00
In Lots of 2 Dozen, per Dozen 1.35
Sample Box of 8 Glasses \$ 1.00
Cash With Order. Shipped by Express Collect.



The Hottest Numbers in Years!

Genuine Ventriloquist Dummies. This Craze is Sweeping the Country. Order now and make some good profit.

- "WILLIE TALK," 28 inches tall, stuffed body, composition head and hands. Moving jaw. B36N54. Sport Suit. Per Dozen \$18.00 | Each \$1.50
- B36N55. Full Dress Suit. Per Dozen \$19.50 | Each 2.20
- "Willie Talk," 33 in. tall. Stuffed body, composition head and hands. Moving jaw. B36N56. Sport Suit. Per Dozen \$24.00 | Each 2.20
- B36N57. Full Dress Suit. Per Dozen \$25.50 | Each 2.35
- The Original "Willie Talk" with cut-out back and moving head. 34-in. doll in Sport Suit. B36N387. Per Dozen \$36.00 | Each 3.25
- Push Cards and Boards with Picture of "Willie Talk." No. A1176. 80-Hole Push Card. Per Dozen \$1.50
- No. A1177. 600-Hole Sales Board. Each \$1.00
- Dummy Dan, 32 in. tall, in Sport Suit. B36N390. Per Dozen \$27.00 | Each 2.50
- Gabby Joe, 21 in. tall, in Sport Suit. B36N392. Per Dozen \$9.00

N. SHURE CO. ADAMS and WELLS STS. CHICAGO, ILL.

SPECIALS--LOW PRICES

- DIXON PENCILS—No. 2. Gross...\$1.45
- LARGE ERASERS, Gross..... .55
- HOUSE SLIPPERS—Cloth Top (25c Retail Value) Assorted Sizes. Doz. Pairs 65c
- RAZOR BLADES—Double Edge. Packed 5s. Cello. Wrapped, 1000. \$2.25
- SHOELACES—American Made, Black or Brown, 27 in. Gross..... 32c
- NO-NO—1,000 TIMES NO. Joke Novelty. Dozen..... 90c
- DOG-GON-IT (Dirt Novelty). Doz... .65

BENGOR PRODUCTS CO.

878 BROADWAY, NEW YORK, N. Y.

GENUINE FUR TAILS

Per 100 \$5.00
Per 1000 \$45.00

Sample, 10c. 25% Dep., Bal. C. O. D. Bigger, better, flashier than last year. Giant size Fur Fox Tails with red, white and blue Streamers and Ribbons for attaching. Stock up for a big season.

BLACK OR GREY GOAT SKIN RUGS

Deep, luxurious fur. Looks like real bear. Sure-fire money-makers everywhere. Each Rug. 1-3 Deposits, Balance C. O. D. H. M. J. FUR CO.

150 West 28th Street, New York City.

CAMOLAIRE BATH AND LOUNGING ROBES

Beautiful, real \$10 values. Sizes 14 to 20. Colors: Royal Blue, Wine and Bittersweet (latest rust shade.) \$18. of six or dozen

Also special closeouts on Camolaire BEDJACKETS. \$4.00 per dozen. Single sample 50c. A hot \$2.00 seller. Camolaire SCARFS, in assorted colors, at sensationallly low price of \$1.00 per dozen.

If You Know Your Values, You'll Order These Big Money-Makers Today. LOMBARDY CORP., 150 W. 22 St., New York, N. Y.

ATTENTION PREMIUM USERS

Blankets, Bedspreads, Linens, Rugs, Comforts, Towel Sets, Etc., for Bingo, Screeno, Bank Night and Concessions.

Write for further details. MILL DISTRIBUTORS, INC. 1266 W. 6th Street, Cleveland, O.

FUR COATS

Highest grade, genuine plected Seal, dyed Coney. Latest styles, finest linings. Big flash. All sizes, 16 to 42. LIMITED QUANTITIES. RUSH YOUR ORDERS. STOCK UP NOW WHILE THEY LAST. Write for Reduced Price List on complete Fur Coat line. H. M. J. FUR CO. 150 W. 28th St., New York City.

Challenge Value \$2.25 each

5 For \$10.50

No. BB9583. LADIES' BRACELET WATCH. 10 1/2 L. Chrome Case with assorted engraved designs. Link bracelet to match. Fine cylinder movement. An amazingly big value. Each in gift case. Buy 5 watches at reduced price.

ROHDE-SPENCER CO., 223 W. Madison St., Chicago

THE BIGGEST HANDFUL in Radio History!

The SILVER Dwarf

\$7.95

LOTS OF 12

SAMPLE \$8.50

RUSH \$2 deposit, pay balance C.O.D. Money back with a smile if it is not all we claim! (Carrying case \$1 extra.)

"BIG SET" FEATURES:

- 4 Genuine RCA TUBES, new type with 6 tube efficiency.
- 3-inch FULL DYNAMIC speaker assures rich, full tone.
- PRECISION BUILT to give long service and satisfaction.
- HIGH IMPEDANCE Litz coils.
- PILOT LIGHT tells when set is turned on.
- ONE YEAR GUARANTEE. (Tubes 90 Days).
- AC-DC, 110 volts, 60 cycle.
- Gets police calls, amateur calls, etc.

WEIGHS ONLY 5 1/2 LBS.

Size 6 3/4" wide x 4 3/4" high
List Price \$15

THE Silver "Dwarf" is the diminutive little radio that sounds and performs like a big set. It is the smallest QUALITY radio ever offered at so low a price. The beautifully designed cabinet is of molded metal—it won't break easily and is guaranteed not to overheat. Choice of 3 colors—IVORY, CHINESE RED and WALNUT. Complete with aerial.

Tests have proven it to be a winner for salesboards and premiums. Be the first in your territory to cash in with this money-maker.

SEND for FREE CATALOG

Write for circular describing the Silver "Dwarf" as well as 50 other radios for farms, homes and autos.

Write, wire or phone your order to

SILVER MANUFACTURING CO., Inc.

2868 ELSTON AVENUE • Dept. 120 • CHICAGO, ILLINOIS

ORDER NOW - Money-Back Guarantee

THE LEADER OF 1938
DRUM MAJOR
 The Most Gorgeous Stuffed Animal Novelty Ever Offered



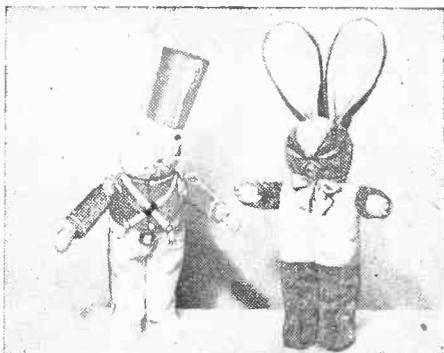
36" **BRIGHT FLASHY UNIFORM IN RED, GREEN OR BLUE**
\$19⁸⁰ Cats, Bears and Rabbits
 DOZ.
 Same as Above **\$12⁰⁰**
 in 27" DOZ.
 25% Deposit With Order, Balance C. O. D.
HENRY LANG
 30 WEST 3D ST., NEW YORK, N. Y.



BIG ASSORTMENT OF NOVELTY CHARMS, ABOUT 60 DIFFERENT KINDS.
 Send a Dollar Bill for a Gross, Assorted.
 We will include Quantity Price List With Each Sample Order.

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.

A REAL WINNER
 ONE-SHOT 500-HOLE BOARD,
HIT AND TAKE ONE OF US HOME



HONEY BUNNY OR CADET
 About 33 In. High. Finest Made.
 Send for Our Beautiful Four-Color Sales Card Deals.
 Open Daily 9 A.M. to 9 P.M.; Sunday to 6 P.M., for Convenience of Customers.

500-Hole Board
 Should Take in \$25.00, But Averages \$12.50
 Either Rabbit and Board, \$3.00
 Special Discount in Quantity Lots. F. O. B. Phila., Pa. 1/3 M. O. Deposit.
EMBASSY
 2043 Chestnut St. Philadelphia, Pa.

PROFIT WITH THE NEW 1938 CHAMPION CATALOG
IVORY CHARMS LARGE ASSORTMENT—Gross. 80c

- Lowest Prices—Items for LIVE Wagonmen—Pitchmen—Streetmen—Home and Office Canvassers.
- Salesboards, Premiums, Notions, Lotions, Perfumes, Carded Goods, Sun Glasses, Blades, Soaps, Balloons, Electric Clocks.
- Write for Catalog and FREE SAMPLE CASE OFFER—Right Now!

CHAMPION SPECIALTY CO., 814-E CENTRAL ST., KANSAS CITY, MO.

PIPES BLENDED BIRAR MELLO-BOWL
 12 Pipes on Attractive Display Card. Per Card, only \$1.10
 12 Cards, only \$11.75. 25% Deposit on C.O.D.

SOUVENIR GOODS Displays NEW YORK and BOSTON "GIFT SHOWS"
 Moccasins — Pennants — Pillows — Leather Goods — Wooden Novelties — Hand Painted Mother of Pearl Sets — Knives — Files — Etc. Genuine Indian Made Goods.
 AT PENNSYLVANIA HOTEL, New York, Room 621 X, February 21 to March 2.
 AT STATLER HOTEL, Boston, Room 508, March 5 to 12.
 Jobber Wanted for New York 1938 World's Fair.
BLOOM BROS. CO. MINNEAPOLIS, MINN.

ST. PATRICK'S DAY NOVELTIES

BB4088—Plain Shamrocks	Gro. \$.60
BB3058—Pipe Shamrocks	1.00
BB3059—Hat Shamrocks	1.00
BB7824—Erlin Flag	.75
BB3084—Green Miniature Hats	2.75
BB3060—Green Bottle Fans	Doz. \$.30
BB3062—Green Snakes	.75
BB3065—Green Balloons	.30
Sample Asst.—1 Doz. Each of the above	POSTPAID \$2.00

25% Deposit required with all C.O.D. orders.
 Write for list of April Fool Novelties.
LEVIN BROTHERS Terre Haute, Indiana

TIES WATCH OUR ADS FOR SPECIAL BUYS
 Send for FREE Catalog & Sample Swatches
HERCULES NECKWEAR MFG. CO.
 772 Vermont St. Dept. B-11 Brooklyn, N.Y.

AMERICA'S NEWEST DOLL SENSATION
 The Authentic WALT DISNEY SNOW WHITE DOLL With the Seven Dwarfs.
THE HOTTEST SALEBOARD AND PREMIUM ITEM.
 Write for Details.
FLORN CO., 1123 Broadway, New York City.

NOTES from SUPPLY HOUSES

Karl Guggenheim, of the firm bearing his name, recently returned from the Orient and states that his company soon will display a new line of merchandise for the concession and giftware trade. During Karl's absence the affairs of the firm were conducted by Irving Handler, associated with Karl in the firm.

Sam Shure, executive of the N. Shure Company, will forget about work for the next few weeks and take an extended trip thru Mexico as a means of storing up energy for the spring rush. He plans to take in all the historic spots of that interesting country. Don't be surprised if he comes back with the "ex" on some fancy Mexican items, too.

Irwin Feitler, sales manager of Gardner & Company, well known in the sales-board field, is really taking life easy these days. He's somewhere down in the tropic zone enjoying a nice warm cruise

DEALS
 (Continued from page 64)
 that many others are of the same opinion. Evans Novelty Company, which is offering the set to salesboard operators, claims the receiver has great merchandising possibilities because it is every inch a radio and not a toy. Despite its size and tho it weighs only four pounds, the tone, power and tuning ability are said to astound those who hear it for the first time. Evans announces it has developed five unusual boards to give operators a variety of profit makers for use in all type of locations.

Victa Sales Company is another enthusiastic booster of the Detroit Pee-Wee. The Rowley brothers, of the firm, have been working a Pee-Wee deal for the past month or so and they say the set has produced an exceptional number of repeat orders on each location. It's a knockout, they say.

Wedding bells will ring out for Bill Hornig March 27. The lucky girl is Sally Kastin. Bill met his one and only in Baltimore at a beauty contest. She took first prize and Bill's heart at the same time. They may spend their honeymoon abroad.

The Florn Company is marketing America's newest doll sensation. Snow White with the Seven Dwarfs. It should go big on a card.

A good assist for operators working dummy dolls is being offered by Tizzard. It's a book containing ventriloquial dialog specially written to eliminate all lip movements. Gives monolog cross-fire and comedy songs and should team up well with the doll given away.

Operators are going for its Shell Lamp Deal, the Goldfarb Novelty Company reports. Boys familiar with the angles of handling religious items seem to be particularly pleased with the Crucifix Lamp, another good Easter number. Firm has illustrated circular available for the skin.

Happy landing.



RUSH YOUR ORDER
 For this Fast Selling Easter Item. The Bunny that sells himself, no sales talk needed.
 No. 550R-25" Drum Major, \$8.40 Doz.
 In Cellophane Bag. \$9.00 Doz.
 Assorted Colors of Uniforms, such as Turkey Red, French Blue, Pink, Light Green and Orchild. Brass Buttons and Golden Yellow Trimmings. Case of 12 weighs 21 lbs.
 No. 550-R-L-D — 36" Drum Major, \$16.00 Doz.
 In Cellophane, \$22.50 Doz.
 25% With Order, Balance C. O. D.
PERSIA MFG. CO., 416 N. Sangamon St., Chicago.

Attention Operators!
"DUMMY DAN"
 The Ventriloquist Man
 FULL 32 INCHES HIGH
\$24.00 Doz.
\$2.10 Each
 Let this sensational board item make quick money for you! He's the genuine "Dummy Dan" — sport suit and all!
 Send for Illustrated Price List Today!
GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.



Now The RADIO SENSATION PEE WEE POCKET RADIO



USES NO ELECTRICITY NO BATTERIES NO TUBES NO UPKEEP COSTS
ONLY \$2.99
 Retail.
ING TO OPERATE. Beautiful clear tone DIRECT FROM POCKET RADIO. All one unit—just like the big sets. Fits pocket easily. Take it with you. No electric socket connections required. COSTS NOTHING TO OPERATE. Brings in stations with fine tone quality. Tunes broadcast band. Should last for years. Music comes direct from built-in speaker phone. Easy instructions for using anywhere. Rigidly made, accurately tested. The Pee Wee is guaranteed. (Worth many times its low price.) For use in HOME, OFFICE, CAMP, HOTEL, AUTO, BOAT, BED, etc. Can be used by anyone. An ideal gift. Don't wait, order now. Concessionaires, Pitch and Salesboard Men—Your price \$21.80 per Dozen, plus postage, or send \$21.80 cash or money order and we pay postage. 25% deposit on C. O. D. Orders. Above includes beautiful 3-Color Show Card. Samples, \$2.99 Each.
PEE WEE RADIO MFG. CO.
 206 W. 3rd Street, Dept. 10-0, LOS ANGELES, CALIF.

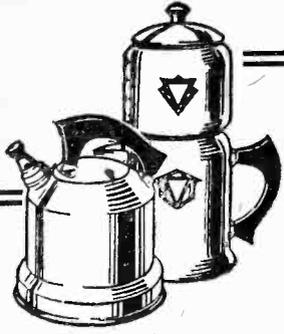
WHOLESALE ONLY
 Taking the country by storm
Wally Crosses - and Chains -
 1000 Gross in Stock at all times
ORDERS FILLED SAME DAY.
ATTENTION OPERATORS
 Our Prices are the Lowest in the United States on Crosses and Chains.
 Prices from \$12.00 to \$16.50 Gross.
 Mail Dollar for Samples.
 Mats and Sales Promotion Furnished.
 These are Genuine Wally Crosses and Chains.
 We Sell Nothing Else.
 Operators Sell from 10-100 Gross Weekly.
WIRE TODAY BEFORE IT'S TOO LATE
WALLY CROSS CO.
 Wholesale Only.
 1162 Broad St., Augusta, Georgia.
 25% Deposit Required.



LADIES WATCHES
 Smartly Styled Chrome Cases with Dainty Link Bands to match, guaranteed Jeweled Movements, \$10 Value. A fine flash for premiums, schemes, promotions. Attractively boxed. Each in lots of 12 or more, \$2.25. Less than 12, each, \$2.45.
JOS. HAGN CO
 223 W. Madison St. Chicago, Ill.



SVENGALI MAGIC DECKS
 Here is the finest Svengali Deck ever manufactured. Made of new cards, bridge size, all die cut. Dozen, \$3.25; Gross, \$38.50. Sample, Postpaid, 35 Cents. Catalog of 300 Magic, Joke Novelties, Party Goods Free.
S. S. ADAMS CO., Asbury Park, N. J.

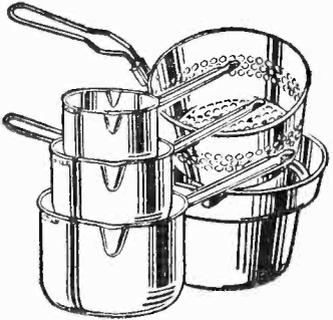


PRIZES for Merchandise Games

Lustre aluminum cooking utensils always win a big play. Lustre Ware is flashy—it's the kind of a prize that winners like to take home—and it's inexpensive.

Ask Your Jobber for the Lustre Brand by West Bend

WEST BEND ALUMINUM COMPANY
Dept. 632 West Bend, Wis.



BINGO BUSINESS

(Continued from page 64)
has a bingo card in front of him. At the head of the table sits the chairman of the League, picking numbers out of a box. One of the stouter delegates is jumping up, pointing to his card and yelling "bingo." Not that we want to get embroiled in international affairs, but judging from what the League has been able to achieve in certain instances we shouldn't be at all surprised to learn that *The Post* cartoonist has portrayed a very true-to-life picture.

MIAMI GOES BINGO . . . Looking over the releases from Miami and noting what the boys down there have to say, bingo has really taken the popular winter resort town by storm. Sportswriter Jack Bell in his daily column, *O'er the Sports Desk*, devotes a full pillar to bingo in Miami. And Broadway columnist Hy Gardner, vacationing in the Florida city, comments on the game's popularity there, too.

THEY TELL US that at the Red Men's bingo in Manchester, Conn., the Lucky Pocketbook Bingo is the new sensation. The Red Men tried offering ordinary prizes and lucky pocketbooks at the same game, giving winners their choice. Practically all winners chose the lucky pocketbooks. That extra "tease" element—wondering what's going to be in the pocketbook—seems to get the players.

LETTERS ARE COMING IN EVERY day asking for more information about bingo in retail stores. We have a reprint of the Store Bingo story and we will be glad to send this on request and receipt of a stamped, self-addressed envelope to any interested parties. Latest reports from Shell Barrett, working out the store bingos for the Harlacker Company (handling H. C. Bohack stores), is that the game is progressing nicely, still drawing plenty of customers to the stores and increasing business phenomenally.

HELP! HELP! HELP! HELP! For the time being we're clean out of new game twists. Maybe some of you readers have new twists which you would like to pass on to others in the bingo business. Let's hear from you about these twists or anything else concerning bingo.

The World's TINIEST RADIO

It's Smaller than your Hand!

ABSOLUTELY NEW! NEVER BEFORE OFFERED!

NOT A TOY... BUT A Genuine Radio WITH BIG SET FEATURES, PLAYS LIKE A BIG SET!

Utterly Different!

THE Hottest MOST Unusual PUNCH BOARD IDEA IN FIVE YEARS!

Operators Make Big Profits!

Be the first in your territory to offer this! It's the "hottest" thing you've had in years! Don't confuse this remarkable receiver with cheap premium radios. This is a genuine radio—sensationally different... remarkably better! Those hearing its marvelous performance for the first time could hardly believe their ears. Everyone wants one on sight! Cabinets in six different colors. We have a sure-fire, fast moving, big profit proposition for you

WRITE OR WIRE FOR DETAILS
EVANS NOVELTY CO.
946 W. DIVERSEY • CHICAGO, ILL.

THE HIT OF THE RECENT COIN MACHINE SHOW!



4 R.C.A. Metal Tubes
WITH 6 TUBE PERFORMANCE
DYNAMIC SPEAKER
OPERATES ON AC-DC
PLASTIC CABINET

Salesboard Operators

New Sensational Line of
SHELL LAMPS MADE IN U. S. A.

Equipped with Approved Wire, Cord and Plug.
No. 79—LARGE ABALONE WOOD CRUCIFIX SHELL LAMP. Upright Abalone shell back with giant Wood Cross and figure in gilt. Hand painted garden scene trimmed with pearls and conch shells. Height of figure 7". Lamp measures 9 1/2 x 8". Packed each to Carton.

DOZEN \$15.00
Sample, \$1.50.

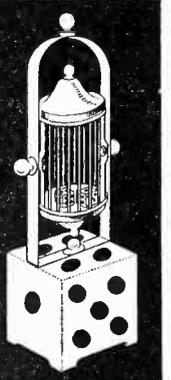
FREE 6 35-Hole Cards With Every Dozen. Card from 1 to 35 takes in \$6.30.

Send for Special Illustrated Price List of Complete Line of Beautiful Shell Lamps.
ALSO FEATURING DUMMY DAN



The Ventriloquist Sensation. Completely Out-fitted—Sport Suit and all.
NOW IN STOCK—3 SIZES—NEW PRICES.
No. 100—17 in. High Dozen \$ 7.50
No. 101—21 in. High Dozen 13.50
No. 102—32 in. High Dozen 24.00
25% Deposit, Balance C. O. D.
GOLDFARB NOV. CO. 20 WEST 23d STREET, NEW YORK CITY.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.



The New Chuck-A-Luck Lamp
A "Natural" for Taverns, Cigar Counters, Etc.
A REAL CHUCK-A-LUCK GAME.
A Beautiful Lamp for Counter or Home.
A Perfect Bingo Prize and Carnival Item.
Complete with Table Game Chart. Doz. \$18.00
A Pushcord FREE with each Lamp. Write for Salesboard Deals. 25% with Order, Balance C. O. D.
Modern Sales Service
300 West Adams Street, Chicago.

DIFFERENT



THE CHIEFTAIN
NEW, REVOLUTIONARY SELF-WINDING ELECTRICAL NUMERAL CLOCK.
Write to
PENNWOOD CO.
7525 Kensington Street, Pittsburgh, Pa.

1000 ELGIN & WALTHAM WRIST WATCHES—R. B. New Yellow Tornado Cases, made by Illinois Watch Case Co., with strap in box and price tag. Lots of 3, Each \$3.50
POCKET WATCH—ELGIN & WALTHAM. 7J, 18 Size. R. B. with new RR Chrome Cases. Lots of 3, Each \$1.90
Special Prices for Quantity Users. Sample 50c Extra.
25% Deposit, Balance C. O. D. Send for Catalog.
N. SEIDMAN 173 Canal Street, New York, N. Y.



WE MEAN IT TOO!

WHEN WE SAY WE STOCK THE MOST COMPLETE LINE OF REAL HONEST-TO-GOODNESS HITS: WILLIE TALK, SPORTING SAM, TALKING TOM, BALLYHOO BILL, DUMMY BOB, BLA-BLA LARRY. 28-In. Size, \$16.50 per Doz. Up. 33-In. Size, \$24.00 per Doz. Up.

See US FOR THE MOST COMPLETE Line Of Comic Costumed

PLUSH RABBITS
38 Styles and Sizes—Pirates — Sailors — Spanish — Cowboys — Mr. & Mrs. Peter, Etc.



STATE YOUR BUSINESS PLEASE!

WISCONSIN DELUXE CORPORATION
1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

LATEST FUR COATS AND JACKETS
At sensationally low prices. Our fur coat values are well known and now we offer an amazing line of fur jackets. Seal in all colors: black, brown, grey, eel grey, white, tan, etc. Hot sellers for late winter and spring. Write today for Free Price List on C.O.D.
Complete Fur Coat and Fur Jacket Line.
M. SEIDEL & SON 243 West 30 St., New York, N. Y.

\$100.00 PER WEEK Guaranteed!
or we cheerfully refund your money. Our men earn up to 400 per cent profit with The New Lite-O-Phone cigar lighter. Business repeats from year to year with no additional investment, an unlimited field. Great Demand. Good open territories. Pleasant work among high class business men. A money maker without equal for you. Get full facts today.
M. W. M. Co. Dept. 28 Aurora, Missouri

ELECTRIC SHAVERS
No. B10K37—Majestic Electric Dry Shaver. New Type guarded Head, black Bakelite Case. For 110-V. A. C. or D. C. \$3.35 Each.
In Dozen Lots, \$3.00 Each
No. B10K6—Packard Lektroshever. Ea. \$10.00
In Lots of 12 or More, Each 9.00
No. B10K11—Hanley Clipshave. Each 6.00
In Lots of 3 or More 6.00
25% Deposit on C. O. D. Orders. Ask for our Big New Catalog 381, containing 160 pages of Novelties, Jewelry and Premiums. Mention your business. We do not sell retail.
JOSEPH HAGN CO.
Wholesalers and Importers Since 1911.
217-225 W. Madison St., Chicago, Ill.



Let Oak's Blue Box and Yellow Diamond Label be your guide in buying balloons: You'll get top quality, faster sellers, exclusive hits—and make more money. The Leading Jobbers sell Oak Balloons.

The OAK RUBBER CO.
RAVENNA, OHIO.

Coupon Workers

Cross sales are sweeping the country. Send \$1.00 for assorted samples. Large stock. Orders shipped same day received. Assorted Crosses, \$16.50 gross.

BENSON SPECIALTY CO.
347 Plymouth Bldg., Minneapolis, Minn.

BLUE CROSS

Absorbent Cotton, Adhesive Plaster, First Aid Bandage, Gauze Bandages, Corn, Callous and Bunion Pads.

WE SELL WHOLESALE ONLY
HAMPTON MFG. CO.
Carlstadt, N. J.

Every \$1.00 Gets you \$5.00

Yes, sir, real profit. Goodrich Home Workers always have dough, and when you tell prospects Homes are made by the Goodrich Co., Est. 1884, they buy with confidence. Pitchmen, Window Workers, Distrs. write for low gro. prices. Best season ahead. Sample 10c.

GOODRICH,
1500 West Madison, Chicago, Dept. BG-2.

FOUNTAIN PENS THAT SELL

To Make You Extra Profits!

Most attractive Pens and Pencils made. Guaranteed non-breakable. Our prices are positively lowest. Write now for new Price List.

STARR PEN COMPANY
300 W. Adams St. (Dept. 1-K), Chicago, Ill.

LUCKY OSCAR

Unbreakable Doll Bunny. Something New. Sample 25c.

WALLENBECK MFG.
Sandwich, Ill.

The only Pen just like a Banker, is another Banker. The Pen with the Two-Tone Point and Life Time Guarantee.



JAS. KELLEY, The Fountain Pen King,
487 B'way, N. Y.; CHICAGO, 180 W. Adams St.
784 Mission St., San Francisco, Calif.

VETERANS' BIG SELLERS!

Our sales are increasing. Get your share. New! Great Flash Cover, Primer of Constitution. Everybody must have one. Will Rogers' Latest Jokes, 3c. Flashy Armistice Day Closing Cards, 5c. Veterans' Magazine, Holiday Flashies, 5c. Veterans' Joke Books, 2c. 3c. Patriotic Calendar. Hot Season, 5c. Samples, 10c. **VETERANS' SERVICE MAGAZINE,** 157 Leonard Street, New York.

SQUIRT LAPEL SCOTTY DOG
A new clever joke item. Doz. 65c.
MAGIC EGG PUZZLE Doz. 90c.

LUCKY CHARMS

Over 50 different. Special Assortment of 30 kinds, 75c gross, or we can supply them gross, or we can supply them individually, 75c gross. Joke Cel. Broken Egg looks real. 1.20. **SURE CURE FOR THAT HANG-OVER FEELING,** new joke Gift Box. 1.20 doz. No. No., a 1,000 Times No., from 75c doz.; in box, 1.00. New Lucky Horseshoe Puzzle, 60c doz. **RABBIT FOOT** with Key Chain, 50c doz. **BAREBACK HIGHBALL GLASSES,** 1.75 doz. 1938 Horoscopes from 1.75 per 1,000 up. All the Red Hot Trick and Joke Items at special Quantities. Catalogue 25c, refunded with first order. 50 Samples of best Sellers and Cat's, 2.00.

MAGNOTRIX NOV. CORP., 138 Park Row, N.Y.

PITCHMEN

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

by **BILL BAKER**

(Cincinnati Office)

PLAN YOUR 1938 operations discreetly.

THOSE WHO WORK . . . cleanly and keep towns open are to be highly commended. The others—well, what we have to say concerning this type of person wouldn't look very well in print.

SAY, FELLOWS . . . how about getting your communications in earlier in the week? This scribbler must have all pipes ready for publication not later than Friday afternoon of each week. This explains why some of the pipes sent in by you are received too late for publication in the issue following. The fact that the paper is dated Saturday of the "next week" is doubtless the reason many of the boys refrain from sending communications until too late, and they then must be published later. Whether too late or in time, however, we are doing our level best to use all of them. All we ask is that you fellows and girls in the profession bear with us and keep shooting in the pipes.

THOSE WHO are ever looking toward the future will be paid cash dividends probably when they least expect it.

EVERYBODY DOES . . . or should enjoy good-natured kidding, but personal slams to get even with someone else always were in bad taste and have no place in this pillar. It's just as easy for everyone to be friendly and agreeable and work toward everybody's welfare and mental equilibrium.

THIS MEANS YOU . . . and you and you. How's for a pipe this week from the regulars who seldom write in? Write it today, sure!

SAY, GALS . . . this is no stag column. Several pipes from the fairer sex each week will be welcome.

IT'S ABOUT TIME . . . the West Coast convention is broken up by the eastward exodus, isn't it?

IF REPORTS drifting in to this desk are any indication there should be many more open towns this summer.

WHAT'S DOIN' IN SEATTLE? Perhaps the boys in those diggin's are froze up. Not much word has been forthcoming from that section lately.

IN FAIRNESS TO . . . all in Pitchdom we feel it our duty to remind pipesters that when they say a town is open or closed they should not fail to tell what branch of the profession they are in. Ofttimes a town may be closed to street workers but open on lots, doorways, etc., or the other way around.

So when you just say that a town is closed, or if you say there is no money it is sometimes misleading to others, for the same town may be open and mighty good for a worker in a different branch of the profession.

DON'T FAIL . . . to ogle the Letter List this issue. There may be mail advertised for you.

PARADE YOUR HONESTY before your tip; court the respect of the business men and officials in the town or city you are working; encourage others to do the same and you have gone a long way in your quest of success and financial independence. We know of no easier way for Pitchdom to gain favor and obliterate unjust prejudice and oppression.

COOP POLK . . . of sheet fame, is now a "molasses king" and is trucking those good old Southern sweets into the Delta and going strong.

OLLIE POLK . . . is reported to be wintering in Hattiesburg, Miss., with his mother and relatives.

SMOKEY COLE . . . med show performer, is heard daily in a quarter-hour program over Station WFOR, Jackson, Miss.

NINA SCOTT . . . is operating an indoor carnival and bazaar in the Carolinas, according to reports emanating from that section.

MRS. C. H. ZIMMERMAN . . . wife of the herbologist, is reported to be suffering from a stroke. She and C. H. are presently wintering in Macon, Ga.

WONDER HOW WELL the fraternity will be represented at the Mardi Gras in New Orleans this year.

"AM HIBERNATING . . . in the Sunny South," smokes thru Dewitt Shanks from Jackson, Miss. Haven't been working much, tho, since this territory is no good and many of the spots are closed. Pitchmen are conspicuous by their absence here. Say, Al and George Rabbitfoot, Warner, Frank Hauer and the remainder of the boys working in Kentucky, send in some dope on that neck of the woods. The last I heard from Kentucky was that a half-C reader prevailed in each county for single-hand workers on med. It was worth it last spring. How is it now, boys? South Carolina has many closed towns and the open ones are usually no good. North Carolina's State, county and city readers are high and soldiers' readers are difficult to obtain unless you are a bona fide resident. Georgia has a soldiers' reader. Last time I saw Dr. Benson he was sporting a new car and trailer and looking like a million. How goes it, Doc? Since I won't have my own show out this season, I have been offered several lecture jobs with various med shows and I'll probably accept one soon."

THINGS WE WOULD . . . like to know: Will Doc Frank Hathcock have his big opry out this summer? And how about Dr. Bobbie Dale and his med show de luxe? Where are all the old-timers such as Frank Datson, Moldenhauer, Glauner, Clarence Heckendorn and the health book workers of old? Come on, fellows, pipe in.

SINCERITY IS THE KEYNOTE that will put you and your product over. If people believe in you you'll have little difficulty selling your goods.

SLIM CHARAK . . . after a good season with Dodson's World's Fair Shows, a couple of months with gummie in Southern cities and a bang-up New Year's Day with rain capes at the Sugar Bowl game in New Orleans, blew into Chicago recently.

DANNY WALSH . . . scribes from Chicago: "Just came up here from New Orleans after a two-month rest and, believe it or not, one of the Mardi Gras City's newspapers gave pitchmen some nice front-page pictures

REMINGTON

The New SPRING-O-MATIC Pen.



A Life Saver for Pen Workers.

JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.



RINGS

Cameo and Whitestone. Highest Grade Rhodium and Gold Finish. Send \$2 for 20 Samples of popular styles.

OLYMPIC NOVELTY CO., 307 5th Ave., New York
Also Showing Latest Styles in
From \$9.00 gross up. Send \$1.00 for Sample Line No. 11.



CROSSES

UNDERWOOD



PLUNGERS—Special \$18.00 PER GRO.

PENS • PENCILS • COMBOS

GRODIN PEN CO., 396 Broadway, New York City.

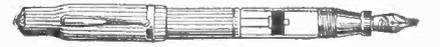
ELGIN & WALTHAM WRIST WATCHES \$3.95

In New Cases, Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country.

H. SPARBER & CO.

106 North 7th Street, St. Louis, Mo.

We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.



SOUTHERN PEN CO.

Manufacturers Since 1913.

16 N. Union St., Dept. B, Petersburg, Va.
Send \$1.00 for Samples. Prompt Shipments.

50%-TO DISTRIBUTORS-50%

Send Guaranteed **MASTERLITE LAMPS.** American made, Fully guaranteed for 1000 hours. Write at once for catalog and proposition.

MASTERLITE CO., Dept. GB9
110 East 23rd St., New York.



PLUNGER WRITES 2 WAYS

POINT! Standard-Medium on Its Face, Manifold on Its Back.



Ink Gauge Tells When To Refill.
3 Different Samples 50c, Prepaid.
Jackwin Pen Co., 50 W. 28th St., New York, N. Y.

MED. MEN OPPORTUNITY

Use G.P.L. Quality Preparations. A complete medicine show, private label and Office Special line. Immediate service. Reasonable prices. Wholesale catalogue on request.

GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
137 E. Spring St., Columbus, O.

ACE BLADES

FACTORY PRICES. FREE DELIVERY. Details FREE. (Samples 10c).

ACE BLADE CO.

37 South Avenue, Dept. 1-W, Rochester, N. Y.

FAST SELLING MAGIC

FOUR ACE TRICK \$1.75 Per 100
THE DISAPPEARING SPOTS 1.50 Per 100
RING ILLUSION 3.50 Per Gross
FOUR MAGIC PADDLES 3.00 Gross Sets
SNAP BACK 1.75 Per Gross
PAPER FOLDING TRICK 5.00 Per Gross
Send 50c for Six Samples and Large Catalogue.
KRINOG, - - - 536 6th Ave., New York City.

Yes! YOU CAN MAKE BIG MONEY WITH HOOVER UNIFORMS!

Big earnings for ambitious men and women in new uncrowded field with famous nationally advertised Hoover line of smart, exclusive Uniforms for restaurants, fountains, hotels, taverns, stores, offices, etc. Not house-to-house. No experience—no money needed to get into this new, big-income business. Mail postcard now for beautiful new Uniform Style presentation, actual samples and money-making equipment—sent FREE.

HOOVER, 251 W. 19th St., Dept. BH-15, New York

Next Issue LIST NUMBER

Will Feature the Following Lists:

- WINTER FAIRS
- CONVENTIONS
- COMING EVENTS
- DOG SHOWS

Order a copy from your news-dealer NOW or mail 15c in postage or cash to

The Billboard

Circulation Dept.,
25 Opera Place
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DEAL No. 1—Dental Cream, Giant Tube, Tooth Brush, Cellophaned. Complete Deal **10c**

DEAL No. 2—Shaving Cream, Giant Tube, Shaving Honer, Styptic Pencil, 10 Blue Steel Blades. Complete Deal **12c**

DEAL No. 3—Shaving Cream, Lather, Giant Tube, Shaving Brush, Styptic Pencil, 10 Blue Steel Blades. Complete Deal **17c**

DEAL No. 4—5 Blue Steel Blades, Shaving Cream, Double-Edge Razor, Styptic Pencil. Complete Deal **11 1/2c**

DEAL No. 5—Shaving Soap, in Box, 5 Blue Steel Blades, Styptic Pencil, Pair 27-inch Shoe Laces. Complete Deal **4 1/2c**

SALESBOARD SPECIAL—1,000-HOLE, Cigarette, Candy, Cigar, Gasoline, Novelty or Plain Heading Boards. Big Variety. Your Choice. Each **70c**

ALKALINE SELTZER TABLETS.
Each Tablet in Cellophane Envelope, 20 Envelopes on Display Card.

20 count (25 card lots). Card **\$.12 1/2**
30 count (25 card lots). Card **.18**
36 count (25 card lots). Card **.22**

Order any amount of deals you want, from one to a thousand. Just state quantity and deal number, sending 25% Deposit. Balance C. O. D.

As always we guarantee NEVER to be UNDER SOLD.

72-Page Salesboard Catalog and 196-Page Novelty Catalog FREE With All Orders.

UNIVERSAL WHOLESALERS
901 BROADWAY, New York, N. Y.
We SHIP from COAST TO COAST for LESS

CARTOON BOOKLETS

SPECIAL OFFER! LIMITED TIME!
(Sideline Salesmen and Agents)—Fast Selling Line of Cartoon Booklets. Vest Pocket Series. 10 different samples for 50c; 25 assorted for \$1.00. Sent prepaid. Send cash or stamps. Wholesale Price List sent only with orders. None free.

REPSAC SALES CO.,
6 W. 15th St. (Dept. B-2), New York City.

DEMONSTRATORS

On Herbs, Cleaning Crystals, Corn Dope or what have you worked. If capable and dependable producers can offer steady work. Chicago department stores write.

B. A. ECKER
Care of PRODUCTS CORP.
1927 Pershing Rd., CHICAGO.

and publicity. Corners and doorways are pretty well taken up there and fire-works men enjoyed a great week from Christmas until New Year's. Plan to hit the road with sharpeners in a few weeks in the general direction of Oklahoma. Pipe in, boys, with some info about spots out there. How about it, George Hess, Bill Siegle, Fred Cummings and Johnnie Quigley?"

TRY TO MAKE yesterday's impractical methods good enough for today and you're certain to lose out. It's one of the speediest methods at least.

"WORKED TO GOOD BIZ . . . at the courthouse here with blades and watches the last few days," shoots Freddie Masons from Clarion, Pa. "Met McCaskey here with his maps and he really passes 'em out. This territory is fair on glass factory pay days. Will go to Marinville, Pa., soon. My wife is doing okeh here working cosmetics house to house."

INDUSTRIAL NOTES . . . Officials of the Wheeling Steel Corporation's Portsmouth, O., works, according to the Associated Press, announced February 5 that a blast furnace idle since October would resume operations February 15 and that 150 additional men would be recalled by then.

WHAT DO YOU SAY . . . about this one, boys? Let's have some of the hundreds of jokes and funny stories that are told nightly at pitchmen's gabfests. Those suitable for the column will make interesting reading, so come across, fellows.

IN THE FINAL analysis the pitchman holds the power to change conditions for better or worse in his profession.

REPORTS DRIFTING . . . In to the pipes desk indicate that many of the boys are working Maxwell street, Chicago. Come on, fellows, unlimber those writing sticks and let Bill know what's doin' in the Windy City.

UNLESS WE ARE GREATLY . . . mistaken it was V. L. Torres, veteran pitchman, who once remarked: "Laugh, even if it hurts. As sure as night follows day, a 5-cent smile will do more for you than a \$5 frown." It's a good point to consider, especially in these days when the general paying public is more price conscious than ever. Perhaps now more than ever before the pitchman has

a wider opportunity, due chiefly to the fact that he is selling better merchandise than was the case in former years. Since the success of every pitchman is greatly influenced by other people, the wisdom of Torres' remark is becoming more and more apparent. At least it's worth thinking about when you encounter your next tip.

ONCE AGAIN. Save that summer bank roll. You'll have plenty of opportunity to spend it next winter.

PITCHDOM WAS REPRESENTED at Uncle Sam's little business conference in the person of A. L. Clark, ace sock salesman, better known as "The Sock-Selling Fool." Upon receiving a request to be present from Daniel C. Roper, Secretary of Commerce, Clark dropped all work, stored his truck in Missouri and was on his way to Washington. His talk on getting people back on the farms made such an impression that he was swamped by newspaper men and newsreel men for interviews and pictures (maybe you have already seen him in Movietone News). Clark was a visitor at *The Billboard's* Cincinnati offices last week on returning from Washington and New York to Missouri and had with him his book (big enough to choke an elephant) of licenses collected over a period of 10 years. By virtue of his trip to the nation's capital for the little business conference Bill now confers upon Clark a new title, "The Biggest Little Business Man in the Country."

DR. L. P. STANTON'S . . . med museum enjoyed good business at its opening stand in a Malvern, Ark., theater recently, according to Paul E. Maples, secretary. Show is using the same line-up, with the exception of Tom King, who remained in Oklahoma. "Malvern," scribes Paul, "is open to pitchmen, but not to road shows. Weather here is wonderful after a week of severe cold. Say, Whitie Hollimond and Duke Doebbler, what about some pipes?"

ANY PITCHMAN who has a small capital can be a pitch store promoter, but few promoters can be pitchmen regardless of the amount of their capital.

YOU FELLOWS . . . who are or have been pushing snowbanks around in the frigid atmosphere of the North don't realize what you are missing by not being down in the more temperate climate of the South, if reports emanating in Hot Springs, Ark., are an indication. Wintering there and enjoying their house trailers immensely are Mr. and Mrs. Sam Coe, coils; Mr. and Mrs. Lee Yandell, peelers and embroidery guides, and Mr. and Mrs. Guy Lownsberry, coils. All report that they have enjoyed well-earned vacations and the baths there have put them in good condition for another season of hard work. Charley Ray and wife, of peeler fame, were expected to join them, but must have become snowbound around Detroit, they report. They advise that they would like to read pipes from Blackie Beard and wife."

WHERE IS . . . Harry Corry these days? Pipe in and tell us how things are goin' with you, Harry.

PITCHMEN'S SAYINGS: "That's the whole thing in a nutshell, gentlemen."—Doc Holt.

WE'VE NOTICED . . . an influx of long pipes lately, which makes it necessary that we hold some over or boil 'em down. Have a little patience, they'll all get in the column. But you can help yourself and us greatly by keeping them brief and to the point. By following this policy we give everyone a chance to have his say. It's ever our aim to make the column of even greater interest to the profession. Needless to remark, we are always open to suggestions. After all it is your column. We look over its destinies and disseminate the news for you. So let's make it a practice to send in short, snappy pipes.

"HERE'S THAT LONG . . . planned pipe," blasts Donald E. Crabb from Muskegon, Mich. "Have been working peelers and eye-glass cleaners around these parts since Christmas, but things are bad since almost all of the shops are closed and the weather has been miserable, so working outside is out. Worked Grand Rapids recently and found that about the only thing getting money there is med. Libby Savich, of St. Paul, and I said the words of matrimony in Milwaukee December 20 and we were attended by Red

EXCLUSIVE STYLE for CROSS PROMOTIONS



A promoter's dream come true; that's how tremendous ring sales and cross pendant sales are right now.

Write for Catalog No. 21 showing newest styles in

- CROSSES ● WHITESTONE RINGS
- CAMEO RINGS ● ENGRAVING ITEMS

HARRY PAKULA & COMPANY
5 No. Wabash Ave., CHICAGO, ILL.



Winterhalter and Lucille Grey. The bride is a good little worker, too. Plan to work these parts for a few weeks more and head for St. Paul. So let's have some pipes, you fellows working that territory, and Doc Wilson."

THINGS WE NEVER HEAR: "We civic authorities realize there is a recession, thus we have a greater sympathy for the worker who earns his own way and is not just another burden to our community."

DOC JACK MURRAY . . . is reported to be working herbs in Grand Rapids, Mich.

PHIL HAMILTON . . . smokes thru from Durant, Okla.: "Have read *Billyboy* and the pipes for several years, but this is my first attempt at writing a pipe. Weather here is becoming such that a fellow can get in a little good work. Durant has a first and third Wednesday; Antlers, a second and fourth Tuesday. Towns in this section are good on o. m. or small reader. Will go to Ardmore, Okla., from here."

UNDER AN EDICT . . . issued in Pittsburgh recently by Safety Director George E. A. Fairley's office, all solicitors must obtain licenses from that office before canvassing homes, downtown buildings or on streets. Edict also points out that a solicitor picked up without a license after March 1 is liable to arrest. Solicitors seeking a permit must also submit their pictures and be fingerprinted.

TRIPOD OPININGS: "The successful pitchman gets all the play he can on the spot he is working."

"SPENDING ANOTHER . . . winter at home here," inks Barneo Mills from Graham, N. C. "My wife, Doris Dixon, and I have been relishing the meals my mother has been preparing and it certainly is a treat to be home again. Doris was with Doc Frank Keath's show working Kentucky, Tennessee and Illinois. She reports that business for the first part of the season was not so good, but it picked up some during the last six weeks. I spent the season with Doc Franklyn's show. We played Bethlehem and Quakertown, Pa., all summer and part of the fall and came thru okeh. Doc didn't get rich but managed to have the bad breaks he encountered, I believe he came out all right. Business in this section at present is at a standstill. I'd advise the boys to steer clear of the mill towns, but the tobacco towns are all good. Small shows playing houses can get by; in fact, some of the theaters are literally begging for small vaude shows."

FAMOUS LAST WORDS: "Got a 'fenner' you can let me have? You know I'll repay you handsomely."

FRED ATWOOD . . . fogs thru from Pensacola, Fla., with his first pipe in seven years. "While passing thru this town recently I met a veteran pitchman by the name of Pine and a Jack Hendrix. The former had the Florida State reader and was working the Main street to a fair business with the art needle, while Hendrix has polish. Both boys offered to loan me their spot plus the reader so that I could work. We need more men like them in the business."

FRED MCFADDEN . . . continues to click with his jewelry layout in a Cincinnati chain store.

MEMORIES: Remember when Les Williams, the Pennsylvania snake oil and soap worker, told a tip that his medicine would ever protect one from rattlesnake bites? And remember, to prove his point, he picked one of the rattlers he had on exhibition for a bally only to have the reptile bite him? No, he didn't apply his oil. He literally flew for a doctor and made so much noise doing so that the people near the corner on which he was working became so excited that they believed there was a run on the bank. Those were the good old days.

FLASH!

LEE'S SPECTACULAR TRADING POST DEAL

FREE GENUINE DIAMOND RING

Included with our usual line of dependable merchandise.

THIS is the first time in the history of this business such a spectacular item has been included in this type deal.

NO INCREASE IN PRICE

Everybody goes for Trading Post because everybody draws a prize. There's no blanks. 130 Pull Tabs on front of cartoon, numbered on back of each Tab to correspond to numbers on 130 sealed packages of merchandise in back of cartoon gives everyone a prize for their money. Deal takes in \$13.00. Your price complete.

\$6.45

One Deal Free With Every Ten Orders.

NO TERRITORY IS "CLOSED" TO "TRADING POST."

TERMS: 1/3 Deposit with Order, Balance C. O. D. **NOTE**—You can save C. O. D. charges if you send full amount with order.

We now occupy our new and large premises, where we will be in a position to serve you better.

LEE MANUFACTURING CO.
809 W. MADISON ST., CHICAGO.

LOOK

Send for Free 1938 Catalog Featuring Ventriloquist Dolls — Genuine Diamond Ring — Trading Post — Elgin and Waltham Watches — General Radios, and many other Sensational Premium Items.

BIG PROFITS! AMAZING NEW BUSINESS

Free Book

Chance to DRIVE SERVICE CAR Like this

Free Book

Razor which tells how you can build big-pay store route.

World's Products Co., Dept. 288-B, Spencer, Ind.

ELGIN & WALTHAM
REBUILT WATCHES \$1.75

7 Jewel, 18 Size, in S.
H. Engraved Cases, at

Send for Price List. Money Back If Not Satisfied.
CRESCENT CITY WATCH MATERIAL CO.,
113 N. Broadway, St. Louis, Mo.

VEST POCKET GAGS

That are SURE HITS—The Movie Girl, Discontented Milkmaid, You Dirty Dog, Where the \$5 Go, Etc. All 20c Doz., or 1.25 per 100.

Comic Cartoon Books . . . 16 pages, illust. 10 new ones. Per 100, 2.00.

Sand Cards, 35c Doz; Shimmie Dancers, 25c. Send \$1.00 for Samples of 25 Items.

T. R. PAYNE, 25 Cardinal Place, New York.

Start a POTATO CHIP BUSINESS IN YOUR KITCHEN and MAKE MONEY!

Buy Potatoes for 2c A POUND

Sell Them as Vita-Sealed Chips for 35c a POUND



THERE'S big money in Potato Chips for any man or woman who wants a business capable of paying big daily profits from the very start. Just think of it. You can install the wonderful new machine in your kitchen—just manufacture and sack a sensational new kind of "Greaseless" Potato Chip—and let the stores sell them for you. Only \$2.50 invested in raw materials brings back \$10.00 in cash.

EVERYTHING FURNISHED—You don't have to have a lot of money to start this business. A small investment in the machine puts you in a big profit business of your own. I send you everything including special slicer, cooker, oil-extractor (for making new "GREASELESS" chips), a big supply of printed bags and free advertising material. No experience is needed as I send complete, simple instructions showing how to make a profit the first day. Prices, pictures and complete plans will be sent free for the asking.

DON'T BUY ANYTHING—Just send your name and address on a postcard for all this free information, including the "Secret of Making Greaseless Potato Chips." No obligation, but hurry and you may become independent as so many others have done with these fast-selling new "Greaseless" Chips. Address your card to **G. H. HARDT, 325 W. Huron St., Dept. D-122, Chicago, Ill.**



Hartmann's Broadcast

SOME months ago it was officially announced by Jess Adkins and Zack Terrell that they would have under their wing another circus in 1938. The Billboard was the FIRST publication to carry this OFFICIAL announcement. Since then rumors have been flying thick and fast as to whether the show would actually go out, the title it would bear if it did take the road, who would be on the staff, etc. All of these rumors have now been set at rest with the official announcement that the No. 2 Cole show is at present actually in the making and that the title will be Robbins Bros.' Enormous Three-Ring Circus. And The Billboard, in this issue, carries the FIRST OFFICIAL announcement of this information.

This news will be welcomed by circus folks and fans everywhere the same as by us, for it means creating work for hundreds of circus people—many of whom probably would be on relief rolls otherwise—not to forget additional

business for numerous concerns. And Messrs. Adkins and Terrell are to be praised all the more for taking this expansion step at a time when there is so much wailing about the general business recession.

But dyed-in-the-wool circus men that they are, they know their public and feel confident there is room for a No. 2 show of 25-car size to get sufficient patronage to make the new venture worth while.

Cole Bros.' Circus in the few years it has been owned and operated by Messrs. Adkins and Terrell has established a reputation of which they can feel proud. It was a major show from the beginning and its success speaks for the new circus, which also enters the major class right from the beginning.

More power to these veteran showmen!

HERE'S an idea that might be used by other showmen to raise funds on the birthday anniversary (January 29) of President Roosevelt for the National Foundation for Infantile Paralysis. It was conceived by Jack V. Lyles.

Instead of the usual dances, box parties, noodle suppers, church sociables, rodeos, hot-dog roasts and barbecues, Jack staged an indoor carnival at Tarboro, N. C. With the help of a newspaper man, Jack lined up a committee, of which the newspaper man acted as chairman, and interested the local merchants' association in having a trade-week campaign.

The merchants passed out a ticket for the carnival on every 25 cents spent or paid on account, and the committee gave away \$50 in cash every night. Free booths in the building used by the show were given to the merchants and this created a lot of interest. Besides a bingo game, there were several merchandise concessions which were operated by fraternal organizations and local people. The bingo game was operated by H. W. Jones, well-known carnival bingo operator.

Jack says every one who attended the carnival was more than satisfied with program offered, and that more money was raised thru it than has ever before been sent to the national fund from his community.

ROUTES

(Continued from page 35)

Shanghai Beauties: (Howard) Boston. Smart Set: (Trocadero) Phila.

MISCELLANEOUS

Arthur, Magician: Spring Hill, Ala., 16-17; Glenwood 18-19.
 Baughman's Traveltours: Sebastian, Fla., 23; Vero Beach 24; Ft. Pierce 25-26.
 Birch, Magician: Chester, S. C., 16; Union 17; Gaffney 18; Great Falls 19; Greer 21; Greenville 22; Clemson 23; Liberty 24; Westminster 25; Due West 26.
 Brown, Evans, Magician: Beverly, Kan., 16; Wilson 17; Kanapolis 18.
 Daniel, B. A., Magician: Danville, Ky., 14-17; Campbellsville 18; Perrysville 19; Springfield 20; Burgin 21.
 DeCleo, Magician: Marysville, O., 14-20.
 Delmar, Great, & Co.: (Maywood) Maywood, Calif., 13-19; (Dale) Long Beach 20-22.
 Kortess World's Fair Museum: Minneapolis, Minn., until March 10.
 Le Van Show: Neelyville, Mo., 14-19.
 McClung's Zoo: Gladewater, Tex., 16; Pine Tree 17; Longview 18.
 Oddities on Parade: Birmingham, Ala., 14-19.
 Rickett's Show: Odum, Ga., 14-16; Graham 17-19; Livaloa, Ga., 21-23; Towns 24-26.
 Rippe, Jack Splash: Meigs, Ga., 14-19.
 Walker Family Show: Howell, Ga., 14-19.

CIRCUS AND WILD WEST

Davenport, Orrin: Detroit, Mich., 14-20; Cleveland, O., 21-March 6.
 Polack Bros.: Sacramento, Calif., 14-19; San Francisco 21-26.

CARNIVAL

(Routes are for current week when no are given. In some instances possibly mailing points are listed.)

Blue Ridge: McIntyre, Ga.
 Central State: Odum, Ga.
 Craits 20 Big: Calexico, Calif., 14-20; Brawley 22-March 3.
 Donelro: Meggett, S. C.
 Endy Bros.: (Fair) Fort Lauderdale, Fla.; Coral Gables 21-26.
 Evangeline: Rayne, La.; Crowley 21-26.
 Great Southern: Flomaton, Ala.
 Greater United: Laredo, Tex., 14-27.
 Lewis Art: Sebring, Fla.
 Lotta Hooy: Walnut Grove, Miss.
 Royal American: (Fair) Orlando, Fla.
 Southern Attrs.: Mystic, Ga.
 Texas Kidd: Hebronville, Tex.
 Texas: Weslaco, Tex.; Brownsville 24-March 5.
 Tip Top: Thunderbolt, Ga.
 Wallace Bros.: Mobile, Ala., 22-26.
 White City: San Fernando, Calif., 19-26.

CANDIES FOR YOUR CRANE and DIGGER MACHINES

WRITE FOR PRICE LIST

PAN CONFECTION FACTORY (National Candy Co., Inc.)

345 W. Erie St., Chicago, Ill.



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Feb. 12.—Regular meeting Monday was attended by 87 members. This was quite a gathering, considering that several of the shows have opened and others busy getting ready. Roll call of officers showed following present: First Vice-President Harry Hargraves, who presided; Ted LeFors, second vice-president; Mark T. Kirkendall, third vice-president; Al Fisher, fourth vice-president; Ross R. Davis, treasurer, and Harry C. Rawlings, secretary; only absentee being President C. F. Zeiger, now in Phoenix, Ariz. Usual reading of and approving the minutes of preceding meeting and ordering current bills paid.

New members: Monty Hall, credited to Ben Dobbert, and Frank J. Downie and Meyer Schlom, credited to Harry Hargraves. Past President Will Wright read the deferred complete report on the annual charity banquet and ball. He received a generous round of applause, as did Ted LeFors, who was the chairman. Also noted was the report on the program, which was handled by Joe Krug, Joe de Mouchelle and Ed Smithson. This was the largest program in number of pages for some years. Usual reports of standing committees were read with nothing of any great import. No definite report on any of those who were asked to look up new quarters for the organization. It, however, appears to be the consensus of the membership that new quarters should be had as soon as can be done. It is the desire to have a better arranged suite or an entire floor of a building and in location easier of access.

Letter from President C. F. Zeiger indicated that he has plans for the season that will be very beneficial to PCSA. He, however, at this writing did not give definite information as to the nature of the proposed activities. Organization is a member of the Los Angeles Chamber of Commerce and recognized by that body as an organization that means much to the civic life of Southern California. Ed Nagle has been appointed our representative to attend Chamber of Commerce functions. Harry Hargraves, first vice-president, talked at some length on the annual membership drive, and a letter sent to all members who had been selected as official representatives of this organization with the show which they are associated. This letter duly accrediting the bearer, and there was also the suggestion that in solicitation there should be a dignified presentation of the real reasons why those solicited should be members, taking time to sell the organization on its merits.

Weekly award went to Robert L. Myers. Matters are running smoothly and members feel that under the guidance of President C. F. Zeiger this should be another banner year for the club. Now that the drive for new members is under way, it is suggested to those not affiliated, but who are eligible that they consider the real good accomplished by this organization. Refreshments and lunch were served after adjournment.

INSURANCE

CIRCUS, RIDES, TRUCKS, CARNIVALS.

Showman's Insurance Man.

CHARLES A. LENZ

Winter Quarters: General Delivery, St. Petersburg, Fla.

Permanent Address,

440 Insurance Exchange Bldg., Chicago, Ill.

WANTED FAT PEOPLE

FOR LONG SEASON WITH

RUBIN & CHERRY SHOWS

Send full details and photos in first letter. Can use experienced Grinder. Must be sober and reliable.

ALSO FIRST-CLASS SNAKE MAN. One that can handle Big Snakes and lecture inside. Col. Welliver get in touch with me.

MAX H. KIMERER

2323 N. W. 33rd St.,

MIAMI, FLA.

WANTED SHOWS - RIDES - CONCESSIONS

Opening WAYCROSS, GA., MARCH 26—Downtown Location.

Shows—Ten-in-One, Monkey and Snake Shows. Motordrome, Fun and Glass House, Octopus and Loop-o-Plane. Concessions—Cook House, Custard, Lead Gallery and all Legit. Stores. Billposter with car and one more Free Act.

All Address

SAM LAWRENCE SHOWS

WINTER QUARTERS, WAYCROSS, GA.

Will furnish outfits for reliable showmen.

JOHN R. WARD SHOWS

OPENING BATON ROUGE, LA., SATURDAY, MARCH 12.

Spring Celebration, including Memphis, Tenn., Cotton Carnival; Humboldt, Tenn., Strawberry Festival; Poplar Bluff, Mo., Ozark Jubilee.

WANT Shows and capable Show People for following Shows, also Talkers: Performers and Musicians for Minstrel Show or organized troupe; Fun House, Manager and Acts for 100-ft. Side Show, complete. PLACE all Stock Concessions that put out stock. Positively nothing over 10c; American Mitt Camp, Frozen Custard, Photos, Lead Gallery, Penny Arcade, Agent for Scales, Candy Floss, Candy Apples. WANT Man and Wife, manage Cook House. WANT Ride Foremen and Help for following Rides: 3-Abreast Merry-Go-Round, Twin Ferris Wheels, Tilt-a-Whirl, '37 Model; Chair-o-Plane, Kiddie Autos and Pony Ride.

JOHN R. WARD or HARRY L. SMALL, Box 148, Baton Rouge, La.

PAN AMERICAN SHOWS

OPENING MARCH 26.

WANT Rides, Shows and Concessions that don't conflict. CAN PLACE any new or novel Ride that don't conflict. WANT Ride Help for all Rides. CAN PLACE Shows with or without own outfits. WANT Monkey Circus, Drome, Dog and Pony, Unborn, Working World. Will furnish outfits for Illusion, Single Pit, Athletic, Minstrel. CAN PLACE Working Manager that needs money for Fun House. Gene Corey wants Acts for Side Show, also Place Talkers. Earl Burke, Jack York write. CONCESSIONS—Want Photos, Long Range, Floss, Custard, Scales, Palmistry. WANT experienced, sober Cook House Man for Cook House and Grab, 50/50, or will sell and book. Jake Miller wants Agents for Wheels, Grind Stores and Girls for Ball Games. Useful People all lines write; no wires. Address

217 West Baraque Street, Pine Bluff, Ark.



Notes From the Crossroads

By NAT GREEN

A FEW years ago an intelligent, quiet and unassuming young fellow was taking a deep interest in 4-H Club work in Wisconsin. As he passed the 4-H club age his interest in fairs persisted and grew and eventually led to his appointment as manager of the State Fair. The youngest State Fair manager in the country, he also turned out to be one of the best, and last December the International Association of Fairs and Expositions honored him by making him president of the organization. Last week another honor, unsought, came to him when he was made director of agriculture for Wisconsin. The continued and well-deserved advancement of Ralph E. Ammon is pleasant news to his many friends in the fair and outdoor show world, who predict that he will go on to still greater achievement.

The Del Rio midgets, Trinidad, Dolores and Paul, whose real name was Rodriguez, have had their name legally changed to Del Rio. . . . Charles Hugo, well-known outdoor showman, is now director of amusement for the International Conservation Association, which proposes to establish an institution for teaching the natural sciences. . . . A. B. Hulit, president of the association, has for years sought the establishment of a huge natural park—20,000 acres, where plant, fish, bird and animal life might be studied under the most favorable conditions. . . . While the plan seems overly ambitious, Mr. Hulit believes he has interested a sufficient number of substantial men and women to put it over. . . . The Cristiana Family of riders are caravanning east from the Barnes winter quarters to play a couple of winter circus dates before going on to New York for the R-B opening in the Garden. . . . That was D. J. Murphy, Minneapolis business and fair man, enjoying a stein of amber fluid in the Celtic Room adjacent to the Magic Carpet. . . . L. Clifton Kelley, Goodman Wonder Show g. a., in Chi on business. . . . R. L. Lohmar, of Hennies Bros.' Shows, was a visitor early last week, and J. C. McCaffery, Beckmann & Gerety representative, is expected in from Tampa. . . . Mrs. C. E. Pearson, of the Pearson Shows, has been making the Illinois fair meeting for 21 years, which is probably a record. . . . The February issue of *Advertising and Selling* carries an interesting article, *Salesmanship in Spangles*, telling how Jess L. Murden inaugurated a new era of salesmanship in the circus. . . . Correct in the main, the article contains a few laughable errors, as do most such articles written by someone who is not familiar with the circus. . . . The George E. Engesser animals are now ensconced in the municipal zoo at Little Rock on a 90-day consignment and may become permanent residents, if the zoo obtains the \$2,600 Engesser is asking. . . . Engesser agreed to go to Little Rock and instruct zoo employees in handling the animals, which include an elephant, a dromedary, six trained Shetland ponies and a high-school horse. . . . Capt. W. H. (Bill) Curtis stopped over in Chi on his way to the Barnes winter quarters. . . . Ernie Young on a trip to New England. . . . Mazie C. Stokes, of the Davenport (Ia.) Fair, in Chi for the week-end and looking the picture of health after her long siege of illness.

The IAFE did some constructive work at its board meeting in Kansas City last week. Many benefits would accrue to the county fairs thru membership in the association and the determination to launch a drive for State association memberships is a wise one that should be productive of excellent results. An exchange of ideas is good for any business. Fair problems are pretty much the same the country over, differing mainly thru local conditions. And if more secre-

taries can get the benefit of their colleagues' experiences they are likely to find better ways of handling various problems with which they are confronted. Co-operation pays!

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Feb. 17.—Vice-President Frank P. Duffield, just back from a business trip, presided at the February 10 meeting. Seated with him were Secretary Joe Streibich and Past Presidents Edward A. Hock, Sam J. Levy and C. R. Fisher.

Membership committee is still going strong and Brother Sam Gluskin presented applications of James T. Mitchell, Charles Golding and H. Russell.

Relief committee reports that Brothers Tom Rankine and Theo Schlemmer are still in the hospital and both showing improvement. Brothers Bob Miller and Colonel Owens are still confined in their homes. All would welcome cards from friends.

Entertainment committee is planning a party for March 17. It will be known as Walter P. Driver night, in honor of the chairman of the annual spring festival, which will be held in Hotel Sherman April 4. An honor roll is suggested for members who have won a gold life membership card in the annual drive for new members. This is in the hands of the ways and means committee and results will be forthcoming. Brother Edw. Sopenar with us for his first meeting.

The Grim Reaper has again invaded the club's ranks to remove therefrom Brother Alvin Freel, who passed away at the hospital in Buffalo and whose remains were sent to Chicago for burial in Showmen's Rest. Also Brother Emil Paul, who passed away at Grand Rapids, Mich. Interment being in Jewish Cemetery, Chicago.

Past President Patty Conklin, in town for a few days, was a regular caller at the rooms.

A message from Brother Frank Conklin advises that he is showing great improvement. Nice note about that pep talk by Brother Harry Hennies on the Showmen's Home. Looks like we have a committee that will show a lot of action during the summer.

New stationery is ready for the annual Showmen's Home, Cemetery and Hospital Fund Drive. Supply will be sent each member of the committee and we know it will be used to good advantage.

Ladies' Auxiliary

Despite the severe cold weather here, the January 22 meeting was very well attended. President Leah M. Brumleve presided, along with a full slate of officers. Delicious sandwiches, cake and coffee, donated by President Leah M. Brumleve, were served later.

February 3 social, with Edith Streibich as hostess, was a huge success. Lovely gathering, with beautiful prizes presented to the winners playing bingo. Mrs. Ann Doolan won the evening's award, and Elizabeth Ernst won a beautiful white table lamp.

February 10th meeting was an impressive one. President Leah M. Brumleve presided, and seated with her were First Vice-President Mrs. Ida Chase, Second Vice-President Elizabeth Ernst, Third Vice-President Edith Streibich, Secretary Frances Keller and Treasurer Phoebe Carsky. Mrs. Robert Miller presented President Leah M. Brumleve with a white ivory gavel from club members. After adjournment Mrs. Bessie Simon presented a magnificent luncheon, with every type of delicacy imaginable.

February 17th social will be directed by Mrs. Robert Miller. Mrs. Ida Chase reports Sister Maude Geiler ill at her home. Sister Mary Levine is confined in Chicago Lying-In Hospital. Members were delighted to see Mrs. Charles Driver at our meeting and progressing so rapidly.

ELSIE MILLER.

Los Angeles

LOS ANGELES, Feb. 12.—This is a busy center of carnival activities with almost all organizations ready for their opening.

Archie Clarke is making trips in and

HELLER'S ACME SHOWS, INC.

23rd ANNUAL TOUR

23rd ANNUAL TOUR

OPEN IN SWAINSBORO, GA., MARCH 26, TWO SATURDAYS.

WANT Shows of merit, Monkey Circus, Illusion Show, J. Johnson write. Have 150-ft. Top for you. Would like to hear from reliable persons with Monkey Circus, Jungle Show or Freak Animal Show. Athletic People write KID SIMMONS, General Delivery, Corry, Pa. Girl Show, Sex Show, Nudista Colony booked by Stack Hubbard ave stumps. Will frame any Show for reliable people. WANT Concessions of all kinds except Cook House, Pop Corn, Custard. All Ride Help acknowledge this ad. Winter quarters open in Swainsboro, Ga., February 28. WANT Help for Rides. WILL BOOK Loop-o-Plane, Octopus or Ride-O. I have my own five Rides, but will book any one of the above. Will not carry more than six. WANT one or two Kiddie Rides. Mr. Boardman, Mabel Mack write. Show will make four jumps and play one of the best spots in New Jersey the first week in May, playing the big cities going North. Charlie Houston write; important. Good treatment to all and a long season assured. Address until February 25, 477 North 11th Street, Newark, N. J. Phone: Humboldt 3-0474. After that General Delivery, Swainsboro, Ga. HARRY HELLER, General Manager.

WANTED FOR VOLUSIA COUNTY FAIR

DE LAND, FLA., SIX DAYS AND NIGHTS, STARTING TUESDAY, FEBRUARY 22, ENDING SUNDAY NIGHT, FEBRUARY 27.

Shows and Rides. Also Concessions except Cook House, Corn Game. This is real County Fair, backed by County. Big features each day. Automobile Races Sunday; Big School Day, Governor's Day, Thrill Day. Many other features to bring attendance. Brevard County Fair, Melbourne, Fla., week February 29. New Race Track and Big Rodeo. Other big features. Melbourne will be real County Fair.

BILL BRITTENSTEIN, Manager, Volusia County Fair, De Land, Fla.

WORLD'S FAIR MUSEUM WANTS AT ONCE

Freaks and Acts and Strong Annex Attraction. Also Strong Mental Reader. Doc Robert Ward is not with me any more. Agitators save stamps. Want experienced Museum Agent with car. Wire, pay your own.

F. W. MILLER, 224 Dauphin St., Mobile, Ala., Feb. 16-March 1.

FOR SALE

Parker Merry-Go-Round, 3-abreast, portable; 10-Car Whip, 15 Steel Frame Wagons, need repairs; 13 Railroad Cars for junk. Must be sold. Located Paola, Kan. Address

MRS. C. A. WORTHAM

114 Princess Pass, San Antonio, Tex.

Memphis, was appointed to arrange a stag supper on November 28, night preceding official opening of the convention. This will be for fair representatives only and will give all an opportunity to get together and become acquainted.

The board also decided to make a concerted drive for new members of the IAFE during 1938. They feel that State associations of county fairs could obtain much benefit from membership in the organization. As membership for these associations is only \$1 a year, they hope to obtain a number of new members.

DIRECT SALES

(Continued from page 64)

Morse telegraphists. He did not wait for technological unemployment to rectify itself, but got himself a line of men's clothing and set out to make a living in a new field. Going was pretty hard at the start, but he tried to make more calls each day and soon discovered that more calls in the same territory did not give him more sales. What he needed was new territory. So instead of making more calls he branched out into new markets. Experience taught him that his customers bought two or sometimes three suits each year with an occasional topcoat thrown in for good measure. This meant about four calls a year. He allowed six calls to each and in addition kept up the connection by sending each account a reminder during the months he did not call personally. This gave him plenty of time and he used it for opening up new territory.

Joe calls on banks, business offices, real estate men, insurance brokers, physicians and lawyers. His favorite place is the small country town. Before making his calls he makes up a card index of all the possible prospects and then goes after each with a plan of action. He makes his entry with the index card in hand and asks questions. Is the prospect interested in buying a suit? Would he like to see samples? If not, might he call again and when? While asking, he notes the answers upon his card. He finds this is a businesslike procedure and his prospects see that they deal with a man who is methodical and in whom they can have confidence. Once he has made a contact, he follows the prospect up in the same manner as he does his regular customers. When I met him he had a prosperous business that took him over hundreds of miles of traveling each month. He was still adding new towns to his market.

out of Hilderbrand's United Shows, wintering here.

Swede Wilson is in charge of a large force getting the Clark's Greater Shows equipment ready.

The 20th Century Shows enjoyed a good opening at Imperial, Calif., but rain affected late business. Al Lirderberg has joined with three concessioners.

Ben H. Martin has taken some of his rides for a pre-season opening, making spots in suburban Los Angeles.

Activity seems to be the watchword at the winter quarters of Will Wright's Golden West Shows. M. E. Arthur has the Side Show and Life and Snake shows, while Al Hayes operates the Athletic Stadium. Parisienne Folles are in the hands of Fred Ashwell. Don Radenbaugh, chief electrician, also has his Aquaplane and Loop-o-Plane with the show. Joe De Mouchelle, contracted with West Coast Shows, will handle the promotion at Wright's opening spot.

Ben Martin, brother-in-law of the late Walter Hunsaker and long associated with him in amusement business, is critically ill at his home in Santa Monica, Calif.

Frank Ward left for Phoenix, Ariz., to join C. F. Zeiger Shows. Mrs. Clara Zeiger also left to join her husband at Phoenix, Ariz.

Joe Glacey, Harry Sussman and Harry Fink are doing okeh with the initial promotion of the Yenom idea at San Fernando, Calif.

Mr. and Mrs. Bob Winslow left for Phoenix, Ariz., to join the C. F. Zeiger Shows. Zack (Arizona Red) Hargis, Capt. Jack Davis, tattooed man and fire-eater, and Georgia Carson are others who will join the party at Phoenix, Ariz.

Al Onken, making the beaches, will spend some time in this city.

FOREIGN ACTS

(Continued from page 3)

scouted by officials of the Social Security board. At the administrative offices of Social Security one attorney stated that there was no such legislation proposed. "There are a great many foreign workers other than actors and entertainers that are affected by the present law," he stated, "but all of them combined do not constitute a very large number, or at least sufficient number to move Congress into any sort of relief from this particular tax."

INTERNATIONAL BOARD

(Continued from page 3)

ton (Mass.) Fair, was appointed sergeant at arms.

Because sessions and committee meetings give delegates to the convention little time to get acquainted, the board decided upon a departure from the usual schedule this year. A "mixers" committee, consisting of Samuel S. Lewis, York, Pa.; Robert Muckler, Sacramento; Frank N. Tsbey, Detroit; Elwood A. Hugnes, Toronto, and Frank D. Fuller,

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The Press Agent Speaks

NEW YORK, Feb. 12.—That ancient subject is up again—this time in the form of quotations from personalities active in the field. "What Do Newspapers Require From Press Agents," one of the favorite controversial pastimes of publicity dispensers, is discussed intelligently by four first-rate p. a.'s in the current (February) issue of *Fair Times*, George A. Hamid house organ. Agents quoted, bioged and photoged by Editor Leonard Traube are **Floyd L. Bell**, veteran ex-newspaper man, former member of Ringling-Barnum's press staff and currently promotion chief of Suffolk Downs Race Track near Boston; **Wallace A. Brennan**, associate editor of *The Dunkirk* (N. Y.) *Evening Observer* and in charge of press for the Chautauqua County Fair, Dunkirk; **Paul C. Morris**, special promotion manager at Playland Park, Rye, N. Y., and **Fred H. Phillips**, of New Brunswick (Canada) Bureau of Information, special press rep for the Fredericton (N. B.) Exhibition and free lance circus writer.



R. S. Littleford Jr.

Mr. Bell, veteran of the foursome, urges truth and accuracy as all-important and says, in part: "If by telling newspaper men the truth I can gain their confidence I shall not mind if I miss two or three columns of pure, unadulterated bunk this year—for I know that next season and the season after that I can come back and get a hearing in any office. Newspaper men want news! If your publicity is not news it's not good publicity."

Brennan's chief consideration is a linking up with news and playdown of super-adjectives. "The newspaper man knows the press agent as something of a Jekyll-Hyde personality. . . . He must be genial, persuasive, plausible and at the same time a liar and scoundrel. If the lies be sufficiently picturesque they are received indulgently, but the unimaginative liar never gets anywhere. . . . Put a false face on boloney by hanging it on a news event; keep it short and hope for headlines."

Morris regards the reader as all-important. He says: "I have always tried to keep the reader's viewpoint in mind. If it is interesting to the reader the welcome sign will be out at any editorial office. I never try to hide facts or give the boys the impression that I'm trying to pull a fast one. . . . Be a regular guy and give the editor a news yarn that his readers will read."

From up in Canada Fred Phillips shoots: "Think in headlines. The public must be told quickly, simply and graphically. . . . newspapers require news while it is news, written in brisk news style. . . . I am opposed to superlative adjectives. The day of platitudinous, prolific ponderosity is done. It succeeded in the elegant '80s and gay '90s because that style of writing was geared to an age characterized by over-ornamentation in every phase of American life. Journalism was flowery. But Americans have read a lot of newspapers since then. News writing, as we know it, has become an accepted form for a definite function."

J. D. Newman in N. Y.

J. D. (Jake) Newman, general agent of Cole Bros.' show this year, a visitor to Broadway this week for the first time in a couple of years.

Charles LeMaire's plans for re-styling the Ringling-Barnum Show from a wardrobe and illumination standpoint have created a stir in the theatrical designing world. . . . Changing the circus, which has been the same for generations, is dangerous stuff, it is being said, altho LeMaire and the Ringlings are convinced it will be a tremendous success. . . . The important point is, tho, that the circus is not being changed—merely modernized in motif. . . . A visit to LeMaire's

workshop at Brooks Costume Company headquarters will convince the most pessimistic that an almost unbelievable-appearing circus will show at Madison Square Garden this spring. It's a revolutionary step forward and indicates that young blood, even in the circus, is usually invaluable.

J. B. Austin, successor to George Smith as manager of the Al G. Barnes-Sells-Floto Show, will probably relinquish his position when the circus takes to the road. . . . Wants to general agent the show, and probably will, leaving managerial reins to other hands.

TAMPA SLA

(Continued from page 53)

Young Revue, stepped to the mike and introduced Carl J. Sedlmayr, chairman of the benefit committee and general manager of Royal American Shows, who thanked those who assisted in making his pet undertaking such a huge success. He gave a short synopsis of the League's undertakings which are many fold.

Mayor Chaney of Tampa then made a short talk, the theme of which was *Showmen Are Always Welcome in Tampa*. In part he said: "It is a great pleasure to have Royal American winter here and it is one of my fondest hopes that the SLA will build a home for showmen here in Tampa. Showmen of America can always feel assured of a hearty welcome in Tampa during my incumbency in office and no doubt thereafter."

President J. C. McCaffery of the League, who came from Texas to attend, received tumultuous applause. He was carried away by the reception and in a quavering voice thanked Sedlmayr and others who assisted in bringing this enterprise to successful conclusion. He also gave credit to all performers who generously gave their service.

The Performance

The show opened with a beautifully costumed number by the Ernie Young girls, who presented an intricate and well-drilled dancing routine.

A member of the Johnny J. Jones Exposition gave a pleasing rendition of popular airs on the piano-accordion. Sonny Boy, the original of Jolson show who sang a number of popular songs, concluding with *Sonny Boy*, which was exceptionally well received.

Brown-Skinned Vanities, presented by colored performers of Royal American Shows, was a tuneful, fast stepping, pleasingly presented number, concluding with two colored youths in a dancing specialty that had the audience standing on their feet. They stopped the show.

Al Carskey then took possession of the mike and declared intermission, with the request that everyone stay in their seats, as he was going to give away something. Then Al went into a candy jam pitch with confections donated by the Casey Candy Company, of Chicago. After a few minutes of this all of the candy was sold, so he started a sale of empty boxes and with a spiel worthy of a tobacco auctioneer ran his sale up to \$450.10. The total of the sale was immediately turned over to Al Rossman, treasurer of the League, and was received with real gratefulness. At the same time Dorothy Ansell and Lillian Lavick, of Superior, Wis., who had been pinning roses on the boys as they entered the theater, emptied their spoils in Rossman's lap, amounting to \$32. George Golden is due special mention in connection with the candy sale and Sam Gluskin in connection with the ticket sale.

Billie Streeter, who had been acting as emcee, put on a fine singing and dancing number which was very well received. A trio of adagio dancers wowed them with a turn which was spectacular in the extreme and executed with wonderful dexterity. They presented an acrobatic number that held the spectators spellbound. It was dashing, daring and well executed, one of the hits of the show.

The grand finale by the Ernie Young Girls was a gorgeously costumed and marvelously presented number. It was nothing short of Billy Rosearian. The musicians, under the direction of Izzy Cervone, played *Three o'Clock in the Morning* and the audience filed out of the theater and thus ended another SLA benefit well done and another mark of merit on the escutcheon of Carl J. Sedlmayr and the Royal American Shows, as well as a good deed recorded for everyone who participated.

Here They Are

Izzy Cervone and his concert band; Walter Pollit, director of Ernie Young's Review; Bob Edwards and Sister, courtesy Johnny J. Jones Exposition; Sonny Boy and Merrill Brothers and

Sister, courtesy Tampa Fair; Leon Claxton and *Brown-Skinned Vanities*, courtesy Royal American Shows; Billie Streeter, emcee; Elviria Morton, prima donna; the DeEspeys, dancing trio, and all of the following young ladies of the Ernie Young Review by courtesy of the Tampa Fair: Evelyn King, Edith Gammon, Franz Weiler, Ethel Ventilla, Dorothy Baron, Helen Atz, Peggy Messinger, Jewel Swaggerty, Joan Clinton, Mary Beth Sires, Marilyn Newmarker, Ann Phelan and Ruth Cole; Alex Jarit, Jean Abershire and Louis DeCaligney.

Space will not permit individual mention of all of the Tampa merchants who voluntarily contributed money and other valuable donations, but especial mention must be made of the attitude of *The Tampa Times* and *The Tribune*, local dailies, which gave editorials and other valuable lineage, which materially aided in the success of this great benefit. The First National Bank and the Tampa Terrace Hotel both bought and paid for display advertising in the local journals and the Tampa broadcasting stations WDAE and WFLA made gifts of time and talent.

The gross receipts for ticket sales, donations, flowers and candy totaled \$1,600. Carl J. Sedlmayr said after the final check-up: "These figures give the boys something to shoot at and they are all pretty darn good shots." Reported by Walter K. Sibley.



Heart of America

Showmen's Club

Reid Hotel

KANSAS CITY, Feb. 12.—President Abner K. Kline stayed over to conduct the meeting, as he had many things to bring before the members.

The club decided that the markers should be placed on all graves at the cemetery, and as Brother Art Brainerd is chairman of that committee it was left to him to look after matter and he promised all would have the proper markings before Memorial Day.

President Kline informed the club that during his year as president there would be a drive for new members as in the past. This is to be known as the President's Drive for New Members, and the prizes he will offer would be different than what had been put up by other presidents.

First prize: For the one that secures 100 or more new members, life membership gold card.

Second: For the one that secures 50 or more new members, 10 years' dues paid in the club or \$50 cash.

Third: For the one that secures 25 new members or more, five years' dues paid in the club or \$25 cash.

Fourth: For the one securing 15 or more new members, two years' dues paid in the club or \$10 cash.

Any and all of the above prizes will not be transferable.

Axel Bendixen, owner of the All-American Exposition Shows, and his general manager, Percy M. Jones, are here for several days on business. They are having a new ride built to be known as the Hurricane.

Sam Benjamin will be back on the Greater Exposition Shows when season opens.

Roy Marr is here but has not made up his mind where he will be this season.

Frank Wills and Slim Anderson left to join the C. F. Zeiger Shows in Arizona.

Ladies' Auxiliary

As Bunco was so popular at the last social meeting of the Ladies' Auxiliary of the Heart of America Showmen's Club, it was played again on last Friday evening. To carry out the valentine idea the prizes for the different tables were red satin boxes filled with red candies. Refreshments were ice cream with red heart centers and white cake, with coffee, and table cloths and napkins were all of the heart design. Twenty-five members were present. Anna Rosselli donated a basket of fruit and nuts which was raffled off and won by Myrtle Duncan.

Lettie White was up and around after several weeks in bed.

Peggy Landes, who had returned from Chicago, left this week for Chapman, Kan.

Hattie Howk, chairman of the entertainment committee, and her assistants are still busy working on the anniversary dinner which will be held in the Crystal Room of the Phillips Hotel at 6 p.m. Friday, February 25. Reported by Helen Brainerd Smith.

CAFTS 20 BIG

(Continued from page 52)
superintendent, all made the journey with the fleet. O. N. Crafts visited on opening day but returned to quarters, where a crew of men are engaged getting equipment ready for the opening of Crafts Golden State Shows and World's Fair Shows. The former to open on the water front in San Diego early in March and the latter opens one week later in Bakersfield, Calif.

The annual Indio Stampede brought out a record crowd, the Riverside County Fair combined with the world's largest exhibit of desert dates brought visitors from all parts of the valley.

The midway was laid out in fine style. All of the rides are bedecked in brilliant colors. Pennants and flags streamed across the spacious walks, and at night powerful searchlights carried by this show for over 10 years again lighted the heavens with their beams. All show fronts this year have separate kleig lighting effects installed by Elmer Hanscom, the show's electrical expert and designer. Hanscom is also acting in the capacity of legal adjuster this year.

Among the standouts in attractions are Karl Miller's Monkeyland, which comprises trained ponies, goats, dogs, 100 simlans, a chimpanzee and an educated horse. The show is 120 feet long, with a front of dazzling colors, coconut tree effects. Every 10-foot banner pole has a staked-out monkey high overhead trying to shake milk out of a tied-on coconut. This stops the patrons cold.

Another feature show is C. (Red) Crawford's lion motordrome with special up high cut-out letters, imported striped canvas awnings, 52-foot bally platform with sensational stop-show performance by trick riders on bally itself. Bruno, a large African lion, performs with a trick rider, and Pauline Crawford, noted lady stunt miniature car driver, adds to the sensations.

Avon Gaylee's Follies, augmented by the It Girls, presents a girlesque revue that came in for favorable comment.

Billy Bozelle is making his first season on Crafts Shows and has assembled a Twenty-in-One that is a credit to any midway. Suffice to say his show started clicking from the start.

The writer returned to Crafts 20 Big Shows after a year spent on the No. 3 show last season and will again handle the mail, *The Billboard* and show write-ups. Reported by Roy Scott.

TERRY MARTIN

(Continued from page 52)
eral agent of the shows, Martin also said. Zimdars will remain a strictly motorized show for the present season and may later on become a railroad show was the opinion expressed by Martin, who also said that the show was going in for more light and a more colorful midway than in previous seasons.

BOB LeBRUNO

(Continued from page 52)
day, and in latter years he has been with others, ranging from flat and baggage car to motorized organizations of later years.

The K. & G. Amusement Company is scheduled to open its season in April, and LeBruno is now on the road lining up spring and fair dates. The management owns the rides, electric light plant and other equipment and will take to the road a bit larger than in season 1937.

R. & C. GET

(Continued from page 52)
season of 1938, contracts calling for two performances daily.

Zacchini has been presenting his feature with the Ringling-Barnum Circus for the past seven tours and this will make the first season he will show on a carnival or in front of a fairground grand stand in America.

The act is now in Tampa and will be shipped into Atlanta in time to make the run to the opening stand of the R. & C. organization, which is set for the early part of April. During the interval special paper announcing the appearance of the Zacchini act will adorn the billboards along the route booked for early spring appearances, Reed further stated.

KY. TAX SUIT

(Continued from page 52)
made or the amount of the cover charge if any, whichever is greater."

(c) "In the case of all amusements and/or entertainments the charge for admission shall be deemed to be the total

imposed and if there is a charge for seating, or for special facilities within the place of amusement and/or entertainment, the charge for admission shall be deemed to including the charge for general admission and the charge for the special seating or other facilities provided in the place of amusement and/or entertainment.

"The only paragraph—as well as the chief and practically exclusive one—under which defendants claim the right to assess and collect the imposed tax from plaintiff is paragraph (c) of the statutes supra. It, as will be seen, authorizes the augmentation of the amount charged for the original gate entrance fee for the amount that is later charged for seating or for special facilities within the place of amusement." Clearly none of the fee or charges for entrance to any of the amusements or entertainments located within the carnival inclosure are demanded or involuntarily imposed upon the patron after he gains entrance into the grounds. On the contrary he can "take them or let them alone," according to his own volition after he gets in. They are not charges that are arranged for or which are necessary for his comfort, such as appropriately arranged seats, or to furnish him a more advantageous view for his external survey of what the grounds contain. Free entrances into or appropriation or any of them are not demandable by him as a part of the privilege he obtained by paying the entrance fee into the ground. By paying that fee he is given the privilege only of roaming around over the grounds and viewing whatever he may see in there, but only externally as an on-looker. In order to appropriate any of the amusements or to witness any of the separately inclosed entertainments furnished by any of the collected shows therein contained he must make further demands upon his exchequer but only in the diminutive sum of not exceeding 10 cents unless he desires to patronize the Loop-o-Plane, which is two and a half times that much. Clearly, no augmenting charge collected in any manner from the patron after he gets into the ground is made for the purpose of furnishing him a better seat after he gets in there, since there are no seats in the entire grounds for any patron who enters therein.

"Special Facilities"

"The only other language therefore to be found in the statutes supra supporting the interpretation of defendants is the phrase 'for special facilities within the place of amusement.' We have seen that the entrance charge into the grounds pays for every facility that the patron obtains for making it, i.e., the right to see and view the collected crowd and to witness the operation of any of the amusement contrivances therein contained. But if he wishes to participate in any of them or to enter into any of the other inclosed shows therein contained he must pay the price therefor, which we have seen is only 10 cents. Therefore the 10 cents entry charge into the grounds only admits the patron into the space wherein there is a collection of independent shows and entertainments, which he may or may not patronize—as he may choose—and which he knows he could not do without paying the charges therefor when he paid his admittance fee into the grounds. Under the undisputed manner of conducting the carnival as so outlined none of the things within the grounds, for which additional charges are made, could be regarded as 'facilities within the place of amusement' as contemplated by the statute. The word 'facilities' as employed in the statute clearly refers to some personal accommodations furnished for the comfort of the patron to enable him to obtain a better view of what he paid for when he entered the grounds or to more conveniently do so. We do not interpret it as comprehending the mere furnishing of an opportunity to the patron to avail himself or any of the shows or amusements located within the grounds, but which interpretation is required if defendants' contention should be sustained.

"Two pertinent observations founded on the facts strongly sustain the interpretation of the statute that we have adopted herein. One of them is that the tax due upon the charge for patronizing the Loop-o-Plane did not take into consideration the admission charge at the gate into the ground, and the other one is that to construe the statute as contended for by defendants would produce interminable confusion and utter impracticability. To illustrate—A pays his 10 cents entrance fee into the ground. While there he patronizes one of the shows or amusements located therein, for

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GEORGE C. SMITH, General Manager

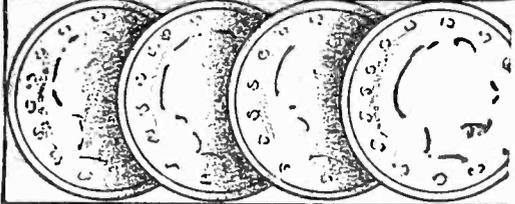
Cumberland, Md.
P. O. Box No. 521,

which he pays 10 cents, which, with his gate entrance fee, makes 20 cents, upon which 2 cents tax would be due. Later he expends another 10 cents for the same purpose. It standing alone would not be taxable under the statute, but when augmented by the amount of the gate fee there would be a second tax of 2 cents for the amount he had expended the second time and in which the gate fee would be figured twice—thus imposing a tax on it more than once, contrary to the provisions of Section 17 supra of the act, now Section 4281f-17 or our published statutes. Again the only feasible way to ascertain the number of patrons to any of the entertainments within the grounds is to take the entire gross receipts for the particular show or entertainment and divide it by the charge made, which will obtain the number of patrons of that show or entertainment, but it is impossible to determine how many of these patrons also patronized other entertainments in the grounds, which, if they did and a charge would be made for each entrance into any show, the tax on the gate receipts of 10 cents would be multiplied by the number of entertainments that the people entering the grounds saw proper to patronize. Surely it was never the intention of the Legislature to put forth a law breeding such confusion and impracticability."

ROBERT R. KIJNE

(Continued from page 52)
point near Chicago and to open the season in full blast some time in April."

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WALTER W. HURD

The so-called Little Business man came prominently into the news recently during a noisy two-day session in Washington in which a set of recommendations for improving business were made to the President. The coin-operated machine industry is vitally concerned with the affairs of "small business" because it is a part of the small industries of the nation and its members come largely under the classification of independent businesses. Even the operating business, formerly an independent means of livelihood for the individual, is becoming more and more a business of employing route men, service men, etc. A check in one metropolitan center revealed that professional operators in that center had an average of 6.1 persons in their employ. That means the modern operator is becoming an established employer rather than an individual who manages a small route of machines for his daily living. This fact definitely puts the coin-operated machine industry in the ranks of small business. The rise of the distributing and jobbing business in the past five years is still another indication that the industry belongs in the ranks of Little Business.

Moreover, operators deal with thousands of locations in placing their machines, which means again that the trade caters to and must continually come in contact with proprietors and owners of small business enterprises. Thus the fortunes of the industry are closely tied up with the fortunes of the small business enterprises of the country.

This means that the coin machine industry will now have to think about some of the social and economic problems before the country, as well as about new machines, coin chutes, slugs, locations and commissions.

There are good arguments that the need for big corporations and big business is beginning to decline. There was a time when big corporations were needed to pioneer and develop some of our immense industrial ideas. But mechanical progress has reached such a stage that the small and medium-sized plant can now develop and manufacture much of the nation's goods as well as the large plant.

Little Business has been asserting itself for several years with increasing force and even politicians recognize that it is politics to champion the cause of small business and industry. Trade associations are proving useful to small business men as a means of making themselves heard.

With the trends shifting back to small business, the job is now to convince the mass of voters that they must begin to vote against a lot of laws that hinder small industries. With unemployment so acute, it is necessary for the voter to consider that every new industry means more jobs and something added to the future of the country. Even if it means changing

some of the statutes and court opinions of a sterner past, new industries must be encouraged. Sentiment for new industries must become so strong among the people that public officials will be compelled to encourage new industries rather than hinder them.

If we are ever to see the millennium, however, Little Business must consider its responsibilities. A good example of how the proprietors and owners of small business enterprises may keep step with the times may be seen in the recent meeting of the National Retail Dry Goods Association. It is unfortunate that dry goods stores are not more frequent users of coin-operated machines. This group of location owners is one of the most progressive in the country. They recently adopted a six-point program which is much simpler and more progressive than the 23-point program sent to the President by the Washington conference. These retailers went straight to the difficulties of today in their six points. They suggested steps to improve relations with consumers, venders and labor. They passed resolutions to aid smaller stores inside and outside their organization. They even recommended equitable and non-discriminatory taxes.

When you can find a group of small business men making recommendations that will aid their smaller neighbors and recommending such taxes as will be equitable and fair for others as well as for themselves, then things begin to look much brighter for the United States.

The coin machine industry since 1930 has demonstrated its ability to make rapid progress mechanically by using many new ideas developed by science and industry. It seems entirely possible that the industry could be just as progressive, just as liberal and just as modern in its organized activities as any group of merchants in the country. It seems reasonable that if the coin machine industry expects the voters to be liberal and the country to accept its varied types of machines, then the members of the industry must show themselves progressive in every sense of the word. The industry must not only keep step with the times, but should be found in the vanguard of those trades that are paving the way for newer and better times.

Since the coin machine industry is a part of the small industries of the nation, the fact should be noted that Little Business as a whole tends to be too conservative and too ruggedly individual when it comes to social and political progress. Any industry that is based on mechanical devices today must remember that the mass of voters are wage earners and that they are beginning to wonder whether they should not destroy machines and all that goes with them. All this could be changed if business men who manufacture and sell machines would be just as progressive in practical life as they are in mechanical things.

The coin machine industry finds itself caught in a jam with some of its machines. The entire industry in all of its divisions would fare much better but for the fact that old ideas, old laws and ways of thinking stand in the way of an industry that is part of a fast-moving mechanical age. To break up some of the opposition and persecution members of the industry need to catch up with new social and political conditions, just as they have been progressive to the nth degree when it comes to machines and mechanical progress. When a few more small industries become thoroly progressive then a lot of the hangovers of the past will break away. Then the people as a whole can begin to really enjoy the machine age.

Blow Ball Showing Set for March 5

CHICAGO, Feb. 12.—The week of March 5 has been designated as the time when the new Blow Ball game, made by C. R. Kirk & Company, will be placed on display at all six of the distributing firms that have taken territorial assignments as factory representatives on the game. The game is said to have aroused a lot of interest in the trade, due to its promising features as a machine that will meet all requirements for a game of skill. Among its novel features, it uses a standard ping-pong ball and employs compressed air as the propelling force to start and keep the ball in play. The player has the privilege of using two skill control knobs if he chooses.

C. R. Kirk, head of the firm, says that the distributing set-up has been arranged to secure an efficient and speedy showing of the game to operators in all parts of the country. These distributors include Modern Vending Company, of New York, said to have contracted for 5,000 of the games for its territory, which includes several of the Atlantic Seaboard States. Carl Mantell, of National Coin Machine Company, Baltimore, is reported to have placed an equally large distributing commitment for his territory of Pennsylvania, Maryland, District of Columbia, Virginia, West Virginia, Kentucky, Tennessee, Alabama, Georgia, North Carolina and South Carolina and Florida. In the South, Abe Chapman and the Sanotone Novelty Company, of which Booby Obidal and Dick Wernicke are the heads, made arrangements for prompt deliveries with the big opening to be held during the week of March 5. Their territory includes Texas, Oklahoma, Mississippi, Arkansas and Louisiana. On the Coast Lou Wolcher, of Advance Automatic, and his five distributing offices will be ready for operators in the Northwest from California to Seattle. Automatic Vendors Company will cover Southern California and the Southwestern States. In the Middle West Gerber & Glass have taken the distribution,

and enthusiasm runs riot in their office, they state.

Kirk says that many of these distributing organizations have been associated with him in handling some of his successful machines of the past. "The arrangement for six factory outlets enables our company to perform an immediate delivery job, giving operators in all territories an equal opportunity to acquire their allotments of the Blow Ball games."

Operators Unite To Curb Misuse

CHICAGO, Feb. 12.—The fact that many operators of penny bulk venders were organized helped to alleviate some of the adverse effects of the heavy drive against "petty gambling" in small vending machines near the city schools. This drive started during the 1938 Coin Machine Show here and has continued since, with regular occurrences of adverse publicity.

The Chicago Tribune in reporting some of the developments quoted an official as saying that "the devices are owned by the operators, who divide the profits with the storekeepers. The manufacturers cannot regulate the use to which the machines are put. Several reliable groups of operators have notified us (the corporation counsel) that they do not countenance the practice. However, there are independent operators over whom there is no control. They are causing this trouble."

The board of health is also said to be checking up on the penny machines to see if any ordinances governing the handling of foods are being violated.

An official report on the complaints being made said the petty gambling was found near 126 of the 349 elementary schools of the city. The report said there were five types of machines calculated to lure the children to spend their money. The machines are in school-supply stores, drug stores, delicatessens and groceries.

The gum vending machine is reported to be the most common offender. The report says that if a child gets a spotted ball of gum or any one of several special colors the child receives 5 or 10 cents in trade. A piece that has a colored center can be exchanged for some other confection usually selling for 5 cents. Another type of machine contains peanuts, to which premium-bearing trinkets have been added. The storekeeper redeems the trinkets in trade.

Organized operators are said to be co-operating fully with officials in helping to correct the abuses.

Newspaper investigators found that penny vending machines were not the only means of petty gambling for school children. It was reported that some of the stores were selling ice-cream cones in which a colored slip might be found. The colored slips could be exchanged by the children for a prize.

Calif. Managers To Get Together

BAKERSFIELD, Calif., Feb. 12.—City managers from 33 cities are expected to be present here when the convention of the city managers' section of the California League of Municipalities meets here February 18 and 19, according to City Manager Nighbert of this city, who is vice-president of the organization.

R. G. Manley, of Upland, is president of the group, and William Pardee, of Monterey, is secretary. Thirty-three cities in California have the city manager plan of municipal government.

Registration will begin at 10 a.m. February 18 at the Hotel El Eejon. Chief of Police Powers will speak on police department organization at the noon meeting.

Operator's Supply Moves

CHICAGO, Feb. 12.—Operator's Service Supply Company, formerly of South Bend, Ind., has moved its offices and factory to Chicago. The new address is 2045 Carroll avenue. Officials of the firm state that the new quarters contain everything necessary to enable them to serve the many members of the coin machine trade who find the specialized services of their organization of value. Principals of the company are Sol Silver and Ben Lutzke, both well known to the coin machine trade.

HEAD & SHOULDERS



AHEAD OF EVERYTHING IN COIN GAMES



KEENEY GAMES

lead the field in originality of design, ingenuity of play appeal and in mechanical perfection.

KENTUCKY CLUB 4-dial, 7-play console game with \$10 (all cash) Top Award
DERBY CHAMP 3-dial, 7-play, payout table. Finest payout table ever built.

TRACK TIME (NEW 1938 MODEL) with new 7-play, gum-proof, 3-coin-showing chute.

FREE RACES Legalized, "Free Game," 5-ball pin table for "closed" territories.

SHINNY Strictly amusement, hockey-type game for 1- to 5-balls and 2 to 6 players.

All above games in production. Send for descriptive circulars.

J. H. KEENEY & CO.

"The House That Jack Built"

2001 CALUMET AVE.

CHICAGO, ILL.

FREE . . . to Coin Game Service Men—Keeney's Manual of Coin Game Service-ing.

AMERICAN SALES CORPORATION
CHICAGO, ILL.
950 WRIGHTWOOD AVE.,

We request every operator in the country, whose territory is closed, to take a little time off to write us, and tell us why. This information will be held in strict confidence. If you will take the time to send us a letter, we will reply immediately, giving you a tip on a game which we believe will open things up for you.

Lee D. Jones

P. S.—Don't be discouraged, boys. We have the answer!

WILL TRADE

200 LATE CHIEFS

FOR

WURLITZER P-12

" 312

" 412

ROCK-OLA 36's

DO RE MI

Write or Wire How Many You Have To Trade

GERBER & GLASS

914 DIVERSEY BLVD. CHICAGO

BARGAINS RECONDITIONED SLOT MACHINES

- 90 MILLS BLUE FRONTS, 1c-5c-10c or 25c Play. Light Cabinets \$44.50
 - 80 JENNINGS CHIEFS, 5c-10c or 25c Play. Late Serials 39.50
 - 25c Caille Commanders \$37.50
 - 2 10c Caille Commanders 39.50
 - 2 25c Caille Commanders 39.50
 - 3 5c Mills War Eagles 32.50
 - 2 25c Mills War Eagles 34.50
 - 3 5c Mills Wolf Heads 29.50
 - 5 5c Pace Comets, Mystery 45.00
 - 2 10c Pace Comets, Mystery 45.00
 - 5 1c Jennings Dukes, S. J. P. 12.50
 - 3 1c Watling Goosenecks 19.50
 - 1 5c Mills Extraordinary 44.50
 - 1 25c Mills Extraordinary 47.50
 - 1 25c Mills Futurity 47.50
- All Slots Thoroughly Reconditioned Like New—Rebuffed, Renicked, Refinished.

- PHONOGRAPHS.**
- 22 WURLITZER 312 or 412 . . . \$117.50
 - 1 WURLITZER P-12 89.50
 - 3 WURLITZER 616 185.00
 - 3 SEEBURG SYMPHONOLAS, 36s 69.50
 - 1 SEEBURG SYMPHONOLA, 36 89.50
 - 3 MILLS DANCE MASTERS 44.50
- These Phonographs Have Been Thoroughly Reconditioned—Ready for Location.

Write for Complete List Novelty and Counter Games.
 Terms: 1/3 With Order, Balance C. O. D.

AUTOMATIC AMUSEMENT CO.
 1000 Pennsylvania St., Evansville, Ind.

THE LIFE OF ANY PARTY. **"STEPPIN' SAM"** "IT'S SOMETHING DIFFERENT."

He Dances a Perfect Tap Dance With the Touch of the Finger. With Music Accompaniment He Dances Better Than a Human.

TAKING THE COUNTRY BY STORM.
 Phonograph operators use them by the gross, one in every location. Nearly everybody bought them at the Sherman Hotel Lobby, during the Coin Machine Show.
 Steppin' Sam appeals to Children and Grown-ups (6 to 60). Steppin' Sam will attract plenty of people to any store window, where he is demonstrated with a microphone and amplification.
 Retail for **ONE DOLLAR** anywhere in the United States. Higher in Canada.

Name Bands are using Steppin' Sam as a specialty number. Here is a novelty that will drag a dollar out of anyone's pocket if demonstrated with radio music, ukelele, singing or a phonograph. A real novelty for operators of concessions in Hotel Lobbies, Theatre Lobbies, Food Shows, Auto Shows, Etc.

Sample, \$1.00, plus Parcel Postage anywhere.
\$7.20 Per Doz., \$6.00 Per Doz. in Gr. Lots

F. O. B. Phila., Pa. 1/3 Cash Must Accompany Each Order.

STEPPIN' SAM CO.,
NOVELTIES.
Office, 557 E. Wyoming Ave., Philadelphia, Pa.

AUTHORIZED AGENTS:
K. C. NOVELTY CO., Philadelphia, Pa.
ROXY SPECIALTY CO., Montreal, Canada.

WANTED TO BUY FOR CASH ANY AMOUNT

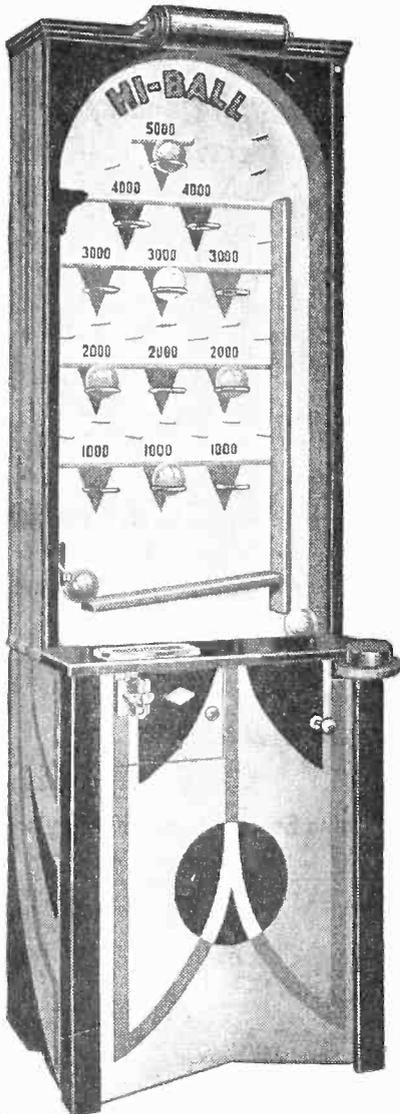
Of Late Type Novelty or Pay Tables, World's Series, Slots, Consoles, Counter Games and Phonographs. No Consideration Unless Serial Numbers, Quantities and Lowest Prices Stated.

BOWLING GAMES, \$35.00. OUR FEBRUARY SPECIAL—JAR DEALS, \$1.49, 1200 TICKETS.

GRAND NATIONAL SALES CO., • 2300 Armitage, CHICAGO, ILL.

EXHIBIT'S "HI-BALL"

The greatest Skill Amusement Game of them all. Territory closed to other type of coin machines welcome Hi-Ball and Hi-Ball fears no competition even in wide open territory.



Everyone loves to play Hi-Ball for the sheer amusement it affords them. Operators like Hi-Ball for its big money-getting ability and long location life. Hi-Ball is entirely mechanical—no batteries, no electrical connections—no blowers—no motors—100% trouble-free operation assured. Operate it miles away from headquarters without a service worry. Hi-Ball is big and IMPRESSIVE YET EASY to locate—requires only 26"x20" of floor space. Uses large 2 3/4" diameter Rubber Balls.

Can be furnished with remote control—no chute necessary—all plays mechanically recorded at \$15.00 additional.

PRICED LOW ONLY

99⁵⁰
Tax Paid F. O. B. Chicago

Get it today—the biggest and the finest money-making skill amusement of all at a price all can afford.

EXHIBIT SUPPLY CO.
4222 W. LAKE ST., CHICAGO

Gottlieb's Grip Scale Moves Fast

CHICAGO, Feb. 12.—D. Gottlieb & Company state they have scored a top hit with the Giant Grip Scale, orders for which are pouring into the factory from all parts of the country at a surprising rate. This new number registers the strength of the handgrip, which, it seems, is again a very popular pastime. Almost in a single jump the machine has become a great favorite.

A trip thru the Gottlieb plant where this new machine is built reveals an example of modern industrial magic. Each department is a beehive of activity manufacturing and finishing its particular part of the machine. At one end of the assembly line, the first parts are put together and they form the beginning of what will be a complete machine while you watch it. As it travels along it gradually takes form. At the end of the line the completed machines roll off in their bright red, green or brown casings and glistening chrome trim.

From the assembly line they go over to the testing department, where they are given a thoro workout. After the tough little Grip Scales prove that they can take it, the inspectors again check them carefully. When the machines are finally o. k.'d, they are pronounced ready to go out and test the strength of the nation's handgrip.

"Our Giant Grip Scale is quality built thruout," says Dave Gottlieb, "built to give perfect satisfaction. Operators, particularly in strict and closed territories, are going for it in a big way because the machine is not only built right and priced right for real money-making, but because it is strictly legal and a great favorite everywhere. It occupies little room, adds little to overhead, but adds a big slice to profits and that's the thing that counts these days."

In another department of the plant everybody seems to be busy building Slugger, the new baseball novelty recently introduced by Gottlieb, which they say is also making a great hit with the trade, due to its extremely low price for that type of game.

Retail Trade on Upgrade Is Report

NEW YORK, Feb. 12.—Altho reports emanating from the Department of Commerce in Washington stated that the retail business man was just beginning to feel the pinch of the "recession," Dun & Bradstreet in their weekly poll of retail trade at leading centers of distribution point out that business for retail locations was 2 to 8 per cent above last week but still 3 per cent under the corresponding week of last year.

Retail sales in New England fell 2 to 5 per cent under last year, and for the East dropped 1 to 4 per cent, the Middle West 3 to 8 per cent and the Pacific Coast 2 to 7 per cent under 1937.

Retail trade in the Northwest showed a 3 to 5 per cent gain over last year. In the South the volume was up 2 to 5 per cent, and in the Southwest up 4 to 8 per cent.

Regarding wholesale trade, the agency said:

"Commitments for summer and fall were outstanding in some markets, while orders for immediate delivery lagged. Reports from country merchants revealed further inventory reductions, accompanied by a fair rate of distribution. Orders from these districts, however, continued restricted, generally covering needs for only two or four months ahead."

Atlas Expects Big Things of Vogue

CHICAGO, Feb. 12.—According to Morrie Ginsburg, Atlas executive, Phil Greenberg, manager of the Pittsburgh office, reports that he is doing an excellent job with his fine stock of reconditioned phonographs. He says they are more in demand now than at any time he can remember.

He also stated that he expects to do a tremendous business with Stoner's sensational new bumper novelty game, Vogue. "In Vogue," says Greenberg, "Stoner has incorporated the characteristic high quality of all Stoner games, plus tremendous player appeal, in spite of a reduction in price."

The New Rolling Game 8 SPOT

Widely acclaimed by Coin Men.

An entirely new playing thrill with magnetic action.

3 New Scoring Systems Never Before Used.

The balls are suspended in mid-air when rolled to touch a white spot.

Entirely automatic and coin-operated for 5c play.

No moving parts to wear or get out of order

Legal for All States.



Trade Mark Reg. Pats. Pend.

SPECIFICATIONS

Length, 8' 6",
Height, 6",
Width, 22",
Weight, 250 Lbs.

Manufactured and Guaranteed by the 20-year-old organization which developed Skee Ball and Skee Roll.

PIESEN MANUFACTURING CO., Inc.
2757 STILLWELL AVENUE CONEY ISLAND, N. Y.

SACRIFICE SALE

HURRY! HURRY! RUSH YOUR ORDER IMMEDIATELY

Auto Derby	\$18.50	Firecracker	\$ 8.50	Roll Over	\$ 8.50
Beamlite	37.50	Genco Football	26.50	Score Board	8.50
Boo Hoo	17.50	Great Guns	17.50	1937 Sensation	19.50
Batter Up	14.50	Home Stretch	19.50	Silver Flash	32.50
Bumper	8.50	Hot Springs	14.50	Skiper	12.50
Carnival	29.50	Keeney's Targetto	29.50	Skooky	13.50
Chico Races	13.50	Long Beach	26.50	Sprint	12.50
Cross Line	10.00	Mercury	26.50	Stoner's Races	33.50
Daytona	10.50	Outboard	12.50	Tops	39.50
Double Action	9.50	Replay	12.50	Track Meet	29.50
Dux	35.00	Ricochet	8.50	Longchamps, Dbl. Slot	69.50
East & West	9.50	Rose Bowl	35.00	Hit 'N Run (Payout and Ticket)	37.50

All Above Games Guaranteed Perfect Working Condition. Fully Inspected and Renewed By Expert Mechanics Prior to Shipment. 1/3 Deposit With Order, Balance C. O. D.

ACE DISTRIBUTORS, INC., 1125 BROAD ST., NEWARK, N. J.

NOTICE!

MISSOURI AND SOUTHERN ILLINOIS OPERATORS

SEE—SEEBURG SYMPHONOLAS, "GEM", "REGAL", "CONCERT GRAND" BEFORE BUYING.

Beautiful cabinet, trouble-proof record changer, tone quality supreme, complete cabinet illumination.

On display. Ready for immediate delivery.

STONER'S "VOGUE"

A novelty game that is different. It gets the play—try a sample at our risk. Seven-day "Free Trial" and LOOK at the price.

\$59.50

On display. Ready for immediate delivery.

"SKILL DERBY"

A game of skill for one or two, built on a principle entirely new—legal everywhere. Coming soon—Write for descriptive circular.

WE TAKE TRADE-INS.

W. B. NOVELTY CO., INC.

3800 N. GRAND BLVD., ST. LOUIS, MO.

FORCED TO SELL—MAKE OFFER FOR LOT OF 15

8—412 WURLITZERS	\$107.50 EA.
4—312 WURLITZERS	104.50 EA.
1—ROCK-OLA RHYTHM KING	99.50 EA.
1—LATE 1936 ROCK-OLA REG.	79.50 EA.
1—ROCK-OLA KNIGHT CLUB	74.50 EA.

All Machines Guaranteed in Perfect Condition.

STAR AMUSEMENT CO.

853 CARONDELET ST.

NEW ORLEANS, LA.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

TELL-A-VISION

ILLUMINATED ELECTRIC CLOCK

AT NIGHT
BY DAY

SALES CARD OPERATORS—Here's a deal that brings QUICK results. Sales Card and Board Operators report returns in one-third the time for any other deal. A NATURAL FOR BINGO PRIZES.

NEW!
THE FIRST REALLY NEW ELECTRIC CLOCK IDEA IN 10 YEARS

DEPENDABLE ABSOLUTELY ACCURATE

TIME AT A GLANCE—DAY OR NIGHT—IN FIGURES OF LIGHT

SEND TODAY FOR SAMPLE

\$365 EACH

SIMMONS MANUFACTURING CO.

122-130 W. North Avenue, CHICAGO, ILLINOIS

Rock-Ola Offers Two Games in One

CHICAGO, Feb. 12.—Because operators have been asking for a game that offers variety and spice to the players, Rock-Ola officials report they recently developed a new idea in payout tables. "This idea is carried out in this new 1-ball payout of ours simply by changing the back panel and award charts," states Jack Nelson, vice-president and general sales manager of the firm. "When the popular bell fruit symbols are used the game is called Three-Up, and when the horse-racing symbols are used the game is known as Across the Board. Now operators may have two games for the price of one with very little alteration in the equipment. The backboard panels may be changed and installed in 15 minutes.

"Not more than a month ago," he went on, "five machines were shipped to Minnesota to be placed on test locations. Three-Up and Across the Board proved to be approximately equal on locations. Tests were made by changing the glass panel each week, thus giving the players a special new game. The tests proved the change-over immediately stimulated trade and gave them the variety they desired without any extra expense at all to the operator."

N. L. Nelson, head of the games sales division, says: "This 1-shot automatic payout is causing plenty of excitement among operators judging from the correspondence piled up on my desk. The

game has lots of action and dazzling effects that always attract play. We are in full production on the two games in one, Three-Up and Across the Board, and we expect big things from them during 1938."

New England

BOSTON, Feb. 12.—James Galanes, of Brattleboro, Vt., took on the aspect of a busy census taker last week as he walked up and down the Washington street coin machine sector jotting down a list of his 1938 purchase intentions. First stop was at Ben Palastrant's, where he left an order for 10 music machines.

Leon Sherman, Seeburg operator from Somerville, Mass., recently became a benedict. Sherry Fineberg, of Revere, Mass., is the little woman, who also retains her job as general manager of the Massachusetts Envelope Company. They've settled down in Cambridge.

Group of Wurlitzer bigwigs has returned to Boston from the Chicago coin machine convention: Ben Palastrant, of Supreme Amusement Company of New England; J. A. McIlhenny, district manager for Wurlitzer; Nick Russo; W. P. Hamel, of Concord, N. H., and John Greene, of Portland, Me.

Ben Giaramita, service man for Supreme Amusement Company of New England, has attached himself to a young lady and already wedding bells can be heard pealing forth in the offing. That leaves Ben Palastrant the only bona fide bachelor in the organization. Ida Shapiro, capable secretary to Ben, recently announced her engagement. Now she's trying to make it a threesome—by attempting to hook Ben with someone.

The new Wurlitzer phonograph Model 24 is arousing spectacular interest, if traffic is to be considered as a criterion, at the Wurlitzer distributing house at Boston. Music ops from all sections of Eastern Massachusetts admire the several changeable features of the machine, and a number of them have placed orders.

Lorenzo Corn, Negro operator, received lacerations about the face at East Boston on January 29 when the car in which he was driving alone was forced into a parked car by an oncoming vehicle, causing crash and subsequent windshield flying.

L. E. Lymburner, of Bar Harbor, Me., came on down to Boston and got a glimpse of Rock-Ola's Talkie-Horoscope.

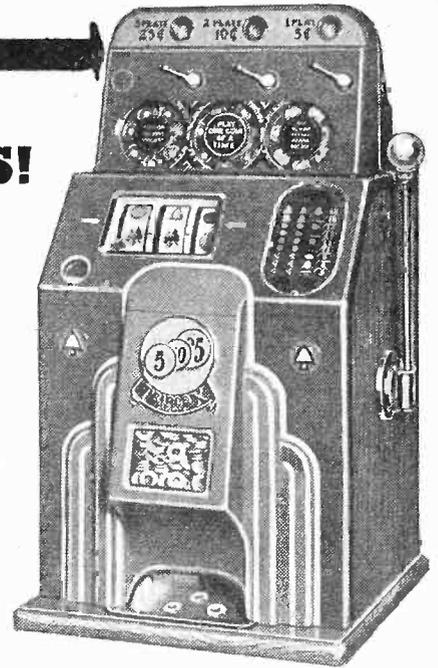
Al Dolins' wife still confined at Hyanis with illness.

Nick Russo, president of the Superior Amusement Company, has moved from his Dorchester (Mass.) location to offices in the Copley Square Hotel. Nick invites all local and out-of-town ops to be his guests whenever they are ambling around that locality.

Triplex CHIEF

TRIPLE YOUR PROFITS!

takes
**NICKELS
DIMES
QUARTERS**
GIVES ONE PLAY FOR EACH 5c



Operators report 40% of the contents of the cash box are in dimes and quarters. Gets not only the nickel play, but dime and quarter play as well. One machine — yet it does the job of three separate machines. Gives one play for 5c, two plays for 10c, five plays for 25c. Eliminates the change problem and those midnight service calls. Sold under a ten day money-back guarantee. Send deposit for immediate deliveries. Write for complete details.

O. D. JENNINGS & COMPANY
4309 WEST LAKE STREET • CHICAGO, ILLINOIS

SPECIAL BARGAIN!

ROWE ARISTOCRAT

- 6 Columns
- Free Book Match
- Slug Proof
- Repainted Like New

\$22.50 Each

METAL STANDS \$2.50 EXTRA

WRITE X. L. COIN MACHINE CO.
PHONE 1353 Washington St., BOSTON, MASS.

FREE! 1938 WHOLESALE CATALOG

Has 260 pages of World-Wide Bargains, 4,000 salesman's specialties, 15 selling plans, new creations, outstanding values — at rock-bottom wholesale prices. This catalog is FREE. Send for a copy Today.

SPORS CO.,
2-38 Erie St.,
Le Center, Minn.

ATTRACTION! AWARDS! PROFITS!

PENNY SKILLO

THE NEW PROFIT SENSATION IN COUNTER TRADE STIMULATORS!

Everybody plays to see the fascinating, bouncing, fluttering coin action! Everybody has extra pennies that YOU can get with Penny Skillo. Liberal awards keep players coming back for more . . . Pays up to 15 to 1 in trade!

Made for permanent operation . . . needs only 7" counter space . . . gleaming red and chrome finish . . . strong glass construction . . . all parts removable . . . trouble-proof, fool-proof, cheat-proof.

\$8.75

F. O. B. Chicago.
1/3 Deposit, with Order, Bal. C. O. D.

ORDER TODAY!

CENTURY MFG. CO.
4156 W. Chicago Ave., Chicago, Ill.

BLACK JACK SERIES

Operators—Deal Yourself in With This Winning Hand—You're in the Cards to Win!

50 Cards in Attractive Colors.
200 Tickets Each.

Takes in (at 5c per Pull) . . . \$500.00
Pays Out . . . 235.00

Profit . . . \$265.00

Price, 25.00 Net, Plus 10% U. S. Tax

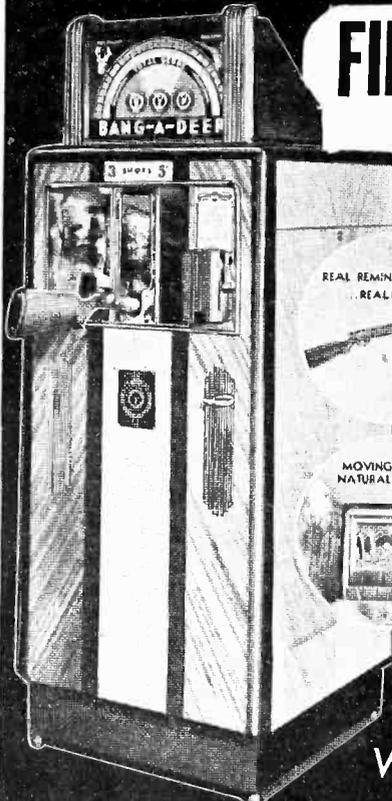
Tickets can be had with a colored gum paper band or sewed. All tickets shipped sewed unless otherwise specified. Deposit with order, balance C. O. D.

GAM SALES COMPANY
(Manufacturers Only)
1319-21 S. Adams St., PEORIA, ILL.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

Bang-A-Deer SCORES

WITH GREATEST PLAYER APPEAL
AND SENSATIONAL PROFITS!



FIRST and only Practical
Coin Operated
Shooting Range!

FIRST In Opening
Closed Locations



REAL REMINGTON RIFLES
...REAL BULLETS!

MOVING TARGET
NATURAL SCENERY

• Get YOUR
Share of those
**NICKEL Packed
CASH BOXES**

BANG-A-DEER is just the nickel-gathering amusement machine the coin machine industry has been waiting for. Completely different in principle and operation from any other coin operated amusement device. Actually supplies the player with three real bullets upon deposit of a nickel—the bullets are fired one at a time through a genuine Remington Rifle with perfect safety, at a moving target. Scores are recorded on brightly lighted dial.

WRITE FOR FULL DETAILS

TRU-SHOT CORPORATION

(A Subsidiary of the Steel Materials Corporation)

17210 GABLE AVENUE • DETROIT, MICHIGAN

The Greatest Small Deal In The Nation

100,000,000 PROSPECTS FOR THE NEW ELECTRIC
CIGARETTE LIGHTER Sensation

Good for AC or DC Current. Manufactured in U. S. A.

5c per CHANCE



A Safe, Convenient, Ever-Ready, Useful and NECESSARY Article in Every Home and Office. Guaranteed for One Year. Comes in IVORY, GREEN, BLUE, BLACK COLORS.

ONLY LIGHTS WHEN HELD AT SMOKING ANGLE.

HERE IS THE ELECTRIC LIGHTER DEAL.

A TREMENDOUS \$ MONEY MAKER.

ALL MERCHANDISE SOLD ON A MONEY-BACK GUARANTEE.

ALL ORDERS SHIPPED SAME DAY RECEIVED.

Write or Wire for Details to

BROADWAY PREMIUM CO.

1 West 60th St.

New York City

Within Everybody's Pocketbook. Only 5c Per Chance.

THE DEAL

Gives Away 4 Lighters to Winners	4
Gives 1 Lighter to Seller of Card	1
TOTAL LIGHTERS	5
Board Takes in	\$5.00
Cost You Complete with Salesboard (in Lots of 10 Deals)	1.60
YOUR PROFIT	\$3.40

SAMPLE DEAL.....\$1.95
(5 Lighters and Salesboard)

ONE SAMPLE LIGHTER... 40c
ONE SAMPLE BOARD... 25c
Send 1/3 Deposit With Order, Balance C. O. D.

masses of the people who have the power to vote politicians in or out, and to vote slot machines and games in or out if they like.

Even advertising men make blunders almost as much as editorial men. An advertising agency sends us an excellent illustration showing Editor Harvey Carr seated between two coinmen. Imagine publishing that in *The Billboard*. Especially as long as Mr. Carr is holding a photograph much to my embarrassment.

"To the Editor: I hear the 1938 Coin Machine Show was a success in spite of my absence, and it makes me very unhappy to think the convention could be held without me.—Helen Savage, Automatic Amusement Company, Ft. Worth."

BABY PRODUCTION: Meyer Parkoff, office manager of Modern Vending Company, New York City, is celebrating the arrival of his first-born, a prospective male operator weighing seven pounds. The youngster arrived February 5 and indicates he will go into the music-operating business. He is being called Stephen. Meyer is still on a diet.

Two theatrical celebrities visited the Rock-Ola factory recently. Jane Withers, motion picture star, saw the phonographs and the Talkie Horoscope while accompanied by "Uncle" Paul Gerber. That "blond bombshell of rhythm," Ina Ray Hutton, saw the Imperial 20 and heard it play her tunes right in the home balliwick of the machine.

Frank Steurnagel is now traveling thru the States of Missouri and Kansas for the Rock-Ola Manufacturing Corporation, having recently made a connection with the firm after representing other manufacturers in that field.

George H. Pickett, P. & H. Coin Machine Company, Canadian distributor, writes he is so busy taking care of the demand for new phonographs he hardly has time to eat even two meals a day. He handles Rock-Ola phonos.

Archie Le Beau, up in the heart of vacation land, is already making plans for the summer season. He is recommending that operators use bowling games during the outdoor season, even in that great payout game territory.

"To the Editor: I should think you would get more fan mail from the girls in the coin machine industry if you would leave out that picture of yours on the editorial page. I suggested that you use cartoons from newspapers as you formerly did. Now I have another suggestion, that a question mark be put in the place of your picture. When people read your editorials they will be wondering who writes them. The ladies will not be attracted to the coin machine business as long as your picture remains there. I think the advertisers

ought to object.—Helen L. Bindell, J. P. Seeburg Corporation, Chicago."

Johnny Watling recently sent in a bouquet as an award for that buffalo nickel story. But his letter is not available for publication, so our readers will have to wait to see in what picturesque language Johnny can really compose a bouquet when he wants to send one. In nine years I have a collection of bouquets from Johnny that is the envy of all the other editors in the coin machine field.

Leo J. Kelly (Exhibit Supply Company, Chicago) is having nose trouble. Every time he poses for a picture he must be cautious to avoid a side view or else his nose protrudes halfway across the picture. We had to reject two recent pictures of his because our two-column limit for pictures would not accommodate his nose.

Emmett Ragen, in charge of the railway ticket stand at the Sherman Hotel during the 1938 convention, gave some coinman \$10 too much change. A prominent coinman has assured him that a notice in *The Billboard* would get that sawbuck back.

WHO GOT THAT SAWBUCK?

Keeney Offering Mechanics Manual

CHICAGO, Feb. 12.—Operators, service men and mechanics are finding the Keeney manual of coin game servicing a very helpful handbook in checking various types of all games for mechanical troubles, it is reported.

"There never was a railroad engine built that wouldn't at some time get off the track, and the jail cell has yet to be designed that some prisoner can't figure out some way of breaking," claims Keeney sales manager, Ray Becker. "And I have yet to see the coin game that will always withstand the onslaughts of some player determined to throw the game out of gear if he can. The Keeney manual of coin game servicing is designed to help service men and mechanics get games back on the operating track and is offered free to all engaged in this line of work upon request."

Beg Your Pardon

In *The Billboard*, February 12 issue, page 73, we published a news item under the heading, "Photo Machine Made in Detroit," in which it was stated that the Key-Soner Corporation of Detroit is manufacturing and placing a new photograph machine on the market.

This was in error. The Key-Soner operates the Photomatic machines made by the International Mutoscope Reel Company, Inc., of New York. According to both parties, the Detroit firm operates a number of these photographic machines in the Detroit area.

MEN & MACHINES

J. W. Coan (Coan-Sletteland Company, Inc., Madison, Wis.), when he takes a little time off from manufacturing candy bar machines, can write excellent articles on the vending machine industry. We have one that came in late this week, which will be good reading in the following issue.

The trail of that coin-operated movie machine, the Cinematone (*The Billboard*, February 12, page 79), continues to be elusive. At the same time we had a news item that Hugh Burras was joining a company with a movie machine here in Chicago. But that proved to be strictly a film machine for advertising purposes. There may be a probability of a coin-operated model somewhere in the future.

It so happens that when Burras joins the Advitagraph Corporation February 14 it will bring together Ken Morley and Mr. Burras, both of whom used to be fellow workers at O. D. Jennings & Company. Morley has been with Bell & Howell, motion picture projector firm,

since leaving O. D. Jennings & Company.

It is one of those coincidences in trailing a news story: You start on the trail of one and find another.

Western Jimmy Johnson (Western Equipment and Supply Company, Chicago) says the games business is so "bad" now that I can publish anything my sourpuss disposition dictates and it won't make any difference. The danger still remains, however, that if operators out in the field were to find a publication really giving them the news they want most of them might die of heart failure.

Besides, Jim Buckley, Ray Becker and Johnny Watling have not yet given their approval of publishing "all the news that's fit to print."

An official of one of the big slot machine manufacturers has written an article which contains a very progressive idea—something that all the slot machine firms ought to take up. But the firm is hesitating to release it for publication "because it might hurt business."

Better read the editorial page this week, which contains the idea that one of the basic faults of the coin machine industry is that we are very progressive when it comes to making new and wonderful machines. But we are 10 to 20 years behind when it comes to keeping up with the spirit of the times.

Maybe Jimmy Johnson is right. Maybe now is the time for the slot and games fellows to turn over a new leaf, read up on what is going on in the world, then take a new attitude toward the

OPERATORS

We have everything you need. Tracktimes, Old Heads and New Heads. All types of consoles—Pace, Jennings and Mills Console Slots, One-Ball Payouts, Exhibit Electric Eyes, Counter Games, Novelty Games, Phonographs and Harmony Bells. Write for Prices.

WATERBURY AMUSEMENT MACHINE COMPANY

66 Scovill St., Waterbury, Conn.



AIRPOPS-IT

EQUIPPED WITH A. B. T. SLUG REJECTOR

ELIMINATES ALL SLUG EVILS

GUARANTEED FOR A SOLID YEAR

A PRODUCT OF DAVAL

The ONLY thoroughly perfected automatic corn popper and vendor

RANEL, INCORPORATED
325 N. HOYNE AVE. • CHICAGO, ILL.

SOLD ONLY TO OPERATORS THROUGH DISTRIBUTORS

MERCHANDISE MACHINES

Operators of candy bar venders might be interested in a new candy that has recently been introduced in New Orleans by a local coffee-roasting organization. The new candy, known as the Luzianne coffee kiss, is made of Creole dripped java in which is put the right amount of cream and sugar. The candy tastes just like a regular New Orleans-made cup of coffee, say reports. It retails for 5 cents in two-ounce boxes.

The Department of Commerce is mailing survey blanks to all interested persons to gather data from manufacturers and sellers of candy. The idea is to gather information that will help to secure greater efficiency in the distribution of candy. The National Confectioners' Association sponsors and provides financial assistance for this government study. It would be well for the candy vending machine trade to contribute data for this survey.

A historical exhibit of cigaret vending machines will be shown at the Evolution of Cigaret Vending Machines, Hotel Douglas, Newark, N. J., February 19, when the national cigaret merchandisers' organization comes together to discuss trade opportunities.

In addition to marking up a production record for 1937 and swelling the federal revenue by \$487,903,000, the cigaret business brought dividend declarations in January of \$15,226,468. The dividends were reported by firms listed on the New York Stock Exchange. This compares with dividends of \$9,699,977 declared in January a year ago.

The New York State Court of Appeals, in a recent decision, has set up a new standard in the enforcement of fair trade laws. It now seems clear by this decision that retailers, as well as manufacturers, can bring court action on violations of price maintenance contracts.

A Californian is said to make a hobby of collecting cigarets. He has followed the hobby for a number of years and thus far his collection numbers more than 400 different brands. He collects only the cigarets and not the packages or containers. His aim is to reach the 1,000 mark.

Coupons or similar concessions with merchandise are prohibited in 16 States now under fair trade laws: They are Arkansas, Connecticut, Florida, Georgia, Idaho, Indiana, Kansas, Maryland, Minnesota, Montana, North Carolina, Oregon, South Dakota, Utah, West Virginia and Wyoming. The National Wholesale Druggists' Association of New York has issued a 156-page book on the fair trade laws of 42 States.

Old Man Winter on the whole is reported to have helped candy sales to show a slight gain for the period of September to December—altho candy sales in December registered a decline of over 8 per cent.

Robbins Says Lemke Likes His Vender

BROOKLYN, Feb. 12.—Dave Robbins, head of D. Robbins & Company, reports that the Lemke Coin Machine Company, of Detroit, has placed another order for the firm's 2-in-1 Vender in addition to the big one he placed at the show. "When an oldtimer like Lemke reorders any machines it proves that the machines must be mechanically perfect as well as good money makers," Robbins observed. "That's why we were particularly pleased to receive Lemke's reorder for our double-column nut, gum and confection vender.

"As a matter of fact," he went on, "many old-time vending machine operators who changed to operating amusement games some years ago are now ordering our 2-in-1 Vender. By operating our machines with our 'stimulation' plan it is possible to earn double the usual profit per machine. We have been manufacturing this vender of ours for over three years, and our new 1938 model with its many improvements and modern design is meeting with approval the land over right now," Robbins concluded.

Lotion Dispenser Reports Big Biz

ROCK ISLAND, Ill., Feb. 12.—Many operators who attended the recent coin machine show showed their desire to cash in on the \$10,000,000 business which the sale of hand-lotion rings up every year by placing orders for the Jergens Hand-Lotion Dispenser, according to officials of the Lotion Dispenser Corporation here.

"Ever since we returned from the show," these executives stated, "we have been going at full speed turning out our dispensers to meet the flood of orders from operators in all parts of the country. Inquiries have been arriving daily, not only from surrounding territories, but from every State in the union and foreign countries as well."

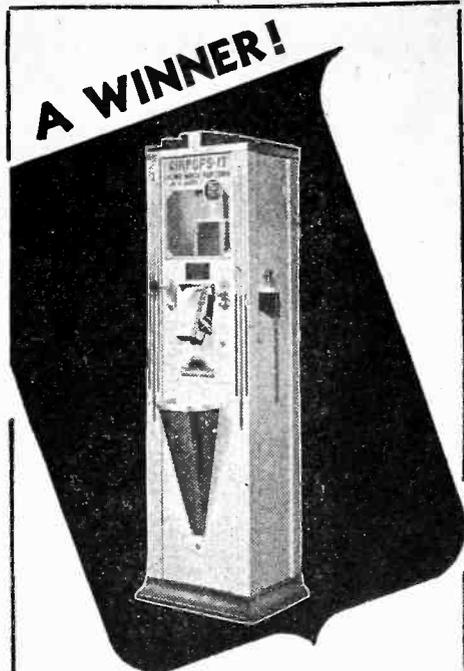
In describing their Hand-Lotion Dis-

penser, officials pointed out that their machine is in demand wherever women work or meet. "Jergens Lotion is well known to women the land over," they declared, "and with this vender of ours operators can supply women with it in public restrooms where it is most needed and appreciated. Our machine is a penny operated automatic vender of beautiful modernistic design. Its solid construction of aluminum and Monel metal renders it both fool-proof and rust-proof. What's more, it requires no adjustment or lubrication. The heavy crystal-clear container is easy to refill and the lotion receptacle and cash box base are equipped with concealed burglar-proof locks. The color combination lends contrast to any interior and the finish will not crack, peel or chip. What many ops like about it is that it is small and will fit into a small space that would otherwise be unused. We have built this machine to last a lifetime," the officials concluded, "and as long as it is on location operators can be sure of steady profits."

Mills Marketing New Beer Vender

CHICAGO, Feb. 12.—The versatility of the drink vender was seen this week in the announcement of a new canned Beer Vending machine by the Mills Novelty Company. Machine is similar to the Coca-Cola vender and milk bottle vender which the firm has on the market.

In explaining the new machine, Vince Shay, sales manager of the firm, stated: "With this new drink vender patrons get the most popular drink of the nation from a good-looking machine in a jiffy. There are no buttons to push or handles to pull. All one does is drop three nickels in the slot and the canned beer is delivered instantly. It comes out chilled to the right temperature, the can is dry and the beer is ready to drink. Vender can be loaded in three to four minutes," he concluded, "and has a vending capacity of 89 cans. Model 99 has an additional 75 cans precooled in reserve."



Popcorn Vending Machine "Pops with Hot Air"

At the Coin Machine Show the AIRPOPS-IT popcorn vending machine proved to be the outstanding winner for 1938.

Think of a popcorn vending machine that pops with hot air! A principle similar to the car heater—a heating element with an electric fan to give a maximum distribution of hot air.

REVOLUTIONARY FEATURES!

No oil odor . . . no greasy parts to clean daily . . . faster popping time (minimum servicing, two to three minutes). Low electric cost . . . no extra wiring necessary, just plug in on either AC or DC. No complicated mechanism . . . only one moving part . . . popping unit detachable, weighs only a few pounds and easily replaced. Every machine guaranteed for one year for workmanship and materials . . . slug proof A.B.T. coin drop chute . . . cabinet constructed of heavy 20-gauge automobile steel . . . automatically regulates itself for all changes in temperature and voltage variations . . . greater profits because of low seasoning costs and greater kernel-expansion . . . permits customers to choose popcorn seasoned or dry . . . money box locked in a separate compartment, accessible only to route collector.

BIG PROFITS!

The AIRPOPS-IT offers operators an opportunity to make huge profits with a legal vending machine, especially for those in "closed" territories. Less than 1c represents the total cost per bag to the operator.

ACTION!!!

Our production is rapidly being contracted for in advance BE FIRST to have an AIRPOPS-IT in your territory to insure choice locations. Order one—order five—order 100, but whatever you do ORDER TODAY.

OPERATOR'S PRICE \$195.00
F. O. B. Chicago

AIRPOPS-IT

INC.

330 EAST OHIO STREET, CHICAGO
PHONE: DELAWARE 4044.

Write for Literature

World's Finest Vendor

4 - IN - 1
Outstanding in 1937.

4 - IN - 1
Supreme in 1938.

4 - IN - 1
Rotary Model.

FOUR - IN - ONE
MFG. CO.
3338 Joy Road
DETROIT, MICH.

PROVEN Money Makers!



Experienced operators know the important thing is to get the Vendor into the location! Tom Thumb's got everything beat! Handsome, compact, it gets into taverns, waiting rooms, stores and restaurants closed to ordinary vendors. Thousands already placed; room for thousands more. Die cast precision machine; no come-backs. We'll match it against any others in the low priced field. Has 12 revolutionary features, including Magic Coin Selector, Yale Tumbler Locks, adjustable dispenser. Vends candy, gum or peanuts, 1 1/2 and 3-lb. sizes. Thousands of Tom Thumb Vendors now bringing real profits to operators. Don't wait. Write for full details, prices and money-back guarantee today. **FIELDING MFG. CO., Dept. B, Jackson, Mich.**

Big Opportunity for Experienced Route Salesmen.

SPECIAL

Limited Supply of Used 2 Compartment 1 Cent Merchandise Vending Machines. Will vend toy mix. Thoroughly reconditioned. Sold for three times present price.

Only \$5.95

Rejects tax tokens. Terms: One-third deposit with order. Balance C. O. D.

ASSOCIATED ENTERPRISES, INC.
Pure Oil Building, CHICAGO, ILL.

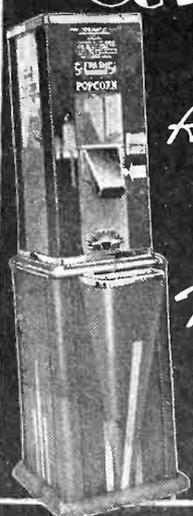
\$2.00 Weekly Profit WITH EACH 2-in-1 VENDOR YOU OPERATE

DAVE ROBBINS' "STIMULATION PLAN" DOES THE TRICK

Write for details today

D. ROBBINS & CO., MFRS.
1141b DEKALB AVE., BROOKLYN, N.Y.

FIRST and BEST
POPMATIC



The Automatic Popcorn Vending Machine

Write or Wire Today - for Details and Prices

POPMATIC MANUFACTURING CO.
8147 NATURAL BRIDGE AVENUE
ST. LOUIS MISSOURI

Vending Machine Firms Unite in Plea Against Massachusetts Law

BOSTON, Feb. 12.—Representatives of the vending machine trade, both manufacturers and operators, were given a chance to make constructive criticism of Senate Bill No. 263 at a hearing before the committee on legal affairs of the Senate on February 1. The bill is "an act to regulate the approval and licensing of slot machines and other automatic weighing and vending devices." Stoughton Bell was spokesman before the committee for Cigarette Service Company, Charles Knight, Eastern Advertising Company, Mystic Sales Company, F. & W. Products Company, Arthur DuGrenier Company, Mills Automatic Merchandising Company and Trimount Coin Machine Company.

Mr. Bell called attention of the committee to the fact that this was a hardy perennial for which there had never appeared to be any real public demand; that it had come before committees of the Legislature year after year and had with the same regularity been given leave to withdraw; that this was the first time it had ever come before the committee on legal affairs; that in the past it had come before the committee on taxation and the committee on mercantile affairs, and in one instance the committee on ways and means.

Mr. Bell pointed out that the present law requires the approval of the type of machine and that there is no necessity for any further legislation in order to adequately protect the public. The machines which would be affected by this bill are the penny and nickel vending machines, gum, candy, handkerchiefs, cigaret, weighing, peanut, matches, magazines, sanitary napkins, toilets and lockers; that there is small or no profit in these machines. Mr. Bell presented to the committee the figures of one large distributor having six or eight different types of machines, including penny vending machines, 5-cent candy vending machines, 1-cent scales, 10-cent handkerchief and 1-cent display vending machine. The profit or loss on these particular machines ran from \$1 and a fraction of loss to \$10 and a fraction of gain, with a majority of the machines showing a net gain for the year 1937 of between \$1 and \$3 per machine. It is clear that if this bill became a law the taxes established in the bill would put many of these concerns out of business and would return no revenue to the Commonwealth. Mr. Bell also pointed out that the products that are distributed thru these machines are bought in large part from local manufacturers, such as the Walter Baker Company, the Goudy Gum Company, Welch Company and New England Confectionery Company. He also pointed out that many of the machines are made in Massachusetts by the Trimount Machine Company, of Boston; the Peter Gray Company, of Cambridge; the Acme Manufacturing Company, of Somerville; the Colonial Scale Company, of Boston, and the DuGrenier Company, of Haverhill, and that if by taxing these machines they are withdrawn from the market the resulting loss of employment and wages will occur not only in the handling of these particular machines but in the factories where the products are distributed and the machines themselves are manufactured.

There is no competition with these machines, as is evidenced by the fact that in many instances the cheaper machine vending penny goods, either gum or candy, are placed near the door of the small shop where the children may step in, deposit their penny, get their gum or their candy themselves, relieving the shopkeeper from the necessity of waiting upon the youngsters. They are established in large numbers in factories where the employees can conveniently reach them during working hours, and in these cases the proceeds are frequently turned over to the employees' benefit association in the factory in which they are placed. They are placed in the railroads and on the candy counters and when placed in either of these places they are usually located very near similar goods that are sold over the counters. In the subway stations they are always located on the next post to the candy counters, and if they were in competition with the counters those who run the counters would not stand for their being located so near.

That they are of real service appears from the statement of various manufac-

turers read to the committee by Mr. Bell, in one of which the writer said that if the tax were imposed it would take a lot of profit out of the mutual relief association in that particular factory. Another concern wrote that "it is doubtful if 10 per cent of our customers clear over \$5 per year per machine. Also it is safe to say that this tax would put every one of them out of business."

Some of the penny machines sell for less than \$10, and the average life of these cheaper machines is five years. A tax of 20 per cent to 50 per cent of the cost of the machine is confiscatory. Other than that these machines are now taxed as personal property in the cities and towns in which they are located. There are some 200 persons in the State of Massachusetts who have from 50 to 300 machines with an investment of from \$500 to \$3,000. These people are barely able to make a living and the tax will make this impossible and they and their families will be on relief. Two of the larger operators employ some 20-odd people to service their machines, all of whom would be thrown out of work.

Mr. Bell criticized the drafting of Senate Bill 263, pointing out that the bill does not indicate who is to obtain the license, and when it is obtained a stamp or other means of identification is to be conspicuously and permanently affixed to each machine. That, in addition to this Section 283H, provides that no person shall install, maintain or operate a machine in or on any premises under his control unless authorized so to do by the director of standards, and he asked why it was necessary for the small shopkeeper, after the machine had been stamped as required in the bill, to get further authorization from the director of standards. He called attention to the fact that 283D required the licensee to keep at all times on file with the director of standards a statement under oath setting forth the name, the business address and home address of each individual licensee; in case the licensee is a corporation to give the names, home address, etc., of the directors, the president and the treasurer of the corporation, and he characterized this last as a useless and silly requirement. He also pointed out the fact that Section 283D required the licensee to file with the director a list of the cities and towns in which he is doing business or in which he has done business within the 12 months previous to the date of such application. Section 283E requires each sealer of weights and measures annually between the 1st and 10th day of July to report to the director of standards the number, description and location of all such machines maintained or operated in his city or town on the 1st of July. Either one or the other of these requirements is entirely unnecessary and puts a burden upon the licensee which he should not be called upon to bear.

Airpops-It Moves Office to Plant

CHICAGO, Feb. 12.—The general offices of Airpops-It, Inc., are being moved to the factory at 330 East Ohio street, according to announcement by the firm this week, and an additional 12,000 square feet of floor space has been taken by lease.

"Originally it was our intention to do our manufacturing and assembling in the same building," an official of the firm stated. "However, because of the

large amount of orders received to date and the increasing demand for machines thruout the country it is necessary for us to seek larger quarters. The present facilities at the manufacturing plant are not adequate for handling our assembly. Therefore the manufacturing and assembling plants have been separated.

"Machines are being shipped the 14th of this month. Regular delivery will begin before the first of March.

"Airpops-It announces several changes being made in reference to the present machine. First, all machines are fully guaranteed for one year for both workmanship and materials; A. B. T. slug-proof drop chutes are being installed as standard equipment at no extra charge, and the popper unit—containing the motor, popping control and heating element—can easily be removed for replacements or repairs. This makes it convenient for shipment to the factory for proper adjustments or it can be carried in stock."

Atlas Sales Co. Expands Quarters

CLEVELAND, Feb. 12.—Officials of the Atlas Sales Company report that they recently enlarged their quarters here so as to have more space to devote to the interests of vending operators.

"We are featuring a complete line of vending machines and supplies," they stated, "because we are convinced that more and more ops are turning to the operation of this type of equipment all the time. Another policy of ours which has been of great help to ops in this area is our night service. Many of them state that this service is just what they have been looking for. It must be," they concluded, "because it has brought a host of new and satisfied customers into our offices."

For Vending Machines

HARD SHELL—

Boston Baked Beans
Smooth Burnt Peanuts
Fruit Dibs
Black & White Licorice Dibs
Rainbow Peanuts
Dainty Cup Eggs
Licorice Petites
Mint Patties

CANDIES

PANS
DE LUXE ASSORTMENT
200 Charms—40 Varieties.
No lead—No junk.

Write for Price List

Pan Confection Factory
NATIONAL CANDY CO., INC.
343 W. Erie, Chicago

VALUER PENNY GUM
FOR COUNTER OR VENDING MACHINES.
Size 3/4 x 1-7/16 x 1/4.
2 Sticks in One Package.
Inquiries solicited.

TRUE BLUE GUM CO.
LANSING, MICH.

Better Than a PUNCH-BOARD!



O.K. GUM VENDOR

VENDS GUM WITH NUMBERS INSERTED READING FROM 1 TO 1200. Capacity: 1200 BALLS

TAKES IN \$60.00. PAYS OUT \$30.00 IN TRADE AWARDS.

PRICE ONLY \$15

For One O. K. GUM VENDOR WITH 1200 BALLS of Numbered Gum FREE.....
WRITE FOR QUANTITY PRICES

D. ROBBINS & CO. 1141 DE KALB AVE. BROOKLYN, N.Y.



MUTOSCOPE

BUILD YOUR BUSINESS ON A SOLID FOUNDATION

EVERYBODY SOCKS IT — and Every Sock is a BOOST in YOUR Profits!

MUTOSCOPE'S PUNCH-A-BAG

Trade-Mark

Not just an amusement park machine—A PROVEN SUCCESS on many ordinary store locations. Every man likes to show his athletic power. 1c or 5c play. A great, LEGAL money-maker.

INTERNATIONAL MUTOSCOPE-REEL COMPANY
518 W. 34th St., New York City



WRITE FOR LOW PRICES

On Peanut and Ball Gum Venders.

Also Table Size Venders.

Self-Serv Mfg. Co.

S. Broad and Wieckman Sts., Palmyra, N. J.

AUCTION

POPCORN MACHINES

13 1937 MODEL "POPMATICS"

Some in Original Cartons—Others Slightly Used. Will Accept Single or Group Bids.

GLENN LIEBIG, Mascoutah, Ill.

CHARMS—

for VENDING MACHINES

Largest assortment available ready for use—OUR SPECIAL PACK, 260 pieces, flashy items in celluloid, glass, etc., and with bracelet chain in celluloid cup.

\$1.10 Each

COLUMBIAN VENDING CO., Parsons, Kansas

Penny Wise --- Pound Foolish

By A. S. DOUGLIS

President, Ranel, Inc., Chicago

A small child who has become ill thru overindulgence by gorging himself on cake and candy dislikes "castor oil," but—as much as he objects to the remedy—he quickly recovers and is much better for having had the castor oil forced down his throat.

Some operators today are pretty much like the small child, having partaken heavily of the spasmodic quick money in the operating business to the point where vision of what is necessary to build a lasting, profitable business has been dulled.

The "quick money" devices have set up a false conception of "profits earned." Many an operator has kidded himself into thinking he was on top of the world financially when he had a number of such machines working for him. Big gross collections for short periods of time made him feel and act like a millionaire, but in the final accounting his actual cash receipts melted away faster than the proverbial snowball in h—!

What these operators need is a good old-fashioned dose of "castor oil" to clear out their mistaken ideas and cause them to get right down to fundamentals and analyze conditions for their future.

"Quick money" operators have been prone to look with disdain and contempt upon the legitimate merchandise vending and service machine operations of others.

In chasing the elusive Big Money Games mirage they have literally stumbled over, passed by and entirely overlooked the very thing that will give them the steady earnings they all seek. Such operators, thru personal prejudice and short-sightedness, are standing in their own way and in the way of their future success in the operating business.

Public opinion as sponsored by self-seeking interests and propagandists has forced unfavorable legislation the country over. This has and is rapidly causing these operators to see the folly of further following the Big Money will o' the wisp. True, they may have had exceptionally big earnings from their machines for a time, but what cash and bankable profits are to be gained if the very machines are outlawed and no longer operative? From what source can they derive their future income?

These same operators hope against hope for a return to the "heyday" of former years. Others are at their wits' end trying to forecast or even to "fix" conditions that will enable them to stay in business.

Merchandise vending operators may actually forecast what their earnings will be from week to week, month to month and year to year. They know to a certainty that profits may be steadily increased thru systematic expansion. They know they are in a solid, substantial business, and if they work and take care of their business their business will take care of them. They are substantial business men and are so regarded in their respective communities.

The "quick money" operator has no assurance of anything. He is always lodging here and there—running in circles—and getting nowhere. His business is at the mercy of others. He is always seeking ways and means to circumvent regulations imposed upon him by the forces of unfavorable propaganda. He is the doormat of petty politicians and self-seeking agitators and is considered not good enough to rub shoulders with a self-respecting community. His community looks with reproach on his activities and terms them a racket.

The uppermost thought I wish to crystallize and bring home to each and every operator is: "Be penny wise but not pound foolish." Remember, 100 pennies or 20 nickels deposited in the bank will credit your account with just as much as a \$1 bill—and the pennies and nickels are easier to get.

Ten pop-corn machines or 100 peanut machines or other such legitimate vending equipment when properly placed, kept clean and otherwise well taken care of will all be there every collection trip. None of them will be picked up by the police as gambling devices and you don't have to have an "in" or a "fix" to keep them going. They will always make you a good living and provide for your future well being.

In conclusion may I suggest that beginning now you give greater consideration to the LEGITIMATE MERCHANDISE VENDING BUSINESS? Now is the time to start. Work hard and conscientiously in taking care of your business and your business will not only take care of you but also your children after you.

Tobacco Record Decides To Stop Drive Against Cigaret Machines

The Tobacco Record has conducted a vigorous drive against cigaret vending

machines, based on the idea that such machines compete with the retailer. In its issue dated February 9, 1938, the publication announces a complete change of policy. The editorial is reprinted herewith thru the special courtesy of the editors:

"VENDING MACHINE, FRIEND OR FOE? Ralph Waldo Emerson, learned essayist, uttered a gem of wisdom when he wrote: 'Every sweet has its sour, every evil its good.'

"Since the onslaught of cigaret vending machines Tobacco Record has stanchly and fearlessly attacked the evils of these robots, which in the name of progress mercilessly vie with the tobacco retailer. We, editorially, bent our ears to the protestations of dealers and distributors. We were sympathetic and loyal to our trade. We were completely

unselfish in our policy, we turned away thousands of dollars in advertising by refusing to publicize or accept vending machine advertising. We were honest in our belief that the invasion of automatons was designed to harm the legitimate tobacco merchant, who as a tax-paying citizen should rightfully enjoy the liberty of conducting a business free from unfair competition. And so we, editorially, slugged away, making hit after hit, with 'sock' that resounded thruout the nation.

"During the past few weeks our attention was again focused on cigaret vending machines and the wisdom of Emerson inspired a new outlook. 'Every evil has its good.'

"We interviewed manufacturers, distributors, retailers, vending machine producers and operators. 'There must be a way to blend the sweet with the sour for the common good . . . a policy of accepting rather than fighting . . . perhaps diplomacy substituted for war.'

"Proceeding logically from statistics gathered, we viewed the vending machines with a broader scope. 'Instead of bucking these robots let's put them to work for us,' with the view offered. 'We can realize substantial profits from the use of the automatons if they are used to supplement our trade, making them friends instead of foes,' was the statement made by another of our trade.

"We believe with entire logic that the trend should be reversed and that it would be a sensible policy to confine the cigaret vending machines entirely to tobacco distributors and promote a concentrated drive to place the machines in tobacco outlets.

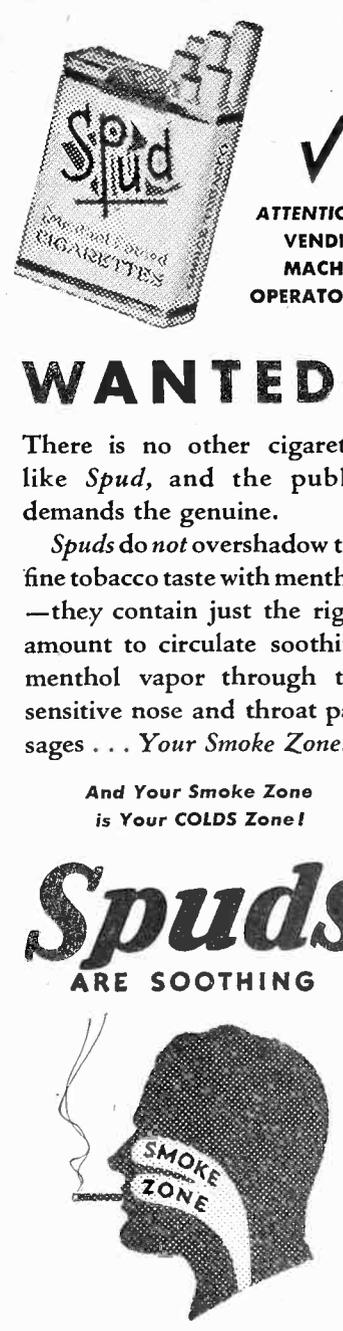
"A vending machine for every retail tobacco outlet where hurried traffic may be quickly served . . . relieving the merchant and clerks to concentrate on and give careful attention to higher priced merchandise requiring sound salesmanship. Guaranteed uniform prices—additional profits for the retailer and a greater service performed by his distributor. This, we believe, is a sound thesis for our 1938 campaign FOR vending machines.

"Every sweet has its sour, every evil its good.' Let's all be big enough to submerge our personal views to the decision of the majority. And for the common good of the tobacco trade let's get behind those robots and make them useful servants instead of a destructive force."

Hart Adds to His Display of Mdsrs.

NEWARK, N. J., Feb. 12.—Frank Hart, of Eastern Machine Exchange, reports that he has greatly increased his display of merchandisers now that many new numbers have arrived.

"The swing back to merchandisers shows that the industry is on the right track," Hart stated. "Operators are sure to remain in the coin machine business



ATTENTION! VENDING MACHINE OPERATORS!

WANTED!

There is no other cigarette like Spud, and the public demands the genuine.

Spuds do not overshadow the fine tobacco taste with menthol—they contain just the right amount to circulate soothing menthol vapor through the sensitive nose and throat passages . . . *Your Smoke Zone.*

And Your Smoke Zone is Your COLDS Zone!

Spuds ARE SOOTHING

SMOKE ZONE

THE AXTON-FISHER TOBACCO COMPANY
Louisville, Kentucky

as long as they seek the type of equipment on which they can depend to bring them a steady profit. Men who are really intent on making this a business will find the merchandise venders the one sure way of getting their profit in a sure and steady sizable lump each week and will always be in a position to enter into any new division of the field that may arise."

KAY-SEE PEANUT VENDER

FOR BOOTH or BAR
The Ideal Machine for Locations where space is limited.

\$3.00 Each
1 or 100.
Complete With Wall Hanger.

CENTRAL DISTRIBUTING CO.
105 W. Linwood Blvd., KANSAS CITY, MO.

"MASTER" CHARM and CANDY VENDOR

(A Sensational Penny Getter)

Vends Candy, Salted Peanuts, Toys, Novelties and Charms for 1c. Operator's net profit averages \$2.50 for each filling. Many "MASTERS" empty twice weekly.

NOBODY can resist these charms! The "Charm" fad began in Hollywood and is fast spreading out over the entire Nation. Department Stores and Jewelry Shops sell these charms at fancy prices; that's why at a Penny a Play the Public empties "MASTER" Machines day in and day out.

"MASTER" Vendors hold 8 lbs. candy coated peanuts and an assortment of Toys, Novelties and Charms consisting of from 150 to 250 pieces.

INTRODUCTORY OFFER!

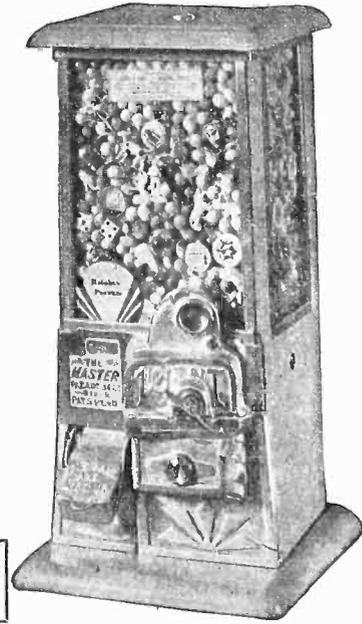
One Master Vendor (aluminum cabinet, cylinder lock on cash box) completely filled with candy and charms. PRICE **\$11.25**

Terms:—1/3 Deposit with Order, Balance C. O. D. DeLuxe Porcelain cabinet with cylinder locks both top and cash box—75c extra.

"MASTER" is the original and best Toy Vendor. BEWARE of IMITATIONS.

WE TAKE CARE OF YOUR CANDY AT 12c Per Lb. WE CAN FURNISH CHARMS AT 75c Per Gross.

STANDARD SALES MANUFACTURING CO.
133 W. Central Parkway, CINCINNATI, OHIO



Rock-Ola Light-Up Effect Striking

CHICAGO, Feb. 12.—Were a hardy Arctic explorer to see one of Rock-Ola's new mighty Monarch-20s he'd feel right at home because one of the big features of the new phono is the "borealis" light-up grill, according to I. F. Webb, vice-president and sales manager of the Rock-Ola phonograph division. "When we were designing out new phonograph," Webb stated, "we searched for something new in lighting effects, for we realized the psychological effect of lights and colors. We hit upon the idea of duplicating the most famous electrical display in the world, the indescribably beautiful aurora borealis, that is best seen in the Arctic regions.

"Explorers of music thrills," he went on, "have been delighted with this dazzling new 'borealis' light-up grill which seems to envelop the phonograph in a sea of pastel lights. A. M. Weinand, of our phonograph sales division, reports that operators who have put our 1938 phonographs on location agree that this new grill carries more appeal than any other modern lighting effect, the customers have ever seen.

"The construction of this new light-up front is interesting especially to the operator who is always part salesman and engineer," Webb continued, "while the cumulative effect of this grill is one of brilliance and delicacy, actually the component parts are constructed of durable materials and there is nothing to get out of order. The changing color effect is achieved by means of a silk grill cloth placed on a curve interspersed with bars of highly polished chromium. On each side of this grill there is a transparent color strip which reflects the colors onto the curving grill cloth surface, again reflecting the colors to the chromium bars."

Grenner To Present Plan to Phono Ops

NEW YORK, Feb. 12.—Bob Grenner, distrib for the Gabel phonographs in this section, states that he will present a new angle to used phono buyers very shortly. "We have worked out a plan which we believe will prove the value of the used phonos which we are constantly featuring," Grenner stated. "In fact, the prices will be so arranged that operators will be able to realize a profit even if the machines net only \$1 a week. We believe that this plan will create many new locations for phono ops throughout the country.

"The new machines which we are constantly selling place us in a position to market many of the best used Gabels at extremely reasonable prices," Grenner concluded. "Therefore the opportunity for many phono men to cash in on some of the phonos which we are offering is a good one which they certainly should not pass by."

Sheet-Music Leaders

(Week Ending February 12)

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

Position Last Wk. This Wk.	
1	1. There's a Gold Mine in the Sky
2	2. Rosalie
7	3. Thanks for the Memory
5	4. I Double Dare You
3	5. Bei Mir Bist Du Schoen
4	6. You're a Sweetheart
8	7. Dipsy Doodle
6	8. True Confession
11	9. Whistle While You Work
14	10. Moon of Manakoor
9	11. Ten Pretty Girls
..	12. A Gypsy Told Me So
13	13. Sail Along, Silvery Moon
10	14. When the Organ Played 'Oh, Promise Me'
12	15. Josephine



Songs With Most Radio Plugs

NEW YORK, Feb. 12.—Bei Mir Bist Du Schoen continues to show up strongly among the most popular tunes in the country, grabbing second place in The Billboard's tabulation of the most played songs on the radio. With over a dozen record versions on sale, Bei Mir remains the most profitable music machine item since The Music Goes 'Round and Around and looks set to make money until March at least.

No. 1 song on the air this week was You Took the Words Right Out of My Heart, from Paramount's Big Broadcast of 1938. This tune is a newcomer to the hit class and will probably not draw nickels until the end of February or beginning of March. Big Broadcast is scheduled for nation-wide release March 4.

In third place is You're a Sweetheart, which has been holding up strongly for many weeks and is a good ballad number. Coming up in the first 10 is Whistle While You Work, from the Walt Disney film Snow White. Picture is breaking records everywhere, which should help to keep this tune popular for weeks to come. Also holding their supremacy are I Double Dare You, Sweet as a Song, the stomp Dipsy Doodle, True Confession, Two Dreams Get Together and Outside of Paradise.

Above songs are the first 10 in radio popularity and are musts for record buyers. Next 10 include tunes which, altho still popular, are beginning to hit the down grade: Once in a While, Rosalie, Ten Pretty Girls and Sweet Someone. But look for I Can Dream, Can't I?; Thanks for the Memory; Mama, That Moon Is Here Again; One Song, I See Your Face Before Me, More Than Ever to stay on top.

Radio introduced many new songs this week which have already become favorites and should be clicking with the music machine fans soon. New ones are The One I Love, Love Is Here To Stay, It's Wonderful, Let's Sail to Dreamland, I Was Doing All Right, Always and Always and Heigh Ho. Latter looks like it's headed for big popularity.

After two months There's a Gold Mine in the Sky, sentimental ballad, continues to hold up surprisingly well, rating in 16th place. Also holding on well are Bob White, Nice Work if You Can Get It; Sail Along, Silvery Moon, and I've Hitched My Wagon to a Star.

Also being extensively played over the networks (which cover every territory in the country) are Just a Simple Melody, Did an Angel Kiss You?, It's Easier Said Than Done and Taboo.

It is important for the operator to bear in mind that radio popularity does not necessarily reflect the requests of

listeners, as many songs are being played over the air at the demand of music publishers in order TO BUILD UP popularity for a song. Songs played on the air are not always the songs people are singing or WANT TO HEAR. However, when tunes are being played often on the air the chances are they will BECOME popular soon. The ops should remember this fact when laying in an advance supply of records.

Making allowance for this fact, it's estimated that the following tunes most accurately reflect public radio taste right now: Bei Mir Bist Du Schoen, You're a Sweetheart, I Double Dare You, Whistle While You Work, Dipsy Doodle, True Confession, Thanks for the Memory, Rosalie, Bob White, Nice Work if You Can Get It, There's a Gold Mine in the Sky and Sail Along, Silvery Moon (in about the order named).

But song popularity shifts from day to day on the airlines.

New Seeburgs Shown To Texas Gathering

DALLAS, Feb. 12.—Music operators from five States gathered in the Crystal Ballroom of the Baker Hotel here for the presentation of the new model Seeburg phonographs by the Electro-Ball Company. Operators, their wives and friends were guests of Electro Ball for the afternoon and evening. A luncheon was held at 1 o'clock, followed by the presentation of the new phonos. Cocktail hour was held from 7 until 8, followed by a banquet and dancing which lasted until the wee hours.

N. Marshall Seeburg, vice-president and general manager of the J. P. Seeburg Corporation, and H. T. Roberts, sales manager, were guests of honor along with Hon. George Sprague, mayor of the city.

At the luncheon A. C. Hughes, manager of Electro-Ball, introduced Zeke Williams and his Rambling Cowboys and the Nite Owls, two well-known recording orchestras. Several numbers by these boys were well received. After welcoming the visitors Mayor Sprague praised the operators for their policy of using only clean records and stated that he hoped and believed the industry would continue to operate on the same high plane in the future as it has in the past. He then cited the various places of interest in the city and closed by reminding the operators that the mayor's office was no farther away than the nearest telephone.

After a few words of greeting from N. Marshall Seeburg H. T. Roberts intro-

Coinography

By The Coinographer

His grandfather was in the music business. His father is in the music business. At 25 he himself is a veteran with seven years of experience already behind him.

That's the background of Morris Maynor Jr., field instructor for the Rudolph Wurlitzer Company in the southeastern part of the country. He's associated with W. R. Deaton, Wurlitzer district manager, and is widely known to hun-



MORRIS MAYNOR JR.

dreds of operators in North Carolina, Virginia, West Virginia and Tennessee.

Not only is the music business in his blood, but his favorite hobby also is coin-operated equipment of all kinds. He loves to tinker, to improve, to invest. And he's also a sucker for new cars and candid cameras.

Hailing originally from Texarkana, Tex., he now lives at the O. Henry Hotel in Greensboro, N. C. His special weaknesses are green ink (get his autograph some time and see), fancy shirts, ham sandwiches, redheads and people who are frank. He registers violent objections to sales taxes and shaving every day (and don't we all?).

And didn't we read not long ago that there's a brand-new Mrs. Maynor? Sure enough—his bride was Annie Russell, and the vows were exchanged on Morris' 25th birthday.

duced the new phonographs. One by one the new models were shown, beginning with the Gem and ending with the Concert Grande de Luxe. Each model was enthusiastically received, with the Concert Grande receiving the greatest ovation. Roberts explained each model in detail and then demonstrated the faithfulness of Seeburg reproduction by playing the recording of a number made by one of the orchestras present and then having them duplicate it. The machines were left on display thruout the afternoon.

Music for the cocktail hour, dinner and dance was furnished by Bill Boyd and his Cowboy Ramblers and the Nite Owls. Jimmie Davis, well-known singing star, had planned to attend but could not on account of illness. As an extra attraction Abner A. Sage did a vocal number that made a big hit with the crowd.

Among those at the speakers' table were O. D. Hunter, H. T. Roberts, N. Marshall Seeburg, A. C. Hughes, Mayor George Sprague, Don Law, S. H. Lynch, A. P. Monte, Lester Burchfield and representatives of three of the leading coin machine publications.

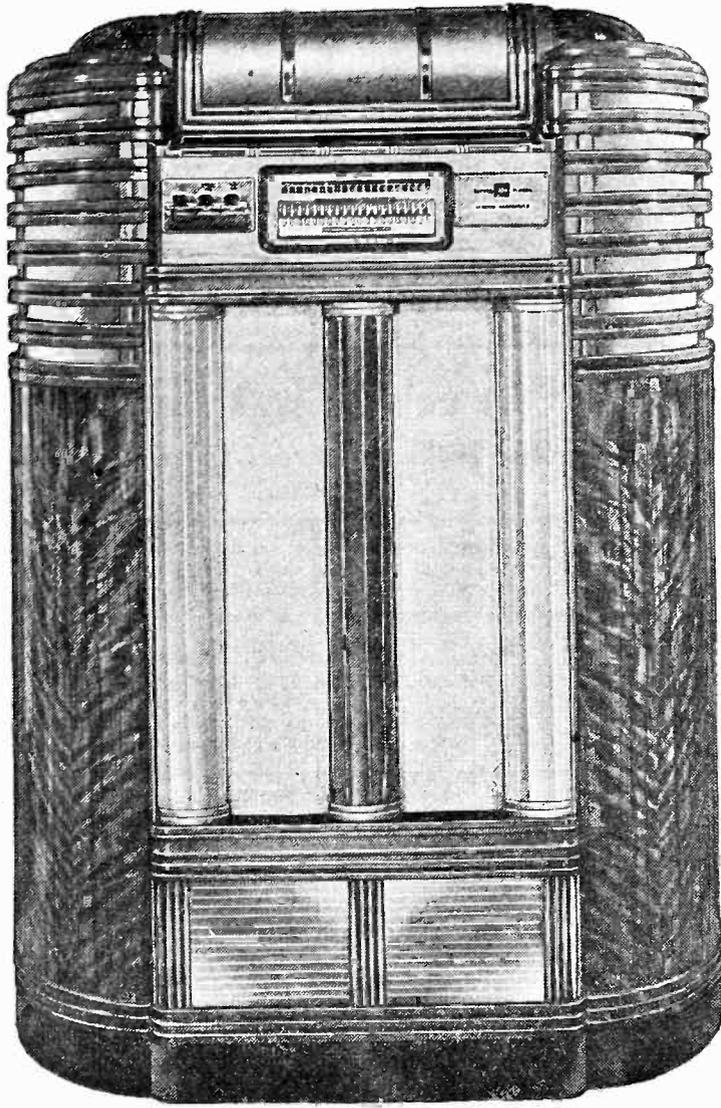
New Orleans

Jules Peres, head of the Jerry Germentis Novelty Company, is confined to his home with the flu. However, one good friend whispers that it was a case of overeating at a restaurant allegedly run by another machine operator. The Germentis company continues to report a good demand for the new Wurlitzer 24s.

Brunswick Record Corporation reports peak sales for its recording of Bet



PERSONNEL OF THE CRYSTAL MUSIC COMPANY, San Francisco, Rock-Ola phonograph distributor in Northern California, lines up. Left to right: Phil Robinson, Peter Chipley; Joe Ziff, president; Bob Leiber, Bert Hadley, Frank Lewis, Harry Ross, Clark Aylesworth and Stanley Harris.



The CONCERT GRAND

MERCHANDISING STRENGTH
 the primary consideration in
 obtaining the best and most en-
 during results on location.

20 Record Multi-Selector Seeburg
 Symphonolas sell more music be-
 cause only Seeburg Instruments
 combine the attraction of Com-
 plete Cabinet Illumination with
 the appeal of Full Range "Triple
 Tone Flow" Reproduction.

**CONCERT GRAND
 REGAL . . . GEM**

• Write an Authorized Seeburg Distrib-
 utor or the J. P. Seeburg Corporation
 for Complete Information.



FINE MUSICAL INSTRUMENTS
 SINCE 1902

J. P. SEEBURG
 CORPORATION
 1500 DAYTON STREET
 CHICAGO, ILLINOIS

Mir Bist Du Schoen by Russ Morgan and
 ork. Brunswick is also issuing lots of
 recordings here of the song by Dolly
 Dawn and her Dawn Patrol under the
 Vocalion label, as well as Belle Baker's
 version of the same selection. E. M.
 Oertle, district sales manager for Brun-
 swick, says he is satisfied in predicting
 that the song will be the biggest seller
 of 1938.

Among those whose names we left out
 as delegates to the Chicago show last
 month was Burt Trammell, of the Elec-
 tro Ball Company, and as it happens,
 Trammell was one of those who had the
 best time up there. He is loudly and
 incessantly calling the new Seeburg
 phonographs the sensation of the show.

Frank Woodson, of Shreveport, has a
 collection of 3,500 phonograph record-
 ings which he has been collecting since
 he was seven years old. In his collection
 are recordings dating back to 1888, in-
 cluding the works of the famous opera
 singers of that era, Adelina Patti,
 Frances Alda, David Bispham, Mabel
 Garrison and others. He also has 100
 priceless records made from 1900 to 1926
 by such artists as Enrico Caruso, Titta
 Ruffo, Madame Schumann-Heink and
 others of the present generation. The
 Historic Society of Chicago last year
 bought 100 of the most valuable held
 by Woodson.

Detroit

DETROIT, Feb. 12.—Louis Berman,
 manager of the Champion Automatic
 Music Company, returned Friday from a
 visit to New York.

Evidence of improved conditions in
 the vending field was seen here during
 the past week when Maurice M. Marcus
 purchased \$2,200 worth of new equip-
 ment from Stewart & McGuire, accord-
 ing to reports. Marcus is a new name
 in the vending field here, and this pur-
 chase of his is said to be one of the
 largest for venders in a long time.

Altho James Stewart, east side op, is
 confining the bulk of his operation to
 peanut machines these days, he still has

a few machines of the unusual type in
 certain spots. Among them are match
 venders and some of the old-style elec-
 tric shocking machines, which he says
 still are good money getters in some
 spots.

"I don't believe in sticking to just one
 type of machine," reports Manual Stahl.
 "If biz falls off in the gum machine line,
 I always have the pin games to fall back
 upon or vice versa." Stahl is reported to
 operate a varied line of machines which,
 he has placed in many different types of
 locations.

Sam Gersten, one of the city's few
 downtown ops, is confining his activities
 strictly to pin games these days. For the
 most part his locations are made up ex-
 clusively of confectioneries and ice cream
 parlors. Many ops feel that these spots

offer too little in the way of returns to
 justify much attention, but Gersten thru
 specialization in this field evidently
 knows its needs and is able to make it
 pay well for him.

William J. Patterson, of Lincoln Park,
 Mich., is specializing in cigaret machines.
 "Altho business is quite slow, I am per-
 fectly satisfied," he states. "Trade has
 held up pretty well for me," he contin-
 ued. "One reason is because my locations
 are spread out thru the country. Farm-
 ers patronize my machines a lot and
 their trade is pretty steady, so feel I am
 pretty lucky."

H. M. Lattimer is reported to be weed-
 ing out all his older vending machines
 and is planning to buy new machines
 this spring. At the present time his
 specialty is peanut venders.



MARQUETTE MUSIC COMPANY, Wurlitzer operator in and around Detroit,
 was fully represented at the 1938 Coin Machine Show. Seated, left to right:
 Maurice Vince, Harry De Schryver, Ed J. Gibbs. Standing, Harry Graham and
 R. St. Onge.

PRODUCED BY SCIENCE and SKILL

PERMO POINT

THE WORLD'S MOST PERFECT
 LONG PLAY PHONOGRAPH
 NEEDLE

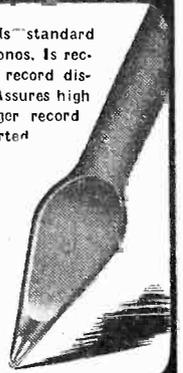
MORE THAN 2000 PERFECT PLAYS

Only PERMO POINT is standard
 equipment on ALL new phonos. Is rec-
 ommended and sold by all record dis-
 tributing companies. . . Assures high
 fidelity reproduction—longer record
 life—true tone—undistorted
 volume output.

Insist on
PERMO-POINT

The Only Needle
 for Dependable Performance

IT'S ALL IN THE
 PATENTED
 ELLIPTICAL POINT!



PERMO PRODUCTS CORP.

Metallurgists—Manufacturers
 6415 RAVENSWOOD AVE CHICAGO, ILLINOIS

**PHONOGRAPH BARGAINS
 WURLITZER**

P12	\$ 81.50
312-412	107.50
400	122.50
616-716	184.50
316-416	179.50
SEEBURG SYMPHONOLA A	71.50

All Machines Guaranteed To Be in A-1 Con-
 dition Throughout.

TERMS—One-Third With Order and Balance
 C. O. D. Immediate Shipment Guaranteed.

RICE MUSIC CO.,
 1410 N. Robinson St., Oklahoma City, Okla.

169 DARN GOOD BUYS!

- | | |
|---|-----------------|
| 2 JUMBO
2 RAINBOWS
4 TEN STRIKES
12 HI DE HOS
1 WHEEL OF FOR-
TUNE
1 MULTIPLE
4 DAILY LIMIT
1 KEENEY VELVET
2 LITE-A-PAIR
1 GOLD AWARD
1 DOUBLE UP
2 DOUBLE HEADER
2 TYCOONS | \$9.50 |
| 10 MULTIPLE DAILY
RACES
1 QUEEN MARY
2 BALLY PEERLESS
1 BROKERS TIP
MULTIPLE | \$12.50 |
| 6 SPRING TIME
6 BUMP A LITE
2 ROUND UP
18 MAZUMAS
1 PAMCO BELLS
1 SUNSHINE BASE
BALL | \$15.00 |
| 2 PAMCO CHASE
1 PAMCO BALLOT
1 MULTIPLE
1 SKIPPER | |
| 1 CAROM
6 HEAVY WEIGHTS
1 MONTE CARLO
1 WHEEL OF FOR-
TUNE | \$19.50 |
| 1 BELMONT
20 FLICKERS
New Units
2 SARATOGA | |
| 2 PAMCO TOUT
2 SPOT-LITE | \$ 24.50 |
| 10 STONER'S TURF
CHAMP
3 DAILY RACES
MYSTERY
8 WINNER
2 PREVIEW
6 CLASSIC
1 LATONIA | \$29.50 |

TERMS — 1/3 Cash With Order—Balance C. O. D.

LA BEAU
NOVELTY SALES CO.
1946 University Ave., ST. PAUL, MINN.

Sheet-Music Best Sellers

The most accurate guide to what popular songs the public actually wants to hear and play is the sale of piano sheet music over the counters of music stores. Beginning this week, *The Billboard* will run a weekly analysis of the tunes customers are BUYING. This article should prove a helpful indicator to operators as to what records to stock and push. Since song favorites fluctuate from week to week, it is important for the op to keep a close check on the public taste in order to make the most profit out of his record investment. In another part of this section will be found an analysis of the songs most played on the air. A comparison of radio and sheet-music favorites will show a wide difference between the two. Sheet-music best sellers generally lag behind radio leaders from two to three weeks. By studying both and checking them against the record releases of the month the op will get a pretty good idea of just what the public is ready to invest its nickels in.

NEW YORK, Feb. 12.—Altho it only ranks 16th over the radio, *There's a Gold Mine in the Sky* is the No. 1 seller in every part of the country. This ballad has held its strong position both on the radio and over the music counters for almost two months and should stay up on top everywhere for at least another four weeks. Also holding up is *Rosalie*, from the Jeanette Macdonald film musical now playing in houses all over the country. *Rosalie* looks good to draw nickels for at least three weeks more. Also strong nation-wide favorites are *Thanks for the Memory* and *I Double Dare You*. Former is spotted in *The Big Broadcast of 1938* (not yet released) and should draw for another month and more.

Most surprising change of last week was the sudden drop in the popularity of *Bei Mir Bist Du Schoen* thruout the Eastern territory. It dropped from second place to 15th. However, in Chicago and the Midwest *Bei Mir* is still holding its own, landing in third place. Experts in New York claim that *Bei Mir* is not yet played out but will come back strongly thruout the East again this week.

Equally strong in West and East is *You're a Sweetheart*. Tune is one of the nicest sweet songs of the season and should retain its popularity until the end of February. *True Confession* is still popular in the East, but is already dying out in the Midwest territory.

Dipsy Doodle, which is the first swing tune to ever gain wide popularity, is still selling strong everywhere, but it's doubtful if it will hold up for more than two weeks more. No stomp tune has even been as popular for half so long as *Dipsy Doodle*, and this one will probably not be able to stand the strain



SNAPPED JUST AFTER their first look at the new Model 24 Wurlitzer phonograph. Left to right: Joe Darwin, New York City district manager for Wurlitzer; Nat Cohn, president of Modern Vending Company, New York and Miami, and Sid Levine, Modern Vending exec. Peeping over Darwin's shoulder is Bill Shannon, Simplex Distributing Company, Houston.

much longer.

A new tune that looks surefire made its first appearance in the lists this week. Called *A Gypsy Told Me So*, and it's selling sixth in the East and has already made a dent in the Midwest sector. Should rise during the next few weeks.

About ready for the coffin are

Josephine; *Sail Along*, *Silvery Moon*, and *When the Organ Played "Oh Promise Me."* Ops should not lay in any more records bearing these titles, as these three tunes have already been played to death!

Whistle While You Work, however, is becoming stronger in the East and is just beginning to make its way in the Midwest. Western ops should invest in *Whistle*, as it will become very popular there soon. While they are not new, *Moon of Manakora* and *Ten Pretty Girls* should continue to draw nickels. Former is stronger in the East, but latter is pulling in all parts of the country.

The Week's Best Records

Selected by The Billboard From the Latest Recordings Released

That phonograph operators may be more selective in buying records *The Billboard* presents this special feature. Each week's popular dance and race records are heard, but only those with greatest play potentialities are listed.

SWEET MUSIC

GLEN GRAY
Decca 1634

Did an Angel Kiss You? (destined to popularity and Kenny Sargent's voice will help it hit the hit parade), *Girl of My Dreams* (an old favorite that everybody likes to hear again, with Kenny's chant doing the courtin').

TOMMY DORSEY
Victor 25766

Just Let Me Look at You (they'll be on the look for this sweet song), *You Couldn't Be Cuter* (more rhythmic and Miss Wright pipes plenty cute).

WILL OSBORNE
Decca 1637

The One I Love (the sweet music of the sliding trombones makes this lullaby a lulu), *Melody Farm* (both sides are from the *Everybody Sing* flicker and the Osborne music is plenty melodic).

JAN GARBER
Brunswick 8065

My Heart Is Taking Lessons (keep this on stock for it's from Bing Crosby's newest picture), *On the Sentimental Side* (also from the same screen show but fast becoming a favorite).

RUSS MORGAN
Brunswick 8066

Home Town (a pleasing ditty that'll get a play from home-towners in every town), *Moonlight on the Sunset Trail* (a ballad 'bout the wide open spaces).

JOEL SHAW
Melotone 80302

One Song (the voice of Pat Henry brushes against femme ears the right way. The swell crooning sells the side), *Whistle While You Work* (skip this side completely, they must have made it by mistake).

SNOW WHITE
SERIES
Decca 1631, 1632,
1633

(Six sides from *Snow White and the Seven Dwarfs*. And once the movie hits your town, they'll storm your phonos. This set is plenty listenable with Freddy Rich handling the orchestra and the male voices of Sonny Schuyler and the quartetting Clubmen).

SWING MUSIC

WINGY MANNONE
Bluebird 7395

In the Land of Yamo Yamo (only for phonos in Italian quarters, the going will be as rough as the music in other spots), *My Mariuccia Takes a Steamboat* (same holds true for this old-time Italian dialect ditty).

JOHNNY HODGES
Vocalion 3948

My Day (this is sweet, sweet swing stuff in a slow and smooth style), *Silvery Moon and Golden Sands* (same sweet swing only sweller, both sides carrying the sweet voice of Marya McHugh and the saxophoning of Hodges who, along with the other tooters, are members of Duke Ellington's Band).

VOCAL

BILLIE HOLIDAY
Vocalion 3947

Now They Call It Swing (with Teddy Wilson playing piano and some of the Count Basie boys for the tooting, this swing diva sells the syncopating), *On the Sentimental Side* (a ballad that gets the harlemese treatment).

INSTRUMENTAL AND NOVELTY

ADRIAN ROLLINI
QUINTET
Victor 1639

You're a Sweetheart (it's swing time in sweetheart time with a vibraphone playing the love scenes), *Josephine* (now there's a gal for you, still the sweetheart of the Middle West).

THE GAY
NINETIES
Decca 1625, 1626
1627

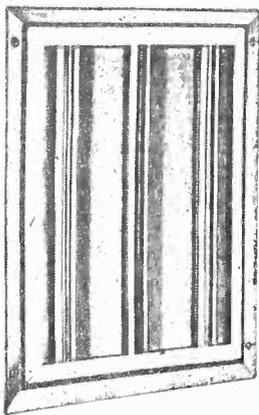
(Six sides that capture the songs and spirit of the days when bicycles were built for two and the nights for the horse and buggy. Frank Luther, assisted by Zora Layman and a male quartet, weaves these mellow melodies of yesteryear into medleys of such fine fashion that oldtimers will simply have to nurse each side with nickels).

RACE

LEROY'S BUDDY
Decca 7404

New Evil Hearted Blues (when a man sells his soul to the devil), *'Bout the Break of Day* (his wife is a midnight rounder and the hours she weeps are sumpin' scandalous).

ILLUMINATED GRILLS



For All Makes and Models

Modernistic — heavily Chromium-Plated Frame. Three full-length genuine Lumiline Tubes. Lights in Beautiful Pastel Colors Moonlite Blue, Emerald and Pink. Installed in 3 minutes! Increase your play at minimum cost!

LOTS OF 25 \$8.95
LOTS OF 6 10.50
SAMPLE 12.95

Write, Wire or Phone Your Order Today!
Third With Order, Balance C. O. D.

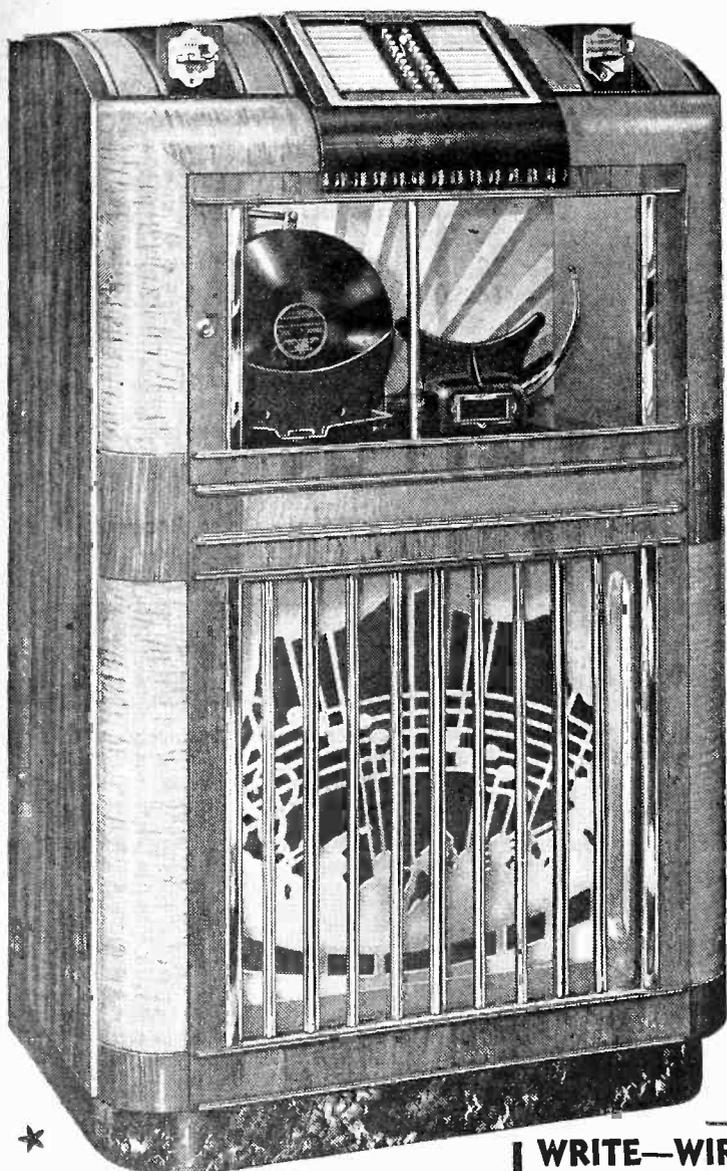
LUMI-CHROME MFG. CO.

25th and Leavenworth Sts., Omaha, Neb.
GRILL CLOTHS—Gold, Silver or Crimson,
50c Extra. Stage Preference.

MUSIC OPERATORS!

Save money! We repoint old phonograph needles for \$1.00 per dozen! Up to 2,000 extra plays per needle! Send a dozen old needles with \$1.00! Results will amaze you!

Operator's Service Supply Co.
2045 Carroll Ave. Chicago



THE Orchestropo

20 SELECTIONS—10 RECORDS

Plays records on both sides. You invest in only ten records but get twenty selections. You profit in two ways—lower operating costs and greater coin intake from more plays.

COLOR Plus ACTION

The Roto-Lite, with which all Orchestropes are equipped, provides color and action, giving a pleasing moving panorama of constantly changing colors—an irresistible attention-drawing feature.

NO NUMBERS TO REMEMBER

The combined program-holder and multi-selector makes it simple and easy to operate the Orchestropo. There are no numbers to remember. Simply push the selector button opposite the desired program slip.

NO STOOPING

The program, multi-selector and coin slides are at the top of the cabinet. No stooping to operate—another feature which means more plays and more profits for you.

BEAUTIFUL, IMPRESSIVE CABINETS

are modern and distinctive, with base and top of natural colored burl maple and sides of deep, rich, golden brown walnut. The setback base is covered with a composition which floor scrubbing compounds and kicking cannot damage. The brilliantly lighted speaker grille, recessed behind protecting chromium bars, produces a decidedly unique and most pleasing effect.

THOUSAND-DOLLAR TONE

For musical value the Orchestropo has no equal. Its tone quality is far beyond the reach of any other phonograph.

A-B-T SLUG EJECTORS

The ABT Slug Ejectors really reject slugs and are optional equipment on all Orchestropo phonographs. They may be had for either nickels or dimes, or both.

PROFITABLE AND SECURE

Only the Orchestropo has all these exclusive money-making features. This leadership, combined with the decided advantage of no over-crowding of operators nor over-production of instruments, assures the operator of a profitable and secure business.

* The MODERN Phonograph ...

WRITE—WIRE—PHONE
FOR COMPLETE DETAILS

THE CAPEHART, INCORPORATED, FT. WAYNE, INDIANA

★ World's largest exclusive manu-
facturer of automatic phonographs ★

DUE TO DEATH

OF LOCAL OPERATOR THE FOLLOWING PHONOGRAPHS WILL BE SOLD BY MARCH 1. ALL ARE IN PERFECT CONDITION AND ARE NOW ON LOCATIONS.

- | | |
|---|-------------|
| | EACH |
| 52 GABEL MODERN PHONOGRAPHS—12-Record Selective.... | \$49.50 |
| 39 MILLS DANCE MASTER PHONOGRAPHS—12-Record Selective | 49.50 |
| 14 SEEBURG SELECTOPHONE PHONOGRAPHS—Perfect Condition | 49.50 |
| 16 SEEBURG AUDIOPHONE PHONOGRAPHS—Perfect Condition.. | 49.50 |
| 38 GABEL STREAMLINE PHONOGRAPHS—12-Record Selective.. | 49.50 |
| 500,000 SLIGHTLY USED PHONOGRAPH RECORDS—Per 100. | 3.00 |

All Above Prices Are F. O. B. Greenville, North Carolina.
25% Deposit Must Accompany All Orders, Balance Shipped C. O. D.

McCORMICK MACHINE COMPANY
121-123 EAST FOURTH ST • GREENVILLE, No. CAR.

GABEL'S 24 RECORDS \$35.00
Lots of 5

You Can Successfully Operate These Gabel Phonographs For as Low as \$1.00 Net Per Week!

Take advantage of this unusual opportunity! Clear away your competition with these GUARANTEED PERFECT 24-Record GABEL money-makers. WRITE—WIRE—PHONE. Enclose 1/3 Deposit with ORDER—Balance shipped C. O. D.

SPECIFICATIONS: Beautiful Streamline Cabinets (All Colors). Size, 48" High, 37" Wide, 19" Deep. Operates 24 10" Records. Automatic Selectivity. Webster Amplification—Magnavox Speakers. Perfectly reconditioned and guaranteed.

ROBERT GRENNER CO., 246 W. 54th St., N.Y.C.
Circle 7-1381

Seattle

SEATTLE, Wash., Feb. 12.—The female side of the population here are fast becoming dyed-in-the-wool coin machine fans. At the grocery store, drug store, tavern and other spots the play of women is said to be increasing. It seems they get a big kick out of playing basket ball and baseball, as well as enjoying the thrills of horse racing, skiing and other sports afforded them by the pin-ball machines.

The installation of an automatic phonograph at the new Coleman Ferry Terminal here is proving quite popular with sailors and marines who tarry there while waiting for the boat to take them to the Bremerton Navy Yard. Night and day strains of *Rosalie*, *Bei Mir Bist Du Schoen* and other hits echo thru the terminal as the boys group round to hear their favorite ditties before pushing off to sea or upon returning from a voyage.

The Amusement Game Company is reported to have been instrumental in the organization of an association of merchants along the avenue on which it is located.

Fort Worth

FT. WORTH, Tex., Feb. 12.—It's a girl—at the Harry Hoosiers. Nancy Ruth was born January 26 at St. Joseph's Hospital. Mother and daughter are doing fine, with father doing as well as could be expected.

Helen Savage, of the Ft. Worth Automatic office, celebrated her birthday on February 11. She won't tell how many, but don't let the fact that she paid her first poll tax this year fool you. Many more, Helen.

Clayburn Lindley and Shell Barth, that popular young operator from San

FREE DEAL ON PHONOGRAPH NEEDLES

To introduce our sensational MIRACLE POINT needle to all operators we are offering two free with every ten purchased during February. Price 40 cents each.

MONEY BACK GUARANTEE

This Is the Needle You've Been Hearing About Lately

DISTRIBUTORS:

Send for Proposition.

M. A. GERETT CORPORATION
2947 No. 30 St., MILWAUKEE, WIS.

Angelo, were recent visitors here for the first time in months. Their many Ft. Worth friends were glad to see them. Even tho they've only been in the business a little over three years, they're known as first-class operators in their West Texas territory.

The Frankrich Distributing Company took over the complete operation of the Electro-Ball Company office in Ft. Worth this past week. They moved their old offices into the Electro-Ball headquarters at 1018 Jennings. Ruth Porter, of the Electro Ball staff, will continue her duties with the Frankrich Company.

Friends of Bob Hunter, manager of the Coinmatic Sales Company, of Dallas, are pulling for Mrs. Hunter's rapid recovery from a recent operation.

Jimmy Troutt and Johnny Senor, of Gainesville, Tex., were recent visitors at the Automatic Amusement Company. Troutt gave an interesting report of his first visit to the coin machine show in Chicago.

Double Profits TWO GAMES IN ONE!

The new one-shot automatic payout table that brings in double profits is

ACROSS THE BOARD.

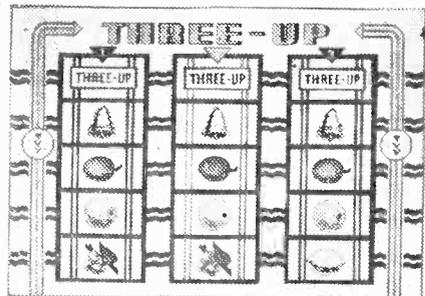
Fast action on playing field, dazzling light-up back panel and automatic payout make it a winner —

THREE UP — Just change to the old familiar fruit and bell panel. You can have a brand new game at one price. It's a sure business "bet" for you.



NEW

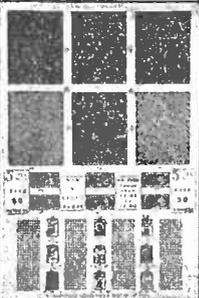
payout thriller with interchangeable backboards... One investment... Two profits... constant interest



FOR PLAY APPEAL IT'S Colossal!

DON'T WAIT—WRITE THE GAMES DIVISION TODAY!

ROCK-OLA MFG. CORPORATION
800 NORTH KEDZIE AVENUE, CHICAGO



LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT. A 1,200-hole board with six genuine leather hand-laced purses containing coupons ranging from \$1.00 to \$5.00. Seal awards, cigarette and sectional payouts give this board more than fifty winners. Takes in \$60.00, pays out approximately \$30.00.

Sample \$3.75; Lots of 10 or More, \$3.50. Deposit required on all orders.

H. G. PAYNE COMPANY

312-314 BROADWAY, NASHVILLE, TENN.

LOWEST PRICE! GIANT GRIP SCALE



ILLINOIS DISTRIBUTORS

NATIONAL COIN MACHINE EXCH. 1407 Diversey Blvd., CHICAGO.

NOTICE

A. I. ORENSTEIN ANNOUNCES THAT AS OF FEBRUARY 10, 1938, HE IS NO LONGER CONNECTED IN ANY CAPACITY WHATSOEVER WITH BINGO BALL GUM MFG. CORP., NEW YORK.

Fitz Features Big Line of Used Games

NEW YORK, Feb. 12.—The sale of the new Bally games has brought so many used games into the offices of John Fitzgibbons & Company that Fitz reports his firm is in a better position than ever before to supply operators with the quality used games they desire.

"We have found that the average operator has so arranged his routes that he has plenty of good locations for the better type of used games," Fitz stated. "To help him get the most money out of his locations we are offering him the best in used games. In addition to the many high quality games which we have taken in here on trade since the show we have combined all the bargains which our other offices have on hand, too. Together the array of used machines represents the finest we have ever shown.

"We believe that our distribution set-up enables us to give the operator better service than ever before," he went on. "The sale of our new machines and the demand which we have been receiving from our foreign accounts for used games have placed us in the enviable position of being able to offer operators used games at extremely low prices," Fitzgibbons concluded.

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

ARLINGTON,
Ticket \$52.50
Cash 47.50
FOTO FINISH 34.50
RACING FORM ... 29.50
CLASSICS 29.50
GOLDEN WHEELS. 29.50
PREVIEWS 16.50

PHONOGRAPHS
P-10 WURLITZER. \$69.50
P-12 WURLITZER. 89.50
DANCE MASTER .. 69.50
DO RE MI 99.50

CHERRY BELLS .. \$57.50
BLUE FRONTS S.J.. 47.50
BLUE FRONTS D.J.. 39.50
WAR EAGLES, 10c 32.50
EXTRAORDINARIES
10c-25c 27.50
LION HEAD 24.50

CONSOLES
BANGTAILS \$125.00
PACES RACES,
Heavy Duty Motor
3700 to 3900... 129.50
PACES RACES, New
25c Play 265.00

1/3 Deposit—Certified Check or Money Order Required.

Write for Confidential Price on 3-Way Gripper.

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

Telepathy Works Across Atlantic

CHICAGO, Feb. 12.—Jim Buckley, general sales manager of Bally Manufacturing Company, says he is almost ready to believe in mental telepathy since he saw the business card used by William P. Barr, of Automatic Machines, Ltd., Johannesburg, South Africa.

"Mr. Barr's firm," Buckley explained, "has been Bally's distributor in South Africa for some time, but he made his first visit to the Bally plant during the Coin Machine Show, and you can imagine my surprise when I saw the similarity between his card and my own. As a sort of water-mark back of Mr. Barr's name the word 'Bally' is printed in an unusual blue tint—which is exactly how my card is designed. Even the blue color matched exactly, which is really remarkable because it is a shade of blue you don't see very often. It all goes to show that the entire Bally organization—from one end of the earth to the other—is working on close co-operation, not only consciously but sub-consciously!"

Uses Newspaper Ads for Cranes

BALTIMORE, Feb. 12.—Newspaper advertising is being used by the Oriole Coin Machine Corporation to popularize the crane type of coin machines here. A recent advertisement in *The Baltimore News-Post* covered space of approximately 6 by 9 inches.

The initial approach to the public showed an illustration of Colonel Chamberlin, a noted transatlantic flyer,

playing one of the machines in a well-known location. The copy read:

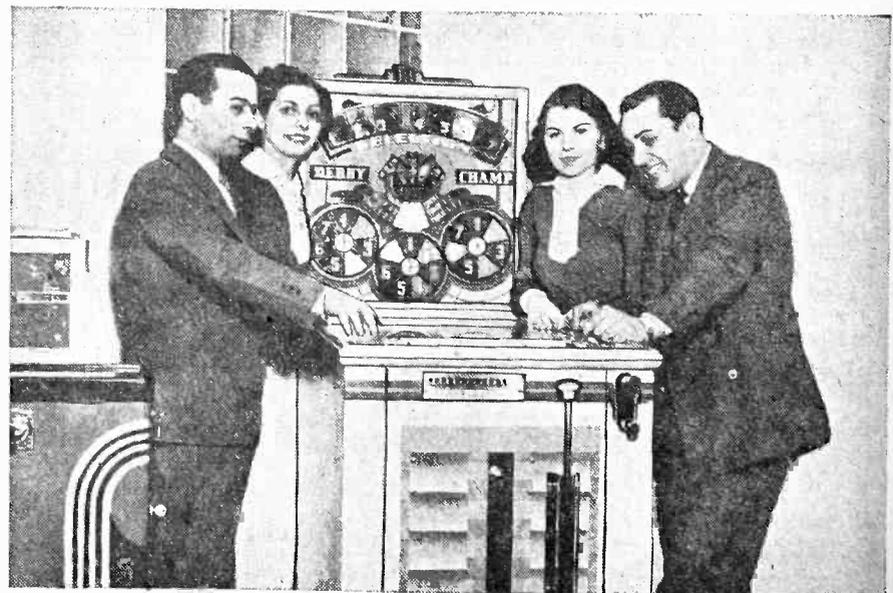
"Colonel Chamberlin after enjoying a good meal at Nate & Leon's Restaurant, 850 West North avenue, plays a Crane Machine and gets a miniature airplane. The Crane is a Viking Silent Salesman owned and operated by the Oriole Coin Machine Corporation, of Baltimore."

E. V. Ross, president of the Oriole firm, says that the reaction to the publicity has been favorable, not only for his business but for other operators of the crane type of machine. The advertising will be repeated at intervals, he said, in order to increase the popularity of the machines with the playing public.

Keeney Reports Free Games a Hit

CHICAGO, Feb. 12.—"While Free Races was introduced some 30 days previous to our private showing, it was not until visitors to the Keeney display room actually saw this Free-game award pin table that the game really came into its own," reports J. H. Keeney, president of J. H. Keeney & Company.

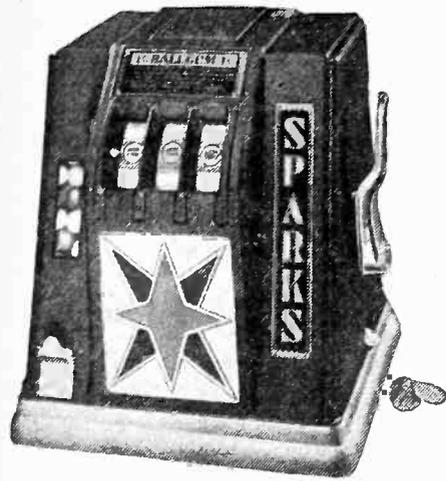
"We were cleaned out of all Free Races we had in stock within the first two days of our showing, and we booked enough orders to justify our putting a third run into production immediately. But even this third run was sold out before its completion, and now we're putting thru a fourth run. Free Races is a legalized 5-ball pin game offering awards in free games, with a meter registering all free games not played back by player. Operators are using it successfully in opening heretofore 'closed' territories," Keeney concluded.



SAM MAY, special Keeney representative, and E. V. Ross (left), Oriole Coin Machine Corporation, Baltimore, play Derby Champ by Keeney while the Keeney Kutties look on.

NEW - NEW - NEW

DIRECT FROM THE BIG SHOW:



Sparks Ball Gum Vender with Automatic Token Payout

You will like SPARKS the moment you lay your eyes on it. Rugged, husky strength has been skillfully streamlined into a cabinet of superb appearance, whose appeal is only surpassed by the fascinating, noiseless performance of its large colorful reels.

Player suspense is kept at highest pitch, waiting for that particular click which indicates that a reward token has been disbursed automatically, after a winning combination has lined up.

AUTOMATIC TOKEN PAYOUT—as originated by Groetchen—has put new pep and zest into counter game operation. Players prefer this

tangible award token, automatically issued by "Sparks"; location welcomes it, for it eliminates the need for constant verification of winners, and last-not-least, you as the operator obtain the greatest benefit because the redeemed tokens give you a perfect check on all payouts claimed by your location.

Tokens call for one, two, three, five or ten packs of cigarettes; they can be assorted in payout tube at operator's option to conform with prevailing retail prices of cigarettes.

By deducting value of redeemed tokens from gross receipts, operator can easily determine net receipts to be divided between him and location. Ball Gum Vender has 300 Ball Capacity.

Entire mechanism is removable as a unit, for instant servicing.

\$37⁵⁰
Price Each

GROETCHEN TOOL CO.

130 N. UNION ST.

CHICAGO, ILL.

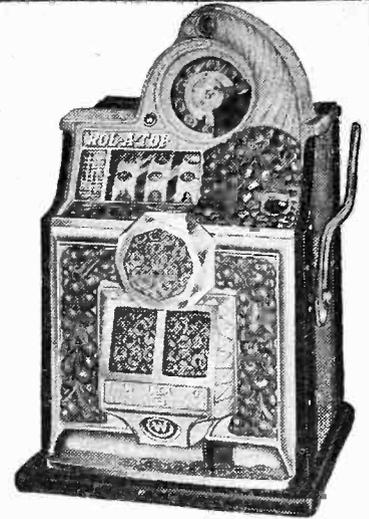
Johnson Takes Tour of Locations

CHICAGO, Feb. 12.—According to reports, Jimmy Johnson, head of Western Equipment and Supply Company, has been making some personal investigations of the many reports he has received from operators and distributors on Western games.

"We've received so many favorable reports," Johnson stated, "from various operators and distributors that I decided to visit a few of those locations on which Western games were earning such high profits for both the operators and the location owners. The first location I walked into was a real surprise. As I entered I observed probably 10 or 12 persons grouped about one of the machines. Upon closer inspection I found that this machine was one of our latest hits, Quinella, in the six-way multiple play model. Now it was no surprise to find these people so interested in this game, but what was surprising was the fact that as I entered I saw these people but heard not a sound for a few seconds until that particular play was over, then—enthusiastic laughter, shouting and sighs, perhaps of relief, to know that the ball didn't fail the crowd. This scene was enacted over and over again not only in this location, but in many others which had single play and seven-coin multiple play models as well.

"But this extreme interest was not confined to Quinella," he went on. "In other locations I heard the queerest kind of 'Samson' noises I've ever heard. Groans, grunts, ughs, ahs, mms, ohs and many undefinable and unintelligible sounds as players laughingly attempted to outdo the last fellow in strength of grip. These attempts were tried in every imaginable manner, with plenty of 'body english,' etc. Yes, you guessed it. All this interest and excitement was over Western's new Triple Grip machine.

"Along with these machines, in other locations, there was also in prominence the modern version of the great game of a few years back, Dewey Jr."



DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built for 1c-5c-10c-25c Play
Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST.
CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770.
Cable address "WATLINGITE," Chicago.

Gadco To Hold Open House Soon

DETROIT, Feb. 12.—On February 19 the General Amusement Devices Company is having an open house to all operators and their friends in Michigan, the occasion being the first anniversary of Harry Chereton's association with General Amusement. The event will be held in the showrooms of General Amusement, 3136 Cass avenue. Mr. Chereton is taking this opportunity to introduce to the various operators of Michigan the latest type of legal equipment. There will be many games in which all operators will be interested and many which were seen at the recent show.

The showrooms will be open to the many friends and business acquaintances of Gadco from 7 p.m. until the wee small hours of the morning, with entertainment and refreshments for all.

Mr. Chereton extends a cordial invitation to everyone to avail himself of this opportunity to see many interesting things and spend the week-end in Detroit.

The PARLAY

SENSATIONAL NEW BARREL BOARD WITH SEPARATE PAYOUT CARD, FEATURING HORSES THAT GIVE YOU A RUN FOR YOUR MONEY.

Seven small horses are at top of payout card, three holes alongside each horse. Winner punches any hole; horse flashes across card to "Win," "Place" or "Show" position, receiving \$25, \$10 or \$5. Drawer of "Parlay" ticket selects any two horses. Only one \$25 winner possible. Made in thin and thick styles, 10c or 5c per play; average profit \$71.82 on 10c deal, \$41.82 on 5c deal. Sold to operators only. Write for details.

SUPERIOR PRODUCTS, INC.

14 N. Peoria St., Dept. C, Chicago, Ill.

THE ONLY DEAL OF THIS KIND IN THE EAST



BRINGS \$7.00—Costs You \$3.50

Every Player becomes a Fight Fan. Locations are unlimited—legal everywhere. The Cabinet's Flash and Color makes it a real Attention Getter that pulls the play. The Player gets a real kick out of it.

70 NAMES 70 PRIZES
Values up to \$1.00. Last name pulled receives a Very Special Prize. At 10c a sale the cabinet brings in \$7.00.

"WORLD'S CHAMP" is truly a Knockout as a money getter. Join up with the wise ones and cash in on this fast moving sales plan. In other words, get in the Ring and get yourself a bank roll.

FREE RADIO

With your order for 10 "Champs" you will receive Free, a 5-Tube Dynamic Radio, with beautiful Walnut Cabinet, size 12x8x6. A high-class Radio in every detail. (Retail value \$16.95.)

Remit 25% Deposit — Balance C. O. D.
DISTRIBUTORS—Valuable Eastern Territory open.

JEDRO Company 34 West 32nd St., New York City.



CROWDS GATHER ROUND to watch Daval's Bumper Bowling in action on a Southern California location.

Fleetwood . . . \$105.00	Turf Champs . . . \$ 40.00
Ak-Sar-Ben (Multiple Old Model) . . . 110.00	Dux . . . 38.00
Fair Grounds . . . 85.00	Beam Lite . . . 28.00
Air Derby . . . 22.50	Booster . . . 12.50
Ball Park . . . 25.00	Excel . . . 7.00
Classic . . . 28.50	Flashlite . . . 10.00
Racing Form . . . 30.00	Home Run . . . 10.00
Latoria . . . 25.00	Short Sox . . . 7.00
Natural . . . 12.00	Scoreboard . . . 12.50
Preview . . . 15.00	Ricochet . . . 11.00
Paddock . . . 22.00	Rack 'Em Up . . . 8.00
Springtime . . . 20.00	Hi De Ho . . . 7.00
Santa Anita . . . 18.00	Hold 'Em . . . 7.00
Cocktail Hour . . . 10.00	Ranger P. O. . . 15.00
Sunshine Derby . . . 10.00	Roulette Ev. . . 60.00
Winner . . . 20.00	Rays Track . . . 100.00
Flicker . . . 18.00	Paces Races . . . 100.00
	Ray-O-Lite . . . 145.00
	Eagle Eye . . . 125.00

WANTED: Used Mustoscope Photomatics.
TERMS: 1/3 Deposit, Balance, O. O. D.

ISETT'S COIN MACHINE CO.
1309-11 63RD ST., KENOSHA, WIS.

FOR SALE!

2000

BRAND NEW AND USED
SLOTS, PHONOGRAPHS,
1-BALLS, PIN GAMES,
COUNTER GAMES, PARTS,
SUPPLIES, ETC., ETC.



Quick—Write for Complete Price List!
"Save with Vernco"

THE VENDING MACHINE CO., FAYETTEVILLE, N. C.

WURLITZER 412

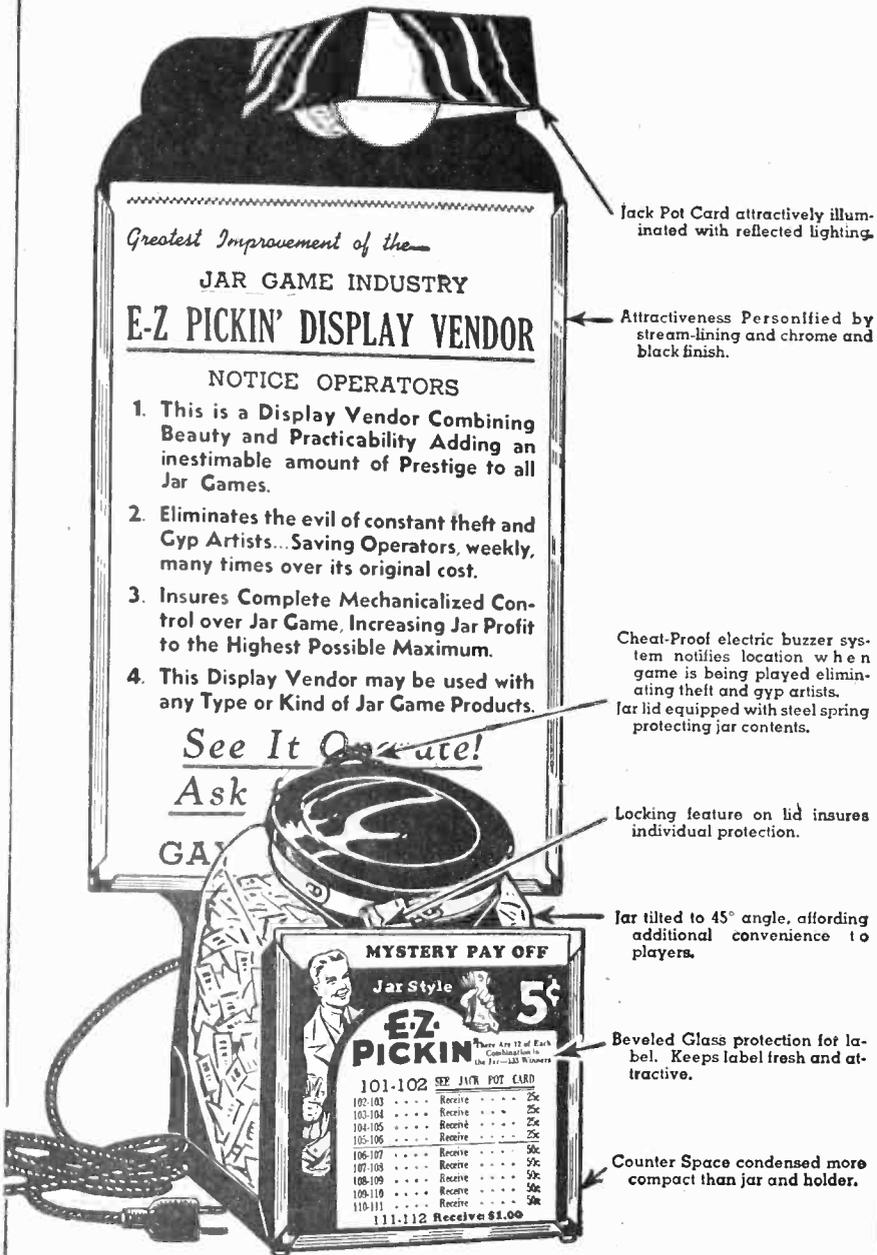
EXCELLENT CONDITION.

WITH NEW ILLUMINATED GRILL **\$119.⁵⁰**

\$3.00 EXTRA FOR CRATING. 1/3 Deposit, Balance C. O. D.

ABBY MARKS, 6614 Myrtle Ave., Brooklyn, N. Y.

**ORDERS TAKEN AT THE CHICAGO SHOW
PROVED THIS THE ANSWER TO THE
DEMAND OF 10,000 OPERATORS FOR
LOCATION PROTECTION.**



Jack Pot Card attractively illuminated with reflected lighting.

Attractiveness Personified by stream-lining and chrome and black finish.

Cheat-Proof electric buzzer system notifies location when game is being played eliminating theft and gyp artists. Jar lid equipped with steel spring protecting jar contents.

Locking feature on lid insures individual protection.

Jar tilted to 45° angle, affording additional convenience to players.

Beveled Glass protection for label. Keeps label fresh and attractive.

Counter Space condensed more compact than jar and holder.

Greatest Improvement of the
JAR GAME INDUSTRY
E-Z PICKIN' DISPLAY VENDOR

NOTICE OPERATORS

1. This is a Display Vendor Combining Beauty and Practicability Adding an inestimable amount of Prestige to all Jar Games.
2. Eliminates the evil of constant theft and Gyp Artists...Saving Operators, weekly, many times over its original cost.
3. Insures Complete Mechanized Control over Jar Game. Increasing Jar Profit to the Highest Possible Maximum.
4. This Display Vendor may be used with any Type or Kind of Jar Game Products.

See It *Q-u-a-t-e!*

Ask

GAY

**TWO MODELS
ELECTRICAL MODEL**

- Greater playing appeal. Incorporated novelty features that induce bigger profits and sensational repeat play.
- Precision built construction, light weight gauge steel, electrically welded and practically indestructible.
- Electric units highest standards, laboratory tested, guaranteed by manufacturer.
- Location tested and found to increase play 100% or better and to pay for itself in increased earnings on the first deal.
- Dresses up a display that rejuvenates and revives old locations to a new all time high.
- Takes the guess out of operating by insuring steady repeat play so highly necessary in the operating field.
- Locations demand the display vendor, for they want absolutely the last word in perfection and player appeal.

MECHANICAL MODEL

A fitting companion is the non-electric display vendor which is equally as desirable where electric current is not available. This mechanical unit has the locking-lid feature that is so desirable. The alarm that warns the locations through use of a melodious bell tone, when the game is being played. Affords the same splendid display of the game, has the same dimensions and mechanical construction throughout as the all electric and has the same attractive finish of chrome and black. The mechanical features are fool-proof and practically indestructible. This unit will give years of trouble-proof satisfactory service at a minimum investment and a continuous stream of steady repeat and desirable profits.

ELECTRICAL MODEL		MECHANICAL MODEL	
Prices net (No discounts)		Prices net (No discounts)	
1 Sample	\$9.90 Each	1 Sample	\$5.90 Each
Lots of 6	9.40 "	Lots of 6	5.40 "
Lots of 12 or more	8.80 "	Lots of 12 or more	4.80 "

(Glass jars are included in complete vendors.) (Our special jar is necessary.)

Specify on order if card holder is for large or small jack pot card.
All Orders for Vendors Shipped F. O. B. Our Factory.
Terms—25% with order, balance C. O. D. All patented rights applied for.

Manufactured By

GAY GAMES, Incorporated
GUY E. NOEL, President MUNCIE, INDIANA

★ ★ ★ ★ ★ ★

NOW DELIVERING!

★ BANG-A-DEER Tru-Shot Corp. ★ RUNNING WILD Genco
★ CHICO BASEBALL Chicago Coin ★ DOUBLE TRACK Genco
★ TURF QUEEN Chicago Coin ★ GRIP TESTER D. Gottlieb
★ U-POP-IT Ranel, Inc. ★ SLUGGER D. Gottlieb

WE ALSO REPRESENT A. B. T., KEENEY, MILLS

★ You can't EAT our service, but it's sure worth its weight in bread and butter.

THE GEORGE PONSER ORGANIZATION

33 WEST 60th ST., NEW YORK CITY
11-15 East Runyon St., NEWARK, N. J.
1435 Bedford Ave., BROOKLYN, N. Y.
900 North Franklin, PHILADELPHIA, PA.
803 W. Adams St., JACKSONVILLE, FLA.

★ ★ ★ ★ ★ ★

**Award Meter Helps
On Bally Zephyr**

CHICAGO, Feb. 12.—Ray Moloney, president of Bally Manufacturing Company, attributes much of the popularity enjoyed by the Bally Zephyr game to the fact that it is equipped with a simple, positive device to register every award.

"Of course," Moloney explained, "the first requirement of success in any game is a play principle that will get repeat business from the public. This factor is taken care of in Bally Zephyr by the novel 'Wandering Thousand' score idea, whereby the value of certain bumpers constantly changes. But most important to the operator is the fact that this score idea readily adapts itself to the award meter, which is standard equipment on the Bally Zephyr machine. This device tells the operator at a glance exactly how many awards have been made and the amount of each. Yet it is not limited to any particular award set-up, but can be adjusted to correspond with adjustments which are made in the score. Thus the operator has complete score flexibility and at the same time eliminates any possibility of arguments or misunderstandings about the amount of awards to be reimbursed to the merchant. Many operators tell us that this protection alone enables them to increase their net earnings 15 to 20 per cent."

Bally Zephyr features the so-called "rubber-tire" bumpers on a polished metal play field and is operated either as a four-ball or five-ball game.

phia, but it wasn't until this past week that he officially announced his connection with this firm.

In announcing that his firm was now the New Jersey branch of Banner Specialty, Kay stated that the same policies and service methods that have long been the byword of ops in the Philadelphia and Pittsburgh areas are now in effect here. Offices of the firm will continue at its present address on Broad street. Changes in the repair and sales departments will be made to comply with methods used by Banner Specialty Company, Kay reports.

It is understood that L. H. (Izz) Rothstein, of the Banner firm, is enthusiastic over this new branch here and believes that it will fast become one of the leading sales outlets for operators in this part of the country.

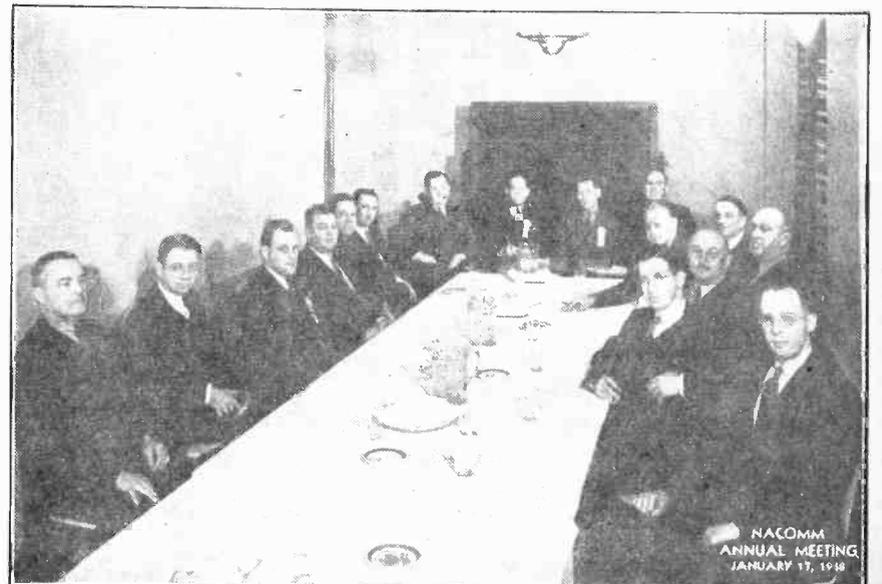
**Lou Wolcher Pays
Big Town a Visit**

NEW YORK, Feb. 12.—Lou Wolcher, of Advance Automatic Sales Company, of San Francisco, unexpectedly turned up here this past week and was a welcome sight to all his friends. Since Wolcher is a native of this city he is well acquainted with all the coinmen here. In fact, as he once reported, he got his start in the business here with Dave Robbins many long years ago when ball-gum venders were first entering the market.

It's hard to find a more ardent booster of San Francisco than Wolcher, but he still enjoys the hustle and bustle of the big town, too. "There's nothing like San Francisco," he stated, "but I still enjoy seeing Broadway every once in a while. Especially do I get a kick out of visiting a few of the locations where we endured the first pains of learning to operate correctly. All I will ever want," he concluded, "is the pleasure of living in the best town on the West Coast and being able to return here once a year."

**Jack Kay Announces
Banner Connection**

NEWARK, N. J., Feb. 12.—For some time Jack Kay, of Ace Distributors, Inc., has been acting as the branch office of Banner Specialty Company, of Philadel-



ANNUAL MEETING OF National Association of Coin-Operated Machine Manufacturers (NACOMM), January 17, 1938, Hotel Sherman, Chicago. Left to right (around table): Richard Groetchen, J. Harrington, F. J. Newman, Ted M. Stoner, W. J. Ryan, C. S. Darling, H. E. Capehart, A. E. Gebert, David C. Rockola, D. W. Donohue, N. Marshall Seeburg, F. H. Parsons, Ralph Vogel, Walter A. Tratsch, H. T. Roberts and James Vogel.

IT'S NEW!
IT'S SENSATIONAL
IT'S BETTER!

IT'S THE FIRST REALLY DIFFERENT COUNTER GAME IN COIN MACHINE HISTORY

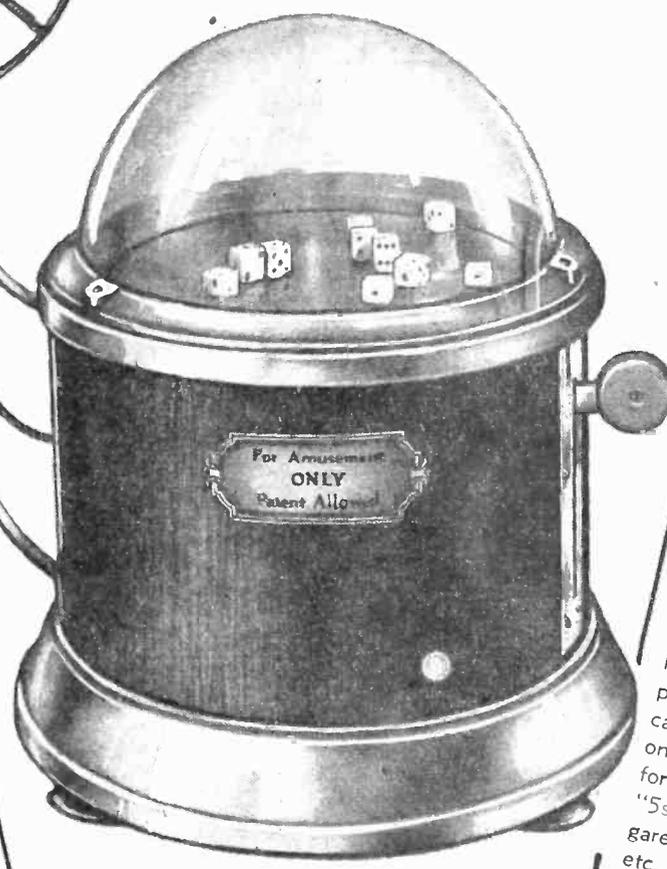
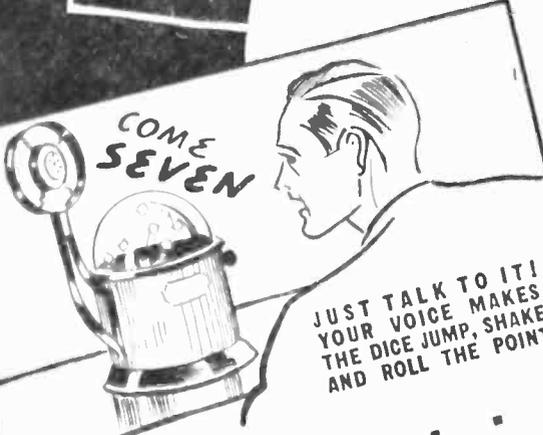
MIKRO-KALL-IT

NO WIRES - NO ELECTRIC CURRENT

JUST 2 LITTLE
 10c FLASHLIGHT
 BATTERIES RUN
 IT FOR MONTHS

YOU CAN

talk to it and it shakes and rolls the dice for the point you call! You can just tip the "mike" and it will give you the same speed play action! You can snap your fingers in front of the "mike" and the game will instantly go into action! So novel, so unique, so different, that they're putting coins into it just to see it operate. Only takes up a space of 10 square inches on the counter. It's flashy and attractive. Gets immediate attention—and BRINGS IN THE BIGGEST PROFITS IN COUNTER GAME HISTORY!



YOU GET

10 dice with the game! It plays a dozen different games—all for the price of one. MIKRO-KALL-IT can never go stale! Just change the game until you find the one each location likes. Plays the real McCoy game of dice until the point is made in 10 tries. You can set the game to give from one to ten shakes of the dice for the same coin. Plays "26", "5s", "6s", Poker Dice, Cigarette Dice, Bird Cage, etc., etc. By removing one pin it becomes non-coin operated and can be used anywhere. Uses only two small flashlight batteries that last for months even under the heaviest play. MIKRO-KALL-IT has been location-tested and is GUARANTEED TO BE MECHANICALLY PERFECT!

Operators Price
 only \$ **25⁰⁰**
 F.O.B. NEW YORK

★
JOBBER AND DISTRIBUTOR TERRITORY OPEN! WIRE FOR SPECIAL PROPOSITION!

OPERATORS--JOBBER--AND DISTRIBUTORS ..

REVIVE YOUR LOCATIONS!! GET BACK INTO THE BIG MONEY AGAIN!!

Here's the game you have been waiting for! The newest and cleverest machine the industry has ever seen! The last word in ultra-modern construction and play action. Priced LOW to keep your investment at a minimum.

Carefully tested and retested to assure you the kind of equipment you NEED FOR BIG PROFITS! MIKRO-KALL-IT has EVERYTHING! Novelty! Attractiveness! Fast Play Action! New customer interest! AND BIG Radio ACTION APPEAL!

WRITE -- WIRE -- PHONE -- RUSH YOUR ORDER TODAY!

MIKRO-KALL-IT, INC.
 55 WEST 42ND STREET, (Telephone - WISCONSIN 7-9516) NEW YORK, N. Y.

picture of success --



GALLOPING DOMINOS

For two solid years, outearned, outplayed and outsold every other game in its class! 1938 model equipped with NEW Evans 7-Coin Head—last 3 coins visible. NEW silent action, precision mechanism and other patented features. At your Jobber, or write, wire or phone HAYmarket 7630.

OTHER EVANS HITS!
SKILLO
BANG TAILS
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H. C. EVANS & CO. 1522 - 28 W. ADAMS ST. CHICAGO

SALESBOARD OPERATORS

Read

"DEALS"

A column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

Ops Put Nickels In Bang-a-Deer

NEW YORK, Feb. 12.—Bang-a-Deer, the new coin-operated shooting range that uses a real gun and real bullets, is reported to be proving its magnetic appeal at the showrooms of the George Ponser Company, of New York, distributor of the game, by drawing real nickels from the operators who have come from far and near to see and try it.

Boasting a slugproof slot, Bang-a-Deer, it is said, has caused more than a few operators to take a busman's holiday by putting plenty of their own nickels into this fascinating game.

Bert Lane, general manager of the firm, has been proclaimed champion Bang-a-Deer shot, being the only one so far who has been able to consistently hit the highest numbered deer right on the head and so ring the bell for a perfect shot. Asked whence comes his sharpshooting ability, Bert replied modestly, "Oh, it's just a heritage from my cowboy days on the range."

Two weeks' production of the Tru-Shot Corporation, manufacturer of Bang-a-Deer, has already been sold out by the Ponser firm, it is claimed, and, says George Ponser, president, "It's only the beginning, folks—it's only the beginning."

Mills Mint Machine On Way Up, Is Report

CHICAGO, Feb. 12.—The past few months has seen a revival of interest in the skill control and future play feature which are now standard equipment on the new-style O K Mint machine, report officials of the Mills Novelty Company. "In some cases," they state, "the machine has been ruled upon favorably by competent legal authorities, and if properly presented for inspection it may be the means of overcoming any reasonable prejudice or objection to coin-operated vending devices which might exist in your locality."

"On this machine of ours," points out Vince Shay, sales manager of the firm, "there are three push buttons corresponding to the three reels. By manipulating these buttons a player can bring the reels to stop under the indicator and naturally the more he practices the more efficient he will become. The new model is also equipped with a device which notifies the patron in advance whether or not he is going to receive any tokens in addition to the standard 5-cent package of mints. There can be no doubt as to what his nickel will buy. The quantity of tokens he may receive varies from 3 to 20.

"So that the machine will not be confused with some other type that in some cases are similar in appearance, but operate on a different basis," Shay concluded, "we use what we call 'wise-cracker reel strips' showing illustrations of clowns, Scotchmen, etc., with comical sayings people enjoy reading."

Easy Steps Scores, Says Rock-Ola Exec

CHICAGO, Feb. 12.—The manner in which operators report their profits have been stepped up is definite proof that Rock-Ola's 5-ball novelty game, Easy Steps, was correctly named, maintains N. L. Nelson, head of the Games Division at Rock-Ola. "In fact," he went on, "it looks as tho we are going to have to do a little fast stepping ourselves to keep production ahead of the orders that are pouring in for these machines.

"This new game is especially popular," he went on, "because a player knows his chance to win is always close. He is never more than one or two bumpers away from a winner. The playing board—brilliant and catchy in itself—uses bumpers, kickers and holes—all of which add to the zest of the game. As each ball progresses down the playing field numbers flash on the light-up back-board. The idea is to get a winning combination of numbers, and players can win on anything from the first to the fifth shot."

of this game appeals to open as well as closed territory alike.

"In those spots where coin chutes are not permitted," Kelly went on, "this game can be equipped with a remote control device that registers all plays. We expect to be making this game for a long time to come," he concluded, "because it has all the earmarks of a winner which players will enjoy playing time and time again."

Exhibit Speeds Up Hi-Ball Production

CHICAGO, Feb. 12.—"Sounds like we were in the liquor business," remarked Leo J. Kelly, vice-president of the Exhibit Supply Company, in commenting on its new skill amusement machine, Hi-Ball. "So far as stimulating locations with new money-getting pep," he continued, "our Hi-Ball acts just like one of the liquid variety.

"For some time there has been a definite need for a low-priced amusement machine that could operate successfully and profitably in closed territory. Hi-Ball seems to be the answer to this demand. Here's a game that's strong in appeal, mechanically perfect and embodies all the features that go to make up a first-class hit. The unusual action



OFFICES AND FACTORY OF C. R. KIRK & COMPANY are located here. The latest product is the Blow Ball game.

THIS WEEK'S SPECIALS

- STONER'S RACES\$37.50
(Rebuilt—Like New)
- CHICO DERBYS (New) . 33.50
- TOURNAMENT 29.50
- BUMPERS 14.50
- LONGBEACH 29.50

STONER'S VOGUE

Sensational Novelty High-Score Bumper Game.....\$59.50

Write for list of 250 Paytable, Novelty Game, Console and Counter Game BARGAINS.

1/3 Deposit.

ATLAS NOVELTY CO.

2200 N. Western Ave., Chicago.
1901 Fifth Ave., Pittsburgh.
1326 W. Flagler St., Miami.

New Orleans

NEW ORLEANS, Feb. 12.—Three weeks since the Chicago show and enthusiasm runs as high as ever. Distributors are on edge awaiting their first shipments of new machines by manufacturers, and operators are equally "on edge" ready to give the new ideas a fair trial. New Orleans itself remains shut on slots and most pin games, but adjoining parishes are reaping the harvest of the circumstances with doubling up of play by city people who are crossing the line for their fun.

With the city closed to automatic pay-offs, the Sport Center, New Orleans' biggest playland, is finding a brisk play for several Bumper Bowling games. Jack Sheehan, manager of the center, says that since giving the first machine a chance he has found it to be a good money maker and has ordered more for the location.

Julius Pace, president of the local operators' association, is recovering from a cold and is still speaking in a "froggy" manner as yet. He is looking forward to sample of new Bally creations.

Frank Gleason, for several years connected with the Mills Novelty Company, is also doing a little work on venders with the Crescent City Novelty Company, Dan Cohen's organization. Cohen is still groggy from the big Chicago escapade and is said to occasionally ask where the Hotel Sherman is located.

Specializing in valentine hearts and Easter lines, the Elmer Candy Company, Pelican State Candy Company and the Jacobs Candy Company all report a brisk demand for board deals from all over the Deep South. All three organizations have recently expanded their territory on board deals, with Elmer having recently closed a deal for big operations in Chicago and other Midwest cities for pecan goods.

New Orleans enjoyed the visit here this week of Mr. and Mrs. Tate (he of the Bally factory) as they stopped for a short time en route to Hot Springs. Tate was the guest of the Dixie Coin Machine Company, which he highly praised for its fine distributing work in the past. He also approved the New Orleans company's fine display of Bally merchandise.

Among the numerous out-of-town operators who visited various distributors' offices during the past week, most of whom bought new equipment in preparation for a big spring season, were F. C. Wilson, St. Francisville, La.; Ed Barry, Donaldsonville, La.; S. F. Delia, De Ridder, La.; Paul Falson, Franklin, La.; Paul Crolich, Mobile, Ala.; A. Kalif, McComb, Miss.; Richard Strong, Vicksburg, Miss., and a host of others.

Confection merchandisers might be interested to know of a new candy that has been brought out by a local coffee-roasting organization. The new candy, known as the Luzianne coffee kiss, is made of pure Creole-dipped java, in which is put the right amount of cream and sugar. The candy tastes just like a regular New Orleans-made cup of coffee. It retails for 5 cents in two-ounce boxes.

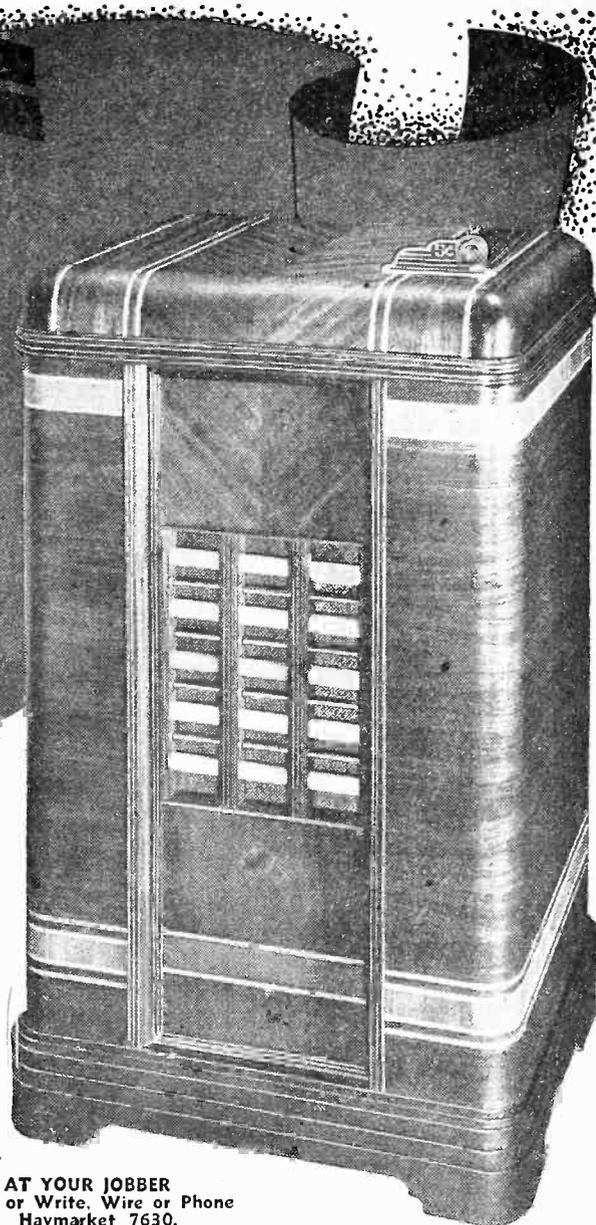
MOST REVOLUTIONARY IDEA IN PHONOGRAPH HISTORY

Evans' PROFIT SHARING PHONOGRAPH

MUSIC

Plus PAYOUT

WITH REMOTE PAYOUT CONTROL



A NEW sensational phonograph with a new automatic payout feature that increases earnings 300%—and more!

For every coin deposited, 15 beautiful catalin tubes, mounted on the speaker grille, flash and flicker in dazzling colors. Then three of them come to rest. If it is on a winning color combination, machine automatically pays out from 2-1 to 40-1! At the same time the newest true-tone sound equipment faithfully reproduces the finest music.

Licensed under the DAILY PATENTS. Crystal pick-up, latest type full-range 15" speaker. Volume control to suit any location. Latest automatic record changing device.

Either music or payout may be operated alone or in combination. Available with or without

ingenious Evans' Remote Payout Control. Equipped with famous Evans' Anti-Slug Coin Chute. Magnificent, custom-built cabinet, 31x24x50 inches.

Why be satisfied with small change? There's BIG money waiting for you.

Write for Evans' Franchise Plan—the biggest money maker in the phonograph business. Get the dope quick for your territory!

OTHER EVANS WINNERS! WRITE FOR CIRCULARS! BY-A-BLADE, ROLLETO, SR., HIALEAH Special.

H. C. EVANS & CO. 1522 - 28 W. ADAMS ST. CHICAGO

AT YOUR JOBBER or Write, Wire or Phone Haymarket 7630.

FINAL CLOSE-OUT ROTARY MERCHANDISE

Approximately \$500.00 worth Fine Quality, sacrificed at

50% DISCOUNT

Please order in \$5, \$10 or \$25 lots.

ELECTRO-BALL CO., INC. 1200 CAMP, DALLAS.

Orenstein Arranges Faster Shipments

NEWARK, N. J., Feb. 12.—Due to better production facilities, Irv Orenstein, of the Hercules Machine Exchange, Inc., reports that his firm is now in a better position to ship its "Award Protector Tally Pads" to the trade. "Arrangements have been made for delivery of the tally pads in the Midwest direct from printing headquarters," he stated. "In this way ops in the western part of the country can be assured of faster delivery at less expense.

"The tally pad of ours has proved to be one of the best way pin game ops can control awards made on their machines. The pads act as a perfect check-up. The many features of these pads, plus their low price," he concluded, "have made them extremely valuable to the operator."

Gerber Installs Five Blow Balls

CHICAGO, Feb. 12.—One would think that another coin machine convention was in session when Paul Gerber placed a battery of five Blow Balls, the Claude R. Kirk & Company's newest contribution to the coin machine industry, in the lobby of the Hotel Sherman. Operators and jobbers, who apparently had been in hiding, popped up in groups during the week to see the game and placed orders for delivery, Gerber stated.

"These operators and jobbers displayed the same wild enthusiasm," he went on, "as the crowds of players showed in playing the game. This hearty approval of Blow Ball began the day these machines were installed, and player interest has increased every day since then. If this interest is any indication of what to expect with Blow Ball, then I predict it as one of the highest money makers of 1938."

OPERATORS AND JOBBERS

Immediate delivery can be made on Rock-Ola's Monarch 20 record, Windsor 20 record, and Rhythm Master 16 record. Write, wire or telephone us for prices and advise quantity you desire to purchase for cash.

MOSELEY'S SPECIALS ON SLIGHTLY USED MACHINES PRICES EFFECTIVE FEBRUARY 19

	Each		Each
2 FOTO FINISH S. U.	\$29.50	2 ROCK-OLA WORLD SERIES BASE-BALL MACHINES, Guar. Perfect	\$125.00
1 MILLS DOUBLE HEADER	10.00	6 SEEBURG SYMPHONOLAS, Guaranteed Perfect, Like New	67.50
3 SKIPPERS, S. U. Perfect	12.50	2 ROCK-OLA RHYTHM MASTERS, 16 Brand New F. S.	205.00
1 DUX 5-BALL NOVELTY F. S. New	39.50	1 DAVAL DERBY, Like New	9.50
2 MILLS TOURNAMENT Novelty Game	20.00	1 EXHIBIT TANFORAN, S. U.	70.00
6 TURF CHAMPS, Perfect	29.50	1 MILLS FLASHER, Perfect	65.00
1 BALLY RAMBLER	7.00	1 BALLY CROSS LINE	10.00
3 STONER'S RACES, S. U.	30.00	1 BALLY BUMPER	10.50
2 BALLY CAROMS, Ticket	22.50	1 CLASSIC, Ticket Model	22.50
5 BALLY CAROMS, Cash	20.00	4 CLASSIC, Cash Model	20.00
1 STONER'S AIR RACES, Ticket, Mod.	25.00	1 JIG JOY, 5-Ball Game, Perfect	35.00
25 CHICO DERBYS, Brand New	35.00	1 BOLO NOVELTY GAME, Like New	5.00
8 GABEL 1936 MODEL MULTISELECTOR	60.00	2 STONER ROUND THE WORLD	32.50
5 GABEL MODERN MULTISELECTOR, Guaranteed Perfect	50.00	3 REEL SPOTS, Like New	15.00
1 BALLY BOOSTER	20.00	7 PENNY PACKS, Perfect	7.00
1 CHICAGO EXPRESS, F. S.	40.00		

The above machines are offered subject to prior sale. All orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph money order. Write us for prices on all new machines, as we stock all of them that are available by the respective manufacturers. Write and ask us to put you on our mailing list.

MOSELEY VENDING MACHINE EX. INC., 800 BROAD ST., Richmond, Va.

Day Phone 3-4511 Night Phone 5-5328

25 PACES RACES

Check Separators, Serials 1800 to 3600, \$150.00 EACH.

1/3 Cash, Balance C. O. D., F. O. B.

Columbus Nov., Inc. 42 Maple Street, Columbus, O.

CALL NOVELTY CO. 3147 Locust St. St. Louis, Mo.

50 Mills Blue Fronts Bell, Double Jackpot, Gold Award	\$41.50
50 Mills Blue Fronts, Double Jack-pot Bells	41.50
100 Mills Blue Fronts, Single Jack-pot Bells	59.50
50 Mills Futuritys, Single Jackpot	45.00
100 Mills Futuritys, Single Jackpot	45.00
100 Mills Futuritys, Double	39.50
50 Mills Extraordinary, Double Jackpot Bells	31.47

ATTENTION OPERATORS IN...

PENNSYLVANIA; NEW JERSEY (Outside of Newark); WEST VIRGINIA; EASTERN OHIO; EASTERN MARYLAND AND DELAWARE

PHONE - WRITE or WIRE TODAY on... ROCK-OLA'S TALKIE HOROSCOPE—MONARCH 20—AND "EASY STEPS"—REAL MONEY-MAKERS ON LOCATION!

B. D. LAZAR COMPANY 1341 FORBES STREET, PITTSBURGH, PA. 620 Spring Garden St., Philadelphia, Pa. 136 Franklin Ave., Scranton, Pa.

Advertise in The Billboard—You'll Be Satisfied With Results.

Only WESTERN-

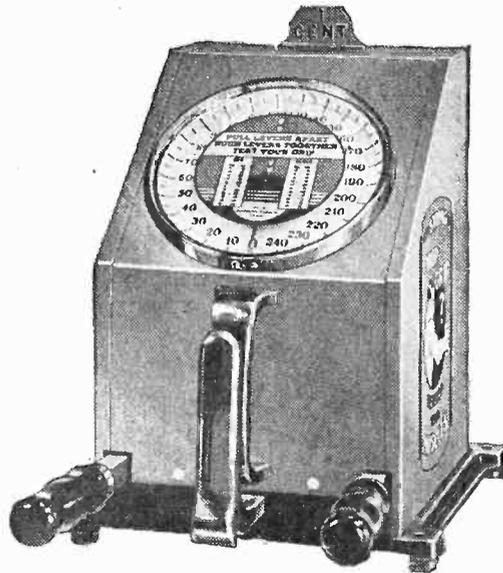
OFFERS YOU THESE TREMENDOUS PROFIT OPPORTUNITIES!

6-WAY MULTIPLE QUINELLA



A proven 1-ball automatic table offering more thrills, action and suspense than the best in consoles and tables combined! Also available in single play and multiple play with Western's Selective 7-Coin Head.

WRITE FOR DETAILS



TRIPLE GRIP

THE LEGAL COUNTER MACHINE WITH A 3-WAY APPEAL FOR EVERY LOCATION PATRON!

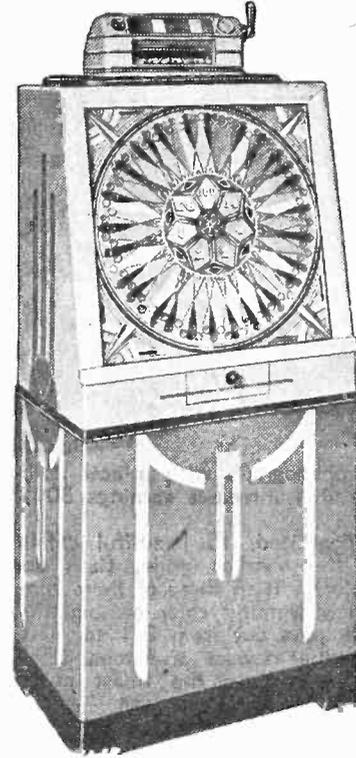
Sturdy construction for life-long operation . . . brilliant, lasting Duco finish . . . jam-proof coin slot . . . THREE different strength tests!

\$19.50

(Stand \$2.50 extra) Tax Paid. F. O. B. Chicago.

JIMMY JOHNSON

DEWEY Jr.



Western's brilliant, colorful, Modern version of the world's most popular game, the famous Dewey of years ago. A new idea in consoles, with Western's Selective 7-Coin Head.

Write for details.

WESTERN EQUIPMENT & SUPPLY CO. 925 WEST NORTH AVENUE CHICAGO, ILLINOIS

ATLAS RECOMMENDS WESTERN'S



Hand Grip Test

Triple Grip

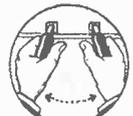


The LEGAL COUNTER MACHINE with 3 WAY APPEAL on EVERY LOCATION

Terms: 1/3 Deposit with Order, Bal. C. O. D., F. O. B. Chicago. **\$19.50** Stand Extra \$2.50

ATLAS NOVELTY COMPANY

2200 N. Western Ave., CHICAGO, ILL. ● 1901 Fifth Ave., PITTSBURGH, PA. ● 1326 W. Flagler, MIAMI, FLA.



2 Hd. Pull Test



2 Hand Push Test

New Process Is Boon to Industry

NEW YORK, Feb. 12.—In the recent announcement of Dr. Byron E. Eldred, physicist and inventor, of a new method of casting metal thru the use of latent heat can be seen the groundwork of a process which may revolutionize present manufacturing methods now being employed in many industries. The expensive dies and laborious tooling up processes may easily be eliminated by the further development and application of Dr. Eldred's method, which scientists expect will become of great importance industrially.

Eldred made public his process when he was elected president of the Engineers' Club. Besides providing a process for making better castings, he said, his discovery has made possible the production of "heavy copper," a casting with a density more than the previously accepted absolute density of pure copper.

According to the Jan. 28 issue of the *New York Times*, "Dr. Eldred, who was born in Jackson, Mich., in 1873, and is a graduate of Dartmouth College, has been working on this process for more than five years. He said it had taken him so long 'because heat is still very much a mystery.' He is one of the few remaining scientists engaged in independent research of the type done by the late Thomas A. Edison.

"According to Dr. Eldred's statement, his new method of casting metals consists of the application of latent heat to molten metal from the inside, instead of using heat from the outside as formerly. He said his method was based on a hitherto unrecognized physical law governing the freezing of metals. This law he stated as follows: 'Freezing metal, because of the development of latent heat within its own substance, ceases, in effect, to be a conductor of externally applied heat.'

"Dr. Eldred explained that while formerly the freezing of metal in a mold had been done by crystal growth in all directions under changing conditions as heat was dissipated thru the walls of the

mold, causing intermittent freezing, 'in the new method the mold walls in contact with the molten metal are employed to remove superheat only to prepare the metal to freeze while latent heat to congeal the metal is caused to flow from the freezing end of the casting continuously, thereby producing continuous freezing under maintained conditions.' This 'orderly removal of heat at the same rate from all parts of the metal,' he said, was the decisive factor.

"He added that his method produced continuous casting direct from the molten metal and might bring about 'a revolutionary change in metallurgical practices.' He asserted that castings had been produced of a quality previously unknown free from voids and defects, that many intermediate steps in fabrication had been eliminated, and that scrap loss due to imperfect castings had been entirely obviated."



MORRIS (RED) MARGOLIS (extreme right) with group of Pennsy operators en route to 1938 Coin Machine Show. (Photo courtesy Howard Kass, Regal Sales, Inc., Newark, N. J.)

APPLE-NOCKER

Jar games deluxe

Midget (1/2 gallon) Jar Deals—Regular Jar Deals—Box Deals.

Wide variety of beautiful new JACK POT CARDS.



PROFIT NOVELTY CO. 5108 KING HILL AVENUE (MANUFACTURERS ONLY) ST. JOSEPH, MO.

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

VOGUE

STONER CORPORATION
AURORA ILLINOIS



Canadians Hope For Trade Treaty

WASHINGTON, Feb. 12.—Canadian operators of coin machines are said to be showing keener interest in the prospective new trade treaty between the United States and Canada than the American trade. Secretary Hull issued formal notice several days ago of pending negotiations on a new trade agreement. He called on producers, exporters and importers to submit by March 12 their opinions on possible reductions of tariffs. Public hearings on the agreement will begin on April 4.

The negotiations will be for a trade agreement to take the place of the existing one which went into effect January 1, 1936. The new accord will broaden the base of the present one, making new tariff reductions.

Mikro-Kall-It Is New Counter Game

NEW YORK, Feb. 12.—Mikro-Kall-It is the somewhat unusual name of a new dice-action counter game which made its appearance in coin machine circles here during the past week. One of the features of this game, according to reports, is the fact that to start the play all one must do is speak into the microphone attached to the game and call his point. Immediately the dice shake and roll in the same way as in any game of craps. Game is being introduced by Mikro-Kall-It, Inc., which is headed by Louis Pope.

In demonstrating the machine Pope explained: "Being of small size, the game is perfect for counters. What's more, a dozen different types of dice games can be played in the same machine. Players that don't want to talk, shout or call their numbers into the mike can just snap their fingers or tip the mike and get the same action. The dice platform immediately goes into action and shakes and rolls the dice. Regular dice, poker dice, bird cage, "28," cigaret dice and every type of dice game known can be

worked on the machine. The operator can change the game to suit the location. When customers begin to grow tired of one game the op can swing over to another just by changing the dice inside the glass case and also arranging the new award card, a number of which are sent free with each game.

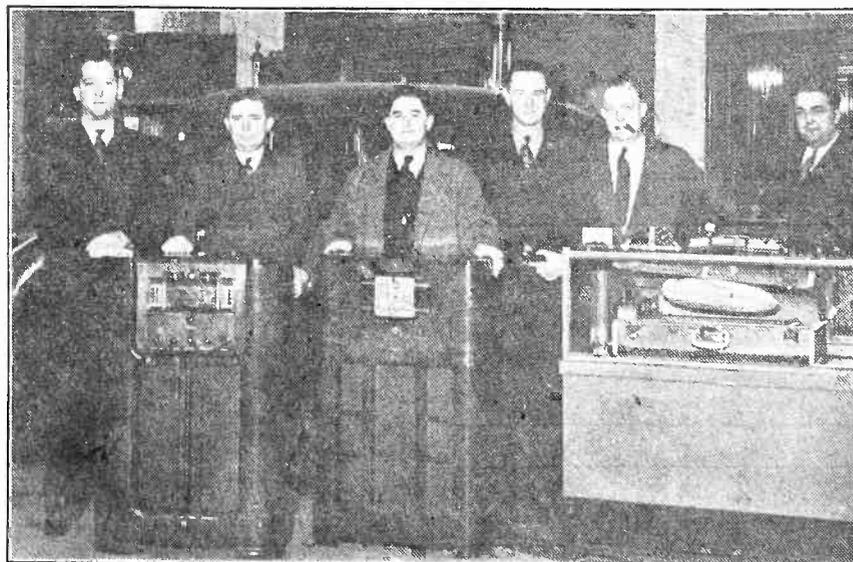
"The machine itself is not electrical," Pope went on, "even tho the mike is used for action. Two small batteries are in the machine and will carry the play for many weeks before wearing out. Game is well made and was thoroly tested before being released to the trade."

It is reported that Charley Aronson and Bill Allberg, of the Brooklyn Amusement Machine Company, have been covering the town with the new game. Well-known coinmen in this area who have seen the machine are said to be loud in their praise of its novel action.

Stoner's Vogue Worries Robbins

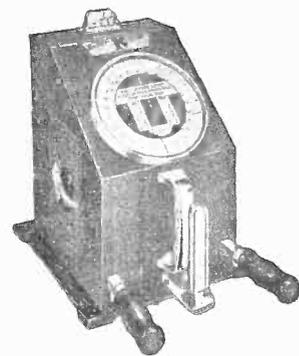
BROOKLYN, Feb. 12.—According to the report of one prominent coinman who dropped in on Dave Robbins for a visit during the past week, Dave had a big frown on his face. When asked the reason, he stated that orders were coming in so fast for Stoner's 5-ball novelty game, Vogue, that the Stoner plant was unable to ship orders fast enough.

Before the visitor left, however, Dave was once more his jovial self. During the course of the visit, the coinman reported that Robbins received a telegram from Ted Stoner stating that all his orders were being shipped as Stoner had added a night force to take care of the demand for their new novelty game sensation.



PRIZE WINNERS—1938 Coin Machine Show: Left to right, A. R. Chappell, Edenton, N. C.; E. Cady, first prize winner, Augusta, Ga.; Charles Ruff, Kent, O.; L. M. Lowrey, Thomaston, Ala.; George R. Thayer, Binghamton, N. Y., and G. F. Stoll, Lincoln, Ill.

The ONLY 3 in 1 GRIP TESTER



3 WAYS TO TEST GRIP. EACH WAY ANOTHER PENNY. Greater Income for Operators. Legal Everywhere.

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HERCULES GRIP MACHINE CO. 412 So. Market St., Chicago, Ill.

SANTONE SPECIALS

BANG TAILS	\$100.00
BELMONT	10.00
DAILY RACE	15.00
DERBY DAY	24.50
GALLOPING DOMINOES	100.00
GOTTLIEB'S DERBY CONSOLE	139.50
JOCKEY CLUB	39.50
LITE-A-PAIR	12.50
LONG CHAMP (Double Coin Chute)	129.50
PACES RACES	100.00
PREAKNESS	43.50
RAYS TRACK	44.50
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SNAPPY	15.00
SPRINGTIME	10.00
TANFORAN	69.50
TRACK TIME	100.00

ALL MACHINES GUARANTEED TO BE IN A-1 CONDITION THROUGHOUT.

Terms: One-third with order and balance C.O.D. Immediate Shipment Guaranteed.

SANTONE COIN MACHINE COMPANY 1524 MAIN AVENUE, SAN ANTONIO, TEX.

TWO MILLS FLASHERS LIKE NEW

\$79.50

1/3 Deposit, Balance C. O. D.

EDWARDS,

BOX 400, DOUGLAS, WYO.

SATURATED WITH

WUMPH!



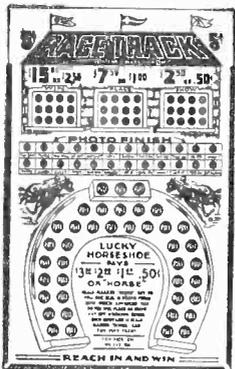
★ ONE . TWO . THREE Mills Novelty Company's sensational new payout. It completely smother's everything else on the market. Price \$179.50 F.O.B. Chicago, Illinois

FLASH! FLASH!

Money Back Guarantee
OPERATORS — DISTRIBUTORS
THE NEW, SENSATIONAL

Race Track Ticket Game

IS SWEEPING THE SOUTHWEST
IT IS THE GREATEST SMALL DEAL
IN THE NATION



Deal has 840 tickets, takes in \$42.00, average pay out \$21.00. Has average profit \$21.00.

Send for your sample deal today—complete deal \$3.50. Refill and card \$2.50. Prepaid anywhere in U. S. A. We guarantee this deal to move off merchant's counter. You may return deal in 15 days if not entirely satisfied and we will cheerfully refund your money.

Operator's price—per dozen refills and cards \$18.00; complete deals \$27.50 per dozen. Terms 25% cash with order, balance C. O. D.

Write for quantity prices and literature, also our prices on premium boards and push cards. We are manufacturers and do not sell locations.

KIDD SALES COMPANY

1407-9 South Ervay St. Dallas, Texas
References: Dunn & Bradstreet or any Bank in Dallas.

Big Response to Chicoin's Latest

CHICAGO, Feb. 12. — Basing their judgment on the prompt response to their announcement of Turf Queens as the successor to their 1937 hit, Turf Kings, officials of the Chicago Coin Machine Manufacturing Company predict an even greater success for their newest creation than was enjoyed by the game after which it was modeled.

"We had no intention of making a game on the order of Turf Queens," declared Sam Gensberg, "but we received so many requests from distributors and ops at the show for a successor to Turf Kings that we just had to oblige. We have always prided ourselves on giving operators the machines they want, so we im-

mediately got busy and are now turning out Turf Queens at top speed to meet the demand that has already sprung up for this game in the short week since it was announced to the trade.

"In many ways this new game is similar to its predecessor, Turf Kings," Gensberg went on, "but we have added several new features which we are sure will increase player appeal and operator's profits still more. For one thing we have added another bumper spring in the middle of the board which is known as the 'extra lap' spring. When the ball contacts this spring it does just what its name describes—jumps the player's score up an extra lap and brings him that much closer to a winning score. It is this spring, in fact, which provides that tantalizing last ball suspense. For a single contact with even the last ball may be sufficient to boot the player's horse under the wire first.

"We expect big things from this game," he concluded, "and judging by the overwhelming response we have received during the past weeks, it looks like we won't be disappointed."



JOSEPH BERKOWITZ (seated left), general manager; Hyman Schreiber (standing) and O. L. Roberts display the wares of the Universal Manufacturing Company, jar game manufacturers, Kansas City, Mo.

Bingo Ball Gum Improves Product

NEW YORK, Feb. 12.—Officials of the Bingo Ball Gum Manufacturing Corporation report that they have added many improvements to their product and that back orders will soon be caught up. The improvements are said to have made the gum one of the best money getters in the industry.

"The Bingo Ball Gum idea has become one of the best stimulators for the ball-gum venders throught the country," officials of the firm disclosed. "A new factory is being added to the present production outlet of our firm and we will soon be working at high speed. This proves how fast our idea has caught the fancy of both ops and the public. Since Bingo Ball Gum appeared on the market old gum venders are coming out of the cellars of ops all over the country and are being reconditioned to vend our gum," they concluded.

WHILE THEY LAST FIRST COME, FIRST SERVED

TRACK TIMES (Late Heads)	\$125	PACES RACES (Brown Cabinet), Serials	Over 4200	\$160
TRACK TIMES (Early Heads)	100	FAIRGROUNDS (Late Models)		85

1/3 Cash, Balance C. O. D.
MATTATUCK AMUSEMENT MACHINE CO.
115 RIVER ST. WATERBURY, CONN.

26 KEENEY BOWLETTES \$ 39.50
14 RAYS TRACK, BRAND NEW 235.00
12 FLOOR SAMPLE CONSOLES HALF PRICE

One-Third Deposit, Balance C. O. D.

AUTOMATIC AMUSEMENT CO.

628-32 Madison Avenue, MEMPHIS, TENN.

DOUBLE TRACK

The 2 in 1 Novelty Game.

A DOUBLE ATTRACTION EVERYWHERE

- 2 Playing Fields!
- Cut-Out Horses Race Down the Track Within an Illuminated Dimensional Backrack!
- 1 or 2 Players Each Play — 5 Balls on Each Field!

The Player Gets His Money's Worth in GENUINE AMUSEMENT.

SINGLE CHUTE MODEL.
1 Coin controls both fields.

DOUBLE CHUTE MODEL.
Individual Chute for each field.

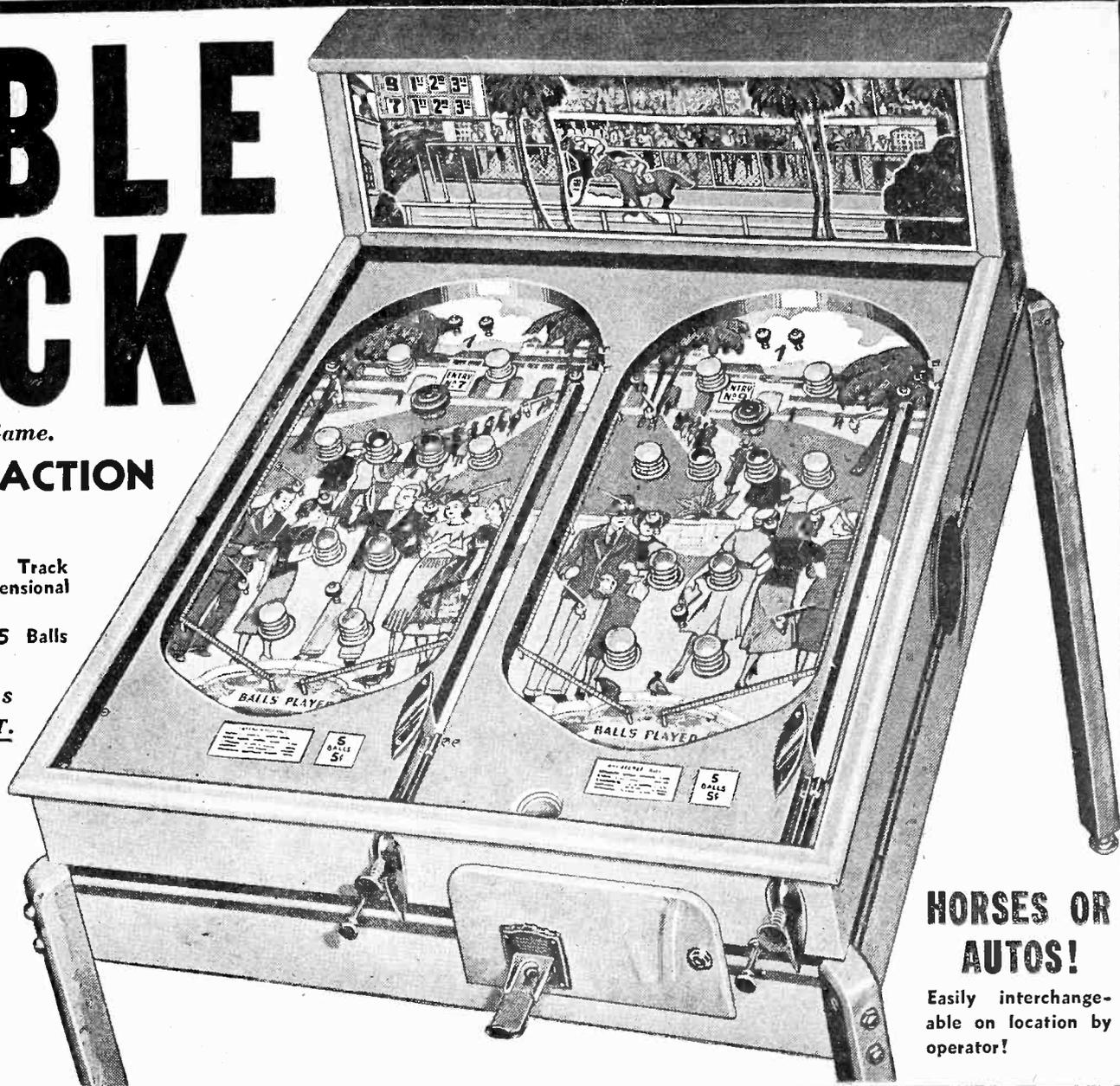
\$149⁵⁰ \$159⁵⁰

F. O. B. Chicago

Immediate Deliveries!

GENCO, Inc.

2621 N. Ashland Ave., Chicago, Ill.



HORSES OR AUTOS!

Easily interchangeable on location by operator!

Double Track Wins Distribs' Praise

CHICAGO, Feb. 12.—Talk about enthusiasm—right now the acme of bubbling exuberance is said to be none other than Lee (PS) Jones, president of the American Sales Corporation. Meyer Gensberg, Genco official, says there just aren't enough adjectives in the language for Lee when he starts describing the merits of Genco's latest creation, Double Track.

"Seldom have I seen any distributor of the experience which Lee has had in this game go so completely overboard in his praise of a new game as he has for

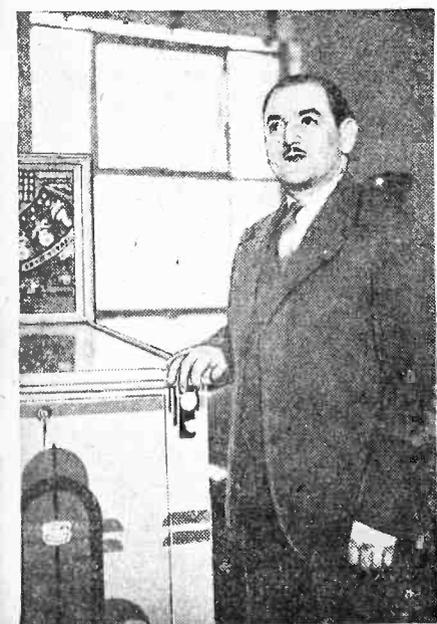
Double Track," Gensberg remarked. "The double playing field and large cut-out horses racing down the track within the dimensional backrack has evoked high praise from him just as it has won the indorsement of many other distribs and ops who have seen it."

"In my 'PS' of last week, I stated that even Charlie McCarthy would get off Eddie Bergen's knee to play this game," was Jones comment, "and that is no exaggeration. Genco's Double Track is the one game for double profits and double appeal. It is a game that gives players their money's worth in real amusement for every coin inserted. Its play action is crammed full of appeal. Large cut-out horses within dimensional backrack actually move along the track, motivated by the contact of the large steel balls against the bumper springs.

"This game," he went on, "has met the need that has long existed in the pin game field for a game which would enable two players to compete with each other. With Double Track player interest reaches unusual heights as they send each of the five balls skooting thru the bumper springs in an effort to bring their nag home first. Not only is the play theme tops," he concluded, "but all the traditional excellence of Genco quality production has been built into this game. No wonder I'm sold on this game, for its double appeal is sure to bring ops double profits."

Blatt Departs For Sunny South

NEW YORK, Feb. 12.—William Blatt, who heads the Supreme Vending Company here, is now down in the Sunny South enjoying the pleasures of getting a good tan. Before departing, however, Blatt reported that he may have a surprise announcement for the trade upon his return from Florida in a few weeks. "Altho the trip to Florida is essentially a vacation for my family and myself, it may be productive of some brand-new ideas which we will announce to the trade upon our return," he stated before he left.



SAM LONDON, of American Amusement Games Company, Baltimore, okehs Quinella, one of Western Equipment's latest games.

SHUTTER-AND-BUTTON SELECTION plus CHERRIES AND BELLS!

BELL SLIDE

A DAVAL COUNTER GAME

The two greatest game appeals combined into the neatest little money maker ever operated! Precision built, noiseless, 100% cheat-proof, 4-way play. Complete with new exclusive Daval Turntable. **29.75** TAX PAID

SICKING MFG. CO., 1922 Freeman Ave., Cincinnati, Ohio.



BEI MIR BIST DU SCHOEN

Another one of Globe Creations which outsells any other Board on the market. The beautiful Bathing Beauty design draws the player to your counter.

1000 Holes at 5c Takes In \$50.00
Pays Out (Featuring 3-\$5.00) . . 23.25
Price \$1.35 Plus 10% Tax.

BUY NOW WHILE IT IS HOT.

GLOBE PRINTING CO., 1023 RACE ST., PHILADELPHIA, PA.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

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| H. C. Evans & Co. | A. B. T. Co. | Western Equip. Co. |
| Groetchen Mfg. Co. | | |

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

TURF QUEEN

BY POPULAR DEMAND - A WORTHY SUCCESSOR TO 1937'S GREATEST HIT...TURF KINGS!

A Hit! Chicago Coin's CHICO

BASEBALL

NO BALL LIFT — Just insert coin and play: RUNS IN LIGHTS — LIGHT UP DIAMOND — HIT THE UMPIRE REGISTER — STRIKE REGISTER — OUT REGISTER — BASE HIT BUMPER — HOME RUN POST — ONLY 2 STRIKE SPRINGS. REAL BASEBALL ACTION!



74.50

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IF YOU ARE NOT OPERATING TURF QUEEN YOU ARE PASSING UP THE YEAR'S BIGGEST PROFIT MAKER

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MACHINE MANUFACTURING CO.

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THE COIN CHUTE LEAGUE

AMUSEMENT • CONVENIENCE • EMPLOYMENT • CHARITY

Address THE COIN CHUTE LEAGUE, 404 Woods Building, Chicago, Ill.

Response

Altho the preliminary information of the purposes and plans for the COIN CHUTE LEAGUE have been rather meager, the 1938 Coin Machine Show revealed that the trade outside of Chicago shows a much quicker response to any suggestions for cultivating public good will than the members of the trade located in Chicago, the "capital of the coin machine world."

The response from firms and individuals in various parts of the country, other than Chicago, was really encouraging.

It May Come True

If the COIN CHUTE LEAGUE should eventually represent the united spirit of the coin-operated machine industry, it appears that this industry would be the only one in the United States that maintains a national organization to create sentiment in support of charity and employment. That would be something to brag about.

In Big Cities

The New York Sun has been publishing a series of articles of statistical data about the big city of New York. A recent article gave facts about the police department in our largest city. New York's 18,000 policemen do a lot more than direct traffic and chasing criminals thru dark alleys, the article states.

In fact, it is surprising to note how many duties of police departments in cities have become almost charitable or humane in nature. Take a look at what the New York police are doing in the way of human kindness:

As preventives to crime, the police provided recreation facilities and guidance at 77 playgrounds and 44 indoor centers, shifting according to season. The Police Athletic League, which provides vents for young energy in sport instead of crime, had 34,407 members, and attendance and activity at its centers was over 500,000 in several months.

The emergency trucks, those stout green machines which go hooting thru the streets to tread cats or trapped humans, made 8,316 runs on 7,891 cases. Their crews answered 1,094 asphyxia calls involving 1,438 persons, found 345 dead when they arrived, revived 788, discovered a few false alarms and used 2,081 tanks of a mixture of mostly oxygen and carbon dioxide. They released 118 persons from stalled elevators, attended 21 cave-ins, 76 explosions, ex-

tricated eight persons from revolving doors or turnstiles, got 56 persons out of buildings in which they were locked, assisted 120 cats.

The police licensed taxicabs, taxi drivers, taxi dance halls, kept its radio cars roaming the streets ready for quick arrival at any trouble point and had ready to give blood transfusions to members of the force or their relatives 2,318 members, upon whom 179 calls were made.

An Indiana distributor of coin-operated machines is holding a meeting of operators, guests and city officials during the week of February 14, and an official of a Chicago manufacturing firm will speak on what the industry is doing in the way of giving employment. This particular distributor makes it an annual custom to get a group of operators together and also invite prominent citizens and city officials to be present to get personally acquainted with the men who make their living by operating coin machines.

To combat a "growing prejudice" against employment of persons more than 40 years old, the Foundation for Americans of Mature Age, Inc., announces the inauguration of a campaign against "the tremendous and tragic waste" resulting from "discarding the experience and training of maturity." Mrs. Agatha D. Ward, of Washington, D. C., as spokesman for the Foundation in a statement announcing its program voices belief that increasing reluctance of employers to hire workers past 40 has resulted partly from "such well-intentioned legislation as workmen's compensation and Social Security measures."

Two recent and reliable reports on health conditions in the United States indicate the great need for all kinds of charitable work, especially in providing aid to the sick in the lower income brackets.

The U. S. Department of Health survey shows that any winter day there are approximately 6,000,000 persons confined

to their homes by sickness. The number of persons among relief families becoming sick were more than double that in the middle and highest income groups. Acute diseases were 47 per cent higher among relief families and chronic diseases 87 per cent higher than among those with incomes from \$1,500 a year and above.

Among the 1,000,000 babies born each year to families whose incomes are below \$1,200 a year, the death rate is five times as great as among the 1,000,000 babies born each year in families of moderate circumstances.

While economic and social conditions are being slowly adjusted to the needs of the machine age, these reports indicate that private charity needs all the funds it can get from every possible source.



E. LIEBMAN, of Coin Craft Canada, Hamilton, Ontario, smiles as he plays Quinella, one of Western Equipment's new games.

LOWEST PRICE!

GIANT GRIP SCALE

PENNSYLVANIA DISTRIBUTORS
B. D. LAZAR CO.
1341 Forbes St., Pittsburgh, Pa.
(Also at All Branches)

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

LOW-PRICE HITS!

SLUGGER

5-BALL BASEBALL NOVELTY

The big Gottlieb-quality game at an unbelievable low price! Massive cabinet, 22"x44". Giant backboard, 22" square. Animated lights run the bases. Runs recorded on score board. Mystery slot revolves new twin spinner discs. Lower disc shows Visiting Team, which represents odds. Top disc shows score which player must beat to win. Assortment of award cards furnished.

New simplified mechanism, mushroom-type bumper-springs, new barrel and coil springs. All the play and appeal of highest priced payout.



\$69.50

IMMEDIATE DELIVERY ON ALL MACHINES

D. GOTTLIEB & CO.



\$17.50

GIANT GRIP SCALE

ABSOLUTELY LEGAL!

"Clicks" everywhere! Bell rings at top number, or wherever set by operator. Tension adjustable. Button in rear clears slot of obstruction. Finished in crackled duco, chrome trim. Suction cups hold it to counter. Metal stand, \$2.50 extra.

WRITE FOR CIRCULARS AND QUANTITY PRICES

WHEN BUYING GRIP MACHINES

buy only from a reputable manufacturer whose products have a high re-sale value!

2736 - 42 N. PAULINA ST., CHICAGO

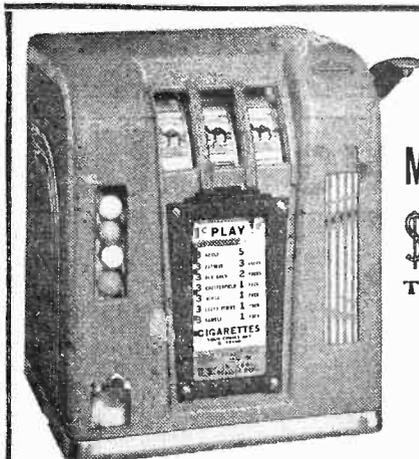
Changes Made by Boston Distrib

BOSTON, Feb. 12.—Westrock, Inc., a new corporation formed in January, 1937, and which was formerly the B. & L. Novelty Company, was dissolved recently, with George J. Young, president, resigning to accept the district managership for a Chicago manufacturer in the Eastern territory. J. V. Fitzpatrick, of Bridgeport, Conn., has taken over the business. For the time being Young will make his headquarters in Boston.

With the dissolution of Westrock, Inc., the Boston firm assumes the name of J. V. Fitzpatrick Company and thus becomes one of the largest distributing organizations in New England, with locations at 1246 Washington street, Boston, and 410 East Main street, Bridgeport, Conn. It is one of the few outfits with branches in two principal cities of New England.

George J. Scarfo, youthful secretary under Westrock, Inc., remains at the Boston branch as manager. The Bridgeport office has taken on new personnel.

It is the intention of the new company to represent popular products, thus establishing itself as a leading distributing and jobbing house in New England.



ZEPHYR

Two Machines in One—Cigarette Vender or Bell Fruit Vender. Visible Display Ball Gum Vender, Cigarette or Fruit Symbols. 4 Reward Cards. Engineers designed an entirely new Mechanism for this machine. Reels spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken.

Either Machine **\$18.75** TAX PAID



POK-O-REEL

More Action Than Sitting in on a Saturday Night's Poker Game.

An Operator's Gold Mine for the last five years now in a beautiful natural wood cabinet, with even greater player appeal. Completely silent operation. Four-coin play. Gum Vender. This is the machine which has made fortunes for hundreds of operators.

BALL GUM 15c a Box (100 Pieces) Case Lots (100 Boxes), \$12.00
MINTS 100 Rolls, 75c. Case (1,000 Rolls), \$6.50.

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

PACES RACES (Chk. Sep.)	\$125.00
PACIFIC TANFORAN, 5c-25c	
Play with Skill Control	95.00
JENNINGS LIBERTY BELL, 5c	
Top, with Skill Control	95.00
Fairgrounds	
E57 Pak	\$89.50
Pamco Races (Chk. Sep.)	45.00
7 Coin Hd.	45.00
Arlingtons	50.00
Preakness	45.00
Photo-Finish	39.50
G. D. Day	
Clock	39.50
G. Speed	
King	39.50
Turf Champs	32.50
Golden	
Wheel	29.50
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Royal Races	20.00
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Haleahs	12.50
Hi-De-Ho	12.50
Mills Double Header	9.50

PRICES F. O. B. BALTIMORE. 1/3 Deposit — Balance C. O. D.

SAVOY VENDING CO.
406-B W. FRANKLIN ST. BALTIMORE, MD.



3 JAR DEALS COMPLETE FOR \$10.00

To acquaint you better with the outstanding Jar Deals we are manufacturing, we offer you an assortment of 3 Jar Deals complete—one as pictured and 2 others similar; all have 2280 Tickets and beautiful Jackpot Cards for \$10.00

Card Holders and Jars included.

1/2 Deposit of Express or Postal Money Order, Balance C. O. D.

NEW AND RED HOT. BUY Pick-a-Pack 1c Cigarette Jar Deal and Pick-a-Pack of Profits. Illustrated Literature and Prices furnished for the asking.

LOUISVILLE NOVELTY MFG. CO.
380 E. Breckenridge St., Louisville, Ky.



WILLIAM HUENEGARD, Rock-Ola creative engineer, watches the play on his new one-shot payout sensation, Across the Board.

LADY LUCK

1200 Hole Form 4190
Takes In \$40.00
Pays Out 19.00
Price With Easel . . 1.46
Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Headings.

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS
Largest Board & Card House in the World
6320-32 Harvard Ave., Chicago, U. S. A.



A BALLY HIT FOR EVERY SPOT . . .

● **BALLY ZEPHYR** Fastest money-maker in novelty class, 4 or 5-ball play! Metal playfield, rubber bumpers, new "WANDERING THOUSAND" score system! AWARD METER records every award! Pep up your novelty profits by ordering BALLY ZEPHYR today!

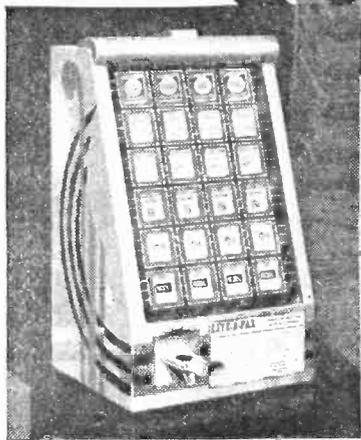
● **BALLY ENTRY** First really new MULTIPLE 1-SHOT in a year and smashing all multiple records with ALL-POCKETS-PAY idea! Protect your spots by getting BALLY ENTRY now!

● **LINCOLN FIELDS** Triple-dial, 7-coin console. \$50.00 Gold Award, \$8.00 top on selections! Now grabbing choice locations everywhere and getting biggest play in console history! ALSO AVAILABLE WITH SKILL FEATURE (specify BALLY'S SKILL FIELD). Write for prices or see your jobber!

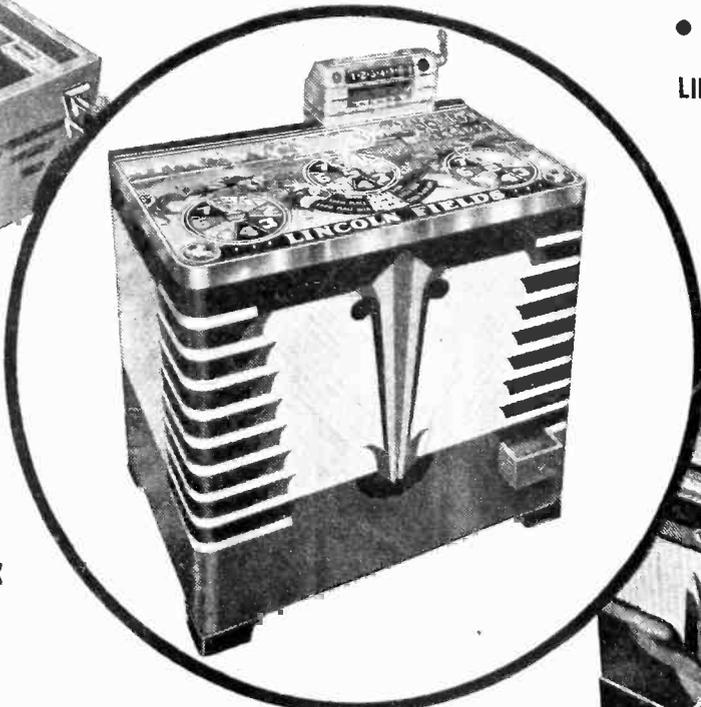
● **LITE-A-PAX** Bally's newest Counter Game hit! Penny—Nickel—Dime—Quarter play! Cigarette packages in full colors, illuminated by flashing lights! Sensational eye-appeal! Replacement fronts for various different games at slight extra charge insure perpetual profits with amazingly low investment. Write for price.



BALLY ZEPHYR
\$79.50



LITE-A-PAX
(AT LEFT)



● Still in Production on Fairgrounds

LINCOLN FIELDS
(AT LEFT)



Bally Entry
\$189.50

BALLY MFG. COMPANY 2640 BELMONT AVENUE CHICAGO . . . ILLINOIS

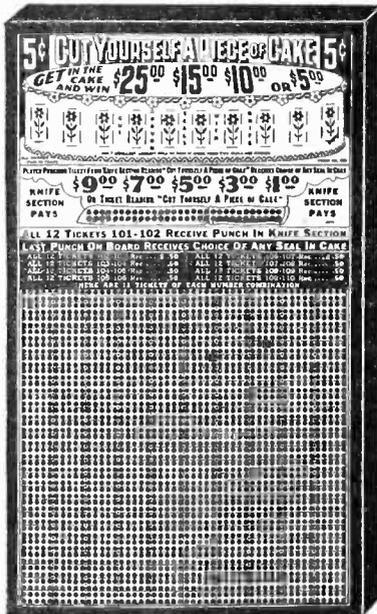
THEY'RE EATING IT UP!

"Cut Yourself A Piece of Cake" AND GET IN ON THESE "SWEET" PROFITS

Board No. 2408 2400 Holes
Takes in \$120.00
Average Payout 74.02
Average Gross Profit . . . \$45.98
—109 WINNERS—

A New and Novel Harlich Board . . . With That Extra Wallop That Builds Profits—Fast!

PRICE EACH ONLY
\$4.98
PLUS 10% TAX



GET THE DETAILS! OR, BETTER STILL, ORDER A SAMPLE TODAY!
HARLICH MFG. CO., 1401 W. JACKSON BLVD., CHICAGO, ILL.

Piesen Reports Big Biz on 8 Spot

CONY ISLAND, N. Y., Feb. 12.—Maurice Piesen, of the Piesen Manufacturing Company, is back at his factory after garnering a sheaf of orders at the recent coin machine convention. He feels highly elated over the reception his new device, 8 Spot, enjoyed at the show. His factory is working to full capacity and shipments are going forward daily. The 8 Spot presents a new departure in coin-operated devices, and while it was presented for public approval in this country before being shown at the convention it had previously scored heavily in England, he reports.

Pete, as Piesen is known to his many acquaintances in the industry, is regarded as an expert on rolling games. His work on developing the modernized Skee-Ball alley earned him recognition throught the industry.

Budin To Display Latest Equipment

BROOKLYN, Feb. 12.—Herman S. Budin, of Budin's Specialties, Inc., reports that his firm will soon have a new series of pin games for operators in this territory. He believes that some of the games which he has seen in the process of construction in the plants of the firms he represents will certainly provide the stimulant that the trade needs for a revival of bigger profits.

"Right now we are hard at work arranging for shipments of the games as soon as we receive them. We have made arrangements for prompt delivery of these new creations as soon as they arrive," Budin stated, "and we are sure that both the promptness of our service and the excellence of our games will make a hit with members of the industry in this area."

MR. OPERATOR:



You are well acquainted with our novelty jar deals and the profits that you can derive from them. To you who have never used our deals all we can say is: "Order a sample and you will then order in quantities." Complete sample, \$4.00. Complete deals in doz. lots \$36.00. Refills and cards, \$24.00 per doz. in doz. lots. Federal tax paid, express prepaid in U. S.

GO GETTER JAR CO.
BOX 691 TYLER, TEX.

STAKE BACK

RENOETTE — PARI PAREE

Three sensational new dice games for Casino play. Dealer moves all stakes which do not win to upper frames and the player has a chance on the next roll to either win the stake back or a small award.

STAKE BACK is the great game for heavy, steady play with a house per cent of a fraction less than 3%. RENOETTE has 5 1/2% and PARI PAREE has 6%. The action is fast as the games are simple and easily understood by new players.

We supply 18 x 42 layouts only—painted in an artistic manner. Varnished oil cloth—\$3.00 each. Postage and excise tax 50c extra.

On No. 1 rubber-backed billiard cloth—\$10 each. Postage and excise tax, \$1.30 extra. This is the best layout for hard use.

One-third required on C. O. D. orders.

B. COBAY CO.
628 Montgomery Street San Francisco, Calif.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

WURLITZER • P • \$84.50

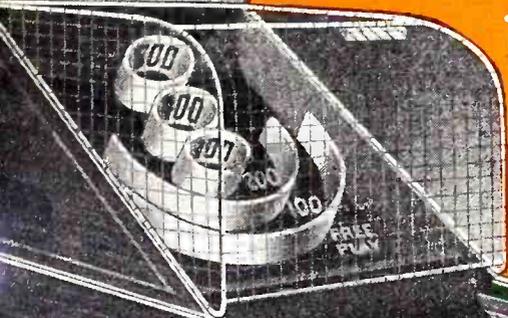
412 \$109.50 | 616 \$169.50 | 716 \$169.50 | 616A \$199.50
(In Lots of 10. Single Machines, \$5.00 Extra.)

ROCK-OLA—Late 1936 Model. \$89.50

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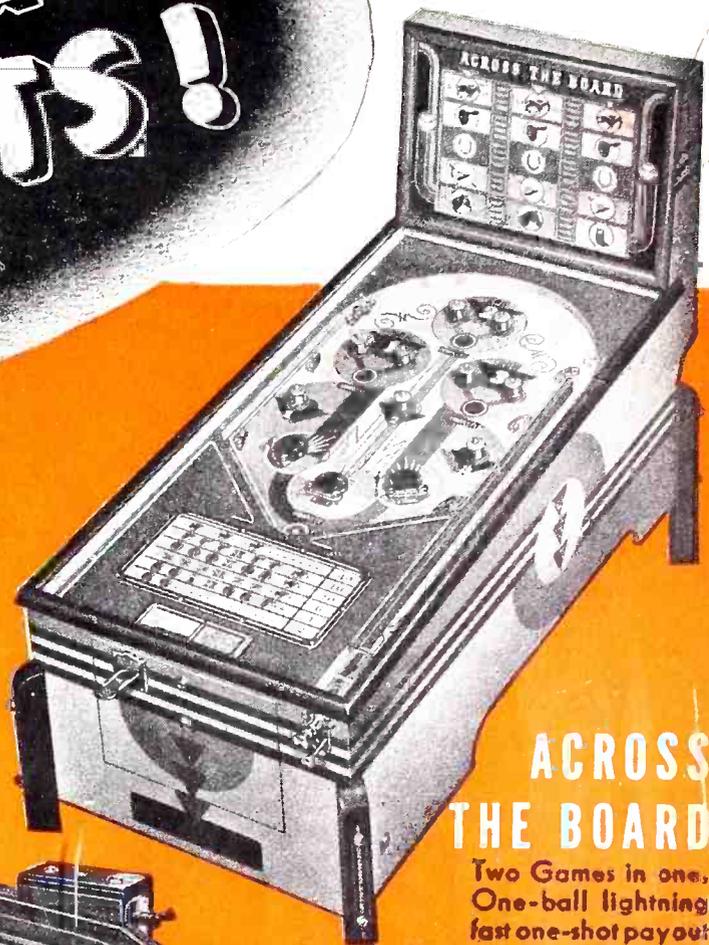
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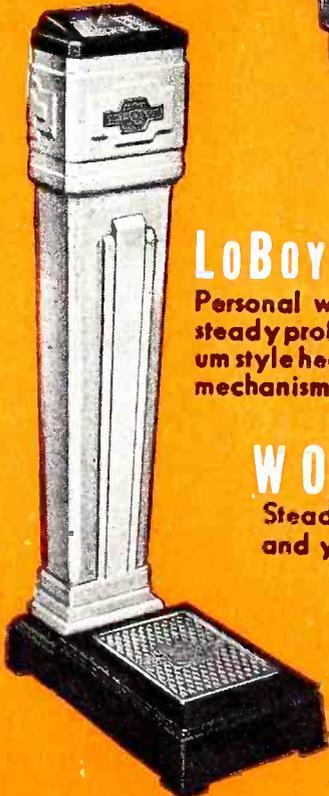
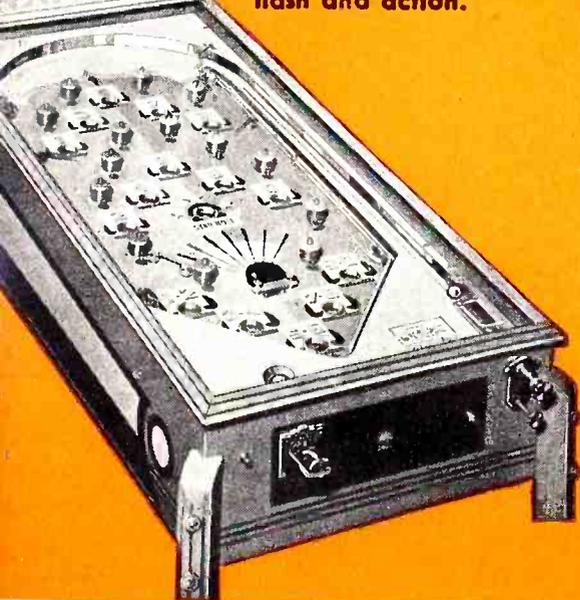
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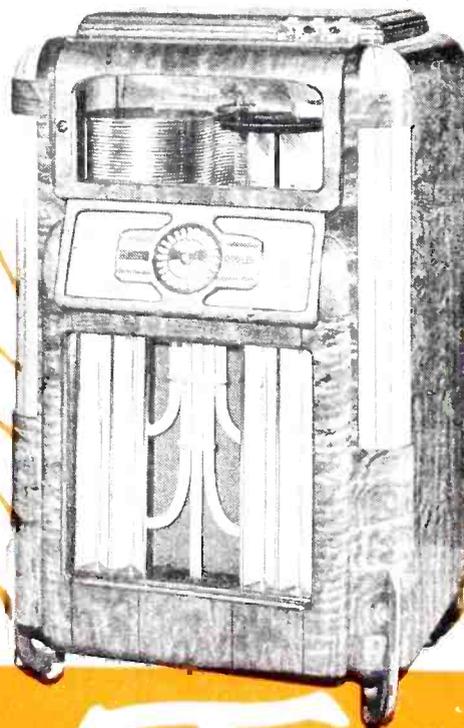
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