

RADIO

STAGE

NIGHT SPOTS

PICTURES

OUTDOOR

MARCH 5, 1938

15 Cents

# The Billboard

The World's Foremost Amusement Weekly



DOROTHY LAMOUR

**Future List**  
Department Administration, etc., for Program Through



**Current Program**

**1937 FAIR DATES**

State	Fair Dates
Alabama	Sept. 1-10
Arizona	Oct. 1-10
California	Sept. 1-10
Colorado	Sept. 1-10
Illinois	Sept. 1-10
Indiana	Sept. 1-10
Iowa	Sept. 1-10
Kansas	Sept. 1-10
Michigan	Sept. 1-10
Minnesota	Sept. 1-10
Missouri	Sept. 1-10
Nebraska	Sept. 1-10
Nevada	Sept. 1-10
New York	Sept. 1-10
Ohio	Sept. 1-10
Oklahoma	Sept. 1-10
Pennsylvania	Sept. 1-10
Rhode Island	Sept. 1-10
Texas	Sept. 1-10
Virginia	Sept. 1-10
Washington	Sept. 1-10
West Virginia	Sept. 1-10
Wisconsin	Sept. 1-10
Wyoming	Sept. 1-10

**ORCHESTRA ROUTES**

ACTS, UNITS AND ATTENDANCES

**Route Department**

**Letter List**

**Chicago Chat**

**Sweetheart on Top Again and Valentine Day Still To Come**

**Short Music Leases**

**Reviews of Acts**

**Program Reviews**

**Vaudeville Reviews**

**Air Briefs**

**Club Management**

**Night Club Reviews**

**Club Talent**

**Orchestra Notes**

**Selling the Band**

# "NAMES IS NEWS"

"Names Is News" is one of the first rules newspapermen must learn. Names identify the news, create interest, often determine whether the story is "front page" or "filler" copy.

The Billboard carries more names in each issue than any other paper published every week.

Thousands of people look for their names in the "Letter List." Thousands of others are guided by the names in the routes of traveling shows. The Lists of Fair Dates, Amusement Parks, etc., all feature NAMES of executives. The NAMES in the regular editorial features, as well as the NAMES in the news flashes, keep The Billboard readers fully informed regarding "WHO'S WHO" in their business.

So many thousands of people read The Billboard that the NAMES of ALL of them could not be published in a year of weekly issues.

The Billboard circulation is not only increasing, but also constantly changing. The Billboard circulation, like running water, "purifies itself" of undesirable elements as the number of NAMES of The Billboard readers gathers momentum.

Where do the names come from? Only names of those who can profit from reading The Billboard and those who are prospects for advertisers are selected for circulation promotion. For every reader of The Billboard there are more than three names on our prospect lists. To promote ONE department alone The Billboard has more than 60,000 prospect NAMES on file. This does not include 20,000 additional names "killed" as undesirable on this ONE list alone.

The Billboard is more interesting because it carries more NAMES in the NEWS.

**The Final Curtain**

**Our Midway**

**Line o' Two of News**

**The Forum**

**Museums**

**Magic**

**Rep Ripplars**

**Minstrelsy**

**Winter-Quarters News and Gossip**

**Under the Marquee**

**The Corral**

**Notes**

**Sponsored Events**

**Worcester Grotto Great Success**

**Mechanics' Machines**

**PIPES**

**SOBIBILITE**

**LEGIT**

**DRAMATIC**

**For FILMS**

**New Plays on Broadway**

Reviewed by Eugene Barry

**The Week's Best Records**

Selected by the Billboard from the latest Billboard

Rank	Record	Artist
1	...	...
2	...	...
3	...	...
4	...	...
5	...	...

**Five Best Record Sellers for Week Ending**

Rank	Record	Artist
1	...	...
2	...	...
3	...	...
4	...	...
5	...	...

**MENTAL MACHINES**

**New Items**

**PIPES**

By BILL BAKER

# The Billboard

Vol. L  
No. 10

March 5,  
1938

The World's Foremost Amusement Weekly

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.

## FIGHT LOOMS IN AEA RANKS

### AFA Pushes Organizing

**Ambitious plans for Philly, Pittsburgh, Michigan, Boston—more organizers set**

NEW YORK, Feb. 26.—With its two West Coast branches functioning sleek and with a lot of organization work now going on in the Midwest, the American Federation of Actors is now planning to strengthen itself further in the East.

Ralph Whitehead, AFA executive secretary, reveals that he will make another attempt to re-establish a Philadelphia branch and that a reorganization of the Pittsburgh branch will follow. Then will come expansion in Michigan, with the Detroit branch continuing as the Michigan center. Building up of the Boston branch will follow, and an attempt will be made to "tie up" the entire New England area for the AFA.

Albany, Rochester and Buffalo branches are in the works, too. Baltimore and Washington branches will probably be established soon, as local performer groups are already set preparatory to opening AFA branches.

The AFA is reorganizing its organizing staff and will have more traveling or-

### Act Shows for Judge To Decide Suitability

CHICAGO, Feb. 26.—An act let a local municipal court judge decide whether its performance was suitable for dates it had been scheduled to play by Baracas-Carruthers Fair Booking Association. Paul Mix, doing a cow act with his wife, Olive, and Jack Allen, last week staged a private showing for Judge Edward B. Casey, who ruled in their favor. However, the act's contract for Des Moines and Detroit fair dates was so worded that the judge would not award the \$640 sued for. The agency, which contended the act was not suitable for those dates, settled for \$50.

ganizers than ever before this spring, Whitehead reveals.

CHICAGO, Feb. 26.—Guy Magley, local representative for the American Federation of Actors, has returned from a business trip to Detroit, Cleveland and Kansas City, and reported that AFA night spot organization work here will be further delayed due to the "business recession" in this area.

While the local branch has the authority to go ahead and line up spots under the AFA wing, it will mark time probably until after Lent.

SAN FRANCISCO, Feb. 26.—American Federation of Actors will move into (See AFA PUSHES on page 9)

### Talk Flies Thick as Equity Prepares for Nominations

**Nominating committee elections next month seen as tune-up for big battle—Screen Guild power is feared—Meredith won't run—rumors of SAG-Dullzell alliance**

NEW YORK, Feb. 26.—With Actors' Equity scheduled to meet next month in order to elect a nominating committee to name presidential candidates for the June election, situation in the actors' union shapes up as one of the most uncertain in years, with almost anything likely to happen. Term of office will be two years, the unexpired period of the Frank Gillmore tenure. Burgess Meredith, current acting president, will definitely see the possibility of a move by Screen party, which has taken the rap for much SAG grief in the Four A's.

Prime factor in the political maneuvering is SAG's control of between 900 and 1,000 Equity votes on the West Coast. Total Equity vote is about 2,500. In some quarters it is felt that the Guild would gladly use this strength to back Paul Dullzell, Equity executive secretary, in order to put the crusher on the liberal contingent. Such a condition, if brought about, would be a startling reversal of power and would (See TALK FLIES THICK on page 10)

### Wage Boost for Circus Musicians To Be Asked

NEW YORK, Feb. 26.—American Federation of Musicians soon will confer with circus managements on revising the wage scale for musicians. Federation expects increases for its men and payment for Sunday performances. Tom Gamble, assistant to Joseph N. Weber, AFM proxy, will handle the negotiations.

### Royal American Mid-Winter Miami Run Opens to 11,000

MIAMI, Fla., Feb. 26.—Royal American Exposition opened here tonight to a crowd of nearly 11,000 and Carl J. Sedimayr, general manager, called the beginning of the first visit of the organization a success.

Plans are under way to make the mid-winter engagement here an annual one, with permanent exhibit buildings and grand-stand attractions if the engagement continues as it started.

Plans are to carry the exhibition thru three or four weeks, with night operation concentrated upon and to devote the days to reconstruction and overhauling work preparatory to the spring engagements, which begin at Jacksonville in mid-April.

### IA Has Radio Ambitions, Too; But Too Busy Now for Action

CHICAGO, Feb. 26.—George Browne, president of the International Alliance of Theatrical Stage Employees, refuses

to tell just how he will go about backing up his recently announced plan to incorporate all performers and theatrical workers, but is here awaiting developments in various union organizations and at the same time loading his guns for the proposed drive.

When asked specifically about radio's set-up, Browne said he would wait until the smoke clears away from all the jurisdictional disputes in that field, but would then step in and take over those workers who he felt belonged in IA. He intimated that this would be done thru co-operation from the American Federation of Musicians, which Browne feels to be the only well-organized union in the ether industry.

Browne's present problem seems to be a final tightening and overhauling of IA itself before attempting any organizing in kindred fields. First point in this program is a solidifying of IA's theater cashier, doorman and usher affiliate, which was started about a year ago. With these theater employees organized, IA will hold everyone except the musicians and performers in flesh houses.

Crux of the situation and deadline for direct action on Browne's part will probably not take place until the IA biennial convention in Cleveland next June.

### Seek To Limit Agent Licenses

CHICAGO, Feb. 26.—W. Frank Walkowiak, chief inspector of the Private Employment Agencies, Department of Labor, states that the department will apply strict measures in issuing more booking agency licenses in this area. With the field overcrowded, the inspectors investigating new applications are urged to ascertain the financial standing of the applicant (See SEEK TO LIMIT on page 9)

### Prof. Billy Rose Tells All—To Students in "B'way Clinic"

NEW YORK, Feb. 26.—Billy Rose donned the collegiate cap and turned professor for 200 college students Thursday afternoon, telling the wide-eyed boys and girls the inside angles to this show business. Of course, it was all a press stunt devised by Mack Millar, but Rose went thru his role with grim determination, conducting the "Broadway Clinic" in academic fashion while the students from New York University and Columbia took copious notes—well, they looked very serious, anyway.

Prof. Rose started off with startling profundity that "American variety is strictly a memory," pointing out that the "death" of big vaude circuits had cut off the developing ground that was the lifeblood of vaude. Stan Kavanagh, demonstrator No. 1, did his act, commenting that it's true, "Vaudeville is gone."

Rose then introduced Carleton Winckler, who spoke on lighting and scenery, but first observed, "I am only the seltzer that squirts to make things fizz." In other words, said Rose, his technical staff was pretty good, too. Then came teacher Sally Rand, looking very prim and getting off right with the crack, "I feel nice in clothes, having so little opportunity to wear them." As Sally warmed up to her thesis, she confided, "I'm a pioneer in show business. The next thing I might do is to take off my skin and dance in my bones"—but, she assured everybody, she won't do that.

In fact, she wants to be an actress. "I think I am an actress! Why, I've read 125 scripts since November 20 and only four of them have any place in the theater," she added.

Then, getting even more confidential, Sally said her next dance would be an electric dance, utilizing some new-fangled electric lights that turn corners or something. Then, getting mellow a bit, La Rand observed that it's really not so tough to get to the top in show business, but to stay there . . .

Prof. Rose then took the rostrum to ponder the fascination of swing music. And the conclusion: "Swing can't last. . . It's a fad. . . And if the swing stars are smart they'll save their money." Then the prof, adjusting his four-square cap to give the cameramen a break, brought on some of his showgirls and analyzed them very scientifically. "I'll tell you what goes thru my mind when I select each girl," he said, but the exclamation of delight from the male students warned him he was on the wrong track. So Prof. Rose hurried to explain what the tired business man wants and how eager Mons. Rose is to accommodate that need.

Next subject in the curriculum was comedy, and Prof. Rose observed carefully that Ed Wynn and Charlie Chaplin were master comedians for the masses, but, "I couldn't make a nickel on Jessel and Holts. . . because they lack (See PROF. BILLY ROSE on page 15)

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## Philly Orgs Cash In on Name Shows

PHILADELPHIA, Feb. 26.—With big names acting as magic to the box office, fraternal organizations are flocking on the band wagon started by the Shriners' Artisans' Club with its big "show of shows" booked thru MCA.

The latest to join is the Sigma Delta Kappa fraternity, a semi-collegiate org. which holds a public dance at the Penn Athletic Club tonight, featuring Tommy Dorsey's crew. The advance sale of tickets at \$3 per couple indicated a sell-out. The Penn A. C. ballroom holds about 4,000 dancers.

Another org clicking with the "name" idea was the B'rith Sholom, which packed them in at a charity ball at the Broadwood Hotel Sunday. A big show, headed by Belle Baker, was featured.

Meanwhile, local theater exhibitors have dropped their protests against movie stars appearing on the Artisans' shindig at an average of 26 cents per show in competition with their own pictures. With the sale of tickets at \$2.50 for the whole series hitting sky-high figures, the exhibs are figuring there's no use squawking.

Some of them are privately preparing to get the ax out when Eddie Cantor's next picture is released. Cantor heads the first show, which opens March 16.

## Pitt Play Prize Uncovers Talent

PITTSBURGH, Feb. 26.—An outlet for embryonic playwrights seeking production of their brain-children, in operation here, may prove the key to finding new writing talent for the stage and radio.

Sponsored by the Federation of Non-Commercial Theaters, a radio play production contest has in the past seven weeks included three original manuscripts by Pittsburghers, with a fourth scheduled from the pen of another writer who, under pseudonym, contributes to *Esquire*. A one-act playwrighting contest whose winners will be produced in a stage drama festival in April sponsored by the federation has already received entries as far away as Idaho, with requests for rules coming in from Eastern and Western colleges, as well as from scores of novice and veteran authors in Pennsylvania. Deadline for one-act competition is March 6. Entries are being received at theater organization's headquarters at 222 Craft avenue, which is also site of Pittsburgh Playhouse.

Encouraging new scripts is a old-time Provincetown and Neighborhood playhouses in New York, federation has already uncovered work of one local writer who since winning last year's one-act contest, the first sponsored, has been handed assignments by radio network.

## K. C. Acts Hit Hard; Need for AFA Seen

KANSAS CITY, Mo., Feb. 26.—With few acts being placed in local theaters this season, conditions are serious in this section.

Florence Denny, vaude and night club booker of the Wayne Agency here, reports conditions to be "worse right now than any other time in recent years." She said jobs were scarce and pay meager, and that a local branch of the AFA is a necessity if things are to return to normalcy.

The situation here is unusual. At least 90 clubs are using professional talent, but big portion of those are willing to work for coffee and cakes.

## Americans in Milan Fire

MILAN, Italy, Feb. 26.—Buck and Chick, members of Harry Fleming's jazz band, lost musical scores, costumes and props in the fire which wiped out the Teatro Lirico here last week. Other acts suffering losses were Percy Athos' Folies, Bruno Arno Ballet and the Overburys. Fleming's musicians saved their instruments, and Athos was able to salvage costumes. Lirico, recently rebuilt, was practically wiped out. Show has been switched to the Odeon Theater, Milan.

## Social Security Board After Night Clubs and Theaters

NEW YORK, Feb. 26.—Show business is next in the mopping up campaign being conducted by the Bureau of Internal Revenue, Social Security Division. Within next few days bureau will inaugurate double-barreled drive to line up all liable employers.

One letter being sent to all local delinquent night club and theater operators who failed to make any 88 returns will warn managements of their responsibilities under the law. Because many delinquencies are not deliberate, all employers are being given ample time in which to indicate good faith by filing reports. Field deputies will check on the follow-up and issue final warnings. Thereafter the bureau may invoke punitive measures to force tax payments from employers as a means of protecting performers.

Second letter is aimed at employers who filed preliminary reports but who left out "information returns," which itemize each employee's account of wages and tax deductions.

Local club owners and operators who have any doubts as to their status are advised to communicate immediately with Deputy Collector Harry Grossman, Social Security Division, Office of the Collector of Internal Revenue, Third District, 341 Ninth avenue, New York.

## Censoring Mayor Straitlaced Omaha

OMAHA, Feb. 26.—Mayor Dan B. Butler, who already has gained nation-wide reputation for his censorship of stage shows, motion pictures and literature, will revive the city welfare board for censorship work. The board has been inactive for several years.

Butler made this announcement after he clashed openly with a local women's club over a marijuana film. Butler condemned the advance advertising as "salacious" and threatened that "ads of vaudeville and motion pictures better be more circumspect or I can extend my censor powers to them, too."

"I will continue to use my powers of censor over stage plays, vaudeville and entertainment programs of all kinds," said Butler. The board will consist of some five or seven private citizens, who will review films, stage plays and amusements of all kinds, Butler said.

## C. E. Dispute Near Solution

### Investigating committee expected to recommend org under Four A supervision

NEW YORK, Feb. 26.—Associated Actors and Artists of America meet Monday to determine disposition of the disputed Chorus Equity night club jurisdiction. It is considered likely that the committee appointed to investigate night club conditions will recommend that the chorus be organized under the supervision of the Four A's. Should this occur, it will be regarded as a face-saving gesture on the part of the Four A's, inasmuch as it promised at the time of the reorganization to help weaker unions with organization drives in return for an increased per capita tax. Unions thus far have been going along under their own steam entirely.

If the Four A's tries to set down conditions for the drive, it is possible that Chorus Equity, Actors' Equity and American Federation of Actors would object, the feeling being that the Four A's as a central office knows nothing of night club conditions. In fact, no one on the investigating committee has any reputation for knowledge of the night club situation.

Peeling of Equity Council, however, is that it would like Mrs. Edith Christenson to have an opportunity to try to do something.

Fracas was given added fuel with the publication in *Screen Guild Magazine* of a report by Kenneth Thomson, SAG executive secretary, attacking Ralph Whitehead, AFA executive secretary, for alleged failure to come out openly for the Four A's against the threat of the International Alliance of Theatrical Stage Employees. Whitehead still refuses to take a slap at the IA's, claiming the IA's fight with SAG is one of personalities.

Frank Gilmore, Four A's president, this week said his association would sit tight until the IA openly made a move to take over performer jurisdiction. George Browne, IA head, feels he will have already accomplished the feat by June 6, date of the IA biennial convention. Meanwhile, Coast guilds, including writers and directors, have aligned themselves with SAG against IA.

## One Way To Curb Specs

NEW YORK, Feb. 26.—Louis Schaffer, Labor Stage director, is clamping down on ticket brokers charging as high as \$6.60 for Pins and Needles. Only those brokers satisfied with a service charge will get tickets in the future. This system will be tried for one month, during which time the six-week brokers' buy will be discontinued. For the following month Tyson and Sullivan and McBride's, and no other agencies, will get tickets, these have proved to Schaffer that they were getting only nominal service fees.

Statement from Lee Mason for Labor Stage says the phoning of the brokers "went against his (Schaffer's) proletarian grain."

Legit managers for years have formed organizations to curb brokers and emitted howls over repeated failures. Could this be a very simple way of doing it?

## Two Shows Tax Chat. Stagehands

CHATTANOOGA, Feb. 26.—The appearance of the Jooss Ballet and Cozart Berni Vici's *Species* of 1938 here on the same night last week brought about a shortage of stagehands to man the two shows.

Called out by the scarcity of help, H. L. (Cap) Stebbins, 67, dean of Chattanooga stagehands, fell from the second stage of the Berni Vici show during the performance at the Bijou and was critically injured. Rushed to the hospital as "the show went on," it was discovered that he had received a broken pelvis, bruises about the head and other injuries. Altho he is now expected to recover, he will never be able to work again.

Playing the Bijou two days, *Species* of 1938 drew packed houses at almost every performance the final day. It was a smooth-running show, boasting a number of good acts that received a big hand.

The Jooss Ballet, playing at the Memorial Auditorium under the auspices of the Chattanooga Community Concert Association, attracted some 4,000, near-capacity crowd, the single night of its performance.

## "Maiden" Chi Possibility

CHICAGO, Feb. 26.—According to an authoritative source, Tell Me, Pretty Maiden, a play by Dorothy Day, local columnist, which was presented on Broadway recently, will be offered in a Loop house this summer for an extended engagement. A New York company, first to be tested in an Eastern city, will do the show.

## DOROTHY LAMOUR (This Week's Cover Subject)

DOROTHY LAMOUR, one of the youngest featured players on the screen today, made the remarkable jump from vocalist to stardom in the space of 18 months. Born in New Orleans, her professional career dates back to the age of five, when she won a basket of groceries for singing on an amateur night. She got her schooling at Beaugrand Grammar and McDonough High, New Orleans, and also attended a business college. In 1931 she entered a New Orleans beauty contest and was named Miss New Orleans. She failed in the national finals and decided to go into business, working for six months in every department of Marshall Field's, Chicago.

A friend persuaded her to sing at a Chicago hotel's celebrity night. Bandleader Herbie Key (whom she later married) was struck with her voice and hired her. She sang with his band for three years and also did a sustaining program over NBC. When her radio outlet was changed she went to Hollywood in 1935.

Meanwhile Paramount executives had been impressed with her photographs and gave her a screen test, which resulted in a contract. Her first role, the exotic South Sea lead in "The Jungle Princess," indicated a type she has continued to successfully portray in "Tropic Holiday," "Her Jungle Love" and the recent Samuel Goldwyn extravaganza, "The Hurricane." Her other pictures include "College Holiday," "Swing High, Swing Low," "High, Wide and Handsome," "The Last Train From Madrid" and "Thrill of a Lifetime." Her latest film is "Big Broadcast of 1938," just released.

## Possibilities

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

JACK WALDRON—emcee now at Leon and Eddie's, New York. He should be a riot in a good radio spot. Has a crisp, clear voice that comes over the mike perfectly and is a past master at handling fast comedy, especially puns and gags. Altho his night spot material is too blue for radio, he shouldn't have any trouble in scoring with spoofed comedy, since his delivery is excellent.

### For LEGIT MUSICAL

MILDRED FENTON—pretty and clean-cut blonde now singing at Leon and Eddie's, New York. A capable singer of rhythm and ballad numbers, with a voice that comes over the mike neatly and a personality that is sweet without being coy. Would also be okeh for radio, but her

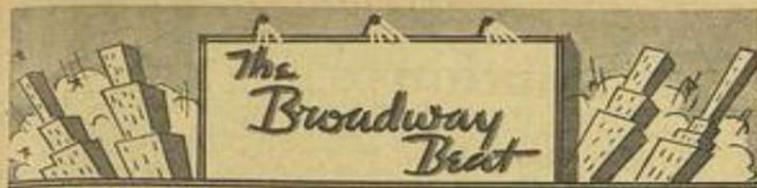
fine appearance makes her particularly good for stage work.

### DRAMATIC

WILLIAM LAYTON—nice looking lad, at present a student in the American Academy of Dramatic Arts, who has shown excellent possibilities in a large number of student roles this season. Has played a wide variety of parts, all of them well done, but seems to show a particular bent for comedy. An excellent sense of comedy values, combined with his fine appearance, makes him good potential legit material.

### For FILMS

PAUL TRIPP—young legit player caught recently at an audition given by the American Theater Council. Played Hibbard in a scene from *Journeys End* and unleashed really remarkable talent. In addition, he has looks, bearing and personality. Films could use him.



By GEORGE SPELVIN

A COUPLE of courageous performers are risking a blackball from bookers in order to expose phony amateur contests; one was beaten up recently by a booker and theater crew when he opened his "winning" envelope in full view of the audience, showing that no money had been enclosed. . . . Ben Bernie is concerned over the welfare of his son, who, with three chums, has located in Hollywood determined to make the grade in movieland without the assistance or influence of the maestro. . . . The AFA has bought a dozen gross of garment buttons to be distributed by its pickets with the comment, "Here's what this night club pays its actors." . . . It gave out rice last week when picketing the Chinese restaurants. . . . Tommy, cashier of the Somerset Restaurant, for years had a favorite philosophical remark, "What can you do?" Now he's apparently found the answer; his current favorite is, "You've got to have the dough." . . . The Vagabond Players, a new co-op group that has played stock in the South and West, open at the old Fifth Avenue down on 28th street Monday with a revival of "Love in a Mist." . . . The FTP circus at White Plains has been doing a terrific business, with 7,000 people turned away the afternoon of Washington's Birthday. . . . Right-Hand-Doesn't-Know-What-Left-Is-Doing Dept. The "Advertising News" of Tuesday's Sun carried the "grapevine rumor" that the P. Lorillard Company would announce winners in its \$250,000 Old Gold contest "within a few days"—and the same issue carried the names of the winners on page 1. . . . Bert Nevins tells us he was the guy who conceived and ran the opticians' beauty contest at the Hotel Piccadilly recently.

What Stepin Fetchit does with the money he earns remains as dark a mystery as the comic himself. Returning recently from a 17-day tour for Consolidated Radio Artists, which netted him a tidy \$2,500, he complained that he was stone broke. Stan Zucker, CRA biggie, asked him what in the world had happened to all the money, and Fetchit replied, in his characteristic way, after scratching the back of his dome, "Whp, Mister Zucker, Ah done spend all that money, but how Ah don't know." When asked about the wine-woman-and-song angle, Stepin said, "Well, Mister Zucker, Ah don't smoke."

THE ALBUM: Paolo Grocco, more familiarly known as Garry—which is short for Garibaldi—has spent more than 50 of his 63 years in philosophical polishing of the boots of "big people." He divides his time between Steinway Hall and the RKO offices, and in 1935 he was presented with a watch by his clients in Steinway Hall for 30 years of meritorious service. The watch is solid gold, and instead of numerals it has the letters of his name on the face. Garry has never been known to wear an overcoat at any time, summer or winter, but he always wears his derby. He's often greeted on his rounds with "Sh-sh!" because he's never been known to finish completely his query, "Shine?" He has been an actor, too—appearing in a number of shows for Erlanger, Sam Harris and others, among them *It's a Boy*, *To the Ladies* and *The Great Metropolis*—and he remembers the days when he used to loan present big shots—but big shots!—nickels and dimes to keep body and soul together. Despite the fact that he has been present at some of the most important secret meetings of the bigwigs and has many times been in a position to overhear secrets and rumors of terrific mergers and such, he has never been accused of snitching or talking out of turn—not even to members of his own family, which numbers well into two figures. He has seen every president and every important change in the RKO set-up since its inception, and he expects to be pensioned off one of these days by RKO.

Two wives of Ferenc Molnar (one present and one ex, Anastasia) appeared simultaneously on New York screens; Sari Fedak, the ex, is in "Mami," at the Modern Playhouse, while Lili Dorvas, the current, is in "The Affairs of Maupassant," which was at the 55th Street. . . . The Florida sunset is still holding for Mannie (MCA) Sachs. . . . Nice-Nellyism in modern journalism: editorial headline in The Post read, "Caught With Our Overcoat Down." . . . Harry Conn, who tried to buck the Charlie McCarthy network show, is going on a vacation, after his 13-week program failed to find a sponsor. . . . Emily Ross has put the cocktail lounge of the Casa Manana into the black by the simple device of calling it a Palm Beach Room and allowing the patrons to roll on beach chairs and "absorb the Vitamin D qualities of the sun's rays." . . . Helen Gleason believes that tunes in Esperanto (the universal language, you dope!) will be the music of 1950—at least she believes strongly enough to try writing the staff herself.

"Picture," which folded recently, was an expensive mistake for J. Stirling Getchell and its other backers. Getchell, who had helped plan other picture magazines and who is understood to own a chunk of "Look," operated by The Des Moines Register and Tribune, wanted to get out his own book—but the consensus is that he waited too long to start. Among other fatal errors was to issue the mag day and date with Annenberg's "Click"—which seems to be doing just that.

AROUND THE TOWN: While Benny Goodman and his crew were at the Paramount youngsters did a rushing business in front of the house selling Goodman photographs, with 83 reported as the high. . . . A man appeared on the Stern recently with a placard somewhat sensationally announcing, "Slavery Days Are Here Again." It went on to say that the bearer was unemployed and was offering himself to anybody interested. . . . The Childs near Times Square (there are two, but we mean the one on the upper level) had its recently installed invisible glass so paved and dirtied by urinals and others with time on their hands that three weeks ago the management put a little sign in the window saying it was really made of glass and please not to touch. . . . Sign at a new-seat theater: "Now Showing—Charlie McCarthy and Life in Lapland." . . . If you wander on a Wednesday night up to the Museum of Natural History, home of the pithocentropus erectus, and pass thru a corridor of horrendous wooden gods filched from Northern Indiana, you'll arrive at a modest little theater with a small screen where the Museum of Modern Arts will be showing a revival of an old-time film classic. The M of MA operates under a grant from the Rockefeller Foundation, and has been building up a library of pictures. When a Spelvin stooge attended, *Greed*, the famous artistic debacle of 1923, was being shown, with Zasu Pitts playing a serious role, and Jean Harlow, looking decidedly youthful, cast as a double-dyed villain. The only trouble with the showings is the audience, which laughs every chance it gets at the obviously dated portions of the films.

Clyde McCoy, ork leader now at the NY Paramount, is an inveterate pipe smoker, but won't smoke anything but a thing called Mixture 79, put up by a San Francisco tobacconist; a few months ago he was in The Billboard office and a staffer asked him what it was—with the result that a handful in the office now smoke it. . . . Bob Crosby, at the Hotel Pennsylvania, had an unpremeditated tabloid of swing critics listening to him last Monday night; the assemblage included Carl ("Down Beat") Cons; George ("Metronome") Simon; Leonard ("Melody Maker") Feathers, fresh from the British front; Al Beachman, American representative of the same publication, and the musical observer for The Billboard. . . . Does anyone know the true story behind the remarkable chest expansion of Murt Branson, of the *AT&T*? . . . Rayo and Naldi, the Rainbow Room dancers, are adding a harpist to their act. . . . Vital Press Agent Statistics: Gallagher's Steak House says it imports 20 to 30 cords of wood

(See BROADWAY BEAT on page 37)

# Hotel Spots Let Patrons Run Wild a Bit; It's Profitable

CHICAGO, Feb. 26.—Hotel and club operators feel that performers, particularly band attractions, should not hog the entire spotlight but should let some of it fall on the customers. James Smith, manager of the La Salle Hotel, notes that most patrons, with a little encouragement, not only like to but also want to let loose on their night out. Most of the dining room's trade, he points out, consists of occupied business men and women who probably keep straight faces thruout their business hours. When they decide on night clubbing they are hardly happy camped at a table all evening watching others perform.

Smith points out that any invitation from the band stand to join in some fun on the floor always brings wide response. This policy is looked upon as good business and often results in both new visiting faces and repeat trade.

Many of the rooms here are following this policy. The College Inn (Sherman Hotel) is holding on to its Big Apple feature in which the check payers are invited to participate. The 885 Club is generous in devoting time to table sitters who care to try out their pipes on the mike or join in some pop tune with the intermission pianist.

The Edgewater Beach Hotel is now running an Audience Revue in which the customers are divided into various band instruments. They are instructed to make the motions of their respective instruments when signaled by Orrin Tucker, ork leader.

Jimmy Cassidy, intermission pianist at the Hi Hat, has trained a number of the regulars to make themselves heard in song during his sessions. They either

step right up and go to it or join in chorus with the strolling table singers.

Friday night is one of the most popular nights for audience participation in night clubs. With the college kids out in flocks, they demand little coaxing to share the spotlight during the evening. Some rooms even offer special shows for those kids, with prizes in store for the pick of the talent.

## Equity Checks on Rehearsal Pay

NEW YORK, Feb. 26.—Actors' Equity is sending letters to all producing managers telling them to be more painstaking in paying performers rehearsal expense money. Epistle, signed by Paul Dullzell, executive secretary, says the AEA has received frequent complaints on this matter and that the managers usually answer that "the actor did not ask for it."

Dullzell's note states managers, under terms of Equity contracts, are required to pay rehearsal expense money whether or not the actor asks for it.

Managers are thanked in advance for their kind co-operation.

## Flesh Returns to N. O. House

NEW ORLEANS, Feb. 26.—Washington's Birthday brought vaude back to the St. Charles Theater here after an absence of a year. Harry Gourfain's Star-Spangled Jamboree opened an eight-day stand, to be followed by similar revues. Two shows daily, with 35 cents to \$1 matinee and 40 cents to \$1.50 night.

First vaude in New Orleans in several years in early 1937 gave the St. Charles good patronage. House was dark all summer.

# Chi's Tenderloin Parkway Is Now Just Memory Lane

CHICAGO, Feb. 26.—There is a sad sight in Chi today, that soulful stretch of South State street which in its heyday, not so many months ago, could have been called the Hell's Kitchen of the town. But no more, because dat ol' deblil law has extended its tentacles into the spots responsible for the street's former reputation.

A stroll along the faded tenderloin lane today is as safe as a visit to your own backyard. The only remaining vestiges of the street of dancing girls, penny arcades and nickel-beer oases are (count 'em) two burlesque houses, one museum, one necktie pitch, two jam pitches, one beer stub and some forlorn pawnshops. This array might not seem so bad to a stranger, but to the oldtimer it is just a ghost.

It all happened last fall when The Chicago Times, enterprising young newspaper, called the mayor's attention to the "deplorable" conditions existing in this Memory Lane. The mayor was duly shocked, called his boys together and sent them down to do a little checking up. Evidently the boys were pretty shocked, too, because right after they handed in their report sheets the South State street entrepreneurs woke up one morning to find their licenses revoked. Even the owner of the penny arcade, who had operated in this particular spot so long he had forgotten to count his anniversaries, was told he would have to find some other line.

A little spark of life flared up again a few weeks ago, however, when the mayor relented a bit and told the Nialto and Gem theaters they could bring their girls back again but with plenty of grapes and no blue humor. In some circles this gesture of himozmer is taken as an all-is-forgiven sign, but others, including the penny arcade man, are

very skeptical and wish they could find other pastures for their pitches.

Mayor Kelly is feeling very righteous. He and some friends took a trip down to the strip-tesser thoroughfare the other night and found things very lovely. At the museum it was reported that Kelly ventured up to the fish-bowl illusion in the foyer, took a peek into it and saw a comely miss wearing a long flowing robe and making some very innocent gyrations. The city hall chief turned to an aid and said, "Very nice, very nice indeed." His remark was overheard by the museum proprietor, who, with a sullen look, turned and went back inside, giving himself up as a failure. "Ye gods! The mayor had just okehd my spot."

**THE GIRL IN THE GOLDFISH BOWL**  
 RENT — LEASE — SALE  
 GOLDFISH BOWL ILLUSION, N. J.  
 52 George St., Tenafly, N. J.

**HOTEL RALEIGH**  
 Where You Can Sleep Anytime—DAY OR NIGHT  
 648 N. DEARBORN ST., CHICAGO.  
 Single Rooms, \$5.00—Double, \$7.00 per Week.  
 Eat, Breakfast, 5 minutes walk to Loop.  
 Theatrical Pooling Arcade located in hotel.

**THE FILM WEEKLY AUSTRALIA**  
 Covering the Motion Picture and Entertainment Field Generally.  
 Conducted by MARTIN G. BRENNAN,  
 198 City Tattersall Building, Pitt Street, Sydney.  
 Australian Office of THE BILLBOARD.

<b>QUALITY STOCK TICKETS</b> ONE ROLL... \$ .50 FIVE ROLLS... 2.00 TEN ROLLS... 3.50 FIFTY ROLLS... 15.00 ROLLS 2,500 EACH. Double Coupons, Double Price. No C. O. D. Orders Size: Single Tick., 1x2".	WE MANUFACTURE <b>TICKETS</b> OF EVERY DESCRIPTION. MULES KICK—OUR CUSTOMERS DO NOT. <b>THE TOLEDO TICKET CO., Toledo, O.</b>	<b>SPECIAL PRINTED</b> 10,000... \$ 6.95 30,000... 9.85 50,000... 12.75 100,000... 20.00 1,000,000... 150.50 Double Coupons, Double Price.
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# AFM-ASCAP DEAL ALL SET?

## United Music Front on Radio Planned by Musicians, Authors

MIAMI, Feb. 26.—Much-discussed entente between the American Federation of Musicians and the American Society of Composers, Authors and Publishers has received the unofficial nod of the high moguls, according to unimpeachable sources. Basis of the accord will be reciprocity, with the broadcasters placed in a tough spot by 1940, on which date agreements between broadcasters and both ASCAP and AFM expire. Making the radio industry into a happy hunting ground for both the society and AFM will be accomplished by a relatively simple and apparently air-tight sympathy agreement. Under this ASCAP will refuse to issue licenses to stations not falling in line with the AFM's policies as to employment of musicians, and the AFM will not allow its musicians to work for stations refusing to take out ASCAP licenses.

In its bare outlines this line of action, if it is enforced, may produce an industry situation which will result in legal action, according to observers. Radio execs claim it will amount to control of radio by two organizations concerned with radio indirectly.

Lines pointing toward an inevitable

## Beer Show Set Over McNinch's Warning

NEW YORK, Feb. 26.—Long-pending radio program to be co-operatively sponsored by brewers throughout the country was set yesterday (Friday) to start March 7 on CBS. So far there are 10 beer-makers taking the program, which is hitting almost three times that number of cities on the network. Reason is certain Western and Midwestern brewers are covering a number of cities where they have distribution.

Program was stymied for a while when Schaefer, the New York sponsor, first lined up, decided not to go on the air. John F. Trotter now is paying the bill here. Program goes on the air after Frank McNinch, FCC chairman, told broadcasters at the NAB convention two weeks ago that he believed there should be no alcoholic beverage advertising on radio.

United States Advertising Agency handled the program with the agencies of the various brewers. Lou Holtz, Ted Husing, Kay Thompson and Richard Himber's Orchestra are on the show, with Bill K. Wells writing Holtz's material and Ed Cashman producing.

In Cleveland on WQAR, and Philadelphia on WCAU, the Glass Container Manufacturers' Association is sponsoring the program. Purpose is to spur the purchases of beverages, milk, beer, and so on, in bottles. Same advertiser has used NBC before in a similar campaign.

## 2 Radio Studies Set Back Again

NEW YORK, Feb. 26.—Two important radio studies, expected to become available by the end of February, have again been delayed and it is likely will be held up for another month.

Study of radio homes and habits in rural districts, on which there is little material now available, is to be issued by the joint committee on radio research maintained by advertisers, agencies and broadcasters. The survey, it is said, has been completed by the Hooper-Holmes organization, but the analyses, to be made by the committee, under direction of Paul Peters, are still going on. Peters' office stated yesterday another four weeks is expected to pass before publication.

Other study is of the listening area made by CBS for its new stations, to be issued in separate studies for day and night. Work has been going on a year and altho one of the books is ready, release is pending awaiting completion of the other.

tie-up between AFM and ASCAP were reiterated last year after the federation at its annual convention oked a ruling that sympathetic music organizations might affiliate with the union thru an associate membership plan. AFM and ASCAP have never taken concrete steps to bring about such a condition, tho their mutual regard has definitely been established.

Basis is the making of common ground against the broadcasters, who, according to music interests, are guilty of three sins: a desire to use records instead of live musicians; an antipathy toward performing rights societies, and the ability to make money out of radio programs whose structure is 85 per cent musical.

## Steal an Account? Never! Says WFIL

PHILADELPHIA, Feb. 26.—WFIL bigwigs are burning over stories they pitted their *Let's Pop the Question* program opposite WIP's *Curiosity Court* and then weaned away WIP's salesman, Len Taylor, in order to "steal" the Shell Oil account from WIP.

"We spotted our quiz program at 8 p.m. on Wednesday without giving WIP's program a thought," declared WFIL's manager, Don Withycomb. "It was the only time that we were able to clear except 8 p.m. Thursday, and then we'd be backing Rudy Vallee, which would be foolish. We certainly don't spot our programs that way. If our own program isn't good enough to carry itself we'd drop it."

Withycomb denied Taylor had been hired with any thought of pirating the WIP account. "Taylor was hired two weeks before we even started our quiz program and I don't think he even had anything to do with the Shell Oil account in the first place," Withycomb said.

WIP officials are chuckling over the stories as feeling between both stations has been running high. They declared the mail for the *Curiosity Court* program has tripled since WFIL program was spotted against them. Listeners dialing for WFIL catch the WIP program and stop right there, a WIP official declared.

Philadelphia is City of Brotherly Love.

## Surveys Rate Departing Warner Show Same as "Your Hit Parade"

NEW YORK, Feb. 26.—Dropping of the Warner Brothers radio program, *Your Hollywood Parade*, by American Tobacco Company for Lucky Strike cigarettes, has again centered interest on radio-film relations, and especially programs of this nature. *Parade* was the second production of its species—the MGM Maxwell House coffee production was first. Later, after a wobbly start, has improved considerably and is moving along oke.

Luckies paid about \$20,000 weekly for the talent on the Warner show. Time, of course, was extra. It was not a particularly happy deal. Sponsor didn't like phases of the show and Warners didn't like treatment of some of its stars, didn't like guests from other film lots and Dick Powell objected to sponsor criticism, according to report.

One of the factors which may have led to the departure of the advertiser was the show's comparative rating with its predecessor, *Your Hit Parade*. Latter production for talent did not often top the \$5,000 weekly figure per program, with time again additional. This figure of \$5,000, furthermore, applies only recently, when the number of men in the band was increased from 32 to 50. Musicians and leader figure to about \$3,450 with 50 men; to about \$2,350 or

## Oldtimer

MEMPHIS, Feb. 26.—Four-year-old Ray Eugene (Skippy) Curle boasts not only the distinction of being the country's youngest radio air-youngest holder of Social Security cards. He's announcer and singer on WMP's MidSouth Dinner Time program. In 61 years he can begin collecting on his Social Security card.

## Wax Works Waiting For AFM Decisions

NEW YORK, Feb. 26.—Record and transcription manufacturers are awaiting completion of the delayed licensing promised them by Joe Weber, president, American Federation of Musicians. Deadline of the licensing agreement for a. t. and transcription companies was to have been today, but thus far AFM has granted no licenses and made no formal extension of the deadline.

Weber is expected here today or Monday and will probably thrash out the record situation at a meeting of the AFM board Tuesday. According to AFM officials, board confab will probably determine which firms are to receive licenses. AFM will follow the same policy it uses in granting band-booking licenses: that is, only responsible firms will be oked.

## Wrigley To Change Air Set-Up in Chi

CHICAGO, Feb. 26.—A shake-up in P. K. Wrigley's radio set-up is scheduled to take place this week. According to reports, the gum manufacturer will not replace his *Double Everything* shot, which runs out March 18, but will revamp the *Wrigley Poetic Melodies* program, sponsored by that firm for the last year and a half, making it a light musical and cranking the poetry angle. Franklyn McCormack, poet on the stint and with the show since its inauguration, has already received his release and evidently will not be included in the new show.

Possible line-up for the new Wrigley shot will include the Andrews Sisters, now on *Double Everything* and holding a 26-week contract; Jack Fulton, of *Poetic Melodies*, and an ork. Rumored reason for all the juggling is that Wrigley does not believe in radio when it comes to the summer months and feels a prancing of his radio nut in that season will not affect the sale of the gum exerciser.

## NBC S. F. Plant Yielding to Hollyw'd

SAN FRANCISCO, Feb. 26.—NBC exodus from San Francisco to Hollywood is slowly but surely taking effect, despite denials to the contrary. This week NBC announced its Western division press headquarters would be established in Hollywood. Local releases are now sent to Hollywood and then mailed back to local newspapers. Nell Cleary will transfer south from the local press staff. Others may follow.

San Francisco continues as the central distributing point from NBC schedules on the Coast. But that function, too, will move south soon, according to indications.

Western headquarters already have been switched to Hollywood by NBC's sales, program and engineering departments. Chain's chief announcer, Ed Andrews, has gone south. Traffic and accounting departments are still here, but it's a question of time before they, too, will join the trek away from the bay area.

Announcement has been made, however, that chain production in San Francisco will be greater than ever before.

Milton Samuel will continue as manager of the San Francisco press department, supervising daily program releases for shows originated by KGO and KPO. Samuel was appointed last fall when Lloyd Yoder became manager of both local outlets.

Harold Bock, a former San Franciscan, is new press chief on the Coast, set some weeks ago.

## Sponsors Must Pay Talent S. S. Taxes

WASHINGTON, Feb. 26.—Radio sponsors are obliged to pay the social securities taxes for all talent, including script or program preparations, according to advice being sent to National Association of Broadcasters from its Washington headquarters. Advice is based upon information received from a tax information service and reflects the opinion of officials in the Internal Revenue Bureau. The government based this decision upon an earlier decision made on the subject of musicians hired.

Decision rendered was for one specific program but tax experts declare that the principles evolved under this decision is applicable to other radio programs. Basic thought is that the radio sponsor controls the amount of time for use of the program, the type of entertainment and all other incidentals. It was the belief that advertising agencies and broadcasting companies were merely incidental to the broadcast and that both control rested with the man who pays the bill.

## AFRA Sets Exclusive Talent Recording Deal

SAN FRANCISCO, Feb. 26.—Titan Recording Studios will record only AFRA talent following an agreement reached between John B. Hughes, San Francisco president of the American Federation of Radio Artists, and Max Graf.

Daisy Hoffman will have charge of sales promotion at Titan Studios, while Maurice Gunko, singer, shortly will go into production on a new transcribed series there. Sam Moore has just completed 26 episodes of his mystery serial, *Suspect Caser*.

Twenty-Five Years Ago, a Max Graf production, has been signed for a year by the Howard Clothing Company.

## Full Time After Two Years

WILKES-BARRE, Pa., Feb. 26.—After two years' work WBAX has been granted permission for full-time operation by the Federal Communications Commission, effective March 4, Hal Seville, manager, states.

Heretofore WBAX has alternated with WKOK, of Sunbury, operating from 6 to 12 each morning and three nights a week from 6 to 12.

CHICAGO, Feb. 26.—American Tobacco Company is canceling its *Hollywood Parade* show with Dick Powell and shifting Kay Kyser's *Musical Glass* to New York to fill this spot, which means the Kyser stint will be aired on Wednesday instead of Tuesday as it is done over WGN here now.

First Kyser airing from New York will be March 30. Ork is filling an engagement at the Blackhawk Restaurant here.

# REP FIELD LOOKS UNEASY

## Proposed Tax Opens Gab Gate

WASHINGTON, Feb. 26.—Suddenly to the forefront this week, the Boylan tax bill, thru a front-page story in *The New York Times*, became the prime subject for conversation here, the Federal Communications Commission Chairman Frank R. McNinch, who reported as favorable to legislation which would impose a special tax upon broadcasting stations. Due to false impression gained in the trade McNinch hastened to say the next day he was not in favor of any punitive tax.

In the House with permission to speak for 10 minutes, Representative W. D. McFarlane crated on taxes which soon dealt specifically with *The New York Times* report. McNinch hailed the acceptance by McNinch of the view that broadcasters should pay some sort of privilege or occupational tax. The Texan said he hoped that McNinch and Commissioner George Henry Payne could swing over two other commissioners in order to have the commission formally endorse this type legislation.

Hearings on the tax measure were promised by House Ways and Means subcommittee chairman Representative Chester Thompson, of Illinois, within the next three or four weeks. Controlling factor in the time of hearings is the administration's general tax bill which has to get to the House floor first.

Trade circles decry the Boylan measure and class it as punitive in its tax rate per power watt running from \$1 to \$3 per watt, depending upon the size of the station. Under the provisions the Cooley giant, Cincinnati, would have to pay a yearly tax of \$1,500,000, which is thought prohibitive.

NEW YORK, Feb. 26.—Reactions of the New York trade to the Boylan proposal are varied. Boded down, however, they sum up to two principal thoughts. First is that radio is in for more taxation as inevitable, the tax in addition to present income and surplus collections. Other is that radio is being looked upon as a melon by many outside factions. Music costs are now about 10½ per cent of gross, it is pointed out, with 5 per cent going to ASCAP and the other 5½ to the musicians' union. New dues scale for the NAB is another ½ per cent of the annual take, it was stated at the recent convention. High power, under the proposed measure, becomes a quasi-punishment, the government giving the station on due recognition, additional power; then extracting additional taxes by virtue of the power grant.

## NAB's Libel Plan To Cover Stations

NEW YORK, Feb. 26.—A plan to cover broadcasters, as well as advertisers, on libel committed during a broadcast has been perfected by the National Association of Broadcasters. If enough broadcasters pay the premium it will go thru. Stations will be covered to \$50,000 in the aggregate, payment for losses to be made to a special organization set up by NAB for that purpose. Pro rata distribution will be made by this organization.

Coverage also is to arrange that recoveries up to \$1,000,000 may be had during the annual period the bond is in force. Stations found to be lax in maintaining proper care against such libel or slander contingencies are to be dropped from the plan upon repayment of earned premiums.

Present time contracts between advertisers and stations may have an additional clause covering the stations written in, in the event the sponsor or agent should make any remarks resulting in action against the station or stations.

Rate provided by the Maryland Casualty Company is \$2 per \$1,000 gross business of the station, this gross being time sales only. Stations with less than \$50,000 annual gross pay a flat rate of \$100 per year.

Plan was worked out by James Baldwin, NAB managing director, and the casualty company.

## First Ability Squawk Under IRNA Deal Ended

NEW YORK, Feb. 26.—Clause in the Independent Radio Network Affiliates' pact with the American Federation of Musicians providing that the AFM appoint examiners to check instrumentalists who are not satisfactory to the station was given its first use recently. Station was WTAR, Norfolk, where musical director Henry Cowles Whitehead claimed that two union fiddlers were not suitable for the work required of them. Federation sent down Henry Clifton, musician in Walter Damrosch's Symphony Ork, who concurred in claim of WTAR. Whitehead is setting musicians from New York or Philly.

Federation's policy to have examiners look into beefs of this sort goes back some 25 years and has been used in settling claims of theater managements, etc.

## Yankee Drops Talent Commish After March

BOSTON, Feb. 26.—Yankee and Colonial networks issued new rate cards this week. Important change on Yankee's card is for WLLH, Lowell. Reason is WLLH now has a transmitter in Lawrence as well as in Lowell, coupling both cities in a dense primary coverage area.

The 15 per cent agency commission on talent has been abolished on all contracts effective March 1. Since majority of stations have never given a discount on talent, chains feel it better to quote talent at the net rate and let agencies make the necessary adjustments.

Key station of the Yankee network, WNAC, rates \$400 as night rates with \$200 for dates on an hour basis. WLLH under the old set-up took \$80 per hour nights. Under the new set-up the synchronized twin-city station asks \$120 per hour nights. Thirteen stations on the Yankee hookup.

Colonial network includes the same

## Major Changes Made Recently; Hearst Growth Menaces Others

NEW YORK, Feb. 26.—Recent rash of changes in the station representative field is regarded as indicating radio's still unsettled sales plans, rather than a trend toward larger companies or dominance by a few firms. Contrasted with the comparatively static position of representatives in other media, station reps' personnel shifts and stations raids are seen to reflect a "try-this-try-that" attitude in radio.

Dramatic change was the shake-up within Hearst Radio and the ousting of the old regime and the installation of Elliott Roosevelt, Al Cormier and Murray Grabhorn as head men. Indicative of the Hearst hope to expand its sales division was the establishing of a separate sales representative unit, International Radio Sales, as one of the first

major moves in the reorganization. Grabhorn is generally credited with a skillful coup d'etat in "raiding" the John Blair office and taking two salesmen and two stations. He was in charge of Blair's New York office before joining Hearst in California about six months ago. International is dicker with other stations to drop their current reps.

Almost equally startling was the recent split-up of Craig & Hollingsbery. Altho the Hollingsbery group claims a majority of the stations formerly on the C. & H. list, Mrs. Norman Craig is said to be considering affiliating with another rep.

Equally as indicative of the change was the Wilson-Robertson split-up some months ago. Understanding then was that Robertson's list was weakened when a group of Southern stations he handled joined National Broadcasting Company. Altho at the time Graham Robertson denied that the firm would officially split, Horace Hagedorn and Howard Wilson made a tie-up, with Hagedorn handling the New York end.

Another change occurred when WFIL, Philadelphia, opened its own New York office. It was opted at that time that the move would cause an open break between the station and its rep, Edward Petry, but station maintains that everything is friendly and claims the New York office has produced a large boost in business. Also put out a shingle in Chicago and promised a Los Angeles office. Following the WFIL lead, WCAU also followed suit by opening a New York spot.

Few important changes have occurred recently in the foreign-language field, tho the two strikes were called. Neither Van Cronkhite Associates nor Rosler & Howard's attempts succeeded. Field is now dominated by J. Franklyn Viola and Norman Furman, formerly partners, but now working independently. Business is probably one of the most loosely operated in the industry. Canadian set-up remained about the same, with Joe Weed and Joseph Hershey McGillivray dominating. McGillivray lost the McClatchey stations on the Coast some time ago.

Talk of a large rep firm folding last week was thordly nixed with the announcement that more stations were being added.

## Coast Musicians' Picketing Threat

LOS ANGELES, Feb. 26.—President Jack Tenney of Musicians' Union, Local 47, here, stated he is ready to crack down on independent radio stations in Southern California, seeking to unionize them 100 per cent.

If stations refuse to sign contracts, Tenney claims he will picket sponsors, placing them on the unfair list.

Leverage will be used in form of new ruling that transcription companies must carry AFM licenses. License will ban sales of recordings to any station unless said station is in good standing with AFM.

arrangements as Yankee, with the WBBY, Waterbury, rate slightly increased.

## Future List

### Important Anniversaries, Etc., for Program Tie-Ups

List below consists of notable dates of various nature in connection with which stations can arrange special broadcasts.

In addition, readers' attention is called to the monthly list numbers of *The Billboard*, published the last week of each month. These lists contain dates of conventions of both business and social organizations, these meetings offering excellent opportunities for radio stations to effect either good will or sales promotional tieups.

List published herewith is in advance by a month of any other similar compilation. In addition to offering possibilities of tie-ups, it gives program producers and station managers numerous dates that can be used as bases of special dramatizations, flashbacks on news dramatizations, etc.

All dates herewith are for April, 1938.

- April 1. India's new constitution in effect one year.
- All Fool's Day.
- Army Day.
- Dirigible Akron wrecked five years ago.
- Marietta, oldest Ohio town, settled 150 years ago.
- Ponce de Leon landed in Florida to search for the Fountain of Youth 125 years ago.
- Drury Lane Theater, London, opened 275 years ago.
- S. S. "Great Western" left England for New York.
- Arbor Day.
- George Arliss' 70th birthday.
- Stress Conference held three years ago.
- U. S. Supreme Court upheld the National Labor Relations Act, one year ago.
- John W. Davis' 65th birthday.
- Matthew Arnold died 50 years ago.
- Insulin, corrective for diabetes, discovered by Dr. F. G. Banting, 15 years ago. Major League baseball season opens.
- Easter Sunday.
- German financial panic 15 years ago.
- John F. Hylan's 70th birthday. He is a former mayor of New York City.
- Spanish-American War began 40 years ago.
- S. S. Aquitania launched 25 years ago.
- Daylight Saving.
- Stephen A. Douglas, American statesman, born 125 years ago.
- Dewey victorious at Manila Bay 40 years ago.
- Duke of York (now George VI) married 15 years ago.
- William Randolph Hearst's 75th birthday.
- Trial trips on Ninth avenue "L," New York City, began 60 years ago.

## Material Protection Bureau

A Free Service for Readers

ATTENTION is directed to *The Billboard's* Material Protection Bureau embracing all branches of the show business, but designed particularly to serve the Vaudeville, Night Club and Radio fields.

Those wishing to establish idea or material priority are asked to inclose descriptions of same in a sealed envelope, bearing on its face their name, permanent address and other information deemed necessary. Upon receipt the packet will be dated, attested to and filed away under the name of the claimant.

Send packets, accompanied by letter requesting registration and return postage, to Elias E. Sugarman, *The Billboard's* Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

*The Billboard* takes every reasonable precaution to safeguard packets submitted for registration with the Bureau but does not guarantee or assume any liability in connection with same.

The Bureau is not designed to supplant in any way the service performed by the U. S. Copyright Office, Washington, D. C. *The Billboard's* intention with regard to the Bureau is to provide a means of establishing priority of ideas that is not within the scope of the Copyright Office.

# Program Reviews

EST Unless Otherwise Indicated

## "Sue Blake"

Reviewed Thursday, 1:30-1:45 p.m. Style—Sketch. Sustaining on WJZ (NBC network).

This NBC sustainer doesn't quite approach some of the Procter & Gamble shows, which is fightin' words, sah. Maybe all the scripts aren't as wordy and as weak-kneed as this, but if they are the script won't mean much to a sponsor. A group of allegedly mature women are discussing a friend, but panning her for her dominant attitude. This should give the gals a chance to come thru with some witty if catty remarks or some insight into character. Instead, it is a dull, thoroughly boring conversation. Maybe it's a "slice of life" technique for radio, but it's a pretty dull slice, offering little action or color.

There's been talk in Auburn of a new museum and the town is getting up in arms. Erection of the new building may cause complications and action. Something's needed; maybe it is a museum, maybe a program. B. H.

## "This Was News"

Reviewed Wednesday, 9-9:30. Style—News dramatization. Sustaining on WHN (New York).

This WPA script, caught in its fourth edition, will strike some as being similar to WOR's 20 Years Ago and Today script. But the WPA stanza doesn't offer the contrast of events and doesn't limit itself to events of 20 years ago. Neither does it carry much sock.

Fanchon & Marco took the 20 Years Ago idea and did a fair job of production, while the WPA stanza is wooden in motion, routine in playing and lacks punch. Similar ideas can be treated differently and this is an example. Program included a Greek military event in 1898, some John Jacob Astor stuff from 1848, a hanging and a snatch of the Dreyfus case. It's still a good idea and there's suitable material, but it needs good production. B. H.

## "The Spotlight of the World"

Reviewed Tuesday, 7-4:58 p.m. Style—Narration. Sustaining over KYW (Philadelphia).

Bill Lang, ace KYW announcer, has put together an interesting program by picking out interesting personalities from the world's news and reviewing the stories of their lives. Lang takes facts in the manner of Time mag and holds the listeners every minute. On the program caught Lang picked the story of Madame Bey, ex-opera singer who turned prize-fight trainer; Vic Meyer, Seattle's band leader-lieutenant governor, and Joe (Shorty) Holbron, 3½-foot lawyer of Atlanta. Program is refreshingly new in local air lanes. S. S.

## Jay Franklin

Reviewed Thursday, 8:15-8:30 p.m. Style—Washington commentator. Sustaining on WMCA (Intercity network).

In his radio premiere, newspaper commentator Jay Franklin stressed that he wanted to become the fans' "personal reporter" in Washington. To illustrate what he was aiming at, he cited the confidential correspondents used by banks, newspapers and similar firms to gain inside stuff in Washington. With a following thru his newspaper column, Franklin gave indications of attracting a radio following, too. While most of the opening stanza was spent describing what he intended doing, few minutes devoted to discussion of unemployment relief evidenced that Franklin has much for the air. His delivery is in a clear, moderately pitched voice and he impresses as being the sincere-type applier, who works minus bombastic vocals. Announced that he will guest poli-

ticians, statesmen and other public figures. Policy should pull, if he's smart enough to line up boys who cannot only speak but who have something to say. Station announces that his views are his own, not those of the station or Intercity, but that no censorship is imposed. Stanza is in line with station's policy to jack up caliber of programs. B. H.

## "Riddles in Rhythm"

Reviewed Saturday, 10:30-11 p.m. Style—Music and inquiring microphone. Sponsor—Yunker's Tea Room. Station—KRNT (Des Moines).

Yunker's Tea Room, local leading dance spot, is using a new radio show on KRNT Saturday nights that combines music, inquiring microphone and contest features.

Called Riddles in Rhythm, Barney Barnard's Orchestra, featuring Virginia Vallance, formerly with Hal Kemp and Russ Morgan bands; Jimmy Randolf, formerly with Kate Smith's show; Tommy Thomson, swing guitarist, and the Harmonizer quartet, gives off good music. Despite the experience of the featured singers, they could be a whole lot better.

Dale Morgan handles the microphone on the dance floor to select diners who will enter the contest to name four tunes that are played by the orchestra. Titles of these four songs furnish the answer to the title of the fifth mystery tune. Contestants are given three minutes to name the fifth tune, with winners getting ducats for dinner, theater and dancing. Morgan also asks questions regarding the number, when it was popular, from what show or picture and name of composer if widely known.

Listeners get \$5 for lists of songs sent in and used on the program. R. W. M.

## Yankee Network Weather Service

Reviewed Sunday, 9-9:15 a.m. Style—Weather reports. Sustaining on WNAC (Yankee network).

Affable personality of Dick Cobb, Yankee network weather service reporter,

## Fortune's Radio Series

NEW YORK, Feb. 28.—Fortune, monthly magazine, will soon publish a series of articles on the radio industry, encompassing all phases. Four articles will be published in one issue. Individual pieces will be on radio set manufacturing, broadcasting, talent and the FCC.

new feature which cost plenty, will do much to put this twice-daily quarter-hour stint across. Service goes at 8:15 a.m. hereafter and at 11:15 p.m. seven days weekly.

Dryness (no pun) of this subject is eliminated. Teamwork between the service men at Yankee's own station, WIXER, on the summit of Mount Washington, and chief meteorologist Salvatore Pagliuca at an observatory atop the Hotel Buckminster in Boston, plus Cobb's capability of projecting weather findings over the air for consumer distribution, give it first base at the start. Excellent promotion by Al Stephenson, Yankee p. a., is another reason for getting public attention. It's up to the salesmen to sell it complete. No spot announcements breaking up the 15-minute spiel on generalized conditions, New England, sectional, selected, foreign weather news, day's almanac, weather record to date from year's beginning and sports conditions for the following 48 hours.

Accuracy is one point with which Yankee must contend. News-style of presentation clicks and makes it listenable for 15 minutes. S. J. P.

## Griffin Shifts to CBS; Starts New Series Soon

NEW YORK, Feb. 28.—Griffin shoe-cleaning account, previously on NBC and off the air several months, is slated to shift to CBS. Auditions were held this week at the latter network and deal is expected to be clinched next week. Agency is Birmingham, Castleman & Pierce.

Talent on the new opus includes Bunny Berrigan Orchestra, Budd Hulick (formerly of Stoopnagle and Budd), Ray Hetherington and David Ross, with Ed Cashman, producer.

Appointment of Gordon Castle as production manager for CKLW, Detroit, is set. Castle comes from WJR, Detroit.

## 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.

You have to have practically a passion for Lawrence Tibbett to get anything out of the CBS Wednesday 9-10-9:30 program put out by Liggett & Meyers for Chesterfields. Altho Deems Taylor does the announcing and seems to get a bit wistful over a repressed desire to be a comedian, and altho Andre Kostalanetz and his band have two selections, the half hour boils down to Tibbett and more Tibbett. The baritone has the remains of what could have been one of the greatest voices in the land, and every once in a while he still manages to tear off a couple of grand renditions; Kostalanetz's arrangements are detailed and heavy, but lend some interest with their novelty. Commercials are tasteful individually, but there are too many on the stint. All in all, the heavy emphasis on the singer would seem to make for a limited appeal; if customers have taste enough to tune in on a one-man song recital they have taste enough to want something better than Tibbett.

One of the best of the audience participation sessions, Let's Visit, on WOR Wednesdays from 9:30 to 10, is still going along nicely. Gag is to drop in on various people and indulge in general conversation, skillfully led by Dave Driscoll and Jerry Dantzig. When caught, the lads roamed into rooms of the Mills Hotel, workingman's hostelry on Seventh avenue, New York. Got plenty of color, human interest and amusement into the interviews, capped by one down-and-outer who claimed to have done everything from sailing before the mast to riding the prize racehorse of an Indian maharajah. Program sustains a strong entertainment value.

When Microphone in the Sky debuted over WNEW many months ago it was a decided novelty to dial in interviews from the Empire State Building's roof. The show swung into stride as an inexpensive daytime stanza and moved to WOR. But the novelty has worn off and the use of stock questions to the rubbernecks doesn't mean much. Tom Slater, however, conducts the show nicely, minus any gushing or phony laughs which scratch so many interview shows. Two tickets to the house top are given to fans sending in winning questions. Such as "Can you keep a secret?" or "Is there more fun in anticipation than in realization?" are probably typical of what the rubbernecks are asked. Group caught included a Polish farmer, Scotch lass, a Belgian, Canadian and an eight-year-old American. Despite the diversity of types, show was dull.

Travel Man stint on WNEW daily might be easily boosted from its five-minute slot to a 10-minute position. Material is deftly prepared by Larry Nixon and is designed to cause an epidemic of itchy feet, but its brevity is actually a handicap. Short program only permits fragmentary descriptions. Questions, too, are to be answered and a longer stretch would enable announcer John Jaeger to give more time to spots mentioned as well as to questions. Well handled and written.

Like the brook that babbles on and on, Voice of Experience goes his way, minus much stopping. Probably still a natural for gullible or superbly naive housewives, he instills an appearance of conviction and authority in his soothing sting. Also peddles the booklets.

## Talking Shop

By JERRY FRANKEN

### Press Release

This is a story about an advertising agency and a local station. Station has had an eminently successful program on the air for about three years. An ad agency bought time on the show last week and sent the station a request to send out a press release. This is the release, decimated for obvious reasons:

"The Blank Company, original sponsor of such outstanding shows as Blank, Blank and Joe Blank and the current smash hit on Blank network, has signed for period on Station Blank's program The Blankety, Blank Blank. Keep an eye—or rather an ear—on this program. It's topnotch radio fare. And with the Blank Company's genius for recognizing and sponsoring real radio showmanship, from now on the such and such spot on The Blankety, Blank Blank should be even better than before."

Now this is an excellent case in point where an organization obviously not familiar with publicity tries its hand at it and gives forth with a stinker par excellence. The best part of it all, tho, is this. Program consists of playing phonograph records, and just because that Blank Company is now buying a hunk of it, that particular hunk is to get better or something. Probably by using platinum needles on the turntable.

### Talent Build-Up

A few weeks ago Nelson Eddy ended his series on the Chase & Sanborn show. He was succeeded by John Carter, a tenor unknown both to the public and most of the radio trade. Now what is going to happen? Carter is showing he can deliver and, spotted on one of the top entertainments and barring the usual unforeseen stuff, he'll be a star come maybe another year. And Standard Brands and J. Walter Thompson have built a valuable piece of property.

Now take the case of Kenny Baker. Baker went on the Jack Benny show as unknown, or more so, than Carter. He, too, was spotted in a top program, and largely because of that build-up wound up in pictures, under contract to Mervyn LeRoy. There may be a lot who may not believe it, but Baker is getting a nice weekly hunk of the coin of the realm from General Foods every week. It is on good info said to be \$1,000 a week. And that is not mud off a delta.

Proving what? Proving that if General Foods or Young & Rubicam had been adroit, or something, Baker would be a highly valuable piece of theatrical stuff and not under contract to a film producer getting a free plug on the show every week. If Baker is worth a grand every Sunday, he's worth having his own program, not one song and stooging on a comedy program, which, in my opinion, doesn't need him or anybody else but Mr. and Mrs. Jack Benny.

The advertising agencies and the advertisers have a major stake in radio. The right kind of handling talent thus becomes one of their responsibilities—the networks have shown they can't handle it—both for the benefit of the talent and the advertiser.

I have spoken.

## Washington Attorney To Manage WPEN, Philly

PHILADELPHIA, Feb. 26.—Dwight E. Rorer, Washington attorney, has been appointed general manager of WPEN by Miss Hyla Kiczales, director of William Penn Broadcasting Corporation. Rorer succeeds George Leaker, who becomes commercial manager.

Edward Dukoff, press agent for WOV, New York, will also handle publicity for WPEN. He succeeds Manning Hall, who resigned.

## Kellogg Spots Kid Show

PHILADELPHIA, Feb. 26.—Markets which are not getting Kellogg's sports programs are being eyed and signed for Howie-Wing, a kid aviation show. N. W. Ayer, handling the account, is signing spots around 5:30 p.m.

## New Southern Waxer

DALLAS, Feb. 26.—New to the Southwest radio is Broadcast Recordings, Inc., headed by Gordon Butler. Outfit is building shows for stations as well as serving them from its library. Butler's firm was formerly known as Butler Recording Studios.

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

# Air Briefs

New York By BENN HALL

**VOICE OF EXPERIENCE** let slip out the fact that his booklets average a profit of about \$1,000 a week. Announced recently that profits from a three-week sale went to charity and sum was over the \$3,000 mark. Not bad. . . . Wonder if some of the newspapers are playing up attempts to tax radio wattage more than the news story deserves? Particularly dailies that don't own stations but are feeling the radio competition. *New York Times*, in particular, went to town with its Washington coverage of the proposed bill and played it up plenty. . . . Several agency radio directors sniffing the air for new jobs. Inactivity on slowness of accounts irking some of the boys who want action.

**Monopoly:** Cecil, Warwick & Legler ran into a monopoly recently. Had a flock of Met. Audition of the Air winners in a single Met. production and thought it a natural for breaks in the different dailies. Couldn't get photographers in, however, as one photographic service, *Wide World*, has Met. seized up tight. Others can't get a look-in. . . . *When-a-Holiday's-Not-a-Holiday*. . . . *Mary Margaret McBride* (Martha Deane) doesn't observe holidays, but Martha Deane does. How about getting together to form a policy.

**KATE SMITH** and Ted Collins and his family had plenty fun doing the

winter sport routines at Lake Placid between shows. . . . Bessie Venuta using guests on her Saturday MBS shows, but, as she can't get Hollywood names, substitutes by having their stand-ins, photographers, make-up men and others who touch the hem of glory take a bow as guests. . . . Mark Hanna handling Tom (Young & Rubicam) Lewis' scrips. . . . Jay Jostyn only member of original cast left in *Life of Mary Sothra* stanza. Recently hit the 800th performance mark. . . . Bud Abbott and Lou Costello, Kate Smith show guests, facing threat of suit by burlesque producer who alleges they used some of his material. . . . Bob Welch's *Broadway Melody Hour* for Pioneer ice cream leaves WHN. Only ice cream sponsor who stuck it out during the cold weather.

Two hundred and fifty dollars was won by Jean Campbell, WHN's copyright chief, as an *Old Gold* prize. But station doesn't have an *Old Gold* show and is wondering if any will be given out as prizes in the next contest. . . . *Just listen to the facsimile boys try to knife each other's brain children*. Each one has the one and only, according to the speaker. . . . Karl Swenson, of *Lorenzo Jones*, comes back to legit for King John for two performances for a benefit.

## Chicago By HAROLD HUMPHREY

**GALE PAGE**, local warbler, who got a chance in Hollywood not many weeks ago, signed for her first job this week and is to play opposite Edward G. Robinson in *The Amazing Dr. Clitterhouse*. This makes the second songster from Chi to make good in movieland without aid of pipes. Other was William Hall, who has appeared in several pix without singing so much as a note. . . . Mae West swooped into town Wednesday and when nalled at the station by WBBM's John Harrington and Hal Burnett she acquiesced to their request for a few words over the mike, but the whole thing was queered by Mae's manager, who jumped into the huddle just in time to say "No."

P. K. Wrigley is busy auditioning at WBBM for another show to take the place of his *Double Everything* program, which goes off in three weeks. Gum mogul may take a chance on a script stint this time, with *Manhattan Mother* one of those under consideration. . . . Harold J. Tobin and John E. Hopkins have been added to the sales staff at WJJD. . . . *Andraus Sisters* flew to New York to cut discs for Decca. . . . Louis Perlman, p. s. for WAAF's *Breakfast Express*, loses plenty of shut-eye keeping his guest celebs awake from show closing time until 7 in the morning, when he

leads 'em up to the studio for a gabfest.

**WILLIAM MORRIS AGENCY** here has a new twist to the vox pop program idea which it is testing for a prospective sponsor. Gag is to question the citizen on his emotional reactions, but whether the answers will pass the bluenoses is a problem. . . . Robert Trender is pinch-directing for Harold Stokes at WGN while the latter vacations in Florida. . . . WCFL ran a battleship float around the Loop all week to plug its radio frolic dance Friday.

If network outlets here aren't a little more particular their mercenary tendencies will have them picking up every small fry danceland in the vicinity. WGN is airing the *Melody Mill* ballroom now, rather than former class spots like the *Drake Hotel*, which refused the new \$100 line charge, and NBC signed this week with the *Merry Garden* hoofing spot, another G-classer, but ready to foot the cost. . . . Eddie and Fannie Casanough read a letter over the ether from a local 11-year-old paralytic victim asking their help in getting her a stamp collection, and when the mail carriers cleared away Eddie and Fannie found over 15,000 stamps plus an album to send the young philatelist.

## Los Angeles and Hollywood By DEAN OWEN

**HAVEN MACQUARRIE** returns to Hollywood to air his *Do You Want To Be An Actor* show over NBC. MacQuarrie's program originated in Hollywood and later went east. . . . Latest reports state Warren Stokes to replace Bob Garrett on *Pick of the Pictures* on KEHE. . . . John Bolen likely to emcee new Texaco show, following Cantor's exit late next month. Talent to be handled by David Broekman. Talent in Erie, new program aired over KFVB, sponsored by Hollywood Anti-Nazi League. Artists, writers, scientists who have been exiled from their countries and now reside in vicinity of Hollywood are featured.

*Marney Food Company*, sponsor of *Marco Juvenile Revue*, moves from KHJ to KNX after year at former spot. Deal handled by I. F. Wallin & Staff Agency. . . . Wilbur Hatch, baton wielder at KNX, feels he holds some sort of record, handling music for 10 shows a week. . . . Music for new *LaCompa* night spot on Vine street remoted over KFVE. . . . NBC contracted Robert Redd, formerly producer of *Camel* show, to script and produce new series of drama programs.

## From All Around

**ROGER PHILLIPS** has returned to Station WBBQ, Memphis, as an announcer after a while with KPJZ, Fort Worth. Lloyd Goodin has been taken from KHBQ, Okmulgee, Okla., to become new program director for station, and

announcer Reginald Ferguson goes to continuity. . . . Bill Edwards, WBRB announcer, off for Cincinnati to become member of staff of WLW. . . . A high-chair has been added to the household of the Tony Brenanders, the WMC, Mem-

phis, production manager. It's a girl. . . . Daniel F. Munster, formerly with WCAE, Pittsburgh, has been appointed to the KYW spelling staff. Munster succeeds Allen Kennedy. . . . Ray Barrett, announcer at WDRG, Hartford, Conn., has penned a juvenile series, *The Black Feather*.

Cecil Carmichael, formerly with the *United Press*, has been signed by WBT, Charlotte, N. C., as continuity editor. He also will be in charge of special events for the station. . . . *Friends buying rice for Dan Freese's marriage to Ann Reid in late April*. He's staff trumpeter at KSL, Salt Lake City. Beth Whitney, of KPO, KSFO, looked over her old stamping grounds at KSL on a recent visit. . . . Floyd Farr, boss announcer at KDFL, Salt Lake City, being groomed for his first solo flight. And Myron Fox, of station, is authoring *Camera Club of the Air*. . . . Lew Broica, of WDNB, Durham, N. C., and wife expecting an heir.

## Wire Hearing Jams FCC on Radio Action

WASHINGTON, Feb. 25.—Federal Communications Commission has all but submerged into the depths of telegraph rate structures during the rate increase hearings which started here February 14. At least 30 broadcast cases, which were to have been argued before the whole commission, have been postponed and the telegraph hearings are believed good for another week or more. Western Union, Postal Telegraph, Mackay Radio, RCA Communications et al. are asking for a 15 per cent boost in message rates, and to date wire company officials have testified that any increase will result in a fall-off in business, "but not if air mail, telephone, etc., will be increased proportionally at the same time." Commissioners have been so busy learning the ins and outs of the telegraph business that they have had practically no time to work on other matters. Last Saturday—normally a half day in the government—Chairman McNinch herded fellow commissioners into executive session which lasted thruout the day. Result was a handful of minor decisions, which included a denial of WLW's plea to review the Payne order, which set the super-power station for a hearing on its license renewal. Broadcast cases still pending—about 200.

## Engineers' Union In WHIP Clash

CHICAGO, Feb. 25.—Laying off of two engineers at Station WHIP, Hammond, Ind., this week brought protests from the Association of Broadcast Technicians, Independent labor union, claiming the men were let out for joining ABE, WHIP execs denied the accusation, but when told a complaint would be lodged with the National Labor Relations Board station said it would reconsider. Latest report is that sacked engineers will return to their jobs next week and ABE will then open wage and hour negotiations with the station.

Scheduled vote of ABE membership to decide affiliation may not come off now, according to Joseph Novy, ABE national secretary. Reason, he said, is ABE's hope that an AFL charter can be obtained in the next few weeks which would cancel any possibility of the ABE boys having to hook up with AFL's International Brotherhood of Electrical Workers.

## Quiz Studies on Radio Favorites

NEW YORK, Feb. 25.—Likes and dislikes of college students are being charted in a survey conducted for W. H. Bradbury, representative of university publications. Samples of collegiate radio tastes as well as studies of association of programs with products are included in the survey, which is being conducted at colleges thruout the country. Approximately 10,000 students will be included. Personal interviews are being made. Columbia Broadcasting System recently completed a similar survey. This study revealed that college students are ardent radio fans and that individual radios are common college accessories.

## Promotion Shorts

KDKA and *The Pittsburgh Post-Gazette* have begun a score of co-operative broadcasts publicizing paper's move into new building next month, fanfaring themselves as "the two firsts." Station was first in United States, daily was first sheet west of Alleghenies.

To help dedicate new P-G building, KDKA is trying to get showfolk and others who helped station make history in early 1920s including Harry Lauder, Ethel Barrymore, D. W. Griffith, Julia Marlowe, Dorothy Gish, Hope Hampton, Frank McOlynn, Louise Cody, Madge Bellamy, William Faversham, Gilda Gray, Willie and Eugene Howard, Art Gillham, Joyce White, Rabbit Maranville, Chauncey Parsons and four auto race drivers who collapsed from mike-fright in 1922. Jerry Wunderlich, Harry Hartz, Red Patterman and Tommy Milton.

First airing of co-op plugs was dramatization of Pittsburgh, news for past 150 years, presenting 40 scenes, using 50 people for acting and music.

## WOR's First

NEW YORK, Feb. 26.—J. Walter Thompson and N. W. Ayer divided agency honors in the annual ad awards conducted by *Advertising & Selling*. J. Walter Thompson got the nod for "outstanding skill in program production," while N. W. Ayer scored for "excellence of commercial announcements." National Broadcasting Company's John P. Royal, vice-pres., was awarded a medal for his "contribution to knowledge or technique of radio advertising." WOR scored its another classification, "ade distinguished for layout, art and typography," with an honorable mention, first time a radio station has gotten a nod in this contest.

## WORL's Lady P. A.

BOSTON, Feb. 26.—Marjorie L. Springs, press agent last season for the Mary Young Theater, Centerville, Mass., is now punching out copy for the indie WORL, replacing Howie Smart, who tackled the job for several weeks. Smart remains as a salesman and conductor of the *Open Road Navigator* show.

## SEEK TO LIMIT

(Continued from page 49)  
plicants and wherever possible discourage newcomers from coming into the field.

With more than 80 licensed bookers registered in the local office and the limited accounts on hand at the present time, many acts of late have been complaining of non-payments and other difficulties with bookers. Moe R. Price, Walkowiak's assistant, reveals that complaints at present are more numerous than they have been in the last several months.

## AFA PUSHES

(Continued from page 3)  
larger quarters in the Golden Gate Theater Building about March 1. Al Smith, local representative, announces.

Meanwhile Smith is busy mapping plans to meet any counter proposals which night club owners may make over regulations governing working conditions and salaries for entertainers effective March 1.

The Veterans' Pete, held at the Civic Auditorium on Washington's Birthday, while it used principally talent from Hollywood, complied with AFA agreements to the letter, according to Smith.

## Plenty RCA Profits

NEW YORK, Feb. 25.—Net profit of Radio Corporation of America climbed from 1936's \$6,155,936 to \$9,024,858 in 1937, a jump of 46.6 per cent. This includes profits in operating the National Broadcasting Company, RCA Manufacturing Company, RCA Communications, Radiomarine Corporation of America and RCA Institute. RCA reports that its operating costs increased 8.4 per cent. Stockholders received dividends totaling \$6,400,226.30. NBC's healthy profits are believed to account for a large measure of RCA's increase over last year as well as its total profits.

## Talk Flies Thick as Equity Prepares for Nominations

Nominating committee elections next month seen as tune-up for big battle—Screen Guild power is feared—Meredith won't run—rumors of SAG-Dullzell alliance

(Continued from page 3)

show Dullzell a master strategist in sitting tight. Dullzell, however, has never, during the last half year or so, indicated whether he cares to continue to play an active role in union matters. His health has been uncertain.

Equity liberals, in order to stymie any attempt on SAG's part to control the Equity vote, would like to see liberals and conservatives agree on one man for the post. Combined voting powers here would offset Guild's Coast bloc. Pointed NEW PLAYS—CASEY JONES—C out, too, that Coast vote will be rather difficult to get out.

Pact between Equity and SAG, whereby latter contributes between \$18,000 and \$25,000 to the Equity treasury, is a double-edged sword. Obviously, Equity officials consider it would be unwise to scrap it. Equity spent a lot of money trying to organize screen players, and while it failed, it claims it was to a large measure responsible for the success of SAG.

Dullzell angle is most fascinating. Long understood to have no particular friendship for SAG, and for a long time on the conservative side of the fence as opposed to the liberals, who were allowed to take the lead in blocking SAG control of Four A's, Dullzell can now watch the liberals' tangle with SAG on points of Four A's policy.

Details associated with the new presidential post will be important, as it will be necessary to decide whether the job

will be a paid one or honorary. Considered possible, too, that a figurehead might be elected, with no salary, with the actual work of the organization carried on by a chief executive.

### Pitt Sets Four Dates

PITTSBURGH, Feb. 26.—After weeks of pessimistic uncertainty Manager Harry Brown of the Nixon beamed announcements of dates set for quartet of shows during next three months, with "plenty of other plays expected after some New York closings." Mercury Theater's production of Julius Caesar will play six days beginning Monday, as fifth subscription show for Guilders, Brother Rat will return March 14 for season's second engagement after a previous

stanza that grossed nearly \$18,000. The Women comes in week of March 28, and Cole Porter's new musical, You Never Know, premieres April 18, with Clifton Webb, Lupe Velez and Libby Holman. Tentatively set as sixth subscription opus is Yes, My Darling Daughter, but date's indefinite.

### OUT-OF-TOWN OPENING "There's Always a Breeze"

ERUBERT (Boston)

A three-act comedy by Edward Caulfield. Staged by Harry Wagstaff Gribble. Settings designed by Frederick B. Fox. Presented by Joseph M. Hyman and Irving Cooper at the Shubert Theater for two weeks, beginning February 14.

Cast: William Lynn, Cecelia Loftus, Blanche Sweet, Leona Powers, Leslie Barrett, Anne Baxter, Curtis Cooksey, George Volk, Boris de Vadetzky, Otto Hulett, Ralph Hertz, Herbert Duffy, Gordon Nelson, Jeanne Hart, Alexander Campbell and Rena Mitchell.

About the only item breezy in *Breeze* is its title; its care-free marquee name, in spite of some excellent press agenting, isn't getting the turnstile trade.

The author undoubtedly had a nifty idea in mind when he began—there is

# From Out Front

By EUGENE BURR

You must be getting almost as sick as I am of all the talk about scenery-less plays, most of it unmitigated twaddle like the statement of Thornton Wilder, quoted in the last issue, that the bare stage in *Our Town* was an "illusion" to the spare and bare New England point of view, or the statement of Orson Welles, some months ago, in *Caesar* that he riveted the customers' attention on the play—and nothing but the play—by forcing them to gaze for an evening at the somewhat unusual theatrical spectacle of the bricks in the back wall of the playhouse.

You're probably getting almost as sick of all the talk as I am; but some statement of my position, I'm afraid, must be made. Therefore we'll indulge in this brief session and then be finished with the subject for good and all—or at least until the next impecunious producer decides to cut out all his scenery.

It may have been gathered in some quarters that I have something less than an overwhelming fondness for plays that get along without the scenic designer's art—and in some measure that conclusion is justified. I certainly damned the Welles production of *Caesar* as self-conscious folderol, because the director completely buried the play in its lack of scenery; I certainly intimated that the bare stage in *Our Town* was the self-conscious trick of a literary poseur unable to write a play in play form. I've said nothing about the presentation of *The Cradle Will Rock*, for the very good reason that I haven't seen it—the in this case the scenery-less or concert method of presenting opera is certainly not unusual. In concert presentation of opera, however, the chief point of interest is the music—and I have an uncomfortable hunch that that's not the chief point of interest in Marc Blitzstein's major opus. If it's not, then Mr. Blitzstein—very foolishly, it seems to me—has thrown away an aid to illusion, has thrown away an aid to achievement of his objective in the manner of those free-verse scribblers, self-consciously known as "poets" in the hectic days of the past decade, who voluntarily threw away the powerful aids of rhythm and of rhyme. I always suspected that they threw them away because they lacked both the intelligence and the technical ability to handle them—a suspicion I retain, in regard to essential motivation, in the field of the scenery-less play.

Because of my unfortunately bourgeois attitude toward productions that do away with the surface and childish aid of scenery I've been called everything from a moron to a liar by the flaming and embattled exponents of New Art. But all of these angry and eloquent pentamen miss one primary point: I object to *Julius Caesar* and *Our Town*, not because they lack scenery, but because they self-consciously toss that lack directly in the faces of the customers. It is not the bare stage to which I object, but the self-conscious manner in which it is presented.

Self-consciousness is the cardinal sin in any art; so soon as it rears its head the "art" in question becomes empty posing, a cardboard facade for the display of an ego, a studiously serious falseface to hide pre-eminence, occupation with self on the part of the worker; it is affectation rather than effort; it is an attitude rather than a belief. Self-conscious art is dishonest art—and dishonest art is a flat contradiction in terms.

I object to *Caesar* and *Our Town* because it seems to me that they are highly and fundamentally self-conscious. Mr. Wilder's drivel about "illusions" to the bare New England mind were discussed at some length last week. Mr. Welles' insistence that he wanted to take the play out of the stuffy costumes and scenery that muffled it, that he wanted it to stand alone, unsupported and free, as an entity in itself, seems to me to be palpably untrue. In the first place, if he wanted the play to stand alone, why did he present only a fraction of the play, skipping from high spot to high spot, cutting out much of the best and most essential material and in general committing ruthless and unprovoked mayhem upon the entire body of the script? In the second place, if he truly wanted to bring the play clear of a welter of production, why couldn't he have played it in front of a black cyc? But no—no cyclorama for Mr. Welles; he played *Caesar* before the steam pipes of the theater's back wall. Is it possible that even a young genius could fail to realize that the pipes and the bricks back of them would become the evening's main point of interest?

I have seen plays without scenery in the past; I have enjoyed them and admired them. I have seen experiments in suggested scenery that have been not only tremendously effective in themselves but also tremendous aids to the effect of the plays they embellished. But—and here is the point—they could by no stretch of the imagination have been taken as effects introduced for their own novelty, as effects

(See FROM OUT FRONT opposite page)

fragmentary evidence of that—but the book lacks the verve necessary for top-flight comedy, which is not only necessary in Boston but mandatory on Broadway—which *Breeze* will never see unless the presentation is completely revamped. In the haze somewhere it would make a good George Abbott type of play. But as it stands the piece is drab all the way, with nary a line of smartness veering above the lethargic air.

Action covers five days in a locale in upper New York State. Lynn, as a suburban bank clerk, splashes into the headlines via killing a man in the apartment of Jeanne Hart, defending her womanly honor. His life's ambition to assume notoriety has at last dawned, and the ridicule he receives from townspeople and authorities isn't accepted as a wet blanket to his high hopes for prominence. Authorities release him, but he insists upon arrest so that he can be tried for his life. Circumstances oblige him. Fan clubs are formed, Lynn is hero-worshiped, he gets countless offers. Everything is rosy until the D. A. informs Lynn that he fired a blank cartridge, and that another man, behind a curtain, fired the death shot.

His family, at first overcome by grief at the timid pater committing crime, go berserk in their glory for him. He signs with Hulett as agent for *Pathology in the Home* to allow the mag to run his life story. Even Cissie Loftus, as a 10 per cent mother-in-law of Lynn's, gets offers for her somewhat shady past. Also Leona Powers, Lynn's sister-in-law, a hot-actress dame who keeps love letters for a rainy day; Cooksey escorts Lynn's frau, Blanche Sweet, to niteries, since she can't get the necessary companionship from her husband, Leslie Barrett, as the son, and Anne Baxter, as the daughter, are quite okeh in their juve roles. Rena Mitchell, as the dusky maid, clicks with her few pieces of business. Lynn doesn't have much to say in half the play, most of his effective work being movement and just plain sitting.

If an edible nut isn't cracked properly it makes uninteresting pickings. It's the same with *Breeze*. There's a lot of meat therein, but a more seasoned playwright, or collaboration with the present one, would make *Breeze* more edible to the cash customer. Jeanne Hart, radio songstress, the cause for the murder, has pulchritude plus, and does burly bit with Lynn.

Sidney J. Peine.

## Chicago Gets Good 'Room Service' Cast

CHICAGO, Feb. 26.—Dominant in the Selwyn production of *Room Service*, which opened here Sunday, is the streamline speed direction by George Abbott, a job which blends deftly and swiftly one situation into another and pumps every laugh out of the John Murray and Allen Boretz lines.

The cast on the whole is more than competent; the leads, with the exception of the shoe-string producer, naturally and amusingly portrayed. Reed Brown Jr., who has the role of the shoe-stringing Gordon Miller, was artificial in the more important scenes and the severity of his character lacked conviction.

James Lane, as the director of the show, represents a perfect bit of casting. A typical New York victim of the theater, fazed by no disaster or miracle—everyday occurrences in his life. Nat Cantor, as his assistant, is another perfect specie of the Great White Way and good for a number of laughs.

Matt Briggs, as the befuddled managing director of the White Way Hotel, carries on with hilarious conviction and succeeds in limelighting the role to the importance it properly rates. A splendid physical and emotional specimen. The other roles are well carried by Michael Dalmatoff, as the waiter who is discovered as an artist when the hungry impresarios are forced to give him an audition for a meal; Fleming Ward, as the hotel manager and the producer's brother-in-law; Mary Cheffy, as the leading woman; Clinto Sundberg, as the small-town author who comes to New York only to start leading a fly-by-night life with his erring producer; Patricia Palmer, as the secretary; Marshall Bradford, John Carmody, John Clarke, Russell Morrison and Edward Nannery.

There are a number of high comedy scenes that should be surefire here, although they may be puzzling to the small-town patron in for a theater evening. The show should enjoy a nice run here, however.

Sam Honigberg.

## Theater Council Holds Third Audition Series

NEW YORK, Feb. 26.—Monday afternoon at the Martin Beck Theater the American Theater Council held its third series of auditions. These, like the second series, were for young professional players who have failed to get a Broadway break. No press reports are desired, understandably enough; but since the report on the second audition failed to draw any fire we'll go ahead under the same plan. Outstanding talent will be mentioned, and the rest, since after all it was only an audition, won't even be listed.

To a reporter who saw some 300-odd performances of *Journeys End* in its original New York presentation the outstanding work of the afternoon was offered by a lad named Paul Tripp who, in a scene from the play, enacted Hibbard beautifully. It was an effective, authoritative and altogether excellent performance—so good, in fact, that it seemed far more effective than the performance given in the same scene by Jack Hawkins, the original New York Hibbard.

Also outstanding was a cute-looking lass named Jane Archer who, in a Dorothy Parker skit, performed a difficult job with the assurance and ability of an ace comedienne. It was one of those affected roles that lend themselves almost automatically to ineffective burlesque—but little Miss Archer skinned along the burlesque-comedy line like a tight-rope dancer, displaying potential ability that should be snapped up by some smart manager.

Among others doing nice work were Lester Damon (who did well in roles as diverse as *Crane* in *Merrily We Roll Along* and *Danny* in *Night Must Fall*), Virginia Gately, Thomas Spedel, Frances Beck and William Talman. Miss Lydia Perera had a cold bad enough—and important enough—to be announced by Mr. Brock Pemberton at the start of the proceedings, so it would be manifestly impossible to rate her simply on the basis of her work Monday afternoon.

Certain of the youngsters appeared in two different parts in the course of the afternoon. This, as I remarked on the occasion of the second series of auditions, would seem to defeat the primary purpose of the council, which is, theoretically at least, to give chances to as many youngsters as possible.

Eugene Burr.



EUGENE BURR

**GUILD**

Beginning Monday Evening, Feb. 21, 1938  
**WINE OF CHOICE**

A comedy by S. N. Behrman, featuring Leslie Banks, Claudia Morgan and Alexander Woolcott. Directed by Herman Shumlin. Setting designed by Lee Simonson, constructed by Studio Alliance and painted by Bergman Studios. Presented by the Theater Guild.

Charles Dow Hanlon..... Herbert Yost  
Togo..... Akikiko Yoshiwara  
Binkie Niebuhr..... Alexander Woolcott  
Wilda Doran..... Claudia Morgan  
Dow Christopher..... Theodore Newton  
Luddy Sears..... Donald Cook  
Syder Gerrard..... Leslie Banks  
Leo Traub..... Paul Stewart  
Collins..... John Maroney

Time—The Present Place—The Living Room of Binkie Niebuhr's Guest Cottage on the Estate of Kingsdon Sears, Long Island.  
ACT I—An Afternoon in Early Summer.  
ACT II—Late Morning, Four Months Later.  
ACT III—About Midnight of the Same Day.

Monday night the Theater Guild brought to its name playhouse S. N. Behrman's latest symposium of contemporary points of view, disastrously weighted down by the ponderous presence of Alexander Woolcott as a member of the cast. Since the Guild, as everyone knows, is interested only in the artistic, and would never think of sacrificing art to the bourgeois box office, it is to be presumed that Mr. Woolcott was hired for his ability as an actor, rather than his box-office attributes as a middle-class-intelligentsia side show. If this is so, the Guild has made a grave mistake; Mr. Woolcott may draw certain customers who have heard him on the air or who know of him as a sort of bon-motivator of the more precious precieuses, but as an actor he's an out-and-out blunder. His elfin yet egotistical bulk sits flatly upon many of Mr. Behrman's wittiest key lines, and they emerge as so many dramatic pancakes.

This is unfortunate, since the play, *Wine of Choice*, as is usual with Behrman discussions written out in dramatic form, is thoughtful, intelligent, wise, witty and entertaining. But Mr. Woolcott, as a purposely precious leader of society intelligentsia, of a doubtful middle-European origin, seems only like a bloated Lithuanian Kewpie—and his maddeningly slow and self-conscious delivery manages to emasculate line after line intended to set the plane of the play.

This is, to put it mildly, of no help to Mr. Behrman's really excellent discussion; nor is much help forthcoming from Herbert Yost, who, in another of the key parts, reads his lines as tho he were every inch an actor. Playing an aged gentleman, he never seems in readings or actions anything but an actor playing an aged gentleman. These things are mentioned here, rather than in a later discussion of the cast, because they do very definitely affect the play itself—at least as it is being presented at the Guild.

The plot, like all of Mr. Behrman's plots, is of the slightest, telling simply

# New Plays on Broadway

## Reviewed by Eugene Burr

of a girl of the people who has worked herself into a position as star of a playboy's new film company and fiancée of an idealistic young senator from New Mexico. But in the society to enter which she has fought so hard she finds an out-of-place young Communist—and falls in love with him. He knowing that she will be bad for him and refusing to allow anything to take his attention from the Cause, tries to avoid her; when cornered he takes her to his room for what must be the unsexiest tryst in the annals of the stage. For a rich old gentleman who doesn't want her to marry the playboy sees them go upstairs; he waits below and is joined by the girl's fiancé, the playboy producer, the fat literary gadfly who is trying to engineer a marriage, an incidental scenario writer and even a Japanese servant. As a matter of fact, the entire cast assembles beneath that extranuptial bower, with the single exception of a chauffeur who has only a walk-on role.

At the instigation of the old man, the fiancé discovers what is what (the marriage-broker knows it already) and, true to his code, spirits the others away. The girl herself later announces that she loves the Communist, thus ruining her chances for both marriage and career—but the Communist refuses to marry her or even let her accompany him; he must be free and unfettered to fight boorishly for the Cause.

That's about all there is of plot—but in no Behrman play to date has plot been of primary importance. The chief thing is the intelligent, witty, forceful and eminently fair presentation of varying points of view. Thus we have the girl herself; the fat dilettante and his philosophy; the old gentleman who despises the upper classes and, in fact, all humanity, yet seeks to save them; the playboy film producer, charming and gallant, looking slightly for a niche in the world; the cheap and surface-cynical film writer; the Western senator, a rich man imbued with the fundamental (rather than the American) ideals of democracy, who conceives that action can walk hand in hand with what the Communist would be pleased to call sentimental idealism, and finally, the Communist himself.

It seems that Mr. Behrman, in the person of the senator, comes nearer to making a statement of personal point of view than he ever has before, but, as in his previous plays, all the points of view are presented fairly, accurately,

persuasively and wittily. The result is an entertaining and intelligent evening in the theater, with only those drawbacks of personnel mentioned above.

And doing much to make up for them is Leslie Banks, who, as the senator, swings back to his old effectiveness, giving an altogether splendid performance—urbane, strong, intelligent and including a large number of readings so right that they illuminate the script with flashes of interpretive genius. Miss Claudia Morgan, as the girl, isn't far behind, giving a typically solid, effective and intelligent performance; Theodore Newton, as the Communist, plays an extremely difficult assignment superlatively well, allowing free and honest insight into a taciturn, hard-bitten fanatic, and Donald Cook, as the playboy, is both charming and effective. Herman Shumlin's direction and Leo Simonson's setting are excellent.

The play came into New York only after revisions, road showings, postponements, more road showing and more postponements. If—as is the suspicion after seeing the production—the delays were made to allow Mr. Woolcott time enough to become an actor, it was just no use. The age of miracles is over.

**FULTON**

Beginning Saturday Evening, February 19, 1938

**CASEY JONES**

A play by Robert Ardrey. Directed by Ella Kazan. Settings designed by Mordcaï Gorelik, constructed by William Kellam and painted by Bergman Studios. Presented by the Group Theater.

Igd Sherman..... Van Hellin  
Casey Jones..... Charles Bickford  
Mac..... Joseph Sawyer  
Ely..... Curt Conway  
Brakeman..... Charles Thompson  
Old Man..... Howard Da Silva  
Gassman..... Clancy Cooper  
John Collins..... Charles J. Dingle  
Mrs. Jones..... Frances Williams  
Mrs. Robert Straus..... Robert Straus  
Portsmouth Jones..... Peggy Conklin  
Mrs. McGuinness..... Eunice Stoddard

ACT I—Scene 1: Locomotive Cab of a Chicago-Bound Train. 9:30 P.M. Scene 2: Outside the Roundhouse, Chicago. 10:30 P.M. Scene 3: The Basement Poolroom, Mrs. McGuinness' Rooming House. 11 P.M. Scene 4: Locomotive Cab of a St. Louis-Bound Train. 2:45 A.M. ACT II—Scene 1: The Basement Poolroom, Mrs. McGuinness' Rooming House. 3:30 P.M. The Following Afternoon. Scene 2: Outside the Roundhouse, Chicago. 11:45 P.M. Scene 3: Locomotive Cab, a St. Louis-Bound Train. 2 A.M. Scene 4: The Roof of Mrs. McGuinness' Rooming House. 5 P.M. The

**FROM OUT FRONT**

(Continued from opposite page)

introduced for their own sakes. They aided the play they adorned—or, at worst, they were obviously intended to aid the play. They could by no stretch of the imagination have been called expressions of blatant directorial ego or surface sensational cover-ups for incompetent playmaking.

It is, I repeat, the self-consciousness and not the lack of scenery that I condemn. And I condemn the same self-consciousness when it manifests itself at the other end of the scale. Thus, just as bad as Mr. Welles' pipes was the moon in a Belasco production (I forget its name for the moment) that riveted all attention upon itself as it slowly rose above the horizon throughout the second act. Self-conscious piling on of realistic scenic details is just as bad as self-conscious elimination of all scenic details—if that piling on or that elimination is made an end and an effect in itself, detracting from the effect of the play. After all, the play—as a much maligned dramatist once said—is the thing.

In an adjoining column I praise the detailed and realistic engine created by Mordcaï Gorelik for the Group Theater's *Casey Jones*; it is praised because, despite its detail and realism, it is not self-conscious, it is not an end in itself. That engine is a character, an important character, in the play, and Mr. Gorelik's treatment of it is thus fitting and proper. If Mr. Welles had brought Caesar clear of stuffy production without throwing that lack of production into the customers' faces—to the detriment of the play as a play—his work would have been equally commendable. If Mr. Gorelik's engine had not demanded treatment that emphasized its importance, I would have panned it for possessing the same unartistic and essentially dishonest self-consciousness that I find in Mr. Wilder and Mr. Welles.

One more word and we're thru. In a recent article, Mr. Jed Harris, producer of *Our Town*, defended the bare-stage production, ending with what he must have thought was a clinching argument. If it had not been for the bare stage, he said in effect, if all props had not been eliminated, Mr. Wilder's play would never have been accorded the enthusiastic reception it received, it would never have been the play that it's supposed to be. That, strangely enough, was precisely my point.

Next Day, ACT III—The Station at Fort Henry. 2:45 P.M. The Next Day, Scene 2: The Station at Fort Henry. 9 P.M.

At the moment young Mr. Robert Ardrey is, for my money, the most promising playwright in America. His second drama of the season, *Casey Jones*, was presented by the Group Theater at the Fulton last Saturday night, and, like *How To Get Tough About It* a few weeks before, it shows flashes of splendid talent. It may not have quite so much in its favor as the previous effort, but why split hairs? It is a sturdy, interesting, compelling, fundamentally thoughtful, theatrically exciting drama, containing dialog that often flashes with true imagination, with the ability to compress an entire situation, an entire philosophy, an entire life, within the compass of a single pungent, colorful and powerful line. That's enough for me. With all its shortcomings—and there are plenty of them—*Casey Jones* stands head and shoulders above the average Broadway fare. And, even more important, it gives glowing promise of young Mr. Ardrey's future.

Strangely enough the chief thing wrong with it is the title, *Casey Jones*, except that it happens to be about a crack engineer, has little or nothing to do with the famous railroad folk ballad of the same name. And that makes for confusion. Mr. Ardrey probably called his chief character Casey Jones because he wanted him to stand for a universal type—and to do that, he probably thought, the best thing would be to label him with the tag of a huge legendary hero. But it doesn't work out that way; inevitably you wait for the legendary events to occur—and when they don't there's a sense of disappointment, a sense of disappointment that takes attention away, momentarily at least, from the very fine things that Mr. Ardrey has fitted into the place of the legend.

Mr. Ardrey's Casey Jones is a middle-aged ace engineer, obsessed by and in love with the importance of his job. The Railroad (with a capital R) bounds his entire world; he lives for it alone, spurning all other interests, spurning all other ties. He becomes, in Mr. Ardrey's immensely capable hands, the type of all those millions of Americans who throw away their lives, who throw away all the essentials of true living for a spurious mechanized, economic or financial ideal—whose lives become long periods of ascetic martyrdom or organizations which, being mechanico-economic monsters, have neither resistance nor gratitude. Why he has established this pseudo-realistic, fundamentally sentimentalized ideal Casey, like all those others he represents, does not know. It is simply there, and he follows it.

Everything is predicated on the needs and demands of the railroad. His father and mother come to visit him for his birthday; he takes out a train that night on an extra run. His motherless daughter, who loves him and wants to take care of him, is forced into a clerical job with the Road. His fireman, who admires him and who wants to marry his daughter, is despised because he thinks that the Road may not be the entire end and substance of life.

But tragedy comes to Casey when his eyes begin to go back on him, strained (See *NEW PLAYS* on page 12)

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Amphitruon 28 (Belasco)	Jan. 19	124
Barbaric Born (Marionette)	Jan. 25	40
Brother Rat (Antoniadis)	Dec. 16	706 907
Casey Jones (Fulton)	Feb. 19	9
Comical (48th St.)	Feb. 25	9
Dick's House A (Broadway)	Dec. 27	69
Father Malibya's Miracle (48th St.)	Nov. 17	112
Golden Boy (Belasco)	Nov. 4	124
How To Get Tough About It (Boyd)	Feb. 20	32
Journeymen (Hudson)	Nov. 20	32
Happy Mondays (48th St.)	Oct. 27	143
Mystery Theater Rep (Belasco)	Nov. 11	130
Edith Caesar (Belasco)	Nov. 11	34
The Shoemaker's Holiday (48th St.)	Jan. 11	34
Murder in the Cathedral (Boyd)	Feb. 16	14
Of Mice and Men (Hudson)	Nov. 23	111
On Escorted Time (Longacre)	Feb. 15	29
Once In A Month (Mickler)	Feb. 15	10
Our Town (Marionette)	Feb. 4	26
Room Service (Coert)	Mar. 10	327
Shadow and Substance (Golden)	Jan. 24	39
Star-Wagon, The (Theatrical)	Nov. 24	174
Human and God (Plymouth)	Oct. 7	143
Passion Road (Plymouth)	Feb. 21	1504
Wine of Choice (Guild)	Feb. 21	8
Women, The (Belasco)	Dec. 26	193
You Can't Take It With You (Boyd)	Dec. 14	36 517

**Musical Comedy**

Between the Devil (Imperial)	Dec. 22	78
Charlie Will Rock, The (Wideman)	Jan. 8	64
Hokey For What! (Wideman)	Jan. 8	102
IV Father Be Right (Fairview)	Nov. 25	125
Three Waltzes (Belasco)	Nov. 25	74

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# MAL DE MER FOR TIN PAN

## Make Mine Schmaltz

NEW YORK, Feb. 26.—Bud Freeman, hot sax artist, whose *The Eel* is a well-known swing tune, has decided to write some more fishy melodies. Among the piscatorial subjects to get a load of live from Bud's pen are *The Whale*, *The Minnow* and *The Lor*.

One wag suggests that if he wants to do business with Tin Pan Alley maybe he should write one called *The Herring* (preferably pickled).

## Minnie CIO Local Hits Unfair Ads Paid For by AFM

ST. PAUL, Feb. 26.—Threatening to sue for libel unless *The Minnesota Union* Advocate, labor paper sympathetic to the AFL, revised an advertisement paid for by Local 30, AFM, the United Musicians' L. I. Union, Local 734, affiliated with the CIO, won its demands and the ad was changed when it appeared last week.

CIO tooters signed up six bands and four taverns in this territory. AFM union charged the CIO group was not maintaining union wage scales, hours or conditions. Advocate received a hot letter from A. W. Ewert Sr., financial secretary of the CIO musickers, asserting that union standards were being fully met in the spots attacked by Local 30 and furthermore, bands placed on the unfair list were composed of musicians in good union standing and working strictly in accordance with United Musicians' Union by-laws. "Therefore," concluded Ewert, "please be advised that we interpret this spurious advertising as detrimental to the cause of collective bargaining and entirely libelous to the firms and groups so listed that are proved strictly fair to the principles of organized labor."

Subsequent ads were considerably toned down, with all references to non-union standards cut out and the language very mild. Merely stated that Local 30 "regarded" the spots and bands concerned unfair. Appeal to organized labor to boycott taverns that employed the CIO orks was also dropped in subsequent ads.

Most recent threat to AFM supremacy was in Philadelphia, where Prez A. A. Tomel quickly overcame a CIO local that eventually turned out to be strictly on paper.

## Grier Set for Orange Show After Marathon at Bowl

LOS ANGELES, Feb. 26.—Some sort of record has been hung up by Jimmy Grier, local baton welder. Grier has been continuously at the Biltmore Bowl for four years, putting in 208 weeks and 1,600 broadcasts from the spot. Following completion of contract March 17 Grier and the boys will be entertained at a dinner by Baron Long, manager of the Bowl.

Rockwell & O'Keefe are understood to have two bands ready to audition for the replacement.

Grier's next stop is the National Orange Show at San Bernardino, where he will share the spotlight with Gus Arnheim, who has emerged from retirement once again. Arnheim's crew contains few of his old men, most of the new members being locals.

Of interest to the music industry, see story on page 6, Radio Section, on the proposed pact between the American Federation of Musicians and the American Society of Composers, Authors and Publishers.

## Federal Trade Code Has More Life Than Music Pubs Suspect

Publishers plugging with checkbooks little reckon with FTC tactics—musicians double as spies—John G. Paine issues warning—parallel in London

NEW YORK, Feb. 26.—That the pending Federal Trade Commission code regulating the trade practices of Tin Pan Alley's music publishers will be considered in the same light as a disarmament treaty among foreign powers is the general consensus of opinion of Lindy's herring-tearing fraternity. The Knights of the Round Table (they sit around the table every night) have even stopped thinking in terms of a code to stop bribery in song-plugging. And rightly so, since their special ambassadors to Washington are coming back empty-handed in their search for info as to when and if the FTC has made up its mind, or ever will, to drop a copy of the code in the laps of the publishers. Already there is gab about framing the rules and regulations for a prominent spot among the has-beens that adorn the walls of Dave's Blue Room, where other knights sit around another round table on the same nights.

But as John G. Paine, general manager of the American Society of Composers, Authors and Publishers and sponsor of the code, summarized it: "The publishers do not as yet realize the significance of the Federal Trade Commission." The fact that the FTC promised to have the code ready some weeks ago and it still isn't forthcoming does not mean it has been relegated to the proverbial pigeon-hole.

### Tooters as Detectives

As a matter of fact, the FTC has been, and still is, conducting a sub rosa investigation as to the ways and means of bribery in song-plugging. Without any fanfares, as is the way the FTC goes about its business, many musicians have been placed on the government pay roll to collect concrete evidence against the various publishing houses.

Bert Henderson, assistant to Joseph N. Weber, prez of the American Federation of Musicians, revealed that the AFM does not forbid musicians to be employed in such capacities. "It is left up to the individual. If they want to spy on their orchestra leaders it's their own affair." While it is not known whether the federation office is the clearing house for such work, it was learned that various governmental agencies have on numerous occasions deputized musicians for detective work.

FTC investigation, it has been learned, is currently directed against the studio house bands at the radio stations. From reliable sources, it is understood, a case has already been built against one of the studio conductors, who refuses to accompany the early-morning singers if their selections aren't the products of the "right" publishers. Stock excuse is that the orchestrators are "poor" and he won't stake his reputation in conducting the tripe. But, digging deeper, it was brought to light that the house conductor taking over his duties later in the afternoon is playing the same "rejected" orchestrations. And in many instances using the same musicians who play the morning shows.

Before the legal staff of the FTC makes its final draft of the code investigators will have gotten to rock bottom as to the whys and wherefores on case sheets that show certain ork leaders broadcasting only the tunes of certain publishers. It is understood that records are being made of selections used on every sustaining and commercial show broadcasting over the three major networks.

Sources close to the FTC revealed that while the spirit of the code will remain as approved by the publishers several months ago, the government legalists, in setting forth its terminology, are injecting teeth into it that no dentist will be able to pull. In the final analysis an indirect evasion of the code will become a direct one. As a result, those who feel that it will be impossible to police the pubs, that it will only mean they will have to be more subtle in the bribe routines, may find themselves being brought up before the commission on a seemingly harmless charge of betting on golf games.

### Empty Courtrooms

What is going to hurt most, and take a long time for the pubs to realize, is the fact that the persons or names of those registering a complaint will never be shown to the publisher charged with a code violation.

ASCAP's Paine is another who pooh-poohs the contention that the government will have difficulty in policing Tin Pan Alley. "Perhaps some people don't realize what it means to stand investigation by the Federal Trade Commission," says Paine. "It's damned inconvenient to have them go thru your books. And it will mean a terrific black eye for a music publisher who has to undergo such an ordeal. The mere fact that such-and-such publisher is undergoing an investigation by the Federal Trade Commission will alone be startling news when reported by the press. Once publishers realize the seriousness of it all they will be very careful and think more than twice before taking any chances with their checkbooks." Paine further revealed that all complaints against code violators will be aired before a FTC "jury" at headquarters in New York, also reiterating that names of plaintiffs will not be revealed.

Just when the FTC will be ready to harness Tin Pan Alley with the code is not known, but it is expected to be put in operation during the summer. Right now pubs are doing more "dirty work" than ever, according to publisher E. B. Marks, who was also instrumental in bringing the bribery issue to the attention of the FTC. There will be more policing to be done, said Marks, pointing out that the bribery routine is spreading to the recording companies to a greater extent than ever before.

There are more reasons than one for Paine to remove every barrier to speed thru the administration of a code. With anti-ASCAP legislation being a major headache to the performing rights society, Paine admitted that the code would probably act as a deterrent against movements aimed at the society in that the industry would automatically fall under the wing of the Federal Government to some extent.

LONDON, Feb. 24.—There was a flare-up among music publishers last week when it was uncovered that for many months now several publishers violated a pledge to their association and were tempting band leaders with special orchestrations as a bribe for radio plugs. This pledge had also been made to the British Broadcasting Company, which has always frowned on such subtle means for the simple reason that it makes the public listen to money talking instead of music based on its merits alone.

There is open bitterness by publishers who are remaining loyal to their pledge and there is now much activity by the association to heal this open breach.

## Cocktail Combo Cracks Statler Chain for CRA

NEW YORK, Feb. 26.—By means of a cocktail unit, Consolidated Radio Artists cracked the Statler chain of hotels, Music Corporation of America territory, for the first time. The Three Noblemen leave the International Casino here to open March 7 for a month with options at the Statler, Buffalo. Larry Allen, of the

## Do It, Dopey

NEW YORK, Feb. 26.—Dwarf songs from Snow White film have been inspiring new dance steps, with midget Dopey getting the heaviest attention. *Yodel Song* has been adapted by the National Dancing Masters' Association to provide the beats for *The Dopey Dance*. And *Doins' the Dopey*, another variation of the same, will be boomed as the successor to *The Big Apple* by the National Dance League.

## Local Board Breaks Coast Monopoly of Music Contractors

LOS ANGELES, Feb. 26.—By an order of the board of directors of the Musicians' Mutual Protective Association all music contractors for traveling bands, radio shows and guest conductors were placed under thumb of the local musicians' union.

Figuring to break the monopoly held by a few contractors, the board abolished contract jobs, substituting union stewards to handle this type work. All air shows using musicians, traveling bands and guest conductors must have a union steward as contact man. Further stipulation is that contact man cannot be a playing musician. Salary is fixed at one and a half times that of the leader. All stewards will have to be approved by MMFA board before they can engage in contract work.

Formerly contract business was handled by about 50 men. Jack B. Tenney, new union prez, stated positions should mean jobs for about 250. Approval of the board must be had before men now holding contract jobs can have their contracts renewed.

## Detroit Local Picketing

DETROIT, Feb. 26.—Marco's Chop House is being picketed by members of Detroit Federation of Musicians, Local No. 5, notwithstanding the filing of an injunction by Marco to restrain them and the issuance of a restraining order by Judge Theodore J. Richter. Officers of the union state no service has yet been made of such order.

Jack Parentz, business manager of the local, states the trouble has arisen thru the discharge by Marco of Mountain Pete's Ork and hiring four non-union tooters.

## Great Divide May Pay Big Dividends for Philly Boys

PHILADELPHIA, Feb. 26.—Musicians' union is working on a plan for death-benefit insurance policies for local members of \$500 and \$1,000 denominations. A. A. Tomel, union prez, announced. Music makers now only rate a \$200 demise benefit.

The union also voted down a plan to abolish the 2 per cent salary tax advocated by a disgruntled minority. Tomel told the members it was impossible to conduct strikes at the low union dues paid to the organization.

## Detroit Men Nominate

DETROIT, Feb. 26.—Nominations have been submitted for officers of the Detroit Federation of Musicians for the ensuing year. Albert Luconl, now prez, will be opposed by Arthur (Diz) Moran; Vice-President Ralph Jewell opposed by Milton Holman, and Secretary George V. Clancy with no opposition.

Twenty-eight have been nominated as directors, including the seven members of the present board. Election takes place March 20.

CRA Coast office, added Jimmy O'Brian and his Harmonica High Hats to the cocktail roster. Mouthers open March 7 at Hotel Sir Francis Drake, San Francisco. CRA has 20 small combos under exclusive binders and 16 of these are working on location spots thruout the country.

### What's in a Name

NEW YORK, Feb. 26.—"It ain't got no name, it's just something we play," is the usual stock reply when the cats ask Count Basie for the name of the stomperoo they may be beating out. All of which resulted in some embarrassment for the Count when he received frequent requests for Time Out. Basie Band recorded the tune some time ago, and leaving the studio without mentioning its title, platter was called Time Out, for no good reason at all. But nobody told Basie about it and he had to play his own record to identify the number.

### Sipping Salons Seek Strollers Strutting S. A.

CHICAGO, Feb. 26.—Since a mixture of ingredients makes the cocktails more palatable for the guzzling, the demand for strollers for the sippers also calls for a mixture of the sexes. Hotel ops served by local agencies are continually calling for the boy-belle combos for the cocktail lounges, the feminine gender not only adding a novel note to draw drinkers, but also upping the asking price for the strolling and, in some salons, grabbing of generous tips from the patronage.

Gals who can bugle worth a darn are hard to get and still harder to pair with male muskies. If the fem is a looker and can turn on the a. a. every other chorus, 10 lessons on the sax will suffice, the male of the species making up for the lack of musical vitamins. A more important requisite than revealing curves is the repertoire, the length of their ticket to toot depending on the versatility of their tune service. In addition to the current crop of pops, call asks for a couple hundred of the Gay Nineties and Erin variety.

Some of the local music schools have standing orders from the booking offices to be on the talent hunt for fem fodder to strut their rhythm at these munch and guzzle resorts. Teachers, in advising an instrument for the prospective fem student, think in terms of the cocktail combo. As a result, most of the charmers hoard their shekels for an accordion. And while the bass tuba was hardly the stuff for the strens, gals are showing a yen to lean on the bass fiddle.

Conditions in Chicago for the cocktail combos are plenty good. Union demands a four-week ticket as the minimum engagement and a four-week notice if the management desires a change of scenery. Price is usually scale, with tips counting as the gravy. At present, there are more than 30 spots, most of them classy cocktail lounges, using strollers, according to Leo Salikin, local band booker concentrating on such combos. Figure doesn't include the single gal accordionist or pianist playing the intermission interludes at the local clubs.

### Sheet-Music Leaders

(Week Ending February 26)

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 & Henry; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

Position Last Wk.	Title
3	1. Whistle While You Work
2	2. Thanks for the Memory
1	3. There's a Cold Mine in the Sky
5	4. I Double Dare You
11	5. Moon of Manakoroa
6	6. You're a Sweetheart
7	7. A Gypsy Told Me
8	8. Dizzy Doodle
4	9. Rosalie
10	10. Ten Pretty Girls
11	11. I Can Dream, Can't I?
14	12. You Took the Words Right Out of My Heart
13	13. Sail Along, Silvery Moon
14	14. Sweet as a Song
9	15. Bel Me Bast Du Schoen

# Selling the Band

### Specialty Nights

Night spots can often sell their bands by inaugurating stunt or specialty nights with the band featuring something unusual. Idea usually helps to hype biz on off nights like Monday or Sunday. Kay Kyser's College of Musical Knowledge was an outgrowth of such a stunt. Horace Heidt features "Informal Nights" on Friday. Hot bands can usually sell the public on Sunday afternoon jam sessions, with outside musicians invited to sit in. Nuttier than the others is Joe Marsala's "Mess Around Nights" at 52d street's Hickory House every Monday till 4 a.m. Invitation is in teaser form, with customers invited to bring their own paper hats and confetti, but promised novelties, surprises and guest stars.

### Requests

Standard items like table request cards offer the alert band leader a chance to build his popularity. Success doesn't only come to the maestro who originates an entirely new idea, but also to the one who can adapt or improve on a conventional stunt. The Rollickers, Omaha band, personalize their request cards. Card reads: "Is there a number you would like to hear? We will be happy to oblige." Card also has space for the customers' name and address, which helps to build up a mailing list. Mailing list of night-life customers is helpful in building up a following for a local band that operates in a limited territory.

### Theater Tie-Ups

Home-town bands who have a local wire can get a juicy lobby display in

their local theaters when house is showing a musical film. In return for displaying a poster or blow-up of the band, promise the manager that band will play a medley of tunes from the current or coming musical attraction and give the picture and the theater a good plug. Where the station objects to giving the theater a free ad, the manager would probably be satisfied with a sock mention of the picture alone.

Pictures like the current rage, Snow White and the Seven Dwarfs, with its five or six novelty songs, offer showmanship-minded bands a chance to get themselves plenty publicity thru tying up with theaters.

### Souvenir Score Pads

Inexpensive and successful exploitation for smaller towns is the use of some souvenir, which will be constantly in use and serve as a steady reminder of the band's name and spot it's playing. Jack Armstrong, Midwest maestro, hands out free bridge-score pads, each page of which bears the band's title and address of its location.

### Cuffo Cocktails for Collegians

Art Padula, Philly restaurateur, picked up this department's suggestions on cultivating the collegians. In selling Bunny Berigan's opening at the hitherto staid Arcadia - International Restaurant to the college and high school crowd, he invited the editors of the school papers to meet the maestro at a cocktail party. Best interview or story of the party printed gets a prize of \$25.

## A String of Sentimental Sides Plugs the Bing Crosby Flicker

Records Reviewed by M. H. ORODENKER

Abbreviations: V-Victor; B-Brunswick; D-Decca; BL-Bluebird; VO-Vocalion; M-Melotone.

### The Sentimental Sides

All the wax works are hopping on the On the Sentimental Side ditty from Bing Crosby's Doctor Rhythm flicker. And rightly so, that screen score standing heads over the usual ordinarily dished out by the movie factories. BING CROSBY, with John Scott Trotter weaving the melodic background, chirps the beautiful ballad for a dandy coupling with a la-de-daling My Heart Is Taking Lessons (D).

On the other side of the musical fence, BILLIE HOLIDAY hawks the sentimental ballad, with Teddy Wilson affording the downbeats, backing with a trite and semi-torrid Now They Call It Swing (VO). JIMMY DORSEY gives the star song rhythmic treatment and makes a stomperoo of the title theme Doctor Rhythm (D).

Spicing it with sugar, JAN GARBER is gushy per usual, mating the platter with My Heart Is Taking Lessons (B). And BOB CAUSER, the vocalist unbilled (it's really Gene Kardos and the piping of Pat Henry), gives stock standard synooping for the same song, My Heart Is Taking Lessons (M), completing the couplet.

### The Same Prescription

More tunes from Doctor Rhythm are top drawer for dansapation, GLEN GRAY sporting a smoothie in This Is My Night To Dream and My Heart Is Taking Lessons (D). LOUIS ARMSTRONG repeats his sequence from the same flicker, The Trumpet Player's Lament. The title carries the implication and Louie carries it all alone, hitting 'em high and higher to make up for the mediocre band backing. Plattermate is a poor attempt to go lush with Sweet as a Song (D). And BING CROSBY was never in better voice for the balladering with This Is My Night To Dream, backing with a dandy dreamer in The Moon of Manakoroa (D).

### Rambles in Rhythm

Set-up for the swing synoophants has little for the addicts to heave and howl on the unwinding. Best of the batterings is found among the race records, DELORES JACKSON listening as a blues bawler with a nice rhythmic sense and a throaty pair of pipes for the perennial Honeyuckle Rose (D).

BUNNY BERIGAN outs capers with the Piano Tuner Man, Fulton McGrath whipping the black and whites, and drummer-man Dave Tough helping on the downbeats. It's all sock stuff, but the cutting is plenty rough. Alleged swing interpretation of Heigh-Ho (V) for the mating is strictly ho-hum. LARRY CLINTON is also conducive to yawning with I Fall in Love With You Every Day, and it's a high price to pay for the platter with only How'd I Like To Lose Me? (V) for refreshments.

Claude (Loch Lomond) Thornhill, and it's one of those rare instances that the arranger gets label credit, has fashioned Annie Laurie for TOMMY DORSEY. And in spite of the vocal quartet, Laurie has a likeable lift. Soothing to the ear and easy to take is the mated tune, More Than Ever (V), cut along commercial lines. Leaning toward the sock style, yet keeping close to the melodic structure, JIMMY DORSEY spots his jazzology for Smoke From a Chimney and My First Impression of You (D).

It's jam up but nothing to astound the ears for the ADRIAN ROLLINI QUINTET with True Confession and I've Hitched My Wagon to a Star (D), and MIKE RILEY, wearying as the grooves go 'round, for You're Giving Me the Run-Around, and Ooch, Boom! (D).

### Slick Stuff

Sounding slick on the highly commercial straight stuff, with characteristic accomps and musical acrobatics making it satisfactorily enough for tripping the light fantastic, is RUSS MORGAN on the Sunset Trail (B); FREDDIE MARTIN for A Little Love Will Go a Long, Long Way; Yes, There Ain't No Moonlight, and the waltzers, Come Back to Sorrento, The House on the Hill (BL); the GEORGE HALL sides, with Dolly Dawn chirping Did an Angel Kiss You?, Smoke From a Chimney, I Simply Adore You, Always and Always, and in the Hal Kemp order, BOB SYLVESTER for Down Where the Trade Wind Blows and I See Your Face Before Me (VO).

The straight up-and-down dansapation with nothing to astound the eardrums, either one way or another, is the impression made on wax by JIMMIE LIVINGSTON for Heigh-Ho, One Song

### On the Rue de La Borscht

NEW YORK, Feb. 26.—Nod goes to songwriters Dan Shapiro and Jerry Seelen for the daffiest title of the week. Tune, written for dialog comic Willie Howard, is labeled, Tyrone Shapiro the Bronx Caballero.

Also reported to be working on I've Got Those Jerome Avenue Blues and It Looks Like Rain in Van Cortlandt Park.

## Anti-ASCAP Ax Hits at Sister Society in Can.

TORONTO, Ont., Feb. 26.—The legislative ax fell this week upon the Canadian Performing Rights Society, sister group to ASCAP, and despite earlier and confident expectations of immunity, cut from the society its long-held privilege of not publishing the some 2,000,000 song titles on which it collects tribute.

Furthermore, by the bill that was given final reading in the House of Commons at Ottawa, hotels, restaurants and other amusement spots which individually had to pay fees directly to the society on hits played over their radios and music boxes, are now exempted.

Hon. Fernand Rinfret, secretary of state, accepted the bill for the government and agreed to the backers' claim that the point at which copyrights fees should be collected was at the radio stations. Ottawa reported back to the CPRS headquarters here in Toronto that they would collect \$83,081 from the radio stations and that would be the limit.

President H. T. Jamieson refused comment on the government's action. Scant hope is held that the Senate, final authority on legislation passed by the lower house, would squelch the bill.

Until the very end the society held little fear that the bill would go thru, as similar proposals, made in 1936 and 1937, were shelved with bare comment. This time it was another story. The bill got three readings within an hour. Bitterest attack on the society came from the Western members.

Sore point with the society is that the song titles on which it holds copyright are registered with the secretary of state. They claim it is an impossibility to publish the list, that it would run into volumes of box-car size.

### Vallee Reopens Astor Roof

NEW YORK, Feb. 26.—Robert K. Christenberry, head of the Hotel Astor, announced that the Roof Garden will definitely join the night life for the coming season. Rudy Vallee, bringing along the band and revue, is set for the initial honors the first week in May. Name-band policy will prevail. Winter activity has been limited to the Broadway Cocktail Lounge, William Sande synooping for the sippers.

### Seattle Ballroom Preems

SEATTLE, Wash., Feb. 26.—M. K. Gaffney this week unshuttered his new dance palace, Gaffney Ballroom, at Lake Wilderness. Terp tavern is 17 miles from the city limits. Tommy Thomas, with Alice Young slinging the vocals, has been set to strike up the first dance incentives.

(BL); GENE KARDOS for Sweet as a Song, Half Moon on the Hudson (M), and using a JOEL SHAW moniker to give the label semblance of band variety which it doesn't have, Whistle While You Work, One Song (M). Latter side is worth the effort only for the chanting of Pat Henry, whose barying brushes femme fancy the right way. But his pipes go astray on the other sides, strictly not meant to be for the songs selected. Gaining some particularly melodious effects from an obviously capable and musicianly instrumentation, MERLE PITT and his Make Believe (Martin Block, WNEW) Ballroom Orchestra unmask their capabilities for the first time on wax with sympho-synooping for Pagliacci, Bernard Landes scoring Leoncavallo in style and a generally eye-pleasing and foot-lifting Start the Day With a Smile (VO), the song composed, Alan Courtney, unbilled for the note slinging.

## Dialer Delights In Swing and Shuffle Stuff

(Airing the Bands)

By MAURICE ZOLOTOW

### Garwood Van

Smartly styled rhythms of Garwood Van (WJZ, Trocadero Cafe, Hollywood) are an exceedingly pleasant and danceable musical offering. Band works in a smoothly integrated fashion and is made up of men who play with slick musicianship and genuine verve. Arrangements are flashy and interesting, featuring a hot fiddle. Most exciting arrangement, Snake Charmer. Program was made up of pops, with accent on the faster tunes. Treatment of the pops was consistently above the average and decidedly a treat for the ears.

Band is unknown east of the Rockies. For purposes of identification, their style may be compared to Henry Busse, with many of Van's phrasings resembling the "shuffle" beats of the Midwest maestro. Strong emphasis on rhythmic effects, with a solid bull fiddle setting the racy tempos.

Vocals are by Garwood Van, who trilled True Confession and Love Walked In. His deep, hearty voice should appeal to the females.

Commercial value: should click in class hotel spots, with ballrooms a strong possibility when better known. For radio sponsorship are at present only suitable for local work.

### Dick Gasparre

A Hotel Ambassador stand-by (WEAF, New York), Dick Gasparre fails to impress. Has nothing unusual, either musical or showmanly, on the ball. Band plays the hit tunes mostly, arrangements stressing a sweet violin section. At its best, rock is crisp and danceable, but too many fast stretches make its danceability distinctly minus. Best arrangement, Thanks for the Memory. Marty Golden takes the wordage, but without showing any vocal ability or sparkle.

Commercial value: band needs tightening up, more polish and good arrangements before it can hope to get in the money.

### Bunny Berigan

Most successful band molded in the Benny Goodman groove to come up since the swing craze is Bunny Berigan (WABC, Arcadia International Restaurant, Philadelphia). Bunny himself is tops for hot trumpeting, and band as a whole has the same pounding drive as BG. Arrangements are strictly live, giving every instrument a chance to take a bow with hot licks and giving Bunny a chance to take a sultry chorus in brass on every number. Most interesting arrangement, Study in Brown.

Unlike other swing outfits, this one doesn't compromise with its hot, keeping its whole program up to the same sizzling, exuberant level. It's a loud, youthful band, strictly for the junior jitters, and has built up a tremendous popularity with the sluggnutty kids by slanting its stuff for the juve market.

Band stresses the hotter standards, but to keep the music pubs happy Gall Reese sings some pops in a capable fashion, con espresso.

Commercial value: should be sock in ballrooms and theaters. For radio, their roughness could probably be polished up, except that outfit can be better sold on the blazeroo angle.

### Frank Dailey

Dailey recently sold out his swingy band and reorganized as a stylized outfit along the lines of Kaye, Kyser and Heidt, borrowing a few gimmicks from each of these maestros and some others. Arrangements are machine-made contraptions featuring an electric guitar, accordion and trick brass effects. Band works efficiently and energetically.

Outfit is being sold as "stop and go rhythms." Traffic novelty consists of a quick pause in the middle of a number, with Dailey softly whispering "stop and go." Occasionally, to fool the customers, he says "not yet." Stunt has the effect of keeping listeners on their toes, but doesn't impress as a standout idea.

Vocals by Howard Delaney and Ann Seaton. Latter is a marvelous warbler, going her business in a warm, appealing style. She should rapidly become a favorite with radio fans.

Commercial value: band should catch on with the same type of dancers as have been going for Sammy Kaye.

## Remember?

BOSTON, Feb. 26.—Jimmy Gallagher, ork leader whose air career started in the early days of radio, makes a comeback to the airwaves via WORL. Was on WNAC and WAAB 15 years ago, airing from the Palais D'Or and other Hub niteries. Now announces self, "This is Jimmy Gallagher still hanging on!"

## More Spots Open For Kaycee Orks

KANSAS CITY, Mo., Feb. 26.—Three new local niteries added orchestras this week, thus decreasing the list of unemployed musicians here. Milo Finley planted at the Gillham Plaza, an up-and-coming new spot; Jimmy Bradfield opened at the Plaza Tavern on city's south side, and the Hotel Phillips, opening a new swank room known as the Rose Bowl, took on a small combo to entertain sippers and snackers.

Other activity here found Sidney Arden replacing Prince Stewart at Club Continental; Wally Stoefler, Louie Kuhn and Red Blackburne units at Ph-Mor Ballroom; Dusty Rodesa replacing Nick Stuart at the ornate Grillroom of Hotel Muehlebach, and the placing of a group of union muskies in Music Hall pit during the four-day run of Tobacco Road.

Activity remains good here, but it will be even better in a few weeks with the opening of a number of spots for the summer.

## Pauley Sets Opening Date For Rebuilt Dance Arena

LINCOLN, Neb., Feb. 26.—R. H. Pauley has announced that his new Turnpike Casino, terp tavern, will unshutter April 1. Old emporium was a barnlike structure, destroyed by fire last November. New edifice is three-floored and a highly ornate palace. Six miles outside the

## Unions Finally Push Thru Law To Ban School Bands

ALBANY, N. Y., Feb. 26.—A bill to prohibit school or college bands from furnishing music at outside public functions unless no local organized band exists was introduced by Senator Emmett L. Doyle, Rochester, N. Y., and was reported favorably by the Senate Committee on Education and Health of the State Legislature. Measure has the backing of musicians' unions. A similar bill in the assembly was killed two weeks ago.

## French Honor Record Exec

CAMDEN, N. J., Feb. 26.—Charles O'Connell, RCA-Victor recording exec and frequent guest stick waver for the Philadelphia Orchestra, was presented this week with the Palms of an Officer of the French Academy in recognition of his services to French music. Emblematic scroll and ribbon was passed along by French consul Marcel de Verneuil in Philadelphia. O'Connell supervises the waxing of Red Seal classic plaisters. French honor will hang beside the famous Kilenyi Medal, awarded to him by the Bruckner Musical Society.

## A Weekly Feature

NEW YORK, Feb. 26.—It's hardly news any more when the attention of the trade is directed each week to a Music Corporation of America band dropping the banner of that agency. Joe Marsala, making a long run of it at the Hickory House, is the most recent exiting from MCA. Goes under Gus C. Edwards' management. Edwards has also signed an exclusive binder with Dean Hudson and his Florida Clubmen, Southern combo, currently at Normandie Ballroom in Boston.

city, which gives it more leeway in operation than the spots closer in, opening has been looked forward to by dancers since the rebuilding started. Pauley brings 'em the name bands, mostly MCA bookings.

## Angel Slides to Fourth Hole As Sweet as a Song Rings Bell

Songs listed are those receiving 10 or more network plugs (WJZ, WEAF, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, February 24. Independent plugs are those received on WOB, WNEW, WMGA and WHN. Film tunes are designated as "F." musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Flags	Net	Ind.
1	Sweet as a Song (F)	Robbins	34	25	
2	Thanks for the Memory (F)	Paramount	27	31	
3	I Double Dare You	Shapiro, Bernstein	27	20	
4	Goodnight, Angel (F)	Berlin	25	24	
5	More Than Ever	Miller	24	27	
6	Whistle While You Work (F)	Berlin	24	18	
7	You're a Sweetheart (F)	Robbins	20	28	
8	Bei Mir Bist Du Schoen	Harms	20	11	
9	Mama, That Moon is Here Again (F)	Paramount	18	20	
10	Just a Simple Melody (F)	Witmark	18	14	
11	Love is Here To Stay (F)	Chappell	18	10	
12	Dipsy Doodle	Lincoln	17	17	
13	It's Wonderful	Robbins	17	15	
14	I Can Dream, Can't I? (M)	Mario	17	14	
15	The One I Love (F)	Feist	17	10	
16	Goodnight, Sweet Dreams, Goodnight	Shapiro, Bernstein	17	8	
17	Outside of Paradise (F)	Santly-Joy	16	8	
18	Let's Sail to Dreamland	Splier	16	5	
19	It's Easter Said Than Done	Olman	15	17	
20	There's a Gold Mine in the Sky	Berlin	15	10	
21	I See Your Face Before Me (M)	Crawford	14	16	
22	Sweet Someone (F)	Feist	14	14	
23	Heigh Ho (F)	Berlin	14	11	
24	You Took the Words Right Out of My Heart (F)	Paramount	13	13	
25	True Confession (F)	Famous	13	10	
26	Always and Always (F)	Feist	13	8	
27	Nice Work If You Can Get It (F)	Chappell	13	5	
28	Shack in Back of the Hills	Morris	13	2	
29	Somebody's Thinking of You Tonight	Schuster, Miller	12	20	
30	Rosalie (F)	Chappell	12	19	
31	Sunday in the Park (M)	Mills	12	17	
32	You're an Education	Remick	12	11	
33	In the Still of the Night (F)	Chappell	12	10	
34	In My Little Red Book	Marks	11	18	
35	I Live the Life I Love (M)	Words & Music	11	15	
36	Did an Angel Kiss You?	Famous	11	14	
37	Cool Boom	Santly-Joy	11	10	
38	Please Be Kind	Harms	11	10	
39	Ten Pretty Girls	Crawford	11	6	
40	Two Bouquets	Shapiro, Bernstein	11	4	
41	Tipstip	Marks	11	4	
42	Two Dreams Got Together	Remick	10	15	
43	Taboo	Southern	10	10	
44	I Was Doing Alright (F)	Chappell	10	10	
45	On the Sunny Side of the Rockies (F)	Hollywood	10	7	
46	Hometown	Crawford	10	3	

## Vogue Gives Up Ghost; Names No Drawing Card

LOS ANGELES, Feb. 26.—After several attempts to hypo the spot with name bands, the Vogue, mammoth ballroom-niterie here, folded this week, with only Sunday dancing as a possibility in the immediate offing.

Spot opened several months ago with Jacques Renard and Eddie Cantor on tap opening night. Renard's crew couldn't drag in the spenders so he bowed out, being replaced by Louis Armstrong. With his own show and Armstrong's name the place did a little better, but the management couldn't stand the nut. Armstrong's band and show set the spot back \$2,000 a week. However, biz was a little better.

Fletcher Henderson followed Armstrong, but coupled with the fact that he was unknown on the Coast and bucking Christmas week, he didn't draw. Management next figured on a local band to draw the customers and installed Don Ricardo. Maestro has local following, but by the time he got in the Vogue had a rep of being a dead spot and the place was empty.

Vogue first ran as Solomon's Penny Dance Hall, and during first years of repeal reopened as the Bowers. The interior of the spot had a lot to do with its failure, being a barn of a place. Also, unavory past had a lot to do with keeping class customers away.

## Mills-MCA Deal in Wind

NEW YORK, Feb. 26.—Band booking department at Mills Artists is on-again-off-again. Al Zugsmit, who was set to replace Harry Moss when the latter moved to MCA, pulled out before starting and the department is meanwhile being manned by Mickey Golden and Harry Lawrence. Irving Mills, it is reported, is overturing MCA to take over his bands for bookings, deal similar to that which was effected last year with CRA. However, Mills is now asking location spots for Hudson-DeLange and Ina Ray Hutton, and in return would make Duke Ellington and Cab Calloway available to MCA for one-nighters.

## Marks Links Kosty With Latin Album

PROLIFIC lyricist was Frank Loesser, who wrote all the wordage for the seven tunes in the forthcoming film-musical College Swing. Hoagy Carmichael, Burton Lane and Manning Sherwin did the sharp-and-flattening . . . batonist Andre Kostelanetz has chosen his favorite spick compos, which are presented in an album by E. B. Marks. Album carries an intro by Kostelanetz and includes tunes from Argentina, Brazil and Mexico. . . . Teddy Powell-Leonard Whitcup swingeroo Snake Charmer is selling in France, Sweden and Latin America. . . . Woo-Woo is a new novelty stomp tune by Joe Marsala, Jimmy Franklin and Jack Le Maire.

## 802 Share-the-Work Rule Still Awaits Court Airing

NEW YORK, Feb. 25.—After being postponed twice, hearing of the free-lance musicians versus the Local 802, AFM, share-the-work ruling comes up in State Supreme Court before Judge Hammer on March 7. Resolution, which stated that musicians making \$54 a week or more could not accept extra jobs, was supposed to go into effect yesterday (24), but an agreement between the plaintiffs and union prez Jack Rosenberg, defendant, provides that the measure will not be enforced until a decision is handed down by the court.

## PROF. BILLY ROSE

(Continued from page 3)  
humility," which, Rose insisted, makes comedians great.  
The Stuart Morgan Dancers demonstrated why "thrills" are a good ingredient for a good show, and then Morton Downey sang to show the students what makes a singer tick. Wini Shaw was cited as a great example of a "glamorous girl." The Five Rosebuds demonstrated the ludicrous style of comedy.  
The class was closed with Prof. Rose observing modestly, "Last year I had 5,000 people working for me. This year I'm coasting—I only have 500 with me."

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# Orchestra Notes

By M. H. ORODENKER

### Town Gossip

They say it will be sooner than that before GENE KRUPA adds a leader-stick meaning to his drum-stick . . . his showmanship, above other things, will be mighty hard for Benny Goodman to replace . . . and when Krupa does strut out on his own with his own band, DAVE TOUGH, former Tom Dorsey dandy drummerman, will make the replacement. . . . Mentioning the CALIFORNIA RAMBLERS revives fond memories of yesteryore. . . . ED KIRKBY, one-time front for these one-time rhythm ramblers and now a CRA booker, is rounding up a new combo to revive that name and style. . . . FRANKIE TRAUMBAUER, who gave up his sax for a business career, will soon return to the fold, heading his own band under R-O-K generalship. . . . NED WILLIAMS grabbed off a juicy plant for DUKE ELLINGTON, setting a picture spread in *Life* mag to hit the stands when he Duke opens at the Cotton Club. . . . Piano virtuoso CHARLES BAUM blossoming out as a band leader, giving the initial downbeat this week at the Essex House, Rudolph Primi Jr. bowing out.

### Get Happy

The newspaper wires told the story this week of the oh, be joyful spirit shown by the musicians marking time at Missouri State Penitentiary . . . the bars-and-stripes syncopators now boss as being the only prison band with a bassoon player in the person of William H. Kruse, who confined his bassooning to the Kansas City Philharmonic Symphony Orchestra until he lost out with the law on a bigamy charge. . . . But the papers forgot to tell about another happy one, ork conductor Karl Krueger . . . a good bassoon player is plenty hard to find 'round Kansas City parts and Krueger is plenty happy that his concert season is almost over.

### Midwest Musings

MAURIE SHERMAN will have to dish out the ultra-hot densation for the Benton Harbor, Mich., Fire Department March 17 . . . the Chicago office of CRA, in setting Sherman for the shindig, advised the maestro that the fire chief ordered a band that could "blaze away." . . . JOHNNY HAMP moves in for a month, starting March 9 at the Book-Cadillac, Detroit . . . making the exit, ERNIE HOLST flies to Cinoy to open the same night at the Netherland Plaza. . . . DON ELLIS will linger indefinitely at the Anchor Tavern, Denver. . . . KAY KYSER will cut his contrast short, and alto set till the summer leaves the Blackhawk, Chicago, in a couple weeks to quarter in New York. . . . HAL KEMP has been extended to March 17 at the Drake, Chicago. . . . Rosalind Marquis is the sub songstress for Maxine Gray, who was shaken up badly in the train wreck last week when the band was coming back from a college date in St. Louis. . . . ACE BRIGODE opens March 3 for a month at Hotel Gibson in Cinoy.

### Beachcombing on Broadway

LOU LEVY, agenting the Andrew (Bet Mr. etc.) Sisters, bemoans the fact that he had to turn down a Universal pic contract for the youngest of the gals, Patty. . . . but finds a ray of hope in his Scotch, which he didn't turn down, that the gals have promised to stick it united-we-stand for the next couple years . . . sisters came to town to record Joseph, Joseph, a Cahn and Chaplin *Bet Miring* of the Yiddisher Yussel, Yussel . . . Cahn and Chaplin have written some of our biggest hits, brags Levy . . . from some of our biggest hits, adds Alie

Brachman. . . . With the signing of HENRY BUSSE, Consolidated boasts an even 150 on its band roster. . . . After a spell in the Southland BARNEY RAPP hits the beach again March 14 at Loew's State. . . . ANTHONY TRINI turns up again at the Roseland Ballroom, starting Saturday . . . and CODOLBAN, gypsy fiddler at the St. Regis, draws a holdover ticket good for another dozen weeks.

### Scrambles Shots

They wouldn't let EMILIO CACERES leave the Blue Room, Baltimore, when we said he would . . . but now the Mex fiddle sizer is definitely returning to Gotham with his trio, already set for a guest shot on the Freddy Allen air show. . . . MAJOR OLMES and his Regiment of Rhythm are making the week-end dance incentives at Webster Hotel, Pittsburgh. . . . The BARRICK TWINS, down in Philly, are teasing Tin Pan Alley for a "twin" song to theme their all-twin ork. . . . BILLY BROOKS moved into Hotel Grande, New Haven, Conn., and reports have 'em clicking high, wide and the per usual handsome. . . . HUDSON-DELLANGE sets the pace for the West Catholic Alumnae in Philly March 17, repeating their rhythmpations the following night at Schenectady, N. Y., for Union College. . . . JIMMY PEXTON signed for another annum at Pope's Music, Melody Maker mag, decries the fact that there isn't a single swing band in his native land worth a darn. . . . Aside to Miss E. Annand up in Toronto, Jerry Silvers in Baltimore and the many others who have written in from time to time as to the whereabouts of LITTLE JACK LITTLE . . . your favorite maestro is free-lancing for the present and may be reached at the Hotel Lexington, New York.

### Stuff 'n' Such

The *Bet Miring* bug is now biting MAXINE SULLIVAN. . . . Instead of la-de-das for *Loch Lomond*, we now hear her give out the oih-vaz-mirs for *My Yiddische Mamma*. . . . And instead of playing the *Martins* and the *Cogs*, BOB CROSBY beat it out for *I Double Dare You* when he spotted Mike Nidorf and Tommy Martin, R-O-K biggies, ringsiding at the Pennsylvania. . . . And in spite of the fact that it is only the swing records that sell big in England, LEONARD FEATHER, Gotham gazing for London's *Melody Maker* mag, decries the fact that there isn't a single swing band in his native land worth a darn. . . . Aside to Miss E. Annand up in Toronto, Jerry Silvers in Baltimore and the many others who have written in from time to time as to the whereabouts of LITTLE JACK LITTLE . . . your favorite maestro is free-lancing for the present and may be reached at the Hotel Lexington, New York.

### Down in Dixie

AL DONAHUE leaves the Palm Beach Colony Club this Sunday, one-nighting it till March 24, when he opens at the Roosevelt Hotel, New Orleans . . . lingers there until May and then returns to New York for the Rainbow Room, his fifth return trip to the sky-top salon. . . . Word from booker Joseph Woods sends along the unfortunate accident that snuffed out the lives of three boys in the Frank Nicola Band, making a jump Orlando to Daytona, Fla. . . . taps are tendered to Jerry Phillips, Edward Clarke and Gus Meyers . . . Nicola escaped injury and the rest of the band suffered slight bruises. . . . VINCENT LOPEZ opens a monther March 1 at the Royal Palms, Miami.

### Gotham Gab

HARRY (MCA) MOSS is lining up a string of school and ballroom dates for Red Norvo, Sammy Kaye, Benny Goodman and a short order for Guy Lombardo and Tommy Dorsey. . . . The recording production men missed up on a Gypsy *Told Me So*, which is selling strong over the sheet-music counters for the past few weeks . . . and still no platters available. . . . Contrary to the reports of the Broadway chatter columns, who have booked everybody but Zeke Manners to follow GEORGE OLSEN at La Conga, the maestro is far from ready to make his exit bow from that society spot . . . original booking called for scale plus 50 per cent of the covers if the grosses hit over nine grand weekly . . . and two weeks' notice should the tills register less . . . and with the bookkeeping running several grand over Olsen is plenty content to stay put. . . . SHARKEY BANANAS, back in Greenwich Village at the Nut Club, makes a Vita-phone one-reeler next Monday. . . . OWIE ALSTON gets a WHN wire from the Plantation Club.

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### Notes Off the Cuff

OZZIE NELSON closes Thursday at Victor Hugo's, Beverly Hills, Calif., for the one-night time. . . . LAWRENCE WELK follows Dean Hudson at Normandie Ballrooms, Boston, with Artie Shaw a possible follow-upper. . . . SONNY KENDIS, at the Glass Hat, New York, shouts the praises of his new piper, June Whiteman . . . canary is a ringer for Alice Payne. . . . JACK MILLS, with Don Sigloh fronting, has been set for a seven-week session at Peony Park, Omaha, opening this week. . . . After four months at the Enley Chateau, Birmingham, Ala., ROBERT ESTES and his swinglads move into the Pickwick . . . after a successful tour thru Kansas and Northwestern Nebraska which included a record attendance date at the Rose Wilde Ballroom, Lincoln, Neb., PAUL CORNELIUS opens this week for an indef stay at the Crystal Lodge niter, Council Bluffs, Ia. . . . HERBIE HOLMES has already chalked up four months at the Greyhound Club, Louisville, and doesn't show any signs of weakening . . . which is sumptin' since no other band has been able to linger as long since the niter opened some four years ago. . . . And so we send our cuffs to the cleaners.

### Theater Trek for Fems

HOLLYWOOD, Feb. 28.—Anne Wallace and her all-gal swing band have been set to highlight the *Flying High* revue, touring the theaters along the Coast route north to Vancouver, Unit and route lined up by the Fred Hanson Agency here. Gals warm up March 5 in a battle of music against Kenny Baker at the Pasadena Civic Auditorium, starting theater trek March 10 in San Diego, Calif. Agency hopes to head the unit east next via Kansas City and Chicago.

# ORCHESTRA ROUTES

(Routes are for current week when no dates are given.)

**A**  
Adams, Johnnie: (Capitol) Atlanta, Ga.  
Agnew, Jack: (Manoa Inn) Manoa, Pa., no. date  
Agnew, Charlie: (Merry Garden) Chi., h.  
Alton, Ovie: (Plantation) NYC, no. date  
Anderson, Kenny: (Varsity Inn) Athens, O., no. date  
Andrew, Jimmie: (Masonic Temple) North Attleboro, Mass., a.  
Angiola: (Bertolotti's) NYC, re.  
Apollon, Al: (Bennett) Binghamton, N. Y., h.  
Armstrong: (Yumuri) NYC, re.  
Armstrong, Charlie: (Knickerbocker Gardens) Wint., Mich., no. date  
Arthur, Kimm: (Roseland) NYC, h.  
Asen, Bob: (Wivel) NYC, re.  
Austin, Sid: (Laurels) Sackett Lake, N. Y., cc.  
Axtator, Fred: (Flamingo Club) Orlando, Fla., no. date  
Axtator, Don: (Mirador) NYC, no. date

**B**  
Bachelor Boys: (Roosevelt) Pittsburgh, h.  
Balby, Hal: (Chez Parée) Indianapolis, no. date  
Baker, Fred: (Tropical Bar) Vero Beach, Fla., no. date  
Bald Box Boys: (Harry's Inn) Sidney, N. Y., no. date  
Barron, Elise: (Edison) NYC, h.  
Batal, Ben: (Piccadilly) NYC, h.  
Barton, Jimmy: (Belmont Show Boat) Bridgeport, Conn., no. date  
Bauer, Billy: (Old Nash Tavern) NYC, c.  
Bauer, Charlie: (Essex House) NYC, h.  
Becker, Gene: (De Witt Clinton) Albany, N. Y., h.  
Bedford, Hal: (Biltmore) Atlanta, Ga., h.  
Berigan, Bunny: (Arcadia International) Philadelphia, Pa.  
Berkeley, Duke: (Bonkey-Dory) Stamford, Conn., no. date  
Bernie, Jack: (Essex House) Newark, N. J., h.  
Baine, Jerry: (Park Central) NYC, h.  
Bick, Bob: (Pete Marquette's) Peoria, Ill., h.  
Bick, Bert: (Stalchow Grill) NYC, no. date  
Bickel, Mischa: (Sun-Am Chateau) Westfield, N. Y., h.  
Bradshaw, Tiny: (Giant Terrace) Indianapolis, no. date  
Brandwynne, Nat: (Stalder) Detroit, h.  
Breen, Lou: (Noolet) Minneapolis, h.  
Bright, Sol: (Hawaiian Paradise) Hollywood, Fla., h.  
Brinkley, Ace: (Nu Elm) Youngstown, O., h.  
Brinkley, Charles: (Log Cabin) Aurora, Ill., no. date  
Brooks, Alan: (Collegiate) Rochester, N. Y., no. date  
Brooks, Billy: (Garde) New Haven, Conn., h.  
Burb, Clarence: (Garden) White Plains, N. Y., re.  
Buss, Henry: (Chez Parée) Chi., no. date

**C**  
Callaway, Cab: (Cotton Club) NYC, no. date  
Calvert, Oscar: (Ambassador) NYC, h.  
Candulla, Harry: (Commodore Perry) Toledo, O., h.  
Candulla, Joe: (Billy Rose's Casa Manana) NYC, no. date  
Capello, Joe: (Jimmy Kelly's) NYC, no. date  
Cappo, Johnny: (Park Rest) Newark, N. J., no. date  
Carman, Billy: (San Antonio) San Antonio, Tex., no. date  
Carroll: (Torch Club) San Antonio 25-Mar. 4.  
Carron, Frank: (Unionport Restaurant and Cabaret) Bronx, NYC.  
Casa de Fuego: (Chez Firehouse) NYC, no. date  
Castro, Armando: (Yumuri) NYC, no. date  
Chandler, Bob: (Detroit A. C.) Detroit, h.  
Chen, Augustus: (El Torador) NYC, no. date  
Chisman, Emil: (St. Regis) NYC, h.  
Continental Four, The: (Seebach) Louisville, Ky.  
Coccolino, Paul: (Crystal Lodge) Council Bluffs, Ia., no. date  
Coccolino, Charles: (Commodore) Detroit, no. date  
Crawford, Jack: (Peabody) Memphis, h.  
Crocker, Mel: (Brass Band) Parkersburg, W. Va., no. date  
Cugat, Xavier: (Waldorf-Astoria) NYC, h.  
Cunha, Bernie: (Palmer House) Chi., h.

**D**  
D'Arcy, Phil: (Mayfair) West Orange, N. J., no. date  
Daffey, Frank: (Meadowbrook) Cedar Grove, N. J., re.  
Daniels, Eddie: (Halsing) Washington, D. C., h.  
Daneel, Clyde: (Chateau Club) Cleveland, no. date  
Daneel, Paul: (Wander Bar) Zanesville, O., no. date  
Darr, Eddie: (La Rue) NYC, re.  
Davis, Johnny: (Miami) Milwaukee, no. date  
Davis, Peas: (House of Jacques) Oklahoma City, Okla., no. date  
Davy, Arthur: (Cotton Club) NYC, no. date  
De Angelo, James: (Frolics Grill) Albany, N. Y., no. date  
DeBella, Mickey: (State Line Club) Kansas City, Mo., no. date  
De Vail, Don: (Radio City Rainbow Room) NYC, no. date  
Deert, Sammy: (Webster Hall) Detroit, h.  
Dittus, Dick: (Gloria Palace) NYC, no. date  
Donahoe Boys: (Lawrence) Erie, Pa., h.  
Donnelly, Sonny: (Old Mill) NYC, c.  
Dorney, Jimmie: (New Yorker) NYC, h.  
Douglas, Tommy: (Antler's) Kansas City, Mo., no. date  
Drake, Herman: (Heldberg) Baton Rouge, La., h.  
Dretake, Hal: (Bal Tabarin) San Francisco, no. date  
Driscoll Sisters: (Broadview) St. Louis, h.  
Dunbar, Art: (Church Corner's Inn) El Hartford, Conn.  
Dustin, Edgy: (Cocoanut Grove) Los Angeles, no. date  
Durr, Dolph: (Green Derby) Cleveland, no. date

**E**  
Edmund, George: (Loyale) NYC, c.

Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

**ABBREVIATIONS:** 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.

Elliot, Lee: (Penthouse) Boston, no. date  
Eagle, Freddy: (University Club) Albany, N. Y., no. date  
Elias, Robert: (Ensley Chateau) Birmingham, no. date  
Evans, Al: (Chez Firehouse) NYC, no. date

**F**  
Falm, Paul: (Grossman) Lakewood, N. J., cc.  
Fay, Dick: (Mary Journey's) Bridgeport, Conn., no. date  
Feltz, Don: (The Pines) Newtown, Conn., no. date  
Ferd, Don: (Stratford) Bridgeport, Conn., no. date  
Fisher, Harry: (Royallton) Monticello, N. Y., h.  
Fisher, Johnny: (Olympic) San Antonio, h.  
Fischer, Charlie: (Wofford) Miami Beach Mar. 15, h.  
Flindt, Emil: (Danceland) Chi. h.  
Floyd, Guy: (Oasis) Pontiac, Mich., cc.  
Foy, Frank: (Resendore) New London, Conn., no. date  
Frederick, Marvin: (Syracuse) Syracuse, N. Y., h.  
Freeman, Jerry: (Paradise) NYC, cc.  
Fridson, Bob: (Rainbow Inn) NYC, re.  
Fulder, Charles: (Colonial Club) Augusta, Ga.

**G**  
Gagen, Frank: (Carlton) Washington, D. C., h.  
Gallo, Phil: (Moonhead) Pittsburgh, h.  
Gasparre, Dick: (Ambassador) NYC, h.  
Gee, Billy: (Continental Club) Canton, O., no. date  
Giblin, Al: (Yacht Club) Chi., no. date  
Gonzalez, Ralph: (St. Moritz) NYC, h.  
Goodman, Benny: (Earle) Phila., t; (Pennsylvania) NYC, h.  
Gray, Johnny: (Anchorage Inn) Phila., no. date  
Gray, Len: (New Cedars) New Bedford, Mass., no. date  
Grenet, Eliseo: (Yumuri) NYC, no. date  
Grisin, Murray: (Belmont Manor) Bermuda, h.

**H**  
Hackett, Bobby: (Nick's) NYC, no. date  
Hagen, Walter: (San Carlos) Pensacola, Fla., h.  
Hall, George: (Taft) New York, h.  
Hall, Eddie: (Colonial Tavern) Haworthorne, Pa., h.  
Harlem Hotspots: (Tony's Tavern) NYC, c.  
Harris, Claude: (Joe's Stables) Detroit, no. date  
Harris, Morris: (Southern Dinner) Shreveport, La., no. date  
Harley, Hal: (Chez Maurice) Montreal, Que., Can., no. date

## Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Headrick, Pearl: (Brunner's Rainbow Gardens) Johnstown, Pa., no. date  
Heldt, Horace: (Biltmore) NYC, h.  
Herbert, Hec: (Club Hollywood) Kalamazoo, Mich., no. date  
Hemp, Johnny: (Netherland-Plaza) Cincinnati, h.  
Herman, Woody: (Trianon) Cleveland, h.  
Hill, Worthy: (Pavillon Royale) Savin Rock, N. Y., c.  
Hoff, Sid: (El Patio) San Francisco, h.  
Holmes, Herbie: (Greyhound Club) Louisville, no. date  
Holt, Ernie: (Rock-Cadillac) Detroit, h.  
Hollen, Virginia: (Normandy Inn) Warren, Pa., no. date  
Horton Family, The: (Port Orange Tavern) Albany, N. Y., no. date  
Houss, Garth: (Phoenix) Lexington, Ky., h.  
Hudson, Dean: (Normandie) Boston, h.  
Hummel, Ray: (Hobbs, N. Me., Roosevelt 5-12 Mar. 15, re.)  
Hunter, Vic: (Butterfly) Springfield, Mass., h.  
Huntley, Lloyd: (Mount Royal) Montreal, h.

**I**  
Irish, Mace: (Chanticleer) Milburn, N. J., re.  
Jackson, Paul: (Old Mill Tavern) Jackson, Mich., no. date  
Jelenik, Eugene: (Utah) Salt Lake City, h.  
Johnson, Johnny: (Village Barn) NYC, no. date  
Jones, Israh: (Lincoln) NYC, no. date  
Jordy, Hal: (Roosevelt) New Orleans, h.  
Kane, Ben: (Merry-Go-Round) NYC, no. date  
Joy, Jimmie: (Clairidge) Memphis, h.  
Julian Trio: (Kelly's Grill) Elizabeth, N. J.

**K**  
Kardos, Gene: (Roseland) NYC, h.  
Kassel, Art: (Bismarck) Chi., h.  
Kendle, Sonny: (Glass Hat) NYC, no. date  
King, Henry: (Fairmount) San Francisco, h.  
King's Jesters: (William Penn) Pittsburgh, h.  
Kirby, John: (Onyx) NYC, no. date  
Kirsham, Don: (Blackland Inn) Denver, no. date  
Krick, Andy: (Robert Treat) Newark, N. J., h.  
Krickel, Ernie: (Unique Grill) Delaware, N. J., re.  
Krugger, Benny: (Savarin) Buffalo, c.  
Krasina, Costya: (Russian Bear) New York, re.  
Kuzner, Robert: (Martin's Rathskeller) NYC, no. date  
Kurtze, Jack: (Rome) Omaha, h.  
Kyer, Kay: (Blackhawk) Chi., no. date

**L**  
LaMothe, Olive: (Rosegarden) Middletown, Conn., no. date  
La Porte, Jay: (Marni's) Yonkers, N. Y., re.  
La Porte, Maurice: (Coq Rouge) NYC, no. date  
Laaser, Walt: (Hancock) Springfield, O., h.  
Lagman, Bill: (Club Trianon) Mobile, Ala., no. date  
Lamb, Ed: (Tennis) Ft. Worth, Tex., h.  
Lamb, Bruce: (Marine Room) Mesquite, Mich., h.  
Lamb, Eddie: (Governor Clinton) NYC, h.  
Lands, Jules: (St. Regis) NYC, h.

LeBaron, Eddie: (Colony) Palm Beach, no. date  
LeRoy, Howard: (Louis Joliet) Joliet, Ill., h.  
Lee, Georgio: (Jockey Club) Kansas City, Mo., no. date  
Lester, Harry: (College Inn) San Diego, no. date  
Lewis, Vic: (Times Square) Rochester, N. Y., no. date  
Lewis, Ted: (Colonial) Dayton, O., t.  
Lewis, Sammy: (Lenox) Wilkes-Barre, Pa., h.  
Lightbourne, Kirk: (Piccadilly) Baltimore, no. date  
Lideman, Udo: (Gloria Palace) New York, cc.  
Lombardo, Guy: (Roosevelt) NYC, h.  
Lopez, Vincent: (Royal Palms) Miami, h.  
Lupien, George: (Palorama) Schenectady, re.  
Lyman, Abe: (Billy Rose's Casa Manana) NYC, no. date

**M**  
McCoy, Clyde: (Paramount) NYC, t.  
McIntyre, Lani: (Lexington) NYC, no. date  
McKee, Ed: (Martini Tavern) Lima, O., Mar. 13, no. date  
Mann, Milton: (Penthouse) Baltimore, no. date  
Mannors, Gregg: Milwaukee, no. date  
Manning, Monroe: (Swing) NYC, h.  
Marcel, Frank: (Sweeney) Baltimore, c.  
Marshall, Joe: (Bibley House) NYC, no. date  
Marshall, Duane: (Essex) Boston, h.  
Mastel, Gus: (Versailles) NYC, re.  
Mature, Henry: (Three-Door Inn) Bridgeport, Conn., no. date  
Marzell, Paul: (Arcadia) NYC, h.  
Martin, Bob: (Chez Percees) Paris, no. date  
Martin, Lou: (Leon & Eddie's) NYC, no. date  
Mason, Bobby: (Hawaiian Yacht) NYC, no. date  
Maszalski, Bert: (Hi-Hat) Houston, no. date  
Mays & His Cubans: (Ambassador) NYC, h.  
Mayhoff, Eddie: (Shelton) NYC, h.  
Meeker, Paul: (Gunther) San Antonio, h.  
Melvin, Jack: (Queen's Terrace) Woodside, L. I., no. date  
Mendez, Nilo: (Stork Club) NYC, no. date  
Messner, Johnny: (McAlpin) NYC, h.  
Middleman, Herman: (Nixon) Pittsburgh, c.  
Miles, Jack: (Ansley) Atlanta, h.  
Millinder, Lucky: (Roseland) NYC, h.

**N**  
N.C.  
Mills, Floyd: (De Font) Wilmington, Del., h.  
Mills, Dick: (Sportsman's Inn) Galveston, Tex., no. date  
Mills, Jack: (Royal Villa) Peony Park, Omaha, no. date  
Moore, Eddie: (Eagles) Ithaca, N. Y., h.  
Morrill, Larry: (Merry Gardens) Lynchburg, Va.  
Morton, Gerry: (Savoy-Plaza) NYC, h.  
Mouley, Snub: (Barrel of Fun) NYC, no. date  
Motoy, Berk: (Casa Grande) Berwyn, Md., no. date  
Munro, Hal: (Medinah) Chi., no. date  
Murphy, Dick: (Tampa Terrace) Tampa, h.

**O**  
Nagel, Harold: (Biltmore) Providence, h.  
Nagler, Skipper: (Rainbow Gardens) Little Rock, Ark.  
Navarro, Al: (Belvedere) Baltimore, h.  
Naylor, Oliver: (Club Rex) Birmingham, no. date  
Nelson, Oate: (Victor Hugo's) Beverly Hills, no. date  
Niles, Billie: (Torch Club) Los Angeles, no. date  
Nicola, Frank: (Trocadero) Orlando, Fla., no. date  
Norion, Bob: (New Garden Center) Detroit, h.  
Norvo, Red: (Commodore) NYC, h.

**P**  
Olman, Val: (British Colonial) Nassau, N. Y., h.  
Olson, George: (La Conga) NYC, no. date  
Olson, Walter: (New Julius) Gardenville, N. Y., re.  
Oliver, Eved: (Bock's Cafe) Yakima, Wash., cc.  
Oocunbaugh, Leon: (Pepper Tree Inn) Riverside, Calif.

**P**  
Pablo, Don: (Merry-Go-Round) Dayton, O., no. date  
Palmer, Freddy: (Colonial Inn) Singae, N. J., re.  
Palmer, Skeeter: (Seneca) Rochester, N. Y., h.  
Palmer, Charles: (Evergreen) Newark, N. J., re.  
Peck, Earl: (Oceanfront) Bridgeport, Conn., no. date  
Pendarvis, Paul: (Aragon) Chi., h.  
Peterson, Dee: (Seven Gables Inn) Milford, Conn., no. date  
Pettit, Emil: (Everglades) Palm Beach, no. date  
Peyton, Jimmie: (Freda Pope's Plaza) Pittsburgh, no. date  
Pitman, Jack: (Port Arthur) Providence, R. I., re.  
Pollack, Ben: (Orpheum) Memphis, t.  
Price, Stanley: (St. Nicholas) Decatur, Ill., Mar. 15, h.  
Prinz, Louis: (Famous Door) NYC, no. date

**R**  
Raginsky, Mischa: (Astor) NYC, h.  
Rapp, Barney: (St. Anthony) San Antonio, Tex., h.  
Ravazza, Carl: (Sir Francis Drake) San Francisco, no. date  
Ray, Frankie: (Lake) Gary, Ind., h.  
Reid, Kemp: (Riverside) Utica, N. Y., no. date  
Reider, Charles: (Port Montague) Nassau, N. Y., t. h.  
Reichman, Joe: (Mark Hopkins) San Francisco, h.  
Reick, Johnny: (Gold Night) Columbia, Mo., no. date  
Reyes, Chica: (Continental) Detroit, no. date

Reynolds, Buddy: (Rose Garden) Hannibal, Mo., h.  
Riley, Mike: (Trianon) Cleveland, h.  
Rio, Rita: (New Kenners) Albany, h.  
Roberts, Eddie: (Red Mill) Bronx, cc.  
Roberts, Red: (Eagle's) Milwaukee, h.  
Robinson, Lee: (Child's) Miami, Fla., re.  
Rocco, Maurice: (Kit Kat) NYC, no. date  
Rodrigo, Nana: (Havana-Madrid) NYC, no. date  
Rogers, Eddy: (Beverly Hills) Newport, Ky., no. date  
Roman, Emil: (Garbo) NYC, re.  
Rosen, Tommy: (Wisteria Gardens) Atlanta, no. date  
Russell, Jack: (Melody Mill) Chi., h.  
Ryck, Chet: (Mayflower) Akron, O., h.

**S**  
Sanders, Joe: (Palace) San Francisco, h.  
Sandoz: (New Brunswick) Lakewood, N. J., h.  
Schenk, Frankie: (Aragon) Lima, O., h.  
Scholl, Russell: (Flamingo) Orlando, Fla., no. date  
Scott, Lee: (Blackstone) Ft. Worth, h.  
Septeto, Casino: (San Souci) Havana, re.  
Serevenik-Mann: (Old Vienna) NYC, re.  
Sherr, Jack: (Rice) Houston, Tex., h.  
Siegel, Irving: (Hi-La Inn) Miami, Fla., no. date  
Siesta, Don: (Oriental Gardens) Chi., re.  
Silvers, Buddy: (McCurdy) Evansville, Ind., h.  
Smith, Van: (Merry-Go-Round) NYC, no. date  
Smith, Carl: (Athletic Club) Detroit, h.  
Smith, Joseph C.: (La Rue) NYC, no. date  
Smith, Staff: (Famous Door) Hollywood, no. date  
Snyder, Billy: (Lockout House) Covington, Ky., no. date  
Stabile, Dick: (Royal Palm) Miami, h.  
Steel, Leonard: (St. Shelby) Detroit, h.  
Stern, Harold: (St. George) Brooklyn, h.  
Stern, George: (Coq Rouge) NYC, no. date  
Stewart, Prince: (Continental) Kansas City, Mo., no. date  
Stipes, Eddie: (Frankie's) Toledo, no. date  
Stoefler, Wally: (Kansas City) Kansas City, Mo., no. date  
Stout, Colie: (Tropical Roof) Memphis, no. date  
Stross, Russ: (Rancas) Monroe, La., h.  
Stroy, Roy: (Fifth Avenue) NYC, h.  
Strong, Benny: (Brown) Louisville, h.  
Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.  
Sudy, Joseph: (Hilo Del Mar) Monterey, Calif., no. date  
Sylvester, Bob: (Arcadia) NYC, h.  
Sylvio, Don: (Bertolotti's) NYC, re.

**T**  
Texas Co-Eds: (La Fontaine) Huntington, Ind., h.  
Thomas, Eddie: (Nat Club) NYC, no. date  
Thompson, Lang: (Blackstone) Ft. Worth, Tex., h.  
Thurn, Otto: (Gibson) Cincinnati, h.  
Torney, Bob: (Dixie Grove) South Bend, Ind., no. date  
Towne, Loren: (Club Jay) Lexington, Ky., no. date  
Tracy, Jack: (Chez Parée) New Orleans, no. date  
Trunk, Jack: (Colombo) Reno, Nev., h.  
Tucker, Orrin: (Edgewater Beach) Chi., h.

**V**  
Van Gelder, Leon: (Old Algiers) NYC, re.  
VanWinkle, Joe: (Meady Grill) Kokomo, Ind.  
Vanderbilt, Arrie: (Blue Moon) Vicksburg, Miss., c.  
Vell, Tubby: (Bruna) Chi., re.

**W**  
Wade, Johnny: (Romance Inn) Angola, N. Y., no. date  
Wagner, Herman: (Spinning Wheel) Kansas City, Mo., no. date  
Wardlaw, Jack: (Town Casino) Miami Beach, no. date  
Waldron, Bob: (Murray's Wonder Bar) New Market, N. J., no. date  
Watkins, Sammy: (Gibson) Cincinnati, h.  
Webster, Ralph: (Blossom Hotel) Kansas City, Mo., no. date  
Weena, Ted: (Buffalo) Buffalo, t.  
Weiner, Michael: (Old Romanians) NYC, re.  
Weiser, Leo: (Michigan Tavern) Niles, Mich., no. date  
Wester, Birgie: (Palms) Orlando, Fla., no. date  
Whitney, Palmer: (Baker) St. Charles, Ill., h.  
Williams, Peas: (Roseland) Brooklyn, h.  
Williams, Sande: (Astor) NYC, h.  
Williams, Claiborne: (Cedar Grove) Baton Rouge, La., no. date  
Williams, Joe: (Mark Twain) Hannibal, Mo., h.  
Woodford, Harry: (Embassy) Canton, O., no. date  
Worth, Ray: (Chez Ann) Buffalo, no. date  
Zelman, Rubin: (Caravan) NYC, no. date

## Detroit Band Bookings

DETROIT, Feb. 25.—Frank M. Steltenkamp and Fred Haines, local bookers, have penciled fortnights, starting March 1, for Ray Gorrell at the Arcadia Ballroom, Freddie Rivard at the Graystone Ballroom and Larry Clark at the Grand Terrace. Other band activity here has Sammy DiBERT, who plays the American Federation of Labor Ball at the Book-Cadillac March 9, opening at the Commodore Club later in the month.

## Richter Moves to R-O-K

CHICAGO, Feb. 25.—Charlie Richter, formerly booking the location stops for the local office of Consolidated Radio Artists, moves over this week to Rockwell-O'Keefe, serving in the same capacity.

## Uproar in Detroit as AFA Denounces Cabaret Conditions

DETROIT, Feb. 26.—Strip-tease acts, inadequate dressing-room accommodations, acts being forced to entertain patrons and fire-trap conditions shared the spotlight here in official actions this week. Joint action was sought by Walter Ryan, representative of the American Federation of Actors, and George V. Clancy, of Musicians' Local 5, who also recommended that the number of local cabaret licenses should be cut from 611 to about 200.

They appeared before a State legislative commission, which is investigating the licensing situation. Ryan said that about 200 cabarets are in operation here despite the licenses and that about 35 of these had inadequate "dressing rooms," such as kitchens and boiler rooms.

Building conditions were also cited in a statement issued by Otto G. Lindemeyer, fire marshal of Detroit, who said that night club decorations, as now defined in the city, are highly inflammable and warped against a repetition of the Study Club fire which took 22 lives several years ago. He pointed out that dressing rooms are sometimes in a loft over these decorations and in other cases are crowded with clothing, and that a cigaret dropped by an actor might readily start such a fire.

The statement by Lindemeyer resulted in a cross-fire of disputed responsibility between the Fire Department and the Department of Buildings and Safety Engineering.

### Ryan Raps Strip Acts

Continuing his statements to the legislative commission, Ryan said that many acts resent being booked on the same show with strip teasers, which, he says, are usually booked privately. He claimed that many spots have one night a week, usually Monday, on which an especially hot show is produced, with locked doors and admission by private card only. Claiming that police raids have failed to secure evidence, evidently because of tipoffs, Ryan suggested a secret enforcement squad directly controlled by the Liquor Control Commission.

Other spots, Ryan said, turn off the lights in dressing rooms between shows, requiring acts to go out into the main room, presumably to entertain customers, the clubs apparently complying with regulations by not directly asking them to do so.

Attacks were made promptly on Ryan's action in seeking to reduce the number of local night spots by local booking agents. On Tuesday a meeting was held in the office of Police Commissioner Heinrich Pickett, attended by practically all local bookers who urged that the number of licensed cabarets remain substantially as at present.

### Restrictive Laws in Sight

Action was taken by the city commission of Royal Oak, a North End suburb, to ban all floor shows in night spots, altho music and dancing would still be allowed. Similar action, in the form of proposed ordinances, was reported from Kalamazoo, Saginaw and Bay City. This was attributed by Sol Berns, president of the Michigan Associated Theatrical Agents and Producers, to the unfavorable publicity arising from Ryan's statement.

Formal complaint was made to Ralph Whitehead, executive secretary of the AFA, in a letter signed by Berns and members of MATAP Tuesday, and copies of the letter were sent to Mayor Richard Reading, the police commissioner, liquor control commission and local newspapers.

The letter reads, in part: "We admit there are a few violators of some of the laws and ordinances of the city and State, but these are in the minority by far, and in most cases ignorant of any law being violated at that time. (sic.)"

### Agents Praise Cabarets

"The salaries, working conditions, working hours, treatment and courteous consideration shown by the owners and operators of the clubs and beer gardens in Detroit and Michigan are by far the best when taking into consideration the other towns such as any town or city in the State of Ohio and New York and numerous others where they will hire nothing but girl entertainers and chorus girls who must mix with the customers and sit all hours of the night and early morning and sop up drinks in

order to hold their job, and should they hire a mixed dance or novelty team they too must mix—the wife with the male patrons and the husband with the female customers. If they refuse they are fired with some excuse other than the above.

"We do not mean to whitewash or condone any of the violators we may have in our midst, but would rather that Walter Ryan step forward with proof of any of the violators and violations, and we, with the co-operation of the Detroit police department, for our own protection will see to it that they are eliminated.

"We are resolved that if Walter Ryan does not or cannot substantiate these charges, that he has publicly made and offered to the newspapers for print, he be removed as local AFA representative and be transferred to some other territory, preferably Ohio, where he may organize that district which contains our toughest competitors, who have annexed the biggest part of our business, while we here in Detroit have been co-operating with the AFA, its rules and wage scales.

### Agents Wrong on FTP

"Gentlemen, please try to bear in mind that even before the inception of the AFA there were clubs and beer gardens in Detroit, and due to them we are proud to state that this was and is the only large metropolis that had no actors or musicians on the relief rolls. Neither did we have Theatrical WPA or Federal Theatrical Project for entertainers, vaudeville actors or musicians.

"We feel the very unfavorable publicity your representative is giving to the means of thousands of people will deprive these people of their honest chance and desire to work for a living, even if it is just a living."

Detroit has had an active Federal

### Showboat Owner Recalls

PITTSBURGH, Feb. 26.—Nothing like going from Chicago to New York by way of the Pacific Coast.

Reminiscing about his life before his present berth as owner of Showboat, night spot anchored in Monongahela River, John Maganotti recalled that in past 15 years he's been a railroad gangman, coal tippler, interpreter in a department store, salesman, busboy and waiter. He started in show business as head waiter few years ago at Plaza Cafe here, soon had a share in the management, became a partner, last year split with Plaza pals to take over river club.

Theater Project for about two years, and FTP casts have included many vaude actors.

Ryan did not appear at the meeting Tuesday, and attempts to reach him were met by statement that he was in Cleveland, where he was ordered by New York office to take charge of affairs at the Grotto Circus, running to March 15.

## Wilkes-Barre Goes For Stage Shows

WILKES-BARRE, Pa., Feb. 26.—Healthy outlook for vaudeville here can be gleaned from the favorable response the three-day stands have received since return of flesh to Comerford's Irving Theatre four weeks ago. Week-end shows have played to S. R. O. for almost every performance, despite the fact there are two other movie houses in town.

After a two-year lapse unit shows have been enthusiastically received. Run in continuous performances with a picture, vaude shows have helped business considerably at the Irving. A 10-piece orchestra is used in pit despite the fact that vaude unit usually has its own band.

## You Know Maisie; But You Just Can't Recall Her This Minute

By PAUL DENIS

"WHO is this Maisie?" asks our friend Art Argyries from Rochester. And just when we were beginning to think that perhaps he's kidding we get other inquiries as to the whys and wherefores of this Maisie gal.

Why, we thought everybody knew Maisie!

There's nothing especially mysterious about Maisie. Maisie is a night club dancer who has been nice enough to write occasional letters telling us (and our readers) about her experiences playing night clubs. That's all.

You know her, really you do. Just think a bit. Maisie is that young, fresh, shining-faced girl who does specialty dances right after the opening chorus number and also after the singing act. Sometimes the emcee brings her on for an encore and then Maisie always seizes the opportunity to do her high-class toe number, with the band playing a snatch of *The Blue Danube* and the blue spot following her prouetting.

Of course, Maisie doesn't mind doing her tap specialty (10 easy lessons, Mme. Odette's Danse D'Arts School), but it's commercial and Maisie knows it. Maisie does her "interpretative dance" with some eagerness, since she's smart enough to know night club patrons like an occasional dance that looks "high class" but really isn't.

But Maisie's heart is in her toe number. To her it is a "high-class number," but don't think high class means snobishness. For Maisie is a true democrat. Her toe number is high class only because she loves it completely. If you have ever been on your points you will appreciate the feeling of elevation, of gliding, of control, of complete supremacy over your surroundings. And to Maisie that toe number is her moment of ex-

ultation, of joyous escape from the smoke-filled noisy night club.

BUT, really, Maisie is more than a night club dancer. She is a human being—trusting, loving, lovable, gentle, eager and awfully sentimental. She is the eternal performer. She complains often but gets over it quickly. She sometimes mourns lost opportunities, but most of the time she is thinking of that class spot the agent promised but somehow never delivered.

She knows all about low-down night club tactics—but she still trusts her agents. She continues to accept engagements without contracts and she still takes a \$25 date on the agent's promise that that other \$75 date is "practically set."

Maisie isn't mysterious. You know her, but you can't recall her at the moment. She was the cute kid you saw last night at the club just after the boss had canceled her. She cried a bit, but after a while smiled and said, "Well, I didn't like this place anyway." Maisie is the girl who goes on even when she has a high fever because she remembers hearing older performers say, "The show must go on."

MAISIE always pays her commissions on time and will always help another performer who can't pay the hotel bill. She manages to send a couple of dollars home each week and usually writes her mother a cheerful letter or two.

Maisie is the girl who gives her budding youth and wide-eyed wonder to show business, postponing that schoolgirl romance and always thinking vaguely of rushing back home some day to see if mom is all right. She has little time for romance, altho she doesn't mind going out with the boys in the band to an occasional party after the show (even tho the band always gums up her music).

But, really, this is silly—because you know Maisie. She is the girl who lingered in your memory that last time you watched that floor show.

## Philly Agents Combine Against The "Chiselers"

PHILADELPHIA, Feb. 26.—In an effort to clear out the chiselers and guys who use their hats as offices, the License Bookers' Association and the Contractors' Association are planning a merger.

The new org. to be known as the Theatrical Managers' Association of Eastern Pennsylvania, will work for new legislation which it hopes will stabilize the business.

The main objective of the 10-percenters, according to Florence Bernard, newly elected proxy of the contractors, is to compel anyone seeking to book acts to get a license and establish an office here.

"We're getting sick and tired of these chiselers who have no offices and will book acts for anything down to 50 cents," she said.

The organization will ask State protection against orchestra leaders who pick up extra spending money by booking acts on the side, Mrs. Bernard declared.

## FTP Vanders Charge Step-Child Neglect

CHICAGO, Feb. 26.—Resentment among members of the Federal Theater Project's vaude department here has been stirred up thru alleged neglect of the three touring units by the authorities.

FTP boys claim that little money is being spent on production to make the units attractive. Also kick at the route list which has scheduled performances in public institutions only.

Vaude die-hards claim that most of their audiences are of the type that demand dressed-up entertainment, which is lacking in the current shows.

## Twin-Bill Ban Try No Hypo for Vaude

CHICAGO, Feb. 26.—Vaude does not stand to profit from the possibility of local authorities placing a ban on double-feature films here, altho affecting nearly every house in the town.

Public hearing is being conducted today with delegates from the Parent-Teacher associations and other welfare clubs attending in an effort to convince a city council subcommittee that the double bills are injurious to kids' health.

It is expected the subcommittee will recommend the city council's taking action in the form of an ordinance, but if double-headers are squelched it is expected theater ops will fill in the breach with short subjects rather than up his nut with flesh.

## Bob Kerr Tries Minstrel Idea

NEW YORK, Feb. 26.—Bob Kerr, who formerly piloted the Olsen and Johnson-Gene Austin show, has framed a new unit, *Minstrels in Swingtime*, featuring Joan Brooks, radio canary; Cliff Crane, the Dewey, the Three Treys and Jolly Coburn's Ork. According to Kerr, unit is already booked for eight weeks, opening at the Arade Theater, Salisbury, Md., March 10 for a three-day engagement and following with a three-day stand at the Colonial, Norfolk. Kerr plans to exploit the 30-people attraction with old-time minstrel ballyhoo.

## Mills Bros. in Scandinavia

COPENHAGEN, Feb. 21.—Mills Brothers opened here last week on extended tour of Denmark, Norway and Sweden. Three Dukes, seplan hoofers, are at the Valencia and Page, Powell and Nona. American wire walkers, are at the National Scala.

## A Real Strip

KANSAS CITY, Mo., Feb. 26.—George Hyde and Ray Nick, local policemen, were sent to a night club this week to investigate alleged strip-teasing. Hyde and Nick couldn't pin anything on the gals and left.

Outside they found their police car gone. It was recovered later on the bank of the Blue River, a riot gun still in the car but wheels, spark plugs and other movable accessories "stripped."



PAUL DENIS

# Night Club Management

News and Angles on Night Club Operation

By GEORGE COLSON

## Want Better N. C. Editors

**A** GREAT many operators have written in telling us of various methods by which the current disastrous night club condition can be alleviated. So many from widely separated districts picked on the same sore spot—the lack of constructive writing by night spot editors of the dailies.

According to the operators, night club editors, excluding their reviews, which are considered okeh, confine themselves to puffs and similar dribble. Too seldom, if ever, do they advise night club goers about what the various clubs have to offer. Not often enough do they let their readers know where to go for pure swing music, where the best rumba music is to be found, where one can eat inexpensively but well, where one can meet or see celebrities or where one can find Parisian, Norwegian or Yiddish atmosphere.

If they did that and did it honestly, argue the ops, they will have the club owners sweating to meet competition in giving the public what it wants.

## Hawaiian Clubs' Free Leis

**S**ATISFYING that urge of club patrons to carry out of the place some tangible memento, as well as serving as a good ad for the Hawaiian atmosphere of such native haunts, is the practice of having native girls, if possible, go up to every patron and drop around his or her neck a Hawaiian lei. The wreaths are made of crepe paper, are gayly colored and rather inexpensive. At least two New York clubs have adopted the novelty, the Hawaiian Room of the Hotel Lexington and the Hawaiian Yacht Club.

## Milwaukee Curfew Lifted

**U**NIL a popular referendum April 5 determines whether or not to retain the 2 a.m. curfew for night spots in Milwaukee the ordinance has been lifted and bars, for the first time since January 3, are remaining open after the deadline.

## Style Shows Click

**S**TYLE shows arranged by hotel ops thru tie-ups with various wearing apparel stores are proving good business.

## Frisco Omar Khayyam Open

**S**AN FRANCISCO, Feb. 26.—Greenwich Village, closed for several months, reopened last night as Omar Khayyam's, with Ellis Lery as manager. George M. Mandikian, who operates Omar Khayyam's in Fresno, is owner. Spot will be run as an eatery from 11 a.m. to 9 p.m., with plans for a swing band and floor acts for late shows. Sam Rosey agency will book.

## Interstate House Books Bands

**S**AN ANTONIO, Feb. 26.—Three stage attractions have been booked for spring by the Majestic Theater. Chester Hale's *Terza Cometa*, formerly with the Pan-American Casino, and Art Jarett's Orchestra will be presented week of May 7. Glen Gray's Casa Loma Orchestra comes in May 21, and Cab Calloway July 16.

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pick-ups for Chicago hotel rooms Saturday afternoons.

Blue Fountain Room, La Salle Hotel, which tested this feature recently, is now advertising it as a weekly attraction and is drawing in the feminine trade. Regular band-stand orks are used. Colosimo's, night spot in that city, added a style show last Sunday.

## La Crosse Licenses

**T**HE common council of La Crosse, Wis., has adopted an ordinance providing for a \$50 club license fee for liquor and a \$50 license for beer.

## Salt Lake City Clubs

**S**ALT LAKE CITY, Feb. 26.—Manager Guy Toombs, of the Hotel Utah, is featuring Eugene Jelenik and his Continentals in the Empire dining room. Band also plays a free Sunday concert in the lobby.

Manager Chauncey W. West, of the Newhouse Hotel, is featuring a floor show in the Mirror Room, with the Casanovas, international dance team, the attraction last week. Team also played an engagement at the Roxy Theater.

Manager Andy Welton, of Melody Lane, suburban cabaret, has increased patronage with floor shows plus Arnold Bergener's Band. Coon Chicken Inn has also started floor shows in addition to Reed Christensen's Band.

Manager Jensen, of the Brass Rail, continues featuring nightly floor shows with the exception of Sunday. The Heidelberg and Louve Cabaret have bands only.

## Stanley, Pitts, Books Ahead

**P**ITTSBURGH, Feb. 26.—Stanley Theater continues optimistic booking in advance with Barney Rapp's Band and Billy Gilbert set for week beginning March 4. Jimmy Lunceford for the following week; Hal Leroy and Clyde McCoy, March 18, for second appearance here within nine months, and Tommy Dorsey for March 25.

## New York:

**MOLLY SPOTTED ELK** has had to forsake her dancing career as a result of a recent illness and operation. She's free-lancing for theatrical papers. . . . **OBOROHIE HUNTER** is back in New York from Detroit, where he operated the Madhouse Club last year. . . . **LORNA TREE** is again playing niteries.

**POLA BORGIA** is now teamed with Roy Oliver, accordionist. Duo opened at the Biltmore Hotel, Providence, February 27 for an extended engagement.

**VELOZ AND YOLANDA** remain at the Plaza Hotel until April with a Palmer House, Chicago, opening scheduled for June. . . . **CESAR AND DOREE**, dance team at the Havana-Madrid, will leave that spot at the end of March, making a five-month run, to open at the Ambassadeurs, Paris, for Clifford Fischer in April. . . . **CAS FRANKLIN** has been held over with the new show at the Park Central for an additional four-week stay. . . . **GUIDO AND EVA** open an engagement this week at the Barclay Restaurant, Brooklyn.

## Chicago:

**GREGORY AND HAYS**, knockabout team, came in from Los Angeles to work in this area. . . . **THREE TROJANS** added as an extra act in the Royale Follies show, following an audition. . . . **TINNEY GOSGROVE** reopens his South Bluff Country Club, Peru, Ill., March 16. Paul Marr will book it.

**JAY AND LOU SEILER** have signed a four-week touring contract with Tommy Dorsey's Band and open a 10-week fair season June 27. . . . **PETER HIGGINS** moved into the Towne Casino, Miami Beach. . . . **THE ANDREWS SISTERS**,

## Which Oppressed Race?

**NEW YORK, Feb. 26.**—Recently the Negro Actors' Guild had occasion to change its stationery. Simon Feinstein, attorney for the Guild, did a burn when he discovered his name had been dropped from the letter-head. He called up the Guild indignantly and wanted to know what the big idea was, leaving his name out. Replied a secretary, "It sounds too Jewish."

## Chicago Bookers Face Dearth of Available Acts

**CHICAGO, Feb. 26.**—Bookers with scattered vaude house accounts in the Midwest are faced with a serious shortage of acts. Able to offer only one date at a time, representing a week at best, individual budgets are not attractive enough to offer good money to acts.

Some of these dates are over 500 miles out of Chicago, the round-trip fare and daily expenses eating up the salary figure. Acts have shown preference for local dates at almost half the salary an out-of-town theater engagement would bring them, figuring it cheaper to stay in.

Solution, as acts see it, would be an attempt by the bookers to get houses to boost their flesh budgets. Boys in the booking row see the point all right but are afraid that demands for more money from the combo-minded theater owners may incite them to take flesh out altogether.

## Wheeling Club Reopens

**WHEELING, W. Va., Feb. 26.**—Reopening of Club Paddock has been definitely set for March 3. Floor-show policy will be continued. Nick Irving's Swingmasters are slated for the band stand.

## Frances White "Comeback"

**NEW YORK, Feb. 26.**—Frances White is latest performer being sponsored for Broadway comeback by Bill's Gay Nineties. She will be featured in *A Night at Tony Pastor's*.

## Detroit Paddock Bar Closed

**DETROIT, Feb. 26.**—Paddock Bar, downtown nitery, operated by Doris Vincent, has gone out of business.

# Club Talent

of the Wrigley radio show, now doubling at the Chez Parée. . . . **VELOZ AND YOLANDA** open a return engagement at the Palmer House July 6. . . . **AL PAGE**, magician and emcee, is playing a return engagement at the Club Roxy. . . . **LOU HOLTZ** will stay four weeks at the Chez.

## Here and There:

**ESTELLE AND LEROY**, at present playing in Cairo, Egypt, return soon to the Riviera, with four weeks in Cannes and two in Geneva; then back to Paris again before returning to the Savoy in London June 6 for their sixth return date there. . . . **MARITA ELLIN** begins a six-week run Monday, with two weeks each at the Getz Supper Club, Baltimore; Mayfair Club, Washington, and the Tie Toe Club, Montreal. . . .

**PERZADE AND JETAN** closed a four-week run at Murray's Inn, Albany, N. Y., this week. . . . **AIMES AND VIVIENNE** have been held over at the Chez Ami, Buffalo, for another two weeks. Set by Arthur Argyle, of Rochester, N. Y. . . . **THIDA LOY** has opened a return engagement at the Golden Grill, Rochester, N. Y. . . . **JACK EARLY AND MARION LYON** are at the Fairmont Country Club, Hull, Que. . . . **STONE AND VICTOR** started at the 20th Century Club, Philadelphia, last week. . . . **MARIA KARBON'S** trio now consists of herself, Kathleen McCrea and Ed Zutoff.

**THE THREE NATURALS**, strolling unit, currently at the Belden Hotel, Canton, O. Includes Vic Kephart, Mary Crandall and Vic Peterson. . . . **HILTON SISTERS** opened an indefinite engagement at Club Tivoli, San Francisco, February 26, booked by Worldwide Theatrical Circuit. Club Tivoli is owned by Dick Richards, formerly of Mammy's Shack, Sacramento, Calif.

# B'way Clubs Stall Obits

**Paradise gets 77b—plots comeback with name bands—more clubs to open**

**NEW YORK, Feb. 26.**—Despite waning business in the majority of the spots along Broadway, Main Stem niteries refuse to accept defeat and are doing everything possible to avert throwing in the sponge.

Croppy and weak from a recession beating, but still willing to wade in for more, the Paradise Restaurant this week asked for and was granted a 77b bankruptcy reorganization. The petition was filed by the Paradise Catering Company, thru its president, Milton Adler, after (See *HWAY CLUBS* on page 72)

## Pitt Groups Plan Clean-Up Drive Against Night Spots

**PITTSBURGH, Feb. 26.**—Provoked by newspaper stories of one-man clubs and other entertainment resorts reputed to be vice still on the city's Northside, more than 20 civic, social and church groups combined today for a clean-up drive against all niteries north of the Allegheny. At the same time Bishop Hugh Boyle publicly outlawed bingo and related games as a source of entertainment or revenue in the Pittsburgh diocese's 444 Catholic churches.

Crusade leaders are Rev. Walter Lee Ewing, temporary chairman of the newly formed Northside Civic Council, and Paul Dillman, secretary Northside Chamber of Commerce. Boyle's action is believed caused by intrusion of professional gamblers who have been organizing bingo parties for a percentage of the house.

## Longview, Pittsburgh, Burns

**PITTSBURGH, Feb. 26.**—One of Western Pennsylvania's best known night spots, Longview Farms, in Ross Township, was destroyed by fire last night. Loss totals \$40,000. Spot was leased last Christmas Eve by J. J. Weibling, of Allison Park, from Fred Ester, Pittsburgh. Inn burned to the ground less than two hours after fire was discovered by Ernest Jackson, chef, and William Jackson, waiter.

## Congress Hotel Retains Casino

**CHICAGO, Feb. 26.**—Congress Hotel will continue to operate the Congress Casino. Rather than fold for Lent, the Casino, March 8, will usher in a new show, including Nils T. Granlund's girl revue and Boyd Raeburn and orchestra. Policy is a new departure for this room which earlier this season concentrated on dance music and later on vaude acts.

## Lookout Mt. Spot Sold

**CHATTANOOGA, Tenn., Feb. 26.**—Star Dust, swanky night club atop Lookout Mountain, closed the past season because of alleged gambling, is reported reopening this summer under new management.

George Grant, of Memphis, has purchased Star Dust, according to a local realtor. This will make the second night spot on Lookout Mountain this summer. Lookout Mountain Hotel planning to reopen.

## Former Resort Profitable Club

**BURLINGTON, Vt., Feb. 26.**—Conversion of the Lake Champlain Club, former summer resort, into a pop-priced winter night club, is paying dividends to owner T. Russell Brown.

Entertainment consists of featured skating acts. Present team is Haselton and Cook. No band has been booked in.

## New Club in Shreveport

**SHREVEPORT, La., Feb. 26.**—Southern Dinner Club opened Wednesday, featuring Morris Hance' Ork and floor show headed by Shirley Grey. Located on Minden road, just outside city limits. Cover charge \$1.50.

## Normandie Roof, Mt. Royal Hotel, Montreal

Something of a sensation in Canada is the Normandie Roof atop the Mount Royal. Since it opened last June it has been in the five-figure-a-week class except for a couple of pre-Christmas weeks. Tariff is a minimum of \$2 nightly and \$3 for Saturday supper and holidays.

With something like 500 present when caught, the music of Lloyd Huntley, in his 100th week, is even more popular than when he opened two years ago in the main dining room. Ann Kincaid is an eye-and-ear filler, particularly in her duets with Phil Brito, baritone. Don Turner, comic, and John McCullough, romantic tenor, bring the band vocalists up to four. No swing at all. Strictly commercial.

Topping the bill was a new act from abroad. Kuda Bux, the "man with the X-ray eyes." His routine ran some 22 minutes and scored a big impression. He permits his eyes to be stopped up with dough, cotton wool, pads, scarfs, bandages, mufflers, napkins and other eye-obstructors and then proceeds to "sell" his ability to see normally in clever fashion. He scored particularly when he obliged skeptics to come down to remove the bandages and prove that he could not possibly see thru or around them. Backed up by terrific newspaper publicity, he scored in fine fashion. He goes to the Statler Hotel, Cleveland.

Carl and Leone Bonner topped the show with their sweet warbling. The former is a tenor with a high and low range and latter a lyric soprano able to go to the highest rung. As a pair, they are the very essence of youth and gentility. Their front is excellent. They sang *Melancholy Baby*, *Show Boat Med-*

*ley*, *Street Song* and *Star Dust* and encoored with *Rose Marie* and then *My Hero*. Again they were obliged to come back with *A Pretty Girl Is Like a Melody*, *Moonlight and Roses* and *Indian Love Call*. This type of music ideally suits this very fine pair.

The best dance team from a viewpoint of technique in the history of the Normandie Roof were the D'Irons, concluding an extended engagement here. Ballet training was obvious, particularly in the excellent prettiest of Rosette. Carl is an excellent dancer. On the same bill were Fritz and Jean Rubert, comedy drunk dancers. Aurelia Colombo was guest vocalist. **Colin A. Graenor.**

## Walnut Room, Bismarck Hotel, Chicago

New show is headed by Ruth and Billy Ambrose, young and lovely dancers who should click solidly with the patrons. Make a charming appearance and their graceful routines are in keeping with the atmosphere of the smarter hotel rooms. Did four numbers in the opening bill, opening with a smooth waltz to the melting strains of *Blue Danube* and closing as two college kids doing the Big Apple.

Celia McCoy, interpretative tap dancer, did a stock Spanish cape routine that was well presented. Frank Payne, impersonator, has been held over to continue with his amusing impressions of notables. High spot is his murderous carbon of the President, portrayed with a clever line of chatter.

Art Kassel's Band plays top dance music. The soft blending rhythm is a heavy dance-floor magnet. Art himself doubles vocally with Billy Leach, a good tenor, and Marion Holmes, attractive songstress.

New feature during supper show Fridays is known as *Sweepstakes*, an attraction that offers both amusement and prizes for the customers. **Sam Honigberg.**

## Park Rest, Newark, N. J.

Latest spot in these parts to attract attention, place has developed into a popular rendezvous that features tops in entertainment. Credit goes to Sol Mandell and Sol Klein, owner and manager, respectively.

Hour and a half floor show is emceed by Eddy Rogers with finesse and pace. Helen Mackin and her Four Mannequins open in a Cossack routine that would get a big hand anywhere. Marilyn Mack, radio songstress, draws several repeats before Lois Peters goes into her acrobatic dance. Miss Ida, vocalist, and Kay Clark, tap dancer, follow. Ork leader Johnny Cappo then leads his boys in the old stand-by—the parade of the bands. Outstanding inter is the Goodman trio, with drummer Wolf Forte running away with the honors.

Dixie Harmony Trio, who also play between shows, finished off.

Place is doing turn-away biz. Dollar minimum Saturday nights, when there are three shows. Two shows on other nights. **Bruno M. Kern.**

## Plantation Club, New York

Harlem's holdout against the Harlem-on-Broadway movement offers a convincing argument with their current presentation, *The Ten Town Topics*. It's a swell revue—fast, well-knit, chock-full of talent and spiced with enough blue to make it typical Lennox avenue fare and worth while for the extra trip uptown.

There is little to choose in the line of standouts. Henry Wessels has been held over from the preceding show, as has Lee Simmons, dynamic knock-down-and-drag-out ballad bawler and keyboard pounder. The handsome and lithe Wessels again shows to advantage in song and in graceful acro-eccentric tripping.

Norton and Margo, dance team of graceful and versatile proportions, is sure to be heard from shortly. Both members, besides their delicacy and nimbleness, can compare favorably in accuracy of work and flowing ease of motion with any team, colored or otherwise, now claiming more fame and fortune.

The hoydenish sense of humor and inebriated pretending of Jackie Mabley is the comedy highlight of the revue. With a flaming-hued wig and "tramp" glad rags, she dispenses with affable intimacy double entendre of a royal blue

and snatches of song and dance. She is assisted in her offering by Red and Curly, boy tap team and singers. Pair work well together in fast and clean stepping and succeed in injecting a good deal of personality into their work.

Personality exuded by another dancing-singing team, Freddie and Timmie, easily rivals the loquacious of their clothes. Reckless, break-neck dancing and good enough harmonizing are thrown in for good measure. The singing assignments are capably handled by Ann Lewis and 300-pounder Velma Middleton. Lewis gal is a striking looker who gives out with streamlined shouting and exciting blues singing which she colors with plenty of personality stuff and hip slapping. Middleton pleases plenty with her sweet, smooth vocals, but it is her amazing agility that impresses most.

Florence Hill serves as dancing partner to Wessels and, in a solo offering, shows amazing ability as an eccentric dancer in a fast-paced routine that featured unusual splits. Harold Norton does the vocals for most of the production scenes and, in the *Harlem Gone Jungle* scene, scores with a dramatic song recitation. In the same scene, Joe Atlas, well-oiled body covered only by a few feathers and a loin cloth, thrills with an exciting voodoo spear dance. Grotesquely pictorial throat, the number has a blood-chilling wind-up.

A line of 12 Ten Town Teasers frame the revue with capable dancing and colorful background. Oris Alston's Band, featuring Alston himself on the trumpet, provide the music.

The production was staged by Clarence Robinson. Music and lyrics by Paul Deniker. Costumes by Marie Harth. Publicity by Milton Rubin.

Minimum \$1.50 week days; \$2.00 Saturdays. **George Colson.**

## Chez Paree, Indianapolis

Dancing mostly, with several vocals sandwiched in, forms the floor show at this downtown night spot now being managed by Zeke Campbell.

Show opens with a moderately fast number by Helene Lee, tambourine dancer. Girl has a good figure and is a capable dancer. Betty and Jane follow with a duo tap slightly above ordinary. Dolores gets applause for a finely executed toe dance.

Hal Bailey, ork leader and emcee, introduced Clive Stewart, vocalist, who sang *Am I Blue?* with cornet interpolations. Five High Hatters do a spirited high-kick number for a closer.

Show costumes were fresh and cleverly designed. **H. Kenney.**

## Plaza Cafe, Pittsburgh

Pittsburgh's most centrally located nitery for butter-and-eggers is enjoying a revival. Opened this winter by Freda Pope and husband, Ed Hess, formerly operators of Longview Farms and the Show Boat, after having been shuttered last spring following split-up of three partners who had piloted spot for years, Plaza theoretically restricts business. Believing that three dozen spenders are better than a couple hundred thin-pursed youngsters, the Pope-Hess combine definitely caters to mature ring-riders who like soft lights, lovely girls and just enough show to vary the routine of dance-drink-dance.

Located in basement of office building, spot gets the transient and professional trade. For sitting and dancing partners, 12 formal-gowned hostesses are on hand; for greeting, Hess and his headwaiter, Brownie.

Room can accommodate couple hundred comfortably. To keep out unprofitable youngsters and undesirable oldsters who aim to dance much and spend little, Hess imposes cover of 50 cents per, one of three spots in county that still charges patrons for sitting down.

Shows, booked by the owners and several local agents, usually include three acts. Band is Jimmy Peyton's, organized when cafe was reopened, and recently signed to year contract. Peyton doubles as emcee.

Current bill opens with the Rhythm Sisters, two Pittsburgh blondes who work in novel fencing turn to tap routine with aid of swords. Adele Curtis, singer with band, follows in solo, after which the ork in a musical meleé that has each of eight musicians playing different tune in harmonious composite. Baritone Joseph Thomas does a number written by John

Charles of the same last name. The band is background for pianist Eddie Jones' keyboard flash on *Concerto in F*. Jones is show standout. Only 21 now, looking like a hybrid of Ben Blue and Ray Bolger, he should be able to go places if he develops evident talent for slapstick mimicry while fingering classics.

The Rhythm Sisters returned for another tap, followed by Silver Cyclones, two boys and a girl, who whirled on rollers for a well-taken finale. Peyton's unassuming, simple introductions are a relief after the pseudo-humor most nitery emcees around here indulge in, his band leading shows nice timing and a talent for showmanship.

Band personnel, averaging about 25 years old, is Harry Holmes on drums; William Connelly, trumpet; Art Peyton, guitar; Adrian de Gasperi, bass; Lee Loveland, Archie Tarsis and J. Peyton, as singer, and Holmes wheedles the vibraphone. Show and music give impression that more people are involved than actually, a good formula for keeping overhead down and net take up.

Assistant manager and p. a. is Jack McCarthy. **Morton Frank.**

## Blue Fountain Room, La Salle Hotel, Chicago

Management here finds a good small-band combination that can double on the floor sufficient entertainment to attract patrons in profitable numbers. No minimum week days; never a cover.

New attraction here is the enlarged combination of the Four Dictators. The boys added three men and feature Marjorie Whitney, former "queen" with the King's Jesters. According to Leo Salkin, their manager, the outfit, following its present engagement, will be billed as Marjorie Whitney and the King's Lads. Combo excels in dance music and boasts of some strong novelty numbers and special arrangements suitable for Miss Whitney's style.

Miss Whitney is a talented performer and has an individual way of selling a song. Sincerity in her voice commands attention. Makes an attractive appearance and has a winning personality.

The original Dictators are Chuck Ikerd, electric guitar; Walter Machias, bass; Harry Shook, sax and clarinet; and Earl Bergman, Spanish guitar. Additions include Bob Calisen, drums; Eddie Bradley, pianist, and Dutch Vogt, trumpet. Boys are young and make a smart appearance. Most of them double vocally.

Small shows are offered twice nightly.

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"Tiny" Day, intermission organist, is the emcee. Also occupies a spot of his own, playing the accordion and doing special songs.  
Sam Honigberg.

**Matteoni's, Stockton, Calif.**

A fast-moving show, emceed by Hank Lewis. Lewis helps sell the show with his Ted Lewis impressions and line of chatter.

Hali Sisters, two shapely tap dancers, opened in a number tagged *Nautical But Nice*, featuring particularly attractive costumes and later in the show a Hawaiian dance. Virgie, torch singer, in her 42d week, sang *You Took the Words Right Out of My Mouth*. Has appealing voice and fair delivery. Lunard and Perkova, dance team, staged a unique interpretation of the doll dance and came back later with a more effective Russian dance number.

Highlight was a comedy skit enacted by "Google" Richetti's Orchestra, with "Google" playing a flap-eared comedy part that brings down the house. Show winds up with Lewis singing the new *Sweet as a Song* in a fine baritone.

Orchestra is one of the most danceable locally. It consists of Jean Sigrist, sax; Bob Cruze, guitar and banjo; Al Keck, piano; "Google" Richetti, drums. Rita Sandahl plays accordion intermission numbers.

Owned by Fred (Mike) Matteoni, spot has been open for two years and does top cabaret business. No cover charge. Dinners \$1.25. Capacity 350.

Kirt MacBride.

**Empire Room, Palmer House, Chicago**

From the wholesome entertainment angle the new revue is probably the most satisfactory offered in the classy Empire Room in the last year. Smartly produced by Merriell Abbott, the refreshing line novelties augmented by the work of Geli-Gall and Maurice and Cordoba are glove-fitting floor sights for the better trade.

Abbott line opens with a soft and spring-flavored ballet routine to *Thrill of a Lifetime*, enhanced with the pleasing vocal work by Stanley Hickman.

Geli-Gall, here for the third time, is a gracious performer, a most welcome asset in the better hotel rooms. Works his magic with lightning speed, and each trick is simple yet ingenious enough to hold attention and mystifying at the same time. His appearing and disap-

pearing chicken acts are an unusual treat.

The Abbott kids return in colorful Russian costumes for a stirring peasant novelty, featuring Dorothy King in an excellent Russian specialty. Her deftly executed footsteps highlight this number.

Maurice and Cordoba scored with their ballroom dancing, versatile and impressive. Man in particular proved himself a capable and inspiring dancer, with his partner an attractive and suitable partner. Did a waltz, Spanish one-step and a modern routine and encoored with a musical comedy concoction to the tunes of old hits.

The line closes the bill with a truly sensational mass acrobatic number that actually stopped the show during both performances opening night. Several of the kids are singled out in amazing tricks, performed with flash and skill.

Bernie Cummins and orchestra are the new band-stand attraction. Outfit serves good dance music in style and smart taste. Leader makes a personable appearance, doubling vocally and keeping on the go during dance sessions. Other warblers with the band include Connie Barlow, Jerry Lang and Walter Cummins. Phil Dooley and his foursome continue to furnish intermission music.

At 10 o'clock nightly a crop of youthful Apple dancers appear briefly and noisily in a new dance strut labeled *La Conga*. To the wild drum beats by one of the boys and the strains of jungle rhythms six couples let their hair down and go native in the ultra-modern way. The patrons liked them.  
Sam Honigberg.

**Cocoanut Grove, Park Central Hotel, New York**

Newest of the Bill Robbins revues has all of the elements of the previous ambitious and in-good-taste Robbins' floor productions. The talent is entirely entertaining and the show is well rounded and moderately paced. Assisting Robbins in ensemble numbers and costuming is Boots McKenna. Under the guidance of the present set-up, the room has to all appearances taken on a new lease of life and the entertainment is in no small way responsible.

Current show boasts Una Wyte, whose fragile loveliness and timeliness can in no way explain the throaty and deep-seated huskiness of her voice. Tho she doesn't restrict herself to sob ballads, the slim little lady's renditions are somewhat reminiscent of Helen Morgan at her best, achieving the same moving quality without as much lachrymosity.

Esters and Borgia, ballroomers, definitely strike a new note in their field. Resorting to unusual numbers executed with unusual originality, they are a different and refreshing change from the standard and hackneyed patterns. Their gyrations are the latest word on modernism of ballroomology.

A gay Muscovite note and an unusual floor offering is that of the Balabanow Ensemble in an admixture of singing, dancing and accordion playing. Russian dancing by one of the two boys; a toot-p number, an acro solo and a singing assignment, handled by each of the three girls; an accordion solo by the other boy, plus their ensemble work, wherein they feature the world's smallest piano-accordions, are all presented in colorful and showmanly fashion.

A nut comedy-instrumental offering by Freddie Werner, bringing into play a broken-down cello, juggling of Indian clubs, prat falls, a bit of tap work and whatnot, elicits but mild applause. The act has comedy possibilities and the hard work of Werner probably whip it into shape.

Gas Franklin, singer, held over from the preceding show, besides doing a masterful job of emceeing had little chance to show his wares, suffering from laryngitis. However, he made a commendable impression with a single try, in *The Still of the Night*.

The Boots McKenna Girls provide their usual gracious embellishment to the show. They still work up a lot of informal interest with their patron-participated *Big Apple*.

Jerry Blaine remains as the musical feature of the room. The Henry Wynne Trio provides incidental music between Blaine's sessions, and Nubi, palmist, can be consulted by special request.  
George Colson.

DARLENE JOYCE, captain for the State-Lake Theater line, Chicago, is leaving for Memphis to produce line numbers at the Orpheum Theater.

**Reviews of Acts**

**Georges and Jalna**

Reviewed at the Chicago Theater, Chicago. Style—Dancing. Setting—Full stage. Time—Eight minutes.

This dance team excels in smoothness and the natural flow of routines in their entirety. Their arm tricks, while not spectacular, are impressive and are executed with a minimum of abruptness. Team makes an excellent appearance, a fact which bolsters the beautiful illusion of their work.

At this showing they opened with a slow, passionate number and followed with three faster routines, all framed in melodious musical arrangements. Perfect for the smarter after-dark spots.  
S. H.

**Johnny Morrison**

Reviewed at the State-Lake Theater, Chicago. Style—Eccentric dancing and impersonations. Setting—In one. Time—Six minutes.

A clever, youthful and neat-appearing chap doing eccentric dance work and impressions that are out of the ordinary.

His foot and hand loose dance, used as an opening, sets him in a good humor bracket with the audience and finds it an open entrance into his take-offs of Karloff, Lon Chaney and a scarecrow. Those still familiar with Chaney's work will appreciate Morrison's hunchback carbon, as it is a perfect bit. Sandwiches in a gag or two between bits.  
S. H.

**Sisson and Neal**

Reviewed at the State-Lake Theater, Chicago. Style—Novelty. Setting—In two. Time—Nine minutes.

A two-girl novelty turn, the blonde featured with a harp and the brunet in whistling specialties. Not many of this type around and, as a result, prove a fresh routine on any combo bill.

At this showing the act could have been shortened, altho part of overtime was apparently due to production work arranged for the house line with this act. Harpist played a well-blended melody of *Bei Mir Bist Du Schoen* and *Dark Eyes* between her partner's whistling sessions. Closed with *Trots*.  
S. H.

**Judy Garland**

Reviewed at Loew's State, New York. Style—Singing. Setting—In one. Time—Ten minutes.

It's not so long ago that Judy Garland was on the outside in New York trying to get in. Ironically enough, one of those turning her down then was the management of WHN, Loew-MGM station, with MGM now having the young singer under contract. Build-up by recent pictures and radio dates makes the girl a valuable piece of property now. Miss Garland can sing a pop and sell

a tune with the best of them. She has a good style and a voice which she knows how to use to best advantage. Quite charming and attractive in appearance, she packs a load of personality. This, her first New York headlining date, will be successful. Ditto for any future ones she'll make.

Lyric about Manhattan, *Dirselend Band*, *Lose Letter from Broadway Melody*, number she did in that picture, and *Bei Mir*, etc., were her numbers. Sold handsomely, and enthusiastically applauded. She should cut the palpably phony coy stuff, tho.  
J. F.

**Clark Dennis**

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

A Chicago radio tenor who now looks ready for theater engagements. His salesmanship in front of an audience has improved considerably, appearing a more confident and well-groomed personality. Has a pleasing voice that mike-registers unusually well.

At this showing he warbled in order *Bei Mir Bist Du Schoen*, *You're a Sweetheart*, *The One Rose*, *Once in a While*, *Night and Day* and *Mother Machree*.  
S. H.

**The Jordans**

Reviewed at the Oriental Theater, Chicago. Style—Teeter board. Setting—Full stage. Time—Six minutes.

A fast teeter-board turn, executed with trained skill by six young and agile chaps. Each trick blends into the other to circusy music and expert coordination.

There's a generous contribution of good acro stunts between teeter-board feats and a mass acro finish that makes an applause-garnering sight.

In this house act was fitted into a pirate scene.  
S. H.

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NOW—CONGRESS CASINO, CHICAGO

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## Roxy, New York

(Reviewed Friday Evening, February 25)

Vaude show accompanying Sally, Irene and Mary in a moderately diverting entertainment, with generally satisfactory acts thruout. Business was brisk Friday night.

Bee Ho Gray and Company—the company being a stooge and a coyote—is an act that opens slowly—in fact, almost boringly—but builds and gets off quite nicely. First part of the act is devoted to knife and rope throwing, with unfunny running patter. Picks up the act with Gray's banjo work and gets its hand on the basis of the coyote, which bays while Gray sings and plays his pick box.

Condos Brothers have appeared in numerous pictures lately. A class, fast and hard-working team, they are outstanding tap dancers. Act maintains excellent pace and is studded with sock routines. House liked 'em plenty.

Jeanne Brideson according to Paul Ash, entering her from his spot in the pit, is 17 years old. She plays two violin numbers pleasingly, with Eleanor Tennis doing a ballet number on an elevation, dimly lit, in the background.

Paul Kirkland's novelty act is in a three-part take. Opening with Kirkland doing a ladder balancing routine. It shifts to a good spot wherein Kirkland balances a paper cone on his nose, eyes, ears, etc., winding up with this burning while still balanced. Closes with a comedy routine, balancing his lady stooge on one chair perched on the up-turned legs of another. Customers found it amusing.

Stock of the show is in the Gae Foster girls' last routine, girls deploying on bicycles in squads of 4, 8 and 16, doing fast and slow riding and circling in small radii to *Bel Me Bist Du Schoen*. A sock close. Jerry Franken.

## Hippodrome, Baltimore

(Reviewed Friday Evening, February 25)

With Walt Disney's *Snow White* running thru its third week, a capacity crowd was on hand to show its appreciation for this week's combo fare.

Show is titled *Hawaiian Revels* and features Eddie Peabody as emcee, with Felice Iula and his 12-piece band deserting the pit in favor of a place on the stage. Orchestra shows up to better advantage from the new position and more opportunity is offered for the playing of numbers between each presentation. Stage is under Hawaiian setting, while band is on shifting platform.

Paul and Nino Ghezzi start the ball rolling with their hand-balancing act in which they perform amazingly difficult feats with steadiness and ease. Still more unusual is their encore of the *Big Apple*, which they dance on their hands with perfect timing, grace and rhythm.

Nora Williams, second only to Kate Smith for size, takes over the spot at this point. She sings in a soft soothing style and her delivery is beyond reproach. Combining this with some excellent whistling, along with just fair dancing, she takes hold and is forced to encore.

Marian Belett and the English Brothers present a unique comedy acrobatic team. Miss Belett, short and stocky, is rolled around like the barrel she resembles by her partners, one of whom yells in a peculiar soprano. Truly an odd combination. Nevertheless they provoke considerable laughter by their amusing

antics and snappy presentation. All three take a heavy beating, but prove they all can dance during more serious moments.

Eddie Peabody emerges with an electric guitar to lead the band thru several numbers, one of which the entire orchestra plays banjos. Peabody stands in good stead as leader, dancing about in a lively style while carrying the baton. He closes the 40 minutes of a well-balanced attraction with a rapid-fire medley of songs of the Deep South as only he can play the banjo. Phil Lehman.

## Capitol, Portland, Ore.

(Reviewed Sunday, February 20)

Three of the acts in this show had appeared at the local Rivolt within the month previous. But they are good enough to stand such a quick return.

As has happened so often lately at this house, dancing played the major role. Impersonations by the emcee and accordion music helped to balance and give the show a little variety.

At the top in the dance list were Stone and Barton, handsome boy-girl team, with tap dancing a la elegant. The diminutive pair worked hard and was generously rewarded in applause. Imitations of Ruby Keeler and Bill Robinson and dancing to a musical overture made their routine refreshing.

Eddie Davis' popularity hung mostly on his conical versions of a prize fighter, skating beginner, Scotchman and an old maid going to bed. His old-maid bit is his best. He also calls the numbers for the rest of the show, throwing in many good stories.

A Portland product, George Christie, crashed vaude ranks by proving his wizardry on the accordion. The red-head's nimble fingers glided swiftly, with good expression, over the keys as he played such fast numbers as *Nole*.

Another man-girl duo, Sossia and Saria, mixed adagio, toe dancing and comedy. Adagio is their forte, however, and they would do better by paying more attention to it and forgetting most of the not-so-funny comedy. Toe-dancing Saria is a bit too buxom to be attractive in her abbreviated costume.

Dagmar, in the second week in her return engagement, presents another of her exotic dances. She wore various designs with two long cloth streamers while dancing in sparkling trunks and bandeau. Key Hartsook.

## Chicago, Chicago

(Reviewed Friday Afternoon, Feb. 25)

Shep Fields and his rippling rhythmic musicians opened a fortnight's engagement here after a stay at the neighboring Palmer House. Opening show was short on comedy due to the absence of the scheduled Three Nonchalants, one of them a ptomaine poison victim. As a result bill was stretched out with a couple of added ork specialties which did not tax the patience of the customers but did make the shortage of laughs more noticeable.

Band and its distinctive rippling rhythm style dishes out soothing melodies which are more than okeh for the better class combo houses. Boys make a smart appearance and Shep's brief and straightforward emceeing is in keeping with the discriminating atmosphere of his organization.

Boys open with a medley of three pop tunes, with Bob Goday, handsome tenor, handling the vocal session. Next Shep puts his youths thru a review of rhythms, including the waltz, Dixieland and symphonic jazz, sweet and swing music and his own inimitable rippling rhythm. Humoresque is an admirable choice for the musical cavalcade.

Vera Fern, blond aero-control dancer, comes on for two intricate routines which she performs softly and capably. Has a lively personality and a shapely, supple figure.

"Babs" Bernard, 11-year-old kid, announced as Shep's singing protegee, gives out with the stock personality style typical of gals her age. Has a strong delivery but should keep away from high notes. Stayed on for Bob White, *Thanks for the Memory* and *Dipsy Doodle*.

Ork continues with another rippling session before the initial laughs are heard due to the amusing Groucho and Harpo Marx impressions by Mirth and Mack, two young and neat-appearing

chaps. Boys have a fast tap opening before going into their take-offs, sock part of their act.

Ruth and Billy Ambrose, lovely and versatile dance team, are doubling between the Bismarck Hotel and are fitting in nicely in this bill. To excellent musical accompaniment, they wait to *Blue Danube*, do a *Riding High* strut and close with *The Big Apple*. Make an unusually youthful appearance and do exceedingly graceful work.

*Flight of the Bumblebee* on a set of accordions is used for finale. An impressive and elaborate arrangement featuring Johnny Saree in a well-blended solo.

On screen *Big Broadcast of 1938* (Paramount). Business good first show opening day. Sam Hontberg.

## Orpheum, Los Angeles

(Reviewed Wednesday, February 23)

Diversified bill here this week, with several top acts making it a first-rate show.

Show opened with Al Lyons and band playing *Snake Charmer*. Lyons seems to have given his crew a shot in the arm. They did a good job on this arrangement.

Tenor Donald Reeves sang *Sweet as a Song*. Nice voice, but delivery spoiled by a faulty mike. Makes his high notes sound too shrill.

The so-called talent find of the week was Esther Tarber. The gal does imitations sans make-up and wigs. First was Winchell, who in turn "introduced" various personalities, best being Lionel Barrymore. Her impression of Katharine Hepburn was too much on the gag side. Had she played it straight it would have gone over better.

Gall Sisters, three juves, who recently did a guest spot on the Cantor air show, next. Kids know their showmanship. Opened with *Devil and the Deep Blue Sea*, followed by tunes from *Shoubout*. Their closing was *Mama, I Want To Make Rhythms*, a nice arrangement. Their blend of voices could be improved upon.

Pritchard and Lord, dance team, came on doing a conventional tango, turning it into a tap number. Very effective. The gal is a looker and also a finished dancer.

Long lean Kirby and his femme stooge, Duval, have old gags but a way of putting them across that gets the audience. They know their gag timing.

Morgner and Large are an acrobatic pair who do routine stuff but for the fact that they are each minus one leg. Best trick was one member of duo jumping over four chairs and landing on partner's hands. This got the crowd. Business slow for opening matinee. Dean Osen.

## Palace, Chicago

(Reviewed Friday Afternoon, Feb. 25)

Mae West, who is temporarily deserting the Coast to test the box-office pulse of her screen followers, has camped here as her first of several personal appearance engagements in the Middle West and East. Appearing with the gaudily costumed La West are six well-dressed men about town used for an entrance build-up, and Milton Watson,

who waxes romantic in the boudoir scene and sings warmly into La West's educated ears.

She is doing just what her fans would expect her to do, and to them she will not be disappointing. The double-entendre talk session between the hour-glass-shaped Mae and Watson is amusing to those who want to find amusement in it.

The bill is surrounded with strong entertainment and is not entirely dependent on Mae West's closing act. Juanita and her Champions, four healthy looking blond skaters, unwind the show with a brief and speedy roller turn. Girls sell their tricks well.

Steve Evans appeared opening day only, holding the spot which will be filled by Eddie Medley and his new assistants, Ann Crosby and Jimmy Sergeant. A train wreck delayed Medley's trunks and kept the act out opening day.

Jane Moore and Billy Revel looked good in their dance caricature work, especially in the amusing and well-timed bits to Latin strains. Team stayed on for three numbers and returned for three bows.

Jack Powell, black-face clown of the drum sticks, made an art out of his drum act. It's a polished bit of entertainment, wholesome and individual.

On screen *Double Danger* (RKO-Radio). House was better than average third show opening day. Extra shows have been scheduled, management expecting heavier traffic. Miss West is reported in at 50 per cent from the first dollar. Sam Hontberg.

## Varietes, Brussels

(Week of February 13)

Grock, the clown, heads the bill and holds the stage for 40 minutes of gags and music.

Remainder of the program is varied and interesting, with Aussie and Czech, whip crackers; Zerbib's Ork; D'Angelys, jugglers; Three Black Diamonds, hoofers; Pierre Bayle and Jacques Simonet, singers; Yanliou, comic; Kats, electrical experiments; Semays, equestrians; Rudy Clark, hooper; Derkas, imitations, and Evanora, dancer.

## Paris Bill

The Bobino is splurging on radio names this week, with the Belgian air favorites, Gilberte Legrand and Willy Maury, in a comedy skit. Local ether favorites appearing in songfest are Georges Plateau, Romeo Carlos, Jean Cyrano and Paul Gramon and the "Singer Without a Name."

Novelty numbers are the Rosettis, aerial; Germain Aeros, souse wire walker and bumps artist; the Athenas, hand to hand, and the Trianeras, Spanish dancers.

Jeanne Aubert heads the bill at the European. The American hokum trio, Three Ponzals, show-stop with their nut comedy. Other novelty turns are the Omanis, hand to hand; Boucot, comedian, and the Yettos, contortionists.

Petit-Casino has Manuel Vega, mimic; Nelson, contortionist; Jack and Kelly, dance duo; Zara and Gallia, equilibrist, and Betty Gromer, acro dancer, Spadolini, dancer; Three Athos, aerial, and Mercedes, Willy and Raoul, adagio dancers. Are at the Alhambra, The Mome Pif, a solo singer, is at the Casino Montparnasse. T. W.

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## Reviews of Units

## Benny Davis' Stardust Revue of 1938

(Reviewed February 24 at Loew's State Theater, New York) (First Show)

Benny Davis, pilot of this unit, which occupies this week's full running time of the State show, is a successful songwriter and an old hand, too, at fostering units with fresh-picked talent. This reviewer has viewed many of Davis' stage efforts, but none recently enough to make fair comparisons. On its own feet the 1938 *Stardust* spasm is corking entertainment, about as speedy as anything you can catch around these parts—and that takes in the better class niteries using big shows. The Davis show has freshness and youth that belie the diagnosis of senility made for vaude by

the pix-minded medicos. It's an old and sound principle of showmanship that talent essentially good goes over in proportion to the send-off and handling given it by the bellwhether or emcee. Even if this reviewer's judgment of the talent here is overrated because of Davis' swell job, the verdict stands, because the youngsters are being weighed as a mass, with Davis as the essential ingredient. Davis does get corny, and there is a heavy leaning on sentiment, but Davis is playing to an audience that likes it, and that's what counts. If we have to make comparisons this song-writing emcee is the most ingratiating one we have caught in a dog's age. His improvement in a period of about five years has been phenomenal. Considering vaude's state today, he must have gotten his workouts in an unused barn. The *Stardust* specialists considered in

the order in which they were spotted at this opening show follow:

Davis opens with a warble of his *She's Tall, She's Tan, She's Terrific*, stand-out number he wrote for the Cotton Club show. He is backed up by a minstrel grouping of his youngsters and Ruby Zwering's pit boys, moved up to the stage for the week.

First specialists are Bobbie Joyce and Jackie Strong, fast and capable acro dancers whom Davis insisted he had teamed up the previous evening. They pulled a swell hand. Next in the cavalcade of sockos are the Dorn Brothers and their sister, Mary. Much younger and with plenty yet coming on the ball, the harmonizing of this trio recalls Keller Sisters and Lynch at their best. Clean looking are these youngsters and chock-full of talent. The girl has a pair of pipes that were made for the mike. The vocal blend is perfect, and when they start blasting away with their impersonations (which thankfully are tongue-in-the-cheeked) their click is definite. Plenty will be heard from this trio before long.

John Hooton is a kid with a tapping gift and who appends the appealing hoofing with baton twirling and jariat spinning. Also a sock. Margie Knapp, whom Davis employs to introduce him at the opening, follows Hooton with swiny warbles. This little girl has the goods and would be Grade A if she wore skirts instead of the pantalettes. The present get-up detracts from the kid's femininity, of which she has plenty to sell. Of the few familiar in the entourage as the Three Wiles, eccentric steppers and pantomimic satirists. These boys have clicked every time we caught them, and on this occasion they seemed to excel themselves. Next and also known around these parts from cafe appearances are Rose Blane and Tiny Wolfe, combo of petite singing and dancing miss and cute fat boy. Plenty of action, rhythm and noise—and a beautiful sense of comedy. They kicked the goal. In a tough spot but well up to the job, Billy Blake, a Tarkington type of boy, banged over trumpet impersonations, getting a strong laugh reception with his attempts to reach the high spots in the Clyde McCoy take-off. This was a deserved encore. In Robert Baxter, a young baritone, Davis has good basic material. What the boy needs is little better grooming and at least a better tonure job. All in all Baxter went way above par. The final specialty in the array is given by Master and Bollins, a mixed duo of stepping and mugging boy and a capable miss working along Charlotte Greenwood lines. Lots of rough edges to be clipped here, but they have the makings of a swell comedy act.

Davis closes with a slightly revamped medley of choruses of his favorite tunes, with piano accompaniment by Irving Hertzberg. Zwering's boys played beautifully for the show. Running time was 20 minutes. Business fair. Screen feature was *Masquequin*, starring Joan Crawford and Spencer Tracy. Super.

**Waikiki Nights**

(Reviewed Wednesday Evening, February 23, at the Folly Theater, Brooklyn)

Unit has white and Hawaiian talent, with a 14-girl line helping along the hula and hoopla biz. Wicki Bird and his Royal Hawaiian Orchestra make whining music on stage, while a couple of Hawaiian production numbers are put on for flash. One of these is based upon (See *REVIEWS OF UNITS* on page 72)

**Additional Reviews of Units on Page 72**

**Keith's, Indianapolis, Dark**

INDIANAPOLIS, Feb. 26.—Keith's folded again Sunday and this time it looks as curtains for the historic house. Theater may be turned into a garage. Five weeks ago Manny Marcus took over Keith's, which had been operated on a stage-pix policy by Jack Kane. Marcus presented double-feature bills, and two weeks ago inaugurated stage shows Saturdays and Sundays.

DETROIT, Feb. 26.—Downtown Theater is the latest major house to add stage attractions. House operated on a 25-cent admission policy by Sam Carver, is to book in Gene Dennis, mentalist. Carver has not set the date for her appearance.

**Vaudeville Notes**

LYNTON DeWOLFE and Henry Lewis, who at present have a unit, *Variety Gambols*, being toured by the Ous Sun agency, have a second unit, *Daggy-Dills* of '38, opening April 3. . . . JOE BESSER has just completed a Columbia two-reeler, *Cuckoo-ranch*. . . . CRA has set the Louis Panico Band for an appearance at the Coronado Theater, Rockford, Ill., March 6, and Fletcher Henderson at the Rivoli Theater, Muncie, Ind., April 16. . . . WORLD HAS JUST been received that Renie Jolliffe, with Peter Serge's *London Revue* Company, stranded by illness of members of the troupe in Calcutta, India, died of typhoid. Others of the company who are ill are Bubbles Stewart, Chika Lane, Ingrid Bewley, Susie Stratton and Bobbie Blair. . . . KATHLEEN YOUNG, American dancer who toured with the Marcus show, is reported dead with typhoid in Calcutta. . . . STEPIN FETCHIT has been booked by CRA to play split halves during the week of March 10 at the Columbus Theater, Erie, Pa., and the Majestic, Johnstown, Pa. Following that he plays Chicago. . . . NIRSKA, butterfly dancer, is heading the *Okay* for Sound unit, now playing His Majesty's Theater, Melbourne, Australia. FIGMEAT, colored comic, is reported suing Harry Brock, former owner of the West End Theater, New York, for \$8,000 due from a personal contract agreement. . . . BILLY S. GARVIE, veteran correspondent for *The Billboard*, is ill at Niles Street Hospital, Hartford, Conn. . . . LOEW MANAGER shifts: Ben COHEN, of the College Theater, New Haven, Conn., goes to manage a new theater in Bombay, India; SAMUEL J. BADAMO, of the Globe Theater, Bridgeport, Conn., goes to the College, New Haven; and HARRY ROSE, of Loew's, Providence, goes to the Globe, Bridgeport.

HECTOR AND PALS go to London in April to double for six weeks at the Palladium and the Trocadero. . . . JACK SAGE is the new manager of the Arcada Theater, St. Charles, Ill., succeeding Fern Lynn. . . . SILVER TWINS have joined Johnny Dunn's new unit which is breaking in on the Kemp time in Logan, W. Va., March 4. . . . JUDY GARLAND to make a p. a. at the Chicago, Chicago, week of March 10. . . . C. L. COYLE is working in the Cincinnati area with Minnie Bell, the "singing mouse."

. . . LOU HOLTZ is coaching Joe Kirk, formerly of Melis, Kirk and Howard, to do a single. . . . JANE McKENNA parted with her tonsils in Chicago.

VERA FERN is joining the Shep Fields unit for six weeks, first of which is the Chicago Theater, Chicago, February 25.

TED LESTER goes into the Playhouse, Winnipeg, Man., March 6. . . . STATE-LAKE, Chicago, gets the Randall Sisters week of March 13 and Edna Sedgewick the following week. Lela Moore and the Balabanows will play the house weeks of April 8 and 15, respectively. . . . THE THREE WALTONS will return from Australia the middle of March.

**Talent Agencies**

MARTY WHYTE, booker, formerly with Jack Kalsheln, Chicago, is now on his own in that city, with an office in the Oriental Theater Building. Johnny King, former dancer, has joined him as associate.

LOU MORGAN, formerly with Boyle Woodfolk, Chicago, has joined Tommy Sacco's office to take charge of theater and hotel bookings. Bernie Myers, of New York, also moved in to represent the office on the road.

SAMMY BURNS, formerly with the Will Weber office, New York, is now handling exploitation and managing one of the Cocalis chain of theaters. . . . CURT BERGER, AGENCY, Milwaukee, will book shows and bands at the reopened Blue Moon Cafe there.

TIM GAYLE, Boston, has renewed his exclusive management contract with Al-Ling Foo. He's been handling Oriental dancers for three years. . . . JIMMY DALEY attractions playing the Albany, N. Y., district include Eugene and Lucia Lambert, Janet Allen, Charles and Libra, Jack and Jill, Caulfield and Oakley, Will Martin Trio, Mildred Volk Cleveland, Helen Govel, Mario and Marlene, Ed Ely and Bob O'Day.

**Harriet Hayes Tops In Mentone Short**

Six standard acts are packed into a Mentone short being released by Universal March 20. HARRIET HAYES walks off with high honors. In her solo acrobatic number, she maneuvers complicated twists with grace and dexterity. She is no less accomplished as a tap dancer. Paudite for the THREE SAMUELS (two males and a fem) who team up nicely with Miss Hayes for a bit of military taps and comedy well timed to lend diversity to the hoofing. MAGDA AND BILLY BRANCH AND COMPANY stage a dramatic apache brawl in which the tumblers stand up under plenty of punishment. Exotic-looking LUBA MALINA sings, but without gusto. HAL SHERMAN's comedy lines are weak and his delivery doesn't

help any. The bit of harmonizing by YOST'S VARSITY EIGHT is standard for this group.

The performances are staged as a memory lane attraction to another family quarrel between a straying husband and a jealous wife. In the course of the tiff the husband recalls the night he proposed to the lady, etc. S. W.

**Harry Russell Wins Suit**

DETROIT, Feb. 26.—Harry Russell, local booker, was awarded damages of \$50 Monday in a suit against Harry Jarkey, of Nashville, Tenn. Russell claimed an agreement with Jarkey that he would remain in Russell's employ for one year, but that after training Jarkey to be emcee for "beef trust revues," Jarkey joined a competitor after two weeks.

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# OPS CROSS FINGERS

Joan Lee in Troc,  
Hollywood; Notes

## License Situation Altered by Fire; Expect Nod of Approval

NEW YORK, Feb. 26.—Fire which shuttered the Irving Place has altered the local license situation somewhat, as both the Irving and the People's were slated to come up for renewal this week. Tony Miccio, who operated both houses, will, it is understood, make no application at this time for renewal of the 14th street spot, but will attempt to keep the Bowers house open. If, however, the theater owner and operator decide to recondition the spot, it is still believed that any application for renewal will be delayed. Approach of Lent and a background of poor business are factors which will probably cause the delay of the reopening till next season.

License fate of the Irving Place had, however, been in doubt, as charges had been made that Miccio had not paid off. Squawks had been made to License Commissioner Paul Moss, Department of Labor, as well as two unions, the American

Federation of Actors and the Burlesque Artists' Association.

Other houses, Eltinge, Republic and Star, are due to make their renewal applications in April for the new license year, which begins in May. It is believed that these spots will get the nod of approval. Censorship committee has generally oked productions, recommending occasional scolding. There have been no salary claims against these houses.

## Blue Noses Lose Out in Toronto

TORONTO, Feb. 26.—Despite a strenuous plea of the Community Welfare Council to appoint its own burlesque censors, Mayor Ralph Day ruled that the present police department inspections would continue. Council has warred against American burlesque shows for some time, but it is believed that self-imposed regulation plus police inspection will continue.

After considering the council's request to appoint two of its directors to once-over stage shows, Mayor Day decided that police inspections were adequate.

## N. Y. Bookers Place Talent

NEW YORK, Feb. 26.—Bookings by Phil Rosenberg this week include: Lou DeVine into the Smart Set company, opening at the Howard, February 27, and Peggy Garcia, Dawn DeLees, Jack Ryan and Lee Hickman into the Worcester February 28. Joan Mavis swings into Philly's Bijou March 4, while Romano Brothers open at Washington's Gayety March 6. Miss St. Louis goes into Boston's Howard as an added attraction March 7, and Lew Petel and Ina Thomas are slated to open with a Hirst circuit show with Mike Sachs.

Net Morgan placed Morgan Sisters, Vic McNeely and Mary Frances Marva into the Columbia, Boston, February 28, and Harry Lander, Al Golden Jr. and Heidi into Worcester the same week. Danny Morton and Marmar move into Worcester March 7. Morton is also lining up a new cast for the Los Angeles Folies and is booking ice skaters for a new rink here.

Dave Cohn spotted Jack (Tiny) Fuller at the Star, Brooklyn, for March 4, while Tommy Raft opens there March 11. Bob Rogers opened at the Casino, Toronto, February 25, and Herbie Fay and Connie Pandau open at Boston's Howard March 4. Carrie Finnell opens there March 7.

# Review

## Star, Brooklyn

(Reviewed Friday Evening, February 25)

Show wasn't in the sock category, but some of the bits offered a handful of guffaws. Married woman scene with Stinky Fields was a standout for the laugh department, while Francesca's acrobatic routines and Mildred Clark's quivering ways pleased the Brooklyn connoisseurs of exposed female epidermis. Stinky Fields, Charlie (Tramp) McNally and Benny (Wop) Moore handled

the bits, including the stolen money, Jimmy, the dip, drunk and queen's moratorium, and were assisted by Ted Blair and Jack Health. Blair handled the vocal assignments as well and displayed a pleasant set of pipes. A Moore version of a mispronunciation session carried its share of laughs, but probably would be helped by judicious cutting.

Exposing their charms, etc., were the blond Joan Marvis, winsome Sunny Lovett (who replaced Gladys Clark); Ann Valentine, a luxurious brunet; Karen Lloyd, a chorine who turned in a creditable pinch-hitting job, and the Mildred Clark, who took honors. Francesca's acrobatic routines were nicely staged with an eye to showmanship as well as sensual appeal, and were liked.

Production was just passable. The line of eight kids and six showgirls were just adequate, possessing no great share of looks or pep. One number in which the kids pranced about, adorned in black brassieres and lacy black shorts and stockings was modestly staged, but as eye-filling as scenes which attempted more show. A gypsy and valentine number was routine but somewhat colorful. George Roge's novelty dancing made a fair showing. Paul Kane produced.

Harold Raymond reports biz fair at this Brooklyn landmark. Benn Hall.

## International!

NEW YORK, Feb. 26.—Harold Raymond went international and advertised the Star's show in Chinese newspapers this week. Ai-Ling Foo, Chinese dancer, was the cause of the ad, which is probably the first of its kind.

## BAA Collects \$1,400 As AFA Fears Suit

NEW YORK, Feb. 26.—Dues totaling \$1,400 which the Four A's ordered turned over to the Burlesque Artists' Association by the American Federation of Actors have been handed to the Four A's. AFA requested the Four A's to accept the \$1,400 and then turn it over to the BAA, rather than make the AFA return the sum itself. This was done, it was understood, because of friction between the two unions and fear of the AFA that it may be sued by members for dues it turned over to the BAA.

Amount was collected by the AFA during the period it claimed jurisdiction over performers playing the Hirst circuit. In a heated dispute between the two unions, BAA claimed that these dues collections belonged in its coffers, and the Four A's agreed. BAA contended it had sole jurisdiction over the burlesque field, while the AFA attempted to secure control of the variety revue houses. It has been reported that some vaude performers (See BAA COLLECTS on page 28)

## What's Wrong? What's Needed? Suggestions To Cure Burlesque

### Audience Has Changed

Burlesque of today hasn't changed from the burlesque of years ago, but the audience has.

Theater managers can always draw in the habitual customer with any kind of a show as long as he can see a semi-nude woman. But you can only draw in the average man once a year. Instead of every week. For will this critical man stay thru a show where he has to endure ham comedians, worst showgirls and chorus?

The word burlesque means "to make fun of." Why don't troupe companies stick to that instead of making fun of themselves by putting on the exhibitions they do? There are plenty of writers, actors and showgirls who know a little more than an old-time routine or a dirty joke.

If the ones concerned want to get burlesque back on the top and keep it there then give the public more all-round talented shows.

Walter Francis Daly.

### Nothing Wrong

There is nothing wrong with burlesque. Many evils have crept into it during the past few years but they can be overcome if owners and operators care to prolong their business. Surely one can see the handwriting on the wall, and unless drastic measures are taken immediately, it will only be a question of time before this type of entertainment is a thing of the past. The fact must not be overlooked that burlesque was the forerunner of the present-day musical comedy. This type of show had a burlesque foundation. It was a success because intelligent managers could see that success could only be attained by improvement.

We must get away from boring old stereotyped performances, with number, strip, scene, number, ad infinitum. It seems operators are content to let things go on as they are, trusting to luck that their grosses will pick up from week to week. But this is the time to act; when conditions are as bad as they can be throughout the country give the public something that will make them buy entertainment, and don't depend upon nudity, strips and moth-eaten gags.

When a comic or straight man joins a show he immediately suggests scenes that will be easy for him, since he knows these; some have a scope of a dozen scenes. (See WHAT'S WRONG on page 28)

## Seattle Houses Reopen After Two-Week Shuttering; Ben Turpin Is Held Over

SEATTLE, Wash., Feb. 26.—After two weeks' enforced shuttering, three burly spots threw open the doors and offered toned-down productions. State, Rialto and Palm, three First avenue houses, were punished by being closed, but were permitted to reopen with productions that will be closely eyed by censors, religious and Parent-Teacher groups, policewomen and miscellaneous blue noses.

State utilized the two-week layoff to do some face lifting and dressed up the lobby with new trimmings, Japanese lanterns and also boosted the quality of

## New York:

AI-LING FOO, Chinese-American dancer, now at the Republic, returns to the niteries after her next week's Shubert, Philly, stay. Personal rep is Tim Gayle. Miss Foo calls her own creation Goddess of Wine. . . . DIANE JOHNSON into the Bijou, Philly, March 14 from the Hirst Circuit. . . . JOAN LEE is in the swanky Troc niterie, Hollywood, doing a straight song specialty. . . . BUNNY MITCHELL still another of the showgirl species to emerge as a principal. Opened at the Penn cabaret, Wilkes-Barre, Pa., last week. . . . ZONIA DUVAL at the Columbia, Boston, thru Dona Davis' booking. Ditto Short and Shorty in Worcester. . . . COUNT AMY, well-known showman and Montreal hotel op, a visitor to this sanctum last week.

### Moore's Son Hurt

HERBIE FAY, comic, and Barbara (Mrs. Fay) Janis, former soubret, celebrated a 21st wedding anniversary recently in Boston. Mr. and Mrs. Max Michaels, of the Columbia there, helped in the festivities. Fay then left for the Casino, Toronto. Replaced at the Columbia, Boston, by Bert Marks. BENNY (WOP) MOORE, comic at the Star, Brooklyn, in constant communication with his home in Rochester, N. Y., for news of the condition of his 13-year-old son, Bernard Herbert, injured recently by a fall while coasting. . . . GYPSY NINA placed by Stanley Wolf in the Nomad Club, Atlantic City, February 17. . . . SHARON (Helen Powle) moved from the Bijou, Philly, to the Capital, San Francisco. . . . LOUISE WRIGHT, flame dancer, to follow Ai-Ling Foo into the Republic March 4, thru Sidney Traube. UNO.

## Chicago Chatter:

HARRY HIRSCH was in town selecting a cast for the Gayety, Minneapolis, to open March 15. . . . JIMMIE LENNON and Mary Delight vacationing in Miami Beach, Fla. . . . MILT SCHUSTER reports booking Watson and Farley and Gertrude Foreman at the National, Detroit; Kitty Ellis, Pat Morgan and Cleo Canfield at the Palace, Buffalo; Taylor and Parker, Dorothy Dee and George Rochale at the Casino, Toronto; Ray Dean, Pam Powers and Vanya Karanova at the Casino, Pittsburgh; Billy B. Mack, Millie Convey and Peaches Strange at Chicago's Rialto, and Georgia Clyne, Mill Bronson, Diane London, Andrew Cooper and Merle Sevelr at the Grand, Canton, O.

## From All Over:

CHINA DOLLS cast, on the Hirst wheel, was short two principals last week. Amy Fong left suddenly to fly to the bedside of her mother, who is gravely ill in California, while Evelyn Whitney departed in favor of a domestic life in Waterbury, Conn. . . . SUNYA SLANE opened with the Band Box Revue at the Gayety, Baltimore, last week. . . . JACK (PEANUTS) GREENMAN has opened at Casino, Toronto. . . . IZZY HIRST is expected back from Miami this week. . . . RUDY KAHN is working on special publicity at Hirst's Gayety, Washington. . . . RUBY BETTIE, who underwent a major operation February 5, is now convalescing at her home, 4½ Georgia avenue, S. W., Atlanta. She will be confined to her bed for at least three weeks, and would appreciate hearing from her performer friends.

**IRVING BENSON**  
A NEW ECCENTRIC COMIC  
and  
**BERNIE MILLER**  
A NEW BARITONE-JUVENILE  
Now At The  
**PEOPLES**  
New York City, INDEFINITELY.

its film offerings. Good Earth reopened the house, and is to be followed by Wes Willie Winkle.

SAN FRANCISCO, Feb. 26.—Sid Ray is the new manager of the Liberty burly house, which recently reopened. Cast to date includes Ginger Britton, Elaine Nelson, Mary Jane Davies, "Zorims," Babe Malloy, Walter Owens, Harry Rollins, Chubby Werry and Bob Freeman.

Capitol Folies did a fair business with Ben Turpin, one-time screen comic. Held over for another week.

# Thru Sugar's Domino

## Side Glances

**M**ONTHS pass and still no progress towards the end of leadership asserting itself in the malignant mess in which the Associated Actors and Artists of America finds itself. . . . The Screen Actors' Guild wields the bull whip . . . thanks to proportional representation and its per capita rating of 9,000 members. . . . The various units of the Four A's distrust each other. . . . It is still a battle royal with lawyers winning no matter how the wind blows. . . . What we can't understand, despite the obvious explanations offered, is why jurisdiction over chorus people in night clubs and vaude has not been transferred from Chorus Equity Association to the American Federation of Actors. . . . Kenneth Thomson's explanation in the last issue of the SAG house organ is a startling one. . . . We never dreamed that a man who started off so beautifully in the actors' unionization movement would turn coat as has Thomson. . . . We hold no brief for the AFA. . . . This can be proven by our editorial treatment of the organization. . . . But nobody can convince us, considering the facts we know, that there is any logical reason for further delaying the granting of chorus jurisdiction to the APA in cafes and vaude theaters. . . . If we didn't know most of the union leaders as well as we do we would unrestrainedly accuse them of betraying the actor by making of his organization—the Four A's—a political football and a camping ground for men who think more of their jobs and fat salaries than the noble purposes to which they tell actors they are devoting their lives. . . . If the Four A's does not wake up soon and fix up its own house we will be among the first of its protagonists to desert the ranks. . . . There is nothing we detest more in an individual or an organization than embugness and treachery when the topmost pinnacle is reached. . . . As has oft been said, it is hard to get there but so much harder to stay on top. . . . The Four A's is now undergoing the supreme test. . . . It depends on the men who are in charge of its affairs whether it will come thru with flying colors or go the way of all organizations that have lost their integrity and vitality. . . .



E. E. SUGARMAN

**T**HIS week we had the occasion to witness the materialization of one of the swiftest night club publicity stunts pulled in our time. . . . The stuntman was Mack Millar, the stunt was pulled for the Casa Manana and the central figure in the little drama was Billy Rose, showman extraordinary and the Casa Manana's big boss. . . . Irrepressible Millar, who by the time this appears in print will be winging his way to the Coast to begin his professional life anew, arranged for a lecture by Prof. Billy Rose (mortar board and all) and his faculty to about 200 students from the School of Journalism and Dramatic Arts of Columbia and New York universities. . . . In lecture-hall fashion the students were seated around the Ubangli-tipped stage of Casa Manana while the spotlight hugged Professor Rose and the various experts of his Night Club School. . . . Among the Casa Manana stars to talk and perform were Sally Rand, Morton Downey, Wini Shaw, Oscar Shaw, Stan Kavanagh. . . . Also on the "platform" were an assortment of ponies and show girls; Carleton Winickler, mechanical wizard, and the professor's beeftrust gals known as the Rosebuds. . . . Cameras clicked all over the place. . . . Flashlight bulbs flared up as often as matches in a burly show audience. . . . Aside from a few gauche cracks Professor Rose did an admirable job, really impressing the students with his earnestness in giving them a living exhibit of his theories of show business in general and cafes in particular. . . . The lecture was given with the approval of educators connected with the colleges. . . . Millar admitted that his swan song stunt on Broadway was easier to pull than any number of stunts that would not have grabbed one-tenth the space. . . . What was remarkable about the stunt, aside from the results, was that nobody ever thought of it before. . . . And the hardest thing in the world, from the angle of results, would be to pull it again. . . . To Professor Rose we give credit for going to town with the stunt. . . . as many unimaginative cafe men wouldn't. . . . And to Millar we give a nod of approval for his enterprise. . . . He could have chosen no better way to bow out, temporarily we hope, from the Broadway scene. . . .

**W**HICH brings us to the case of the self-same Mack Millar, who has left Broadway because he sees no real future in night club press agency. . . . Here's a lad who has really made a success of press-agencying what Billy Rose calls saloons. . . . Several seasons ago Millar was said to be grossing a grand weekly, a phenomenal take for a p. n. . . . Of late, according to report, his office had been turning in about 500 smackers a week. . . . There isn't one man out of 100,000 who would call that being a failure. . . . Millar didn't exactly go that but he felt that the prey was not worth pursuing; that the struggle was too great and the financial rewards too ephemeral. . . . If anybody knows the inside of cafes it is Millar. . . . And his leavetaking is an indictment against the men who run the cafes. . . . It should be known better than it is that cafe men are unstable and inconstant. . . . They cannot stick to one beat or rhythm for long. . . . They are hopped up about an idea or personality today. . . . and tomorrow they are as cold as ice. . . . The instability of cafe men—particularly towards their p. a.'s—encourages youngsters without background and experience to enter the field and grab off assignments at many times less the fees that rightfully should be paid to men who know their business. . . . Night club press agency at best is a risk and a game of kidding the boss on the one hand and begging space handouts on the other, using as bait the boss's food and liquor. . . . Whatever is wrong with night club press agency is due far less to the established press agents than to the cafe men. . . . Whatever the press agents are, they were made so by the men whose whimsies hire and fire them. . . .

**A**ND again we discuss a phase of what's wrong with cafe operation (an unspotted number in an interminable series). . . . The question has often been asked lately as to why cafes feel the recession so acutely. . . . There's only one answer to that. . . . It is that the cafe men have not devoted the attention they should to building up a steady trade. . . . When the stock market takes a dip and when business generally falls off the easy spenders among cafe frequenters are the first to go back into their shells. . . . As dumb as they are supposed to be, these gentry know enough to keep away from clip joints when their bank rolls are depleted. . . . When the money is flowing free and easy everything goes. . . . Those in the know will agree that one of the big spots that shut down recently could have still been operating were it not for its clipping methods. . . . Flashy shows and clippings do not—as most of the wise-guy operators believe—make cafes. . . . A real cafe gives the sucker a fair break and gives the public what it seeks in after-dark spots. . . . There is no other way to operate a club successfully. . . .

**B**EFORE closing this week's harangue (and that it is) we think our readers would like to hear about several of our profession's big-hearted guys. . . . Altho we regret our inability to identify them in print. . . . Most of you have heard about (See SUGAR'S DOMINO on page 27)

# As I See It

By DAVE VINE

**R**EVERSE ENGLISH. . . . Some time ago when Chicago had banned Tobacco Road on account of its obscene language I happened to catch the New York company starring my good friend James Barton. After hearing how cussing is really done I went backstage to see Barton. While telling him a story I used a few cusswords (they were mild compared to some of the lines in the show), but the minute those cusswords left my lips Barton said: "Sh, Dave, be careful. Not so loud with that kind of language; some of the women in the show dress in the next room AND THEY MIGHT HEAR YOU!"

**SONG TITLES.** . . . The Scotch national anthem—*Let the Rest of the World Go Buy.* . . . And the new parachute song—*It Don't Mean a Thing If You Don't Pull That String.*

**THEY TELL ME.** . . . That five out of every six grown-ups in New York are out of work, on relief, on WPA, in the bughouse or in jail. (Hello!) . . . That the Lakewood hotels spend \$1,000,000 every year for talent. (If they do, I took an awful cut from Abbey Greahler, who books Laurel-in-the-Pines.) They may spend \$1,000,000 a year in Lakewood, but it's all for sour cream. . . . Frances White will be the next one to try a comeback, and it will be at the Gay Nineties.

**I'M TELLING YOU.** . . . That Dave Ferguson, of the Jewish Theatrical Guild, takes care of any actor who needs help. It makes no difference what his creed is. . . . Milton Berle told me he was very happy that he settled his lawsuit with Charlie Morrison. You'd be happy it was all over, too, if someone were suing you for \$60,000. . . . Some of the acts playing club dates around New York should be clubbed. . . . I'm also telling you I'll soon do a column on fake benefits and those who run them.

**NOW WILL SOMEONE TELL ME.** . . . Where did all those \$100 bills go to that were around six or seven years ago? . . . Why is it the modern children of today have so little respect for their parents? . . . What is causing the present epidemic of children killing their fathers? And why do jurors acquit them? . . . Why is it there are only five nickels change to a quarter? (It's so inconvenient) . . . Why do people change their personalities the minute they get in the subway? . . . What makes every father think his kid is the prettiest? . . . Why doesn't Eddie Sullivan answer my letter? . . . Why is it that when you give a cashier a \$5 bill he examines it, rubs it, squeezes it, bites it and then looks at you eight or nine times before he dares to give you any change, but if you happen to attempt to count the change he gets mad? If it happens to be a ten or twenty you have he looks at you as if he wants to have you arrested!

**YES, I WISH SOMEONE WOULD TELL ME.** . . . Why is it that in the middle of a picture scene (and for no reason at all) they break into a song? (Does that irk me? You, too?) . . . Why is it that, after you tip your barber there is always someone brushing another two-bits out of your hair? . . . And if we must get old, why must we get so shriveled up and everything?

**EVER SINCE I** have been writing this column I have been talking about things that I (and you) might not happen to know; so, if you can enlighten me on any of these things, please do so. . . . After all, I am only a columnist. . . . A what? . . . All right, so I'm a small columnist. . . . Anyway, you know what I mean. . . . I should know all these things, shouldn't I?

# Chicago Chat

By NAT GREEN

**S**TARS flit thru Chicago: Mary Pickford in from the West Coast to see her band-leader husband, Buddy Rogers, and took time out to visit the Cradle Inn Thursday night and with Mary is off for a South American cruise. . . . Eleanor Whitney, dancing star, wisely kept silent on the subject of her father's support suit when newspaper mugs queried her at the Ambassador-East. . . . Douglas Fairbanks Jr., here on his way to New York to visit his mother, graciously stepped to the CBS mike in Northwestern station and gave a long interview over the air. . . . Gloria Swanson, who came in on the same train, quietly slipped thru the crowds unnoticed. . . . Mae West, for whom the CBS mike had been placed in the station, passed it up on advice of her manager, Jim Timony. . . . She smiled at the milling crowd of 2,000 that had gathered to greet her, became confused as the throng surged about her and missed the stairs but finally with the aid of Timony and Lieut. Tom Kelly, of the State attorney's office, found the stairs and dashed to a waiting automobile. . . . Later she held a reception for news photographers at her hotel. . . . She's at the Palace this week and doing record business.

Eugene Howard, who with Brother Willie opened Friday at College Inn, is a sucker for the "26" game—and our joint try with the galloping dominos, with the Chat mugg rolling, didn't win him any coconuts. . . . Constance Talmadge Netcher back in Chi after a winter at Palm Springs. . . . It wasn't his singing but Nelson Eddy himself that led 5,000 people—mostly women, to pack the Civic Opera House last week. . . . The gals were more anxious to get a close-up of their idol than to hear him sing, altho the singing was okeh. . . . Ruthelma Stevens (Mrs. Waldo Logan), known for her work in Jeragan, Once in a Lifetime and other Broadway productions, has announced she will resume her stage career. . . . She appeared as guest artist Friday in the Chicago Mummies' Night Must Fall. . . . Muriel Kirkland has succeeded Helen Chandler as co-star of the Tonight at 8:30 company at the Harris.

Random Rambles: Fists and "razooes" flew with telling effect the other night in Darktown when policy writers rebelled against the "midu" or mid-night drawing, and picketed a couple of big policy joints in the heart of the bronze belt. . . . Irving (Filmack) Mack now has a hostess to personally conduct theater managers thru his plant and explain the mechanics of trailer production. . . . Sinclair Lewis, on his way to New York, says he's thru with novel and short-story writing, at least for some years, and intends to devote his time to playwriting. . . . With the Cole Porter show, You Never Know, set for showing in Chicago before it is seen in New York, wonder if the press agent will spring that old balderdash about "making Chicago a producing center." . . . Max Gallin in ahead of Count Bernick, whose *Spies of 1938*, he says, has been doing phenomenal business. . . . Show has been going now for five consecutive seasons. . . . Harry Rogers, producer, in town, and local Chinese consul's office was trying to get in touch with him to make some inquiries about his revue *Young China*.

## Cork Opry 1938 Tolbert Feature

Lasses White to head minstrel unit—new top has accommodations for 3,000

DOTHAN, Ala., Feb. 26.—With all painting and repair work completed and a new top just received, the Milt Tolbert Show, in winter quarters here, is all set for its 1938 tent trek, waiting only for the proper date and the word "go" from Owner H. D. Hale.

The Tolbert show is slated to get under way late in March on tour of one-nighters that will carry it thru 15 States. The show's top this season has grown to a 50 by 200. Additional seats will bring the capacity to above 3,000.

Feature attraction for the season will be the Lasses White All-Star Minstrels, under the personal direction of Lasses White and highlighting such minstrel names as White, Honey Wilds and Slim Williams. In addition to the minstrel talent, show will carry a swing band, a line of girls and a number of vaude acts.

Seven semi-trailer vans will transport the show. Equipment this season also will include an outside ticket wagon and dressing rooms with running water.

## Bryants To Play For NYU in Fall

NEW YORK, Feb. 26.—Bill Bryant, of the Four Bryants, of showboat fame, who have been in New York on vacation the last four weeks, announces that he has made definite arrangement to play for the New York University at the Washington Square Theater in Greenwich Village next fall with the showboat troupe's own version of Hamlet. The Bryants left here early this week for Pittsburgh.

Mrs. Violet Bryant celebrated her birthday while here and was honored with a party at the Cotton Club. Party included Violet Sam, Betty and Josephine Bryant; Barclay McCarthy, press agent with George Abbott's *Brother Rat*, and Mrs. Barclay; Professor Randolph Somerville, of the New York University, and Lee Furman, of the Furman Publishing Company. The group was introduced to Bill Robinson and Cab Calloway during its visit to the club.

## 20th Jubilee Year HEFFNER-VINSON CO.

Starring  
**MILDRED HARRIS CHAPLIN**  
Wanda Young, Next Appearing Dancer, Tenor Sax, Bass Horn, Trumpets, Contracting Agency. Must be middle-aged business man. Young Starlet Gloria Glee. Open in April, Valdosta, Ga. Write, don't wire. State salary. Charles Monroe write. Address  
**JIMMIE HEFFNER**  
Princeton Hotel, Valdosta, Ga.

## WANT people for HOLLYWOOD FOLLIES LARGEST TENT THEATRE.

Want NAME FEATURE, two real comedies, Musical Act to double Orchestra and Party, Young Versatile Girl for Lina. Those doing Specialties given preference. Orchestra Leader and Musicians, young, clever. M. C. Sister Teams, Skating Act, Sam-Rude Novelty. Want Best Copywriter to handle new 50, Billposters, Lithographers, Combination Billies that draw.

Will buy 500 Two-People Batches. This is a one-night stand under canvas. State if you have car or trailer. State lowest salary, pay your own. Leap season, sure salary. Write, don't wire. Rehearsal April 10th, opening April 10th. Give mail time to be forwarded.  
**GEO. C. ROBERSON,**  
CHAS. E. ROBERTS, Gen. Del., Columbia, S. C.

## Roberson Players Want

People all items with Specialties or Novelty Acts. Working Men all lines. Man to handle Light Plant. Also people for Pianos Players in Iowa.  
**GEO. C. ROBERSON,**  
R. F. D. 2, Box 932, St. Petersburg, Fla.

## Rep Ripples

FORREST BROWN will be back on the Billroy roster the coming season, but not on the billing crew as recently reported. He says he has a better job back on the show this year.

ROY BUTLER, still en route thru the South with his General Electric unit, postals from Jackson, Miss.: "Saw Slim Williams, dapper as a boy, with the *Periscope* folks, and met Roy Cowan here with his wife and two babies. Tolbert and Wehle are going to have real shows this season."

OTIS OLIVER, still touring the Lone Star State with his food show, has changed the name of the attraction to *Hollywood Food and Charm Revue*.

WILL L. HATCH has directed the play *The Sickle and Sheaf*, modern version of *Ten Nights*, under auspices in several Massachusetts towns recently. Hatch is well known in stock and rep circles.

SEVERAL SMALL shows in Maine report business slightly improved since the holidays.

FRANK (DOC) LEECH is in Boston readying his combined med and dramatic shows for a season in lower Canadian provinces. He expects to move into Newfoundland in midsummer.

MR. AND MRS. E. J. THOMSON, who are playing schools and halls in Vermont, report only fair business and expect to move across the line into Ontario before long.

DOROTHY VERBEELIG is giving dramatic impersonations in schools thru New England.

KING FELTON and Company, magic turn, well known in rep circles, have just concluded a three-week stand at the Joy Theater, Houston, as added attraction. Hazel Felton also doubled with the regular Joy cast during their stay there.

MRS. FRANK GINNIVAN, of the Frank Ginnivan Dramatic Company, tent show, outlined the history of the Ginnivan organization from its beginning to the present day in a broadcast over a Fort Worth (Ind.) radio works Monday night

of last week (21). She related a number of interesting anecdotes concerning experiences on the show in the many years it has been on the road.

HIRAM (KIRK) KUYKENDALL will again be in charge of the billing brigade with Billroy's Comedians the coming season.

BILLY WEHLE, Billroy's bossman, pens from Miami that, as usual, he is contributing his share toward the upkeep of the ponies and the jal alai players.

MR. AND MRS. CHARLES UNDERWOOD stopped over at the Billroy winter quarters in Valdosta, Ga., last week, en route to Atlanta.

MARION MARCH is with the Harvey Players, working out of Sildell, La.

THE REED SISTERS closed last Thursday night (24) at the Gayety Theater, Cincinnati, where they have been working in line for the last seven weeks, to take a brief rest before joining Cannon's Comedians for the tent season.

## Thieves Get \$300 Haul From Sadler Show Office

SAN ANGELO, Tex., Feb. 26.—While members of the Harley Sadler Show were doing their stuff at City Auditorium here Sunday night thieves broke into the show's trailer office parked near by and made off with approximately \$300 in cash. A hundred dollars in an office drawer was overlooked.

Bud Oxford, show's secretary-treasurer, and Lucille Andrews, member of the cast, discovered the theft when they went to the trailer to check the night's receipts, which they carried with them. Police have three suspects under arrest.

## Gus Locktee in Hospital

CHICAGO, Feb. 26.—Gus and Lucella Locktee, in their second year with the Jennings show on the Coast, were forced to cut short their engagement with that attraction due to the former's illness. They jumped immediately to Chicago and Locktee this week entered the U. S. Veterans' Hospital at Hines, Ill., near here, where he will be confined for approximately three months. Friends may write to him as follows: August Locktee, Ward D4, Room D419, Hines Hospital, Hines, Ill. Lucella and Ollie Locktee will stay with Gus' sister in Chicago.

## Kansas City Jottings

KANSAS CITY, Mo., Feb. 26.—Jimmie and Mildred Tubbs, after closing at the Rivoli Theater, Denver, are working night spots here before signing for the forthcoming season.

Mr. and Mrs. Bob McLain, who formerly conducted a circle in Western Kansas, are now with the "SeaBee" Hayworth circle in North Carolina.

Frank Jones, actor and musician, is closing with the Shelton Players, showing under canvas in Arkansas.

Oscar Howland left here this week to join the Loderbach & Bower Show, circling in Central Missouri.

Herbhall C. Weiss, local playwright and author of *The Nazarene*, will start rehearsals soon with local talent for the second presentation of his drama in Kansas City.

Toby Young's Comedians are now playing three-nighters in Texas and will work north to play their regular summer territory.

Mr. and Mrs. Chance Corbin, former Midwest troupers, are now in commercial lines here.

Frank Meyers, who will blaze the trail for the Blehl Sister Show this season, has been engaged to direct a local talent which will be presented here soon.

Mickey Thornton, who recently closed with McNutt & Cross Players, has joined the Ripley Players in Iowa.

Douglas Players have invaded Nevada and are said to be Montana bound, where they will move under tent in the spring.

Lester Ayers, E. C. Blockford and Slim Arnold, Midwest repertoire folk, appeared as clowns this week with the Shrine Circus at the new Municipal Auditorium here. Fred Stein, former director, appeared as ringmaster.

James Todd Players will reopen at an early date on a circle out of Grand Island, Neb.

Misner Players, who did excellent business here last week in high schools, have gone to Arkansas and points south. E. R. Misner, manager, was formerly a partner of the late Frank North. Roster includes, besides Misner, Harold Peck, Donald Carter, Victor Headlund, Ruth Peck and Jeanne Propet.

Opal O'Donahue, formerly with the Federal Players, is now supervisor of recreation work here.

Thelma Wolever left here recently to join the Loderbach-Bowers Players in Southeastern Missouri.

Eddie and Dione Gardner and Wayne Hinkle are now doing night club work in and around Miami.

Johany and Connie Apalding are sojourning with the home folks in Nebraska for the winter.

Dee Wentz terminated his engagement with Sid Kingdon's circle to go to his home in Missouri for a visit with relatives.

Bisbee's Comedians are making definite preparations for an early opening under canvas in Southern territory.

Mrs. Howard Brandt, who recently underwent a major operation, has been released from the hospital and is said to be making a rapid recovery.

Don Null and Jack Rooney are reported to be launching a one-nighter at an early date to play Texas territory.

## Fly-by-Niters Hurt Hull Show in Texas

PORT ARTHUR, Tex., Feb. 26.—Jimmie Hull Players one-nighted it into "the valley," but ran into the aftermath of a number of shows of the gyp type—small cast, get-the-money-and-go-style—with so much burnt-up criticism by the natives that Manager Hull jumped the show 300 miles into this city, opening a four-week stock run to exceptional business.

Spring is just ahead and the Hull Players have worked steadily thru their 14th straight winter with full salaries.

Everything is being readied for the summer trek north, and a new truck has just been added to the fleet.

Mr. and Mrs. Ralph Milne and Leo Holley are new additions to the company.

Mr. and Mrs. Eddie See, formerly with the show for several years and now residing in Lake Charles, La., were visitors on here last Sunday.

Harry B. Blethroad is knocking 'em cuckoo on here with his Joe McCarthy vent act.

Peanuts Pernitel, after eight straight years of work on here, is visiting his mother in Taylor, Tex., for a week.

Mrs. Jimmie Hull, who recently located her lost brother, whom she had thought dead for 20 years, is making plans to visit him in California soon, going by boat thru the Panama Canal.

The Hull Players go back on one-nighters at the conclusion of the run here in a couple of weeks.

H. S. W.—THE REPORTER.

## Religious Drama For Canvas Tour

YORK, Pa., Feb. 26.—George L. Myers, last season equestrian director for the Jack Hoxie Circus, has launched a Catholic Dramatic Movement in his home town here for a summer tour under canvas.

Present plans call for an opening in May, with a change of bill nightly on week stands under church auspices. Tent will seat about 1,200 and the organization will comprise about 20 people, with a band and orchestra.

Myers is presently engaged in preparing *The Passion Play and Resurrection* for presentation for 14 days in St. Mary's Auditorium here during the Lenten season.

## Billroy's Briefs

VALDOSTA, Ga., Feb. 26.—With most of the building activity in quarters behind them, Eddie's boys have switched over from hammer and saw to "bresh" and are now splashing vivid, gay color hither, thither and yon. The boys are doing a fine job.

It is rather hard for one to visualize this outfit on the lot without having once seen it, even for us who are accustomed to its sizable proportions. It seems so much larger this year. For the season ahead of us actual seating capacity has been provided to accommodate 4,500 persons. More than 29 pieces of rolling stock have been found necessary to transport the equipment only. And, folks, remember it's just a tent theater, not a circus.

Uncle Sid Lovett returned last Monday from his extended Western trip, but it seems Old Mexico failed to provide him with a new accent. He still sounds like Jeeter Lester to this writer.

JOHN D. PINCH.

## Heffner Buys New Trucks

VALDOSTA, Ga., Feb. 26.—Jimmie Heffner, manager of the Heffner-Vinson Tent Show, returned to his winter quarters here this week with a new fleet of trucks, which he purchased in Kentucky. He has expended considerable money on other equipment, too, to make the Heffner-Vinson organization bigger and better for the new season. Show begins its tent trek late in March.

## BAA COLLECTS

(Continued from page 24)  
formers who paid AFA dues during Hirst engagements object to being put into the burlesque classification. Furthermore, these performers claim they are loyal to the AFA and resent their membership and dues being transferred to the BAA without their consent.

Because of this condition, the AFA exacted a statement from the Four A's clearing it (AFA) from any liability arising from the Four A decision.

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# Crosley Power Hearing May 16

WASHINGTON, Feb. 26.—Chairman Frank R. McNinch, of the Federal Communications Commission, today announced that hearings for the Crosley superpower radio station at Cincinnati will be held in Washington May 16. The hearings were originally ordered by Commissioner George Henry Payne when Station WLW applied for a renewal of its 500,000-watt experimental license.

When the hearings start the commission will go into the whole superpower question, which involves a number of applications for the same privileges enjoyed by Crosley. The FCC last week denied the WLW petition to review Commissioner Payne's order for a hearing, which also questioned the validity of that order.

## Senators' Jibes Fail To Stir Hopkins' Faith in FTP

WASHINGTON, Feb. 26.—Harry Hopkins, Works Progress Administrator, still believes the Federal Theater Project is a good thing despite the jibes and sarcasm of senators who have been literally going to town on the WPA deficiency appropriation. Hopkins' belief was made known by WPA associates, who said that at least until July 1 of this year they have no plans to alter FTP administration.

Capital indulged in some speculation over the criticism by Senator Bailey, of North Carolina, who read passages from FTP plays to the senators and kept the galleries tittering with his own comment injected between the lines of the plays. Some thought that the Works Progress Administration might curtail some of the theater projects in order to gain smoother sailing for the regular appropriation to cover the period from July, 1938, to June, 1939. The belief was soon scuttled by WPA officials, who insisted that the FTP was doing all right and that it would continue.

## Newark Legit Scoring

NEWARK, N. J., Feb. 26.—Revival of legit at the Shubert has received popular acclaim with first two shows, *Behind Red Lights* and *Having Wonderful Time*, both going an extra week. House booked a blank week of legit with a combination of vaude unit and films, and then followed in with the present show, *Walter Hampden in Ethan Frome*. Business was hurt by bad publicity on opening show; there were long stage waits and the show broke after midnight. Advance sale on *White Cargo* is encouraging. Bookings after that include *Bebes in Arms* and *Brother Rat*. Dow agency is booking the house on Sundays, bringing in name attractions for the one-shot.

## Frederick Eugene Powell Dies

NEW YORK, Feb. 26.—Frederick Eugene Powell, dean of American magicians, died in New Haven, Conn., yesterday. For 60 years, as Powell the Magician, he played the leading theaters and vaudeville houses in every part of the world. He was a prominent member of the Society of American Magicians. Full details in next week's issue.

## BROADWAY BEAT

(Continued from page 5)

each month from Virginia—each cord broiling more than 1,000 steaks. . . . One of the uthers at the Siltmore Theater whiles away part of her time reading—by flashlight.

This is a publicity item, pure and simple, but it's good enough to rate. Sam Blake, p. a., is running an ice cream modeling contest, no less, for Louis S. Marchionni, who is an ice cream tycoon or something. Newspaper columnists are being invited to the Hotel Piccadilly March 13, and will be given a hunk of cream, a knife, a fork and a spoon; they'll be told to start sculpting, and the winner will get a loving cup. Mr. Spelvin, who's very sensitive to colors, wants pistachio and cherry ice, or he won't play.

TO KEEP THE RECORDS STRAIGHT: Walter Winchell, in his February 21 column, labored under the delusion that "about 500 of the Revolution-by-Wednesday boys on the Federal Theater Project are endangering the jobs of 25,000." There are 4,617 persons on the project, according to Paul Edwards' administration office. In the heyday of the project last June, before replaced WPA appropriations forced a wholesale canning on the FTP, there were all of 5,725 on the books. . . . Dan Walker and *Radio Daily* should have gotten together Thursday (24th); that day Walker announced that the Mickey Mouse program was going off the air, while *The Daily* said that it had been renewed for 13 weeks. . . . George Ross, of *The World-Telegram*, has a short memory; even tho the Peggy Pears et al. production of Strindberg's *The Bridal Crown* lasted only one night, Ross should have known that Strindberg never wrote a play called *The Bridal Queen*—which was what he called it in his column.

## It Was Inevitable

NEW YORK, Feb. 26.—What with colossal corporate names such as Music Corporation of America and International Theatrical Corporation floating around, the publicity boys have organized the Publicity Corporation of America, Inc.

And Noel Meadow has sent out fancy embossed cards announcing his election as vice-president of the new corporation.

## Australian Bills Contain Yanks

SYDNEY, Australia, Feb. 26.—Frank Neil's *Wonder Show* is at the Melbourne Tivoli. The cast includes Saul Grauman's Musical Stars, Joey Porter and the Great North China Group.

Nireka, Deonati Arabs and Connor and Drake lead the *O Key for Sound* production at His Majesty's Theater, Melbourne. At the Adelalde the A. B. Marcus Show is minus Bobby Dyer, who switched to the Hoyts theaters.

Frank Neil has set the Three Wartons, Munro and the Adams Sisters, Charles Norman and Gauthier's Dogs to round out his *Hello, 1938* show at the Sydney Tivoli. Bill at J. C. Williamson's Theater Royal lists Robert Halliday, Margaret Adams and Marjorie Gordon under the attraction *Belshazza*.

Rod Gurr left Williamson's for advertising manager post with Greater Union Theaters.

## Pittsburgh Acts Still Confused on Unionism

PITTSBURGH, Feb. 26.—Unionization of the district's 400 nitery performers is in a greater confusion than ever. Members of the newly formed Entertainers' Federation of America, successor to the Entertainers' Association of Western Pennsylvania, last Sunday in an open session at the People's Alliance voted to abandon previous policies of being a social organization and, under the EPA banner, try for higher wages and improved working conditions under AFL auspices.

EPA President James Loster, previously vice-prexy of the EAWP, claims that AFL sponsorship is probable, without AFA tie-in. AFA Agent George LaRay contends that AFL blessing will not be forthcoming to EPA, because only AFA can organize acts for union. Recently elected officers of the Pittsburgh Central Labor Union, combine of AFL locals, say that only chartered groups can secure sympathetic co-operation of musicians, bartenders and other AFL bodies, and AFA has charter here. Members of the entertainers' federation own mixed opinions.

The acts don't know how many of themselves they are. One officer believes EPA has about 60 paid-up members, automatically transferred from the EAWP; another holds that roster has more than 100 listed; a third claims more than 200 are active in all ways except paying dues. Officers of the EPA remained the same as those of EAWP except for Loster switching posts with Bobby Fife, who has returned to his old job as vice-prexy after a couple months as prez. Betty Simon is recording secretary; Amy Berlinger, corresponding secretary, and Sid Magidsohn, treasurer.

## Iowa Libel Laws Miss Broadcasts

CEDAR RAPIDS, Ia., Feb. 26.—In a decision handed down yesterday by Judge Russell Jordan in Polk County District Court, Des Moines, radio broadcasts are outside the scope of Iowa libel laws. Finding had to do with an action brought against the Iowa Broadcasting Company, Station WMT here, *The Cedar Rapids Gazette* and its editor, Verne Marshall.

During the 1936 campaign Marshall made several speeches over WMT, allegedly attacking Harold M. Cooper, Marshalltown, Ia., former chairman of the Iowa State Liquor Commission. Cooper brought suit for libel in the sum of \$100,000.

It was the first case in Iowa as to whether a radio broadcast may constitute slander. Under the pre-existing law, according to R. S. Milner, of Cedar Rapids, defense counsel, two or more defendants charged with slander could not be joined in the same action. However, in event of a joint libel, the rule could be different.

Court concluded that since the law of Iowa defines libel to be a malicious defamation made public by printing or writing, it was not made public by other than the oral instrumentality of the radio and hence could not be considered as a slander.

Result of the decision is that both *The Gazette* and Marshall are removed as defendants in Cooper's suit.

## American Academy Students Present Totheroh Mistake

NEW YORK, Feb. 26.—Dan Totheroh's worst play was presented yesterday afternoon at the Belasco by the senior students of the American Academy of Dramatic Arts as the 11th item in their current series of matinees. Totheroh, a grand writer when he wants to be, stubbed his toe over a bunch of literary portraits—in this case those of the Bronte sisters and their family—and turned out a slow, heavy and almost unplayable dramatic dumping that stymied even the excellent professional cast that gave the play its Broadway showing. The Academy youngsters are to be enthusiastically forgiven for finding themselves similarly stymied.

In the immensely difficult role of Emily, Ethel Gardner did really nice work until she was snowed under by the combination Cyrano-and-Camille death scene. Giving straightforward readings, she skirted the edges of the play's highfalutin' nonsense, doing nice work except when called upon to hit a line; then she hit too hard. Douglas Wakefield, who seems to be lining up as a nice young comedian, was saddled with the awful opry-house theatricals of Bramley, a role that lacks only a green spot. He did his best and at the end of the drunk scene managed to be passingly convincing—which is really a minor achievement. Excellent character portrayals (excellent judged by any standards) were offered by Paton Price as the father and Katharine Hampton as an old domestic. Betty

## THEY LIKE DAVE VINE'S COLUMN . . .

LOUIS SOBOL (N. Y. Evening Journal)—Dave Vine's column in *The Billboard* will soon be syndicated. He is doing a swell job.  
SID WEISS (Film Daily)—Vine's column is catching on fast.

You will like it, too!

NICK KENNY (N. Y. Daily Mirror)—I like Dave Vine's column in *The Billboard*.  
MY GARDNER (Brooklyn Daily Eagle)—Suggested slogan for Dave Vine's brick *Billboard* banner: "D-Vine."

Vine's "As I See It"—Each Week in *The Billboard*!



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## J. C. Petrillo Honored

CHICAGO, Feb. 26.—St. Louis Federation of Musicians, Local 2, today informed James C. Petrillo, president of Chi's Local 10, that he had been unanimously voted into the SFM for an honorary life membership.

Move was made as a token of appreciation for Petrillo's efforts in getting a six-day week and \$10 pay boost for the musicians at KMOX a few weeks ago.

Along with the honorary card, Petrillo received a costly and flashy plaque inscribed to him and bearing a diamond in a setting in the center. Chi musician chief says he doesn't know whether to take a chance and hang it on the wall or salt it in his safe!

Taylor failed to get under the skin of Charlotte, June Kendall recited her lines very, very sweetly as Anne, Rita Brown was adequate as a serving wench, and George Humphrey played an incidental character part.

Gilbert King, October Brown, Martha Bacon, Peggy Spalding, Alan Dreeben, George Evers and Mitzel Miller appeared in the first act of A. A. Milne's *The Norman Age*, which was used as the curtain-raiser. Eugene Burr.

## SUGAR'S DOMINO

(Continued from page 25)

the case of Fred LaReine, once a prosperous showman who lost the use of his legs thru injuries received in an auto accident about seven years ago and who had the useless members amputated this winter. . . . Fred was completely clean in the wallet after the operation and he wrote letters to three of our leading comedians who knew him well in the days when they were starred in shows and playing the vaude circuits. . . . Fred didn't ask them for much. . . . Merely funds for a wheelchair that would enable him to get around. . . . Not a reply from any of them. . . . A couple of weeks ago some friends took Fred to the Cotton Club. . . . A kindly gesture to take his mind off his misfortune, this plucky little fellow who played the harmonica while the amputation was being performed. . . . Bill Robinson saw Fred. . . . Without being asked and without knowing anything about Fred's disillusioning experience with the big shots who ignored his plea, the dusky sweetheart offered to buy Fred a wheelchair. . . . Fred accepted and today he makes the rounds in a chair that will some day (very far off, we hope) be the means of Bill getting a pat on the back from St. Peter, the doorman who thinks he knows everything but has never heard anything about the great American institution known as Drawing the Color Line: : : : : :

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# Magic

By BILL SACHS  
(Communications to Cincinnati Office)

**T. T. GOLDEN**, national president of the Society of American Magicians, presented his flash act, produced by Harry Clapham, for the Security Club at Roosevelt Auditorium, Washington, Thursday night, February 17. Frank Portillo, Washington magian, did his vent act on the same bill. Henry Boles (Haviland) assisted Golden. . . . **CARDINI**, now in his 30th week at the Palladium, London, has just been presented with a cast of his own hands by Sir John Lavery, English artist, who did the molding himself. With the exception of two weeks in Paris, Cardini has been playing in London since last March. He holds the distinction of being the only magian ever to play the exclusive Embassy and Ciro's clubs in the English capital. . . . **JACK GWYNNE** tells us that he was much impressed with the show recently presented at Titcher Auditorium, Dallas, by a new magic team, Alexander and Milton, nephews of Nicola and formerly assistants in his show. "They have a marvelous act consisting of large effects and illusions and about the finest equipment I have ever seen," writes Jack. "They have four people and everything fine in wardrobe and props. Their last name is Donaldson." . . . **GEORGE W. STOCK** was re-elected president of the Cincinnati Magicians' Club for the 30th time at a meeting last week. Other officers chosen were Samuel Ward, vice-president; William S. Berger, secretary; Charles Brooke, treasurer; Elmer Spindel, sergeant-at-arms, and Jesse Berner, entertainment chairman. . . . **OTIS MANNING** has concluded a three-week engagement at the Park Plaza Hotel, St. Louis. While there he says he originated a new effect which he has labeled *Joey*. **BEN R. RADLEY**, St. Louis wizard, who recently hid himself to Memphis to catch the Blackstone show, reports that the Tennessee city now has a corking magic club in the form of the Society of Memphis Magicians. The club, now four months old, has 15 active members. Officers are Bosco Van Hooser, president; Eugene Early, vice-president; Robert Jewell, secretary-treasurer.

**THE LEONARDS**, formerly Hadji Baba and Company, are now doing a two-people silk act captioned *A Study in Silks*. Turn closed a three-week stay at The Penthouse atop the Bradford Hotel, Boston, last Saturday (26), and is set for other Eastern dates, booked by William Shilling, of New York. . . . **TOMMY MARTIN** has just finished his fifth engagement in Washington in five years and the boys up that way are saying that his present turn is the smoothest he has shown yet. . . . **RECENT EDITION** of *The London Sketch* gave Dante a full-page art spread, showing illusions from his *Sim Sala Bim* production, which closed recently after a successful season. . . . **DUKE HALL** and Company, after working on the initial vaude bill at The Main, new Columbus, O., theater, are now working one-nighters out of that town. Hall is working on several new illusions and expects to hit the road again soon. . . . **GEORGE W. PUGHE**, magic bug and well-known endurance

show promoter, writes: "Jack Gwynne was the biggest sensation in Dallas in a decade. He was headlined over everything and came thru with flying colors. To see Jack do an illusion act with people all about him was positively a knock-out. The Century Room at the Adolphus even has a ceiling of mirrors, but the rabbits vanished and appeared along with Anne and the goldfish in a most astounding manner." . . . **DOC BOB HALE**, SAM member, is confined with illness at the Laguna Honda Home, San Francisco. Hale, who formerly published a magic bulletin, would appreciate hearing from old friends. . . . **CECIL THE MAGICIAN**, who has been playing under canvas thru Texas and Arkansas the last four years, is now in Los Angeles looking after real estate interests. He may be there for some time. . . . **THO STILL** playing schools, Mr. and Mrs. Mal B. Lippincott are lining up dates for their outdoor season to begin the middle of April. They will present their "merchants' free show," a unit of five people presenting vaude and magic on a portable stage, until the fair and celebration season starts. They will also tote an animal side show under canvas and a kiddie ride. . . . **LA ROYAL** is in Dallas playing radio engagements and readying a tie-up with local milk dealers. . . . **FRED LANDRUS**, Harrisburg, Pa., magian-ventriloquist, did his vent act in the lobby of Loew's Regent there last week in conjunction with the showing of *The Goldwyn Follies*.

## Saranac Lake

By T. BOOWELL

Dr. Karl Fischel, superintendent of the Will Rogers Memorial Hospital, has returned to Saranac Lake after a brief business trip to New York. . . . **PILI CLIMAS**, one of our real oldtimers here, celebrated her birthday last week. Pili has been feeling much better lately. . . . **Mrs. John Loudon** is visiting her mother in Paterson, N. J., for two weeks. Her husband, John, is doing right well for himself in the health department at the Will Rogers. . . . **Lou Ross**, member of the copyright bureau of the Will Hays office, spent a pleasant week-end with Jules and Richard Willing here. Jules is coming along very nicely. . . . **Bede Fidler**, our petite bird fanater, has added the pneumothorax treatments to her repertoire and is showing good improvement. . . . **Mary Kelly** welcomed the appearance of her mother and sister, who came from New York last week for a short stay. Mary is making nice progress. . . . Please check your health to avoid the cure and write to those you know in Saranac Lake.

## WHAT'S WRONG

(Continued from page 24)

others have hundreds of them which have never been improved upon. The public

knows all the tags and often, through the scenes, patrons give the gags and tags to the performers. If a suggestion is made to rewrite a new scene or give it a new twist they immediately find excuses to tell you that if they did someone would see it once and give a fresh version of it, hence all their efforts would have been in vain. This is true to a certain extent, but there are many scenes which only certain performers can do justice to. Many managers and operators have pet scenes that they like to see played for their entertainment, not considering John Public, supporting the show and wanting a little value for his price of admission.

There is plenty of new talent available without seeing the same faces year in and year out and doing scenes you saw them do years ago. In some cases there is a sad need for better showmen; many have come into the business without any previous theatrical background and fit into the business like sore thumb.

## Name, Please!

Please be sure to SIGN your letter. The Burlesque Editor is unable to use several letters because they are unsigned. Your opinion should be worthy of your name. And please be brief; letters under 300 words are preferred.

It is apparent that burlesque must be placed on a higher scale, as in the day of the Columbia Wheel. It has always been my contention to increase female patronage; they make the best audience. You get a certain percentage of males, and all the women you get are just that many more, and if they are not offended they keep coming back and bringing friends. I have run hundreds of theater parties and found that to be an absolute fact.

Cheaply produced shows, dirty scenery, cheap-looking chorus wardrobes, old and decrepit chorines and filthy comics should become obsolete. Theaters themselves are very often dirty and run-down houses, in poorest locations, with all sorts of inconveniences to the poor performer who is expected to entertain the public. People like to sit in nice, clean, comfortable theaters; our film palaces are the best proof of that.

During the past few months I have had the opportunity to visit various parts of the country where burlesque is played and have spoken to countless people and had opinions on these shows. I find that most folks liked the old type of show with the putty noses, crepe hair, comedy suits, etc., plus good legitimate specialties, people with talent and a good-looking, hard-working line of girls, and principals who dress and look like something.

Give the public good, wholesome entertainment and send them out with a good taste in their mouths and they'll come back often. *Johnny Kane*

# Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

## Ruty Closes in Maryland; Adverse Publicity Hurts

**SALISBURY, Md., Feb. 26.**—George L. Ruty's walkathon closed here last Saturday night after 1,000 hours, with Phil Chris and Jo-Jo Delago copping first money. Itsy Bacharach and Jean finished second; George Walker and Mae Eason, third, and Sammy Lee and Eleanor Johnson, fourth. . . . The Ruty staff here included Phil Murphy and Irv Preidberg, emcee; Jim Coffee and Steve Lomar, judges; Marshall Roberts and Benny Norris, trainers, and Mary Kamar and Frances Leonard, nurses. . . . The contest suffered near the finish by adverse publicity caused by a series of articles in *The Salisbury Times*. The series, written by two former walkathon contestants, was labeled an expose on walkathon show operation.

## Johnson Show Gets Going At Lake Charles Stadium

**LAKE CHARLES, La., Feb. 26.**—B. W. Johnson's Lou-Tex Olympic Derby of 1938 opened in Shell Beach Stadium,

just a few miles from the heart of the business section, Thursday night. Among those who answered the starter's gun were Sammy Kirby, Milkie Bongers, Jack Diamond, Jimmy Cook, Tim Hammack, Pauline Bennett, Aline Edwards and Bobbie Bauer. Emcee stand is occupied by Curly Linder, assisted by Doc Murphy, Roy Meers and Dead Pan Kelly. . . . Dave Cullings is chief judge, aided by Jimmy Carolinton, and Jerry Matrone and Doc Murray Roberts are trainers. Mrs. Sue Roberts and Onetia Regan are nurses; Marie Norris, head cashier, and Mrs. Hazel Linder, secretary. Fatty Martin and his ork handle the music. Show is on the air twice daily over Station KPLC, with Linder looking after the emceeing.

**JOE PICCINELLI**, well known in the endurance field as Joe Pooch, scribbles that he's now resting up in the Windy City, but hopes to be back with his kids in a short while. . . . **JACK MURRAY** pencils from Springfield, Ill.: "Have been with Zeke Youngblood's show here, and he is doing a splendid job of it. He has a good selection of entertaining teams and a good staff. Slim Hansen, working as heat judge, is making a fine showing. Ernie

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

"HI-BROWN" **BOBBY BURNS** writes from his retreat in Kalkaska County in Upper Michigan: "Well, the minstrelsy have glowed up a little, but I'm keeping busy with a little three-piece orchestra, playing country dances. I wish some of the old minstrel boys could bear me break down on the old fiddle for these square sets, by cracky. The Kentucky hillbilly in me just had to come out. It's sure good ice fishing up here, too."

**SPOTTED IN FRONT** of the Oliver Hotel, Atlanta, the other day were Emmett Miller, Cotton Watts, Bill Henderson, Bill Lewis, Jack Crawford and Homer Meschum, and with not a straight man in sight. We wonder if Bill Henderson bought Emmett Miller that T-bone steak. We wonder.

**DOUG FLEMING**, former minstrel and now a member of the team of Dot and Doug Fleming, is working club dates for the Sun office out of Columbus, O. Writing from the Ohio capital, Doug says: "Just heard my old friend Lessee White and his partner, Honey Wilds, on the Rudy Vallee program. Hope they will have the same success as some of the other boys Vallee has aided to better things. Lessee deserves a lot of credit, keeping the name of minstrelsy going. He's got the right idea, under canvas is the only place left to present it. Some day, some way, someone will figure out a plan to back a minstrel show in all its glory, and as a paying proposition, too. I still say it was and still is the most entertaining of stage fare. I hope I can do it."

**CULLED FROM** a recent "20 Years Ago" column in *The Cincinnati Enquirer*: "The first minstrel show of the season opened a week's engagement at the Lyric Theater and proved that Cincinnati playgoers had not lost their love for the old Southern melodies, jokes, funny stories, dances and travesties that Gus Hill's big and talented aggregation of burnt-sock artists had to offer. The aged George Wilson and the younger equally funny Eddie Mazier were the endmen. W. H. Thompson and John P. Rogers were the interlocutors, and James Corrigan, John Burke, John McShane and others of equal merit filled in that charmed circle of singers and comedians. Others took care of the olio."

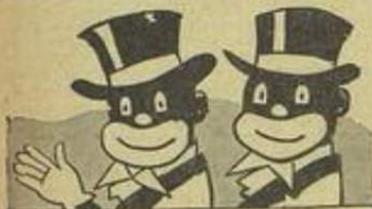
Young is chief emcee, and Wiggles Royce, top comic, assisted by Squirrel Bradley and Blackie Lattessa, midnight emcee. Things look bright and crowds are coming every night. Would like to read a line on Moon Mullins and Jimmy and Gladys Hoffman. Sure miss 'em."

**POP KNIGHT**, the "Arkansas Traveler," posts from Longview, Tex., under date of February 22: "I note where the endurance column has been increasing in size of late. Sure glad to see it. Now if you could get some of the promoters woke up so that they would let you know how their shows are coming and coax the others out of retirement, boy, you would have something. Would like to read a few lines in *The Billboard* from my many friends and ensembles in the field. Am working for the Tri-State Pony Picture Company here."

**PAT ALLSMAN**, who recently acquired the restaurant and cafe concession of the Burp Hollow night club, Hollywood hot spot, says that much of the club's success is due to the efforts of Kenny Neid and Tiny Epperson, both of the endurance field. The former is working straight, while the latter, Pat info, is slaying 'em with his comedy work. Also featured at the spot are the Four Squires, musical quartet, and Holly and Lee, song and dance team.

**JACK M. (CURLY) MAY** reports from Sacramento, Calif., that the Hal J. Ross Phoenix (Ariz.) show has closed, with first money going to Hughie Hendrickson and Rella Pinney.

**GEORGE W. PUGHE**, well-known and popular endurance show promoter, will have with him practically his entire former staff, including Dud Nelson, Archie Gayer and Rajah Bergman on the emcee squad, when he launches his new show in Shreveport, La., this week.



## AMERICA'S SNAPPIEST Minstrel Shows

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# The Final Curtain

**ACKLEY**—Mrs. Catherine, 87, mother of Anson V. Ackley, Mrs. S. P. Beach and Mrs. Ada M. Dvorak, February 22 at her home in Lakewood, O.

**ADLER**—Mrs. Joseph, 67, mother of Felix Adler, Ringling-Barnum clown, February 22 at her home in Clinton, Ia., after an illness of several months. Survived by her husband; two daughters, Abbie and Theo; three other sons, Vinal, Walter and Edward, and a sister, Mrs. Frank S. Bartlett, all of Clinton. Services and burial in Clinton February 24.

**ALEXANDER**—Mrs. J. J., operator of a tourist hotel in Pleasantville, N. J., and cousin of Walter L. Main, in that city February 15. She housed many persons of the Walter L. Main Circus when it showed in Pleasantville last September. Body sent to Cherokee, Ia.

**BAKER**—Jacques, 11, son of Mrs. Charlyne Barnes Baker, of Chicago, February 15 in Methodist Hospital, Omaha, of a ruptured appendix. Survived by his mother and sister, Jean.

**BAYLIFE**—W. Lane, veteran stage and film actor, recently in Australia. His latest screen appearance was in *Mystery Island*.

**BLACK**—Mrs. William, 77, professionally known as Carrie Perkins Black, actress, February 20 in Brunswick General Hospital, Amityville, L. I., N. Y. For many years she was a Broadway character actress and appeared in such plays as *Sergeant Kifty*, *The Shotgun*, *Wild Rose* and *The Fascinating Widow*.

**BOYD**—William, 72, veteran of Indian wars and former owner of a vaudeville and tent show, February 17 at his home in Erie, Pa. He retired from show business about 25 years ago. Services and burial February 21.

**BUCHANON**—Holland G., 40, general agent of the T. J. Tidwell Shows and for 13 years identified with that organization, February 22 in Sweetwater, Tex., of a heart attack. Survived by his widow, Joella Tetts Buchanan; two sisters, Mrs. Verl Allen, Santa Ana, Calif., and Mrs. George Cole, Los Angeles, and a brother, Everett, also of Los Angeles. He was a member of the Masonic Order and American Legion. Services and burial February 24 in Sweetwater, with Masonic and American Legion rituals at the grave.

**CARTWRIGHT**—Stephen, America's only blind-deaf radio news commentator, February 20 at his home in Lincoln, Neb., of a heart attack. He worked on some 20 stations in the country. His last job was with KOIL-KFAB-KFOR in Lincoln and Omaha, Neb. About six months ago he was featured on the Floyd Gibbons show. Survived by his widow, the former Erma Perry, also of radio.

**COMPTON**—William R., 80, former exposition manager, at his home in Grand Rapids, Mich., February 21, a few hours after the remains of his brother, John N. Compton, had been buried.

**DAVIS**—Dora, former dramatic and musical comedy actress, February 6 in Marblehead, Mass. At one time she appeared with Gus Hill's attractions and for many years was a member of the Swafford Pavilion stock and repertoire

companies. Survived by her mother, Mrs. Dora Davis; a sister, Mrs. Harry Manning, and a brother, Earl, all of Marblehead. Burial in Waterside Cemetery, Marblehead, February 8.

**DEFOREST**—Hal, 76, also known as Aloysius Joseph de Sylva, former actor and stage director, in New York February 16 of a heart attack. He was father of Buddy de Sylva, songwriter and film producer.

**DOYLE**—John, 58, stage manager of the National Theater, Detroit, February 20 at his home in that city. At one time he was stage manager at the old Detroit Opera House, for several seasons operated a stock company under canvas and was also canvasser with Buffalo Bill's Wild West Show. He was former business manager and charter member of the IATSE and belonged to the Masonic Order. Survived by his widow, Emmy, and a sister, Mrs. G. W. Dehaw, Montreal.

**KINHOEN**—Bruno, 62, conductor of the Scranton (Pa.) WPA Orchestra, suddenly February 23 in Scranton State Hospital. Born in Poland and graduate of the Leipzig Conservatory of Music, he was with the Philadelphia Orchestra as cellist from 1911 to 1918. Survived by his widow and a son.

**FERNANDO**—William H., 71, trumpeter with concert bands and for many years a member of the Yarmouth (Me.) Band, recently at his home in Portland, Me., after a short illness. He was a member of the American Federation of Musicians, Local 364, Portland. Survived by his widow, Ida; two daughters, Jeannette, vaudeville performer, and Almeda Lowe, and a son, William Jr. Burial in Baptist Cemetery, Yarmouth.

**GAVIN**—Jack, pioneer Australian film producer who early in his career appeared in American silent pictures, in Brisbane, Australia, after a long illness. Survived by his widow.

**GENTRY**—Mrs. Charlotte, 42, former concert singer, of pneumonia February 22 in Menorah Hospital, Kansas City, Mo. She appeared in the opera *Little Boy Blue* and other productions 25 years ago and was a protegee of Henry W. Savage, New York producer. She was a graduate of the Emma Willard Seminary, Troy, N. Y., and an honor student of Hattie Clapper Morris, coach of several other notables, including Ethel Barrymore. Mrs. Gentry made appearances at the old Manhattan Opera House and Brooklyn Academy before going to Kansas City in 1915. Services February 24 in that city.

**HUNT**—Decima, former repertoire actress and in radio work for various New York stations until stricken ill, January 14 in Nassau Hospital, Mineola, L. I., N. Y., after a short illness. She wrote the sketch *Mother and Son*, which ran for 63 weeks over WENX, New York. Survived by her husband, Paul Hunt.

**HUNTER**—Mother of Harry Hunter, managing director for Paramount Film Service, Ltd., Sydney, Australia, February 19 in Seattle, Wash.

**JONES**—Rex, 50, circus scrobal, and his son, Rex Jr., 5, in Muncie, Ind., February 16 from gas asphyxiation. Jones was with the John Miller Carnival last summer. Surviving Rex Jones Sr. are his mother, Mrs. Jennie Jones; a sister, Mrs. Charles C. Crump; a brother, Thomas Ray Jones, and a son, Robert Jones. Bodies were removed to the Moffitt & Phipps Funeral Home, Muncie.

**KISTEMACKERS**—Henri, 65, author of a score of plays in French, some of which were produced on Broadway, recently in Paris.

**LEVIN**—Harry, 72, retired tailor, whose shop in the Coates House, Kansas City, Mo., attracted patronage and friendship of hundreds of showmen and members of the Heart of America Showmen's Club, January 20 in St. Joseph Hospital, that city. Survived by three sons, two daughters, two sisters and a brother. Services January 21 at the Louis Chapel and burial in Mount Carmel Cemetery, Kansas City.

**MCLROY**—Mrs. Sarah Ann, 77, mother of William E. O'Loghlin, manager of the Palace Theater, Montreal, and James T. O'Loghlin, Canadian general manager for 20th Century-Fox, Toronto, February 10 in Montreal.

**MACGREGOR**—Mrs. Esther, 61, organist and vocalist, February 16 in Harper Hospital, Detroit, after a long illness. Survived by her husband, Peter D., and four children, Alex K., Bert, George and

Pearl. Burial in Woodmere Cemetery, Detroit.

**MARCH**—Dr. Edgar J., 80, brother of Dr. Harry A. March, of New York, former tabloid producer, in Canton, O., February 20. Survived by his widow, son, brother and sister. Services and burial in Canton.

**MORRIS**—Joe, 66, known professionally as the Dummy Clown with a number of Australian circuses and who later appeared in vaudeville with a partner billed as Wilson and Morris, recently in Australia. He also made brief appearances in Australian films. Survived by his widow and children.

**MURPHY**—Florence Stockwell, wife of Frank (Bugs) Murphy, former burlesque comedian, February 24 in General Hospital, Buffalo. Survived by her husband and son, Harvey Stockwell, and her parents, Mr. and Mrs. William Newton. Services and burial in Buffalo February 27.

**O'MEERS**—Mrs. Lucy, 88, oldest member of an internationally famous circus family, in Halton Hospital, Sarasota, Fla., February 19 after a long illness. She had been wintering at the home of her daughter, Mrs. Pat Valdo. A bareback rider of note in England, Mrs. O'Meers retired 50 years ago before coming to this country. Services from St. Martha's Catholic Church February 21. Interment in Manassas Burial Park, Sarasota. Surviving are two other daughters, Mrs. William Brotherhood, New York, and Mrs. Ernestine Pissareff, Hopkinton, Mass., and two sons, Fred of New York, and Alf, who is in England.

**PHINNEY**—Frederick, 88, bandmaster, February 18 at his home in Bronx, New York, after a long illness. Before retiring 18 years ago Phinney was one of the outstanding bandmasters in the country, having led bands at such expositions as the Pan-American and the Columbian. Survived by his widow, Mrs. Jeannie S. Phinney, and a sister, Mrs. L. Morton, Plymouth, Mass.

**RENFROW**—Frank E., stagehand at the Selwyn Theater, Chicago, and last year assistant property man with the Hasenbeck-Wallace Circus, February 18 at the home of R. L. Moore in Chicago of a heart attack. He was a member of the Chicago Stagehands' Union, Local No. 2. Survived by his widow, residing in Milwaukee; a son, Frank Jr., Chicago, and a daughter in Florida. Burial in Oakridge Cemetery, Chicago.

**REYNOLDS**—Fred E., 72, old-time minstrel man, at his home in Washington, Pa., February 3. Born in England, Reynolds came to America when he was 18 years old with a juvenile opera company and subsequently toured the country with the McCoy Light Opera Company, singing tenor leads in Gilbert and Sullivan operas. He was also tenor soloist with George Primrose's Minstrels for seven consecutive years. Survived by his widow and one daughter.

**RODERS**—J. P., 59, for many years operator of the Realty and Majestic theaters, Middletown, Pa., recently in that city. He retired in 1930.

**SAVOR**—Tom, 65, owner of the Savoy Theater, Cardinal, Ont., and for 30 years connected with the film business, February 18 in that city.

**SHADRICK**—Talbot, 21, well known to showfolk and son of the late James A. Shadrick and Mrs. J. Robert Ward, who at one time were identified with the Lachman & Carson and Dodson's World's Fair shows, February 11 in Walter Reed Hospital, Washington. For a time he served in the United States Army. Survived by his mother and a sister, Mrs. Patricia Smayer. Burial with military honors in National Cemetery, Fort Leavenworth, Kan.

**STEVENS**—Leo, 62, strong man, January 31 in New York. He was husband of the late Caranestine Hall, tattooed fat woman, and made his home in Wakefield, Mass.

**THOMPSON**—James Edward, infant son of Ellis Clair Thompson, manager of WEKL, Detroit, February 21 in Grace Hospital, that city. Burial in Acadia Park Cemetery, Detroit.

**TROUT**—Ollie Edward, 45, veteran circus and carnival concessioner and during the past four years operator of a trailer camp in Miami, February 22 in Jackson Memorial Hospital, Miami, of pneumonia after a short illness. He was well known and very popular among showfolk. A native of Federalburg, Md., Trout broke into show business with his parents, who years ago operated

a small carnival, and later with his brother, Taylor, operated a show of his own. For 20 years he was a prominent concessioner with major carnivals, including the Johnny J. Jones Exposition, Mighty Sheelsy Midway, Gettin' & Wilson, World of Miris, Rubin & Cherry and Zeidman & Pollie shows, and also operated concessions at many State and regional fairs. He was a member of the Masonic Lodge, Blufffield, Mich.; Shrine Temple, Miami, and the Ecks' Lodge, Daytona Beach, Fla. Funeral services at Van Orsdell Chapel Miami, February 24. Burial in the Mausoleum, Woodlawn Park Cemetery. His widow, Mrs. Agnes Trout, and his brother, Taylor, survive.

**VAN AUKER**—C. K., World War ace and former leading man of the legitimate stage, February 11 in Government Hospital, Prescott, Ariz., of tuberculosis. With his sister, Grace Van Auker, now identified with the San Diego (Calif.) Federal Theater Project, he scored in many successes in the East and subsequently was leading man for Lenore Ulric. He was with the original film company formed by Lubin in Coronado, Calif., many years ago and retired from the profession with the advent of talkies. Survived by his widow, Mrs. Laura Laird Van Auker; a son, Joseph; his mother, Mrs. Nellie Van Auker, and his sister. Services and cremation in Los Angeles February 14 and ashes were sent to Arlington National Cemetery, Washington.

**WARTON**—Paul, former leader of the Flying Wartons, trapeze act, and in recent years an Australian film exhibitor, in Wellington, New South Wales, late in December. He was a native of Belgium and is survived by his widow.

**WEBER**—Mrs. Rosa P., 54, February 18 at her home in Ozone Park, L. I., N. Y. She was the wife of the late William Weber, stage magician, who died in August, 1934.

**WEED**—Garner Rieck, 38, vocalist, who appeared with Jane Cowl in *The Jealous Moon* in 1928, February 18 in Waterville, Me., after a short illness. Survived by his mother, Mrs. Lewis M. Weed, of Binghamton, N. Y.

**WINNE**—Irs J., former stock company actor and emcee, January 29 in Rochester, N. Y. He played vaudeville 25 years ago in a black-face act known as Winne and Buck. Survived by his widow, Julia Ford Winne; his mother, Mrs. Anne Winne, and two brothers, Foster H. and Earl W.

**YATTE**—R. C., former operator of the Palace Theater, Edinburg, Ind., February 10 in Fort Wayne, Ind., of heart trouble.

## Marriages

**DEACETIS-CURCIA**—Nino DeAcetis, violinist with Don Bernaldo's Orchestra at the Arcadia-International, Philadelphia, and Mary Curcio, nonpro, recently.

**KELLIHER-WATSON**—Jack Kelliher and Isabel Watson, daughter of Billy Watson, burlesque comedian and producer, in Paterson, N. J., February 26.

**KIMMEL-SHREAVES**—Joseph Jay Kimmel, manager of W. S. Wilder's Warwick Theater, Newport News, Va., and Helen Wise Shreaves, theater cashier, in South Mills, N. C., January 23.

**LANGSETH-WOODWARD**—Marshall Langseth, nonpro, and Hazel McDonald Woodward, niece of Mrs. Elmer Velare, of the Royal American Shows, in Detroit February 16.

**MOLESWORTH-NORRIS**—Reed Dyart Molesworth, secretary of North Iowa District Fair, Mason City, Ia., and Catherine Norris in Sedalia, Mo., February 19.

**MUNYON-HOFF**—Jack Munyon, radio evangelist on Station WWSW, Pittsburgh, and Jean Hoff, singer, formerly heard over Station KDKA, that city, February 18. Ceremony was broadcast over WWSW.

**PAAR-GUBBINS**—Jack Harold Paar, announcer for Station WGAR, Cleveland, and Irene Gubbins, Lakewood, O., in Trinity Cathedral, Cleveland, February 14.

**RUDEBUSCH-VOG**—Robert Ruedebusch, Lyons, Wis., member of the Silver Derby Orchestra, and Marcella Voe in Burlington, Wis., February 16.

**SCHAFFER-BACHER**—Howard Schaffer, pianist with the Stanley Theater Orchestra, Pittsburgh, and Ida Bacher, nonpro of that city, recently.

**SCHMIDT-HOULE**—Lester Schmidt, Appleton, Wis., member of Tom Temple's Orchestra, and Beulah Houle in Sturgeon Bay, Wis., February 14.

**STROH-WISER**—Leo Stroh, guitarist with the Islanders, heard over Station (See MARRIAGES on page 68)

## Theodore Mitchell

Theodore Mitchell, 63, founder and president of the Theatrical Managers, Agents and Treasurers' Union, died at his home in Beechhurst, Queens, N. Y., February 23.

Before he became a labor organizer 10 years ago, Mitchell was famous as a press agent, often earning several as thousands dollars a week. Born in Kentucky, he became reporter and later dramatic editor for *The Cincinnati Enquirer*.

After 12 years of newspaper work, he became press agent for Klaw & Erlanger. He also did publicity for Lillian Russell, John Drew and Charles Frohman. Together with J. J. McCarthy, he was for a time a motion picture press agent and publicized such films as *Birth of a Nation*, *The Covered Wagon*, *Ben Hur* and *The Big Parade*. Mitchell's death followed on the heels of a victory the TMAT finally won over the Broadway theatrical producers last month. A strike, under his leadership, brought recognition of the union.

Surviving are his widow, Mrs. Casey Mitchell; a son, William, and two brothers, Frank Mitchell, of New Haven, Conn., and Richard Mitchell, engaged in the motion picture business in Los Angeles. Funeral services were held February 23.

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

A

A. B. C. Trio (El Chico) NYC, no. Adam, Dell (International Casino) NYC, no. Ador, William (Ambassador) NYC, no. Adrian, Bill (Philadelphia) Phila, no. Aida (Wired) NYC, no. Almas & Vivienne (Ches Am) Buffalo, no. Akbar, Yogi (Yumuri) NYC, no. Alexander & Santos (Michigan) Detroit, t. Alfredo & Dolores (2 o'Clock) Baltimore, no. Allen & Helen (State-Lake) Chi, t. Alton, Elaine (Blue Mirror) Baltimore, no. Alvarez, Pando (El Chico) NYC, no. Ambrose, Ruth & Billy (Bismarck) Chi, h. American Jockeys, 12 (Stanley) Pittsburgh, t. Andrews, Avis (Cotton Club) NYC, no. Anthony, Allen & Hodge (Troll) Juarez, Mexico, no. Apollon, Dave & Co. (Palace) Cleveland, t. Aquilera, Nema (Marie's Grub) NYC, no. Ardielle, Billy (Cat & Fiddle) Cincinnati, no. Arrando & Lita (Cathay) Bakersfield, Calif., no. Arvide (Hi-Hat) Chi, no. Arnold, Betty (Merry-Go-Round) NYC, no. Arslan, Sonya & Elizabeth (International Casino) NYC, no.

B

Baines, Pearl (Kit Kat) NYC, no. Bailey, Mildred (Commodore) NYC, h. Bail, Maurice (Embassy) Canton, O., no. Baldwin & Bristol (Roosevelt) Oakland, Calif., t. Ballard & Rae (Jefferson) St. Louis, h. Bama, Sadio (Old Roumanian) NYC, re. Barrett, Sheila (Waldorf-Astoria) NYC, h. Barry, Elaine & Fred (Drake) Chi, h. Barto & Mann (Paradise) NYC, re. Basquette, Lina (Shubert) Cincinnati, t. Bates, Lily (Billy Rose's Casa Manana) NYC, no. Basley, Jeanne (Kit Kat) NYC, no. Bellin, Lew (Derwick) Newark, N. J., h. Belmont Balladere (Belmont Plaza) NYC, t. Bennett, Ethel (Old Roumanian) NYC, re. Bennett & Lee (Ivory) NYC, re. Bennett, Ruby (Little Rathskeller) Baltimore, no. Best, Ben (Fair) Melbourne, Fla. Berg, Alphonse (Oriental) Chi, t. Bergen, Jerry (Yacht Club) Chi, no. Berger, Carl H. Varieties (State Ironing, O.), t. Bernhardt, Bobbie Jeanne & Co. (Palomar) Seattle, Wash., t. Bersch, George & Docary, Chm (Chantier) Millburn, N. J., no. Best, Larry (State Fair) Shreveport, La. Betty Co-Eds (Commodore Club) Detroit, no. Betty & Jane (Ches Pares) Indianapolis, no. Billotti Troupe (Wirth Indoor Circus) Jamaica, L. I., N. Y., 26-Mar. 5. Bires, Doris (Russian Kretschin) NYC, re. Bixler, Fred (Radio Franks) NYC, no. Black, Eddie (Old Nash Tavern) NYC, c. Blackstone, Nan (Hi-Hat) Chi, no. Blacky, Foster (Ambassador) NYC, h. Blaine, Dorothy (Ches Pares) Omaha, no. Blondell Twins (Ches Pares) Kansas City, Mo., t. Blou, Marty (Little Rathskeller) Baltimore, no. Bond, Francis (Cat & Fiddle) Cincinnati, no. Bongor, Art & Andriette (Capitol) Portland, Ore., 26-Mar. 5, t. Bonner, Sam & Leone (Mt. Royal) Montreal, N. Y., no. Boran, Arthur (Rainbow Room) Asbury Park, N. J., 19-Mar. 4. Bowes, Major, 2d Anniv. Show (Capitol) Washington, t. Branch, Billy (Queens Terrace) Woodside, L. I., no. Brice, Jeanne (Roxy) NYC, t. Bristol, Charlie (Black Cat) NYC, no. Britz, Phil (Mt. Royal) Montreal, h. Bryant, Johnny (Royal) Kansas City, Mo., t. Bryant, James & Young (Earle) Washington, t. Burns, Jimmy (Village Brewery) NYC, no. Burns, Teddy, & Pat Nelson (Radio Franks) NYC, no. Burns, Eric (Club Alabama) Chi, no. Burton, Mary (2 o'Clock) Baltimore, no.

C

Calgary Bros. (International Casino) NYC, no. California Yale Poppers (College Inn) Chi, no. Cameron & Van (Garbo) NYC, no. Caspus Scamps (Edison) NYC, h. Can You Take It? Unit (Paramount) New Haven, Conn., t. Candido & Norma (El Chico) NYC, no. Carleton & Juliette (Shoreham) Washington, D. C., h. Carlos & Carlo (Havana-Madrid) NYC, no. Carlyle Sisters (Jimmy Kelly's) NYC, no. Carlos & Carlo (Havana-Madrid) NYC, no. Carol, Helen (Edis Club) Milwaukee, no. Carol, Billy (206 Club) Chi, no. Carroll & Kane (Troyville) NYC, c. Carroll, June (Berlotti's) NYC, re. Carron, Helen (Piccadilly) Baltimore, no. Casanova, Don (Havana-Madrid) NYC, no. Casanova, The (Newhouse) Salt Lake City, h. Casey, Emmett (Gay '90s) NYC, no. Chambers, Peter (White) NYC, h. Chapman, Ted (George Washington) Jacksonville, Fla., h. Charlaters (Kit Kat) NYC, no. Chocolaters (Cotton Club) NYC, no. Christian, Bill (Antler) Kansas City, Mo., no. Clark & Hanna Sisters (Earle) Washington, Clark, Sylvia (Oriental) Chi, t. Clark, Ray (Park Rest) Newark, N. J., no. Clarke, Margarita (Louis Joliet) Joliet, Ill., h. Clayton & Dunn (Barrel of Fun) NYC, no. Cobey, Lew (White) NYC, h. Cole, Kid (Sam of France) NYC, re. Colby, Joyce (St. Regis) NYC, h. Collette & Gable (Lake Merritt) Oakland, Calif., h. Collins, Eddie (Club Pasingo) Orlando, Fla. Colt, Kitty (Ches Pares) Chi, no. Condo Bros. (Roxy) NYC, no. Constant, Connie (International Casino) NYC, no. Cook, Alben (Greenwich Village Casino) NYC, no.

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; pb-amusement park; ro-road house; re-restaurant; s-showboat; t-theater. NYC-New York City; Phils-Philadelphia; Chi-Chicago.

Cooper, John (Kit Kat) NYC, no. Corral, Claudia (Barony Gallant's) NYC, no. Corliss & Costello (Rendevous Villa) Youngstown, O., no. Cortello's Hollywood Mimics (Pay) Providence 25-Mar. 3, t. Cortez, Nelia (St. Regis) NYC, h. Coster, Diane (Rendevous Villa) Youngstown, O., no. Costellos, The (Colosimo's) Chi, no. Courtney, Ann (Blue Mirror) Baltimore, no.

D

Dagmar, Bert (Howdy) NYC, no. Dale, Maryon (Le Mirage) NYC, no. Dalton, Jack (K-9 Club) Baltimore, no. Dalton, Jack & Three Renarders (Colosimo's) Chi, no. Damour, Irene (Savoy-Plaza) NYC, h. Daniels, Jean (Plantation) NYC, no. Darr, Virginia (Half Moon) Queens Island, N. Y., h. Darling, Jean (Cat & Fiddle) Cincinnati, no. Davis, Yasha (Russian Art) NYC, re. Davis, Shara & Betty Day (Cathay) Bakersfield, Calif., no. Davis, Benny & Gang (State) NYC, t. Dawn, Delly (Tait) NYC, h. Dawn, Delly (Tait) NYC, h. Day, James "Tay" (Ladale) Chi, h. De Campe, Ronnie (Old Roumanian) NYC, re. De Carlo & Granada (Little Rathskeller) Baltimore, no. DeCosta, Vincent (Place Elegante) NYC, no. De La Grange, Chrissy (International Casino) NYC, no. DeRonda & Barry (Royal York) Toronto, h. Dean, Bert & Co. (Hungarian Village) South Bend, Ind., c. Deane, Laura (Berlotti's) NYC, re. Deas, Eddie (Piccadilly) Baltimore, no. Deas, Rita (Troadero) NYC, no. Deaton, Helene (Stanley) Pittsburgh, t. Dennis, Blackie (Howdy) NYC, no. DiBella, Mickey (Club Continental) Kansas City, Mo., no.

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

Dias & Neers (Flamingo) Orlando, Fla., no. Dick, Don & Donah (Shubert) Cincinnati, t. Dimitri & Helen Virgil (El Gaucho) NYC, no. Dixie Harmony Trio (Park Rest) Newark, N. J., no. Dixon, Lee & Co. (Michigan) Detroit, t. Dog Town Pollies (Kenton) Kenton, O., t. Do-Die & Debora (Earle) Philadelphia, t. Donahue & LaSalle (Strine Circus) Cleveland, O. Dot, Dolly (Embassy) Jacksonville, Fla., no. Dougherty, Chester, Girls (2 o'Clock) Baltimore, no. Douglas, Jean (Bartlett) Rochester, N. Y., no. Dowell, Sable (Drake) Chi, h. Dowlings, The (Governor Clinton) NYC, h. Downey, Bruce (Piccadilly) Milwaukee, t. Downey, Morton (Billy Rose's Casa Manana) NYC, no. Drayton Sisters & Jack (Club Equire) Toronto, Can., no. Drew, Charlie (Lonshady Bar) NYC, re. Drew, Bruce (Kit-Kat) NYC, no. Dukes, Three (Sporting Club) Monte Carlo, France. Dunes Boys (Hollywood Beach) Hollywood, Fla., h. Dunn & Clayton (Barrel of Fun) NYC, no. Dunn, Vera (Colosimo's) Chi, no. Durantes (Southern Bar) Wilmington, Del., no. Dutton & Krutch (Ambassador) NYC, h.

E

Eberle, Bob (New Yorker) NYC, h. Ebony Night (Radio Franks) NYC, no. Edwards Sisters (Rendevous) Baltimore, no. Egan & Barry (Drake) Chi, h. Eganman, Lela (St. Regis) NYC, h. Elite Trio (Colosimo's) Chi, no. Enrico, Don (Colosimo's) Chi, no. Enters & Berria (Park Central) NYC, h. Erikson, Dorothy (Brevort) Chi, h. Escote, Three (Village Nut Club) NYC, no. Evans, Steve (Beverly Hills) Newport, Ky., no. Everett & Conway (Moose Club) Erie, Pa., no.

F

Farrar, Jane (Locust) Phila, no. Fawn & Jordan (St. Moritz) NYC, h. Faye, Gladys (Jimmy Kelly's) NYC, no. Feldkamp, Elmer (Hills-Carlton) NYC, h. Felix, Claire & Bonita (Ivan Frank's) NYC, w. Fern, Vera (Chicago) Chi, t. Fields, Sloop & Tom (Chicago) Chi, t. Fields, Irving (Elysée) NYC, h. Fine, Jack, Playgirls of 1938 (Colonial) Dayton, O. Pink, Harry (Rex Bar) St. Louis, c. Finston, Mildred (Leon & Eddie's) NYC, no. Finland, Frank (Inwood) NYC, no. Fitzgerald, Williams & Gregory (Leon & Eddie's) NYC, no. Fitzpatrick Jimmy (Stater) Boston, h. Flash & Dash (Kit Kat) NYC, no.

Finch, Bob (Ches Maurice) Montreal, Can., no. Flores, Mariasa (Waldorf-Astoria) NYC, h. Flowering, Consuelo (La Marquise) NYC, no. Flying Whirlon (Village Barn) NYC, no. Food, Herbert (Edgewater Beach Hotel) Chi, h. Ford, Gene (Rex Bar) St. Louis, no. Forde, Hal (Fifth Ave.) NYC, h. Fortess, Irene (606 Club) Chi, no. Francis & Wally (Orpheum) Memphis, t. Frank, Eddie (Place Elegante) NYC, no. Franklin, Murray (Zek's) NYC, re. Fraser, John (Radio City Rainbow Grill) NYC, no. Frasee Sisters (Billy Rose's Casa Manana) NYC, no. Freed, Rhoda (Old Nash Tavern) NYC, c. Fuller, Howard & Sister (Adelphi) Phila, h. Furman, Ed (Bill's Gay '90s) NYC, no. Furman & Lorraine (Vogue) NYC, re.

G

Gala, Eddie (Inwood) NYC, no. Gale Setette (Grey Wolf Tavern) Sharon, Pa., no. Gale, Betty (Torch) Cleveland, no. Gail Oah (Palmer House) Chi, h. Gallagher, Ruth (Terrace Gardens) Rochester, N. Y., no. Gallagher, Joe "Rubberface" (Radio Franks) NYC, no. Gamble, Madeline (Club Alabama) Chi, no. Gardner, Irene (Harry's New York Cabaret) Chi, no. Gardner, Muriel & Marvin Kane (Carlton) London, h. Garland, Judy (Stanley) Pittsburgh, t. Garret & Bennett (Jefferson) St. Louis, Mo., h. Gaston & Gypsy Irma (Monte Carlo) NYC, no. Gates, Connie (New Yorker) NYC, h. Gaudsmith Bros. (International Casino) NYC, no.

Gayle, Jackie (Rudy's) NYC, no. Gerritt, Paul (Michigan) Detroit, t. Gilbert, Billy (Earle) Washington, t. Gilbert, Ethel (Bill's Gay '90s) NYC, no. Gilbert Bros. (State-Lake) Chi, t. Gill, Jennie (Oriental) Chi, t. Girard, Adele (Hickory House) NYC, no. Glory, June (Yacht Club) Chi, no. Glover & LaMae (Stater) Cleveland, h. Goldfarb, Phil (Wivel) NYC, re. Gonzalez, August (McAlpin) NYC, h. Gooding, Sally (Kit Kat) NYC, no. Goodman, Benny, & Ork (Earle) Phila, t. Goodrich & Nelson (Royal Palm) Miami, no. Gordon, Frankie (Piccadilly) Baltimore, no. Gordon, Capt. Jack (Shore East) NYC, no. Gordon, Paul (Earle) Washington, t. Gorjano, Sonia (International Casino) NYC, no. Gould, Nat (Piccadilly) Baltimore, no. Gower & Jeanne (Waldorf-Astoria) NYC, h. Grabson, Evelyn (Embassy) Canton, O., no. Grandos, Anselmo (El Chico) NYC, no. Gray, Jack (Park Lane) NYC, h. Gray, Maxine (Drake) Chi, h. Gray, Billy (Yacht Club) Chi, no. Gray, Bob Ho & Co. (Roxy) NYC, t. Green, Jack (Benny the Bum's) Phila, no. Green, Al (Pioneer Nat) NYC, no. Green, Bennett (Barrel of Fun) NYC, no. Green, Mita (Paramount) NYC, t. Green, Harry (Old Nash Tavern) NYC, c. Gregory & Raymond (Ronscher) Wash., D. C., h. Gregory, Don (Rudy's) NYC, no. Grey, Shirley (Southern Dinner) Shreveport, La., no. Griffith & Wells (Talk o' the Town) Peoria, Ill., no. Grisha & Brona (Colosimo's) Chi, no. Overland, Annette (Queens Terrace) Woodside, L. I., no. Gwynnes, Jack (Adelphi) Phila, h.

H

Hadnett, Billy (Club Continental) Kansas City, Mo., no. Hale, Teddy (Kit Kat) NYC, no. Hall, Kit (La Paloma) Miami, no. Hall, Vivian (Cavalier) NYC, no. Hall, Frank & Betty (Troll) Juarez, Mexico, no. Hammond, Earl P. Eskimo Troupe (Ice Pollies of 1937) Atlantic City, h. Hanson, Joe & Accordianists (Showboat) Cypress Hills, L. I., no. Harmon, Hazel (Yacht Club) Chi, no. Harris, Audrey (Broadway Hofbrau) NYC, no. Harris, Consuelo (Kit Kat) NYC, no. Harris & Yvonne (Village Barn) NYC, no. Harris & Fisher (Ches Pares) Chi, no. Harris & Shore (St. Regis) NYC, h. Harris, Alice (Kit Kat) NYC, no. Harrison, Roxie (Gay '90s) NYC, no. Harrison Sisters (Commodore Perry) Toledo, O., h. Hart, Ann (Old Mill) NYC, c.

Mayworth, Sealbee, Revue (Carolina) Burlington, N. C., 2-3; (Carolina) Asheville 4-5; (Imperial) Greensboro 7-8, t. Healy, Eunice (Earle) Phila, t. Henderson, Jack (Netherland Plaza) Cincinnati, h. Grace & Charlie (Savoy-Plaza) NYC, h. Herzog, Five (Ronacher) Wien, Vienna, t. Hickey, Joe (Radio Franks) NYC, no. Hickman, Stanley (Palmer House) Chi, h. High Hatters (Ches Pares) Indianapolis, no. Hild & Herbert (Black Cat) NYC, no. Hilliard, Jack (Royale Follies) Chi, no. Hillman Brothers (Plantation) NYC, no. Hixson, Hal (Greenwich Village Casino) NYC, no. Holland & Hart (Ambassador) NYC, h. Hollywood Hotel Revue (Broad) Columbus, O., t. Holly & Lee (Burr Hollow) Hollywood, no. Holt, Billy (Half Moon) Coory Island, N. Y., h. Honey & Teddy (Times Square Supper) Rochester, N. Y., no. Hooker, Dynamite (Cotton Club) NYC, no. Howard, Joseph (Bill's Gay '90s) NYC, no. Howard, Willie & Eugene (College Inn) Chi, no. Hoyerdt, John (Ches Firehouse) NYC, no. Hubert, Fritz & Jean (Mt. Royal) Montreal, h.

Ice Ballet (Boston) Boston. Ider's Trio (Roosevelt) Pittsburgh, Pa., h. Ingram, Dixie (Savoy-Plaza) NYC, h. International, The (Madison) NYC, h. Irving, Jack (Harry's New York Cabaret) Chi, no.

Jacqueline, Mignac (International Casino) NYC, no. James & Peltz (606 Club) Chi, no. James, Freddy (Cotton) NYC, no. Janet & Franck (Jacket of France) NYC, re. Jarrett, Art (Lyric) Indianapolis, t. Johnny & George (Little Rathskeller) Baltimore, no. Johnson, Great, & Dean (Weisman's) NYC, re. Johnson, L. L., (Village Barn) NYC, re. Johnson, Bill (Radio City Rainbow Grill) NYC, no. Johnson, Mac (Cotton) NYC, no. Jones, Russ (New Yorker) NYC, h. Jones, Ray (Queen Mary) NYC, re. Joseph, Jerry (Rendevous Villa) Youngstown, O., no. Joy, Charles & Catherine (Rendevous) Baltimore, no.

K

Kamm, Professor (Le Mirage) NYC, no. Kane, Allen & Boys (Monte Carlo Bar Hotel) Chi, h. Karson, Marie, Musicales (Lamplight Cafe) Evanaville, Ind. Kavanagh, Stan (Billy Rose's Casa Manana) NYC, no. Kaye, Bobby (Cat & Fiddle) Cincinnati, no. Kaye, Johnny & Playboys (Market Tavern) St. Louis, no. Keeney, Jane (Royal Palm) Miami, no. Keley & Margie (Black Cat) NYC, no. Kenney, Billy (Cotton) NYC, h. Kenny, Phila (Park Central) NYC, h. Keyser & Ross (Sportmen's Show) Indianapolis 5-12. Kincaid, Ann (Mt. Royal) Montreal, h. King, Dorothy (Palmer House) Chi, h. Kolesians Kodes (Village Barn) NYC, no. Kooly, Teddy (Judy's) NYC, no. Kramer, Leon (Zek's) NYC, re. Kranich, Norman (Badger) Merrill, Wis., h. Krause, Ed (Bavarian Rathskeller) Kansas City, Mo., c. Kukeles, Princess (Lexington) NYC, h.

L

La Gitanilla (Havana-Madrid) NYC, no. La Mar, Frankie (Cottage Hotel) Fairport, N. Y., no. LaMar, Henry (Gay '90s) NYC, no. LaMar, Barbara (Zimmerman's Budapest) NYC, no. La Milonguita (Havana-Madrid) NYC, no. La Verne, Jean (Stables Club) Miami, no. La Verne, Betty (606 Club) Chi, no. LaZella, Aerial (Ninety-Nine Club) San Francisco, Calif.; (Indico Circus) Fresno 7-12. Ladd, Vincent (Dossier) Brooklyn, N. Y., h. Lande, Jules (St. Regis) NYC, h. Lane, Kamil (Piccadilly) Baltimore, no. Lane, Tom (Paradise) NYC, no. Lane, Tree & Edwards (Leon & Eddie's) NYC, no. Lang, Wilson (Queen Mary) NYC, re. Langley, Carly (Times Square) Rochester, N. Y., no. Laurie, Jack (Cavalier) NYC, no. Law, Jackie (Cotton Club) Atlantic City, no. Lawhurst, Vee (Rex House) NYC, h. Lawrence, Laurine (Torch) Cleveland, no. Lawton, Betty (Times Square Supper) Rochester, N. Y., no. LeVan, Shafites (Bartlett) Rochester, N. Y., no. Le Verde, Leon (Chateau) Cleveland, no. Leach, Virginia (Harlem Club) Buffalo, no. Lee, Bob (Wivel) NYC, re. Lee, Jane (Southern Bar) Wilmington, Del., no.

Lee, Cels (La Marquise) NYC, no. Lee, Jane (K-9 Club) Baltimore, no. Lee, Helene (Ches Pares) Indianapolis, no. Lee, Joe & Betty (Ronny Plaza) Miami Beach, h. Leff, Lorraine (Siltmore) NYC, h. Lenn, Robert (Courtland) Cortland, N. Y., h. Lenthlan, Len (Times Square Supper) Rochester, N. Y., no. Leonard, Maria (Savarin) Buffalo, c. Leonards, Three (El Retiro) Mexico City, no. Leonce (International Casino) NYC, no. Leopoldi, Hermann & Beja Milkaga (Ronscher) Wien, Vienna, t. Leroy, Baba (Piccadilly) Baltimore, no. Lester, Lee (Jimmy Kelly's) NYC, no. Lester, Ted (Lyric) Indianapolis, t. Lewis, Buddy (Kit Kat) Boston, re. Lewis, Ted, & Band (Colonial) Dayton, O., t. Lewis, Ted & Gang (Lyric) Indianapolis, t. Lewis, Henry (Maiter's) Stockton, Calif., no. Li Fern Troupe (Leon & Eddie's) NYC, no. Lime Trio (Ronacher) Wien, Vienna, t. Lischeron & Adam (Congress) Chi, h. Lisher, Bernde (Southern Bar) Wilmington, Del., no. Litomy, Leslie (American Music Hall) NYC, no.

Little Sacha, Three (Bertolotti's) NYC, re. Lovett, Joe & Lola (Harry's New York Cabaret) Chi, re.
Ley, Thida (Chas Allen) Buffalo, N. Y., re. Lynam & Renard (Blackhawk) Chi, re.
Lubina, Ada (Old Roumanian) NYC, re. Lucas Estrella (Palm Beach) Palm Beach, Fla., re.
Luchino, Aldo (Wivel) NYC, re. Lussito, Marcello (Rouscher) Wien, Vienna, re.
Lynn, Patricia (British Colonial) Nassau, West Indies, re.
Lytle Twins (Colosimo's) Chi, re.

Newman, Doug (Stalder) Boston, re. Newton, Peggy (Hickory House) NYC, re. Nesley & Norman (Stubens Vienna Room) Boston, re.
Nicholas Bros. (Paramount) NYC, re. Nidel, Kenny (Burr Hollow) Hollywood, re.
Nelson, Eleanor (Cristal) NYC, re. Nip, Helen & Tommy (Greenwich Village Casino) NYC, re.
Nissen, George (El Retiro) Mexico City, re. Norma (Southland) Boston, re.

Rose, Jack (Place Elegance) NYC, re. Rosenbuds, Five (Billy Rose's Casa Manana) NYC, re.
Roselle, Mildred (Maxine) NYC, re. Rosini, Paul (885 Club) Chi, re.
Rossi, Tino (La Canga) NYC, re. Roth & Gray (Ambassadeur Cabaret) Copenhagen, Denmark, re.
Roy, Rosalie (Old Roumanian) NYC, re. Royal Dog (Pete Marquette) Peoria, Ill., re.
Robby, Jane (886 Club) Chi, re. Rudin, Ruth (Orpheum) Oakland, Calif., 3-6; (Orpheum) Los Angeles 3-15, 1.
Rugal, Yvette (Collins's) Chi, re. Russell, Mabel (32d St.) NYC, re.
Russell, Buddy, Manhattan Trio (Roosevelt) Pittsburgh, re.
Russell, Sunny (Nick's Rendezvous) NYC, re. Russian Gypsy Trio (Gay Village) NYC, re. Ryan, Jerry (Gay '90s) NYC, re.

GLADYS CRANE
4th Week
885 CLUB, CHICAGO

Van, Eddie (Golden Grill) Rochester, N. Y., re.
Van, Cello & Mary (Beverly Hills) Newport, Ky., re.
Vanderbilt, Arly (El Fidal) Alhambra, N. M., re.
Variety Boys, Three (26th Club) Milwaukee, re.
Veez, Angela (Barney Gallant's) NYC, re.
Vezor & Yolanda (Piana) NYC, re.
Veruta, Benay (Belmont Plaza) NYC, re.
Vickers, Joan (2 o'Clock) Baltimore, re.
Vilou, Rene (Rendezvous) Baltimore, re.
Viscent & Anita (Fleming) Orlando, Fla., re.
Vitalis, Valerio (Billmore) NYC, re.
Vivan, Carlos (Yumuri) NYC, re.
Vodery's Jubilers (Gotton Club) NYC, re.
Vodry, Brona (Russian Art) NYC, re.
Vodry, Gypsy (Ferrari's Supper Club) Baltimore, re.

THE NONCHALANTS

Now Playing
CHICAGO THEATER, CHICAGO.
Direction: MUSIC CORP. OF AMERICA.

Nonchalants, Three (Chicago) Chi, re. Norrita (El Chico) NYC, re.
Norre, Kaye (26th Club) Milwaukee, re. Norre, Lee (Triangle Gardens) Peoria, Ill., re.
Norris, Harriet (Club Alhambra) Chi, re. Novellis, Two (Southland) Boston, re.
Nubi (Park Center) NYC, re.

O'Dea, Suzanne (Drake) Chi, re. O'Neill, Peggy (Cavalier) NYC, re.
Octaves, Three (Diamond Mirror) Passaic, N. J., re.
Ogden, Leo (Yumuri) NYC, re. Omar (St. George) Brooklyn, re.
Ortega, Rosita (Yumuri) NYC, re. Ortnes, Joe (Troadero) London, re.
Owen & Parco (Embassy) Jacksonville Beach, Fla., re.

Padula, Margaret (Gay '90s) NYC, re. Page, Peggy (Cathay Bakersfield, Calif., re. Painter, Dixie (Rose Bowl) Chi, re.
Palmer & Doreen (McVane's) Buffalo, re. Palo, Dick (Old Mill) NYC, re.
Parish, Frank (Gayby Pines) NYC, re. Parker, Bob (Nixon) Pittsburgh, re.
Parker, Lou (Anchor Club) Sandusky, O., re. Parker, Al (Flamingo Park) Miami Beach, Fla., re.

Parnell Ballet (Ronscher) Wien, Vienna, re. Patricia, Tom (Billy Rose's Casa Manana) NYC, re.
Paul, Ben (Cat & Fiddle) Cincinnati, re. Payne, Frank (Blumarck) Chi, re.
Pearce, Al, Show (Fox) Detroit, re. Pedro, Pancho & Beto (El Tyrol) Dallas, re.
Pedro & Luis (Temple) Meridian, Miss., re. Peppers, Three (Hickory House) NYC, re.
Perkins, Johnny (Lyric) Indianapolis, re. Perry, Diamond (El Black Cat) NYC, re.
Perry, Miltz (Wivel) NYC, re. Person, Eppie (Burr Hollow) Hollywood, re.
Peterson, Jack (Park) Newark, N. J., re. Petty, Ruth (Lyric) Indianapolis, re.
Phillips, Warren (Essex House) NYC, re. Pierce & Roland (Yacht) Hollywood, Fla., re.
Planke, Texas (Torch Club) Cleveland, re. Platter & Earle (Congress Casino) Chi, re.
Poller, Ben & Hand (Orpheum) Memphis, re. Powell, Albert & Co. (Tivoli) Melbourne, Australia, Dec. 20-Mar. 15, 1.
Powell, Eddie (Talk o' the Town Club) Peoria, Ill., re.

Prattner, Jane & Cherry (Chez Paree) Chi, re. Price, George (Royal Palm) Miami, re.
Proker's Tigers (Billy Rose's Casa Manana) NYC, re. Puree, Vic, Revue (Blackstone) Cleveland, re.

Queens of Rhythm, Four (Embassy) Jacksonville, Fla., re.
Quose, Ramon (Dimitri's Club Gascno) NYC, re.

Rabold, Ralph (Fiesta) Havana, Cuba, re. Raborn, Beth (Queen's Terrace) Woodside, L. I., re.
Raeburn, Burt (Manfield) NYC, re. Ralph, Buddy (Olive Twist) NYC, re.
Rains & Le Moyne (Morgan's Cafe) Cleveland, re. Rand, Sally (Billy Rose's Casa Manana) NYC, re.

Randolph, Amanda (Black Cat) NYC, re. Ransel, Blenda (Olive Twist) NYC, re.
Raphael, Waldor (Tivoli) NYC, re. Raye, Prince & Clark (Walton) Phila, re.
Raye, Iris (Monte Carlo) NYC, re. Rays & Naldi (Radio City Rainbow Room) NYC, re.

Raye, Gil & Vic (Alma) Cincinnati, re. Reed, Zelma (New K-9 Club) Baltimore, re.
Reed, Billy (Chez Maurice) Montreal, re. Reed, Zelma (Southern Bar) Wilmington, Del., re.

Regan Girls (Old Mill) NYC, re. Remry, Dick & Doty (Congress Casino) Chi, re.
Remy, Dick & Doty (Lyric) Indianapolis, re. Renne Rhythmettes (Southern Bar) Wilmington, Del., re.
Rennie, Guy (Swing) Hollywood, re. Reynolds & White (Shubert) Cincinnati, re.
Reynolds, Dorothy (Kitt Kat) NYC, re. Rich, Pat (New Yorker) NYC, re.
Richards, Jack (Old Roumanian) NYC, re. Richards & Monette (Plaza Cafe) Pittsburgh, re.

Richman, Harry (Royal Palm) Miami, re. Richmond, June (New Yorker) NYC, re.
Riley, Patricia (Wivel) NYC, re. Rio, Rosita (Rainbow Room) Rockefeller Center, NYC, re.
Roark, Edith (Leon & Eddie's) NYC, re. Roberts & Farley (New Yorker) NYC, re.
Roberts, Dave & June (Gloria) Columbus, O., re. Robert, Rita (Southern Bar) Wilmington, Del., re.

Robinson, Bill (Cotton Club) NYC, re. Rockhill, Doctor (Billy Rose's Casa Manana) NYC, re.
Roderer, Larry & Adele (Washington-Yearens) Shreveport, La., re. Rodrigo & Francine (Continental Room) Miami Beach, re.
Rogers, Red (Rainbow Inn) NYC, re. Rogers, Eddy (Park Rest) Newark, N. J., re.
Rogers, Lee (Chanisler) Milwaukee, N. C., re. Roger, Harry, Ice Revue (Riverdale) Milwaukee, re.
Rollercoasters, The (Bar-Orill & Coffee Shop) NYC, re.
Rollinger, Trio (Rome) Omaha, re. Rolph, Wynne (St. George) Brooklyn, re.
Rostner, Bob (Adelphi) Phila, re.

St. Clair, Irene (Mayfair) Boston, re. Samani & Michl (Billy Rose's Casa Manana) NYC, re.
Santoro & Lorraine (Gibson) Cincinnati, re. Santry, Frank (Royal York) Toronto, Can., re.
Sala, Ludwig (Roumanian Village) NYC, re. Sala, Margara (Russian Kretchma) NYC, re.
Schaps, Sid (Paddock) Chi, re. Culver City, Calif., re.
Scott, Jean (Leon & Eddie's) NYC, re. Sebell (Mon Paris) NYC, re.
Seidley, Roy (Rathskeller) Phila, re. Selig, Prince & Princess (Oriental) Chi, re.
Shander (Buckingham) NYC, re. Shatlen, Anna (Roumanian Village) NYC, re.
Shaw, Oscar (Billy Rose's Casa Manana) NYC, re. Shaw, Wini (Billy Rose's Casa Manana) NYC, re.

Shaw, Aloha (Shore Boat) NYC, re. Shay & Rose (Woodward) NYC, re.
Sheridan, Eleanor (Radio City Rainbow Room) NYC, re. Sherman Bros. (Harry's Inn) Sidney, N. Y.
Sherman, Tessie (Harry's Inn) Sidney, N. Y. Sherman, John (Tampa Terrace) Tampa, Fla., re.

Shore, Willie (Hi-Hat) Chi, re. Silverman, Jack (Old Roumanian) NYC, re.
Simpson, Carl & Faith (Commodore) Detroit, re. Sinclair Twins (Earle) Washington, re.
Small, Bill (Body's) NYC, re. Smith, Joe (El Torador) NYC, re.
Smith, Marie (Brevort) Chi, re. Smith, Lee Rita (Jockey Club) Kansas City, Mo., re.

Smith, Rudy (Black Cat) NYC, re. Sokolowsky, Nadia (Russian Kretchma) NYC, re.
Sokolow, Larry (New Brunswick) Lakewood, N. J., re. Southern, Georgia (Leon & Eddie's) NYC, re.
Spec & Spot (Chase) St. Louis, re. Spencer & Coleman (Levaggi) Boston, re.
Slacey, Jack (Black Bear) Reading, Pa., re. Stadler & Rose (College Inn) Chi, re.
Steel, Louise (Nixon) Pittsburgh, re. Sterling, Wynne (Roumanian Village) NYC, re.

Stewart, Janice (Bal Tabarin) NYC, re. Stewart, Chive (Chez Paree) Indianapolis, re.
Stokwell, Jean (Cathay) Bakersfield, Calif., re. Stone, Al (Old Roumanian) NYC, re.
Stone, Paula (Beverly Hills) Newport, Ky., re. Storrs, Allan (Commodore) NYC, re.
Stuart, Gene (Kitt Kat) Boston, re. Sullivan, Les (Paddock) NYC, re.
Sunny & Eddie (La Salle) Bradford, Pa., re. Suter, Ann (26 Club) Milwaukee, re.
Swann, Russell (Dorchester) London, re. Swedish Bell Ringers (Riverdale) Milwaukee, re.

Sydel, Paul (Stanley) Pittsburgh, re. Sykes, Harry (Powers) Grand Rapids, Mich., re.

Tanika (Golden Grill) Rochester, N. Y., re. Tanya (Jimmy Kelly's Village Rendezvous) NYC, re.
Tatum, Art (Famous Door) NYC, re. Taubman, Paul (Ambassador) NYC, re.
Taylor, Irene (Beverly Hills) Newport, Ky., re. Terrace Boys Trio (La Marquise) NYC, re.
Texas Tommy (Dorchester) London, Eng., re. Theodora (Hi Hat) Bayonne, N. J., re.
Thodores & Detasha (Radio City Rainbow Grill) NYC, re. Therrien, Henri (Embassy) Jacksonville, Fla., re.

Thomas, Audrey (Kitt Kat) NYC, re. Thomas, Eddie (Palumbo's) Phila, re.
Thomas, Les (Rainbow Inn) NYC, re. Thornton, Eva (Badger) Merrill, Wis., re.
Tilton, Martha (Pennsylvania) NYC, re. Timmy, Dot (Black Cat) NYC, re.

THE TITANS
"RHYTHM IN SLOW MOTION"
Dir.: MILES INCALLS & JACK DAVIES.

Todd, Arthur (Radio City Rainbow Room & Grill) NYC, re. Tomack, Sid (Royale Frottes) Chi, re.
Tondayayo (Cotton) NYC, re. Torch Rockets, Four (Torch) Cleveland, re.
Trado Twins (Oriental) Chi, re. Trainer, George (Queens Terrace) Woodside, L. I., re.
Tringer, Don (Berghoff Gardens) Ft. Wayne, Ind., re. Tramo Band (Cotton Club) NYC, re.
Travis, Jimmie (Club Wonder) New Orleans, re. Trobadora, Vera (International Casino) NYC, re.
Trobadora, Three (Dimitri's El Gascno) NYC, re. Turner, Don (Mt. Royal) Montreal, re.
Tyler, Smiling Tex (Tower Inn) Lyons, Ill., re.

Vacator (El Gascno) NYC, re. Valdez, Vera (Club Blue) Cleveland, re.
Vale & Stewart (Gaiety Cabaret) Brussels, e.

Wade & Wade (Levaggi's) Boston, re. Wade, Dick (Kitt Kat) NYC, re.
Wahl, Dorothy (Harry's New York Cabaret) Chi, re. Wahl, Walter Dare (Billy Rose's Casa Manana) NYC, re.

Waltz Trio (Pauze Moderne) NYC, re. Waldron, Jack (Leon & Eddie's) NYC, re.
Walker, Jeanne (885 Club) Chi, re. Walker, Betty (Black Cat) NYC, re.
Walker, Mickey (Hudson) Union City, N. J., re. Walker, Karl J., Gay New Yorkers Revue (Kitt Kat) NYC, re.

Wallace, Joe (College Inn) Chi, re. Wallace, Barbara (Bertolotti's) NYC, re.
Walsh & Barker (Berkeley) London, re. Walters, Gene (Jimmy Kelly's) NYC, re.
Warren, Joe & Sparklettes (Anchor Club) Hamilton, O., re. Wayne, Nick (Miami Billmore) Miami, re.
Weber, Buddy (Club Maytag) Phenix City, Ala.

Weems, Ted, & Band (Buffalo) Buffalo, re. Welch, Frances (Barkley's) Pinhook, Brook-lyne, N. Y., re.
Welch, Muriel (La Marquise) NYC, re. Wehrle, Helen (Embassy) Jacksonville Beach, Fla., re.

Wetmore (Dorchester) London, re. Wendell Trio (Pauze Club) Peoria, Ill., re.
West, Billie (Piccadilly) Baltimore, re. West, Mae (Palace) Chi, re.
West, Art (Chateau) Cleveland, re. West, Willie & McGinty (Billy Rose's Casa Manana) NYC, re.

West, Sam (Cat & Fiddle) Cincinnati, re. Wharton, Doc (Shore Boat) NYC, re.
White, Jack (18) NYC, re. White, Frances (Bill's Gay '90s) NYC, re.
White, Selva (Rose Bowl) Chi, re. White, Ann (Queen Mary) NYC, re.
White, Eddie (Stanley) Pittsburgh, re. White, Gus "Popeye" (Radio Franks) NYC, re.

Wilcox, Vern (Shubert) Cincinnati, re. Williams, Billy; Webb City, Mo.
Williams, Betty (Half Moon) Coney Island, N. Y., re. Wilson, Edna Marie (Dante's) Kansas City, Mo., re.
Wind, Helene (Town Casino) Miami Beach, Fla., re. Windsorettes, Four (Ronscher) Wien, Vienna, re.
Winstow, Walker (Brittwood) NYC, re. Withers, Jane (Shubert) Cincinnati, re.
Woland (Fair) Homestead, Pa. Wolfe, Lorna (Continental Club) Detroit, re.
Wood, Johnny (Anchor) Phila, re. Woods & Bray (Donovan's Cafe) Sacramento Feb. 23-March 5.
Wood, Lorraine (International Casino) NYC, re.

World's Fairest on Parade (Loew's) Richmond, Va., re. Wright, Jack (Village Brewery) NYC, re.
Wrye Jr., Ross, & Co. (Stanley) Pittsburgh, re.

HIRST CIRCUIT SHOWS
(Week of February 27)

Handbox Revue: (Gayety) Washington, D. C.
Honey Dells: (Gayety) Baltimore.
Mirth and Melody: (Orpheum) Reading, Pa., 2.
Nite Life: (Troadero) Phila.
Oriental Girls: (Hudson) Union City, N. J.
Smart Set: (Howard) Boston.
Brether Hat: (Locust St.) Phila.
Brother Hat: (Ford) Baltimore; (National) Washington, D. C., 7-12.
Evans, Maurice: (Grand) Chi.
Hampden, Walter: (Erinmore) Buffalo, N. Y., 2.
L. & L.: (Strand) Ithaca 2; (Massou 2) And.; Rochester 4-5.
Hays, Helen: (Davidson) Milwaukee.
I Am My Youth: (National) Washington, D. C.
Julius Caesar: (Nixon) Pittsburgh.
Kings Service: (Shubert) Chi.
Tobacco Road: (American) St. Louis.
Tonight at 8:30: (Harris) Chi.
White Oaks: (Royal Alexandra) Toronto, Can.
Women, The: (Paramount) Salt Lake City 2; (Auditorium) Denver 4-5.
Yes, My Darling Daughter: (Porrett) Phila.
Yes, My Darling Daughter: (Shirine And.) Oklahoma City, Okla., 2; (Convention Hall) Tulsa 3; (Auditorium) Memphis, Tenn., 4-5.
(See ROUTES on page 68)







# Classified Advertisements

## COMMERCIAL

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**FORMS CLOSE (in Cincinnati) THURSDAY**  
FOR THE FOLLOWING WEEK'S ISSUE.

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5c WORD (First Line Large Black Type)  
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No Ad Less Than 25c.  
CASH WITH COPY.

## AGENTS AND DISTRIBUTORS WANTED

**AGENTS—500% PROFIT SELLING GOLD LEAF**  
Letters for store windows. Free Samples.  
**METALLIC CO.**, 439 N. Clark, Chicago. tfrx

**AGENTS—SOMETHING NEW, COPYRIGHTED.**  
Sweeping Country, 4x2 1/2x4 1/2, 21 Steel  
and Pocket Parts, Vest Pocket "Skillwin," Four-  
in-One Merit, Game, Gift, Souvenir, Advertisement.  
Assemble in spare time. Parts 6c; assembled 9c. Sell wholesale, 15c; retail, 25c.  
Suitable for young and old, well, convalescent,  
invalidation. Send 25c coin for sample and  
territory. **SKILLWIN CO.**, South Bend, Ind. x

**ART PHOTOS—SOMETHING NEW AND DIFFERENT.**  
Made on Genuine Photographic Paper.  
Samples and price list 25c. **BROWN**, 176 Delaware  
Ave., Albany, N. Y.

**ASPIRIN — TINS 12 TABLETS, \$1.55 GROSS.**  
Laxatives, Flints, Sweet Breaths, candied and  
boxed. Attractive package. **OWL COMPANY**,  
2937 McGraw, Detroit, Mich.

**ATTENTION, SUBSCRIPTION SALESPERSONS —**  
If you work east of Rockies and north of  
Mason-Dixon line, wire for proposition, **AMERICAN  
POULTRY JOURNAL**, 538 S. Clark, Chicago. x

**BARGAINS IN POSTCARDS — BIRTHDAYS.**  
Views New York City and U. S. Comics, 100  
assorted 40c; 1,000, \$2.00. 15 samples and  
catalog cards and novelties, 10c. **ARTFORM  
CO.**, 1710 Undercliff Ave., New York. x

**BATH CRYSTALS—THREE POUND CARTON.**  
Four odors. Perfect water softener. 50%  
commission. Big repeat business. Retail 50c.  
Quality item. Free sample and particulars.  
**W. H. WILDMAN & SONS**, Dept. A, Newark,  
Ohio. mh12x

**BIG MONEY TAKING ORDERS—SHIRTS, TIES,**  
Hosiery, Underwear, Raincoats, Pants, Uni-  
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Machines of recent manufacture and being  
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manufacturers, distributors or jobbers may  
not be advertised as "used" in The Bill-  
board.

**AAA-1 BARGAINS — TRACK TIMES, NEW**  
type, \$160.00; late Rays Tracks, \$110.00.  
Fleetwood, floor sample, \$110.00; World Series,  
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**ATTENTION — MODERNE PEANUT VENDOR.**  
\$1.75; Gum Vendor, \$3.00; 2-in-1 Vendor,  
\$7.50. Other buys. **EASTERN**, 350 Mulberry,  
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**BOOHOO — \$13.00; DUX, \$32.50; STONER'S**  
Races, \$30.00; Rose Bowl, \$35.00; Blue  
Blazer, \$32.50; Wurlitzer Skeeballs, \$35.00;  
A.B.T. Targets, \$7.00. We buy, sell, Arcade  
Equipment since 1912. **MUNVES**, 555 W.  
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**GOTTLIEB'S DERRY DAY, PERFECT CONDI-**  
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Frakness, \$45.00; Arlingtons, like new, \$75.00;  
Round Dice, like new, 25c play, \$25.00;  
Mills Light Side Walt Blue Front Slots like new.  
Write for prices. If it's controlled with a coin  
we have it. Write us your needs. 1/3 deposit,  
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**ENID MINT CO.**, 711 N. Independence, Ind.  
Okla. mh12

**CLUB HOUSE, \$130.00; TANFORAN, \$70.00;**  
Paces Races, Checks, \$125.00; Turf Champs,  
Air Races, \$35.00; Springtime Vanak, \$30.00;  
Winner, \$24.50; One Better, Panco Bells, Santa  
Anita, Center Smash, \$17.50; Bonus, Credit,  
Sky High, Grand Slam, Rainbow, Roundup,  
\$12.50; Ace, \$8.00; Blood Pressure, Right or  
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**DUE TO PROHIBITIVE LICENSE FEE WE OFFER**  
100 Seaburg Eight-Record Selective Phono-  
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Uncrated for \$1,500.00 each. **SOVENCO**, 113  
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Chieftain, 1 Skooky, \$17.50; 1 Blue Blazer,  
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Limit, \$9.50; Cent-A-Smokes, \$4.50; Daval  
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Ball Gum, 15c hundred; Phonograph Records,  
5c each; Shipman's Stamp Machines, \$15.00;  
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Penny Pak, \$7.50; Cent-A-Smoke Dividers,  
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Machines, \$10.00; 120 Pack Advance Cigarette  
Machines, \$19.50; Track Time, \$165.00; Paces  
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King, Railroad, Miss America, \$42.50 each;  
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**MISCELLANEOUS**

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**Show Family Album**

EN ROUTE to Clarinda, Ia., members of the Harvey Stock Company stopped off in Diagonal, Ia., on September 8, 1913, long enough to have this picture taken. Standing in the back row, left to right, are Carrie Rankin, Paul Hudson, Charles (Curly) Matthew and Mrs. Joe Price. Edwin Weaver, Marion L. Franklin and Clara Owens are in the center. Seated in front are Irene Spooner, Marie Blair, Joe Price Jr. and Ed Rolf. Miss Franklin is dead. Harry D. Orr was manager of the company.

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.

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**ADVANCE AGENT—Will Book Western, Hilltop,** Radio, Girl Band or any good Stage Attraction, large or small. Cosmetics, money-making routes, all territories. For quick action wire or write BOX C-446, The Billboard, Cincinnati, O.

**AGENT, BOOKER, Publicity Director, Personal** Representative—Twenty years' Circus, Theatrical, Vaudeville, Coast-to-Coast experience. Expert show Bookers, Contractor, First-class Publicity, Newspaper Man. Join on wire. CIRCUS AGENT, 149 N. W. Park St., Adrian, Mich. mh12

**WINTER RESORT—Boxing and Wrestling, Night** Club, Ballroom Manager and Promoter available for 1938. Work on salary or percentage. Prefer recent region in Michigan, Illinois, Wisconsin or Minnesota. However, will consider any suitable location. TOMMY THOMPSON, Twinsburg, Ill.

**PRESS AGENT—Years of experience, available to** a few selected artists to secure personal press opportunities. Will accept, contracted for New York City only. Willing to co-operate either on straight salary or long-time contract on percentage of salary earned. BOX 847, care Billboard, 1664 Broadway, N. Y. mh19

**AT LIBERTY****BANDS AND ORCHESTRAS**

**AVAILABLE MARCH 5TH—LLOYD JOHNSON** and His Orchestra. Vibraphone, String Bass, Piano, Guitar, two Violins, Steel Guitar, Accordion. Five Men, Girl Vocalist, doubling Drums. Now playing West Hotel here since last June. Pictures, further details and references to interested club managers and bookers. LLOYD JOHNSON, West Hotel, Sioux City, Ia.

**FEBRUARY 28—FOUR PIECES, PIANO, SAX** Team, Drums. Good doubles, featuring novelties, swing and vocals. Young, reliable, sober. Uniforms union references. Write or wire ORVILLE REINOHL, The Cave, Livingston, Mont. mh5

**SOFT SWINGING SIX-PIECE HOTEL COM-** binations. Good reputation. Cut any job. Will consider room and board as part payment. You furnish transportation. Co anywhere. EARLE SISLEY, 1533 N. 27th St., Milwaukee, Wis.

**TEN-PIECE ALL-GIRL ORCHESTRA—AVAIL-** able for summer. Go anywhere. College Girls, 17-22 years, all union. Unusual appearance and musical ability. JEAN COTTON, 1352 Astor St., Chicago, Ill. -Del. 0856.

TEN-PIECE BAND—FULLY EQUIPPED. BUYERS for summer resorts, this is your best investment for this season. Booking agencies, here is a band that will do you real business. Photos, literature, particulars at your request. BOX C-411, Billboard, Cincinnati, O.

AT LIBERTY MARCH 21—Six or Seven-Piece Dance Band. Three Saxs, Trumpet, Piano, Bass and Bass. Will do any show, experienced. Well organized, free to travel. OCHSSTELIA, Hotel McCurdy, Box 472, Evansville, Ind. mh19

AVAILABLE IMMEDIATELY—Fast Nine-Piece Swing and Commercial Band. Three Saxs, two Bass, four Drums. Band organized past two years. All men young, clean, single and sober. Many of special arrangements, vocalists, good vocalists, frocks, P. A., uniforms. We have our own written-passage bus. Have played all top spots in the country. We do with the public. Go anywhere. Write LEADNER, Box C-149, care The Billboard, Cincinnati, O. mh12

DON ELLIS and His Royal Changoos available March 1. Excellent small combo for popular place. Swing type. Four or five men, with Miss Paula Davis vocalist. Will accept any good offer if guaranteed a 3-month contract. Write for particulars care The Anchor Tavern, 320 S. Federal Blvd., Denver, Colo.

NEIL WRIGHTMAN ORCHESTRA—Eleven Sensational Artists presenting an array of the finest in modern dance entertainment, featuring special arrangements and novel interpretations. Glenn H. Lewis, conductor, P. A., sponsor and transportation. Come. New booking location for spring and summer seasons. Write or wire 50 W. Washington, Chicago.

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—FIRST-CLASS COOK AVAILABLE. Ten years' experience as Show and Army Cook. Sober, reliable. Age forty. PAT FIERCE, 700 Second Ave., Rome, Ga.

AT LIBERTY—DIANA-DARRELL, HALF AND HALF. Strong Feature Act. Have A-1 wardrobe and flash. Strong lecture. Write starting best offer in first letter. Reliable manager, only need reply. Write or wire EDDIE GREENO, 425 New Jersey Ave., S. E., Washington, D. C.

COOKHOUSE CHEF AT LIBERTY—WANT TO WORK FOR QUINCY at a Carnival having their own cookhouse. Sober, reliable and capable of taking full charge. Salary or percentage. LOUIS ROSENBERG, 52 N. W. 5th St., Miami, Fla. mh12

NEW TYPE HYPNOTIC ACT UNIT FOR SENSATIONAL NEW FREE ACT NOW OPEN FOR BOOKING. Especially good for Side Show purposes. Men will do "Front Man" job and lecture; girls may be used other places in show. Re-write your show with my personally trained unit. Sure to draw crowds inside to see act of show. \$50.00 and up including unit. Write FRED H. GLENNY, 1148 Linden Ave., Akron, O.

THE ORIGINAL GERALDINE GERALD—HALF and Half for coming season. Wardrobe and ability guaranteed. Show string or would-be managers lay off. 4 Montclair St., Glen Falls, N. Y.

AT LIBERTY—Chris DeLoe comes after March 12th. Do Acts as follows: Swinging Ladder, Mexican Bands and vocal Domestic Animals. MISS ROBERTA PATTERSON, care Shiras Exchange, Indianapolis, Ind. Permanent address, R. H. 3, Walnut, Ind.

BOSS CANVASMAN and Assistant at Liberty this season. Years of experience. BLAISE (FRANK) MORGAN and JIM (FRANK) HARRINGTON, 216 S. 13th St., Omaha, Neb. mh12

KENNETH WAITE TROUPE—There is only one. This is the original. It is an accepted fact. Kenneth Waite has more clowns, comedians, more startling stunts, more funny, more personable than any other individual clown producer. He comes from New York to the Pacific Coast his vaudeville creations have made millions laugh. Many of the old backing. Shows are imported from Europe and each season finds Waite with something new and sensational. Also few outstanding laugh-getting acts. Write KENNETH WAITE, General Delivery, Terre Haute, Ind. mh5

PROF. PLANCK—Circusmen, you need a Ventriloquist to boost sales of Year! Don't miss this one. Write me! anything near New York City, 231 Dean St., Brooklyn, N. Y.

SCOTTISH BAGPIPER—Lively and varied experience. Will do anywhere. Circus preferred. R. W. GIBNEY, General Delivery, Terre Haute, Ind. O.

TATTOO ARTIST—At Liberty for 1938. Tattooed with in bright colors. Great experience. Good attraction. Reliable. Photos. LARRY, 2228 N. Alabama St., Indianapolis, Ind.

WILL TAKE JOB on Carnival Ride as Ride Helper. Also Electrician, second class. Write ticket to Mr. and Mrs. BILL A. CODY, 848 Berry, Topeka, O.

YOUNG MAN—Experienced Riding, Handing, Grooming Horses. Armor service mounted. Carpenter's Helper. Sober, reliable, willing worker. Does equipment on Borden or Wagon Wheel. Anything considered. Write FLOYD LOWE, Russellville, Ala.

AT LIBERTY COLORED PEOPLE

AT LIBERTY—COLORED BARITONE PLAYER. Address 607 W. Pearl St., Jackson, Miss.

LADY PIANIST—THOROUGHLY EXPERIENCED. Reads, fakes and transposes. Can sing. Prefer location. Write or wire LILLIAN DAVENPORT, 1209 Vine St., La Crosse, Wis.

AT LIBERTY DRAMATIC ARTISTS

JACK AND MYRTLE ALBRIGHT—Versatile Actors. Myrtle Lillian, Second Best. Considered. Singing, Dancing, Specialties. Jack, Character, Comedian, and, among others, Double. Car. 542 Duaneville, New Orleans, La. mh12

AT LIBERTY MAGICIANS

FEATURE MENTAL AND MAGIC ACT—Suitable theater, night club, hotel. Private readings. Appearances and presentations above average. State best proposition. PRINCE YOSE, The Billboard, Cincinnati, O.

AT LIBERTY MISCELLANEOUS

AT LIBERTY—High class American Patent and Psychologist. Personality, good character, dependable. For hotels, carnival and parks. MADAM TOZ-SILVA, care Billboard, Cincinnati, O.

AT LIBERTY—For Stage, Radio, Movie News, William Oliver Jacquet, "Saved by a Blank of the Eye," Love Survives Great Larchmont Disaster 1907, HOMER BULLOCK, Bus. Mgr., Box 121, Lebanon, Ohio.

AT LIBERTY APRIL 10—Have New Talking Equipment with Films. Would like engagements with Post Office. I. W. BODEN, Springville, Henry County, Tenn.

LECTURER—Young Man, Owns 163MM. Professor. Full theater size, wants job with Lecturer, Chattanooga or similar work. Room optional. Next. Write at once to KJCN, Box C-147, care The Billboard, Cincinnati, O.

AT LIBERTY M. P. OPERATORS

AT LIBERTY—Operator, Stage Hand and Billboard. Thoroughly experienced. Union, single, reliable. Please state salary. BEN PHIPPS, 319 Race St., Staletville, N. C. mh12

M. P. OPERATOR—Age 25, non-union. Fully experienced, beautiful set and fully equipped. Travel available. Location only. State your best salary, etc. FORTY (H. B.) JOHNSON, care Rex Theater, Nevada, Okla.

AT LIBERTY MUSICIANS

A-1 CELLIST—UNION. Just back after ten years in Europe. Wide experience in all types of music. Young. Go anywhere. WILLIAM EDER, 7237 57th Ave., Maspeth, L. I., N. Y. Havemeyer 9-9315. mh5

HARPIST (LADY), UNION. After March 15th. Experienced Dance or Concert. Doubling Violin. Attractive appearance. Excellent soloist. Large classical and popular repertoire. Can be featured. Travel anywhere. BOX 4133, Miami, Fla.

ALTO SAXOPHONE, CLARINET, BARITONE—Six years' experience in ballrooms, night clubs, etc. All transpositions. Age 21, union. Write or wire MUSICIAN, 117 S. Main St., Hicksville, O.

ALTO SAX—DOUBLING CLARINET, BARITONE, Violin. Union. Location only. LEO JOHNSON, Gen. Del., Nashville, Tenn.

ALTO SAX, CLARINET AND VIOLIN—UNION. Location wanted. Wire or Write. BOX C-448, The Billboard, Cincinnati, O. mh12

ALTO SAX—DOUBLING CLARINET. Thoroughly experienced First Chair. Read, phrase, tone. Sober, dependable. BOB HEIDELBERG, Laurel, Miss. mh12

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

DANCE CORNET—29, RELIABLE, SOBER, SINGLE. Nine years' dance experience. Consider location job only. JIMMY KOVARIK, Springfield, Ia. mh5

DRUMMER—AGE 29, SOBER, RELIABLE, FOR small Circus Band. No outfit due to fire. State all first. AL PATMORE, Greenfield Park, N. Y. mh5

DRUMMER—UNION, ALSO COMEDY M. C. and Singer. Location or reliable road show. Swing or commercial. Age 22. Write BOX 292, The Billboard, Chicago, Ill.

GIRL SOUPHONIST OR DRUMMER—EXPERIENCED both vaudeville and dance bands. Join anywhere. Picnic state salary. Write BETTY WILSON, 3415 Morrill Ave., Kansas City, Mo.

SAXOPHONE—ALTO, CLARINET, TRUMPET. Read, phrase, no take off. Union. JAMES CURRIE, Murray, Ia. mh5

SIX-STRING GUITAR—FINE RHYTHM AND take off, doubling modern rhythm piano. Age 21, union. Can go anywhere. "CHET MEAD, 6 Brown Ave., Cortland, N. Y.

STRING BASS—READ, FAKE, SOBER, RELIABLE. Experience. Location preferred. JOHN BROWN, Niantona, Mo.

SWING DRUMMER—NEW OUTFIT. Young, age 24, union, reliable and sober. Play steady, solid rhythm. Able to travel. ARDEN COLBY, Union Grove, Wis. mh12

TENOR SAX-CLARINET—READ ANYTHING, modern tone and style. Transpose all parts. No habits. FRANK SULLIVAN, Housatonic, Mass.

TRUMPET—DIXIELAND JAM. GOOD READER, arrange. Plenty modern. MUSICIAN, 919 Broadway, Indianapolis, Ind.

BRASS SECTION—Two Trumpets and Trombones open for engagements, etc. WALTER, 179 Stewart Ave., Newark, N. J. Phone BX 2-5329.

DRUMMER—Young, hard worker, good set and just enough laugh! Ready to leave for any place at once. Prefer location. Parties go way. Write or wire LARRY PETERSON, 724 W. Lorain St., Appleton, Wis. mh12

TENOR SAX—Doubling Clarinet, after March 12. Tone, read, fake and swing. No Lombardi sections. New instruments. Age 22, experienced, sober. Go anywhere, workable. Now working but desire change. Non-union, best will join. LARRY ULRICH, General Delivery, Findlay, O. mh12

TROMBONE—Union, 19, modern take off, high range, good tone, read, sober, can arrange. Want to get out of town. Will go anywhere for decent salary. MUSICIAN, 1429 W. 34th St., Indianapolis, Ind. mh12

TROMBONIST—Good Reader, good Ride Man. Union and want work. Dance work preferred; also hotel. Stage shows lay off. Age 25, reliable, good appearance, sober. PAMAHASIK'S Studio, 313 W. Erie Ave., Atlanta, Ga.

TRUMPET—Thirteen years thoroughly experienced. For show business or modern dance orchestra. Formerly on big time. Consider anything. Answer nothing. TED WALL, Ocala, Fla.

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 AIRPLANE PARACHUTE JUMPERS. One unit in Florida, another in Texas. For particulars contact THOMPSON BROS. BALLOON & PARACHUTE CO., Acarora, Ill. Established 1903. mh5

AERIAL CLOWNS—Three Standard Acts. Best Double Trapes, Comedy Revolving Ladder and Illuminated Swinging Ladder. Literature and price on request. Address The Billboard, Cincinnati, Ohio.

HIGH-DIVING DOG ACT—Two attracting dogs dive 20 and 40 feet, respectively. H. HATSON, 270 Central Ave., Atlanta, Ga. mh12

PAMAHASIK'S DOG, Pony, Bird Circus. More than fifty performing animals and birds. An attraction with a long standing reputation. GEO. E. BROWN, 2000 Market St., Philadelphia, Pa. Tel. SAGmore 3536.

AT LIBERTY PIANO PLAYERS

A-1 PIANO PLAYER, YOUNG, RELIABLE AND sober. Read, take off, arranging. Steady rhythm. Thoroughly experienced. Join anywhere. State salary in first. Write LYLE ODDEN, 313 Douglas, Glendive, Mont.

DANCE PIANIST—WELL EXPERIENCED. Union. Double Accordion and arrange. PIANIST, 314 20th St., Sioux City, Ia.

PIANIST—Experienced in Vaudeville Acts and Dance Work. Would like a job as accompanist to a singer or work in a singing and dancing act. Will also work single in cocktail lounge or tap room. Write or wire ART WILLIAMS, 579 Arlington St., Dubuque, Ia.

PIANO MAN—Read, fake, transpose, rhythm, take off. Ten years' experience dance, club, etc. rep. Next, young, sober, married, ex. reference. No. 100. Nightclub or piano. Write your best. ALBERT (AL) BUCKER, General Delivery, Woodward, Okla. mh2

AT LIBERTY SINGERS

VOCALIST EXTRAORDINARY—Sweet or Solog. Jackie Heller style. Double Spanish Guitar, Mandolin, Banjo, Lute. Instrumental Specialist. Swing, Fake, Read, Songs with Guitar, Ballad, the Strings, Press Clippings. Young and sober. Appearance. Experienced Radio Club Stage. No transposition. CLIFF ALLEN, 21-76 34th St., Astoria, N. Y. mh5

AT LIBERTY VAUDEVILLE ARTISTS

TENOR SINGER—FEMALE IMPERSONATOR, Comedian, Harmonica Player, Imitator; Musical Instruments, Violin, Trombone, Hawaiian Guitar, Sax, Clarinet. Also can sing like little girl. Mr. RICHARD DOOLAY, General Delivery, Sherandoah, Pa.

AT LIBERTY—Blackface Comed. Specialties. Unique strong work. Comedy in all acts. Fast, hard worker, best experience manager. Key words, you can and will say. Address LAUGHING SAM, care Lee LeVant Show, Newville, Pa.

COMEDY—Mixed, Doublets, Characters. Good Man Act. Play 16 rare novelty instruments; also comic bits, sing and jokes. 293 W. Wyoming Ave., Philadelphia, Pa. mh12

SPECIALTY TEAM—Dallin, Magician and Midget-of-Used Artist. Madame Ruby, Mentalist. Sopeima. Men, mad or vaudeville. Change for seven nights. Also seven changes of face tag pictures and chalk. Have house rat. Willing to go anywhere. Address DALINI, Magician, Eagle Bend, Miss. mh12

TEAM—Wife, Singer and small party. Man, women, Dumbwaiter, Singer. Performer. State all. Write BERNARD, 751 N. Dearborn, Chicago, Ill. mh5

Street Fair Season

PARIS, Feb. 21.—First street fair of the season opened on Saturday, February 12, at Place d'Italie, with close to 200 rides, shows and concessions on midway occupying big Place d'Italie and adjoining streets. Among rides and shows are a score of kiddie rides, five Auto

Birthday Party For Pennington

KANSAS CITY, Feb. 19.—Recently Heart of America Showmen's Club held a birthday party for its oldest member, James F. Pennington, better known to all around the club as Plain Jim. Altho 80, he is well preserved, stands almost 6 feet, walks with a brisk step, has snow-white hair and sparkling small brown eyes. He loves to talk the show language and claims to be the oldest living active man in the business today. Jim is a sort of encyclopedia for all the club members when it comes to locating towns on rail-



JAMES F. PENNINGTON

roads, or who owned some old show or where some old showman first started in the business. They go to Jim to get facts.

During the meeting President Abner K. Kline asked Pennington to stand and then informed the members that did not know that the party was in honor of this grand old man, loved by all, and before he would be allowed to start the party off he would have to tell the club members something about himself.

Pennington stated that he was born in Warren County, Ia., February 3, 1858, and left there with his father when he was a small boy, moving to Indiana. Here his father enlisted with the 10th Regiment of Indiana for the Civil War. His father served under Generals Grant and Sherman, and was wounded several times, but stayed in the army for four years and three months and at the close of the war returned to Lebanon, Ind., where his father entered the building contractors trade.

In 1876 the family moved to Winfield, Kan. Kansas was a wet State then, with much talk about it going dry. This gave him an idea and a show was organized on the co-operative plan, thus his start in the show business was with Ten Nights in a Barroom. The show played in halls and theaters when it could find them and was at that time considered a successful road show.

In 1881 Pennington met Capt. D. L. Payne, who was organizing the Oklahoma Boomers, and engaged him to go with him and publish a paper to be known as The Oklahoma War Chief. Printing of the paper was to be done by Pennington on a small army press set up in a wagon. When they entered the territory, now the State of Oklahoma, they were met by the soldiers and returned to the border of Kansas. On the way back the soldiers dumped the press and type in a creek and that ended his career as a newspaper man. Pennington then joined up with the Cooper Jackson Circus as a billposter, and in 1884 was with Sells Bros.' Circus and remained with this circus until in 1896, when he joined the Ringling Bros.' Circus. Pennington spent several years with "Tom Shows" and was a general agent for six years ahead of a "Tom Show." During the past few years he was with the Conroy Bros.' Circus and then Barnum Circus.

After he finished the members of the club gathered around him and sang Happy Birthday, and then made him serve the drinks.

Pennington claims he read the first copy of The Billboard and still enjoys reading it.

Scouter and speedway rides, three Caterpillars and Mont Blancs, Loop-Loop swings, Ferris Wheel, Miniature Railway, three girl shows, Durval's dog show, two wrestling arenas, Robot, motorcycle globe and illusion show.

## Robbins To Open In Two Months

Forty wagons being constructed—several sleeping cars purchased

ROCHESTER, Ind., Feb. 26.—With the opening of Robbins Bros. Circus only about 60 days away, activities at quarters here are going forward rapidly. A night shift has been added in the blacksmith department and in the wagon shops. About 40 wagons are being constructed.

Fourteen crates of hay-eating animals, along with 12 seals, were received by express last Sunday from the San Diego (Calif.) Zoo. They were purchased last fall. The menagerie with the show will be extensive and varied.

Jess Adkins has returned from a trip to Chicago, where he purchased several sleeping cars. These, with the stock and flat cars being built by the Warren (See ROBBINS TO OPEN on page 41)

## Irving Polack Signs With AFA

SAN FRANCISCO, Feb. 26.—On its arrival here last Monday for Scot-sponsored performances during the week, the Polack Bros. Circus was immediately organized 100 per cent by the American Federation of Actors.

Jack Mills, circus representative of the AFA, came here from Los Angeles to discuss working conditions for the 35 performers with Irving Polack, owner of the show.

Omer J. Kenyon announced that he will leave the show here shortly for a rest on the West Coast, possibly taking a trip to Honolulu.

Circus did good business opening night.

## Leo Abernathy Elected

PITTSBURGH, Feb. 26.—Lead candidate for an officers' slate identified as "progressives" pledged to a militant regime and uncompromising opposition to the CIO, Leo Abernathy, president of the International Alliance of Bill Posters, Billers and Distributors, has been elected president of the Pittsburgh Central Labor Union. He defeated Charles Miller, incumbent, 182 to 111.

## Iva Morales Hurt

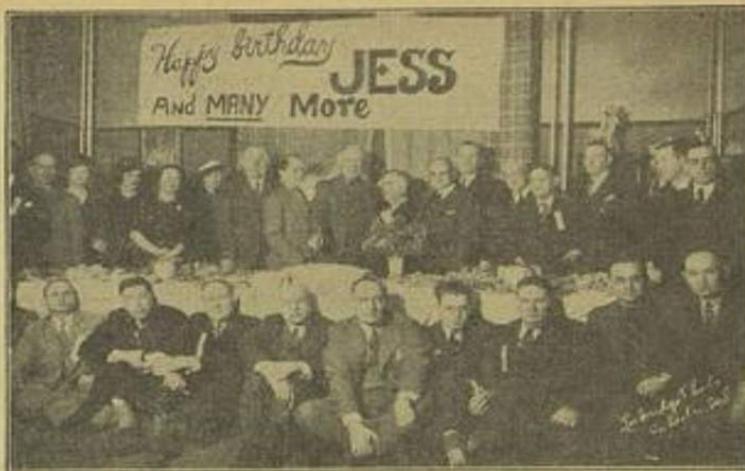
KANSAS CITY, Mo., Feb. 26.—Mrs. Felix (Iva) Morales fell at Shrine Circus here doing trampoline. Pelvis bone was dislocated and three vertebrae knocked out of line. Is under care of Dr. Kratz.



FLOYD KING, who has been general agent of Jess Adkins and Zack Terrell's Cole Bros. Circus, has been appointed pilot of their No. 2 show—Robbins Bros.

## 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.



JESS ADKINS cutting birthday cake at Rochester, Ind., when Circus Fans of Central States visited quarters of Cole Bros. and Robbins Bros. circuses. Top row, left to right: George Webster, Dr. Tom Tormey, Mrs. Tormey, Mrs. Jack Mills, Mrs. Al Elliott, Mrs. S. Schultz, John Grace, Karl K. Knecht, Adkins, Jess Murden, C. George, Don S. Howland, Rex de Rosselli, W. W. Dunkle, Frank Hartless, Walter Hohenadel, Harry Atwell and a guest. Bottom row: Dr. Al Elliott, S. Schultz, Fred Schlotzhauer, Fred Becker, Bert Wilson, W. Hohenadel, A. T. Sawyer, Harry Harold, Earl Lindsey.

## Sam Stratton to Barnes; Gardner Wilson to R-B

SARASOTA, Fla., Feb. 26.—Roland Butler announced Wednesday that Sam R. Stratton, press representative with Ringling-Barnum Circus last season, will join the Al G. Barnes and Sells-Floto Circus on the Coast in April.

Gardner Wilson, who served in the press department of the Barnes show last year, will join the Big Show in New York early in April, Butler said.

R-B played host to 3,000 trailer tourists at quarters here on February 17. The occasion was the annual "circus" (See SAM STRATTON on page 41)

## Hamid To Visit R-B Quarters; Show at Miami

NEW YORK, Feb. 26.—George A. Hamid will leave here for Florida March 4. Will visit Tampa, Ringling-Barnum quarters at Sarasota and will arrive in Miami in time for the March 7 opening of the Hamid-Bob Morton Police Circus in that city.

While in Florida Hamid will confer with Ringling officials on attractions, and will promote interest in the National Showmen's Association among Southern showmen. He is president of NSA, recently organized social and benevolent club of Eastern and Southern show business.

## Barnes To Open at San Diego March 26; Will Move on 30 Cars; New Acts for Program

LOS ANGELES, Feb. 26.—According to present plans, the Al G. Barnes and Sells-Floto Circus will open at San Diego, Calif., March 26.

The show will move on 30 cars and will be the same size thruout as it has been for the past 10 years or more, the only difference being that the equipment is being more carefully overhauled and reconditioned. J. Ben Austin states that plans are being made to present the best performance ever seen with the Barnes show, including many acts and performers new to the show and territory.

Paul Barton, who has been trainmaster of Barnes and getting the train ready, joined the Tim McCoy show.

Jersey Schenck, according to statement at quarters, will be Slide Show boss canvasser. "Winnipeg" Wakeling will be head porter and Murdoch T. Cook will have the lunch car. Cy Clifford will be back with his candy floss concession.

## French Shows Starting Season; Two Acts for Cole

PARIS, Feb. 21.—First big top making its appearance in France this season will be that of Cirque Amar, which opens at Nice February 23. The show did not go into quarters but toured Morocco, Algeria and Tunis during winter months. Cirque Pinder starts its season at Tours March 5 and Cirque Pourtier wooden-walled "construction" opens at Bordeaux a few days later. The Cirque Four Freres Bouglione, which has been playing indoors in Belgium, has returned to Paris and is also preparing to hit the road. Durval's dog show (tent) is playing street fairs in Paris.

New acts added to bill at Cirque d'Hiver in Paris are Wetzel Sisters, trapezists; Karolis, jockeys; Chiesel, juggler, and several animal acts. Gouglione Menagerie, having finished season in Belgium, is installed at Cirque d'Hiver. Rex de Rosselli when in Paris signed up Maximo, wire walker, and Abbins, sensational auto novelty, to appear with Cole Bros. Circus.

## S. J. Swenson Recovering

HOUSTON, Feb. 26.—S. J. Swenson, general agent, has practically recovered from a serious injury to his thigh received last season. Has been at his home here. Swenson has been advance representative for J. Davis & Son's Frontier Show, Schell Bros. Circus and Edwards' Comedians, and also has been owner of a theater.

## Kennedy Takes Seils Privileges

Show substituting grandstand chairs for star-backs—new motor equipment

SPRINGFIELD, Mo., Feb. 26.—Joe Kennedy, who has had the outside lunch and candy floss with Seils-Sterling Circus since 1931, will operate all privileges this season. Heretofore the show has operated its own concessions with exception of above named.

Eighteen men will be employed for Kennedy's concessions.

Grandstand chairs will be used on both front and back sides of the show, doing away with all star-back sections. Repairs are being made to equipment and trucks will be built. A lion was born here St. Valentine's Day. Bobby Gordon, wire walker, and Happy Starr, clown, recently joined Hodgkin Bros. for indoor dates in Illinois.

The Springfield Wagon and Trailer Works is doing a special-constructed all-steel 24-foot semi-trailer job. Trailer will be equipped with best of sleeping accommodations and lighting plant. A 1936 Ford V-8 long wheel base job will be used as a "stock and baggage car." Ralph Spotts, chief electrician, completed building three all-electric floss machines.

Recent visitors at quarters were M. H. Smith and wife, Ray Blankenship, Lulu Belle Davies and Frank.

## Latham's Unit in Houston

HOUSTON, Feb. 26.—Latham's animal unit, which has been showing in schools of Beaumont and Galveston, is now in this city. Unit has been authorized by the board of education to show entire school system here as an educational feature. Performance is presented in daytime for admission charge of 19 cents. As there are 114 public schools in Houston, unit will be here until close of school, June 1.

## Medrano Quits Road

PARIS, Feb. 21.—The Cirque Medrano has sold its wooden-frame "construction" circus outfit to the Cirque Pourtier, which also acquires the Medrano "privileges" for showing at Havre, Caen and other cities. Medrano has also disposed of his big top and is confining his efforts to the Cirque Medrano indoor arena in Paris.

## Tim McCoy Show Signs Eleanor Getzendaner

CHICAGO, Feb. 26.—Eleanor Getzendaner, whose famous blind jumping horse "Gantry" recently has attracted much attention, has been signed as one of the features of the Col. Tim McCoy Wild West for the Chicago engagement at the International Amphitheater. Miss Getzendaner recently appeared on Edgar A. Guest's It Can Be Done program over NBC and told how "Gantry," totally blind for three years, has been taught thru confidence in his trainer to make high jumps.

S. L. Cronin, manager of the McCoy show, has left for Springfield, Mo., to check up on the progress being made in building the wagons for the show. A number of the railroad cars of the show have been taken to Springfield, Ill., winter quarters, where Paul Barton, trainmaster; Frank Siegner, his assistant; and Joseph McKenna are readying them for the road.

## 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.



## With the Circus Fans

By THE RINGMASTER

President: MELVIN D. HILDRETH, W. M. BUCKINGHAM, 116 Evans Bldg., Washington, D. C.  
 Secretary: THOMAS BANK, Norwich, Conn.  
 (Conducted by WALTER HOENADEL, Editor, "The White Tiger," care Hohensad Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Feb. 26.—George H. Barlow III, of Binghamton, N. Y., will leave March 15 to spend remainder of the winter in Florida. Will visit Downside Bros.' quarters en route. While in Florida will spend a few days at Sarasota and the Ringling quarters. Expects to return to Binghamton by way of New York and see the Big Show at Madison Square Garden. Barlow reports activities of other members of the Pat Valdo tent as follows:

William H. Hecox left for Florida and will remain there about a month. Expects to visit Sarasota, renew acquaintances with circus people and see winter quarters for first time.  
 Frank Boland is wintering at his home

### Ad Brings 1,200 Replies

Rochester, Ind., February 23, Mr. Charles Wirth, Circus Editor, The Billboard, Cincinnati, O.

My dear Charles: We have received about 1,200 letters from our recent ad and I am sure many of your readers are interested in the activities of this brand-new circus. Sincerely,  
 FLOYD KING, General Agent,  
 Robbins Bros.' Circus.

in Daytona Beach, Fla. He recently acquired full control of the Swim Club, a recreational and amusement enterprise. He visits Sarasota yearly.

G. H. Barlow Jr. is wintering at his home in Daytona Beach, 627 North Halifax avenue. He welcomes circus fans.

Nelson Ellis has gone in business, dealing in furniture and rugs.

Mrs. Stuart English took part in a drill in a society circus staged by the Junior League, St. Petersburg, Fla. Regulation circus ring, surrounded by tables.

Capt. Dan K. Fox returns home March 1 after vacationing in Texas. Visited with a number of Circus Fans in that State.

## Central States CFA Hold First Annual Meeting

SOUTH BEND, Ind., Feb. 26.—The first annual convention of the Central States CFA was held February 21-22 with the Fred Warrell Tent, of this city. Representatives of five States were present and meeting was a big success. Headquarters were at Oliver Hotel in a private dining room, decorated with circus posters of various shows and enlarged portrait of Fred Warrell, draped with an American flag.

Fan members who registered were Frank Hartless, William Sneed, Bert Wilson, George W. Webster Jr., Harry Atwell, all of Chicago; Dr. Tom Torney, Madison, Wis.; A. T. Sawyer, Monmouth, Ill.; Fred W. Schlotzhauer, Oquawka, Ill.; W. B. and Walter Hohensadel, Rochelle, Ill.; Storm Shultz Jr., Galesburg, Ill.; Gordon Potter, St. Joseph, Mo.; Karl K. Knecht, Evansville, Ind.; John Terlow, Peoria, Ill.; J. H. Krause, Rochester, Ind.; John Grace, Kokomo, Ind.; Fred Becker, Ft. Wayne, Ind.; A. S. Burkart, Don S. Howland, W. W. Dunkle, George Stephenson, Dr. Alfred Ellison, Charles Speth and J. C. Barrett, South Bend.

Monday morning was devoted to registration. At a business session in afternoon a resolution was passed that the national convention be held in the Midwest this year. Membership and dues were discussed, as were taxes and licenses demanded by cities in which circuses show. The association pledged itself to fight exorbitant fees. It also was decided that association units should assume the responsibility of making it possible for underprivileged children to see circuses showing in their towns and cities.

The evening was devoted to motion pictures of the circus, shown by Storm Shultz, and outdoor scenes with animals and birds taken by George Stephenson.

### Trips to Rochester and Peru

Tuesday the Fans made a bus trip to Rochester and Peru. There was much activity at Cole Bros.' and Robbins Bros.' quarters. Eddie Allen's elephants, Jorgen Christensen's Liberty horses and Clyde Beatty's trained animals were seen in rehearsal. At noon a dinner, it being the occasion of Jess Adkins' birthday anniversary.

On to Peru, where the party was met by Howard Y. Bary, who conducted a tour of the Hagenbeck-Wallace quarters. Acts in rehearsal were shown, including "Foodies" Hanneford's new 10-horse act with girl riders; Terrell Jacobs' black leopard and panthers, and the Hindu fakir Blaceman, a new importation, who hypnotizes his cats and crocodiles.

Returning to South Bend, there was a banquet at the Oliver, at which all the Fans were present with addition of following guests: Mrs. Tom Torney, Mrs. Karl K. Knecht, Mrs. William Scherfuna, John and A. S. Burkart Jr., Mrs. Alfred Ellison, Mrs. S. H. Shultz Jr., Mrs. Don Howland, and Rex de Rossett, Ray Dean, Carlton George, of Cole Bros.' Circus.

A floral wreath was placed on the grave of Fred Warrell in Highland Cemetery.

## Sawdust and Spangles

By CHARLES WIRTH

CIRCUSES of which we have knowledge that will be on the road this season are the following railroad organizations—Ringling Bros. and Barnum & Bailey, Cole Bros., Hagenbeck-Wallace, Al G. Barnes-Sells-Pieto, Robbins Bros. and the Col. Tim McCoy's Wild West. The last two named are new ones for 1938.

Those in the motorized field will be Tom Mix, Downie Bros., Russell Bros.,

Parker & Watts, Lewis Bros., Wallace Bros., Barnett Bros., Kay Bros., Eddy Bros., Harris Bros., Barney Bros., Seils - Sterling, Mighty Haag, Haag Bros., Vanderburg Bros., Beers-Barnes, Chase & Son, Silver Bros., Sparton Bros., Bible Bros., Art Mix, Miller Bros.' All-American and Dakota Bill's Wild West.

The Gainesville, Tex., Community Circus will again play some dates in that section, and Polack Bros.' Fraternal Circus, playing its usual winter schedule, will no doubt have some outdoor bookings. The WPA Federal Circus, now playing indoor dates, will have a canvas season.

Altho no data as yet has been received, it is more than likely that William Newton's James Heron's, Atterbury Bros.' and Conroy Bros.' shows will again be on tour.

GREY TITAN, a book on elephants by George Lockhart, an expert on the performing elephant, and W. G. Bosworth, circus historian, has recently been published by Burns, Oates & Washburne, Ltd., London, England. The 112-page book has a prolog and 11 chapters, also a number of illustrations. It is highly interesting and tells of famous elephants, both in England and this country, and their tricks, natural habits and about their origins. Among the elephants mentioned are the well-known Lockhart and Power groups, Jumbo and Tusko. Many no doubt will be interested in the measurements, given by the authors, of Jumbo and Tusko. Height of the former, 10 feet 10 inches; weight, 8 tons; trunk, 7 feet 4 inches in length; circumference of tusks, 27 1/2 inches. The latter: Height, 10 feet 2 inches; weight, 7 tons 313 pounds; length, 18 feet 11 inches.

### Regina Kusmierz, John Magyar Injured

DETROIT, Feb. 26.—Regina Kusmierz, a dancer in the Shrine Circus, and John Magyar, acrobat, were injured while crossing Woodward avenue outside the Coliseum after the evening performance February 17, when both were struck by a car. They suffered head and leg injuries, and Magyar's left leg was broken. Crowds at the show continued to pile up to such an extent that the State fair management opened the race-track gate to the grounds, providing unlimited free parking space.

Final reports are not yet compiled, but Tunis Stinson, general manager, estimates total attendance around 285,000, about 25,000 in excess of last year. Stated the show was the most successful the Shrine has ever had.

### Miller Opens Early In April; New Canvas

SPRINGFIELD, Mo., Feb. 26.—The Miller Bros.' All-American Circus, owned by Obert Miller and two sons, will open early in April with all new canvas. Show is in quarters here. Four more sections of reserved seats have been built.

A small band with calliope will play the program. Doris and Isla Miller will present four acts. All animal acts are owned by management and include menage horses, pony drill, pick-out pony, dog acts, trained goats and monkeys. Four cages will be in menagerie. Several concessions and a pony ride will be carried.

L. B. Sanders will again pilot show.



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**1 to 50 KW.** Special Distribution Panels.  
 Immediate Shipment From Stock. Attractively Painted and Striped.  
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**E. B. KELLEY CO., Inc.**  
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**SPECIAL BARGAINS USED TENTS**  
 30x108, 40x80, 25x50. Also new tents made up.  
**OTTUMWA TENT & AWNING CO.**  
 635 West Second, Ottumwa, Iowa.

**TROUPERS!**  
 Your electrical equipment behaves like a real trouper if it's Universal. Its dependable service has made it the choice of showmen of America for 30 years. It's compact, light in weight, furnishes electricity at less than city rates. Models handle from 10 to 5,000 bulbs.  
 Universal Light Plants Ask for CAL. B-3.  
**UNIVERSAL MOTOR CO. OSKOSH, WIS.**

**SPECIAL BARGAINS**  
 For Immediate Disposal  
 110-Ft. Round Top with Middles and Wall, good condition. One Set Athletic Show Banners.  
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 Quality Reproductions  
 Straight Reproductions of any Photograph or Drawing. Our copy Negative made per lot. Glass "Mirror" finish only.  
 100, \$2.25; 250, \$4.00; 500, \$7.00; 1,000, \$14.25.  
 Send 50¢ Cash with Order, Bal. C. O. D. Originals returned unharmed. SATISFACTION GUARANTEED.  
 8x10 Lobby Photos, Special, New 12 for \$2.25. O. W. Stock. Get our prices on any size from Miniatures up to 40x60. Minimums.  
**SPECIALLY DESIGNED GROUPINGS AND GREETING CARDS TO ORDER.**  
 Circular Photo Art, 701 Franklin St., Baltimore, O.

**WANTED**  
 Experienced Steward, Circus Painter, two Circus with good Wall-Arounds, good Wrestler for Contest. Address  
**DOWNIE BROS.' CIRCUS**  
 CHARLES SPARKS, Mgr., Macon, Ga.  
 P. R.—All Side-Show People address MAX KASSOW, Mgr., Side Show, 325 W. 42nd St., New York City, N. Y.

**SPANGLES**  
 JEWELS, TRIMMINGS, ACCESSORIES  
 Write For Samples  
 Assortment of COSTUME FABRICS.  
**DAZIAN'S, Inc.**  
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We serve the LARGEST CIRCUSES and CARNIVALS in AMERICA with all special pictorial lines, block and type posters, and dates.  
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 LOW PRICES—PROMPT SHIPMENTS  
 Write for Price List and Route Book.  
**CENTRAL SHOW PRINTING CO.**  
 MASON CITY, IOWA

**ALABAMA TRUCK CIRCUS WANTS**  
 FOR THE BIG SHOW—Cosely and Novelty Acts, Good and Aerial Acts, Shows doing two or more towns, Act to feature, Dog Act, Clowns, Musicians with Sleeping Car accommodations for Musicians. Shows to work complete. FOR SIDE-SHOW ACTS, Novelty Shows, Tightrope, Novelty Musical Act, Colored Musicians, Trumpet, Trombone, Drummer, Single Trumpet Sellers who can make Second Openings. FOR THE ADVANCE—General All-Around Billers and Billposters, Horse Caravans and Assistant. Johnny Lewis come on. First-class Mechanic for Chevrolet Trucks, Joe Brasher wire, Tom Crum wire. PRIVILEGES FOR SALE—Candy Stand, Lunch Stand, Candy Floss, Ball Game and all Lot Occupations. FOR SALE—5-K. W. 110-Volt Universal Light Plant, first-class condition, \$125.00. Address: RIP WINKLE, Manager, Truck Circus, Box 432, Alexander City, Ala.

**WANTED**  
**SCOTCH PIPERS and DRUMMERS**  
 FOR COMING SEASON AL. C. BARNES CIRCUS SIDE SHOW  
 A. A. WINDECKER, Showmgr.  
 BALDWIN PARK, CALIF.

**WANT FOR WALLACE BROS. CIRCUS**  
 BUTCHERS, FLOSS and POPCORN PEOPLE.  
 Address: FRANK MOSE BECKER,  
 1200 Snyder Ave., Scranton, Pa.  
**BALLOON SALESMAN and Other CONCESSION DEPT.,** Write  
 J. A. FOX, care The Billboard, 1564 Broadway, New York City.

## FREAK CALF FOR SALE

Has five Legs, twelve Teats; both Male and Female; perfect health. Complete outfit all ready to set up—Tent, Harness, etc. Write for price.  
 HENRY NEWMAN, Ripley, O.

## CHASE & SON CIRCUS

WANTS real Banner Man to work 24 hours ahead, Musicians on all instruments, fast Ticket Sellers that can make openings. CAN USE two more Clowns.  
 F. FIELDING GRAMAM,  
 3211 East 31st Street, Kansas City, Mo.

## SCHOOL BY MAIL

Grades 1-8. Adapted to individual needs of your child. Fits child for any good school. Send for catalogue. WINNETKA EXTENSION SCHOOL, Winnetka, Ill.

## Show and Fair Ground

Two-Acre Lot, splendid location for Show and Fairground, located at Remo Bluff, Va., on Route 13 at intersection of 650. Surrounded by several acres. Reasonable rent.  
 A. S. EARLE

# Under the Marquee

By CIRCUS SOLLY

LOUIS CHASE is still manager for the Malone Properties at Miami, Fla.

ZACK TERRELL will manage the Cole Bros. Circus and Jess Adkins the Robbins Bros. Circus.

HARRY ATWELL, photographer, was a recent visitor to quarters of Robbins Bros. Circus, Rochester, Ind.

AL HOFFMAN, 24-hour man with Cole Bros. Circus, has been spending the winter at Burlington, N. C.

ANDY KELLEY and wife are spending the winter at Miami, Fla. They again will be with a large motor circus.

FRANCIS DORAN, clown and impersonator, will again be with Barney Bros. Circus.

BILLY BROWN will again be band leader on Chase & Son Circus and have 12 men and calliope.

ANNE CABY, blues singer, entertained Frank W. Lloyd and Herman Joseph at Greensboro, N. C.

LOUIS (PORKY) BARLOW, clown, has been in Wisconsin this winter playing Scout circuses.

MRS. PEARL BERNARD thanks show-folk for letters of sympathy on passing of her husband.

THE DEAROS (Corinne and Bert) will be at Hamid-Morton Circus, Miami, Fla., and will again be with Ringling-Barnum Circus.

WHAT SHOWS will have the leaps this season? Now there's a good feature.

WEST BERNHARDT will be on the advance of the McCoy show. He is a member of Billers' Alliance, Local No. 122, Canton, O.

MARTINEZ ROZINA, last season with Butters troupe on Downie show, is working in a cafe at Gary, Ind., for the winter.

VERN A. TARPENING, since closing with Seal Bros. Circus last season, has been doing carpenter work and painting at his home in Marceline, Mo.

THE STOCK and flat cars with the Tim McCoy Wild West Show will be painted blue and trimmed in aluminum color.

IN LAST WEEK'S issue it was stated that Raymond Duke will be with Harris Bros. Circus. Duke cards that he has signed with Tom Mix Circus.

SEVERAL COMMUNICATIONS were received last week, unsigned. Notes must bear signatures before they can be published.

F. A. (BABE) BOUDINOT, second man with You Can't Take It With You, is in Detroit getting a nice flash. Is being assisted by Charles Altman, agent of Cass Theater.

## WANTED

Candy Butchers, Novelty and Stand Man. Will Give Green Joint. Ham Hanson, Red Mayer, Fred Calhoun, Foster or Braden, who or come on. Circus comes March 7, Orange, Tex. Write CARL M. DEVERE, Manager Concessions, ART MIX CIRCUS AND RODEO, Orange, Tex.

## MRS. PEARL BERNARD

Will continue Mail Order Business of CHARLES BERNARD, deceased. No other person has authority to offer for sale Bernard's Circus Specialties.

Address orders to  
MRS. PEARL BERNARD  
Beverly, Ga.

CHIEF TWOHOUSE recently met Jimmy Hackleschmitz, clown, now playing theaters and who will be with Parker & Watts Circus. The former has been with Lyon Sisters' show.

LUTHER B. COLEMAN, while in Norfolk, Va., met Harry L. Neely, veteran contracting agent and billposter, who has charge of advertising for nine theaters here.

FREDDIE C. PAGE will again be on advance of Sells-Sterling Circus. His father, W. J. Page, will be manager of advertising cars, his third season with Lindemann Brothers in that capacity.

FLOYD AND HOWARD KING visited their mother, Mrs. R. M. King, at her home in Dyersburg, Tenn., last week. Mrs. King has been quite ill for several weeks but is now convalescing.

BERNIE HEAD, general press agent of Robbins Bros. Circus, and Stanley Beall, in charge of program truck with the same show, are wintering in Hot Springs, Ark.

RAY MARSH BRYDON, en route to Hot Springs, Ark., where he plans spending next three or four weeks, stopped off in St. Louis last week and visited The Billboard.

CECIL SCOTT and Richard Iannone will be in charge of magazine programs for Joseph Mayer, Publisher, Inc., on Robbins Bros. and Cole Bros. circuses, respectively. Both had been with Ringling-Barnum.

ARE THERE any foot jugglers and barrel kickers left? Or contortionists who do a close forward on a revolving pivot? If so it is likely that they will have any trouble getting placed this season.

IN LAST WEEK'S issue it was stated that Mike and Dan Pyne will be with Harris Bros. Circus, but the duties were not mentioned. The former will be general advertising manager and the latter general press representative.

HUPPY HOFFMAN will do general clowning and produce special numbers on Harris Bros. Circus. Red Harris will also do general clowning, in tramp character, and also work come-in. DeShon and DeCobb will produce joey numbers.

J. B. SWAFFORD will again be agent for the Federal Circus of Massachusetts. Is now agent for the Pay Attractions of Federal Theater Projects. John B. Mack is State director; Thomas D. Senna, assistant.

A SMART SHOWMAN like the late Jerry Mugivan never let personal feelings enter the matter. If an employee was capable, honest, efficient and loyal it sufficed. He figured that most employees were a little off center at times.

HERBERT A. DOUGLAS cards that Coatesville, Pa., City Council recently passed a resolution permitting but two circuses to exhibit in city this year—one in spring and other in fall, also that no carnivals will be allowed.

CLARENCE M. RICHARDS, who has been in U. S. Veterans' Hospital, Ward 19, West Los Angeles, Calif., for two years, would appreciate letters from acquaintances. Has been with circuses and appeared in vaudeville.

CHARLES MELLE, of the Original Marvellous Mells and also the Mells' Circus Revue, dropped in at the Chicago office of The Billboard to advise that he is in no way connected with the Mells Kiddie Circus mentioned in these columns last week.

IN A RECENT issue it was stated that

Texas Joe Clarke and wife will be with Harris Bros. Circus. Marian Clarke writes: "Mr. Clark may be with the show, but I, who last year was on Jack Hoxie Circus doing iron jaw and teeth-slide-for-life, will not, as I am contracting my own acts this season."

CHEAP printing creates an impression with the public that you have a cheap show. Better have a little less of it and a little more quality. There are two kinds of red ink—the old cherry red with a sock that costs money and the other kind with plenty of gasoline in it, called bareyard red.

E. TIBBETTS gave a dinner party for Kenneth Waite Troupe while playing at Elks' Circus, Sioux Falls, S. D. Tibbetts has left the railroad and is now in the real estate business. Jack Harris, clown cop. of Terre Haute, Ind., had a gabfest with Waite when his troupe was at Shrine Circus in that city.

JACK McFARLAND will return to Sells-Sterling Circus as 24-hour man and banner representative, his sixth season with show. He recently assisted T. Dwight Pepple on selling his program of the Continental Revels Revue at Springfield, Mo. Was sponsored by Abou Ben Adhem Shrine for benefit of Crippled Children's Fund. Vic Allen's dance band furnished entertainment after the revue.

CHARLES H. DAVIS, of Lansing, Mich., informs that Fred Bradna, who recently was injured in that city and is at Sparrow Hospital, is sitting up and doing fine. Davis, a former executive of Gentry Bros., Ringling Bros., Barnum & Bailey and Forepaugh-Sells shows, thanks those who wrote so nicely of the (See UNDER THE MARQUEE on page 43)

## Pick-Ups From Peru

PERU, Ind., Feb. 26.—Mont Swager, Hagenbeck-Wallace car-shop employee, received seriously mashed left hand while assisting push car thru door.

Rev. K. E. Thorne, circus fan, pastor of Christian Church here eight years and who officiated at circus weddings and funerals, has resigned to accept call to Indianapolis.

Harold A. Christy and Merritt Belev are breaking new Liberty routines for H-W.

Mrs. Erna Rudyhoff has ended European visit and will join husband for winter dates.

Mickey McMinn, former candy butcher, purchased Roxy Theater and gave party for gang.

Stated that Nick Carter will be succeeded on Cole Bros. Circus by Joe Becker, now assistant manager of Circus night club here.

### Sugden, Reaver at Quarters

W. E. Sugden and Vernon Reaver, H-W contracting agents, are here.

Herbert Leeman is in charge of main gate of H-W offices in Wabash Valley Trust Company building.

Robert DeLochte is in office of H-W.

A large caterpillar tractor has been purchased by Howard Barry, Mrs. Cheerful Gardner is here after working bulls in Detroit.

The Christians, who have been practicing here, left for Minneapolis and St. Paul.

Mr. and Mrs. Ralph Swisher, aerialists, left for Peoria, Ill., to join up with the Harold Vorse agency.

## Letter From Stanley Dawson

LOS ANGELES, Feb. 26.—The circus crowd holds daily meetings at Cecil Hotel. Jack Besch, Jack Grimes, Skinny Dawson, Denver Kline, Able Albert, Yellow Burnett, Harry Levy, Homer Cantor, Arthur Stallman, Doug Morgan, Billy Cronin, Red Larkins, Nash, Jack Bursum, Ted Metz, Bob Stevens, Bill Farmer, Winnie Wakeland, Murdoc Cooke, Nels Lawsten, Lee McDonald, Frank Chiarella, Jack Penlon, Dusty Rhodes, Ed Nagle, Mark Kirkendall, Turner Thompson, Jack Youden, Harry Youden, Johnny Castle, Eddie Brown, Jimmy Cotton, Joe Dick, Baldy Miller, Mike Healey and Dall Turney are frequently to be seen there.

A yearly custom, Mike Healey called convention of Chameleon Venders at the Ritz Hotel in Los Angeles. Among those present were Denver Kline, Red Larkins and all the chameleon salesmen of the West Coast. Joe Trosey sent a wire from his sick bed at Raritan, N. J. Judge Palmer, Billy Cronin and George Cutshall recently left for the East. Bob Stevens has his palatial housecar

## 15 Years Ago

(From The Billboard Dated March 3, 1923)

Paul A. Johanning, former animal trainer with the P. J. Mundy Shows, John T. Beckman Animal Shows, La-Tena Wild Animal Circus and others, purchased the Portola Hotel at Burlingame, Calif., and retired from show business. . . . The Stickney Family was in Central America with the Suez Preres Circus. . . . Ringling-Barnum, John Robinson, Hagenbeck - Wallace, Sells-Floto and Buffalo Bill's Wild West, Gollmar Bros., Sparks, Walter L. Main, Yankee Robinson, Al G. Barnes, Gentry Bros., Patterson's, Buchanan's and Golden Bros.' shows signed the 1923 circus agreement with the Billers' Alliance.

Hagenbeck-Wallace shows' company sold 502 acres of land in Peru, Ind., to the American Circus Corporation for \$300,000. . . . Jules Jacot, head animal trainer for Golden Bros. Circus, returned from a trip to Germany. . . . J. R. Fowler, formerly with the Al G. Barnes (See 15 YEARS AGO on page 47)

## IABP&B Locals

MINNEAPOLIS, Feb. 26.—E. E. Schrimpf, president of Billers' Alliance Local No. 10, is vacationing in New Orleans. Art Beeth is working in his place. Harry Mansfield, vice-president, and wife returned from an auto trip to St. Louis; Brownsville, Tex., and Chicago, where Mansfield visited old friends in the billposting business.

Business Agent Pretag, who is in Pittsburgh on business, will soon return. Secretary Carl Munsen is working on an idea of "how to keep paste from freezing." S. M. Robbe, sergeant at arms, sold his truck and is now riding in a coupe. Sky Heegerness and Pay Bordwell are doing deckers even if the wind does blow.

Charlie Coburn and Charlie Nelson drove to Duluth over the week-end and brought some fish. Ed L. Jones, Local 10's traveling billposter, was 83 in December. Is still doing the highways, tacking tin signs. Joe Schaffer, for many years agent at Gayety Theater, is still posting, tacking and hanging.

Ben Sanderson is wintering here. Joe Kugler lives in St. Paul and is working at the General Outdoor Shop. Zach Luckens is treasurer of Local 10. Several months ago he and his wife and daughter drove to Seattle and Vancouver.

INDIANAPOLIS, Feb. 26.—Following are the officers of the Billers' Alliance, Local No. 7, for this year: Roy E. Fitzgerald, president; Mark E. Wisheart, vice-president; F. A. Kelzer, financial secretary; John W. Barton, recording secretary; E. E. Earl, treasurer; C. A. Carroll, business agent; Ed F. Kindley, sergeant at arms; Carl Mall, E. J. Butler, W. G. Williams, trustees.

## Four for Dayton, O.

DAYTON, O., Feb. 26.—Four shows have been contracted for this city—Col. Tim McCoy Wild West, April 26; Hagenbeck-Wallace, April 29; Cole Bros., May 16, and Ringling-Barnum, June 10.

parked on Sunset boulevard in Hollywood.

Several of the staff who were with S. L. Cronin on the Barnes show will go with him on the Tim McCoy show. Those mentioned to the writer were Al Moss, Turner and Jimmy Thompson, Jack Youden, Harry Levy and Arthur Stallman.

Working at the Santa Anita race track: Vern Williams, Mark Kirkendall, Jimmy Thompson, Al Moss, Harry Youden, Turner Thompson, George Harrison, Jack Youden, Harry Levy and the writer.

The writer, in company with Able Albert, spent a recent week-end at San Diego visiting Charles Smith at the San Diego Zoo and Jack Plummer, circus musician. Tommy Haynes is spending winter at Elmhurst, N. J. Eddie Allen has rejoined Cole Bros. Circus. Los Angeles Lodge No. 99. The writer expects to leave here March 12 for the East. Will be accompanied by Able Albert.

## FLYING BEHEES

Just Completed Successful Season With  
BERTRAM MILLS' OLYMPIA CIRCUS, LONDON.

NOW FULFILLING CONTRACTS IN GERMANY & FRANCE.  
AT LIBERTY FOR 1939  
Address CLAYTON BEHEE, Care American Express Co., 6, Haymarket,  
London, S. W. 1, England.

# The Corral

By ROWDY WADDY

THE GEORGE HAMID WILD WEST contingent, featuring Tom Mix, returned to Miami last week from Havana, Cuba, after playing only a few days of a scheduled 30-day engagement there. Show is reported to have pulled out of Havana after promoters there failed to deposit money due the organization. Herman Nowlin and Joe Bowers, who handled Mix's horses, returned to Texarkana, Tex., quarters of the Tom Mix Circus. Bert Northrup and his educated horse went to Jacksonville, Fla., to fulfill night club and theater dates. Shorty Kirkendall and wife, Minnie, accompanied by Nell Twombly, motored to the George Hamid rodeo quarters at Trenton, N. J. Jack King and wife remained in Miami.

**WHAT'S THE WORD.** Hugh and Mabel Strickland? Let us hear from you concerning your present activities.

**REPORTS DRIFTING** in to the Corral desk from Miami indicate that J. B. Hubbard will not make any rodeos this season since his dude ranch activities will keep him busy the year 'round.

**CONTEST MANAGERS** and managers of Wild West shows: Send in authentic news of your activities early. Address all communications to Rowdy Waddy, Corral Editor.

**WE HAVE RECEIVED** many inquiries regarding some of the boys and girls in the profession. Everybody write in and enlighten us as to your present location and activities.

**THE MICKEY HUNTER TRIO**, hill-billy and Western act, has been playing theater dates in Astoria, L. I., N. Y. Included in trio are Audrey Vauchs and Peggy Morse.

**D. F. McKERCHER** is secretary of the annual Calapalooa Round-Up and Celebration to be held in Crawfordville, Ore., this summer under Calapalooa Round-Up Association auspices. All events will be contests.

**WHAT EVER BECAME** of Leonard McCoy, Benny Corbett, Slim Padgett, Buck Moulton, Stack Lee, Jack Webb, Fred Weideman, Gail Downing, George Barton, W. W. Dillingham, Gordon Sage, Fred Wilson, Buffalo Vernon and Art Boden?

**CHIEF WHITE HORSE** and Princess Yellow Robe, after a successful engagement with Milt Hinkle's Texas Rangers Rodeo, are presenting a program of Sioux Indian lore and pastimes in Chattanooga schools to good attendance. Teamed with them are the Musical Stipps and Little Pawn.

**COWBOY TURTLE ASSOCIATION'S** annual convention is to be held in Fort Worth this year during the annual Exposition and Pat Stock Show there. Officers for the ensuing year are to be elected, while all rules governing the association will be gone over and announced.

**LEWIS TYNDAL** and his horse, Lad, were special guests of the Rotary Club of Houston recently. Tyndal will headline the rodeo which will highlight the Houston Pat Stock Show and Live Stock Exposition this week. Other club guests who will participate in the rodeo were Chester Byers, rope artist; Ruth Moriam, Lucile Richards, Tad Lucas and Velda Tyndal.

**TED ALLEN**, Tom Hunt, the McLaughlin children, Roscoe Armstrong, Senor Valasquez, Monte Reger and the Reger youngsters have been engaged as features by Col. Jim Eskew for both the Cleveland and Pittsburgh spring purse rodeos. Eskew will also furnish stock for the contest events and direct the arena.

Charles E. Paul Jr., president of the

**COWBOYS AND COWGIRLS, SINGERS, MUSICIANS.**

All kinds of Western Novelty Acts, Long Distance Radio Taping Acts, Girl Rope Spinners, Men Rope Spinners, Shooting Acts, Want to hear from the following people: Chief White Cloud and Freddie McKinley Betty, Texas Joe Mix, James Hawk, Texas Jack Sullivan, Thelma McCremery, Lewis Murphy. Send photo in camera and state lowest weekly salary.

**MELODY RANCH SHOWS**, Hotel Annex, Columbus, O.

Rochester (N. Y.) Rodeo Association, will assist Manager Al Sutphin of the Cleveland Hockey Arena. Following the Pittsburgh date Eskew will direct a five-day show in Hershey, Pa. As the Cleveland and Pittsburgh events will be under RAA sanction, the names of Harry Williams, George Ward and Shorty McCrory have been submitted as judges to Fred McCarger, RAA secretary.

**OFFICIALS** of the Coleman Rodeo Association re-elected at the annual meeting in Coleman, Tex., February 18, were Sam T. Cobb, chairman; B. B. Nunley, secretary, and Clyde Edens, treasurer. John Grammer was retained on the board of directors, while new directors include C. R. Jeanes, Frank Lewis, Robert Horne and George Beck. Horne will be arena director for the 1938 show.

**RESULTS OF THE Cowboy Days Rodeo** held recently in Casa Grande, Ariz., follow: Bronk Riding—First day, Nick Knight, Burel Mulkey; Paul Carney and Doff Aber split third. Second day, Burel Mulkey, Jackie Cooper, Paul Carney, Finals, Nick Knight and Burel Mulkey split first and second; Paul Carney, Bull Riding—First day, Jonas De Arman, Smoky Snyder, Albert McEuen, Bob Wilkinson and Paul Carney split third and fourth. Second day, Jonas De Arman; Smoky Snyder and Bob Estes split second and third; Bob Wilkinson. Calf Roping—First day, Maynard Gaylor, Everett Bowman, Breezy Cox. Second day, Clyde Burke, Earl Moore, Jim Hudson. Finals, Maynard Gaylor; Clyde Burke and Juan Salinas split second and third. Steer Wrestling—First day, Tex Doyle, Tom Hogan, Jonas De Arman. Second day, Mike Fisher, Tex Doyle, Gene Ross. Finals, Tex Doyle, Tom Hogan, Mike Fisher. Team Roping—First day, Jim Hudson and Jim Brister; Ray Southern and Darwin Parks, Breezy Cox and Charles Jones split second and third. Second day, Jim Brister and Ike Rude, Breezy Cox and Charles Jones; Ray Southern and Maynard Gaylor, Roland Curry and Buck Sorrels split third and fourth. Finals, Breezy Cox and Charles Jones, Roland Curry and Buck Sorrels, Dick Conley and Jim Hudson.

**ROWDY IS INDEBTED** to one of the column's readers for the following: The Corral column should be the meeting place for all in the Wild West business. I'm wondering where those mentioned below are today and what they are doing and I'd like to hear from them as well as from the boys and girls currently active today in the Wild West field thru your department. In 1908 the Miller brothers, Joe, George and Zack, and Edward Arlington opened the 101 Ranch show at Ponca City, Okla., and launched it upon its first country-wide tour. Edward Arlington, Fred Beckmann and Victor Leighton routed the organization. W. C. Thompson was general press representative. Harry Wilson had the Side Show and privilege car, with Pete Stanton as his assistant. George Baldwin, of Wild Rose fame, was with it, and Van Buskirk handled stands and concessions, assisted by Butch Cohen. Henry (Apples) Welch had the stock. Johnny Goodrich was blacksmith, while Mickey and Ida Markwood were in the concert. Andy Nolan announced. Rocky Mountain Hank Walker piloted the stagecoach, and Arkansas, old-time fiddler, had the ox team. Guns and powder were in charge of Ammunition Johnny. Cowboy string included Tom Mix, Neal Hart, Henry and Tom Grammer, Guy Weadick, Dan Dix, Vester Pegg, Lon Seeley, Sid Jordan, Floyd Randolph, Mexican George Hooker, George Esler, Sam (Sunny Jim) Garrett, A. P. (Big Enough) Curry, Dick Thompson, Stevano Clemento, Price Taylor, Perry Kellar, Joe Rickson, Melvin Saunders, Howard Compton, Charlie (Square Buttons) Motzer, Charlie Tipton, Herschell Chadwell and Jim Conde.

Among the cowgirls were Mabel Miller, Jewel Mix, Florence La Due, Rose Bonnett, Bertha Kapernick, Maud Kellar, Mary Webber and Mrs. Andy Nolan. Jim Conde and Julia Allen were buglers and Dr. Findley was medical officer. Bucking string had Carson Black, Porter Sorrel, Lemon Squeezer, Texas Black, Chain-foot and Kansas City Roan, while some of the top saddle horses were Ben Hur, Chocolate, Memphis, Old Henry, Spradley, Beaver, Banjo, Peanuts, Mouse, Red Ears, Buck and Concho. Pawnee Bill held forth at Beverly Beach, Boston, the same year and some of the folks with him were Chester Byers, John Tanner, Carlo Myles and Dot Vernon. Kennedy Bros. had their Wild West out, as did Dick's Circle D show.

## Ingham's American Indians Clicking in the Carolinas

**REIDSVILLE, N. C., Feb. 28.**—Since opening its tour of public and private schools last November, Col. Rex M. Ingham's Congress of American Indians has presented more than 400 programs in as many schools in three Southern Virginia counties and 17 counties in Northern and Western North Carolina. Organization also worked several theater dates and made a number of radio broadcasts in addition to appearing in three big stores prior to Christmas. Business, according to Ingham, has been good in the territory played.

At Winston-Salem the show was sponsored by Rev. Douglas L. Rights, Moravian minister, and nationally known authority on Indian life and customs. Recent visitors included Chief Red Wolf, Frank DeRakie, I. Bird, Tan Arakis, Eddie Hill and Jimmy Heron. Sampson Sing (Chief Walks in the Wind) is company manager and handles school lectures.

## Hinkle Sells Stock To Liquidate Debts

**BIRMINGHAM, Feb. 28.**—Milt Hinkle's Texas Rangers Rodeo has been reduced in size following an exhibition in Chattanooga, where he disposed of enough stock to liquidate pressing debts. His band leader sought an attachment here but this was dropped when it was ready for court action.

J. R. Stewart, manager for Walker Madison, owner of a night club, went with the Hinkle show to Chattanooga to reclaim some of the loss suffered when Madison sponsored the show here. Madison says some 2,300 passes issued by himself, his manager and Hinkle led to a \$1,500 loss in a week-long exhibition, which played to packed houses in Municipal Auditorium.

## Acts at K. C. Shrine Show Have Reunion

**KANSAS CITY, Mo., Feb. 28.**—Veterans of America's largest circuses had a reunion here this week as a secondary feature of the annual Ararat Shrine Indoor Circus, which will close tonight in the Municipal Auditorium after nine days and nights. Approximately 70 performers are here.

The Shriners, sponsoring the event, held a luncheon Monday at the Ararat Temple and all performers were honored guests. Potentate Julius C. Shapiro praised the troupers for their co-operation and talent and said the circus would prove a success financially despite severe cold weather and snow blizzards. His speech was answered by Cheer Whitson, old-time performer and emcee of the circus program, who represented the acts.

The acts taking part include the Five Fearless Flyers, the Great Fussner, Miss Frances Fisher, Seven Toyama Japs, Harry Froebuss, Six Satos, Looping Nixies, Five Flying Fishers, Miss Vivian Morales Duo, Five American Eagles, Eight Blue Demons, Ray Goody, Seven Danwills, Royal Troupe, Peerless Potters, Black Brothers, Miss Trixie, Eugene Danwill Company, Miss Mickey, Harry Potter and Company, Miss Constance and a clown troupe.

## SAM STRATTON

(Continued from page 38)  
day" of the convention of the Tin Can Tourists of the World, February 7-20. In camp for the convention were 3,100 trailers in 1,400 trailers. Forty-four States, three Canadian provinces and two foreign countries were represented.

Thru the courtesy of John R. North, the Tincanners were admitted to quarters free on the 17th, and their mass acceptance of the show's hospitality set a new attendance record for the circus' winter home.

The TCT meet went circus in a big way, features of the Big Show appearing at the convention on three afternoons.

## Maschinos in Accident

The Maschinos were badly shaken up in an auto accident last Tuesday when en route from here to Miami, where they were slated to appear at the Miami Biltmore Hotel. Lucia Maschino was the most severely injured, sustaining a badly wrenched arm. Others in the Maschino car—Joe, Alfred, Fritz, Willy, Ludwig, Henry and Nina Maschino—escaped with bruises and shock.

Verman Kimbrough, mayor of Sarasota and president of the Ringling School of Art, will present his annual concert for benefit of the Kiwanis underprivileged children's fund at Mrs. Mar auditorium here March 8.

## White Plains Date Good for WPA Show

**WHITE PLAINS, N. Y., Feb. 28.**—The WPA Federal Theater Project's circus closed its three-day engagement here February 22. Biz was excellent.

Publicity department had splendid co-operation from the local press, *The Daily Reporter* running two stories on the front page. The Westchester group of newspapers were also generous with space.

Visitors here were Mr. Foster, agent-cashier of the Federal Theater in Westchester; Mrs. Elizabeth Cushman and daughter, Nancy; Hattie Manning and Sid Platte.

J. Donald Bish, who installed the seats for this date, will also have charge of seats for the Orange, N. J. engagement.

Managing Director Burns O'Sullivan held conferences with his staff last week on plans for the tenting season, at which time plans were discussed for a novel idea for a super spectacle. He is working on the book, reports Wendell J. Goodwin.

## 10 Trucks for Dakota Bill

**GROUSE, N. C., Feb. 28.**—Dakota Bill's Wild West Circus, M. L. Baker, general manager, will move on 10 trucks and four trailers and have a 140-foot canopy seating 1,000. Will play North Carolina, Virginia, Maryland, New Jersey and New York territory.

Kenneth Wheeler will be general agent; High Bob Russell, superintendent of canvas and producing clown; Rags Bagland, superintendent paint department and clown; Pat O'Brien, steward; Jerry Martin, band leader—six pieces; Madam Dorothy, prima donna; June Trinkle, Spanish dancer. Side show under management of Baker; pit show, Mrs. Baker, manager.

## ROBBINS TO OPEN

(Continued from page 38)  
Tank Car Company, will complete the train.

**Harris To Lead Band**  
On account of parade to be given, the big show band will be among the largest ever carried with a circus of this size. Rodney Harris, band leader, has returned to his home, Longwood, Fla., after conferring with Jess Adkins and Zack Terrell. A set of specially constructed chimes will be utilized in the band.

Harold Voise will have two big flying acts with show. He was a recent visitor at quarters.

Floyd King, general agent, has returned from a trip to the East. He has been in and out of quarters for past several weeks.

The Betty Jones School of Dancing will furnish the ballet girls and specialty dancers that will appear in the spectacle *La Argentina* to be staged by Rex de Rossett.

Harry Harrold, secretary-treasurer, who will have charge of the red ticket wagon, has returned from a trip to the Grotto Circus, Cleveland.

A spread of canvas is being constructed by the Baker-Lockwood Company. W. L. Moller, president of this tent firm, was in quarters Monday and closed contract for the canvas needs. C. A. Lick Jr., of the Weldon, Williams & Lick Company, was a recent visitor and arranged for his firm to print the tickets.

## Finishing No. 1 Car

Finishing touches on the No. 1 advertising car are being made in the show's railroad shops under direction of P. A. McGrath, trainmaster. The car is of steel construction.

Al Wilson, contracting press agent, formerly assistant city editor of *The Memphis (Tenn.) Commercial Appeal*, is spending the winter at New Orleans as a reporter on *The Times-Picayune*.

John Weikel, Owensboro, Ky., and wife, former Ione Carl, spent several days in Rochester last week, guests of Mr. and Mrs. Adkins.

The Christiana riders were recent visitors at quarters. They have been playing winter dates and were en route to Shrine Circus, Minneapolis.

## Season Fair For Funland

**Miami spot to be improved for 1938-'39—letdown on spending was noticeable**

MIAMI, Feb. 26.—Funland Amusement Park closed its winter season on February 13 after operating 12 weeks. The park had weather trouble at its opening on November 20 with rain on a number of big days.

Total attendance exceeded that of the first year during which the park operated under management of David B. and Ralph Endy in association with William J. Tucker. Average spending did not come up to that of the 1936-'37 season, due to shortage of workingmen's money, which was felt by every amusement operator in the Miami area.

Plans are under way for next season, with a big amphitheater, ballroom and swimming pool contemplated. About 40,000 children were entertained over Christmas and New Year's. Among free acts and other attractions were Oscar Babcock and his bicycle loop-the-loop, working under a strain because Mrs. Babcock was in Jackson Memorial Hospital with a broken back, but drawing many repeats during his three-week engagement; Otis Family, Tony Wallenda, Carroll's Animal Show; Frosty Winters, human iceberg; American Eagles, and Zimny, fearless swimmer, who trained in Funland for a proposed Havana-Miami swim.

During the park season some new rides were installed and rides and devices operated by Endy Bros.' Shows were overhauled and repainted. Benny Weiss, operator of bingo, reports an excellent play during the season. Jean Belasco handled publicity and Eddie Hollinger was auditor.

## Many Orders for Equipment Come to Concern in Dayton

DAYTON, O., Feb. 26.—National Amusement Device Company's factory here, busy manufacturing Monkey Race Games, has orders for spring delivery for 10 sets of 10 units for Mitch & Louie; 20 units for Eastwood Park, Detroit; 15 units for Jefferson Beach, Detroit; 12 units for Kenwood Park, Pittsburgh; 10 units for Woodside Park, Philadelphia; 10 units for Conneaut Lake Park, Pa.; 10 units for Rex D. Billings, Belmont Park, Montreal, and 10 units for J. W. Conklin, of Conklin Shows.

Company also has a contract for Roller Coaster equipment for Summit Beach Park, Akron, where a streamlined miniature railroad, locomotive and five cars will be installed by the concern.

It is also manufacturing prehistoric animated animals for Concourse Amusement Company, Cedar Point, O., for a newly installed dark ride. Kenwood Park has ordered two streamlined covers for its miniature railroad. The company makes funhouse devices, electric-propelled mill boats, mill chutes equipment and the Leap Frog.

## Cocoa Bazaar Opens Well

COCOA, Fla., Feb. 26.—Good business marked opening of a 10-week Charity Bazaar in Curtis Ireland's Amusement Park, Merritt Island, reports Sam Burgdorf, handling park exploitation. Acts booked include Flying Howards, trampoline, working streets, and in a night floor show with flying act and silver whirl, and Ellsworth and Cardero, singers and dancers. Heavy investment in the park has been made by Mr. Ireland, formerly owner of Curtis Ireland Candy Company.

## Solons Study Moses Plan

ROCKAWAY BEACH, L. I. N. Y., Feb. 26.—Plan of New York City Park Commissioner Robert Moses to eliminate more than half of the amusement sector to allow for a proposed roadway on the beach front is pending in the Legislature in Albany. It involves expenditure of more than \$15,000,000 and, while it probably will be adopted, observers are wondering from where the bulk of the money will come.



ARCH E. CLAIR, manager of Norumbega Park, Auburn, Mass., is program chairman for the annual meeting of New England Section, National Association of Amusement Parks, Pools and Beaches, to be held on March 15 in the Manger Hotel, Boston. The section is known for constructive and aggressive policies regarding existing conditions and proposed legislation affecting its best interests.

## Novel Ideas in New Devices

PHILADELPHIA, Feb. 26.—Of Philadelphia Toboggan Company's three new amusement devices, especially designed for parks, Lucky Kick is a ball-throwing game with a mechanical mule, which, when hit properly, throws out a prize. Mechanical Cycle Horse is of metal, similar to a Merry-Go-Round horse, and mounted on a tricycle with pneumatic tires. Power is developed by pushing pedals and pulling handle bars and it is designed to run on a track. Death Valley is a walk-thru Fun House showing many new ideas. Indirectly lighted front of novel design in attractive colors is a feature.

## Changes Due For Chippewa

CHIPPEWA LAKE, O., Feb. 26.—Chippewa Lake Park here will have extensive improvements in 1938, including a new walk-thru Funhouse and probably one or two new rides, said Manager Parker Beach.

Bathing beach facilities are to be increased and an excellent line-up of dance music has been contracted for the dance pavilion, which in recent years has attracted heaviest patronage of any Eastern Ohio amusement park. There has been extensive renovation and rebuilding of summer cottages and, from the rental angle, the season looks as one of the best in recent years.

Picnic bookings are better than in former years, with more coming from the Cleveland district. Sunday afternoon band concerts in the open-air theater, free acts and fireworks will be retained. Control of operation passed to Mr. Beach, one of the youngest park executives in the Middle West, on April 3, 1937, when the spot, operated for years by Chippewa Lake Park Company, was sold to him thru a receiver.

## Springfield Lease Deal Pends in Ohio

AKRON, Feb. 26.—Springfield Lake Park, south of here, abandoned several years ago as an amusement spot, may be rejuvenated if plans of out-of-town interests materialize. Negotiations are on with the owner and if a lease can be made the park may be in operation this season.

BRIDGEPORT, Conn.—Dredging was started in the harbor channel near Pleasure Beach Park last week for construction of a 1,360-foot pier and a dock, 100 by 30 feet, for landing of excursion boats from New York City. Pier will be one of the longest along this part of the Coast.

## Liability Plan Means Savings

By N. S. ALEXANDER

Report of public liability insurance plan read by chairman of the insurance committee at the 1937 annual meeting of National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago.

Your committee is pleased to report after conclusion of the second year under our public liability insurance plan with the Associated Indemnity Corporation that the arrangement has operated successfully during 1937.

The premium volume for 1937 exceeded the 1936 figures by about 30 per cent. This increase was due to the fact that more park executives are becoming familiar with the real savings made possible by insuring thru the association. During this year dividend checks in the amount of 5 per cent of the premiums paid on 1936 business were sent to all policy holders in accordance with the terms of the profit-sharing endorsements attached to the policies. There is reasonable likelihood that a further dividend will be paid on the 1938 business when all outstanding claims have been settled.

### Rates Much Lower

It is not possible to report on 1937 experiences now, as sufficient time has not elapsed since the end of the park season to form proper judgment on the value of unsettled cases. Except where contrary to law, every policy issued has represented an actual dollar reduction in its cost of public liability coverage. The rates have been 10 per cent less than before. The 25 per cent charge for additional interest has been eliminated and all of us have had opportunity to share in the profits of the undertaking.

The same plan will be in effect for 1938 and it is our hope that every member of the association will take advantage of this very attractive proposition. You cannot lose and the benefits are manifold. The committee wishes to express its appreciation to the officers of the Associated Indemnity Corporation and John L. Campbell for their willing co-operation in working out the various problems which have developed in working out a proposition of such magnitude.

### Benefit in Future

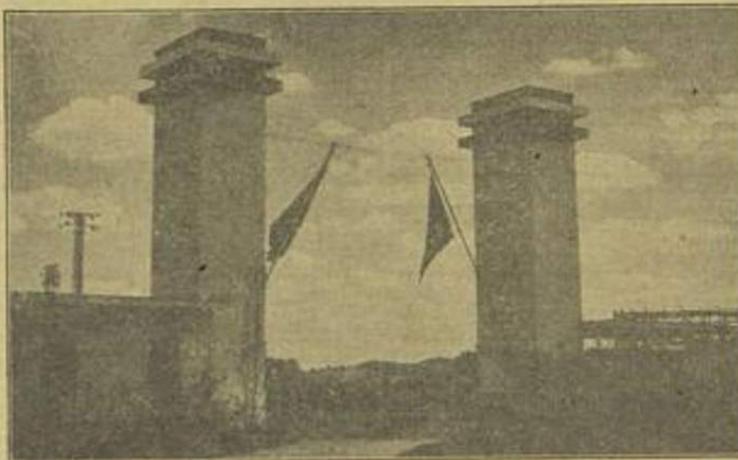
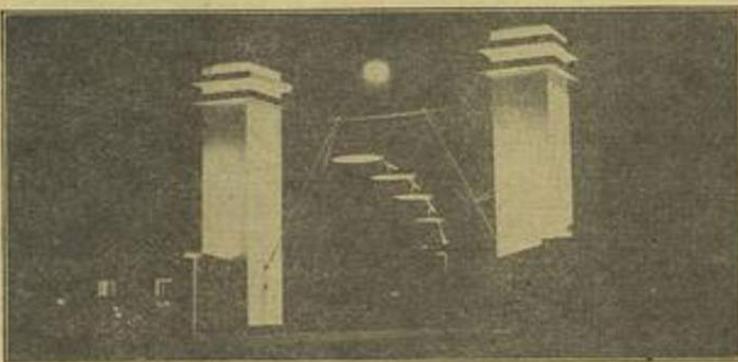
That represents a general broad summary of the results achieved and it certainly gives us a wonderful feeling to be able to say that we have gone thus far with the plan and expect to continue indefinitely in the future. We certainly are assured that the growth which will (See LIABILITY PLAN on opposite page)

## Johns Will Build in Ohio

COSHINGTON, O., Feb. 26.—Extensive improvements are planned in Lake Park here for the 1938 season, said Dick Johns, owner and manager, who since last fall has been in Florida and who reports his health greatly benefited. He expects to return about March 1 to direct construction. Addition of several concession buildings, enlargement of penny arcade, construction of several cottages and redecorating of the dance pavilion are planned. As last year, dance pavilion will have road bands twice weekly. Manager Johns also plans establishment of a trailer camp. His penny arcade will again go to Eastern Ohio fairs next fall, contracts for several new ones having been signed, including Stark County Fair, Canton.

## Bridgeport Budget Item Big

BRIDGEPORT, Conn., Feb. 26.—Recommendation of City Comptroller Perry W. Rodman in his budget is that the amount allotted for Pleasure Beach Park be about \$50,000. Park this year for the first time will be run by the municipality, having been taken over from private ownership. The amount insures a general sprucing of the park and continuance of several projects to add to its attractiveness. A big paint job, exterior and interior, confronts the city. Another project will be building of a boulevard around the park shore. While no definite plans have been made for new amusements, it is reported many have asked for concessions during the coming season. The comptroller estimates receipts of \$38,000.



IMPOSING BY DAY AND BY NIGHT are the big pillars marking park entrance to Cincinnati's rebuilt Coney Island's acres of auto parking space. The huge columns are in gay colors and at night they stand out luminously in the big spot's new lighting system. President and General Manager Edward L. Schott and staff will soon announce a schedule of activities for the season, which will officially open May 21, altho the park will be open week-ends of May 7 and 8 and May 14 and 15. Photos by Myron Benson, Cincinnati.

# The Pool Whirl

By NAT A. TOR

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

## Rolling Along

WASHINGTON—Drove here over the week-end to have a look at the nation's capital. Thru Jersey, Pennsylvania, Delaware and Maryland one passes many aquatic establishments. The Princeton (N. J.) outdoor tank, of course, was closed but shows signs of being renovated for the season. This tank advertises "artesian-well water." In Philly at the Broadwood inclosed tank a few amateur swim champs were practicing. They say that natatorium, thru its swim team and competish with neighboring pools, is attracting a great many of the better swimmers of the Atlantic seaboard.

Smaller tanks, adjoining picnic groves, were noted along the roads below the Mason and Dixon line. In Maryland one is reminded by a series of signs of the Cedars, advertised as the "largest colored pool in the East." This department is always interested in those "biggest" boasts, and if it really is the biggest the column would like to salute it.

In Washington one of the outstanding swim-ways now open is the Ambassador inclosed plunge in the hostelry by that name. The hotel plugs its swimming facilities with a big moving neon sign fronting the edifice. More hotels housing indoor tanks should bally their squadrons in that fashion. Too many lay all the stress on restaurants and roof gardens.

## Press Notice

Selma Weiskopf, of press department of St. George Indoor tank, Brooklyn, N. Y., reports a series of "candid camera nights" will be held next month. Prizes to be awarded for the best pictures submitted. An April bathing-beauty parade is also being arranged, with a so-called "swimathon" on style of danceathons and walkathons being considered. Reduced rate of 40 cents until 5 p.m. daily and until noon on Saturdays, Sundays and holidays is said to be packing 'em in. At other times a 75-cent tariff prevails.

## Dots and Dashes

Many outdoor tanks are considering badminton as a side-line attraction. . . . Freddie Fordham, former life guard at Riverside Cascades open-air tank, New York City, now cameraman for a newsreel, is said to be originator of the "fat ladies' diving contest," so popular as a pool picture stunt.—What ever happened to Joe Laurie, former manager of Park Central indoor tank, New York City?

# American Recreational Equipment Association

By R. S. UZZELL

An aspiring successor to Dexter Fellows appears in New York City exploiting a charity circus, a strange combination of the old flamboyant and the new type, given to the picturesque, blended with accuracy. The editor of an important but minor daily asked how many elephants would be with this show.

"Three herds," was the laconic response. "How many to the herd," asked he of the blue-pencil fraternity. "One," was the cryptic response. This answer satisfies everybody and will go far in putting this circus over. This publicity agent met the exacting demand of present-day editors for truthful items of news value. This interview puts it over with a kick. It can still be done, Mr. Park Manager, but it requires alertness.

## Miami to Montreal

Rex D. Billings came in with Miami sand on his shoes, which he will exchange for snow on reaching Montreal. The robins were one day ahead of him this year. They looked as cold here on February 20 as he will look in Montreal today. Rex has done it before and can take a change of about 60 degrees drop in temperature. It must be done if he opens on time with his spring schedule complete. It would be much more comfortable to fish in Florida at this season than to land picnics in frozen Canada, but the success of the picnic business depends on what work is done now.

There is a man in New York who wants to buy an amusement park without any money. Your author would like to know how it can be done. We can never do business without money. Do

you suppose we have been wrong all of these years? If anyone has a park for sale without any thought of money, will you wire us collect?

## Busy Men Confer

Members of our executive committee are all very busy. George H. Cramer, Spillman Engineering Corporation, and R. E. Chambers, of his own company, have written that because of pressing engagements they cannot attend. The busy boys around New York City have a hard time to slip in between engagements, but it is remarkable how they do it. So that they may get away early we make the business snappy.

George A. Hamid, our president, is surely as busy as they come, but he juggled appointments so as to tumble into our meeting. Harry C. Baker can come as near as any man to attending two meetings in different places at the same time. The writer has to turn his business over to Junior for the afternoon. We do have meetings and do accomplish our main objectives. Report of the meeting will be in next week's issue.

## Of the Old Guard

John I. Young, passing on at 84, alone of his contemporaries survived to see the dawn of 1938. Young's Million-Dollar Pier, Atlantic City, stands as his monument. Did space permit we should like to call the roll of the old guard who knew him and worked with or near him.

L. A. Thompson; Dentzel, father of Billy; H. B. Auchey; Fred Ingersoll; A. R. Rogers; of Jim McKee fame, and George Tilyou are a few of the prominent ones. Louis Beral knew them all while he was king of the Merry-Go-Round organ. He was younger and belongs more to a generation later. From Coast to Coast that good-natured smile was familiar when the Merry-Go-Round was a queen in outdoor amusement park business. Louie is on the way to the States for a visit to our coming fair. He has been on the other side about 20 years. He will make inquiry for many of the old guard who have gone ahead.

# Long Island

By ALFRED FRIEDMAN

Raw weather has been confining most amusement preparation to indoors. Color scheme of orange and blue for the World's Fair is catching on at amusement resorts and many owners are using the colors copiously. Benjamin Van Schaick, press agent of Long Island State Park Commission, who passed away recently, was to public park press agency what Dexter Fellows was to circuses.

Park Commissioner Moses' plan to widen the bottle-neck condition on Cross Bay boulevard, leading to Rockaway Peninsula, fills a long-felt want. Gas Gill, amusement p. a. and newspaper man, recently appointed secretary to Queens District Attorney Sullivan at \$3,500 per annum. Lawson Paynter, amusement columnist hereabouts several years, is successfully writing radio scripts.

LONG BEACH: Ed Milliard, local vet, says Long Beach in the old days was groomed as a cinema center as well as shore resort. Not a foot of film, however, was ever shot, altho folks now big in cinemadom were among those who thought Long Beach was a potential celluloid center.

ROCKAWAY BEACH: There should soon be some development on plans of Rockaway Chamber of Commerce to raise a fund for publicity of this resort during the World's Fair. It seems the Chamber will abandon fireworks shows and allot money for advertising and publicity for the Rockaways. About 100 men are leveling off beaches by clearing away sand dunes, particularly in Rockaway Park region.

# With the Zoos

CINCINNATI—Jim, mate of Queenie, Chi and Bobbie and father of some 40 lion cubs, died in the zoo here on February 13, having come from Detroit in 1934. Jim served as model for a bronze statue for steps of a national fraternity headquarters in Evanston, Ill.

COLUMBUS, O.—In an expansion program planned by municipal zoo commission, first step will be approval of two projects to be done by the WPA during the next few months. They are rebuilding of monkey house and recon-

struction of the bridge to the zoo's island. A new tiger and lion house will be built so that animals can be added. City council recently created a commission for zoo development and operation.

DETROIT—Budget Director David V. Addy reduced budget of Detroit Zoo by \$71,758 to \$171,958 as first wielding of his economy ax. Request of Zoo Director John T. Millen that \$600,000 owed to the zoo by the city as its share of the now defunct wheel tax be paid this year was disregarded.

LAWRENCE, Kan.—Gift of a black cub bear raised to four the number of bears in the zoo here, operated by C. D. Bunker and W. R. Green. Zoo was started five years ago when owners captured two coyotes and has grown until it is a show place of the town, home of some 4,000 University of Kansas students. Bunker and Green also operate a curio museum.

MILWAUKEE—Since Washington Park Zoo must eventually be shifted to a larger area it is inadvisable to extend the present 36-acre area or enlarge the plant, the county park commission has decided. Improvements will be confined to the present zoo area.

## LIABILITY PLAN

(Continued from opposite page)

occur as more people know what the situation is will really make it a worthwhile project both to the insurance company, the brokers and to the association members.

## UNDER THE MARQUEE

(Continued from page 4)

passing of Frank Cook, Dexter Fellows and Carl T. Hathaway, with whom he was associated.

JOE ORTH, last season in elephant department of Ringling-Barnum show, has taken over the tavern at Kenosha, Wis., formerly operated by George Orth, of the Ringling show advance. Will be on Hagenbeck-Wallace advance this year.

BUD GORMAN, former noted horseman and equestrian director, who had been with various shows, is living at Lima, O. He and H. G. (Tod) Sloan,

who formerly played in circus bands and also lives in Lima, recently got together and had quite a chinning party. Sloan is head of the musicians' union there.

REMINISCENT of the days of the old Wild West are a number of historic items on display in the Heights Branch of the Houston, Tex., Public Library. Collection belongs to the National Frontiersmen's Association, of which J. W. E. Airey, CPA, is chaplain-secretary, and has to do with Col. William F. Cody and the late Nate Salsbury. The *Houston Chronicle* in issue of February 12 carried a story, illustrated, written by Airey regarding the collection and the Buffalo Bill show.

COL. DON C. HALL and wife are making Mississippi City, Miss., headquarters the remainder of the winter. Their wedding celebration there was a wonderful success. More than 100 relatives and friends assembled. Hall is lecturing in towns along the Gulf of Mexico. For the first two weeks in March he and wife will be at their Mokena, Ill., home. He is slated to make political speeches in the Illinois campaign. After that he will devote his entire attention to framing for tour his new idea of a "traveling village," with Indian, circus and carnival features. Is assisted by his son, Don C. Hall Jr., says Doc Waddell.

HARRY B. CHIPMAN recently listened to Herbert L. Clark's Band at Long Beach, Calif., in which there are a number of circus musicians, and greatly enjoyed it. Harry says that his dad's office in Hollywood is sort of a meeting place for troupers. Recently there were Bill Tumber, Jack Beach, Harry Hugo, Sam J. Banks, Skinny Dawson, Eddie Brown, Murray Pennock, Agnes Wallace, Jersey Schank, Henry Duffy, Ernest Glover, Leo Carrillo. Harry adds that his old friend Earl DeGlopper will be with Robbins Bros., Circus.

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# KANSAS TO REBUILD

## Board Starts \$500,000 Job

State Fair plant is to be developed in big program—federal lab sought

HUTCHINSON, Kan., Feb. 26.—State Board of Agriculture, governing Kansas State Fair, has outlined a development program to cost eventually \$500,000. It calls for demolition of all aging frame buildings on grounds, many of which are along the midway.

Horse barns will be erected, with elimination of old ones which have been in use a couple of decades. A larger fire-proof poultry building is planned, as is a new administration building and several dining halls along the midway. New cattle barns will be built.

Board plans expenditure of \$50,000 in the next five years as a starter and will ask the federal government for one of the \$4,000,000 agricultural laboratories to be established under the new farm bill.

## To Resume After Ala. Fire

HUNTSVILLE, Ala., Feb. 26.—Assurance that Madison County Fair Association will continue annuals was given by William D. P. Delworth, president, and D. C. Finney, general manager, following a stockholders' meeting. Rebuilding will be left to directors. Association lost its plant by fire last September on the night before the fair was to have opened, with loss in excess of \$100,000, but owns about 20 acres on which the buildings stood. Secretary Marie Dickson reported a deficit of \$5,020.

## Separate Exhibs for Wash.

OLYMPIA, Wash., Feb. 26.—State Progress Commission decided to construct individual buildings at the San Francisco and New York expositions in 1939 to house this State's exhibits instead of taking space in the Hall of States at each fair. Lumber companies and other industries agreed to donate materials and help finance the buildings.

## Sloan Signs Two in Iowa

CHICAGO, Feb. 26.—John A. Sloan, president of the Racing Corporation of America, reported he has signed contracts to conduct auto races at Mississippi Valley Fair and Exposition, Davenport, Ia., and Clay County Fair, Spencer, Ia., under IMCA sanction. He said the RCA will feature an entirely new line of paper the coming season and will use some novel promotional ideas.



ROBERT MUCKLER, in his second season as secretary of California State Fair, Sacramento, is active in the building expansion program there. He attended his first annual meeting of the International Association of Fairs and Expositions in Chicago in December, acquired some new ideas and in an impromptu address gave the delegates some interesting suggestions in return.

## McLennan Is New Vancouver Manager

VANCOUVER, B. C., Feb. 26.—Appointment of Sydney C. McLennan, Ottawa, as general manager of Vancouver Exhibition Association, was announced by the board of control. He will assume office on April 1, succeeding Acting Manager Frank D. Gross. Mr. McLennan was selected from 150 applicants because of wide experience in the Dominion department of agriculture and phases of exhibition work.

Born in Ottawa in 1897, he attended Ontario Agricultural College, and since 1914, with exception of three years overseas, his duties with the department have called for Coast-to-Coast travel and opportunity for intimate knowledge of the agricultural industry. Loaned by the department to exhibitions and agricultural shows, he has been closely identified with Canadian National Exhibition and Royal Winter Fair, Toronto, where he supervised federal agricultural exhibits in 1920-25.

Mr. McLennan has visited Vancouver about once a year since 1920, and he is

## First Test on Wis. State Aid Filed in Court

MADISON, Wis., Feb. 26.—Sawyer County Agricultural Society, Hayward, on February 17 started suit in Circuit Court here to compel Theodore Dammann, secretary of state, and State Treasurer Solomon Levitan to pay it State aid for the 1937 Sawyer County Fair, amounting to \$184.20.

It is the first test to determine whether the State Supreme Court ruling in the Wisconsin Development Authority case bars other private corporations from receiving State aid.

## Attendance Reaches New Mark in Fort Lauderdale

FORT LAUDERDALE, Fla., Feb. 26.—Annual Broward County Fair, under auspices of the American Legion Post, closed its most successful run February 19 with attendance records broken. An 80 by 270-foot top, used for exhibits, was filled, with auxiliary tents housing poultry and school and WPA work. When word spread that colored people were welcome at all times, parties began arriving from numerous towns, with rides getting greater portion of play.

Endy Bros.' Shows, moved from Funland Park, Miami, were on the midway, and David B. Endy reported that the Boomerang got top money, with the Skooter second, closely followed by the Octopus and Flying Skooter. Eddie Lippman was praised for laying out a difficult lot. Excellent business was reported on all nights except Thursday, when rain fell for an hour at height of activities. Children's Day, Friday, brought an estimated 10,000.

Endy Shows moved to Flamingo Park, Miami Beach, for week of February 21, under auspices of Post No. 85, American Legion. A number of circus acts, staged under a big top, was one of the features of this engagement. David B. Endy handled details, assisted by Teddy Moss, chairman of the Legion committee.

## Young Books More Annuals

CHICAGO, Feb. 26.—Ernie Young, Young Production and Management Company, announced that he had contracted grand-stand shows the past week at fairs to be held this year in Waverly and Mason City, Ia., and Pinckneyville and Bridgeport, Ill.

familiar with agricultural problems in the province. He left for the East and will return late in March with Mrs. McLennan and their three children.

## Pretty Soft

PORTLAND, Ind., Feb. 26.—"Did you ever hear of a county fair having upholstered seats in its grand stand?" asks Manager Roger Ludy, of the Hines Theater here. "I never did either until this year. We set in several hundred new chairs in the theater and officials of Jay County Fair here heard about it, with the result that we gave the old chairs to them. The seats are to be repaired and placed in the grand stand, where we know they will be popular. We are glad to see our old chairs go to such a worthy place, as we think our county fair is about tops in such events."

## County Gets Pioneer Site

HUDSON FALLS, N. Y., Feb. 26.—Purchase by Washington County board for \$15,000 of the 25-acre county fairgrounds between here and Port Edwards has closed a chapter in the region's affairs dating back to 1818.

In that year a county agricultural society was formed and plans adopted to protect members against horse thieves. First general assemblages were held one day only and were called "Farmers' Holidays." Group was succeeded in 1841 by Washington County Agricultural Society, which held fairs in villages of the county.

In 1867 the fair was held four days, climaxed by an address by Horace Greeley. In September, 1872, buildings were erected on the site just purchased. It will be converted into use by the county highway department.

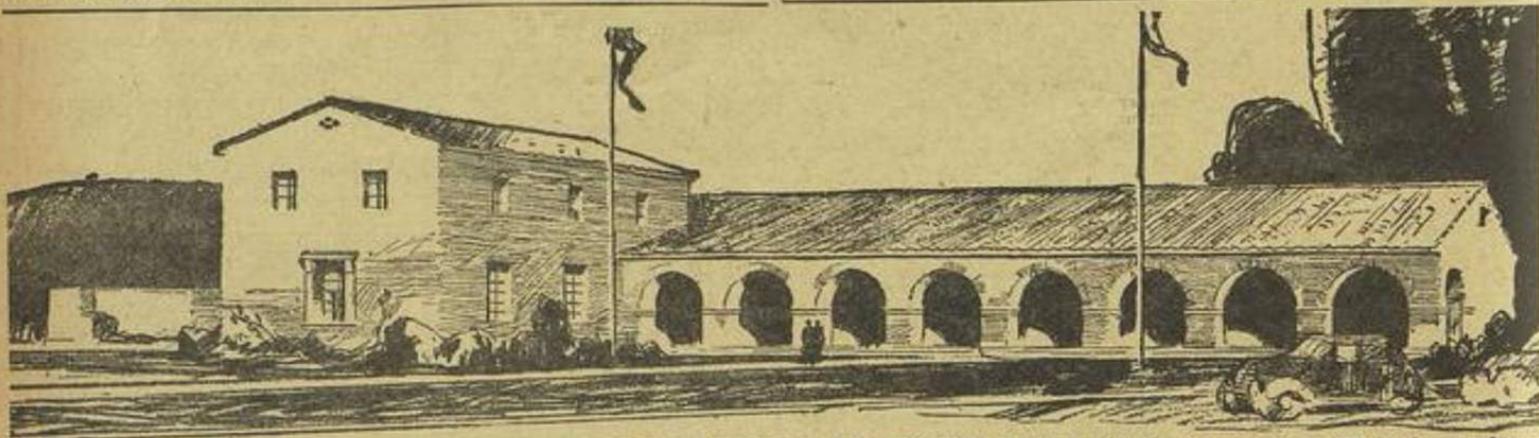
## New Stand for Puyallup

PUYALLUP, Wash., Feb. 26.—Contracts for construction and supplying lumber for a 3,000-seat grand stand on Western Washington Fair grounds here were awarded by the executive committee of directors, reported A. E. Bartel, secretary and general manager. Upon completion, the stand will represent an expenditure of about \$25,000. Work on the stand, which will replace old bleachers on south side of the race track, will start in about 10 days.

## Will Revive Tenn. Annual

JASPER, Tenn., Feb. 26.—Marion County, in heart of the Sequatchie Valley, will have a 1938 county fair, first in 12 years. A group who met in the office of County Agent J. L. Kard elected six directors, who then elected officers. Decisions on premium list, dates and amusements will be made later.

DOVER, O.—Directors of Tuscarawas County Fair here contracted Raymond's grand-stand attractions, with about 14 acts, for the 1938 fair, the bill to replace a rodeo which has been staged the past two years.



HOW THE NEW \$125,000 ADMINISTRATION BUILDING OF CALIFORNIA STATE FAIR, Sacramento, will look, as shown by architect's drawing. It is the first to go up in a two-year \$1,900,000 major building construction plan. At least four projects, to cost more than \$600,000 will be ready for the 1938 fair. Besides the administration building, these are extension of grand stand to add 8,000 seating capacity, assembly hall with theater seating 3,000 and dining room for 1,200 and dairy products building. Remainder of program embraces live-stock coliseum for horse show, a building each for 4-H Club boys and girls and Future Farmers of America and an education and arts building.

# More Attractions, Better Exhib Displays Are Favored in W. Va.

CHARLESTON, W. Va., Feb. 26.—Annual meeting of West Virginia Association of Fairs in the Ruffner Hotel here on Thursday re-elected J. B. Sydenstricker, president; F. C. Allen, vice-president; J. O. Knapp, secretary, and reported plans for more extensive and vitalized exhibits this season.

Commissioner J. B. McLaughlin, State Department of Agriculture, explained workings of State aid for fairs, about \$5,000 being available. Secretary Knapp said all associations reported heavier crowds last year and had indicated a desire to increase attractions and pay more attention to attractiveness of exhibits.

Representatives attended from George A. Hamid, Inc., Fair Publishing Company, Captain Latip Shows, United Fireworks and Ohio Display Fireworks companies and Pioneer Productions. It was announced that Kaus Shows had contracted Kanawha Fair and that Mighty Sheesley Midway will be at Greenbrier Valley Fair.

Officers urged advance sales of tickets

## Fair Elections

BLYTHEVILLE, Ark. — Mississippi County Fair Association voted to lease its grounds this summer to Blytheville Baseball Association, rental money to be used for plant improvement. R. E. Blylock, P. H. Acton and J. Mell Brooks were named to the concessions committee.

WEST POINT, Miss.—Clay County Fair Association elected J. T. Clett, president; W. G. Adams, vice-president; G. E. Justice, secretary-manager. A balance of \$2,096.17 is on hand.

CONROE, Tex.—J. W. Coleman was elected president of Montgomery County Fair Association; E. A. Qualline, vice-president; G. L. Clyburn, secretary-manager.

BOWIE, Tex.—Bowie Fair elected Lum Lovette president, succeeding W. H. Stephens.

JASPER, Tenn.—New Marion County Fair directors elected Paul Kelly, president; R. N. Kelly, vice-president; Joe Hege, treasurer; W. M. Cameron, secretary; Roy Woodfin, manager.

NEW WESTMINSTER, B. C.—D. E. MacKenzie was elected president of British Columbia Fairs Association at the 17th annual meeting; Walter Leck, Matt Hasen, Cyril Roberts, vice-presidents; Fred Hall, K. J. Kettles, V. Ogle, T. W. Currie, E. R. Freeman, A. H. Papp, executive members.

## Manchester, Ia., Changes Dates

MANCHESTER, Ia., Feb. 26.—Delaware County Fair Association has set dates for the 1938 fair several weeks later than last year, it being felt that the change will be advantageous in getting away from early-season threshing and other farm work. Board and merchants believe it will be a big boost for the fair. There will be harness and running races this year and a special Iowa Centennial Day with thrill program. The board also decided to hold the annual celebration, with harness and running races and carnival. Officers for 1938 are: President, E. A. Brockmeier; treasurer, W. W. Mathews; secretary, E. W. Williams.

## Plan Pa. Building in N. Y.

HARRISBURG, Pa., Feb. 26.—Members of Pennsylvania World's Fair Commission, elected to plan the State's participation in the New York World's Fair in 1939, said it is possible Pennsylvania will occupy an entire building. Commission is headed by Mrs. George H. Earle, wife of the governor.

HARRISBURG, Pa.—State Secretary of Agriculture J. Hansell French has issued figures showing how Pennsylvania farmers have improved their financial position since the bottom of the depression. Total cash income from sale of principal crops and live stock for the last six years was: 1932, \$158,590,000; 1933, \$178,759,000; 1934, \$200,535,000; 1935, \$223,500,000; 1936, \$238,590,000; 1937, estimated, \$274,425,000.

and more tie-ups with press and schools for special days. Delegates were optimistic as to the season.

Dates were set tentatively for Greenbrier Valley Fair, Lewisburg; Kanawha County Free Fair, Dunbar; Clay County Fair, Clay; Nicholas County, Summersville; Webster County, Camp Caesar; Pocahontas County, Marlinton; Braxton County, Sutton; Fayette County, Beckwith; Ritchie County, Pennsboro; Tri-County, Petersburg; Jackson's Mills 4-H Fair and Panhandle Regional Fair, Oglebay Park, Wheeling.

## Legion Annual Is Indorsed

DURHAM, N. C., Feb. 26.—The annual American Legion Fair and Tobacco Festival here has received official indorsement of the Merchants' Association and Chamber of Commerce, reported Mel J. Thompson, business manager of the fair and festival. Some time ago the Legion purchased property off the Oxford highway, a portion of which is in city limits. It is reached by a permanent city street and is adjacent to a railroad. A contract has been let for leveling of a portion of the site and for construction of a building 50 by 100 feet.

## G. G. Progress Reported At Banquet for Notables

SAN FRANCISCO, Feb. 26.—California pledged redoubled efforts for 1939 Golden Gate International Exposition following a banquet on February 19 in the Palace

Hotel. Under sponsorship of the Chamber of Commerce hundreds of notables gathered to hear the promise of completion of Treasure Island by February 18, 1939.

News of expo progress was punctuated with wit, music and dance with Lyle Talbot, Hollywood, as emcee. Leland W. Cutler, exposition chief, told of the accelerating tempo of preparations, reporting that 12 foreign nations have accepted President Roosevelt's invitation to take part, nine others have assured verbally of their co-operation and 24 States, Hawaii, Alaska and the Philippines will be represented. A program to be broadcast from an airplane over Treasure Island fizzled because of bad weather.

## Fair Grounds

CORSICANA, Tex.—Finance committee of Navarro County Fair renewed its campaign to raise the remaining \$1,700 of a \$20,000 fund to start construction on a permanent plant. March 1 was set as tentative date to call subscribers to the fair fund and complete organization to manage the fair. Campaign is sponsored by directors of Corsicana Chamber of Commerce.

MADISON, Wis.—R. E. Fisher, State live-stock marketing specialist, and Warren W. Clarke, director of agricultural extension, University of Wisconsin, have been named to the board recently which was organized to further a junior Wisconsin State Fair in connection with the 1938 annual.

FORT DODGE, Ia.—Karl L. King's Band, considered an institution there, has been contracted for the 1938 Iowa

State Fair. Des Moines, reports G. W. Tremain. King's new music pavilion in the hills near here is of concrete and steel, cost \$46,000 and seats 5,000. There are flood-lighted cascades and stage accommodations for 75 with two large dressing rooms and storage space. It will be used by Conductor King for regular Municipal Band concerts.

COFFEYVILLE, Kan.—The 1938 Montgomery Free Fair here is expected to be biggest in history of the association, said Secretary Albert R. Reiter, who reported Mighty Sheesley Midway contracted for shows, rides and concessions, and Oscar V. Babcock, bicycle loop-the-loop, as a free act. Oil refineries and shops are reported prosperous.

MEMPHIS.—President Roosevelt will open the 1938 Memphis Cotton Carnival by pressing a gold telegraph key in the White House. This will set off fireworks on Mud Island to start the expo. The President may also formally open the Cotton Textile Exposition, held in conjunction, on the following morning. Howard Netterville, show publicity director, has been contacting Southern stations to give the carnival some time on the air.

FORT WORTH, Tex.—A contract with Southwestern Exposition and Fat Stock Show, charging \$8,000 rental for city-owned property on the North Side show-grounds during the 1938 exposition, has been ordered by city council, the city manager being instructed to negotiate a contract for five years. City will pay \$502 for construction of permanent power lines into the grounds.

# "Manager, as Employee of State, Has No Right To Use Free List"

By FRANK N. ISBEY

Manager of Michigan State Fair, Detroit

Excerpts from address before annual meeting of Michigan Association of Fairs in the Fort Shelby Hotel, Detroit.

I believe in county fairs and that the fair, with good roads, can serve a wider area today. The State Fair is the culmination of the county fair. The fair should be a meeting ground for the State Agricultural College, county agents and various farm interests. Fairs as a whole should take part in a system of education.

I believe that summer is not the real time to hold a fair, so far as the best time for showing Michigan products is concerned. We will certainly have a winter fair next year. I make the prediction that Michigan State Fair will jump to first place in attendance next year, and that means 850,000 or 900,000 paid admissions.

### Ten Days Too Short

We need new buildings, such as a new barn for the horse breeders' association, where they can hold meetings, and for other interests. Each should have their own buildings, not just for 16 days, but the year around. I believe prize money should be ample to interest people and bring out bred stock to the fair. Prize money has been distributed unevenly, running from \$185 for apples to \$7,000 for another branch of agriculture. And I don't believe in encouraging the exhibitor interested only in how much he can get in prize money.

A 10-day period is too short for a fair of the magnitude of the State, where expenses run \$200,000, and we are wholly dependent on weather, and we are going to run 16. In industrial centers nearly half the workers don't get a chance to see the fair in only 10 days.

You can't charge a church for space and let a corporation exhibit free. That is the reason for charging agricultural implement people at the fair. They are earning their money—it is the farmer who keeps them going, and they, above all others, should pay. Maybe the State Fair can do that more than a county fair, however. Fairs are the show business of the farmer and live-stock producer, and you can't have a business without a show of some kind. We believe this no-pass policy will bring more prominent show people.

### Attacks Racing Lease

You, as county fair men, are looking

to the racing fund for your State-aid money. We have the most valuable property the State owns, worth \$2,500,000, and tax free, given over to racing on the State Fair grounds. This represents a loss of two-thirds of the revenue to the fair.

Our grounds consist of 160 acres, of which 100 have been turned over to the racing association. You can't devote 85 per cent of space to free exhibits and expect to make the fair pay from the other 15 per cent. I don't believe the fair manager, as a State employee, has any more right to let anyone come into the grounds free than a clerk in a State liquor store would have to give away a bottle.

The amount received from racing doesn't even equal the interest on the property. The racing fee was cut from an original \$6,000 to \$2,500 per day of racing and the season from 150 to 60 days. Other race tracks pay up to \$5,000 a day plus a percentage. The State Fair now receives all above the minimum of \$112,000 from racing, but that was \$12,000, and half of that was charged back for interest, altho we lost \$80,000 potential revenue when the grand stand was taken away. I want to know how two-thirds of property sold to the State for the specific benefit of agriculture can be taken away for racing? It is possible to get our fairgrounds back and the board has authorized an investigation.



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## "What Should TAF Be?"

—By SIDNEY KRING—

Manager, Lower Rio Grande Valley Mid-Winter Fair, Harlingen, Tex.

Address before the annual meeting of Texas Association of Fairs in Dallas on January 23 and 29. The body voted to double membership dues, setting them at \$10 annually for active members and \$5 for associate members, and elected O. L. Fowler, Denton, permanent paid secretary.

TAF has failed me in this, my first year of membership. If my memory serves me correctly, I received one mimeographed bulletin listing dates for various fairs in Texas, which dates I had previously clipped from *The Billboard*; another bulletin containing news items about various managers' activities, which were interesting to me only to the extent of my personal acquaintanceship with particular members, and several days ago another bulletin containing the program for this convention. The convention program convinced me that here today and tomorrow I shall receive my money's worth, except for the period we are now consuming.

But I still contend that TAF failed me when I needed it most. I hesitated to present my views on this subject out of appreciation for the affection and warm personal friendship I treasure for the present officials of the organization, and with keen realization that the disappointment may have been due entirely to my inexperience in this profession, with no knowledge of the purposes nor the financial ability of TAF.

### For Co-Operative Study

However, an honest desire for further knowledge and a sense of obligation to give before I have a right to ask has brought me here to lay my problems before you and solicit your consideration in exchanging experiences and to counsel with me, that I may be able to add my bit to the high standards of this profession.

Were I as experienced in fair management as are most of you, I doubt that I would need TAF so much. Certain it is that I feel that I do not need it now as I did before last November when I was baptized on the opening day of my fair with a cold, drizzling rain, with tent tops torn to shreds and committee-men asking, "What do we do now?" and I was faced with the necessity of making the decision to postpone. It was too late to send out an SOS then, for I was thrown into the middle of a problem that I alone had to solve.

But for months before that I had needed some source of information and advice with reference to matters of detail that are mere routine to an experienced fair manager but which were perplexing to me. It is true I did secure valuable information from individual members, but not thru the official organization of TAF. After many years of experience in commercial organization management I have learned the vital necessity of studying constantly together with my fellow worker if I am to stay ahead of the parade of younger men who are marching up the trail behind me and ready to place me on the shelf when I slip. So I presume even old experienced heads could gain from exchange of ideas and plans as well as the inexperienced.

### By Trial and Mistake

The fact that I have accepted this assignment and risk appearing foolish by criticizing without knowledge, to tell you what I expect from TAF, should be evidence of my sincerity in offering to give so that I may have the right to expect. Some 12 years ago when I entered Chamber of Commerce management, and attended my first convention of Texas Chamber of Commerce Managers I was ignorant, inexperienced and afraid to let it be known, so I attempted to cover my green tint by taking a vociferous lead of the rougher element. I was too young to be wise enough to know that I knew nothing about the technical phases of my profession and feared the scorn of experienced fellow secretaries if I should ask questions pertaining to fundamental details.

I floundered thru the years and learned by bitter experience common to the trial-and-mistake method. If I had achieved any measure of success, and my own conscience can best answer that, I attribute the results entirely to the generosity, tolerance, patience and friendship my fellow secretaries have shown me. I did not realize it during the process of maturing but today I appreciate

that it has been due to the privilege of attending conventions such as this, conferences and study courses, together with the frequent bulletins of interesting and educational information pertaining to the work of fellow secretaries which have come to me from our State association that has brought a comforting sense of confidence in my ability to handle my job with a true perspective that permits me to relegate compliments and flattery to proper receptacles for the fragile whims of a fickle people.

### Copy of Proceedings?

It was appreciation for that privilege that prompted me to accept the job this year of serving as secretary of our TCCM, which job carries the responsibility of managing the financial affairs, publishing monthly news letters containing information for members. Now, more than ever, I appreciate the help a competent organization can give to the beginner as well as the mature organization manager.

Perhaps my disappointment in TAF was due to mental comparison of the two organizations, TAF and TCCM. For a long number of years TCCM has maintained an annual membership list of 100 or more, each paying \$10 a year for active memberships or \$5 a year for associate memberships. Out of this fund the secretary is paid \$300 per year, a Texas press clipping service is used, monthly news bulletins are printed and mailed to all members as well as non-member full-time Chamber of Commerce managers in Texas, to leading executives and representatives of similar organizations throughout the country. Proceedings of the annual convention are printed and mailed to all members, as well as the president of the member organization with a letter to that president telling him his manager is a member of our organization, striving to improve his service to his own organization and to his profession. I have been told by many members that the convention proceed-



SAM M. MITCHELL, in his second season as secretary of Kansas State Fair, Hutchinson, Kan., will have much to do with the rebuilding schedule laid out by the State Board of Agriculture. He was formerly superintendent of admissions of the State Fair.

ings, containing all papers presented, is well worth the total cost of membership.

If TAF publishes a convention proceedings I failed to get my copy when I mailed my check this past year. TCCM has built a well-knit, friendly association thru opportunities for personal contact. This alone is invaluable toward elevation of the ethics of operation and standard of personnel in the Texas Chamber of Commerce field. Texas Chamber of Commerce executives, as a group, have been classed as far advanced in experience and in breadth of operations by numerous men of affairs and leaders in civic development. Speaking personally, as the paid secretary for TCCM this year, I am constantly aware of my obligation to fulfill the responsibilities which I accept along with the monthly pay check.

### Bigger Budget for Service

It is true I have failed that obligation on several occasions, but it was not lack of realization of that obligation but rather attributable to the fact that whoever invented our system of time failed

## Agricultural Situation

Condensed Data From February Summary by U. S. Department of Agriculture, Washington, D. C.

The new year begins with prospects of stabilization of farm prices and income after the sharp recession of the last few months of 1937. Prices of products continue to go down, but less precipitously than last fall; there are indications that prices may stabilize around the 100 level in the farm price index. Wheat has been holding around 85 cents as an average farm price the country over, and cotton at 8 cents. Live-stock prices have broken sharply but may do somewhat better in spring. Reports of reconciliation of some of the differences in proposed farm legislation come from Capitol Hill. Another center of interest is the Interstate Commerce Commission where hearings are being held on 15 per cent advance in freight rates requested by the railroads last fall. Secretary Wallace told the commissioners that higher rates would be no help to farmers. Meanwhile farmers make ready for spring work. Requests will soon go out from the BAE for reports on planting intentions; the returns have been scheduled for publication March 18.

### DEMAND: LITTLE CHANGE

Consumer demand for farm and industrial products in general has not declined so sharply as industrial production during the last five months; if consumption is maintained near recent levels, there are prospects for an increase in industrial production over the near term. But little, if any, increase in consumer demand for farm products is expected during this period.

It is evident now that the severity of the industrial recession has been largely the result of conditions in a relatively few lines of production—steel, textiles, automobiles. The sharp contraction in these industries has affected to some extent practically all other lines, but retail trade and general business activity have held up relatively well. The recession, therefore, has been less widespread than commonly supposed.

There is evidence that the unfavorable inventory situation responsible for a large part of the decrease in industrial production is being gradually corrected in some lines of industry. In the first week of January, steel mill operations increased to about 25 per cent of capacity; in the textile industries, inventories in dealers' hands have been reduced. Some pick-up in production of textiles, shoes and other lines of consumer goods is expected.

Volume of exports of American farm products has increased sharply in recent months; exports are expected to continue in relatively large volume the remainder of this fiscal year, but at lower prices than in recent years of small supplies.

### FARM INCOME: DOWN

Farm income showed a further decline in December and was less than in December, 1936. From November to December, 1937, the decline in cash income from marketings was \$38,000,000; compared with December a year earlier, the cash income was \$50,000,000 less. A small part of the November to December decline was offset by an increase of \$5,000,000 in government payments, but government payments in December were \$28,000,000 less than in December, 1936.

The November to December decline in income was slightly more than seasonal. Income from crops decreased less than usual at this time of year, but income from live stock and live-stock products declined more than seasonally. The relatively better showing by crops was due largely to increased sales of fruits and vegetables and less than the usual seasonal decline in cotton marketings. In the live stock and products group, there was a sharp decline in income from poultry and eggs and a moderate decline in income from meat animals. These losses more than offset an increase in income from dairy products.

to include more than 24 hours in any one day. Were I secretary of TCCM with no financial remuneration I am sure there would have been many more times that I would have shirked that duty in favor of the one that pays me my principal salary.

What the purposes of TAF are, I presume, I shall learn here today. Where my \$5 went I shall learn when our treasurer makes his report. But what I want out of TAF is similar, or more, to what I get out of TCCM. If the \$5 a year I pay to TAF is not sufficient to permit such a service as TCCM renders then I am willing to pay \$10 or more to compensate someone to give me information so that I may operate my fair more successfully. I have reached the stage in life when time fleets by and I don't want to have to dig all my knowledge out of the bed-rock of experience. I am willing to pay for it with my money and am willing to lend my humble efforts if they should be worth anything.

Citrus growers in my section of Texas never plant the seeds and wait for maturity; they buy trees that a nurseryman has raised and prepared for use. Their time is valuable; so is mine and yours. My job is valuable, to me at least, and I'm not satisfied with the salary I get. I want to know more so I shall be worth more.

I would suggest that officials of this organization prepare a budget that will provide for an adequate service to its members. I would suggest that a competent, permanent secretary be selected and paid for his services. I say permanent secretary, for I have found this year it took me several months to learn the ropes as secretary of TCCM, and now I approach the time when I shall unload the job on another secretary, when I have just begun to realize the innumerable services I could render my organization. In my opinion it does not provide for greatest efficiency of the organization.

### Interchange of Experience

The amount of individual dues necessary for such a set-up is immaterial. I doubt that more than five presidents of unit organizations represented here today can tell what dues you have paid into this organization. If I can pay \$10 or \$20 a year and secure a service that may help me to save my organization hundreds of dollars or gain an idea that will profit us accordingly, if I can learn more about public relations and creation of good-will for my community, the dues to TAF will have been repaid a thousand fold. Incidentally, in mentioning public relations, may I say in passing that many of us would benefit enormously if we could study Dale Carnegie a trifle more carefully.

I am cognizant of the fact that I need information pertaining to such fundamental matters as community relations, desires of the public for certain classes of entertainment varying with changing mental attitudes as influenced by depressions and dust-storms or prosperous and happy times. I want to study from some source what makes people squawk their heads off when they pay a nickel to get into a carnival game and then gleefully chuck fifteen dollars for a set of dolls. I want to study what frame of mind people are in this year as compared to last year and what makes them that way. I want to know what they will spend their money for this year that they were not interested in last year.

I want to know if a 10-cent gate will bring me as much revenue and good-will as a 25-cent gate. I want to know what would happen if I should purposely forget to have any passes printed. I want to know if my carnival contract is in line. I want to know why I should pay his light bill and if I should permit carnival men to solicit a \$15 ad from my baker when he fights against paying me \$5 for a permit to drive his bakery wagon in the grounds and leaves it parked on the midway half the day.

### Value of Conventions

I want advice on my grounds lay-out. I want suggestions about my midway attractions. I want to know if the free attraction I may be enthused about is on the up and up or if I shall have to hope and pray the Great I Have It that I've booked won't leave a grand stand full of people disgusted. I want to know if I get more for my money by advertising on billboards, thru newspapers, radio or what have you. I want to know if the prizes I offer are in line. I want to know if my space rentals are in proportion to what I have to offer.

I want to know a jillion details as well as basic problems. I may learn all about them here today and tomorrow. (See "WHAT SHOULD" opposite page)

# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

BECAUSE of a typographical error, notices sent out by Secretary Fred A. Martin, Detroit, of the Roller Skating Rink Operators' Association of the United States, regarding the national amateur speed championship meet, to be held in Sefferino's Rollerdrome, Cincinnati, on April 2 and 3, were incorrect in referring to expenses. Notices should have read that operators sending contestants to the meet will take care of transportation, hotel and food expenses of the contestants.

D. P. LUCKIE, theater owner, purchased a building on North Main street, Houston, Tex., and, it is said, will spend \$18,000 on a 147 by 250-foot air-conditioned roller rink. Floor will have 6,000 square feet of maple. Operating company, composed of Mr. Luckie and Hugh Tyler, Fairview, Okla., as manager, has been incorporated as L. & T. Amusement Company. Opening is set for about March 10, with cash awards for best name for the rink.

ANNOUNCEMENT that a new ultra-modern shoe skate is to be manufactured in Cincinnati is made by the Fred Nall Twin Plate Skate Company. Fred Nall, the designer, who has spent the greater part of his life in development of the roller-skate industry in America and Europe, declares two of the greatest factors in construction of a roller skate today are light weight and strength, with, of course, many other features absolutely necessary and that have been developed to a high degree. "As result of about a year's special development by engineers, we have perfected a skate the entire body of which is made of aluminum. To this has been added an action capable of the widest range of movement, with simplified rigid assembly and adjustment," he said. "It has been built for racing, acrobatic and other professional purposes, but is also well adapted for those who, without being professionals, desire the lightest and highest class shoe skate. We hope to be ready to start deliveries within the next few weeks and feel confident the simple, scientific construction of our skate, combined with artistic lines and beautiful finish, will appeal to dealer and skater alike."

"WITH opening of a second unit of the Transcontinental Roller Derby, the Chicago training school has been taken on the road with the No. 1 unit," writes John Rosasco, coach in charge. "Second derby unit opens in Birmingham, Ala., on March 3, and the first unit will open in Miami, Fla., on March 8. Selected for the Miami derby are Ruth Fleming, Chicago; Eleanor Larson, New York; Marguerite Walton, Milwaukee; Dorothy Benson, Kalona, Ia.; Marge Brain, Baltimore; Evelyn Williams, Indianapolis; Bob Carroll, Chicago; Jerry Allen, Omaha; Bob Hill, Terre Haute, Ind. Several stars of the roller derby who have been stepping in condition at the training school left with the newcomers. Among these was Muscles Stampley, Corpus Christi, Tex., who formerly held the quarter-mile record for boys. His part-

ner, Kitty Nehls, who once held the record for the women's division over quarter and half-mile distances, also kept in condition on the track. Others who trained were Catherine Carney, Pittsburgh; Mary Youpelle, Chicago; Hilda Petrosky, Duluth, Minn.; Bobby Feison, Racine, Wis. The track, erected for students at the school, will remain intact. The school will be closed for skating until the roller derby goes back to Chicago in the Coliseum about the last of April. Training school had over 300 boys and girls in for tryouts."

WINNEPEG RINK, Winnipeg, Man., 100 by 235, has two clubs, Winnipeg Pancy Roller Club and Maple Leaf Roller Club, both devoted to roller dancing and figure skating, reports Laurie Itunzer. Clubs meet four nights weekly.

H. W. ENGLISH, former owner of a rink circuit as well as booking agent for many former rink skating acts, who has been in a Buffalo hospital several weeks, is on the way to recovery. He was one of the first to book the late Frank Vernon on the rinks. He has been booking dance bands out of Buffalo several years.

THREE SPEEDS, skating act with the N. T. Grandlund show at the Shubert Theater, Cincinnati, week of February 18, were visitors to Sefferino's Rollerdrome there on February 21. They were well pleased with the rink and especially complimented Manager William F. Sefferino on his music. They entertained guests at Hughes High School party with a number of difficult stunts.

MACK (O.) Skating Club, with 60 members who have made application for admission to the Roller Skating Rink Operators' Association of the United States, are also members of Sefferino's Cincinnati Rollerdrome Club. They make a neat appearance with regulation white sweaters and blue emblems on the front. Members have their first names in blue letters on arms of the sweaters.

BEN MOREY, Bridgeport, Conn., who operates Pleasure Beach Park Rink there, advises that the rink will be remodeled and a new floor installed for summer. A new electric organ will furnish music. When remodeled the rink can be used summer and winter. He expects to attend the national meet in Sefferino's Rollerdrome, Cincinnati, on April 2-4.

BY PROMOTING contests and races, Astoria (L. I.) Roller Skating Rink has upped his considerably. Events have created unusual interest, locally and in near-by communities.

MAJESTIC RINK, for the past five years managed by W. H. Muth, and owned by C. P. Benit, operator of Benit's Amusement Park on Lake Okobogi, Arnold's Park, Ia., will open Easter Sunday with a skating carnival, including several acts. Floor is 50 by 150 and walls are adorned with 31 hand-painted scenic pictures. Rink has three sets of lights, each giving different effects. Bob Kuth, floor manager, will give instructions in plain and fancy skating. As a bally, rink will use a large wooden skate mounted on top of an automobile.

Since opening on September 18, Minneapolis (N. Y.) Roller Rink has averaged 1,200 skaters daily, reports Earl Van Horn, who, with H. B. Bickmeyer, operates the rink. Week of February 7 Four Sensational Macks were presented and recently Mr. and Mrs. Melvin Umbach, Cincinnati, demonstrated dance steps. Dance step contests are in progress to pick a couple to compete in the national amateur meet in Sefferino's Rollerdrome, Cincinnati. Walter Ridge, of Mulroy, Ridge and McNece, was a visitor while appearing recently in New York with Sonja Henie.

AN ELECTRIC organ is played at nightly sessions in Land o' Dance Rink, Canton, O., by Dorace MacKenzie, who recently concluded an engagement at Cleveland Arena Ice Rink. She formerly was with Sammy Kaye's Orchestra as soloist, and her programs, the management reports, are stimulating patronage.

JOE LAUREY, in charge of State and city amateur races, starting on March 14 in Fred Leiser's Armory Roller Rink, Chicago, winners of which will compete at Sefferino's Rollerdrome, Cincinnati, is coaching Armory members, reports Bill Henning, who is getting the 10-lap track ready. On February 18 broom ball teams played scoreless ties in Cobb's Lake Benwick Rink, Plainfield, Ill. George Rolfe was emcee and conducted a Big Apple roller dance. Sid Kean, refreshment

stand operator, will celebrate a birthday soon with a party for rink employees.

"RINK men in this section should be on the lookout for anyone trying to dispose of maple wheels on used fiber wheel hubs," writes Francis J. Baldwin, Ravenna, O. "On February 14 thieves cut away netting over one of my shop windows, smashed a window, entered and stole about 125 sets of maple wheels. Many were just mounted and had not had the finish cut taken off yet. A box of high-speed steel drills was also taken. Two nights later, while I was in Youngstown at a rink, someone opened the back of my coupe and stole 35 sets of maple wheels and two sets of alloy wheels. Several hundreds of sets of finished maple wheels in plain sight remained undisturbed."

SPEED matches for world's champion titles in Davos, Switzerland, resulted in Ballangrud, Norway, landing first place, followed by Wazulek, Austria, second, and Mathison, Norway, third. Ballangrud set a new world's record for 10,000 meters in 17 minutes 14 4/10 seconds. Freisinger, U. S. A., landed second place in the 500-meter sprint and tenth place in the 1,500-meter race. Megan Taylor, England, won first place in world's championship fancy skating matches in Stockholm. Cecilia Colledge, England, was second and Hedy Stennif, U. S. A., third.

NEW Alki Natatorium Roller Rink, West Seattle, Wash., has worked out a schedule of special prices designed to stimulate attendance every night. While spectators are charged a dime at any time, Monday, Ladies' Night, couple admissions are 10 and 37 cents; Tuesday, Pal Night, two admitted for 54 cents; Wednesday, Prize Night, 37 cents; Thursday, Oldtimers' Night, 37 cents; Friday, 37 cents; Saturday, 37 cents; Sunday afternoon, 27 cents, and later, 37 cents.

ROLLER SKATING has had a big revival in Erie, Pa., with two large rinks. A. O. Johnson, operating and managing Twelfth Street Rink, with Florence Stone at the organ, has been specializing in school parties and special Sunday programs, while Skateland, taken over and operated this year by the Wood-Dillon interests, has been booking many private parties and bringing in out-of-town roller polo teams. Tony Conti, of a local radio station, has been engaged as organist. An open winter so far has held down ice skating and served to send skaters to roller rinks.

## A Visit to Belgium

By CYRIL BEASTALL

DERBY, Eng.—On January 29 Derby Flyers (England) roller hockey team achieved the distinction of being the first British team to appear on Belgian soil when it met Klopstokia R. H. C. in the Polles Rink, Antwerp.

Upon arrival a wonderful welcome was extended to the visitors, who were entertained by M. Victor Peeters, honorary secretary Klopstokia R. H. C., at his home.

The rink, with a smooth composition (mainly asphalt) floor, 135 by 78 feet, was well lit, and the accommodation for onlookers was the best I have seen for some time. There are two balconies, one above the other, extending almost completely around the floor. Wooden rollers are used exclusively on this kind of floor, which is general on the Continent.

Teams: Belgium (Klopstokia), Borgha

(International); Peeters, captain (International); Lava, Cossier and Hermans (International); Schuyvers, sixth man, England (Derby Flyers), Dale, Richards; Beasall, captain; Eyre and Randall, Half-time score, Antwerp 6, Derby Flyers 1; full time, Antwerp 7, Derby Flyers 2.

Against the champions of Belgium, with three Internationals playing on their own rink and with their opponents having six men to call upon, the English side was not disgraced, especially when bearing in mind that the players were fatigued by loss of a night's sleep, followed by a 16-hour journey by road, steamer and rail. Undoubtedly the Belgians deserved to win. They displayed superior combination and were faster, tho I think at our next meeting we shall give them a closer game. The least I can do is to say they were a fine lot of players and jolly good sportsmen, too. One does not mind losing to such people.

Vic Peeters presented a souvenir plaque to the British captain and badges to each player, the visiting skipper handing a pennant to the Belgian captain. Following the game members of the Klopstokia club entertained their guests at the Hotel Rocky.

I was greatly impressed with the high standard of dance skating in Antwerp. Exhibitions of fancy steps by Marcelle Cluytmans, Alex Hermans and Lucienne Govaerts were a revelation. I am going for a week's vacation to Antwerp early in March with a view to having some dance practice. The drop-three is the general waltz done here.

## "WHAT SHOULD"

(Continued from opposite page)

row. If I do I shall have no gripe. If I don't I shall leave here feeling that my \$5 dues will be thrown away, but that I could buy what I want, possibly, for \$10 or more per year. I'm not here selfishly seeking without offering to share the burden. I'm ready to put both money and time if I can feel reasonably sure that I shall be able to get what I want.

For fear that I shall leave with you the impression that my chief need is a good dose of liver pills, may I assure you that I know that I shall have been more than amply repaid at the conclusion of this convention. I know I shall enjoy the fellowship here; I know I shall benefit from the program. I appreciate that I am privileged to share the treasures brought from the personal storehouse of rich experiences of generous friends.

## 15 YEARS AGO

(Continued from page 40)

and Howe's Great London circuses, was playing Northern Kentucky with a small vaude show. . . . Aerial Bartlett's signed with the Great Sanger Circus. . . . Jack Phillips signed Henry Blank to play first trombone on Sparks Circus. . . . Joseph Palmer, in 1922 with O. A. Gilson's circus band, was playing theaters in the South with Simmet, the Modern Miracle Man.

Ray G. Piper, for many years contracting agent with Sun Bros' Circus, died at the Jewish Hospital, Cincinnati, February 20. . . . Among circus folk playing theaters in Boston week of February 19 were Eddie and Jennie Rooney, at Keith's; King Bros., at the Boston; Leahy Bros., at the old Howard; Barnum's Zip, at Gordon's Olympia; Gautiers, at Loew's State, and Charles Deighan, at Bowdoin Square. . . . James W. Beattie signed to manage the side and pit shows with Gentry Bros., and James Patterson Circus. . . . Horace Laird, producing clown of the Walter L. Main Circus, was doing his aerial act on Keith time.



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Address Communications to WILLIAM JUDKINS HEWITT, Carnival Editor, 25 Opera Place, Cincinnati, O.



HE IS NOW A DIRECTOR-GENERAL: This likeness of Warren Hoyt Rice, who is known to showfolk and friends over the world as "Bill," was taken some 24 years ago, but he has not changed in general appearance to all that time. So therefore he can be recognized by it. At the time this memorable "shot" was taken he was a tree fancier as can be seen in the background. In honor of something or other John M. Sheesley recently made him director-general of the Mighty Sheesley Midway and he is now in the shows' quarters serving in that capacity following a booking trip west of the Mississippi River.

## Strates Goes On 25 Cars

Added attractions makes larger train necessary—will carry 15-piece band

WELDON, N. C., Feb. 26.—General Manager James E. Strates announced this week that the Strates Shows will travel on 25 railroad cars this season, making an increase of five cars. Three sleepers have been bought and will be delivered at quarters and also three 72-foot steel flats. This increase was made necessary by purchasing new riding (See STRATES GOES on page 54)

## O. C. Buck Books Richey Water Act

RICHMOND HILL, N. Y., Feb. 26.—Announcement was made Wednesday by the O. C. Buck Shows that contracts have been signed with Billy Richey Water Circus to present feature free attraction on midway of this show. Contract calls for 15 weeks or more, with two high divers, man and woman; two fancy divers and clown.

Richey troupe is well known throughout the country, being one of the oldest water acts on the road. Company carries special scenery and lighting effects and has been playing a major circuit of fairs and celebrations over the continent for many years under direction of George A. Hamid office. Richey is building new apparatus and will inclose entire back end of midway with scenic effects. Buck also announced that in future his traveling unit will be known as O. C. Buck Shows instead of Exposition, as has been used in the past. All lettering paper and stationery will be changed before opening date of show, which is now set in April.

## Lewis' Fund Benefit Nets \$500 for NSA

NEW YORK, Feb. 26.—A wire received from Art Lewis at National Showmen's Association headquarters here this week announced that the Lewis Shows Cemetery Fund benefit in Sarasota, Fla., on Washington's Birthday netted \$500. The Lewis benefit, first of its kind for newly organized NSA, will be followed this winter by fund-raising drives on Eddy Bros.' midway and others.

# Plans for Fifth Annual SLA Spring Frolic Going Strong

Walter F. Driver heads all activities—date set for April 4 at Hotel Sherman—entertainment to be a big feature—formidable committees named

CHICAGO, Feb. 26.—With the near approach of spring preliminary preparations for the fifth annual spring frolic and dinner sponsored by the Showmen's League of America have been outlined and active work on the show is well under way. Walter F. Driver is chairman of the event and is already actively engaged in getting the work of the various committees started. Driver's office is a scene of activity. Literature on the show is going out to shows throughout the country and to the entire membership of the League. Proceeds of the show will go to the American Hospital, which has been a staunch friend of the League and cares for many show people. Show will be held in the College Inn of the Hotel Sherman the night of Monday, April 4, and will, as usual, be a gala affair in which many well-known entertainers will have a part.

Committees appointed are—Tickets: George W. Johnson, chairman; Samuel Bloom, James Campbell, Frank R. Conklin, Charles H. Hall, Nat Hirsch, Edward A. Hock, L. S. Hogan, Morris I. Kaplan, L. C. Kelley, Col. F. J. Owens and James C. Simpson. Press: Nat S. Green, chairman; Jack Nelson, Frank D. Shean, Beverly White and Johnny J. Kline. Reception: Jack Benjamin, chairman; Louis Claver, E. Courtemanche, Michael J. Doolan, H. A. Lehrter, Louis Leonard.

R. L. Lohmar, Dr. Max Thorek, A. L. Rossman, R. W. Hood, Harry Russell, Dave Russell, Albert J. Horan and Lawrence O'Keefe.

Entertainment: Sam J. Levy, chairman; M. H. Barnes, Al Miller, Edgar I. Schooley, A. P. Thaviv and Ernie Young. Reservations: C. R. Fisher, Nate Eagle, Frank Ehlenz, S. T. Jessop and Harry Ross.

Program: Fred Kressmann, chairman; Arthur D. Porter, Charles H. Hall, A. C. Hartmann, Lew Keller, John A. Sbarbaro, Rudolph Singer, Frank P. Duffield, B. Mendelson and Charles Miller.

Transportation: Joe Rogers, chairman; John L. Lorman, Forest G. Scott, Nat D. Rodgers and Dave L. Tennyson.

## Beckmann & Gerety Speed Up All Activities; Building New Shows

SAN ANTONIO, Tex., Feb. 26.—An entirely new line-up of attractions will grace Beckmann & Gerety Shows midway this season. This was assured as building operations began for seven shows in quarters under direction of Nancy Miller, Zeke Shumway, Jimmy Limbaugh and Eddie L. Karn, showmen, who promise that their individual attractions will be different as to physical properties, script, action and ideas. Carpenters, electricians and scenic artists are now busy following plans devised by these showmen.

Miller announces that her second edition of Gay Parade, girl revue, will have gorgeous wardrobe and scenery. Spangles, rhinestones, chiffon, pytholene, cel-

lophane and silks are being utilized by needle workers who are creating original costumes and drapes from Miller's designs. A new tent will house the production when it makes its bow at annual *Battle of Flowers*. Miller states that she has signed the majority of the cast and her star, Countess Taska. Bertie Ginger Austin and Aloha Dean are holdovers from last season.

Shumway, long known as a leader among neck-raking gentry, is putting finishing touches to his thrill show. Karn will start work next week, building a front and stage for his *Fat Folk Frolic* with the beef trust chorus. He has engaged eight gargantuan girls, four of (See BECKMANN & GERETY on page 54)

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

By STARR DeBELLE

Nassau, New Providence Isle, Bahama Island. Week ended February 19, 1938.

Dear Red Onion:

At dawn Sunday, February 13, the Ballyhoo Bros.' fleet arrived at the docks of Nassau. With whistles blowing, bells ring, our calliopes playing and tooting and flags of both nations flying, thousands of natives and tourists welcomed the Great American Amusement Institution on its arrival here on the Isle of June.

The unloading of the barges and boats started at once. The moving of the big circle-style wagons, cages and vans thru the city streets (already congested with high-roofed horse-drawn hacks) with bells jingling and red curtains flapping, motor vehicles, bicycles and carts loaded with sponges, was the most unusual sight ever witnessed by the shows' personnel as well as the hundreds of thousands of natives that lined up on the sidewalks from the docks to the lot.

At dusk another fleet arrived, and, believe it or not, truth is stranger than fiction. Over 300 tiny craft arrived that were formerly house trailers but had been changed quickly into houseboats by removing the wheels and equipping them with sails. Rather than leave their portable homes behind, the showmen and their families braved the rough seas, gambled and won. Again at dawn Monday an unadvertised, unpublished and unofficial third section arrived in port, consisting of rafts built out of stage platforms and manned by the "sticks."

Boats that were formerly a part of the Seaplane ride were loaded with "hangers-on" and the old abandoned Noah's Ark funhouse was loaded down with trailing sheetwriters and stock for premiums.

Eighty per cent of the population that never gets to the United States shores and never sees American carnivals makes the island virgin territory for the show. The town itself is one of hotels and history. Formerly the stronghold of pirates, and later the selling of slaves and running rum. Before General Agent Lem Trucklow could book the date he was asked to shave off his long flowing black beard, our committee stating that this act would make our show look more legitimate when the fleet arrived.

Monday night the show was ready to open but stayed dark due to none of our musicians and performers showing up. It was then discovered that they were left behind asleep in the coaches in Miami. Twenty fast planes were immediately put in the air with orders to bring them over as quickly as possible. But the attractions that were ready and had their people were not allowed to work. The office's orders that all must open at once held good.

Tuesday, Wednesday and Thursday every ride, show and concession did capacity. The front end taking their best hold. (This spot was never burned up.) The back end took cake, reheated them and blowed them off to the tune of \$75,000. Then the natives decided to give and take. Before the week was over the office laid off its press agents,



MARIE E. BECKMANN, wife of that Grand Old Man of show business, Fred Beckmann, who is associate owner and manager of the Beckmann & Gerety Shows. She is one of the true daughters of the lots, having been in the business for quite a number of years. Her hobbies are being a homemaker, activities of ladies' auxiliaries of showmen's clubs and charitable work. Photo was taken in San Antonio, Tex., recently and reveals her in the usual contented mood.

## White City Bows to 1938

First stand under sponsorship goes over auspiciously behind pay gate

INGLEWOOD, Calif., Feb. 26.—White City Shows auspiciously opened season here February 19 at widely billed Industrial Show and Fair, under VFW sponsorship, to a pay gate. Jackie Wortham, promoter, had two big tents in which were 45 displays representing prominent merchants' exhibits of Ingledwood and environs. Shows, which are motorized, presented a nifty appearance, with all physical equipment being done in attractive paint jobs. Featured free attraction (See WHITE CITY on page 54)

## Schaller Places Acts for Season

LOS ANGELES, Feb. 26.—Jack Schaller, producer of outdoor acts and organizer of units in this field, announced here Monday following acts and their affiliations for this season:

Four Queens open with C. F. Zeiger United Shows at Mesa, Ariz., making fourth consecutive season with that carnival. Personnel: E. B. Strueby, Boots Strueby, Lunic Emig, Thelma Mardis and Lou Ann Haydon.

Three Queens and a Jack are booked to open with William Glick's Ideal Exposition Shows, to open in April. (See SCHALLER PLACES on page 54)

## IAS To Hold Dance

ST. LOUIS, Feb. 26.—The International Association of Showmen will hold a dance Saturday night, March 26, in the Grand Ballroom of the DeSoto Hotel in this city. The showmen were finally able to make arrangements for this large ballroom, one of the finest in the city.

with war correspondents taking their places.

Saturday night several committees from other islands arrived to look the show over with booking in mind. The light towers had been taken down, the neon packed, the fronts and rides were already dismantled, leaving the show and booking in the dark. Oh, well, it's traditional on these islands, first a feast and then a famine.

## MAJOR PRIVILEGE.

P.S.: Sorry that our show still has no letterheads. They arrived but were sent back, the words "Foreign Tour" being omitted.

# Line o' Two of News

**WEST BROWNSVILLE, Pa., Feb. 26.**—Mr. and Mrs. H. S. Dinsy, concessioners, last season with Clint's Shows, have booked for the season with Clint & Clark Shows, they announced here this week.

**ST. PETERSBURG, Fla., Feb. 26.**—W. R. Harris, general manager Model Shows, is rounding out his winter vacation here. He announced this week that the shows will open the season in Macon, Ga., this month and will feature the Fearless Greys' cannon act as a free attraction.

**ATLANTA, Feb. 26.**—W. A. (Bill) Sanges, who retired from show business some 12 years ago to enter a commercial line in this city, has sold his interests and will return to the amusement business, he stated this week. Prior to coming here he was rated as the most successful motordrome operator in the carnival business.

**SELMER, Tenn., Feb. 26.**—Ercell Perkins, president of the Tomato Festival Association, stated here Tuesday that the third annual event will be staged this year and that preparations to that effect are under way.

**ELLSWORTH, Kan., Feb. 26.**—D. A. Dale reported here Monday that he signed with the Central States Shows for the season as special agent and will also handle the press.

**MACON, Ga., Feb. 26.**—Leo M. Bistany, general representative for the Barfield Cosmopolitan Shows, reported here this week that the midway contract for the white fair to be held in Dublin, Ga., in October had been awarded to the shows he represents.

**WAYCROSS, Ga., Feb. 26.**—Sam Lawrence, general manager of the shows bearing his name, arrived here last week and reports the following fairs booked: Hugbeville, Hatfield and Spring Hope, Pa.; Hamlet and Carthage, N. C.; Conway and Kingstree, S. C., and Waycross, Ga. Shash Pine Festival, General Agent C. D. Crump is away booking others, Lawrence also announced.

**CLOVIS, N. M., Feb. 26.**—Paul Towe, general manager Silver State Shows, announced the booking of midway attractions for the following fairs and celebrations here this week: Plainview, Tex.; Billings, Great Falls and Livingston, Mont.; Casper, Wyo.; Chanute and Oswego, Kan.; Clovis and Roswell, N. M.; LaMesa, Haskell and Post, Tex.

**MIAMI, Feb. 26.**—Royal American Shows' train arrived here this week from Tampa and parked for a limited stay in this city. Engagement opened today. City and surrounding territory was heavily billed and large display advertisements were carried in local newspapers prior to the shows' arrival.

**MIAMI, Feb. 26.**—Funeral services for Ollie Trout here (see Pinal Curtain for details) were very elaborate and flowers were received from many shows as well as showmen organizations. Among those attending were Mel G. and C. Guy Dodson, Carl J. Sedlmayr and the Veilare brothers, as well as representatives from other shows in this vicinity.

**HOUSTON, Tex., Feb. 26.**—B. C. McDonald, who served outdoor show business in the past as general, contracting and press agent, wintered here. Last season he was connected with Roy Gray's Texas Longhorn Shows.

**WOOSTER, O., Feb. 26.**—J. R. Edwards announced here this week that his shows would start men to work in quarters March 13. Activities will consist of building some new fronts and the general overhauling of rides and other show properties.

**MIAMI, Feb. 26.**—Matthew J. McGowan had charge of the downtown ticket sale for Mike Jacobs, of New York, who presented the Souja Henie ice show. Tommy Thomas was in the ticket box at the Rodney Burdine Stadium during the engagement.

**DISPUTANTA, Va., Feb. 26.**—W. C. Kaus Shows, Inc., with maximum capital of \$10,000, has received a charter from the State Corporation Commission to own, manage and operate shows and other amusements. W. C. Kaus, of Disputanta, is president.

**SHREVEPORT, La., Feb. 26.**—Spending a large sum of money this winter in improving their equipment, Hennies Brothers, Orville W. and Harry W., strive to take to road this spring with largest carnival in world. Work has centered on railroad cars, new light plants, remodeling rides and other necessities. Under enlargement program show will travel on 50 cars in two sections.

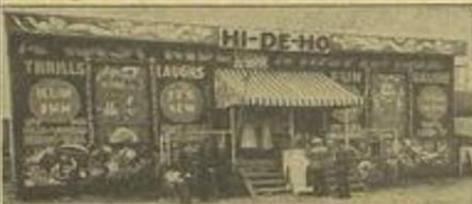
## MSWC Entertains IAS With Tacky

**ST. LOUIS, Feb. 26.**—Missouri Show Women's Club entertained the International Association of Showmen with an old-fashioned tacky party in mezzanine ballroom of the American Hotel here February 23.

There was a variety of costumes and prize for most original one went to Nell Allen; Gertrude Lang took prize for most comical. A string ensemble furnished music. Party was in a sense a farewell party, as several persons will leave March 1 for their winter quarters. Many, however, will return for first annual ball of International Association of Showmen March 26.

Those present were Mr. and Mrs. John Francis, Mr. and Mrs. Crawford Francis, Mr. and Mrs. George Davis, Mr. and Mrs. C. Todd, Mr. and Mrs. Charles T. Goss, Mr. and Mrs. Tom W. Allen, Mr. and Mrs. Dee Lang, Mr. and Mrs. Leo Lang, Mr. and Mrs. George Jacobson, Mr. and Mrs. Harold Hayes, Mr. and Mrs. W. P. Vaughn, Mr. and Mrs. F. Deane; Mr. and Mrs. Earl Riebe and daughter, Doris Elizabeth; Mrs. Irene Burke, Mrs. Peggy Smith, Mrs. Catherine Oliver, Margaret Madox, Patricia Moore and Miss Williams, Messrs. Mel Dodson Jr., Emil Schonder-

# HI-DE-HO FUN HOUSE and RIDE COMBINED



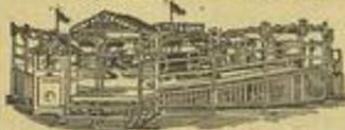
Will be featured on the Bill Hames Shows at Houston and Fort Worth, Texas, Fat Stock Show. Newly designed modernistic front and entrance features have been incorporated, with indirect illumination.

The Funhouse that will pay you consistent dividends.

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

## CONTINUED POPULARITY ON ALL MIDWAYS

The Time-Tested



# TILT-A-WHIRL

Flashy - Reliable - Money Getter

For Particulars, Price and Terms Write

**SELLNER MANUFACTURING CO., Inc. Faribault, Minn.**

## UNITED STATES TENT

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

CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST. Send for Used Tent List.

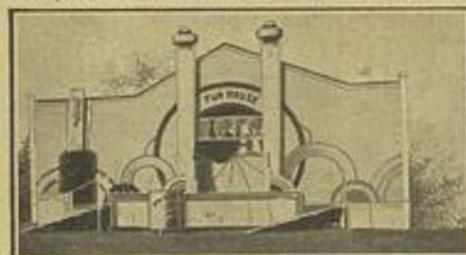
LEADERS FOR OVER 40 YEARS.

701 North Sangamon Street,

Chicago, Ill.

# New Ride-Funhouse "RO-LO"

Made an Enviably Record at the Recent Tampa Fair



The Perfect Device for every Midway, Parks, Wagon, Truck or Gully Shows. Possesses operators with two people ordinary business, three people during rush periods. Loads on one large wagon or trailer. Excites with four men in four hours—down in half the time. Without question has the strongest, boldest appeal and most beautiful front of any Fun House yet produced—big popular—certain to remain popular for years. Indirect illumination—all new features.

**ALLAN HERSCHELL CO., Inc.**  
North Tonawanda, N. Y.

STREAMLINED CARROUSELS and KIDDIE AUTO RIDES

buger, Larry Hogan, John Sweeney, Bert Miner, D. La Cost, Edwin Deal, Verne Korhn, Dick Wayne Barlow, Ray Harr, Barney Williams, Bob Parks, and Mr. Israel, of Maryland Hotel.

## NEW USED TENTS

FOR SALE OR RENT  
WRITE FOR FREE CATALOG.

**VANDERHERCHEN, INC.**  
2846 Emerald St., Philadelphia, Pa.

## SHOW TENTS

AND TRAILER CANOPIES  
Fulton Bag & Cotton Mills

Manufactured Since 1870  
ATLANTA ST. LOUIS CHICAGO  
MINNEAPOLIS BOSTON NEW ORLEANS WASHINGTON CITY, D. C.

## DROME RIDERS WANTED

Highest Salary Paid. Must Be Sober, Reliable Riders for Trick and Straight Riding. Write

**WALLY SMITHLY**  
Strates Shows, Weldon, N. C.

## TRUCKS

AUTOMOBILES — MOTORIZE YOUR SHOW

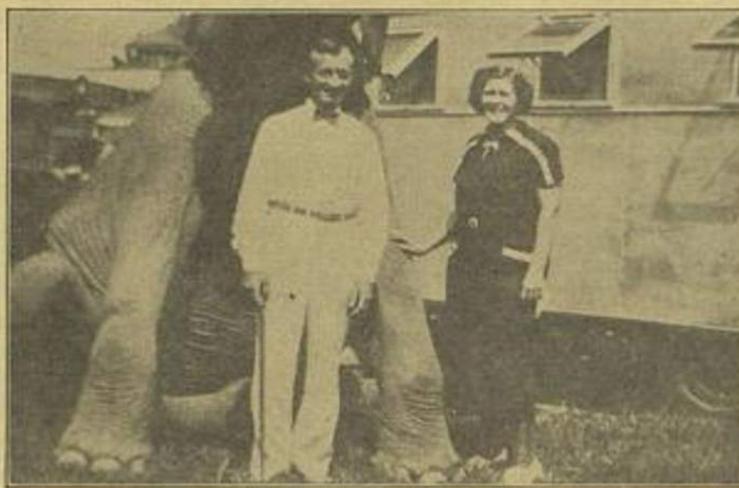
Write  
**CHARLIE T. GOSS**  
With STANDARD CHEVROLET CO.,  
EAST ST. LOUIS, ILL.

SHO-KANVAS  
**NEW TENTS USED**  
By  
MILFORD H. SMITH,  
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**PAN AMERICAN SHOWS**  
BOOKING 1938 SEASON.  
Attractions, Shows, Rides, Concessions.  
217 West Barraque St., Pipe Bluff, Ark.

**Merry-Go-Round For Rent**  
Apply To  
**REV. AIDAN ENGLISH**  
ST. MARY'S RECTORY, DUNKIRK, N. Y.

**"MAC" McNALLY**  
Formerly Allentown, Pa.,  
New With CHUCK SAUTER, Selling  
CHEVROLETS.  
**SOUTHLAND MOTORS, Inc.**  
Miami, Florida.



MR. AND MRS. J. HARRY SIX, of the Harry Six Shows, are seen here with Pt., one of the famous John Robinson elephants that perform and sometimes allow the kiddies to ride upon their backs. Photo was taken beside the home on wheels and office wagon of the shows in Tacoma Park, Dayton, Ky., last fall. The staff seen in Harry Six's right hand is a walking stick and not an elephant hook, as he is no bull trainer but a former high diver, now carnival owner for over 20 years and still going. Mrs. Six is secretary and treasurer of the shows.

**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, Candy, Pillow Tops, Rattles, Paper Hats, Fans, Candelils, Artificial Flowers, Novelties.  
 Send for Catalog No. 297.

**CANES**  
 Heavy Convention Walking Canes. Dark Mahogany Finish.  
 Price Per Gross, \$21.00.  
**124 SLACK MFG. CO.**  
 124-128 W. Lake St., Chicago.



**Ain't no more suckers.—Wadley Tif.**

**NO MAN'S** batting average has been 1,000 per cent, so what do you think!

**THE CARNIVAL** business is a cash business. Tickets are sold to customers for cash. Ever think this one over?

**JOHNNY WEBB**, fat boy, is reported to be playing under canvas and will be with the Eric B. Hyde Shows.

# Our Midway

By RED ONION  
 Communications to 25-27 Opera Place, Cincinnati, O.

**SMITH BROTHERS** are organizing in Oklahoma under the direction of Casey Smith.

**What is a congress of riding devices?**

**TOM (DOC) MEHL** cards from New Orleans that Gene Padgett has a real show playing a night club in that city and that it is drawing good crowds.

go to Brookville, Pa., to join Bert Rosenberger's Royal Exposition Shows.

**MRS. W. H. KEYES** letters from Macon, Ga.: "Thanks to *The Billboard* for the write-up as to my illness. Mr. Keyes read it and came home."

**JACK H. NATION** letters from Dayton, O.: "W. J. Murphy, who is my partner in the side show which will be with the Greater Exposition Shows, has opened an office in Pittsburgh."

try to tell the world he had an amusement park.

**DICK SMITH** cards from Beverly, Mass.: "Closed a successful season on the New England Shows last season. Our Loop-o-Plane was always top money or close to it."

**MR. AND MRS. GERALD WEEKS** card from Malabar, Fla.: "Been spending a few weeks here under Florida sunshine. Booked our monkey circus with Clint & Clark Shows to open in Western Pennsylvania in April."

**The racket is not in line with progress, therefore it is doomed. This should give some something to think about.**

**JOSEPH F. McLAUGHLIN** letters from Shanesville, Pa.: "Mac's Dog and Monkey Show has finished a tour of schools in Pennsylvania and is now getting ready for the season. Booked with Dodson's Shows."

**PHOTOGRAPHERS** and press agents! Good clean-cut news photos of midway scenes, staff members in a group, notables of other lines with members of the show's personnel will be considered for publication in the carnival department. Each photo should be mailed flat in an envelope, never rolled, and should be accompanied with the names of those in the picture and when and where the photo was taken. In other words, **NEWS PHOTOS**, taken promptly and mailed promptly. Kindly do not ask that this kind of **PHOTO NEWS MATTER** be returned as they are cut and marked for the use of the engravers and are seldom worth preserving after the cut has been taken from them. Kick in with **NEWS PHOTOS**.

**JACK HENDERSON**, knife thrower and fire eater, visited *The Billboard* office last week. Has been playing night clubs and recently in Hamilton, O. He plans to join Duke Jannette's Side Show with Cetlin & Wilson Shows.

**HERBERT WIGGINS**, general agent Smith's Greater Atlantic Shows, letters from Charlotte, N. C.: "Spent two days recently with K. F. (Brownie) Smith at quarters in Augusta, Ga., after a fair booking trip. Then I went east again."

**These who do not think they should have to advertise may later on have to advertise their business for sale under a court order.**

**RED LINDSAY** letters from Seattle that he is still with the World's Museum. Red: Regarding museum write-ups. They cannot be printed in the edition you mark them for unless copy arrives in time. So!

**BEN H. VOORHEIS** letters from Weldon, N. C., that all stories sent in about the quarters activities of James E.

**PAT DAVIS** cards from Columbia, O.: "Last season was with J. R. Edwards Shows. Booked my two new concessions with Happy Attractions."

**ANN LOVELL** cards from Clayton, Okla., that she will have a Temple of

**C. E. BARFIELD**, of Barfield's Cosmopolitan Shows, advises from Macon, Ga., that Mrs. Barfield will handle the press for the show and that positively the former policy of no racket will prevail.

**From now on my hobby will be collecting \$100 bills. In other words, I am going to save some money.—Sassy Clue.**

**GERALDINE GERALD** letters from Glens Falls, N. Y.: "Will be on the road this season again. Been remodeling my home. Plan to be ready to open in April."

**GEORGE SPEARS JR.** cards from Lansing, Mich.: "Last season with Curl Greater Shows. Visiting here. Front of Ten-in-One annex will be handled this season by Raymond Franklin."



**HATTIE DOLAN**, secretary and treasurer of the Bright Light Shows, an Eastern carnival. Hattie was in this position in 1937 and has been re-engaged for this season.



**PATSY SEADER**, daughter of M. A. Seader, associate owner and manager of the Anderson-Seader Shows, a Western carnival. Patsy is now a ride owner, as her father gave her one for a birthday present. She will operate it this season on the shows.

Knowledge with the Goodman Wonder Show and that the frame-up will be new.

**BILLY BURKE** cards from Laconia, N. H., that he and Jack Hannagan have been working in New Hampshire and that business was fair this winter.

How can a circus side show be with a carnival? Kindly answer this question.

**DARE-DEVIL DANIEL** letters from Sweetwater, Tex.: "Wintered here and been working sales days for the Chamber of Commerce. Weather has been fine.

**C. F. ZEIGER SHOWS** has two permanent addresses. One in Nebraska and the other in Idaho. The season for this show opened in Mesa, Ariz., last week.

**STARR DeBELLE** was recently reported as still in Florida. Fort Pierce to be exact. Back in his old stamping grounds, as it were.

**HORTON W. CAMPBELL'S** Tip Top Shows played Savannah, Ga., recently. The weather was good, but there was no business, it was reported.

**VANCE KINSKEY** cards from Philadelphia that he booked his sound car and concessions with the Bright Light Shows.

Look what some people are general agents for! What is the matter with the business?

**GEORGE F. DORMAN** will probably remain in Florida until April 1 and then

**FRANKIE SLOAN** letters from St. Clairsville, O.: "After 15 weeks in Chicago night clubs, headed home to Logansport, Ind. Claude-Claudine is awaiting the opening of the Keystone Shows."

**Wayne Bean** cards from Findlay, O.: "Hattie and Clarence Lovejoy booked their corn game and other concessions with Roxie Harris' Greater Shows. Show has started repairing and painting."

**Work in some quarters is going on as fast as money is made available to buy materials.**

**HARRY F. GILMAN** cards from St. Louis, N. C.: "This year John Q. Public gets a break for his money on the show lot or the show lot just does not get the money—that is all!"

**GEORGE DOBBINS** cards from Salisbury, N. C.: "Will again be in charge of the Big Eli Wheels on the Ideal Exposition Shows. Mrs. Dobbins and I are now in quarters."

**NUMEROUS CARNIVAL** letterheads for season 1938 are a great improvement over 1937 styles.

**NO REAL** showman who had only a Big Eli Wheel and a frozen custard machine located on a sand pile would

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All Readings Complete for 1937-1938.  
 Single Sheets, 5 1/2 x 14. Typewritten. Per M. \$5.00  
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 Samples of the 4 Readings, Four for 25c.  
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 Gazing Crystals, Oilia Boards, Planispheres, Etc.

**NEW DREAM BOOK**  
 120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Cover, Good Quality Paper. Sample, \$0.15  
**HOW TO WIN AT ANY KIND OF SPECULATION.** 24-Page Booklet, Beautifully Bound. Sample, 25c.  
**PACK OF 75 EGYPTIAN F. T. CARDS.** Answers All Questions, Lucky Numbers, etc., 25c.  
**ZODIAC FORTUNE CARDS.** Fine Set of 30 Cards, 25c.  
 Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25c. Deposit. Our name or ads do not appear in any merchandise.

**SIMMONS & CO.**  
 19 West Jackson Blvd., CHICAGO  
 INSTANT DELIVERY. Send for Wholesale Prices.

## LOOK AT THESE

Used Concession Tents Without Frames.

14x10	Gable Ends—Awning Attached	\$24.50
12x10	Gable Ends—Awning Attached	\$18.50
16x10	Gable Ends—Awning Attached	\$33.00
18x36	Corn Game—Awning All Around	\$77.50
18x36	Corn Game—Awning All Around	\$85.00

At These Prices, Right NOW You'd Better

**WRITE - WIRE - PHONE**  
**BAKER - LOCKWOOD**  
 1714 and Central, Kansas City, Mo.  
 AMERICA'S BIG TENT HOUSE

## POPCORN

South American, Jap. Hullless, Baby Golden, White Pearl, White Rice and Yellow Pearl. Also Popcorn Seasoning, Cartons and Popcorn Cones, in seven flashy colors.

**H. B. HUISINGA**  
 DELAND, ILLINOIS  
 Grower of Pure-Breed Varieties of Popcorn.

**100 - 1 sheet's 5**  
**14 x 22 FLASHY WINDOW CARDS**  
 BEST CARDBOARDS  
**\$3.00 PER 100**

**POSTERS OF EVERY DESCRIPTION**  
**CARDS**

Of every size, heralds, etc. for all occasions—special designs for your show—quick service—low prices—write for samples.

**METROPOLITAN PRINTING COMPANY**  
 1212 VINE ST. - PHILA. - PA

**BUDDHA PAPERS—SUPPLIES**  
 Full 1938 ASTRO DAILY, HOURLY FORECASTS  
 Buddha Papers, 1-4-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Cards, Books, Geography Charts.  
 New 140-Page CATALOGUE now off the press. Most comprehensive list of Apparatus and Supplies in the World. Catalogue, 50c. None free.  
**NELSON ENTERPRISES**  
 108 S. Third Street, Columbus, O.

**TILLEY SHOWS**  
 WANTS Show with or without outfit, Motorcroms, Mechanical Show, Fun Shows, Concessions—Pony for Amuse, Grand Shows, Stock Wheels open. Address BOX 297, Lada, Ill.

**BUILT to "TAKE IT"**

Solve YOUR moving problems with dependable **ELI** Semi-Trailers.

**ELI BRIDGE COMPANY**  
 Builders  
 N. WEST ST., JACKSONVILLE, ILL.

**THE NEW KIDDIE AIRPLANE SWING**  
 Attention Carnival Owners and Park Managers

Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity 15 children. Weight about 2,000 lbs. Air-planes are actually driven by the speed of the revolvers, giving the children the impression of riding in a real plane. Description and price upon request.  
**SMITH & SMITH, Springville, Erie Co., N. Y.**

Strates' Shows are true. Moral: Press agents are given the right to embellish the truth, sometimes!

K. COUCH and Ed Bryan letter from Casey, Ia.: "Couch & Bryan Shows have signed the Dancing Kays, acrobatic dancing trio, for 20 weeks and also Billy Hogan, singing emcee, for the season. Good luck to *The Billboard*."

World's Fair directors and managements are the arch free advertising moochers of the entire business and commercial world.

ROY E. STEIN, press agent T. J. Tidwell Shows, letters from Ada, Okla., his thanks to *The Billboard* for consideration given his news from the National Showmen's Press Association and the show he represents.

BOB SCHLOSSBERG cards from Columbus, O.: "Mrs. Schlossberg (Madam Zyzdia) is doing a mental act with Morris Miller's museum and breaking our records selling \$1 tickets. Millers says he is pleased with the act and results."

MRS. WILLIAM J. GIROUD is handling the news matter for the New England Motorized Carnival. She is in New York attending to her duties in this connection. Elsie M. Giroud knows what it is all about.

Why ask someone else to pull you out of the rut you are in. You put yourself in that well-known rut, so pull yourself out.

MARY ANN ALEXANDER is going to keep on feeding her husband, Art, spaghetti until she makes him Italian too. This happy couple are in their third year with Mr. and Mrs. L. E. Roth's Blue Ribbon Shows. They have ball games and penny pitches.

are going into business in Indiana, Pa. Best wishes to *The Billboard*."

J. B. SWAFFORD, circus and carnival general agent, writes from Boston that owing to the continued illness of Mrs. Swafford that he had to cancel his arrangement for a second season with Dick's Paramount Shows. He reports, however, that Mrs. Swafford is improving.

If some of our correspondents know certain people as well as they say, they should at least know them well enough to spell their names correctly. Many do not.

FRED MYERS cards from Birmingham: "L. J. Heth Shows are ready to open. Heth and Joe J. Fontana supervised all the work. All the show property has been repainted. Fontana is in and out of the city booking. Milt Hinkel booked his rodeo with the show. Ray Daily will again have three shows."

TOM MALONEY cards from Armada, Mich.: "Booked my Ten-in-One with Leo's Rainbow Shows. Bought a new top from Goss. Going to build a new panel front. Sold my two kiddie rides to Manager Powers of the show. Season will open in Ohio, so I am shipping my show and rides to quarters there and will do my building there."

It will not be long now before a lot of so-called independent showmen are going to be told by some managers: "I thought you said you had a show!"

BILL RICE has joined the ranks of director-generals. Some carnivals need director-generals of amusements as the new era calls for amusements exclusively. The old order has passed as is revealed

*The Billboard* for the consideration given the White City Shows in a recent issue. When a man gets beyond the youthful age he begins to realize that it is the little gestures in life that make this old world a grand place in which to live. Bigger things in life are bound to come as a reward for appreciation as a virtue."

W. TERRY MARTIN letters from Jackson, Tenn.: "The new press agent back on Zimdars' Shows is Buddy Munn. He and I are working on the press, and I can assure *The Billboard* that Harry H. Zimdars appreciates the service and most courteous treatment *The Billboard* has always given him. Buddy will keep busy on the show news. He's a mighty fine boy and will co-operate 100 per cent."

If all the men in show business were as great as their press agents visualize them to be, my, what men they would be! Do not let this stop all of them from being great, greater, greatest.

ROBERT R. KLINE writes from Birmingham, Ala.: "Since my accident in Durham, N. C., last fall I have finally settled down to earth and am launching Kline's Greater Shows. I will stay back to manage it and will not have any grift. Opened quarters to let in a little sunshine. Would like to sit down again to a chicken dinner a la Vero Beach, when Red Onion and I were there ahead of the Royal Palm Shows in 1935."

EDWARD C. ANDREWS cards from Mountain Home, Tenn.: "Signed to do mags, fire-eating and inside lecturing in Leo M. Bistany's side show, which will be with C. E. Barfield's Cosmopolitan Shows. Season will open this month in Georgia. Been a patient in the Veterans Hospital here for several months

off. City is full of showfolk, and there is much activity at various quarters. The Flying Alfredos call frequently, as does Mondu, who is also wintering here. Plan to tour on the West Coast this season."

Horse and Buggy Days

By CHRIS M. SMITH

The front gate, more than any other agency, started the carnival back on the smooth road to prosperity and away from the junkyard. The pay gate was a part of the very early set-up as far back as the pay '90s. . . . The rides had a very small standing. Frank W. Gaskill and Jim Sturgis refused to book a Merry-Go-Round, but the gate was the box office. Free street fairs, bonus for the free acts, and finally the refusal of concessioners to book behind a gate knocked out the pay gate.

Smith Greater Shows played Clarksville, Tenn., in 1935. The public square was inclosed at an expense of something like \$400 with a high board fence. Admission was a dime and business was excellent. The show played the same town, same location, the following year, "bigger, better," and most everyone said, "Gee, we will have a big week; same location with a free gate." Believe it or not, it was a blank and some of the concessioners had to put the "bite" on the office to pay their dray bills. Red Sanborn was there.

WISDOM: We are firm believers in the maxim that for all right judgment of any man or thing it is useful, nay essential, to see his good qualities before pronouncing on his bad.—Thomas Carlyle. From *The Union Herald*, Raleigh, N. C., Thursday, January 6, 1938.

E. B. MILLER letters from Covington, Ky.: "Lucky Enterprises, a newly organized combination, will have the girl shows with Cunningham's Shows this season. We will frame just a little bit different from the usual run of such stand-up shows. Color scheme will be royal blue, trimmed in silver, with same effects carried out in front, banners and costumes. Will also have a few conces-



A ROYAL AMERICAN MIDWAY SCENE AT THE RECENT TAMPA FAIR: Note the activity in the sale of ride tickets and the handling of the crowds in front of the Boomerang ride. This new ride was sponsored by a demonstration by Harry Witt, of the Boomerang Manufacturing Corporation, and was sold during this event to the Royal American Shows. Also note the Stratosphere and Ride-O rides to the right and as well one of the RAS light towers. Witt went home from Tampa with orders for the ride from the Johnny J. Jones Exposition and the F. E. Gooding Amusement Company, over which he was much elated.

PAT BRADY cards from Augusta, Ga.: "Contracted with the Blue Ribbon Shows for the season as electrician. Will report in quarters early in March. Been playing clubs here for past three winters. This city is full of show people. Am always a booster of *The Billboard*."

Sassy Glue asked me last week what is meant by native rumba dancers. He also said he never heard of rumba as a country, so he wants to know where native rumba dancers come from.—Unkle Jerk.

L. E. ROBA COLLINS cards from Piedmont, Mo.: "Have laid aside the magic wand and packed up the hot-cake turners for a while. Will be at a restaurant here until spring. Orville and Goldie Stevens, formerly of Hughey Bros.' carnival, are working on streets here with a photo machine."

L. LEVITCH cards from Sonora, Tex.: "Just wandering around waiting for the band to play. Spent some time in New Orleans and Houston and am now on my way to visit the T. J. Tidwell Shows in Sweetwater, Tex. Everything is well with me. All the showfolk I have met seem most optimistic regarding the coming season."

SINGING MICE: Better get one for your side show. They are born singers, not taught to sing. What's the gimmick?

VIRGINIA AND GEORGE CAMPBELL letter from Chatsworth, Ga.: "We are the Campbell Midgets. Now at home. Our dear father died February 17 after a long illness. Virginia will troupe this season. George and wife, Ann Sutton,

by the leading ones who cater strictly to entertainment for the masses.

JOE S. SCHOLIBO, the press agent who has been in charge of the activities in the Houston Elks Lodge, had to give up his position and go to St. Louis to be with Mrs. Scholibo. Our Midway wishes Mrs. Scholibo speedy recovery and that Joe S. will soon announce his carnival connection for the 1938 season.

It does not pay to take about \$250 on a game from a chump and then have to pay the law a thousand bucks afterwards. Where is the profit in this so-called racket business?

ROBERT C. REINHART is handling *The Billboard* sales and doing the show letters for Hilderbrand's United Shows this season. Shows' staff: O. H. Hilderbrand, president; E. W. Coe, general manager; Robert C. Reinhart, secretary-treasurer, and Pierre Ouellette, general agent.

LEO GRANDY, of the O. J. Bach Shows, letters from Newark, N. Y.: "Ray Baker, of the Bach Shows, is slowly recovering from a heart attack. A stroke completely paralyzed his left side. He, however, hopes to resume his duties on the show when the season opens. Baker has spent the greater part of his life in show business."

Ever hear of the fellow who was asked if he could play a piano and his reply was "I do not know, I never tried." Moral: Try to do something worth while.

WALTON DE PELLATON letters from Los Angeles: "Wish to sincerely thank

on account of trouble caused by shrapnel during the World War, but expect to be okeh soon."

JOHNNY J. JONES EXPOSITION is going in for pictorial scenes on wagons, fronts, ticket boxes and so on and not so strong on lettering. That is as it should be. Others please copy, meaning those that have not already taken to the scenic idea.

G. W. FINNEY, general agent and traffic manager for Col. Tim McCoy's Wild West, is here and there of late flying hither and thither. G. W. is very popular and has a wide handshaking acquaintance in all branches of outdoor show business. In a letter to our Midway from Chicago some time back he wrote: "Deeply regret that I lost my bartender's job at the conventions; however, my heart is still with the gang."

LOUIS-LOUISE LOGSDON cards from Nashville, Tenn.: "After closing my museum January 1 took an apartment here. Prompt arrival of *The Billboard* each week breaks the monotony of this lay-

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MONEY MAKERS  
Make your Decision the LIVE SPOT!  
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STILL SELLING THE "LOOP-O-PLANE," World's Greatest Thrill Ride.  
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New Booking Shows, Rides and Concessions.

High Striker, Photos, Cane Rack, Knife Rack, Devil's Alley, Long Stairs or Short Range Gallery, Cotton Candy, Ball Games and Block Wheels. Have for sale one Allan Herschell Two-Absent Merry. Make me an offer. Address R. H. MINER, 161 Chambers St., Phillipsburg, N. J.

**WANTED MUSICIANS for KAUS UNITED SHOWS**

CORNET, TRUMPET, BASS AND DRUMMER.

Show Opens Early in North Carolina.

AL KADEL, Miami, Fla.

673 N. W. 63d St.

sions on the show. Looking forward to a good year."

AL C. GRILL letters from Bridgeport, Conn.: "Am taking out an opera of my own, the Al C. Grill Shows. Have not forgotten the black beans and friend bananas we had when Red Onion and myself were in South America with Witt Bros. Coney Island. Here is news: Leo, the little Jew boy who was also with the Witts on that tour, won second prize, \$73,000, in the Irish Sweeps last fall. On my next visit to my home town, Dayton, O., I will also visit Cincinnati and The Billboard office. So, as we say in County Cork, Ireland, 'Adios, hasta la vista.'"

PHIL H. HYDE letters from Olney, Ill.: "Arthur Atherton introduced me to Red Onion during the last convention in Chicago, altho I had met him before with L. J. Heth when he had his big railroad show. Been on Sol's Liberty Shows with Redee-O and the Octopus but will not troupe this season. Will stay here and take care of my oil interests. It is really surprising how many ex-showmen are here in the oil business. This center is going to become one of the largest oil fields in the United States. Population of Olney has increased over 5,000."

ED (TEX) STARR letters from Pittsburgh: "While en route thru Pennsylvania and New York with my Radio-

Stage attraction I visited quite a number of carnival and tent-show winter quarters. Those contacted appear as most optimistic regarding prospects for season 1938. To support their convictions I noted much new canvas, show fronts and trucks in evidence. Spent a day with John T. Rea in Indiana, Pa., and found him busy. When he takes to the road he will have five up-to-date attractions, as he is installing new ideas in streamline fronts and lighting effects."

Some press agents are better press agents for themselves than they are for those they work for. Let's have less of this self-promoting press agents. It is not good for the business. Many in the past who could not write a line were often guilty of this self-promoting.

PETE KORTES' museum got a swell break in The Minneapolis Star issue January 21. It was an eight-column-wide half-page spread with nine pieces of art and text under the caption of "Freaks! Nature Played Quaker Tricks on These Human Beings Who Now Show Their Quirks to Curious for Cold Cash." Acts illustrated are Theelma and Doris Patent, albino twins; Hoppie, frog boy; Earl Hall, who blows smoke out of his back; Millie Leatrice, big snake charmer; Edema, human auto tire; Athealia, monkey girl; Albert Peterson, sword swallower; the Denless, midgets, and Barney Nelson, armless artist.

Show people spend millions of dollars in Florida annually. It would seem that the authorities in that State should be more considerate of the rights and wishes of show

getting into trouble that would cause taxpayers money.

JACK KUHN letters from Brooklyn (Ridgewood): "Read in The Billboard that Beckmann & Gerety and Rubin & Cherry were going to put on big fat-girl shows. That kind was a good drawing card 40 years ago at the museums in New York. I saw six fat girls on one platform at the old Globe Museum on the Bowery, Houston street. Eliza (colored) was the heaviest. They were at the Globe, Huber's and Gayety museums. These museums certainly gave some fine attractions for the dime admission. I am a tattoo artist and played them all. A big fat-girl show should be a big drawing card now. I have been on the road for 35 years as tattooed man and tattoo artist, but in latter years have been doing magic, Punch and Judy and ventriloquism. However, have been off the road for 10 years. Have read The Billboard for many, many long years and never miss an issue. There are many attractions of the earlier years that would make good these days."

ZILDA RINSONNAULT letters from Manchester Center, Vt.: "Recently attended the New York State Fair meeting in the interest of the King Reid Attractions. It was easy to see why men like William Glick, James E. Strates, Arthur Lewis, Oscar C. Buck and the Coleman brothers have made a success with their shows. All of them went out of their way in big brotherly fashion to help our little organization. As Walter Winchell says: 'Orchids to them all!'"

JIMMIE RAFTERY, who presents "A Carnival of Merit" as the title for the show he is launching this season, writes from Wilmington, N. C.: "Note that in The Billboard issue February 19 in the Our Midway department there is an article relating to someone who sent in a write-up for some show wintering in Richmond, Va. In order that I may clarify the situation and state my feeling in the matter, will say that I do not winter in Richmond and did not at that time send in any write-ups from that city. Even tho I have been working here in Wilmington since January 1, I do not want to mislead anyone and do not want anything for nothing and care to deal only in the truth now, as I have always done. Have been real successful for the past 32 years, in which time I have been in show business. There must be someone who wants to be smart. My first article was sent in to The Billboard and was dated February 15 and which I thought was news, and I am not guilty of sending something to The Billboard which is not signed by me or someone in authority on my show. I wish to thank The Billboard for all past favors."

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**OTTO K. OLESEN ILLUMINATING CO. Ltd.**  
HOLLYWOOD, CALIFORNIA

**WANTED DODSON'S WORLD'S FAIR SHOWS**

**WANTED**

**DODSON'S WORLD'S FAIR SHOWS**

**CAN PLACE FOR SEASON 1938**

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ATTRactions FOR THE FINEST FRAMED SIDE SHOW ON THE ROAD. All salaries for Side Show paid by office. Following Side Show Acts get in touch with our Side Show Manager, RAY CRAMER, at once: Larry Johnson, Popeye Tex, John Carpenter, Cuban Mack and Marquita, Del Graham with Andy Colono, Beggs with Medusa, By, the Rice Writer; Walter Delenze, Magician; Leo the Ossified Boy; Ross and Ruth Heath, Julian Shuster; Strong Mind-Reading Act that can get money (Halligans and Schlotzberg's answer); Piano Accompanist or other Musical Acts. Ticket Sellers that can make Second Openings. Earl Welsh, Elaine Young and Mark Williams write. Also good Cook that can cut it, as we feed our own Side-Show People. Slim and Bertha, Billy and Bessie Hynds, Al Tomaine and Jenny, good entertaining Midgets, or any other Freaks or Attractions that have worked for us before, write.

LILLIAN SHEPPARD WANTS FOR HER GIRL SHOW, experienced Chorus Girls and Novelty Acts. FOR HER POSING SHOW, good-looking Girls. Will pay good salary. FOR HER HULA AND RHUMBA SHOW, Musicians and real Performers. Talkers for same. State all in first letter. Saller Joe Simmons, Ace and King, Rhoul and Annett, get in touch at once.

CHARLES CLARK, BANDMASTER, CAN USE MUSICIANS FOR HIS CONCERT BAND. SOBER AND RELIABLE TRAIN HELP AND WORKING MEN IN ALL DEPARTMENTS, Side-Show Attractions address RAY CRAMER. Girl Show, Posing Show, Rhumba Show, Address LILLIAN SHEPPARD. Musicians for Band, Address CHARLES CLARK. ALL OTHERS.

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**MONTREAL, QUE.--Wanted Attractions--CANADA**

ROXY AMUSEMENT, REGD.

OPENING JOLIET, QUEBEC, MAY 29. TWO-WEEK BENEFIT CELEBRATION. ALSO TEN WEEKS' CHURCH NIGHTS, HEART OF MONTREAL, FIVE SPOTS.

WANTED—Good Attractions, High Divers, Balloons, Ascension, Aerial Acts. WANTED—Cook House Help. I have complete equipment. Good Electrician who knows Radios and good all around Help. NO DRUNKS. HONEST and SERIOUS People only. WILL BUY 20-K. W. Light Plant and good second-hand Organ. CAN BUY two tickets on percentage.

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(Reno, Nevada, is a Great Town in Every Way—Free Ad.)

Is Your Subscription to The Billboard About To Expire?



J. VAN VLIET has been in the show business since 1921. When Buck's Empire Shows were in the Eastern field he was general agent. In 1922 he came in as co-partner with Mike Buck and the title was changed to the B. & V. Amusement Enterprise, of which he is now the active general manager. Photo furnished by Queenie Van Vliet, secretary for the show.

people who winter there, also those who sponsor fairs and are trying to do business for the committees as well as themselves.

DAVE AND WIFE, SALLY STEVENS, wrote from Miami Beach, Fla.: "While wintering here we saw many show people, including George Harmon, Joe Harris, Harry Berger, Jake, Ben and Ike Faust and families. While the weather was fine and warm, we were reading about the cold weather all over the rest of the country. Bob Morton, of indoor circus fame, has one of the finest apartment buildings here, one that he built and owns. We are from Kansas City, Mo., and Dave and I were formerly with C. A. Wortham, Con T. Kennedy, C. W. Parker and Fatrly-Martone. Have not been active in show business lately, but it sure does one good to get The Billboard every week. I am a yearly subscriber. I am an active member of the Heart of America Showmen's Club. Have been a life member for 17 years as Kansas City is my home."

Never mind about bawling out that boy in the cookhouse who is washing dishes or peeling potatoes. He may own or manage the show some day. He has the right stuff in him or he would not be washing dishes or peeling potatoes. He is of more use to society in his menial capacities in a cookhouse than on relief, the bum or ranting around

**Dodsons Royally Entertained by the Zaccinis in Tampa**

O. Guy Dodson and Melvin G. Dodson, associate owners of Dodson's World's Fair Shows, were royally entertained by Mr. and Mrs. Edmundo Zaccini from early Sunday morning, February 6, to late at night. Edmundo owns a large pleasure boat and took the Dodson family for a 30-mile cruise up the river, and after the boat ride the party returned to the Zaccinis' home and were given a dinner fit for a king. After the repeat Edmundo took them into his studio and presented a picture show of scenes taken on the Dodson midway during season 1937 and those taken by his brother, Hugo, during his many years on the Ringling-Barnum Circus, where he did his double-cannon act.

When it comes to making guests feel at home Mr. and Mrs. Edmundo Zaccini are past masters at the art of entertaining. They live in one of the most beautiful homes in Tampa and Hugo has a home next door. Victoria Zaccini, who is shot out of the cannon with the Dodson Shows, lives next door.

These good folk being Italians like to have people visit them New Year's Eve, so brother, C. Guy, spent the evening with Hugo. There were 60 present, some from Tampa, but majority were from the Ringling-Barnum Circus. The same evening Guy visited with Edmundo, who entertained 50 people.—M. G. Dodson.

When this column recently called attention to bird wheels it did not mean "birds" as a background for lay-down stores. It meant birds in cages to be given out at each turn of a numbered and well-balanced paddle wheel. Get the idea? You, too, can build apartment houses if you turn to paddle wheels and operate the way some of the master concessioners in the past did. That is

why they could build apartment houses. Get the ideal!

**MORRIS MILLER** letters from Columbus, O.: "Playing another week here with the museum. Expected a good day February 19, but it rained all day. We are getting plenty of publicity in the newspapers and much favorable comment from paying customers. Many show people and nearly everyone from City Hall have visited us. Mrs. Miller and son, Maurice, are in Miami. As soon as they get back I think I will take a vacation in Hot Springs, Ark., for a week or two. Play Pittsburgh after Columbus and then Syracuse, N. Y., where the museum season will close."

Original titles for independent carnival shows is badly needed. Why copy the title off of some world's fair, theatrical or motion picture title. One-name titles have proved good in the past. Examples: Nemia, Malmee, Aimee, Red-Dome and so on, especially as applied to girl shows.

**CORRESPONDENTS:** Kindly typewrite and double space all copy submitted for publication. If your hobby is sending postal cards the least that could be done would be to write them so they can be read. Much as it is regretted, Red Onion does not qualify as a handwriting expert. The desk is loaded now with correspondence, some of which carries no signatures and other matter that cannot be read even by the keen eyes of Bill Sachs or Robert Doepker.

All matters in dispute are subject to adjustment, but anger must not intervene lest the case one walk off with the honor of winning the argument.—Harry Witt. Men who lack the essentials of sportsmanship are always at a disadvantage in all arguments.—Ukkie Jerk.

**HARRY E. WILSON**, of Bantly's All-American Shows, letters from Reynoldsville, Pa.: "There are several here who were in the carnival business who got to be big shots locally. One was one-time general agent for Harry Copping Shows but is now assistant attorney-general. Another had the cookhouse on the same show and he is now mayor of Reynoldsville. However, he was beaten at the last election by a small majority. Third one was a concessioner with Copping and he got to be the sheriff of the county. Regards to A. C. Hartmann and Claude R. Ellis."

**WILLIAM REYD** cards from Walnut Grove, Miss.: "It is February 22 and I am chopping Ukkie Jerk a line with my hatchet, as on this day we are all supposed to tell the truth. The Swamp Hillbillies are still packing them in with the Lotta Hooley Shows. Our own Red Onion visited. He is chief electrician, operator of Kiddie ride, head truck driver, mechanic, assistant boss carpenter, jackpot cutter-up. The Billboard and mail agent, distributes hand bills on the rural routes and gets back in time to lay out the lot before moving day.

It is said that a certain well-known carnival owner, who has risen from the ranks to self-esteem greatness, remarked that the reason for the changes in his official staff was due to the fact that he had outgrown the late members in mental and physical capacities. Further that being in the position he now occupies he was forced to surround himself with a staff that would measure up to his exalted position, alleged as self-imposed. If the former staff that made him the "great" potentate in the realm of carnivals that he rates himself as being they would laugh out loud without malice or forethought if some of them did not have sore lips caused by previous tirades against their former "master"! Lay on, Macduff! It is true, too true, that men who take leadership are entitled to outgrow many around them thru sheer force and genius. Bake me another egg, Wadley TH.

**LILLIAN MURRAY SHEPPARD** letters from Los Angeles: "Spent the winter here and renewed many old friendships. Have been highly entertained in the homes of many friends. Was guest to a luncheon and cocktail party given by Mrs. Marie Morris; Mrs. Martha Levine, past president of the PCSA Ladies' Auxiliary; Mrs. Mora Bagley and Sis Dyer and others. Only those who had known each other for 20 years or more attended. Those in attendance were Mrs. Pearl Runkle, Emily Carson Friedenhelm, Margaret Jones Brady, Marie Coghlan Morris, Mrs. Welch (Marie's mother), June Cushing, Martha Bird Levine, Nell Eslick Robberson, Mora Martyne Bagby, Lucile King, Mabel Brown, Sis Dyer, Grace McIntyre and myself. At the home of Mrs. Mora Bagley I was presented with a doll,

## New Season Press Agent Resolutions

By FLOYD NEWELL

Dear Red Onion: I noticed some weeks ago in Midway Confab column you defined the duties of a carnival press agent. I also noticed where L. C. (Ted) Miller stated that all of his newspaper copy this year will be certified, so here are my New Season resolutions as a press agent of the "Mighty Thing." I hereby resolve:

1. To do my utmost to get the Sheesley midway more national publicity, more national tie-ups, more local newspaper space and more radio hook-ups than any other outdoor show.

2. That I will not tell my boss how to run his business, as he must know how, for he owns it and I only work for him. But I will listen to him at all times, as suggestions are always worth while.

3. That I will not tell editors what I did last week, how long I have been with the show and my family's history. But will try to take as little of their time as possible and tell them all of the mainmost facts of the features on the show which I believe readers are interested in and not my personal history.

4. I will co-operate with local committees and fair officials by sending in publicity, such as news stories and mats, well in advance of showing in their city.

5. I will be available to go out and help the billboard put up a few cards, as a little extra work never hurt anyone.

6. At fairs I will try to make myself useful in front of the grand stand by telling the public the features of the "Mighty Thing."

7. I will try to attend all luncheon clubs and other civic organization meetings that I believe will be beneficial by entertaining them and expressing and creating good will for the show.

8. I will try to create new and novel ideas in the way of promoting special days and special events designed to draw the people to the midway.

9. I will photograph, as I own a still and also a movie camera and projector. Same to be used by the general agent and myself, as photographs are not only an asset to the show in booking but newspaper editors are always crying for art. Movies are especially entertaining at hospitals, orphanages and fraternal homes.

10. I will keep passes down to a minimum, because personally I do not like to get paid off by them on Saturday. While the hotel man will accept them all week, he will not take them in payment of my bill. But to those that I do give them to I will make it a point to be at the front gate to welcome those who have them and make them feel welcome.

11. I will always be truthful in my weekly letters to The Billboard regarding the business done and because other shows have more than likely played there before us and know that we might be misrepresenting.

12. I will not be a knocker of other shows and other press agents, as it never helps you with people and you only hurt yourself by doing so. Also remember that it is easy to make friends and it costs nothing. Friends are hard to find and keep. There is always another season, so I will bear that in mind in my business dealings. I will keep a scrapbook, not for myself but of the publicity gotten for the show.

13. In other words, I resolve to sell the show for my boss and all the people connected with it. To be with it and for it at all times will be my ambition, as that is what I am really paid for. By doing all of these things I hope and expect my boss to raise my pay from \$7 to \$8 per week.

a miniature replica of her doing a serpentine dance. At Mrs. Martha Levine's home an Italian dinner was served from a near-by cattery. It is certainly wonderful to know one has such staunch friends. At the Ladies' Auxiliary Mrs. Peggy Forrestal and other officers of the club also entertained and were most gracious in their welcome. Needless to say I am deeply appreciative of the many courtesies extended me while in Los Angeles. Regretted when the time came for me to make my trek eastward to home via Phoenix, Ariz., for two weeks and then to Dodson's World's Fair quarters, on which show I will be this season. Regards to The Billboard."

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## Roasts and Toasts From The Pacific Frolic

By HOT POTATO

**SAN FRANCISCO, Feb. 26.**—The big exposition is fast whipping in shape and thousands of motorists who pass over the big bridge adjacent to the exposition grounds scan their eyes westward daily. This man-made isle is already a sight to see and report has it the current has been changed since the huge dredges piled high the soil dug from the bottom of the bay waters. . . . Fred Weddleton is in charge of the amusement zone and is one busy man these days. All daily papers have been playing up the huge cash prize offered for an appropriate name for the amusement zone. Chicago did likewise, but finally decided to again adopt the old time-worn title of its first big doings and dubbed it The Midway. San Francisco could reverse the title and call it The Yawdum, which is midway spelled backwards. The old Houston, Tex., Nottauoh and the Aksarben, held at Omaha, found reversing beneficial. . . . Several shows now wintering in the bay region are getting ready for their openings. Foley & Burk will again open at their usual location in Oakland. Mike Krekos' West Coast Amusement Company will open near by at an early date. It is stated. . . . Dutch Duckman, who now owns and operates one of Oakland's largest merchandise stores, is seen most every day cutting up a few jackpots with the boys in his store. Dutch is an ex-carnivalite and now does a good business selling concessioners supplies. . . . Ed Foley, of the Foley & Burk Shows, is reported as progressing fine since his recent illness and was able to have a short visit with his legion of friends recently in the lobby at Hotel Whitcomb during the fair meet. . . . Richmond and El Cerrito, Calif., will be out for couple of the shows that made it each year. City dads at both places upped the reader to the prohibitive figures. In the words of the late Harry B. Danville, a great agent in his day, "Towns will close, towns will open, but carnivals will go on forever."

Heard of shows promoting pie-eating contests for publicity, but one Western carnival made the dailies last fall with a banana-eating contest. . . . A well-

## WANTED AT ONCE

Hide Help for Chairlaine and Ferris Wheel. Must be sober and drive trucks. Report at once. Irving Udowitz wants Concession Agents. J. D. Easton wants Tilt, Ferriswheel. All address Writers' Quarters, SAM LAWRENCE SHOWS, Waycross, Ga.

known West Coast carnival general agent recently opened a closed town by arguing with the city attorney that a group of assembled rides and show attractions did not constitute a carnival, and the word carnival meant a gala affair, a social religious gathering—or carn meant meat in Spanish. Webster's popular dictionary defines carnival as a season of rejoicing before Lent. Suffice to say the agent was issued the license as an open-air circus and dates set to comply with Webster's definition of before Lent.

Report has it that a plan is being formulated to install another body of officers at the PCSA, Los Angeles, based on the order of U. S. Supreme Court, and have 12 judges preside over all legal matters, with Joe Glacey as chief justice and high lord factotum in general.

Down around Southern California much activity is reported on Golden West Shows, the new opera of the Wright-Kennedy combine. White City Shows and Hilderbrand United. Crafts 20 Big is clicking in the lower valley towns and escaped all the early spring rains so far.

Dealing in personalities: What an article Tommy Myers, now in his 70s but still active as Crafts Shows' auditor, could write of his experiences in show life. Tommy was associated with the late Alexander Pantages, many years a top-notch ball show agent. In the box office of a noted baseball club, associated with great boxing champions' business dealings such as Peter Jackson, John L. Sullivan, J. J. Corbett and others. Tommy was manager of the greatest theaters in the West, had a varied circus career and made the trip to Mexico twice with the Norris & Rowe Circus. Retired once to a farm near Oakland, sold out, re-entered the show business with a small carnival of his own. Disposed of that, went east and associated with large railroad show. Later he came west to retire again but feet itched too bad, he claims.

## The LeFors Stage Party PCSA Day

INGLEWOOD, Calif., Feb. 26.—"Show Within a Show," staged by Ted and Mario LeFors in their housecar on mid-way of White City Shows here PCSA Day, last Saturday, was a successful one of pranks, tricks, entertainment and refreshments. Affair was unique in the show world with open house held afternoon and evening. As showfolk gathered to attend PCSA Day printed invitations were passed out to a select group of members with an invitation to accept the hospitality of Mario and LeFors, but what started out to be a small select party ended with an avalanche of guests that passed the 100 mark by 4 o'clock. The jokes played on the guests were unique and included the old snake in the bottle trick with the showfolk as victims. Those who fell for the bottle were Al Fisher, Mark Kirkendall, Leona and Claude Barie, Bobbie Stewart, Florence Webber and Bess Schaffer.

Housecar was a mass of flowers tendered them by friends, including floral offerings from Mother LeFors and family; Peggy Forstall, president of Ladies' Auxiliary of the PCSA; Rose Rassar, Pearl Peterson, Mr. and Mrs. G. F. Corey and Lucille King. Telegrams of congratulations were sent by Mr. and Mrs. John R. Castle, Mr. and Mrs. Dick Kanthe and Mr. and Mrs. Eddie Kanthe. Cards and letters from Mr. and Mrs. Louie Godfrey and Betty Corey.

A song contest started, with prizes for the most melodious voices singing that old bromide of bygone days, *Sweet Adeline*. Al Fisher, Lucille King, Verna Seeborg, Hazel Fisher, Beatrice Epple, Edith Walpert, O. H. Hilderbrand, Claude

Barie, Theodore Forstall, Frank Downie, E. W. Coe, Harry Seber, Will Wright and Fern Chaney won all prizes for singing B minor when they should have been singing B flat.

The piggy-back ride came in for a big play. Dignified showmen and showwomen cavorted like children on a picnic at a park. They were Steve Henry, Will Wright, George Tipton, Ben Doubert, Herb Usher, Olga Celeste, Leona Farmer, Nina Rogers, Peggy Forstall, Mrs. C. F. Corey, Virgie Miller Martin, Charles Walpert and O. H. Hilderbrand.

### Guests Present

Guests who enjoyed the hospitality of Mario and LeFors were: Mr. and Mrs. C. F. Corey, Mr. and Mrs. Theo Forstall, Mr. and Mrs. Mark Kirkendall, Mr. and Mrs. O. H. Hilderbrand, Mr. and Mrs. E. W. Coe, Mr. and Mrs. Frank Downie, Mr. and Mrs. Will Wright, Mr. and Mrs. Claude Barie, Mr. and Mrs. Ray Rosard, Mrs. Eddie Hertson, Varie Jones, Harry Seber, Mr. and Mrs. Al N. Stramamore, Laura (Mother) LeFors, Pearl LeFors, Mr. and Mrs. Erwin Smith, Mr. and Mrs. Harold Long, Mr. and Mrs. Ben Doubert, Mr. and Mrs. George Tipton, Mr. and Mrs. Steve Henry, Mr. and Mrs. Ben Schaffer, Mr. and Mrs. R. Rodegough, Mr. and Mrs. Bill Sinclair, Mr. and Mrs. Chet Bryant, Mr. and Mrs. William Grimm, Mrs. Etta Hayden, Mother Fisher, Mr. and Mrs. M. Babby, Mr. and Mrs. Herb Usher, Margaret Malcolm, Virgie Miller Martin, Mr. and Mrs. Emmett Cushing, Sis Dyer, Nina Rogers, M. Vernon, Mr. and Mrs. L. Rawlins, Mr. and Mrs. Swede Olsen, Mr. and Mrs. George LaBrelle, Al Fisher, Bobby Stewart, Mr. and Mrs. Charles Walpert, Mr. and Mrs. Joe Steinberg, Charles Marshall, Ed Smith, Arthur Hockwald, Harry Havermann, Edith Bullock, Leona Farmer, Lucille King, Roy Draper, Olga Celeste,

Anna Metcalf, Eddie Metcalf, Fern Chaney, Hazel Fisher, Verna Seeborg, Nick Wagner, George Wiler, Beatrice and Sammy Epple, Mr. and Mrs. Howard Collier, Pop and Ma Slower, Mrs. Mabel Forsythe, Mollie Cantilow, Florence Webber and mother, Mrs. Betty Wilson, Claude Renner, Joe Bishop, Frank Burns, Earl Gold, Tonnerville, Wilson, Mrs. Hunter Farmer and writer.

May Collier put on a special diving performance for the guests and was assisted by her husband, Howard, which was specially enjoyed by the many guests that attended this clever and unique "Show Within a Show." Reported by Walton de Pellaton.

## STRATES GOES

(Continued from page 48)

devices and booking of more shows and additional equipment that has been built in quarters.

Manager Strates is negotiating with one of America's best known circus band leaders for a 15-piece white band and contracts will be closed for this musical organization.

Ed Breckenridge, artist, designer and builder, has been engaged by Strates and will report to begin work. In addition to other duties Breckenridge will be lot superintendent. Fred Jule, another artist, has also been engaged and will report at quarters next week.

Michael Olson, mechanical superintendent and William Fullagar, chief tractor driver, will give all power units a thorough overhauling.

General Agent C. W. Cracraft is stepping along on early spring still-date routing.

John Gordon, concessioner, will do some building and painting. Chef Peter Christopher, general factotum of show cookhouse, will rebuild his cookhouse and make it larger than last year. Paul Paul, who will manage the Joy Ship, arrived and is overhauling this attraction.

### Radio Talent Discovered

Jimmy Yotas' construction crew have gone operative. One morning Secretary Harold G. Inglish and writer were going over some office business when from rear end of quarters building loud blows were heard on Jimmy's anvil and a voice piped up with the well-known m-i-m-i-m-i, which later was distinguished as tenor voice of electrician Cliff Ralves, followed by the baritone of Jimmy Yotas and deep bass of Charley Klauus and tenor of Lawrence Kime. When boys were all tuned up they struck off aria from opera *Il Trovatore* and the well-known anvil chorus. Writer has at last discovered some real radio talent for this season. After work rehearsals will be held nightly by Strates' Operatic Four, who have deserted Ladies' Sewing Circle for things musical. Fred J. Thomas, side show operator, writes that he has been seriously ill, but is now able to be up and expects to arrive in quarters March 15 to get his side show in readiness. Reported by Benjamin Harold Van Voorheis.

## WHITE CITY

(Continued from page 48)

tractions were Mario and LeFors and May Collier. Shows: Ten-in-One, Lawrence LaLonde, manager; George Meservey, tickets. Attractions—Captain Guirza, sword swallower; Zobbate, human pin-cushion; Madame Vera, mentalist; Pir-rains, half man, half girl; Melvina, magician; Myra, sword box; Electro, electric marvel; June Mix, Western cowgirl, and two-headed baby. Athletic Arena, Mike Collins, manager; Heavy Stevens and Joe Baverstock, wrestlers; Horace Davey and K. O. Evans, boxers, and Mart Eiler and Ben Wallace, tickets. Dog and Pony Show, Pat Roe, superintendent. Hula Girls, Geor La Brelle, manager; Ed Sawyer, tickets; Mina Genelli, Betsy Pyrrman, Olga St. Clair and Edith Healy, hula girls. Models, George La Brelle, manager; Princess Sawaya, Genevieve McCoriester, Queenie Towne and Martha Steele.

### Rides and Resters

Merry-Go-Round, Frank Graham, foreman, and A. T. Harris, assistant; Arnold Anderson, platform; May Charters, cashier. Ferris Wheel, H. S. Coleman, foreman, and Button Chisholm, assistant; John Harris, clutch; May Sites, cashier. Tilt-a-Whirl, Charles Hageman, foreman, and Jim Hageman, assistant; Chet Barker and Dave Jackson, with Celia King, cashier. Octopus, Bud Cross, manager; John Hertly, foreman, and Ernie Cross, assistant; Ann Cross, cashier. Mixup, Joe Ellis, foreman, and Jack Coyle, assistant; Edna Largo, cashier. Loop-o-Plane, C. H. Alton, manager; Lynn Case, foreman, and Bart Smith

assistant; Norma Kyle, cashier. Baby rides, H. E. King, manager; Mike Solberg, foreman; Jean Barties, cashier.

Concessions: Cookhouse, Pat Slower, manager; Ellis Hoag, chef; Edward Herschaft, griddle man; Bonnie and Donnie Hole, counter and cashiers. Roll Down, Eddie Murray, owner; Frank Dennis, manager; Gladwin Close, H. J. Scott and Ed Parsley, agents. Slum Skillo, G. A. Martin and Douglas Ogle, Add-a-Ball and Splasher, Spot Murphy, Wild Bill Holt, Moe Mores and Howdy Walker. Mouse game, Cliff Dawson and Everett Wilson. Pop corn and floss, Bill Slower and Charles Wilson. Cigaret gallery, Carl Cornett and Ed Quarles. Count 'Em Up, L. Brandt and Max Hebaum. Derby, Frank Le Valley, Max Galera and J. B. Brown. Jelly, Bill Allman and Loren Levy. Nail store, Max Bloom, Al Garben, I. W. Seiff, George Debonne and Al Penn. Ball game, Shirley Olsen. Short-range gallery, Freddie Schwartz and Joe Meffert. Corn game, Ted LeFors, owner; Frank Burns, Earl Gabe, Joe Bishop and M. Burns. Cigaret shooting gallery, C. A. King and M. Hurley. Bowling alley and blower, Ted LeFors, owner; Jelly Long, Tony Lombardo, Al McCormick, Jerry Fox, Dan La Marr and James Murphy. The Discus, Harold Hacker, Burdell Turner, Paul Johnson and Herbert Joyce. String game, George Shehady, owner; Harry White and J. E. Browne. Clothes pin, Dick Thornton, John Murphy and Dutch McCarthy. Balloon store, C. A. Tobias and Benzie Graham. Watcha, Mr. and Mrs. George Shehady. Long-range gallery, Charles Marshall and M. Silver. Pennants, Joe Silver and M. Seligman. Photo strips, Mans Lewis and Ray Ellis. Roll Down, John Cardwell, Ken Taylor, Harold Turner and Dick Reis. Clothes pins, Charley Hillman, George Wasako, Dale Lewis and William Bloom. Ham and bacon, Mr. and Mrs. Claman, Ted Select and Don McCafferty. Ball game, M. T. Mulligan and Art Powers. Scales, H. L. Reed. Balloon store, W. D. Sinclair and Frank Kane. Hoopla, Mr. and Mrs. H. Hocker.

Executive staff includes Mrs. C. F. Corey, president; C. F. Corey, manager; Walton de Pellaton, secretary-treasurer; Arthur Hockwald, general agent; Lucille King, special agent; Claude Renner, lot superintendent; J. B. Balley, chief electrician, and Toonerville Tompkins, assistant electrician.

## SCHALLER PLACES

(Continued from page 48)

sonnel, Mrs. William Hartman, Louise Maynard and Mr. and Mrs. Al Keenan.

Four Sensational Jacks go with John Francis for presentation on mid-way of Greater Exposition Shows, scheduled to open in April. Personnel, Mr. and Mrs. Ray Marrior, Bob Blackstone and Howard Bruget.

Four Bell-Thazers will play spot bookings on Pacific Coast until June, when act joins West Coast Amusement Company for 10 weeks. Personnel, Paul Nickel, Jack Burton, Bobbie Wilson and Gilbert Attel.

Aerial Ballet, a new flash act, goes to Barnes-Carruthers Booking Association. Personnel, Mr. and Mrs. Johnny Gibson, Jack Silvers, Fred Erickson, Mary Lou Hudson and Buck Stecton.

Four Devils go out under direction of the George A. Hamid office. Personnel, Mr. and Mrs. W. Dawkins and Mr. and Mrs. Walter Naylor.

All performers have been rehearsing in quarters and now have three Pullman trailers under construction. Schaller further announces that he has incorporated two operating companies. One to book acts and other to deal in general amusement equipment.

## BECKMANN & GERETY

(Continued from page 48)

whom will perform in line. Millie Johnson, mammoth Hollywood songstress; Jimmy Oakes, huge 20-year-old comic, and Glenn (Tiny) Weston, popular emcee, complete cast.

The youthful Limbaugh is building two fronts, both of which will be theater style with neon illuminated marquees. New canvas has been ordered and is en route for practically all of the shows. George Vogstad is due to start his crew on innovations he plans for his two shows.

Barney S. Gerety, co-owner of the carnival, is directing construction of a front entrance which will be brilliantly illuminated in vari-colored neon. Trainmaster Archie Bradford, chief electrician; Roy Hewitt and scenic artist Harold Landacker are superintending activities in their respective departments. Reported by Walter Hale.

## MORRIS VOLTAGGIO, General Manager LATLIP HOME STATE SHOWS

WANTS FOR 1938 SEASON, OPENING CHARLESTON, W. VA., APRIL 16TH.

### SHOWS

WANT: A-1 Side Show Manager with Acts for same. Have complete new outfit with 110-foot banner line, Monkey Show, Fat Show, Grind Shows of any nature, good clean Musical Girl Revue. Will furnish complete new outfit. Will handle any other interesting shows.

### CONCESSIONS

Picture Gallery, Candy Press, Hoop-La, good clean Grind Shows that work for stock, such as Devil's Bowling Alley, String Joint, Etc. Have good opening for Penny Arcade. T. L. Thomas, Mr. Stewart, write me.

### RIDES

Any Riders not conflicting with Merry-Go-Round, Twa Wheels, Loop-o-Plane, Chairplane and Octopus. Especially want Kiddie Rides.

WANTED—Another High Sensational Free Act. Capt. Latlip wants High Net Diver. Will furnish best not diving outfit in America. State lowest salary in first letter.

Address: Waterquaters, 209 Elm St., Charleston, W. Va.

All Others Address MORRIS VOLTAGGIO, Gen'l. Mgr., P. O. Box 275, Belle Glade, Fla.

## Greater American Shows

OPENING MARCH 17, NORTH LITTLE ROCK, AUSPICES AMERICAN LEGION.

### WANTED

SHOWS—Mixed People who don't. Salaries. Man to take complete charge of Fat Show. Pay your own—1 pay mine.

RIDES—CAN USE two more Baby Rides. What have you? Help who can drive Truck Trailers.

CONCESSIONS—Ball Game Girls, Grind Show Agents who can get money without support. CAN PLACE Octopus, Bowling Alley, Blower, Diggers, Cane Rack, Palmistry, String Joint or any other Stock Merchandise Concessions. Penny Arcade.

FAIR SECRETARIES—Have a few open dates in territory of Minnesota, Iowa, Wisconsin, Illinois, Missouri and Arkansas.

Address P. O. BOX 17, North Little Rock, Ark.

## BYERS GREATER SHOWS

OPENING APRIL 2ND, BATESVILLE, ARK.

Can use Legitimate Concessions only. Good opening for Bumper, Pitch-Till-You-Win, Fish Pond, String Joint, Country Store, Diggers and Penny Arcade. Pines and Raymond Bently answer. Want Help for Office Corn Game. Boom Boom Bill and Eddie Jeriferles, let me hear from you. Need Help for Cook House; also Agents for Ball Games. Have complete new Frame-up for Geek Show. Want someone to handle same. Jean Mercer and Curly Cory want Freaks and Working Acts for Side Show. Good opening for Mechanical Show. Attention, Harry K. Wellington, if you are not placed for the season will frame you a Show. Answer, Will book or buy for cash late model Loop-o-Plane. This Show will play two weeks in Arkansas and then pay-off towns in Missouri. Route furnished to interested parties.

Address all mail to J. W. BYERS, Route 4, Box 225, North Little Rock, Ark.

P. S.—Want to know the whereabouts of A. L. (TONY) Crescio, the Organ Man.

## BLUMENTHAL AMUSEMENT CO.

(PITTSBURGH, PA.)

OPENING ABOUT APRIL 15.

COMMITTEES TAKE NOTICE—Have few choice dates open—Pittsburgh District. Can furnish you Rides, Concessions, Fireworks and Free Acts. Also want Agents for Legitimate Concessions. Opportunity for Couple who know Strip Photo Machine. Want Chair-o-Plane Foreman; also Eli Wheel Man. Good salary and bonus. Will lease or sell Mangels Three-Abreast Merry-Go-Round.

ADDRESS: 226 FIRST AVE., PITTSBURGH, PA.

## W. C. KAUS SHOWS, Inc.

Monkey Show, Minstrel, Fun House, Illusion, or any New or Novel Show. Acts for Ten-in-One write, CAN USE Fat Shows, Zamen Carter, set in touch with us immediately. Will furnish outfit for good Shows. WANT Rides Small Roller, Octopus, Ride-O, U-Drivedly, Pony Rides and Loop-o-Plane. CONCESSIONS: Good opening for all legitimate Concessions and Stock Wheels. CAN USE Octopus, Candy Apples and Waftos. H. J. Casikina write; your letter we need you as returned. We have the following list of Fair and Toy Agent. Fair territory: Martinsburg, W. Va.; Huntington, Pa.; Woodstock, Va.; Blackstone, Va.; Bedford, Va.; Smithfield, N. C.; Western Carolina, Wintons-Salem, N. C.; Union S. C.; Columbia State Colored Fair, Columbia, S. C.; Bishopville, S. C.; Charleston, S. C. Our opening date on choice location in Baltimore, Md. Address all communications to W. C. KAUS, General Manager, General Delivery, New Bern, N. C.

# Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Feb. 26. — Monday night's meeting attracted 78 members. Harry Hargraves, first vice-president, presided. Seated with him were Ted LeFors, second vice-president; Mark Kirkendall, third vice-president; Al Fisher, fourth vice-president; Ross R. Davis, treasurer, and H. C. Rawlings, secretary. Usual business procedure was followed and a vote of thanks recorded for Mr. and Mrs. Corey and personnel, of the White City Shows, for the splendid entertainment provided members of the club, the Ladies' Auxiliary and guests at the shows' opening stand in Inglewood, Calif.

Walter K. Sibley was asked to talk and responded with a brief, interesting speech. A wire notifying members of the death of Ollie Trout was read and there were many expressions of regret from those who knew him. J. W. (Patty) Conklin lettered expressing interest in the organization's welfare along with a pledge to again lend his assistance this year. Charles (Kid) Koester wrote that he will join the Coast Defenders and become a permanent fixture. Chairman Harry Hargraves made some preliminary remarks and asked for a discussion on the next annual Charity Banquet and Ball. A lively one resulted, particularly as to where the ball should be held. It was the consensus, however, that as in the past it should be held where there would be prestige attached.

Ticket prices were also discussed and resulted in a difference of opinion. This is considered natural, however, and it will be ironed out soon. Reports indicate that President C. F. Zeiger plans one of the most colorful events in the organization's history. Members are making intensive efforts to get behind him not only in this matter but in anything that he has planned for the good of the club. Harry Hargraves briefly outlined his plans for the summer Gigantic, which will be staged at Venice Pier. Harry reported that all the pier's facilities will be used and that he plans to make it a much different event from the fall doings.

The Safari Club will be reorganized with Dr. Ralph E. Smith, Milt Runkle (See PACIFIC COAST on page 65)

## Philadelphia

PHILADELPHIA, Feb. 26. — Eighth Street Museum has following this week: Loretta, novelty entertainer; Nalf Corey, comedy magician; Jack Garrison, glass blowing; Van, tattooed man; Poses Plastique, Spidora and dancing girls in annex. Business good.

South Street Museum has in pit: Smith's Plantation Club Revue, on platform; Dickie, half boy; Congo, South African Bushman; Mme. Camille, mentalist. In annex, dancing girls. Business very good.

Frank P. Duffield, of Thearle-Duffield Fireworks, was in city during week. Has been making trips looking over various cities for prospects for productions this season.

Sam Prell, of De Luxe Shows, spent a couple of days in city attending to matters of interest to his shows.

Bench Bentum, who has been spending winter in Upper Darby, has contracted her Diving Sensations as free attraction with Cetlin & Wilson Shows. Act will be improved and enlarged. Special scenic and electrical effects were designed and built by Ernest Anderson.

## George L. Crowder Back; Special Agent for B. & G.

SAN ANTONIO, Tex., Feb. 26.—George L. Crowder will again act as special agent for the Beckmann & Gerety Shows, Barney S. Gerety and Fred Beckmann, owners and managers, announced here today. Crowder joined the show in mid-season last year, succeeding Macon E. Willis, now general agent for the Mammoth Marine Hippodrome. Crowder, who reported at headquarters recently, has been representing the Triangle Poster Company during off season.

"My association with Beckmann and Gerety has been the most pleasant in my experience and I intend to further justify their confidence in me," Crowder stated.

## They All Come Back

By FRANK B. JOERLING

ST. LOUIS, Feb. 26.—Having learned that a new carnival supply house was making its debut here, we made a surprise call on Acme Premium Supply Corporation, where we found Matt M. Dawson head over heels in work. The visit was well worth while and far beyond our expectations. It seems almost impossible that so much could be accomplished in a short few weeks. In the spacious building, which contains approximately 25,000 square feet, we found floor after floor jammed with stock and the firm practically "ready to go."

Dawson, who was in the carnival supply business many years ago, has been out of St. Louis for the past five years, during which he was with several other wholesale houses. He always had a hankering to get back to the Mound City and believes that the opening of a large carnival supply house here will fill a long-felt want. His friends in outdoor show business are legion.

The firm is located on one of the main thoroughfares, 3139-41 Olive street, practically in the heart of the city. Immediately adjoining the property is a large parking lot for customers and visitors. Dawson's friends are pulling for him and it looks as if "he's got something." With 25 years' background in the carnival supply business, he should know what it's all about and make a success of the venture.

## Missouri Show Women's Club

ST. LOUIS, Feb. 26.—President Norma Lang presided at meeting February 17 in clubrooms at Maryland Hotel. Secretary Clela Jacobson and Treasurer Florence Parker were present. Chaplain Davis opened meeting with an invocation for sick. Mrs. Grace Goss presented for membership Mrs. Marie Gordon and Marie Jones. Daisy Davis and Viola Hayes announced their departure for quarters March 1 to the Jones Exposition and the Gold Medal Shows, respectively. A committee was appointed to invite International Showmen's Association to an old-fashioned tacky party in American Hotel.

The dance committee reported a good profit on valentine party, at which Millicent Navarro was ticket taker. Earl Hebe, after a nervous ailment of nearly two years, was present and well as ever. James M. Griffin, of Crafts Shows, gave some interesting notes on recent Hi-Jinks held by the Pacific Coast Showmen's Association in Los Angeles. Henry Okertich entertained at dance with a solo.

Others present were Virginia Laughlin, Nell Allen, Grace Goss, Norma Lang, Elma Obermark, Jane Pearson, Ruby Francis, Millicent Todd, Helen Richter, Mabel Pierson, Dora Pierson, Catherine Oliver, Art Dally, Mr. and Mrs. Hoffmeister, Mr. and Mrs. Reisenbichler, John Sweeney, Charles Goss and Charlie DeKreko. Reported by Kathleen Riebs.

## St. Louis

ST. LOUIS, Feb. 26.—J. C. McCaffery, general agent Beckmann & Gerety Shows, was a visitor Tuesday, en route from Chicago to San Antonio.

Art Brisse, of Thearle-Duffield Fireworks Company, spent several days in city visiting friends. Mrs. Brisse came down from Chicago and Art came up from South.

L. S. Hogan, general agent Rubin & Cherry Exposition, is in city.

Elmer Brown, general agent Dee Lang Shows, returned Wednesday after an extended trip west and north on which he contracted several still dates. Dee Lang, during a visit to The Billboard office, advised that they were at work in quarters every day readying for opening this month.

Mrs. Catherine Oliver is in and plans on entering in a commercial venture in near future.

Ned Torti, Wisconsin De Luxe Corporation, spent several days visiting friends. Dave Stevens, outdoor showman from Kansas City, postcards as follows: "Back-ling in sunshine of Florida for past five weeks and will be here until April 15. Mrs. Stevens also feeling great."

George L. Credit and Blackie Selk, concessioners, advise that they sold their jewelry shop in Luxora, Ark., at a nice profit and are now visiting around quarters of Sol's Liberty Shows.

# HENNIES BROS. SHOWS, Inc.

Will Finance or Book Any Outstanding and Meritorious Attraction That Doesn't Conflict With Anything We Have.

## HAVE FOR SALE

- 1—BERTH CAR
- 1—STATEROOM CAR
- 1—PRIVATE CAR
- 1—72-FT. SEMI-STEEL BAGGAGE CAR
- 1—CHROME WAGON SHOW FRONT
- 1—MOTORDROME, 34 Ft. in Diameter
- 1—74-FT. PANEL FRONT PLUSH and PANEL STAGE DECORATIONS. Was Used for Girl and Minstrel Shows.

Also Other ITEMS Too Numerous To Mention. 20x50 Cookhouse Complete ALL NEW LAST YEAR.

## A FEW OF OUR FAIRS

- TEXAS—STATE FAIR, DALLAS.
- MICHIGAN—STATE FAIR, DETROIT.
- TENN.—STATE FAIR, KNOXVILLE.
- MONTANA—STATE FAIR, GREAT FALLS. BILLINGS, MONT.
- OWATONNA, MINN.
- OTHERS TO BE PUBLISHED LATER.
- SEASON OPENS APRIL 16 AT FORT SMITH, ARK., TO BE FOLLOWED BY THE ANNUAL FIESTA AT JOPLIN, MO.

WE WILL BUY A FEW MORE 72-FT. STEEL FLAT CARS Address P. O. Box 144, Shreveport, La.

# HELLER'S ACME SHOWS, Inc.

OPEN SWAINSBORO, GA., MARCH 26—TWO SATURDAYS.

Playing three of the best spots going North. Playing New Brunswick, N. J., first Carnival in May 2 to May 7; then the choice of New Jersey and New York. WANT Concessions of all kind; come on. Winter rates first two stands. WANT People for Side Show, also good Geck for Geck Show. Experienced Man for Monkey Speedway. Address ART ELDRIDGE, General Delivery, Swainsboro, Ga. WANT Whip Foreman and Ride Help. WILL BOOK Kiddie Rides, Loop-a-Pians, Octopus or Rider-O. Any one or two of the above mentioned. Have five of my own Major Rides and do not care to carry any more than seven. WANT Talkers and useful Show People. Winter quarters now open. All People contracted acknowledge this ad. HARRY HELLER, General Manager, General Delivery, Swainsboro, Ga.



## Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Feb. 26.—Altho weather was bad and cold last week, meeting was well attended and a lively time was enjoyed by all.

Brother Art Brainerd, who is chairman of hospital committee, made a talk to members as to what his committee intended to do for the club for coming year and the amount of money that his committee would have to raise to carry on the work. His talk was so impressive that it was not necessary for him to ask for donations, for just as soon as he had finished following members made their gifts without any solicitation: Abner K. Kilne, \$25; Art Brainerd, \$25; R. Rhodes, \$15; Ellis White, \$5; Charles Horne, \$5; George Howk, \$10; Roy Marr, \$5; J. L. Landes, \$10; L. Snyder, \$2; Dewey Thomas, \$3; Midwest Merchandise Company, \$15; Sam Benjamin, \$5; Moxie Hanley, \$5; Harry Altshuler, \$5; G. C. McGinnis, \$5; Percy Jones, \$3; Harry Duncan, \$5; Earl Knauff, \$5; Owen Dauphinee, \$5, and George Ross, \$2.

Eddie Ligette, who was confined to a local hospital for a number of weeks, is up and doing well. He has gained five pounds in last four weeks.

George Ross is confined in a local hospital and will be off the road this season. His condition is so that he will not be able to do any hard work should he be able to leave hospital.

John R. Castle and Tony Martone

left for a business trip and will be away for several days. No one knows what these two showmen are planning, but are watching for something new to happen.

C. J. Chapman is away from city on a business trip and everybody about the club would not be surprised if Chapman returned and announced that he was owner of a show for this season.

Mr. and Mrs. Buster Shannon left for quarters to get ready for opening. Shannon (See HEART OF AMERICA on page 65)

## Wachter Launches New Show as Penn State Shows

BETHLEHEM, Pa., Feb. 26.—Stewart Wachter announced here Thursday that he is organizing the Penn State Shows to launch the season in April in a city in the central part of the State under his management, with Mystic Craig as assistant.

Wachter stated to a reporter for The Billboard that he started in show business in 1914 with the Great Eastern Shows as a concessioner and that from 1924 to 1928 operated the Stewart Amusement Company, but since then has been operating rides independently at celebrations and fairs.

In speaking of policy and other matters relating to his present enterprise Wachter said: "Management has bought two additional rides and some new tops and fronts and has added two more semi-trailers. Gate will be free. Show will have a free act and sound truck."

## Winters

HIGH SPRINGS, Fla., Feb. 26.—Vacation is over and Mr. and Mrs. Harry H. Winters and writer will go to Beaver Falls, Pa., to take charge of work at quarters. General Manager Curtis L. Bockus is in Lynn, Mass., after attending fair meetings south and east. Tilt-a-Whirl, Merry-Go-Round, Chairplane and the Octopus are owned by Harry H. Winters; Big Eli Wheel, owned and managed by Mr. and Mrs. William Wells; Kiddie Swing and Kiddie Airplane are owned and managed by Ernest Firestone. Concessions booked: Brown Miller, long-range shooting gallery; Bob Coleman, bingo, hoop-la, cigaret gallery and milk bottle ball game; Mrs. Loys Bartel, fishpond, cane rack, penny pitch and balloons; Mr. and Mrs. William Mackey, needle wheel and block ball game; Mr. and Mrs. Nemo Decinto, ball games and bumper; Mr. and Mrs. William Pratt, candy floss; Clint Meyers, Mickey Mouse; Mr. and Mrs. E. Firestone, candy apples; Mike Mutt, pop corn; Mr. Burnett, cook-house and root beer barrel; Mr. and Mrs. J. C. Martin, photo gallery; Mrs. William Wells, snowballs, and Mrs. Mabel Bartels, English ping-pong. Staff: Harry H. Winters, owner; Mrs. Alice J. Winters, treasurer; Curtis L. Bockus, general manager; Carl O. Bartels, secretary; Joseph H. Winters, general superintendent; H. H. Howard, general agent; William Mackey, lot superintendent, and Ernest Firestone, electrician.

CARL O. BARTELS.

## Couch &amp; Bryan

STUART, Ia., Feb. 26.—Work at new quarters here, under supervision of Sallor Bryan, general agent, is progressing. Hank Lackmann, lot superintendent, arrived from Minnesota. A. S. Foglesong will have pop-corn concession, and Sally Pennar, secretary, will manage a girl show. Mullenberg's Monkey Motordrome and the Three Kays, dancing trio, are booked. Sallor Bryan is breaking in Princess, high diving ape, for use in free acts. Bobo Voss, clown, and Billy Hogan, emcee, are rehearsing a girl revue.

SAILOR BRYAN.

## Sam Lawrence

WAYCROSS, Ga., Feb. 26.—Manager Lawrence and Mrs. Lawrence returned from a trip to Florida and visited the Art Lewis Shows at Fort Myers, Funland Park, Miami, and Tampa, where they booked some attractions for the season. Work in quarters is coming along, with 20 men and a cook working from 8 a. m. till midnight. Lewis Gueth built a new Merry-Go-Round and Crown and son are painting the horses. New Eli Wheel seats are painted white. Tilt-a-Whirl, Chairplane and kiddie rides are ready for opening. Show fronts are being enlarged under the supervision of Joseph Stebbenson. J. E. Moberg has seven concessions booked and Irving Udowitz has nine booked. Sol Nuger's man getting the bingo stand in readiness while he is hobnobbing around New York and Springfield, Mass. Letters he

## Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

will be here soon to play rummy with Mrs. Lawrence. Mrs. Lawrence purchased a new International here for her concessions. Her favorite store, pop corn and peanuts, is a good-looking stand. Maxie has made it a classy-looking place of business. Jerry Kohn visited and took several orders for new green tops and a new marquee. The new White trailer trucks will be delivered. Bodies will be put on soon.

SAM LAWRENCE.

## Buckeye

LAUREL, Miss., Feb. 26.—With time for opening rapidly approaching, work in quarters is being pushed with all possible haste and with good results. Pat Brown completed the overhauling of Merry-Go-Round and painting is completed. All shows will have new ticket boxes and new lighting effects. Russell Cooper arrived from Mobile to take charge of electrical work. Gus and Pete Mitchell came in the past week and are busily engaged in overhauling their concessions and building new ones. Count Zaino is getting his show in shape, overhauling the front and changing color scheme. J. A. Geutsch and Manager Gailer away for several days on business. Pop Erbe getting his show in shape. Visitors: Orville and Harry Hennies; J. R. Pezalez, post potentate, Hamasa Temple, Meridian, and M. Booth, of the Laurel Fair Association.

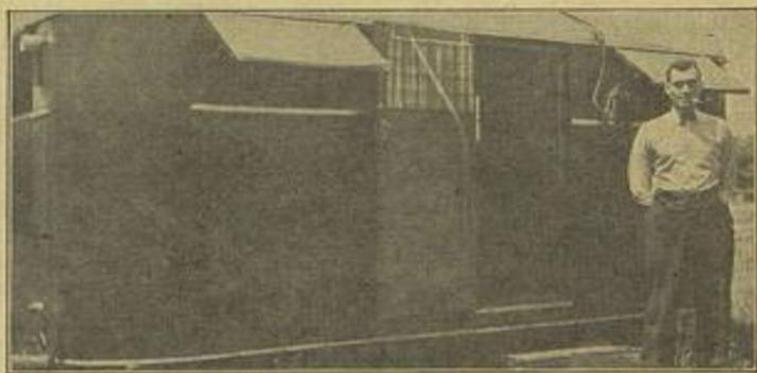
H. G. STARBUCK.

Lies Revue; Tex Monroe, Side Show; Bob Winchell, Filipino midgets, who have been the mainstay of the Miller organization for years. Miss Bonno, dare-devil girl, will be shot out of a cannon in the center of the midway over two wheels. Special sensational paper has been contracted for with the Temple Lithographing Company. Billy Gear, general agent, has been working all winter and has route well advanced for season bookings. Equipment is being furnished by the Springfield Wagon and Trailer Company. Charles T. Goss will furnish tractors. Practically every town to be played by Morris Miller will be new to this show as it has never been that far west in its 30 years on the road. Miller's Museum intact will be one of the features of the midway, with a 160-foot spread.

BOB KOBACKER.

## Clint &amp; Clark

CANTON, O., Feb. 26.—Quarters will be transferred to Washington, Pa., March 1. All rides and equipment stored in Pennsylvania will be painted and repaired. A new Pony Cycle, kiddie ride, was purchased from the Harry C. Ritter Company. This makes the third new ride purchased by the show. Gerald Weeks booked his Monkey Circus for the season. C. D. (Jack) Clark has been making numerous trips to the Pittsburgh territory recently. Clint Roberts writes from the South that he booked numerous shows and concessions.



W. H. DeVAULL, penny arcade operator, is seen here standing in front of his home on wheels "somewhere" in New England last season. To be exact it was in Willmasset, Mass., while with John Kilonis' New England Shows. Mrs. De Vaull was absent when the picture was taken, being in the change booth as is her regular post when the arcade is in operation from early morn to late at night.

## Silver State

CLOVIS, N. M., Feb. 26.—Shows are getting in shape for their long trek. Ridding devices have been painted and several new show fronts have been made. New canvas has been bought. Staff: Paul Towe, owner; Mrs. Ida Towe, secretary and treasurer; Don M. Brashear, business manager; Bill Starr, general agent and press; Jack Williams, lot superintendent; Jimmie Dunn, electrician; Jimmie Du-Pree, scenic artist, and Joe Johnson, mechanic. Shows: Milo Anthony, Side Show; Whittie King, Glass Palace; Willie Willman, three-ring circus; Harry LeVee, Follies of 1938; Clyde LeVee, Paris After Mid-Nite, and H. LeVee, big reptiles. Concessions: Tony Springer, Olin Thornton, Harry Hunter, Bill Letterman, Al Vogt, Charlie Pipkin, Bill Nelson, Curly Baker, Johnnie Graves, Eula Brashear, Marie Starr, Joe LaMonte and Dick Hamilton. Mr. and Mrs. Abner K. Kline, en route to Los Angeles, stopped for a visit. Bill Nelson has his two photo machines in first-class shape mechanically and the outside have been made more attractive.

BILL STARR.

## Miller Bros.

WICHITA, Kan., Feb. 26.—Everything is shaping up in quarters. New canvas has been ordered from Fulton Bag and Cotton Mills. A new marquee will adorn the midway. Shows booked: Will Tucker's Creole Models, direct from Harlem, with brass band; William Kirkland, Fol-

Entire show while in quarters will have a complete new coat of paint, color scheme being red and white. Show will have new canvas thruout. Floodlights and spotlights recently purchased. Rae Adele Clark, show secretary, states that if results are wanted, advertise in *The Billboard*.

CHARLES C. HUNTLEY.

## Goodman

CHICAGO, Feb. 26.—Weather man, having gotten over his pet peeve, has reset his gauges to grind out something springlike, so the small army of workmen at quarters in Little Rock is imbued with new life. The force has been doubled since the first of the year and the task of getting the traveling city in shipshape is moving along. In fact, the quarters are like a city in themselves. Eddie Comstock, who successfully handled the Pantama shows last year, again will troupe under the Goodman banner. Learning from last year the points wherein his show might be improved, his staff of workmen is installing the improvements. The show will come out with a new front, much more elaborate than last year. General improvements of equipment of both train and shows is in order and moving rapidly. Grant Chandler is supervisor and it keeps him stepping from one department to another to keep pace with the progress of work. Art Riley is master carpenter. Many of the regulars who covet technique of carpentry and joinery are apt pupils in his school of in-

struction. His wife, Mrs. Catherine Riley, is handling the secretarial work at quarters and consequently has had hands full with the maze of details. General Agent L. C. Kelley is a regular caller between flying trips ahead of the show. Max Goodman left Little Rock for a sojourn in Florida. Thence he will double on the New York office before stepping back into the traces. The show will make its bow for public patronage in April.

BEVERLY WHITE.

## Cetlin &amp; Wilson

GREENSBORO, N. C., Feb. 26.—Writer returned to quarters after an eight-week sojourn in Miami. Rides have been completely overhauled and repainted and look as tho they had just been received from the factory. A new front has been built for the Paradise Revue. Front for Hall of Science also rebuilt with all indirect lighting. New front for the Rumba Show is completed, as well as a 70-foot front for the Television Girl, another new attraction. Doc Garfield arrived in quarters and is preparing the inside of Hall of Science. G. M. Cooper will be in charge of Rumba Show and is now in Tampa getting people, including a six-piece rumba orchestra. Leo Carrell, who is now in Florida making falls, will return with a larger show, as he added several more animals while in Florida. L. W. (Duke) Jeanette will be back again with the Side Show. Speedy Merrill will again have Wall of Death and as a feature will have four riders on the wall at one time, having contracted Ralph Justice for the fourth rider. Willie Johnson will rebuild the inside for the show Bagdad. Charles Cohen will arrive in quarters about March 10 to overhaul and repaint his Ride-O, as well as his bingo stand. Shet Dunn's Octopus in Florida is without doubt the best lighted one in America. Harry Dunkl made a trip to Greensboro for a consultation with the managers. General Superintendent Frank Masick has augmented his crew so as to be sure everything will be in readiness for opening date. Mrs. J. W. Wilson and Mrs. I. Cetlin are still sunning in Miami.

GEORGE HIRSHBERG.

## Modern

CHILLICOTHE, O., Feb. 26.—General Manager Dick O'Brien conferring in Louisiana. Opelousas friends honored with surprise party. General Agent Fred Cullin is north. Memorial service for George Atkinson. Died National Elks' Home, Bedford, Va., buried there. News of remembrance for O. O. McIntyre, held at Chillicothe, with writer's memory tribute to his dead friend thru many years received, framed and hung in front office. Whitey Emerson in sticks picking and buying timber. Charles Howard having transformers and electric lighting equipment put in forms. Warren Wright, Blytheville, airplane promoter, flew to town in own plane looking over Modern Midway trucks and show fronts. His second visit. Another airplane visitor, his third visit, Gerry Cathart, Toronto, Can. Charles L. Hollowell, Little Rock hotel man, dropped in from closing deal in Miami for an inn. Trio prominent banquets, quarters fashion. Canvas for two-feature midway offerings arrived. Stakes to be strictly to Billy Curtis idea. Curtis protection, preventing seats falling, adopted. Visitors registering: Joe Bogner and wife; Edith May Oldfield Ireland, lady auto race driver; Mrs. Frank Leske, the Dorrells, Hager Cartmell, Cora May Bahrke, Emily Swentzel, Nick Koerner, Bert Harrison and Panny Coyle.

DOC WADDELL.

## Rosey's Royal

BROOKVILLE, Pa., Feb. 26.—With return of Bert Rosenberger, manager-agent, from a booking trip, work in quarters is being speeded up. New panel fronts are being built in a local planing mill by expert mechanics and when finished should be very attractive with the indirect lighting effects. Irving Lewis' stage unit, now playing the Capitol Theater, Atlanta, writes he and the DeLuss Covered Wagon, with missus and Skipper, will be in quarters in April. Bud Foreman, electrician, sent word he will be here after March 1 to install the new transformers. Andy Blackmon, owner of the Octopus, will arrive first of April. Bill Storey writes he will arrive for the opening with a new 20-foot trailer. George F. Dorman, assistant manager, sends word from Key West, Fla., that after spending a few weeks in Miami visiting friends he will start for quar-

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ters. Dorman will have charge of both Eli Wheels and the office. Mal Flemming paid a visit. Mal is in the banking business.  
B. KLINE.

**Zimdars**

**JACKSON, Tenn., Feb. 26.**—Work is being rushed as there is only a few more weeks until the opening and then the shows, sparkling with paint, new canvas and myriads of lights, will open their season. Master Builder Sailor Harris has done his best job. Built all new fronts and the new calliope wagon is something new in the carnival world. It is a miniature circus wagon with the calliope installed, pulled by six Shelton ponies. Master Mechanic Hank Wiebe has completed overhauling all motor equipment and all trucks will hit the road like new. General Agent Charles S. Reed dropped in for a few days with some Alabama fair contracts and then left for points north. Manager Harry Zimdars is well pleased with the route. Staff: Harry H. Zimdars, general manager; Buddy Braden, business manager; Charles S. Reed, general agent; Mrs. Harry Zimdars, secretary and treasurer; Buddy Munn, press on show, and W. Terry Martin, special agent and press in advance. King Kelly will have charge of the No. 1 bill car and plenty of paper will be used. Pop Harrington keeps the boys well fed.  
W. TERRY MARTIN.

**Al C. Grill**

**BROOKLYN, N. Y., Feb. 26.**—Work will begin shortly at quarters. Staff: K. C. MacGarry, general agent, and Harold Hodgett's, assistant manager. Show will make its debut near New York in April, working on the policy of quality instead of quantity. Owner and Manager Al C. Grill's experience in the outdoor show business dates back 24 years, breaking in on Tiger Bill's Circus (a mud show) in 1913. Since then he has held nearly every position and title in the business, giving him wide and varied experience.  
ALVIN GRILL.

**Large & Lane**

**CLARKSDALE, Miss., Feb. 26.**—Show will leave for the road March 12. All work in quarters is completed. Artistic touches have been put on Merry-Go-Round. Other rides have been painted and repaired. Trucks have been completely overhauled by G. E. Lane, who has charge of all mechanical and repair work in quarters. Manager bought all new concession tops. J. B. Anvil arrived from Tampa to remodel his cookhouse. M. Rose will arrive from Kansas City to prepare his concessions. Earl Connor has been wintering in Biloxi, Miss. and will again have concessions. The manager had charge of one of the biggest clubhouses in Clarksdale this winter and it was a success. Writer, Joseph Corey, will remain here in school until he graduates in June. His brother, Bernard Corey, will remain in Baltimore where he is going to college.  
JOE COREY.

**Reading's**

**NASHVILLE, Tenn., Feb. 26.**—Quarters are a busy place. All rides have been repaired and are now being painted. E. Z. Reading is back from Miami after two months' vacation. Show will carry a free act. W. J. Williams, manager; Mrs. Williams, secretary and treasurer; James Stone, lot man; George Curtis, electrician and The Billboard agent.  
GEORGE CURTIS.

**Sheesley**

**SAVANNAH, Ga., Feb. 26.**—Jack Winslow is getting his Monkey Circus in shape. Earl Ketting and wife, of Lion Motordrome, are back from Florida. Earl is busy with the sound equipment and Mrs. Ketting is trying out a tight wire act. Ernie Murray, wife and son, rube act with the show, are back from Florida and will work for Howard's Indoor Circus here. Lady Barbara's Circus is in from Tampa and will also work the indoor circus. New fronts are being built for the girl and minstrel shows. A lighting expert from New York has been engaged to design a new lighting system. Willie and Mary Zeldman have 15 workmen readying their rides. John McMasters has his pony show ready. Howard Ingram, trainmaster, is putting on indoor circus for Charles Schweitzer at Auditorium here.  
WARD (DAD) DUNBAR.

**Scott**

**DIBEMAN, Wash., Feb. 26.**—Elmer Murdock is in charge of quarters and all equipment is being overhauled. Colors this season will be orange and black. Workmen have a warm shop in which to work, so the weather is no hindrance. Eddie Stross will be with the show again. E. M. Brownie and family are wintering in Springfield, Mo., and Paul Rudisell and Sylvia in Spokane, Wash.  
MRS. G. T. SCOTT.

**J. F. Sparks**

**LAWRENCEBURG, Tenn., Feb. 26.**—Rides have been repainted and equipment generally repaired. Construction of show fronts has begun. Two new semi-trailers have been added. Special bodies were built on each to eliminate crating of ride equipment. Harry J. Meyers, of Pittsburgh, has been engaged as ride superintendent and James E. Warren as Big Eli Wheel foreman. J. L. Sparks will have digger concession. Others on concession row will be Raymond Hamblin, ham and bacon; E. L. Young, birds; J. A. Sparks, blankets; Doug Wright, radios; Estelle Sparks, milk bottles; H. J. Meyers, add-a-ball; Charles Allen, pitch-till-you-win; Clifford Neveling, cats, and Lena Neveling, cigarette shooting gallery. Leo Leola booked sex show. Kid Simmons will have athletic show. Jack Reum's Circus and Red Devil Drivers are booked as free attraction. Writer will again be connected with Mrs. Sparks' corn game. Visitors: J. E. Warren, Al Packard, Joe Stein, Milford H. Smith and Herbert B. Shive, last named of L. J. Heth Shows.  
BILL WHITAKER.

**P. J. Speroni**

**ROCK FALLS, Ill., Feb. 26.**—Work started. Ten men painting, repairing and overhauling each part of paraphernalia. Manager Speroni is a great believer in flash and paint is flying thick. A new office and transformer wagon is being built in the carpenter shop; next will be a new Merry-Go-Round trailer. Dale Combe will return this year as mechanic, having served five years in that capacity before starting in business for himself. Jack Thompson will be on the front of a grind show. He sold tickets on the writer's side show for eight years and his box was never topped by another grinder on the same show. Jack Troy, agent, writes he is meeting with success and will be back in quarters soon. Everyone was saddened by news of Ed Kelsy's death. He was with the show several seasons with concessions. Show-folk sympathize with his widow, Leona Kelsy, who is not in good health.  
ESTHER L. SPERONI.

**W. E. West**

**CHERRYVALE, Kan., Feb. 26.**—Work at quarters is nearly completed. Owner and Manager West and Jane White returned from a successful booking trip, completing a solid route of fairs and celebrations in Missouri, Kansas, Iowa, Nebraska and Arkansas. James White went to Des Moines to visit his father, who is very ill. Sadie Zeigler joined with Loop-o-Plane. Show will have a pay gate and will carry the Original Crawfords, trapeze performers. New fronts, banners and canvas have been purchased for most of the midway, and an arch is being made. Willie Dodd, of Bradford, Ark., joined last week, as did Mary White and Fred Roth with their Lovers' Lane. Those due in quarters soon are Betty John, who has a contract for side show; Mrs. Donna Keffer, hill-billy revue; Mrs. Bailey, hula show, and Forest Runer, athletic arena. I. J. Clark and General Agent Buton, the latter of J. L. Landes Shows, were recent visitors. Mr. and Mrs. C. O. Hill are visiting in Arizona.  
S. SIMMONS.

**Johnny J. Jones**

**AUGUSTA, Ga., Feb. 26.**—Population of quarters increases daily, with each succeeding dawn finding new arrivals on hand to inaugurate their own program of work or to become one of the increasing army of workmen busily engaged in the improvement program of the show. C. L. Hall, chief blacksmith for late Johnny J. Jones, rejoined in his old capacity. New spray gun for the paint department arrived and its efficiency was quickly noted by the speed with which the painters turned out fresh, glistening wagons from their depart-

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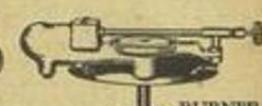
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ment. The office wagon is resplendent in its new colors of red and yellow, adorned with pictorial paintings of the brightest hue. Mr. and Mrs. Harvey Wilson and family and Harry Wilson arrived from Florida to commence work on the Pinhouses. From Montgomery, Ala., came word that Anastasia Parfenova and her troupe of Royal Russian Midgets were looking forward to leaving for Augusta. Carl J. Lauther and oddities are filling an engagement in Mobile. Karl J. Walker and *Grille-Go-Round* of 1938 are playing a two-week engagement at a club in Corpus Christi, Tex., after which they will begin trek to Augusta. E. Lawrence Phillips' private car, Orlando, arrived after undergoing extensive modernization at the Georgia & Florida Railway shops in Douglas, Ga. Owner Phillips spent a week in quarters and was joined by General Agent J. C. Simpson for a conference. Director-General William C. Fleming announced that the show will carry a 12-piece band to augment free acts. Recent visitors: Arthur E. Campbell and Edw. P. Rahn, and Dick Collins, of Gruberg's World's Exposition Shows. RALPH LOCKETT.

### O. C. Buck

RICHMOND HILL, N. Y., Feb. 26.—Hammers, saws and paint brushes are flying at a steady pace at the quarters, Mineola Fairgrounds, and new paraphernalia being built as well as reconditioning the old is shaping up fast. All work being done is under direct supervision of O. C. Buck. Jack Wells, chief electrician, has been working since January 1 with two assistants on rewiring and reconditioning the entire electrical system, including the building of a new transformer truck. A 50-kilowatt plant is to be used entirely for floodlighting and for the ornamental towers. Jockey and Ethel Roland, of wall drome, were among first to arrive, coming in a new 22-foot de luxe trailer purchased while in Chicago at the meeting, and afterwards making a trip south. Jockey opened his machine shop and started reconditioning all his motors and went into Brooklyn and bought four new ones. His next objective will be to rebuild the front, which when completed will measure 90 feet, extending 24 feet from each end of the bally with electric panels. Larry Updegraff will handle the front. Joe Casper, for the past seven years producing and operating revues and girl shows with the World of Mirth, has contracted with Buck for this season. In addition to his revue *Tomorrow*, for which a beautiful modernistic front is being built, he will also produce and operate a posing show and a new-type Chinese production with all genuine Chinese performers. Stage settings and scenery for all three of these shows have been purchased and are being made by a New York firm. Fronts in keeping with the type of show will be built for each. Morris Levy and Harry Decker spent several days at quarters building some new concession paraphernalia. Morris will have all the wheels this season. Frenchy St. Germain, Ride-O-foreman and *The Billboard* salesman, a visitor. Emile Page, last season in charge twin Big Hill Wheels, also in for a day. Jimmie Allen, of Merry-Go-Round, and Al Crispi are working in quarters as assistants. R. F. McLENDON.

### Barfield's

MACON, Ga., Feb. 26.—At quarters work is going forward as season's opening draws near. Most of help arrived and several more are on their way. Equipment is in tip-top shape. All rides under supervision of Ray Shuemaker are newly painted. Show fronts are being built in panel style, which will make them uniform thruout the midway. Leo M. Bistany, who has side show and girl revue, has his help at quarters building and decorating and sparing no expense to make his attractions outstanding features of the midway. Bistany has secured the services of Colleen Humphreys, a former understudy of Nancy Miller; she will produce the revue. Don MacIver has been engaged to produce and handle the side show. Contracts have been received from T. J. Apple. He will have Motordrome, two Kiddie rides and some concessions. Determination Hoyt is building a panel front to go with his new green top. The Minstrel Show will have something new in designs and lighting effects. Many concessioners have signed for the season and several of them arrived in quarters. H. O. Edgar, who has corn game, is building a new and larger outfit. He has ordered a green and red trimmed top. General Representative Leo

Bistany returned from a three weeks' booking trip and he has the season pretty well booked up. Manager C. E. Barfield expressed much satisfaction over outstanding spots contracted. Show will carry two outstanding free acts; also fireworks displays. Recent visitors: Mr. and Mrs. Sam Serlin; Mr. and Mrs. James Davis, of the Model Shows; George Pence and wife, of Gooding Greater Shows, and Attorney Paul Conway and family, of Macon. Show will open this month. PEARL BARFIELD.

### Dodson's

EAST ST. LOUIS, Ill., Feb. 26.—With arrival of Bert Miner, assistant manager, work in quarters started. In order to make up for the delay 30 men were put to work in different departments. O. K. Hager, master builder, and crew started work on a new front entrance arch. Three new fronts are being built under guiding hand of Bert Miner, all will include innovations such as chrome; neon and indirect lighting. Fifteen new wagons are also in schedule, one of which will be the American Legion Hut. All details and correspondence are being handled by writer and Melvin Dodson Jr. William Durant, advertising agent, arrived and is looking over and arranging special pictorial paper which will be used to feature the one-riding trained wild animal circus. Performance of the circus will be staged in a 70-foot round top, with two 30-foot middles. This necessitated the purchase of a 70-foot steel stock car. Word from Lillian Shepherd that she will arrive March 10 to start rehearsals for *Night in Paris*, posing and rumba shows. Jack Brick and his troupe of aerial performers, one of the feature free acts, will arrive around April 1. Great Zaocchini, of human cannonball act, is awaiting opening in Tampa. Eddie Davis and his cockhouse will be on hand for opening. Ray Cramer, manager of Side Show, was a recent visitor. Mr. and Mrs. McQuay, Paul Osborne and wife, concessioners are awaiting April opening. VERNON P. KORHN.

### Strates

WELDON, N. C., Feb. 19.—Work is progressing under the direction of Construction Superintendent Jimmy Votas and Secretary Harold English. Merry-Go-Round horse wagon has been enlarged. Giff Ralyea, electrical superintendent, is building another wagon to carry three towers and cables. Visitors: Mel G. Dodson, John M. Sheesley and Post Commander Frank Gibbs and wife of VFW Post, Portsmouth, Va. Writer and Secretary English have been away on a buying trip. Secretary English and Clifford Ralyea also went on an adventuresome trip in Virginia in the show's old faithful Ford V-8 and ran out of gasoline, walked several miles and returned home late at night. Chief Wally Smithly and Motordrome crew have the Drome set up outside and are busy making necessary repairs and will then paint the Drome with a burnt-orange color, trimmed with a mobile blue. Front will be altered with new banners and lighting effects.

The ladies' sewing circle is still working away. Men in quarters declare they will form an auxiliary and have named Giff Ralyea as chief needle threader; Harold English was elected chief patternmaker; Jimmy Votas, chief mechanic; Wally Smithly, chief bobbin threader, and Frank Walden, chief ribber.

H. W. (Bill) Jones, Onalee and Gloria Ann were visitors last week; also Mr. and Mrs. Gene O'Donnell, Taxie Bequette and Red Flannigan. General Manager James E. Strates is expected back in quarters soon from an extended trip north for another staff conference. Ideal weather has prevailed the past month.

Joe Ebersten writes that he will arrive March 1. E. L. Blackmon and wife, who have been in Florida, will arrive middle of March. BEN H. VOORHEIS.

### Bantly's

REYNOLDSVILLE, Pa., Feb. 19.—Herman Bantly is about again. Not fully recovered but the leg which was on the inactive list is coming along nicely. Charles Tashgy, who is to have reptile and girl shows, was a visitor and went over details for the season. Frank Zorda, who is to have the side show, advises that he will come here as soon as he closes with Miller's Museum. Elin Carver, high diver, has been signed as feature free attraction and will arrive here after she has filled her engagements in Miami. Mrs. Bennie Smith booked a cigaret shooting gallery. Con Weiss signed for his watch-in. Russell

Caughy will be with it again with his cigar wheel. Sam Hull will have some shows and the pop-corn concession. Aladdin Rosenberg has again been contracted as billposter and was a welcome visitor over the week-end. Herman Bantly is negotiating for the purchase of two more trailers. Bill Whitmore, known as the checker champ of Reynoldsville, was recently beaten by an unknown. Bill is secretary for the show. Mrs. Herman Bantly entertained at a bridge party in her new apartment. Harry Copping, one of the oldest Eds in this section, had a big time at the Eds' doings. Writer's left hand, which was injured, coming along nicely. HARRY E. WILSON.

### Western States

SAN ANTONIO, Feb. 26.—Work in quarters has been going during the past two months, under the supervision of Benny Hyman. Efforts put forth building, replacing old with new, and painting will justify results, results being a carnival that is completely new from front to back. Owner-Manager Jack Busback has adopted for his slogan, "Not Quantity, but Quality." The grand slam of the midway is the new Skooter. Clyde Davis has a few finishing touches to make on his all-girl revue. Hypo Denecke and wife arrived from West Coast where they spent winter vacation. Denecke will have three concessions. Other arrivals are Mickey Goldberg and Les Sholten. S. Goldberg is confined in a hospital. Bill Williams has done a good job building new fronts. Bob W. Mays is being complimented on the splendid efforts he has put forth on the electrical work. LARRY MULLINS.

### Gruberg's

MONTGOMERY, Ala., Feb. 28.—Quarters are humming with activity. Max Gruberg has been in the city for 10 days and Mrs. Gruberg arrived Monday. New arrivals: Preacher and Jack Monroe, Eddie Rahn and writer, Norman Wolfe and Mrs. Wolfe. Whitey Hewitt is engaging mechanics, carpenters and painters. Fifty men are at work. There will be no minstrel show this year, the front has been changed and will be used to house the Cinema De Paris, under Norman Wolfe's management. An elaborate bingo outfit is under construction and will be operated by Mrs. Gruberg. Del Crouch and Mrs. Crouch will again take over the Motordrome with several male and female riders. George Karestas is due this week and then the official family will be complete, with the exception of Joe Mannheim, who will handle advance contracting again. New office wagon is up to date. Quarters for Secretary Van and a private office for Manager Gruberg. DICK COLLINS.

### Blue Ribbon

PHENIX CITY, Ala., Feb. 26.—L. E. Roth purchased four new Chevrolet trucks from J. P. Struckman, also four new 24-foot semi-trailers from the Utility Trailer Works. Show will go on road completely motorized. Workingmen have started building bodies on them. The new type fronts, representing the Big Apple, Models in the Fish and Brown-Skin Vanities of 1938, have been completed. Jimmie Puden and Otis Tyrone are busy repairing and enlarging Show Boat. It will again be managed by Harry Seidler. Jack Galluppo and assistants

## W. S. CURL SHOWS

OPENING EARLY IN MAY.

We will play 25 money spots in Ohio and Indiana this 1938 season. WANT—Will book Rides too conducting with Chairo-Plane, Ferris Wheel, Merry-Go-Round, with own transportation. Legitimate Concessions that work for stock. You cannot miss a H. H. on this show. For opening for Free Act, Octopus, Penny Arcade. All people with us last year get in touch with us before the season. Ed Doyle, Howard, Magician, write. Write BOX 27, London, O.

## ALL-AMERICAN EXPOSITION SHOWS

Want Shows With or Without Outfits. Season of 30 Weeks, Beginning in April. Have 20 Fair Booked.

Following People get in touch with Jack Stofen, Show Shows. Good, outstanding five Frank for the show. Will consider Half-and-Half. WANT Girl, Midget, Seord, Swallowtail, Musical Act, People for Girl Show, Good Free Act for entire season. Ed Doyle, Howard, Magician, write. Write BOX 27, London, O.

ALL-AMERICAN EXPO. SHOWS,  
Mason City, Ia.

have completed new cookhouse. Roy Woods and wife joined Mickey Martin's Bell Riders for a few weeks, but will be in quarters in time to put finishing touches to Motordrome before opening. Mrs. L. E. Roth is kept very busy in quarters. She makes it her business to check dining hall regularly to see that there is plenty of food for the working boys. Mr. and Mrs. Neil Massaro arrived from Florida. **ART ALEXANDER.**

**New England**

**NEW YORK, Feb. 26.**—Show is shaping up nicely. Many concessioners that were on the show last year with Billy Giroud are booking with him again. P. S. McLaughlin is at quarters in Pennsylvania getting his rides in readiness, giving them the usual redressing. Ross Manning, show representative, is busy. New canvas and show fronts being purchased, also new entrance marquee. Old friends are greeting Managers Giroud and McLaughlin and wishing them luck. M. Young, show secretary, is busy with correspondence. **ELSIE M. GIROUD.**

**King Reid**

**MANCHESTER CENTER, Vt., Feb. 26.**—Work on new panel entrance started this week. No neon will be used, but an innovation never before seen on a midway will be feature of front. Manager King Reid returned from New York State fair meeting reporting a pleasant and profitable trip, dining and signing. Was also in Rome, N. Y., where he contracted Duken Inn, popular cookhouse operated by James Tofani, to be with the shows. Visitors: Larry Burns, Harry Schroeter and Pete Meyers, bannerman last season.

**ZILDA PINSONNAULT.**

**Fairly & Little**

**SPRINGFIELD, Mo., Feb. 26.**—Work at quarters is progressing, tho the past week rain, snow, ice and cold hindered work considerably. Everything is being overhauled. Three new double fronts are being built, also new main entrance front. All concessions under management of George Shaw have been built new and new canvas has been ordered from Baker-Lockwood. Work started February 1, with 20 men on job. Earl Street is putting into effect new ideas for Mrs. Strout's (Alice Melville) Big Apple Revue. Everything in the show, including costumes, stage settings and electrical effects, will be new. Six new Chevrolet trucks will be delivered April 1. New trailers built by the Springfield Trailer Company are completed. Red Scott is working on his illusion show. Cary Jones and wife will arrive as soon as Pat Stock Show, Fort Worth, Tex., is over. Cary is working his snake show there. Phil Little has been under the doctor's care for several weeks at his home in Dallas, but sends in report that he is now feeling fine and will pay a visit to quarters in near future. Mrs. George Shaw left for a visit with her parents in Alexandria, La. Noble C. Fairly returned from a business trip north. R. C. Borra, show electrician, is arranging neon lighting system and new electrical effects on show and midway towers. Johnnie J. Bejaino is building new inside for his side show. Visitors: Ernie Young, Bill Rice, Mike H. Barnes, Mr. and Mrs. George A. Campbell, Frank Fellow and Eddie Watts. **M. VAN HORN.**

**Motor City**

**DETROIT, Feb. 26.**—Everything is being made ready. Vic Horwitz is converting his semi-trailer into an office wagon. Morgan Howard, erstwhile magician, has been appointed publicity agent. Edwin Deibert returned from New York and is getting his concessions in shape. J. H. Myre, who booked three concessions early in year, has notified Berger and Horwitz that he will add two more. Harry Meyers postcards from Florida that he is enjoying a vacation and expects to arrive in Detroit March 20. Mike Smith is back from Miami. Ed Glosser, who has howling alley, is getting into shape by spending his spare time at large alleys in Chicago. Lou Berger has been busy all winter booking for the season. **MORGAN HOWARD.**

**Dec Lang**

**ST. LOUIS, Feb. 26.**—Builder Vaughn gave orders to Lang to hire extra help so when the opening comes no delay. Larger quarters in the same buildings

have been cleaned out to make room for woodworking and electrical shop. Electrical end is in hands of Barney Williams, who, with two helpers, is readying cable and buying new equipment. Two more new fronts have been turned out from the paint shop, making six ready. Many rides have been gone over with new lighting. Writer has show in such shape as to routing. Arriving almost daily are shipments of arcade machines, scooter cars, tents, trucks and building materials. **ELMER BROWN.**

**Smith Bros.**

**COALGATE, Okla., Feb. 26.**—With opening set for this month, a building has been rented here so that work can continue despite bad weather. Manager Casey Smith returned from a booking trip with some dates booked. Shows

to be carried are Athletic Show, Tuffy Burnett, manager, with Bobby Abbott and Billie Wolf; Dee Boone's Wild West Show; a mechanical show and a kiddie show. Concessioners recently arrived are Howard Smith and Fred Lesley. New electrical equipment arrived. Earl Draper and wife went to Oklahoma City to buy equipment for their cookhouse, which will have indirect lighting and be furnished in white thruout. Lloyd Hammond has a new top for his photo gallery. Show will be transported by trucks. Visitors: Mr. and Mrs. Bert Davidson, M. McGee, of McGee Shows, and Mr. and Mrs. Parker, of Detroit. Staff: Casey Smith, manager and advance; Frank Smith, manager of rides and concessions; Mrs. Shirley Smith, secretary; Mrs. Grace Smith, treasurer; Buddy Gordon, second advance and publicity, and Johnny Collins, electrician. **VIVIAN DOWLER.**

ing, Ed Drumm, of Gooding Amusement Company; Mill Westlake, city councilman of Columbus and a one-time showman and friend of Morris Miller; Dode Pisk, old circus owner; Doc Shivers, grand old circus man over 80; Rinaldo and wife, old-time vaudeville headliners, and Leo Hasenlein, owner of Olentangy Park. Mrs. Morris Miller and son, Maurice, are in Miami. Robert Kobacker is in Pittsburgh looking after that engagement and reports several tie-ups with department stores. Writer, Frank Zorda, is handling the emcee job as well as assisting in managing in the absence of the boss, who took a flying trip to his winter quarters, Wichita, Kan. **FRANK ZORDA.**

**Lewiston's**

**SOUTH BEND, Ind., Feb. 19.**—Harry Lewiston's World Fair Freaks opened up here last week in the downtown section and played to what promises good returns. Lewiston had a big week in Grand Rapids. Business was good in Kalamazoo and fair in Elkhart, Ind. Present line-up of attractions: Flo and Dot Carlson, half-ton twins; Vivian Dunning, sword swallower; Leo Kongee, painless man; Leona Young, fire worker; Melvin Burkhardt, anatomical blunder; Stella Rogan, tattooed girl; Jerry Burkhardt, snakes, with Harry Lewiston, wrestling and handling a giant 30-foot python; Madame Zindra, mentalist; Clicko, African pygmy; John Dunning, using two girls in sword box illusion. Staff: Ticket box, W. H. McDonald and Kenneth Osborn; doorman, Raymond Allard; maintenance, Percy Barnard; kitchen, Hazel McDonald and Chester Willard. Harry Lewiston is manager and advance is handled by Johnnie Reeves Jr.

**Kortes**

**MINNEAPOLIS, Minn., Feb. 19.**—Business this week of engagement here, news continues good and show is going over in a big way. Kortes added four more attractions, bringing the program up to 25 acts. Giant schoolboy Gilbert Reichter is a new attraction; also Professor Maxwell, unique fire exhibition; Maxie Martin musical act and Tony Harris is the extra added attraction. Hoppie, the frog boy, celebrated his birthday Tuesday by throwing a party for entire company. Billy Ellis is floor manager. Visitors: Doc Gardner, manager and agent; Frank Prescott, who was general agent for Elmer Jones a good many seasons; General Agent Owens and J. W. Laughlin, owner of West Bros.' Shows. **T. C. HARRIS.**

**Lauther's**

**BIRMINGHAM, Ala., Feb. 12.**—Business held up remarkably entering upon upon the third week of engagement here. Weather has been very good, with thousands of people thronging the streets. One large factor of the success has been the very desirable location across from the Alabama Theater. This house, which is the largest in town, has been playing to capacity houses, with the museum benefiting from the overflow. City is crowded with showfolk who are all daily visitors. Professor White, scientific mystery man, and Percilla, the monkey girl, are still much-sought-after entertainers by luncheon clubs. Mrs. Francis Lauther, Miracle Girl, made the largest radio station in town with a 15-minute talk on astrology. Mrs. Carter Kincaid, formerly Lillian Jones, daughter of the writer, on for an extended visit from her home in Marshall, Tex. Mr. and Mrs. Lauther back in their de luxe house trailer after a wreck near Charlotte, N. C. Sailor Joe Simmons still with it as one of the principal entertainers. Audrey Boggs, Miss Electra, the envy of all the girls in museum, with entire new wardrobe. Program and luncheon of the Pity-Pat Club furnishes the relaxation for the week. Lauther undecided how much longer to stay in Birmingham, but quite a few of the performers who have become acquainted seem to think it should be the balance of the winter. **ROY B. JONES.**

# Museums

Address Communications to Cincinnati Office

**Kuntz**

**WASHINGTON, Feb. 19.**—Springlike weather prevailing. Business is good. Present line-up includes Gertie, Aztec pinheaded Indian; Prince Ramachandi, India-rubber man; Pat Redding, emcee; Excelsa, contortionist; Gravitio, man of thrills; Madam Kuntz, Buddha readings; Bruno, dog and monkey circus; Helen Winters, reptiles; Bluey Bluey, dwarf magician; Freda-Fred Van, half and half. Wendal Kuntz, owner, is still in Garfield Hospital recovering from broken right leg. Excelsa, contortionist, is having a bag-punching outfit made. She is an expert bag puncher, having traveled in Europe at one time in a vaudeville act known as Excelsa and Frank's Physical Culture Girls of America. Excelsa will put her bag-punching act on soon. Recent visitors: Ajax, sword swallower; Sealo, seal boy, of 42d Street Museum, New York; Bobby Hassen, of South Street Museum, Philadelphia; Mr. and Mrs. D. Smith, of New England Carnival, and Gene St. Clair, of 42d Street Museum, New York.

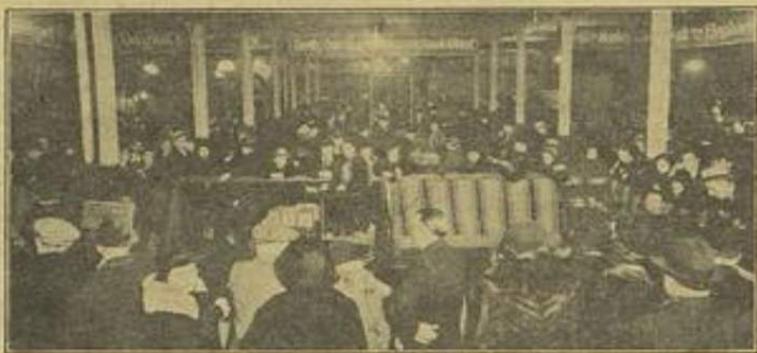
**WASHINGTON, Feb. 26.**—Weather very cool, but business is holding up well. Line-up is about same as last week's. Excelsa, contortionist, left to fill a vaudeville engagement in New York. A mentalist act is booked to open soon. Bruno is breaking in a number of house cats to work with his dog and monkey circus. Wendal Kuntz's stay at Garfield Hospital because of a broken leg is expected to end in about three weeks. Mrs. Wendal Kuntz returned from an airplane trip to her home in New Hampshire and Wendal Kuntz Jr. celebrated his 21st birthday last week. Bluey Bluey, dwarf magician, recently received from Philadelphia some new Spanish costumes. Sam Golden returned from a business trip to Baltimore. Freda-Fred Van is making new wardrobe for summer use. **FRANK GRAVITYO.**

**Heth Bros.**

**Clio, Ala., Week ended February 19.** City lot. No Gate. Weather, cold. Business, fair. Visitors last week from L. J. Heth Shows were Bingo Miller and party and said they give us credit for staying off relief rolls. Mrs. Evelyn Marion is sick with a very bad cold, as is Junior Barrett. But with this good old Alabama sunshine coming thru again both are better. Card from L. E. (Lutch) Heth in Miami says that his new Bulek is okeh and that Mrs. Albert Heth and he will arrive by March 1. General Agent M. J. Dreesen is doing excellent work north on still dates, fairs and celebrations. Lot Superintendent Ben F. Toash arrived from home and is moving everything from quarters on to the opening lot in Enterprise. Painting and repairing for the big shows opening there. **FLOYD R. HETH.**

**Miller's**

**COLUMBUS, O., Feb. 26.**—Morris Miller's Museum opened last week on Monday on South High street in the heart of the city. Business was top at the start. Manager Bob Winchell, who is pinch hitting for Maurice Miller, was responsible for this location and all work was handled by him. Attractions here are Dick Disco, magician, with Oscar the Dummy; Capt. Lewis, rubber man; Rosa Lee, armless girl; Ducky-Wucky, coin manipulator; Alice White, indestructible girl; Frank Phillips, human pincushion; Bob Wallace, Pop-Eye; Filipino Midgets, Itri Pygmies, Leopard Girls, and Art Hubell, human bellows. In the Annex, Doc Waters with Unborn Show, and Bob Schlossberg and wife, mentalists. Visitors: J. F. Murphy, old-time partner of Morris Miller; Donald Miller, director of Piqua's Street Fair; Gene Hamlin, city finance officer of Dayton; Floyd Good-



**MUSEUMS RETAIN THEIR POPULARITY** if the crowd shown here can be taken as a criterion. This photo of the interior of Pete Kortes World's Fair Museum was taken in Minneapolis recently, where this organization is having a run of several weeks in a large building in the downtown section of this city. Acts that were on view when this flashlight was made were: Hoppie, frog boy; Nabor Fells, Indian sculptor; Prince Denis and Lady Ethel, man and wife, midgets; Athelia, monkey girl; Ralph, elephant-skin man; Smokey, man with two mouths; Popeye, Dr. Mayfield, heat resister; Prof. Peterson, sword swallower; Mme. Leatrice, snake enchantress; Barney Nelson, armless artist; Allen, rice writer; the Waldrons, glass blowers; Thelma and Doris, albino twins; Paul Herold, German giant; Tony Kettler, fat boy; Harry Lewis (Shadow Harry), thin man; Amok, head hunter; Edema, human bellows; Dr. Pardo, mentalist; Anna Mae, iron tongue artist; Tony Harris, alligator boy, and Doc King, magician.

## Heth Bros. Shows

Opening March 21-26, Enterprise, Ala. Want Cook House, Stock and Sales Concessions; all open. No CRIFT. Will sell Parker 2-Abreast M.C.R., Minstrel and Side-show (same can be booked on this show if desired). Lon Morton, come on. Good opening for Motor Drome, Arcade, Tilt and Octopus. All replies: **Winter Quarters, Enterprise, Ala.**



## National Showmen's Association

Piccadilly Hotel, New York

George A. Hamid, president; Max Lindermann, first vice-president; Art Levits, second vice-president; Oscar C. Buck, third vice-president; Arthur L. Hill, secretary; J. L. Greenapoon, treasurer; Roger S. Littleford Jr., assistant treasurer; Max Hofmann, general counsel; Dr. Jacob Cohen, physician.

NEW YORK, Feb. 26.—With nearly 200 fully paid-up members in its fold and almost that number again partly paid up, the National Showmen's Association goes into its third month confident of success and long existence. Organization, formed along the general lines of the Showmen's League of America and other show clubs, has been accepted enthusiastically not only by New York showfolk but by members of the profession throughout the nation as well.

The benevolent services of NSA are being gradually worked out, chiefly thru the efforts of President George A. Hamid, Max Hofmann, club counsel, and Dr. Jacob Cohen, devoted friend of show people and physician for the club. A cemetery fund has been started, and a hospitalization plan will be completed shortly. Cohen in the meantime has announced that until such time that definite hospitalization and medical aid are established unfortunate members who may need medical attention will be afforded his personal attention gratis. Fully paid-up members in need of hospitalization would be taken care of, Dr. Cohen said, at one of the larger metropolitan medical centers, with cost of same to be shouldered by the association. Each case will be handled as an individual proposition by the organization.

THERE ARE "SCORES" OF REASONS  
Why YOU SHOULD  
BE A MEMBER OF

Showmen's League of  
America



165 W. Madison St., Chicago

Ten dollars initiation fee and less than three cents a day, or \$10.00 a year, are the dues. No extra assessments of any kind; the greatest value for the least expenditure of any organization of its kind in the world.

## AL. G. HODGE SHOWS, Inc.

Opens April 11th at LaFayette, Ind., with Indianapolis, Ind., to follow for two weeks. Two different lots, both down-town location in the heart of the city. Auspices GARARA GROTTO.

WANTED—Shows of all descriptions, with or without own equipment. Special spring liberal percentage arrangements. We have new tools and new fronts. Want Concessions: Candy, Popcorn, Frozen Custard, Candy Floss, Lead Gallery. ALL Grand Concessions \$15.00 per week. Will sell X on Photo Gallery. All Wheels open. Want Free Acts. Those who answered write again. Attention—Will the two women with house car who wrote from Jersey and who played day and date with us last spring in East St. Louis, Ill., write. Contract ready for you. Want BILLPOSTER. Must drive advance car. Want Carvas Men, useful People in all lines. Tex Stewart write. Will book Loop-O-Plane, Ride-O-Car or Octopus with or without transportation. Ride Help who can drive Tractor. Committees and Fair Secretaries write, wire or phone us for liberal propositions.

Address W. M. TUCKER, Mgr., BOB HALLOCK, Gen. Agt., P. O. Box 32, Gary, Ind.

## JOE GLACY WANTS

Side-Show Attractions. Colored PIN HEADS for PYCANY Village. Can place Useful People for season with largest Organized Show in Northwest. All winter's work, following with TOUR of HAWAIIAN ISLANDS and AUSTRALIA. Glass Blower, Mental Act and Feature that can satisfy. Send photos and state all in first letter.

Address: PACIFIC COAST SHOWMEN'S ASSN.  
730 S. GRAND AVE., LOS ANGELES, CALIF.

## PENN STATE SHOWS—Opening April 23

WANT—Legitimate Concessions of all kinds, except Cookhouse, Bingo, Ball Games, Oustard, Lead Gallery, Penny-Pitches, Popcorn, Candy Floss.

WANT—Shows of MERL. Have 10-in-1 and Illusion Shows booked. We have our own four Rides, but will book Loop-O-Plane. Have Free Act, Sound Truck and Free Gate. Celebrations and Fair Committees get in touch with us.

STEWART WACHTER, Mgr.,  
P. O. Box 1161,  
Schubert, Pa.

At the meeting February 18 in the Piccadilly Hotel here much interest was created by the house committee's announcement that in all probability permanent quarters would be established within the next few weeks on the sixth floor of the Palace Theater Building, 47th street and Seventh avenue. Announcement immediately produced pledges from various members for furniture and equipment for the clubrooms.

Ben Rosen pledged a piano and his services in painting murals, etc. in the rooms; Art Lewis, William J. Bloch and Oscar C. Buck, each 100 chairs, and Jack Rosenthal and George A. Hamid, 50 chairs each. Maurice Piesen, who was elected a member at the meeting, donated a desk; Joe Landy promised a typewriter and desk for the secretary and donated \$25 toward the Cemptry Fund. Max Friedman offered a settee and \$50 toward a carpet. Arthur E. Campfield pledged signs and banners; Clem Schmidt, an electric clock, and Al Hymen, glasses. Fred Phillips pledged his co-operation on securing linoleum floor coverings at a reasonable figure and advised that he would encourage Sam Grisman, theatrical producer, who spoke earlier in the evening, to contribute toward floor covering.

Hamid appointed a committee on house furnishing, consisting of William J. Bloch, chairman; Jack David, Ben Rosen, Ike Weinberg and Max Hofmann.

George W. Travers was appointed chaplain and Ike Weinberg sergeant at arms.

Altho all meetings will henceforth be closed to members, Hamid pointed out that any member could bring with him a prospective member who would be willing to join at that meeting.

Next meeting will be at the Piccadilly Hotel Thursday evening, March 3.

### Ladies' Auxiliary

Dorothy Packman, president; Mrs. Lew Lang, vice-president; Anita Goldie, secretary; Ida Harris, treasurer; Pearl Meyers, assistant treasurer.

Ladies' Auxiliary, with but 10 members at its inception a little over a month ago, is going places. Three open meetings have been held since January 15 and as a result there are 35 paid-up members, many pledges and many having expressed their interest. Applications received by the secretary tend to show that the auxiliary is progressing rapidly.

At the meeting February 18 plans were discussed for a bingo party. Madge Block announced contribution of all the prizes the ladies can clear out of the warehouse for this occasion. Her offer was, of course, gratefully accepted.

President Dorothy Packman will announce the date set for the party at the next meeting and urges women in the metropolitan district (and elsewhere) to attend and bring their friends. Mr. Rosoff, of Rosoff's Restaurant, is expected back from Florida in a few days, at which time the entertainment committee will confer with him about his offer of the banquet room for the bingo games. Refreshments will be served.

Many other social activities are under way. The next meeting will be held in Room 335, Piccadilly Hotel, 227 West 45th street, New York, Thursday, March 3, at 8 p.m.

## Showmen's League of America



165 W. Madison St.,  
Chicago, Ill.

CHICAGO, Feb. 26.—A well-attended and very interesting meeting was held February 24. President J. C. McCaffery was out of town on business and in his absence Past President Edward A. Hock presided. With him at the table were Secretary Joe Streiblich, Past President Sam J. Levy and Past President C. R. Fisher.

Brother M. J. Doolan reports the Showmen's Home Committee in action and that the campaign for funds started with Brother Carl J. Sedlmayr's Tampa show and plans are being made for a real summer's work.

Relief report Brothers Rankine and Schlemmer both still in the hospital and showing improvement. Brother Bob Miller out at times and Brother Colonel Owens still confined.

Late reports advise that Brother Harry Mazy met with an accident at Jacksonville, Fla., in which his leg was broken. He is confined in Ward 6, U. S. Veterans' Hospital, at Lake City, Fla., and will be pleased to see or hear from his many friends.

Brother Dave Mulvie writes that he was the victim of a slight stroke recently and is now confined at the Ottawa Civic Hospital, Ottawa, Ont. Drop him a line of encouragement.

Brother Walter F. Driver and his Spring Festival Committee have started action. Mail will go out next week and active work on the program will be started at once. George Johnson reports early demands for tickets and it looks like it will be a sellout. Past President Sam J. Levy is active on the entertainment and is also planning to handle affairs of Walter F. Driver Night at the League rooms March 17. Remember this is for members only, so drop in if you are in town.

Brother Fred Kressmann is active in the duties of the finance committee and in addition is busy looking for new members, as he is out to win a gold life membership card in the membership drive.

Brother Lou Leonard is back from Florida, brown as a berry but gradually getting acclimated to our northern winter and at the rooms every day.

The League is pleased to announce receipt from an insurance company as beneficiary in the policy of our late Brother Harry Coddington.

Brother Whitey Lehrter and M. J. Doolan are busy looking up prices on an honor roll for the walls. Plans are also being considered to alter the plan of Memorial Resolutions. This is just a thought with no action as yet.

Stationery for the Showmen's Home Committee is out and a supply has been sent to each member of the committee. If you did not receive yours it must have miscarried, so please advise at once.

Brother Carl J. Sedlmayr writes that he is highly pleased with the opening benefit show at Tampa and has high hopes of far exceeding the total of 1937. Harry W. Hennies has been busy on work of the Showmen's Home Committee and promises some real co-operation thruout the year. Chairman Fred Beckmann is well pleased with his committee and advises that they will most surely be heard from during the entire summer.

With the incentive of a Showmen's Home, Cemetery and Hospital Fund drive each and every member should have his shoulder to the wheel and help in this worthy work.

We again call attention to dues. Perhaps you have overlooked them and all you need is a reminder.

Brother Lou Leonard says that if you want to know what a real booster is you should have seen Brother George Golden doing his stuff during the Tampa benefit show.

Morry Brod writes that he is still down Florida way and making plans for the summer.

Brother J. W. Conklin writes that he will be with us for a few days about the middle of March.

Brother Frank D. Shean advises that he is still New Yorking it.

### Ladies' Auxiliary

Hostess for Thursday, February 17, social was Mrs. Robert Miller. Attendance of 32 enjoyed bunco and cards. Hostess and members are delighted to see Mrs. Charles Driver up and around, also Mrs. G. Rollo and her niece, Miss Enholm, who is here from Boston. First prize of

## 15 Years Ago

(From The Billboard Dated  
March 3, 1923)

The Showmen's League of America elected a new set of officers for the ensuing year February 20. They were Edward P. Neumann, president; Fred M. Barnes, first vice-president; Con T. Kennedy, second vice-president; Walter D. Hildreth, third vice-president; C. R. (Zebbie) Fisher, treasurer, and Tom Rankine, secretary. . . . Ninth annual election of officers of the Ladies' Auxiliary of the Showmen's League of America resulted in the following being chosen for 1923: Mrs. Tom Rankine, chairman; Mrs. W. O. Brown, first vice-chairman; Mrs. Al Latto, second vice-chairman; Mrs. B. Delgarian, third vice-chairman; Mrs. I. L. Peyser, secretary, and Mrs. C. Ayers, treasurer. . . . J. J. Moran, for two years manager of C. R. Lovre's No. 2 show, the Great West Amusement Company, purchased all the equipment of the organization from Mr. Lovre.

The Cooper Rialto Shows and Wallace Bros. Shows signed contracts in Youngstown, O., February 24 to go out in 1923 as a combined organization. . . . Several of the largest owners of carnivals at the Showmen's League meeting in Chicago went unequivocally on record for absolutely clean shows and organized the Showmen's Legislative Committee for the express purpose of combating adverse legislation. Edward P. Neumann was elected chairman; A. J. Ziv, secretary; Edw. A. Hock, treasurer, and T. J. Johnson, legal adviser. . . . William Glick and Ralph W. Smith, both widely known riding device owners, purchased the Bernardi Greater Shows, which organization was formerly known as the Mighty Doris-Ferari Shows.

Ninth annual banquet and ball of the Showmen's League of America in Chicago February 21 proved one of the most enjoyable occasions in the organization's history. More than 500 persons attended. . . . Mr. and Mrs. A. B. Miller returned to Atlanta after a long vacation in the North. . . . Louis J. DeCola and his Italian band had just been re-engaged by D. D. Murphy Shows of St. Louis. . . . Mr. and Mrs. Lew Dufour were visiting Mrs. Dufour's brother in Atlanta while Lew was attending the Georgia fair meeting. . . . Eddie Eroid (George E. Priest) was operating his theater concessions at Worcester, Mass., and occasionally presenting his escape act at the Grand Theater there.

a white table lamp went to Sister Mattie Singleton. Second prize of a crystal and orange lemonade set went to Mrs. G. Rollo. Third prize, which was the raffle, went to Mrs. Lucy Kuby.

Thursday, February 24, meeting was presided over by President Leah M. Bruniere. Seated at table with her were First Vice-President Mrs. Ida Chase, Second Vice-President Elizabeth Ernst, Third Vice-President Edith Streiblich, Mrs. Al Latto assumed the responsibilities of treasurer in the absence of Mrs. William Carky, who is on the road on a business trip. Invocation was by Mrs. Al Latto. A rising vote of thanks was given Mrs. Elizabeth Ernst, chairman of the tacky party, which was a huge success. Mrs. Ernst thanked her assistants and members graciously. After adjournment sandwiches, coffee and cake were served; donated by President Leah M. Bruniere.

Mrs. Ida Chase and Mrs. Robert Miller visited Colonel and Mrs. F. J. Owens Saturday night in their apartment and found them both comfortable and in good spirits. Colonel Owens, who loves to reminisce on past vaudeville and show experiences, recalled many of his enterprises. Mrs. Ida Chase reports Sister Minnie Murdock and Sister Cecia Helmer as ill at home. Mrs. Chase visited Mattie Crosby in her home and found her getting along nicely.

Ladies' Auxiliary is contemplating having a rummage sale early part of May. Members on shows and out of town please send in your obsolescent, everything graciously accepted. Forward same to Arcade Electric Company, 1759 Ogden avenue, Chicago, Ill.

Sister Lucille Pope accompanied Sister Edith Streiblich on a very urgent trip to Milwaukee early part of this week to visit Mrs. Streiblich's mother, who is seriously ill and confined to a hospital there. Lucille Pope returned from a vacation trip to Miami all sun-tanned. Reported by Elsie Miller.

## Bad Weather Puts Crimp in Shriners' Circus in K. C. Aud

KANSAS CITY, Mo., Feb. 26.—Annual Ararat Shrine Circus, closing tonight in the main arena of Municipal Auditorium after nine days and nights, had a tough break with snow and cold weather, and attendance has been disappointing and far below that of the 1937 circus in the same building. About 25 acts were booked by Shriner Fred T. Gardner. Harold Elliott, long with the Beckmann & Gerety Shows, was in charge of building and equipment, and Fred L. Spear did publicity.

Several acts were added late, including Six Satos, balancers; Miss Constance, serialist, and Miss Mickey, serialist. Show received excellent publicity in dailies and critics praised the program. Sixty-five troupers of the circus were guests of the Shrine at a luncheon on Monday at Ararat Temple. Kaycee Council, Parent-Teacher, sponsored the last five matinees and upped receipts some. More than 30,000 public school children were dismissed from classrooms to see the show, but ticket prices were low and income small.

Julius C. Shapiro, potentate, said a full report on success of the event would be made next week.

## Sunbury To View Parades

SUNBURY, Pa., Feb. 26.—For the 43d anniversary celebration of Friendship Fire Company and Band Carnival Week here, formerly known as Sunbury City Band Music Festival, on the Lanter circus lot, Reithoffer's rides, Jimmy Heiman's Side Show and Monkey Show and numerous concessions have been booked. There will be free acts and other attractions, reports Chairman Mel Sober, concessions committee, including a parade with about 35 visiting fire companies, bands and apparatus, band concerts, Flag Day parade and contests. Billing, newspapers, radio and sound truck will be used in a large radius.

## Acts Draw at Alabama Show

BIRMINGHAM, Feb. 26.—National Home Show here on February 14-19, sponsored by the Real Estate Board, broke local indoor show attendance records when 27,000 came to see 75 merchant exhibits and a vaude show which included DeKohl Troupe, Miss Collette, Merrill Brothers and Sister, Gitanos and Don Bernardo, reports Secretary S. C. Clarke. Edwin N. Williams, Federal Production Company, directed the show. Admission was 25 cents, with a 10-cent rebate plan, and publicity was handled thru newspapers, billboards, radio, window billing, direct mail and speakers.

## Coakley To Stage Circus

WEIRTON, W. Va., Feb. 26.—An indoor circus under auspices of all units of Weirton Steel Employees' Security League will be staged under direction of Fred C. Coakley in the Arena, Fort Steuben Bridge road, across the river from Steubenville, O. Arena seats 2,500, has lighting and heating systems and parking space for 3,500 cars. Mill is said to be working at almost capacity. Daily street parades will be staged in surrounding towns, and Weirton Steel Concert Band may be secured for concerts during the three-day circus.

## Klein To Put on Events

CANTON, O., Feb. 26.—C. A. Klein, whose indoor circus unit has been playing thru the tri-State district, has booked several Ohio and Pennsylvania fairs and celebrations for late summer and fall. He will stage several summer events in this territory until fairs and celebrations start in August and declares the season's outlook is promising.

## Bantly Shows Contracted

KANE, Pa., Feb. 26.—Bantly's All-American Shows, with 10 rides, 10 shows, 35 to 45 concessions and featuring Ella Curver, high fire diver, have been contracted for Old Home Week, Legion and Firemen's celebration to be held here. Parades, a new Kiddies' Day program and special nightly awards will be among the features. James McKenna is chairman of the carnival committee, reports Harry E. Wilson, assistant manager of the shows.

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

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



CLIFF McDUGALL (LEFT) AND JACK SCHALLER RELAX. Photo taken at Desert Inn, Palm Springs, Calif., after Jack Schaller attractions had been signed for the 1938 Desert Circus, for which Mr. McDougall is publicity director. Annual circus day in Palm Springs brings many film notables and others and Mr. Schaller expressed elation at having had his acts contracted, declaring that he has more attractions booked than at this time in any previous year and anticipates an excellent season.

## New Haven Spec and Expo Will Be Staged by Cargill

NEW HAVEN, Conn., Feb. 26.—Jerome Cargill has been awarded contract for production of a Pageant and Progress Exposition, to be main attractions of New Haven's Tercentenary Festival, and has sent two men on the \$45,000 job, Gerald Novak, who authored Bridgeport and Wheeling pageants and is doing script writing here, and William Mariatt, who is to be pageant master. Don Martin, Cargill field manager, is handling the expo in conjunction with Campbell Fairbanks Expositions, Inc.

Pageant will be at the Yale Bowl with a cast of 4,000. Plans call for a rolling and revolving stage to handle sets. New Haven Symphony Orchestra will play the pageant score. Cavalry horses will be used for mounted episodes and carriages and stagecoaches are being brought in for the spec.

Expo will be at Yale's baseball cage, a glass-roofed area unobstructed by pillars. Historic exhibits will be stressed during the 10 days, with a float and military parade; praise service with Opera Star Charles Kullman, local boy, as guest; athletic events, exhibitions and school-day program. John C. Tracy, former president of the Chamber of Commerce, is chairman of the committee.

## Wirth Readies in Hartford

NEW YORK, Feb. 26.—Frank Wirth has opened an office in Hartford, Conn., and started preparations for his Shrine Circus to be held in the Armory, ninth consecutive year he has handled the Shrine Circus there. The 1937 circus turned away as many as 3,000 at several performances. Committee had considered staging the 1938 circus two weeks, but as the Shrine also sponsors a Sportsmen's Show prior to the circus, only one week was decided upon. Vic Fried is general chairman; Fred Williams, chairman of attractions; Jeff Phelps, treasurer; Ralph Thompson, secretary, and Bill Hunter, in charge of publicity and advertising.

THERE will be free acts and floor shows during Pennsylvania State Elks' Association's 32d annual reunion in New Castle, with parades and other features, said Louis D. Hazen, program chairman, and Clarke H. Buchl, convention chairman.

HELP! This Department by Telling Committees About It.

## Omaha Shriners Will Try For Top Crowds at Circus

OMAHA, Feb. 26.—For ninth annual Tanager Shrine Circus in Ak-Sar-Ben Coliseum, J. E. Davidson, potentate, said Rink Wright, Omaha, is handling arrangements for the show, his sixth straight.

Shrine expects to top 1937 attendance of 65,000, present record. Books with 30 tickets at 40 cents each are in the hands of Shriners. Circus probably will run three matinees and six night shows.

Committee is headed by Joseph Barker Sr., chairman, and Jake Isaacson, executive secretary of Ak-Sar-Ben.

## Shorts

A CENTENNIAL Celebration commemorating founding of the city is to be held in New Brighton, Pa.

A PAGEANT will be staged in conjunction with a centennial celebrating the boro's founding in Kane, Pa.

CITY COUNCIL of Watertown, Wis., again voted \$1,000 toward festivities in Riverside Park under auspices of the Turner Society.

NORTH BALTIMORE (O.) American Legion Post will again sponsor a Street Fair and Exposition on downtown streets with rides, shows, free acts and exhibits.

FIREMEN in Ashland, O., will sponsor a Street Celebration, featuring rides, free attractions and contests, midway to be on a downtown lot.

FREE ACTS, concessions, nine rides, fireworks, public wedding and a kid parade will feature the Hose, Hook and Ladder Company's free-gate carnival on

streets of Kittanning, Pa., reports F. A. Benton.

NINE displays are included in a contract given Ohio Display Fireworks Company for Northwest Territory Celebration in Marietta, O., the contract being considered a plum in that district by R. J. Vitale, of the company.

AFTER serving Houston, Tex., Elks' Lodge as director of activities several months, Joe S. Scholibo has been forced to sever his official connection with the lodge to go to St. Louis, where his wife has been seriously ill.

A ONE-NIGHT carnival, under auspices of Hollywood, Fla., schools, drew thousands to blocks in the town's center that were roped off. Several rides and concessions from carnivals wintering in the vicinity did good business.

## NORTH AUGUSTA VOLUNTEER FIREMEN'S BIG SPRING JUBILEE and CIRCUS

WEEK OF MARCH 14th

WANTS—Concessions that work for stock and not over a dime. Will consider several Free Acts. Have three Rides booked. Can use several Shows. Biggest Celebration ever held in this section; 5,000 advance tickets already sold. All address

A. E. CRAYBILL, Chief Fire Dept., North Augusta, S. C.

## MONROE COUNTY VOLUNTEER FIREMEN'S CARNIVAL

July 12-13-14-15-16, 1938.

ROCHESTER, N. Y.

Attracts 50,000 People.

WANTED—Rides, Concessions, etc.

E. R. WENDELL, Secretary, Rochester, N. Y.

280 Stone Road,

## WANTED

FREE ACTS, SHOWS and CONCESSIONS.

Rides Sold.

Friendship Fire Company & Band

43d ANNIVERSARY.

June 12 to 16.

RALPH YOUTZ, Secretary, Sunbury, Pa.

## WANTED

RIDES AND ATTRACTIONS FOR

JULY 4th CELEBRATION

ROY BASSETT, Secy., Sand Lake, Mich.

## ACTS WANTED

STANDARD CIRCUS ACTS FOR

SHRINE CIRCUS

OMAHA, NEB., APRIL 4 TO 9.

Address RINK WRIGHT, Castle Hotel, Omaha.

## WANT MORE REVENUE

for

YOUR ORGANIZATION?

Read

"BINGO BUSINESS"

A Column About Bingo in the

WHOLESALE MERCHANDISE

Department

THIS WEEK and EVERY WEEK

## Wanted To Hear From High-Class Carnival

ONE WEEK STREET FAIR EARLY SEPTEMBER

Would Also Like To Hear From High-Class Acts.

THE KEOKUK CHAMBER OF COMMERCE, KEOKUK, IOWA.

## WESTERN RESERVE HISTORICAL CELEBRATION

June 27th - July 4th, WARREN, OHIO

The Celebration is historical, but the Midway will get the business. Entire Fairgrounds will be used for Rides and Concessions. Burning Races in the afternoon. A 60-mile radius includes Youngstown, Akron, Cleveland, Canton, Painesville, all of which were part of the original Western Reserve, and will participate. Plenty of publicity. Open for everything legitimate.

GEORGE F. KONOLD JR., Chamber of Commerce Bldg.

# Wholesale merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by JOSEPH CSIDA—Communications to 1564 Broadway, New York

## BOSTON WORKS ON BINGO

### New Petitions, Regulation of Prizes, Fines Are Considered

Only American-made merchandise is to be used—proceeds must go for charitable, civic, educational, fraternal or religious purposes—many other provisions

BOSTON, Feb. 26.—Bingo operation is experiencing a terrific build-up and field day among Massachusetts solons. To such an agitated state has the game of bingo (it's commonly called beano here) come that the card-bean set-up is a major issue in the Commonwealth. Salient points are fines imposed unless prizes of American manufacture are offered, and if city and town officials fail to comply with beano laws. A fortnight ago the legislative committee on taxation oked the petition of Frederick M. Barnicoat which says there "shall be levied, collected and paid a tax, at the percentage rates cited, on the gross amounts received at beano games."

Come now two other petitions to "further regulate operation of the game commonly called beano." Legal Affairs Committee has both bills under scrutiny following hearings last week.

The first, a petition of Albert E. Morris, which dictates that "The deferred operation of this act would tend to defeat its purpose, therefore it is hereby declared to be an emergency law, necessary for immediate preservation of public convenience."

It then asks for enactment as follows: "Chapter 271 of the General Laws, as amended in section 22A by chapter 371 of the acts of 1934, and as further amended by chapter 222 of the acts of 1936, and as most recently amended by chapter 283 of the acts of 1936, is hereby further amended by striking out section 22A as amended and inserting in place thereof the following new section:

"Section 22A. Nothing in this chapter shall authorize the prosecution, arrest or conviction of any person for conducting

or promoting, or for allowing to be conducted or promoted, a game of cards commonly called whist or bridge or the game commonly called beano, or substantially the same game under another name, in connection with which prizes are offered to be won by chance; provided, that the proceeds of the charges for admission to, and/or participation in, such game are donated solely to charitable, civic, educational, fraternal or religious purposes; and provided, further, that said game called beano, or substantially the same game under another name, is conducted under a license hereby authorized to be granted by the mayor of the city or the selectmen of the town in which such game is to be conducted, and upon such terms and conditions as the mayor or selectmen may prescribe; and provided further that said game called beano, or substantially the same game under another name, is conducted on the premises where the licensee commonly meets and makes its headquarters.

#### Must File Triplicate Report

"A license so granted shall not authorize said game called beano to be conducted thereunder if any prize of more than \$100 in value is offered or awarded. The licensee thereunder shall on the

### Readers' Digest Gives Brand Boost

In the current issue of *Readers' Digest*, in an article picked up from *The New Yorker*, Charles Brand, who has for long been selling fur good-luck novelties, such as rabbit's feet and the lucky fur auto tail, received a terrific build-up as the man who was wise enough to cash in on the good-luck business with the fur items. Brand scoffed at the publicity, saying: "It only brings a lot of curiosity seekers around asking for free souvenirs."

first day of each week file a report in triplicate, one copy of which shall be filed with the city clerk of the city or town in which it was conducted, one copy of which shall be filed with the commissioner of corporations and taxation, and one copy of which shall be filed with the commissioner of public safety. Such report shall contain a statement of the total proceeds and an itemized statement of expenses of all the games for the preceding week for which the report is filed. Every such report shall be made under oath by the duly constituted financial officer of the licensee and shall be open to public inspection. Any licensee who fails to file the report aforesaid shall be punished by a fine of \$5 per day for each day's failure to file after the report's due date. Any such licensee who fails to exercise exclusive control and management of any such game, and any organization so licensed with falls to have one of its members in good standing in full control and management of the game at all times during its operation shall be punished by a fine of not more than \$50. No license under this section shall be granted except to a charitable, civic, educational, fraternal or religious organization.

#### American-Made Prizes

"No prize shall be offered as aforesaid in connection with the game of beano (See BOSTON WORKS on page 65)

## How a Committee Runs Successful Bingo Parties

By DANIEL E. SHEA

Chairman Bingo Comm., K. of C. Hartford (Conn.) Council No. 11

### PART TWO

We give certificates to the winners, as is the custom with most games. However, almost all operators are satisfied to hand them out and forget about them until the end of the season. Then they wonder why only 10 per cent of the certificates are used on the final night. We feel that we have devised a way to keep our certificates alive and the holders interested in our games. We stress the importance of the certificates. Every four of five weeks we hold a mammoth bingo with extra prizes and increased admission. On this night certificate holders are offered a free game on an intermediate prize such as a breakfast set, studio couch or some article of like value. He retains his certificate and realizes the value of it thruout the season. For the night of the big game a circular announcement is sent to players, addresses having been secured from attendance prize cards filled out at a previous game.

We have also followed other systems to increase our attendance with more or less success. Last week we used the Gentleman's Escort Ticket and the week

previous a complimentary ticket was given to each woman patron. This ticket admitted an escort if he was with her the following week. Believe me, that has always been successful and last week it brought in 350 men. Another attendance booster is the Good Neighbor Night. A woman is permitted to bring any person living in the same block with her out to the following week's game. For this there is space for the name and address of the neighbor, and it is announced that the holder does not receive the attendance prize if won until the address is verified. This gives us another substantial number of names for our mailing list and increases our attendance. Of course, none of the above-mentioned methods are used while our game is on the increase. Naturally they are used only when there is a lull or falling off such as generally takes place after the holidays.

#### Novelty Specials

Just a word about novelty specials. Many operators are burning midnight oil devising new methods of making the specials more attractive. I might be

## Lucky Charms Stimulate Biz

Cartoon characters, novelty animals, shamrocks, other numbers doing well

NEW YORK, Feb. 26.—Direct sellers and bingo operators have recently taken to presenting good-luck charms to their customers gratis and have found them a great business stimulator. Direct sellers in this category handle various items and have found that the good-luck-charm presentation appeals to all customers. At bingo parties, where players are counting on their luck 100 per cent, good-luck charms are really looked upon as an appreciated gift—particularly by those who happen to win one of the prizes the evening they are presented with a charm.

Many houses have been featuring the good-luck charms in their advertising and promotional material and there seems to be no end to the variation of such charms. N. Shure Company is offering a line of comic cartoon character good-luck charms featuring such well-known funny-paper figures as Orphan Annie, Moon Mullins, Uncle Willie, Kayo, Harold Teen and Uncle Walt, of Gasoline Alley fame. These charms are made of celluloid and finished in bright colors.

Midwest Merchandise Company offers a line featuring airplanes, skeletons, hand (with fingers crossed in emblem of friendship) and a line of animal

(See LUCKY CHARMS on page 65)

## DEALS

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

The big towns in upper New York State, such as Rochester, Utica and Syracuse, are in good shape, says Milton Wolff, representative of the Hamilton Manufacturing Company. Deals are running strong there and the boys look prosperous. Smaller towns are quiet and mills towns practically dead. Big cities have a greater diversification of businesses and no matter how bad conditions may be, salesboard operators can always find someone to move a deal—providing they have the right item. Milt spends almost all of his time in New York and handles the Hamilton line of salesboards, pushboards, pullcards and sales devices.

And speaking of the right item, it is more important to have the right item today than ever before. Just slapping a deal together with any old thing won't go any more—the it doesn't seem so long ago when apparently that's all one had to do to watch the bucks roll in. Today an operator must have an item with unusual appeal to get a nibble from John Public—but if he has that item he can still clean up—and does. The man in the street may not have too much ap-

(See DEALS on page 64)

## BINGO BUSINESS

By JOHN CARY

SOME OF THE DIRECT MAIL PROMOTION sent out by enterprising bingo operators is really worth mentioning. Take, for instance, a few of the two-color rotogravure or two-color printed circulars sent out for some of Joe Beck's parties around Jersey City and Newark. Ben Green, vice-president of the United Advertising Agency, works on these circulars with Joe and they really turn out some punchy, interesting and crowd-pulling pieces. Or take the piece sent out by the Akdar Patrol in Tulsa, Okla. In addition to its four-page heavily illustrated circular, there is a personalized special Western Union "telegram," delivered by messenger service, which reads:

"YOU ARE INVITED—TO THE NEWEST—CLEANEST—MOST ENTERTAINING PARTY OF ITS KIND EVER HELD—AKDAR PATROL'S GIANT BINGO PARTY—AT AKDAR THEATRE SATURDAY NIGHT. ADMISSION FREE—BRING YOUR FRIENDS—FREE ENTERTAINMENT AT 7:30—FIRST BINGO GAME STARTS PROMPTLY AT 8 P.M. FULL PARTICULARS ENCLOSED." (This, of course, refers to the circular.)

It's that kind of promotion that builds successful bingo parties. If more operators made a closer study of promotion

(See BINGO BUSINESS on page 64)

# 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.

## Metoile

With the advent of chromium decorations in the concession-field exhibition booths and a general trend towards getting away from the old color effects in park and carnival concession frame-ups, a new decorative material called Metoile has appeared on the market. Metoile can best be described as a fabric with a metal finish. It comes in rolls and is applied by pasting on any wall or surface.

Manufacturer of this new material, the Reynolds Metal Company, claims that the metal finish is nontarnishable

and water repellent. It comes in gold, silver, aluminum, and, in fact, the manufacturer claims it can produce it in many colors. Indoor amusement caterers also will do well to look this over. Firm states it will be glad to furnish samples upon request.

## Knee Throttle

A knee throttle, enabling a driver to keep his foot on the brake pedal at all times is the newest aid for the motorist, just introduced by Safety Motor Control Company. Throttle fits along the steering post, where a slight pressure of the left knee controls the car's speed. When not in use it fits snugly to steering post out of the way. A spring keeps the throttle in resting position and acts as a constant safety guard, closing the throttle the minute no pressure is applied. It's a low-priced seller and national distribution is planned.

## Handy Carrying Case

An added and unique feature of the now popular Silver Dwarf radio is the announcement that one can now secure at a small additional charge a handy carrying case with a zipper fastener, made of heavy sudeelike material. It fits the radio snugly and is attractive. Silver Dwarf is so small that when put in this case it can be easily carried around. With this added feature the radio should be an attractive item for operators and premium people.

## Steel Furniture

Superior Chrome Manufacturing Company has just introduced a line of chrome-steel furniture, some numbers of which are priced so that they may be used for the premium, salesboard, bingo and carnival trade. Company's factory is said to be furnished with the most modern type of equipment, which enables it to manufacture its product in a superior way, thereby enabling it to give a price to the buyer that is right.

## Colored Auto Wax Polish

An item that is new, a colored wax, with colors to match any car, has been introduced to the market by Auto Nukote Company. Product restores, protects and preserves the finish of the car, and profit margin is large enough to make direct sales well worth while. Company also puts out a colored furniture polish that contains stain to conceal scratches. Two go hand in hand in making a fast-moving combination.

## Portable Shower

Farms and homes without running water can now have a shower bath that can be set up quickly without installation. Called Showerlet and produced by Showerlet Service, item has great appeal for cottages, rural homes, shops, trailers, camps and farms. Low price should make it a real profit-maker for agents calling on the above classes.

## New Blood Pressure Model

The Laufmanometer Corporation, manufacturer of the Laufmanometer blood pressure testing machine, announces a new model for the early spring market. We have noticed that concessioners operating a chain of guess-your-weight scales are adding Laufmanometer to their enterprises as there is a similarity in the service they sell to the public.

## Easter Perfume Number

Two Rabbits With Perfume in Box is Sports Company's latest appealing combination. It comprises two rabbits in a sitting position. Each bottle of perfume is tied to each rabbit's neck with a ribbon, and it is put up in an attractive Easter box. Firm says it's a great buy and welcome as a prize or gift.

## Cleaner-Brusher

M. D. H. Company's 2-in-1 Cleaning System is a spot-removing clothesbrush that dry cleans and brushes in one operation. Manufacturer says that it is a real money-maker.

# IF IT'S NEW--WE HAVE IT!

## ST. PATRICK'S DAY NOVELTIES!

	Gross.	Dozen.
B33N15—St. Shamrock	\$0.40	
B33N21—Shamrock with Hat	.60	
B33N20—Shamrock with Pipe	.60	
B33N9—Green Carnations	2.00	
B33N40—Irish Flag, 1 1/2" x 2", with Brass Pin	.45	
B33N25—St. Patrick's B's & W's	1.50	
B33N24—St. Patrick's Green Horn with Tassel	1.80	
B33N23—St. Patrick's Crepe	2.75	.25
B33N38—St. Patrick's Metallic Hat	3.50	.32



**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 famous scene in a colorful costume. Turn the glass around and the costume drops away, revealing bar in nature's own. Packed 3 different designs in a corrugated partitioned colored container.

No. 1N1D—**15.00**  
Per Gross  
In Lots of 2 Dozen, per Dozen . . . . . 1.35  
Sample Box of 3 Glasses . . . . . \$ 1.00  
Cash With Order, Shipped by Express Collect.

## 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 SHOWING OUR COMPLETE LINE OF DUMMIES AND THE SEASON'S NEWEST SALES BOARD DEALS!

**GELLMAN BROS.** 119 North Fourth St., Minneapolis, Minn.

## ST. PATRICK'S DAY NOVELTIES

B34088—Plain Shamrocks	Doz.	\$ .69
B33058—Pipe Shamrocks		1.00
B33250—Hat Shamrocks		1.50
B33824—Erin Flag		.75
B33084—Green Miniature Hats		2.75
B33060—Green Bottle Fans	Doz.	\$ 2.50
B33062—Green Snakes		.75
B33066—Green Balloons		.80

Sample Art. 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

## European ORIENTAL RUGS

Beautiful Patterns—Sell on Sight. \$2.00 Deposit, Balance C. O. D. Money refunded within 3 days if not satisfied. VERY POPULAR AS BINGO AND SALESBOARD PRIZES. ALSO AGENTS MAKE BIG MONEY SELLING HOUSE TO HOUSE.  
**WAYNE RUG CO.**  
8761 LINWOOD AVE., - - - DETROIT.

## LATEST FUR COATS AND JACKETS

At seasonally 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, set grey, white, tan, etc. Not sellers for late winter and spring. Write today for Free Price List and C.O.D. Balance.  
actual photographic samples of latest Jacket Line.  
**M. SEIDEL & SON** 243 West 30 St., New York, N. Y.

## CORRECTION!

In the advertisement for Wally Cross & Jewelry Company, Augusta, Ga., appearing in last week's Billboard, the price quoted was "\$1.00 to \$10.00." This should have been **\$10.00 TO \$100.00**. This should have been **WALLY CROSS'S**, \$9.50 to \$16.00 per Doz.

## The Hottest Numbers in Years!

Genuine Ventriloquist Dummies. This Craze is Sweeping the Country. Order now and make some good profits.  
"WILLIE TALK." 28 inches tall, stuffed body, composition head and hands. Moving jaw. B33N54. Sport Suit. Per Dozen . . . . . \$15.00  
"Willie Talk." Full Dress Suit. Per Dozen . . . . . \$18.00  
"Willie Talk." 33 in. tall, stuffed body, composition head and hands. Moving jaw. B33N55. Sport Suit. Per Dozen . . . . . \$25.00  
"Willie Talk." Full Dress Suit. Per Dozen . . . . . \$25.00  
"Willie Talk." 33 in. tall, stuffed body, composition head and hands. Moving jaw. B33N57. Full Dress Suit. Per Dozen . . . . . \$25.00  
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"Willie Talk." 33 in. tall, stuffed body, composition head and hands. Moving jaw. B33N12. Full Dress Suit. Per Dozen . . . . . \$25.00  
"Willie Talk." 33 in. tall, stuffed body, composition head and hands. Moving jaw. B33N13. Full Dress Suit. Per Dozen . . . . . \$25.00  
"Willie Talk." 33 in. tall, stuffed body, composition head and hands. Moving jaw. B33N14. Full Dress Suit. Per Dozen . . . . . \$25.00  
"Willie Talk." 33 in. tall, stuffed body, composition head and hands. Moving jaw. B33N15. Full Dress Suit. Per Dozen . . . . . \$25.00  
"Willie Talk." 33 in. tall

## THE BIGGEST HANDFUL in Radio History!

The **SILVER DWARF**  
List Price \$15

**7.95**

LOTS OF 12  
SAMPLE . . . \$8.50

ROSH is compact, powerful, beautiful, C.O.D. Money back if it is not all we claim! (Shipping costs \$1 extra).

- 1 Year Guaranteed
- Precision-Built!
- 5 Tube Performance
- Assured by 4 year factory guarantee. R.U.A. 7121

**SILVER MANUFACTURING CO., Inc.**  
283 ELSTON AVE. - Dept. 121 - CHICAGO, ILL.

ORDER NOW - Money-Back Guarantee



## KAL-KLOK

**TAKING THE COUNTRY BY STORM**

**SALESBOARD OPERATORS**

Bingo and Premium Users are really going to town with this different kind of Clock. An alarm, a calendar, and a time-teller—all three are combined in KAL-KLOK. Write quick for prices and folder. Send 10c for Sample Push-Card.

**SILVER MFG. CO., Inc.**  
2865 Elston Avenue,  
Dept. K-122, Chicago, Ill.

with some, I find that almost all will return to the road as soon as the weather gets milder.

When selling any automobile appliance or piece of extra equipment be sure you use it yourself. There is no better demonstration than the one you can give on your own car.

Have you anything to sell that is doing someone else's job better, easier or quicker? If you have that's all the sales talk you need. When selecting any new article for sale in offices, homes or work-shops just apply this one big test and you can't go wrong. Price does not enter into it. People are willing to pay for something that saves labor and time.

Says Jep Jepson, supersalesman: "Any guy can make a sale once in a while. It takes a square shooter to build up a regular calling list."

Note to Helen Richards: Sorry I was out when you called. Appreciate your remarks about the column. Next time leave your permanent address.

Maybe this will help you if you sell cosmetics. Of 100 women prospects 95 will be interested in face powders, 90 in lipsticks, 85 in some form of a make-up preparation, 80 in one of the other cream, 65 in shampoo, 60 in perfumes, 55 in talcum powder or soap and about 50 in make-up. All can use a dental preparation.

## DEALS

(Continued from page 62)

petite to lay down the full retail price for an article he would like to own or give as a gift—but given the chance to try for this same item on a card . . . well, you know the answer. That's what makes this business so lucrative when worked right.

Ralph Artigas tells me that Jack Kirsch, sales manager for Master Distributors, Inc., is starting a sales trip which will take him to the Coast. In addition to the 3-in-1 Moviematic Camera, Jack will probably show another item for which Master may get the exclusive. Artigas is enthusiastic over this new item and if the deal goes thru will not only merchandise it in the States, but will use it for export as well.

Now that Dave Marion has become accustomed to his baby grand piano he is giving his full attention to the operating business and we understand is going in for deals in a big way.

We hear that the small cigaret lighter deal offered by the Broadway Premium Company is going over. Sample orders are coming in every day, but what is most encouraging, the firm reports, is that operators who have placed the deal are reordering. Deal uses a hit and take 100-hole vestpocket board at 5 cents a number.

There is no recession in the South, according to H. W. Vaughn, Southern representative for Diecasters. People have money down there, he says, and are not afraid to spend it. He wrote some nice business on his last trip and is going back soon for some more.

From Evansville, Ind., down to Louisville and over to Cincinnati and Columbus, O., it's almost impossible to contact an operator without running into a Berman or a Cohen. Lou Berman operates in Evansville; his cousin, Bob Berman, in Louisville along with Danny Cohen, another cousin. Harry Cohen, Danny's brother, owns the Ohio Specialties Company, Cincinnati. Another brother, Mike, operates in Columbus. Quite a combination, isn't it?

Now, boys, let's hear from you.

Happy landings!

## BINGO BUSINESS

(Continued from page 62)

and advertising (particularly direct mail advertising) there would be fewer flop games.

**HOW ABOUT BINGO IN CANADA?**  
That question is answered nicely by a recent news item in which a Canadian reporter in Winnipeg tells of going to a hall where a bingo party was being held and finding about 2,500 players gathered there. The figure itself isn't so startling, but when one learns that the temperature outside was 25 degrees below zero

it shows what the Winnepogians think of bingo!

**AND IS BINGO STILL HELPING** worthy organizations to raise money which they would otherwise be unable to accrue? Reports reaching us indicate that it certainly is. Boy Scouts' Troop No. 38, of Shrub Oak, near Peekskill, N. Y., conducted a bingo which netted it \$80. That'll buy the boys a few things they need. And the firemen in Manchester, Conn., have been working up a fund which will enable them to run a real 50th anniversary celebration—all thru bingo.

**IN FORT WAYNE, IND.**, the authorities are beginning to get after tavern operators awarding cash prizes at bingo games. It seems that some of the boys just will never learn that cash prizes are death to bingo.

**AND SPEAKING OF PRIZES** and their effect on the success of bingo games, we can't help running this box, quoting a salient point from a story by a man who has run successful bingo parties. Here it is!

## Bingo Operators

**DANIEL E. SHEA**, Chairman of the Bingo Committee, Knights of Columbus, Hartford (Conn.) Council No. 11, in "How a Committee Runs Successful Bingo Parties," says:

"Keep your eyes open for new gifts that will strike the popular fancy. These may be found in your local papers. I have found many useful prizes advertised in *The Billboard*. During the past months such things as fountain pens, electric razors, radios and even Charlie McCarthy dummies have been brought to my attention thru *The Billboard's* Merchandise Section.

## HOW A COMMITTEE

(Continued from page 62)

wrong in my assumption, but many times these specials confuse players, especially new ones, and consequently discourage them from buying. We have observed that almost all of our players prefer simple games. In fact, I feel that a large number of them would prefer to risk their chance on a drawing rather than play novelty games. Consequently we have discarded such maneuvers as Round-Robin or Merry-Go-Round and Four Corners. Ours are all straight games with an extra game on the same card or a drawing of the player's name for an extra prize to make the special more enticing. We also stick to the double prize if made on the upper or lower line.

There are many ways of getting players to attend a bingo party. To keep them coming back and bring others should be your aim. My advice to a new committee is to take the attitude that the organization is starting in a new business and work should be carried on along business lines. Do not drift into fly-by-night merchants class and hand out trashy merchandise. Buy where service and prices are best. Consider the fact that your jobber is entitled to a legitimate profit, and unless you are also able to make a profit, neither of you is going to do business. After receiving your prizes an important procedure is to display them properly. If there is no one on the committee with talent for this work, hire a window dresser for one hour a week. One never realizes the amount of good the proper display of prizes does.

## New Merchandise

Keep your eyes open for new gifts that will strike popular fancy. These may be found in your local papers. I have found many useful prizes advertised in *The Billboard*. During the past months such things as fountain pens, electric razors, radios and even Charlie McCarthy dummies have been brought to my attention thru *The Billboard's* Merchandise Section.

Our committee feels that we have conducted a successful series of bingo parties. If I were asked to what I attribute that success my answer would be as follows: First, we have endeavored to give useful as well as valuable gifts as prizes and have conducted our games in a manner that permitted our patrons to enjoy themselves for a period of two to two and a half hours. Never more than that. Our committee is sold on the idea that we are conducting a business and not running a racket, therefore, we have adopted the slogan, *The customer is always right, but we are entitled to a legitimate profit.*

**OUR SLOGAN FOR OVER 22 YEARS**

• We Are "NEVER UNDER SOLD!"

• has given us a tremendous following. NOW . . . We challenge every Buyer . . . to make us prove it!

Get our 190-page Catalog free. Exceptional Values in Razor Blades, Toiletries, Novelties, Gifts, Salesboards and Deals. Send All ORDERS to NEW YORK Only.

**MILLS SALES CO.**  
901 BROADWAY, New York, N. Y.  
WORLD'S LOWEST PRICED WHOLESALES

## ELECTRIC SHAVERS

No. 810K37 — Majestic Electric Dry Shaver, New Type, rounded head, black Bakelite Case. For 110-V. A. C. or D. C. \$3.35 Each.

In Dealer Lots, **\$3.00 Each**

No. 810K6 — Packard Electroshaver, Ea. \$10.00  
In Lots of 12 or More, Each, . . . 9.00

No. 810K11 — Harley Gilshave, Each  
In Lots of 12 or More, . . . 6.00

25% Deposit on C. O. D. Orders. Ask for our Big New Catalog 381, containing 150 pages of Novelties, Jewelry and Premiums. Mention your business. We do not sell retail.

**JOSEPH HAGN CO.**  
Wholesalers and Importers Since 1914.  
217-225 W. Madison St., Chicago, Ill.

**Extra Value!** **\$2.25** Each

**5 for \$10.50** **5 for \$10.50**

No. 88 5583 — Ladies' Bracelet Watch. Exquisitely Styled 10 1/2 L. Chrome case in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.

**ROHDE-SPENCER CO.**  
223 W. Madison St. Chicago

**\$100.00 PER WEEK Guaranteed!**

we will clearly refund your money. Our men save up to 400 per cent profit with the New Life O-Phone cigar lighter. Business reports from year to year with an additional investment, an unlimited field. Great Demand. Good open territories. Proven work among high class business men. A money maker without equal for you. Get 25 facts today.

M. W. M. Co. Dept. 28 Aurora, Missouri

## SVENGALI MAGIC DECKS

Here is the finest Svengali Deck ever manufactured. Made of new cards, bridge size, all die cut. Dopey. \$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.

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

## DIRECT SALES STUFF

A Column for HOUSE-TO-HOUSE and STORE-TO-STORE SPECIALTY SALESMEN.

By WALTER ALWYN-SCHMIDT

The conductor of this column has been invited to address the Direct Selling Executives' Club of New York March 8 at the New York Advertising Club. Arthur Berger will be in the chair. Subject of the address is to be *Fitting the Sales Program to the 1938 Customer.*

Occasionally one gets a letter that sets him to wondering. Jack R. writes from Minneapolis that he has been selling kitchen utensils to Minnesota housewives for several years. He seems to sell as much as ever, has the same price arrangement with his firm, but when the year is over he has earned less than in former years. Maybe you have a hole in your pocket, Jack, but I am inclined to think it is your overhead. Chances are it costs you more to run your car and you are spending more for your lunches than you did back in depression days. My advice is: Keep an exact personal expense account for a few months and try to pin down the reason for your decreased profits.

Keeping a regular expense account is a good plan for any direct salesman. Possibly you are not always making enough to pay taxes, but your sales expenses are deductible from income and you should know what they are. I know of one salesman who keeps a strict expense account for each of his trips. He even includes such matters as tire mileage and so on. He says that he makes more money since he knows what it costs him to do business.

If you want to know what stuff is likely to sell best during the next few months check back on this list: Anything concerning the home furnishings, interior decoration, electric home equipment, paint, varnish, automobile equipment of the less costly type, refrigerators, washing machines and clothing for men and women. Demand for all these articles is growing.

Business has been spotty the past seven weeks and almost all direct sellers may find themselves behind for January. But don't let that worry you. Money will soon flow into the market and the alert direct seller will get his share.

Al Schmidt (no relation) writes from Florida that there are plenty of people down there, and it's a buying crowd as far as he is concerned. Little real business is done in the store, however. The flashy customer is not seen much. Tourists are strictly middle class and they do their spending conservatively.

It is remarkable how many direct salesmen and women have gone into store demonstrating this winter. New York stores are full of them. Talking

# NOTES from SUPPLY HOUSES

Announcement was made last week that the B. & N. Sales Company will enter the prize and premium field in the carnival and concession world this spring. "We have stores situated in strategic cities all over the country," stated Harry Steinberg, advertising manager, "where carnival concessioners can pick up prize merchandise in quantities large enough to last them until they hit the next B. & N. town. Since all showmen we have contacted about approaching this field have told us that they expect the coming season to be a banner one, we feel that the success of our venture is assured. Our opening gun in this field will be our new catalog which comes off the presses soon."

Embassy Company is offering the salesboard trade a good Easter holiday combination. Deal is composed of rabbits and ducks manufactured of an excellent quality plush, in addition to a large number of fancy-boxed Easter eggs. Reasonable price at which deal is offered makes it outstanding for salesboard operators. Company is also introducing other salesboard deals that are good profit makers for operators.

Wholesale Radio Service Company announces the release of its new 1938 spring and summer catalog, No. 71. Three outstanding features are the great new line of Lafayette receivers, a brilliant array of advanced sound systems and public address equipment, and a new camera section, featuring latest type cameras and photographic accessories. Copies of the new catalog will be sent to interested parties.

## BOSTON WORKS

(Continued from page 62)

unless such prize was manufactured or produced in the United States. Whoever violates the provisions of this paragraph shall be punished by a fine of not more than \$500.

"A copy of every license issued under this section shall be filed at the office of the clerk of a city or town and one copy at the headquarters of the police department which shall be open to public inspection.

"Failure of the mayor of a city or the selectmen of a town to enforce the provisions of this section shall be punishable by a fine of not less than \$100 nor more than \$1,000, or by imprisonment for one year or both."

Complementary to this bill, the petition of Albert L. Bourgeois makes further amendment of this section 22A of chapter 271 by striking out the second paragraph, as appearing in chapter 322 of the acts of 1936, and inserting in place thereof the following: "A license so granted shall not authorize said game table beano to be conducted thereunder if any prize of more than \$100 in value is offered or awarded or if the licensee thereunder falls within five days after the close of the game to file with the State commissioner of public safety and with the mayor of the city or the selectmen of the town in which such game was conducted a statement, on forms to be furnished by said commissioner, of the total proceeds and detailed expenses thereof and of the amount of the proceeds donated to the purposes aforesaid, stating the name and address of the recipient of such donation. Every such statement shall be made under oath and shall be open to public inspection. Any such licensee who fails to exercise exclusive control and management of any such game, and any organization so licensed which fails to have one of its members in good standing in full control and management of the game at all times during its operation shall be punished by a fine of not more than \$50. No license under this section shall be granted except to a charitable, civic, educational, fraternal or religious organization. Any licensee violating any provision of this section shall not be granted

## Correction

In the last three issues of *The Billboard* a statement was made in the Pennwood ad calling attention to the fact that it is a "self-winding, electrical numeral clock." It should have read "self-starting, electrical numeral clock." Sorry!

ed a new license within one year of such violation."

### To Stamp Out Racketeer Promoter

Speaking on behalf of his own bill, Bourgeois said that the "outgrowth of limited interests (rackets and unethical promoters) jeopardized charitable organizations." Bill is to stamp out the promoter with racketeering methods, or to repeal beano altogether, unless the game, since it is here, be conducted under legal authority. As it is now, promoters are raking in huge profits under the guise of charity, with the organization getting a slim slice of net profits. He wants reports made "under penalty of perjury."

With a State check Bourgeois asserted that that "would put more fear of God into the racketeers." Violation of carrying out orders by city and town officials would put them under fine and imprisonment.

Only opposition to bills were the premises clause. Organization's representatives asserted that since their own quarters were too small to conduct beano games it was imperative they leave their home ground and rent more suitable locations. Committee took the complaint as understandable. Remainder of the bill was oked by all others who spoke.

## LUCKY CHARMS

(Continued from page 62)

charms, such as roosters, dogs, cats, penguins and lions. Champion Specialty Company also has a line of appealing ivory charms featuring a wide variety of ideas.

With St. Patrick's Day in the offing, a number of the boys are readying to cash in on the Irish who think enough of their homeland to purchase all kinds of appropriate good-luck charms on their patron saint's feast day. Among numbers on the market in this category are plain and hat shamrocks, Irish bow flags and others featured by the Goldfarb Novelty Company, and similar items, plus the Erin flag and green balloons, offered by Levin Brothers.

An old stand-by good-luck charm that has made plenty of money for workers in all fields in the past and continues among the good-luck dealers is the rabbit's foot. Charles Brand and J. Brewer, both of New York, have been doing a fair business on this item right along. Brand at present is making an active bid among bingo operators to convert them to the wisdom of passing out the lucky rabbit's foot among players.

Good-luck charms at any rate, say many of the boys, are good business stimulants and should be played up for all they are worth.

## HEART OF AMERICA

(Continued from page 55)

non has an Octopus ride. Mr. and Mrs. Alexander left for parts unknown. Woodie Gaitner returned from a trip east.

Mr. and Mrs. B. W. Wadsworth left for Omaha, Neb. They operate concessions at Krug Park.

Axel Bendixen, owner of All-American Exposition Shows, here on business, looking after building of a new ride.

H. E. Hasey left on a business trip to San Antonio, then to Los Angeles and San Francisco, where he will spend a week or two as a representative of Lusse Bros.

### Ladies' Auxiliary

Regular meeting was called off last Friday because of following excuses: President Myrtle Duncan said she lived 10 miles out and it was snowing and sleeting so she could not make it; Helen Brainerd Smith, treasurer, said her father, R. H. Brainerd, had fallen and fractured his hip and could not be left; Elizabeth Yearout, secretary, had slipped on the ice and sprained her ankle; Hattie Howk's husband, George Howk, was confined to bed with a bad cold and she could not leave, and the Parkers from Leavenworth, Kan., were unable to be there on account of the icy highways. With all this to start with the remaining members were not even called, as it was such a bad night. Reported by Helen Brainerd Smith.

# The World's TINIEST RADIO

"It's Smaller than Your Hand"

ABSOLUTELY THE SMALLEST,  
LIGHTEST WEIGHT, THE MOST  
DEPENDABLE TINY RADIO MADE

NOT A TOY... BUT A  
Genuine Radio  
WITH BIG SET FEATURES,  
PLAYS LIKE A BIG SET!

UNEQUALLED ANYWHERE!

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.



4 R.C.A. Metal Tubes  
WITH 6 TUBE PERFORMANCE  
DYNAMIC SPEAKER  
OPERATES ON AC-DC  
PLASTIC CABINET

THE HIT OF THE RECENT COIN MACHINE SHOW!

## RABBIT ASSORTMENTS

PRICE | SEE US FOR THE MOST COMPLETE | QUALITY

LINE OF COMIC COSTUMES

PUSH RABBITS — PIRATES — CLOWN — SAILORS — SPANISH FANDANGO — COWBOYS — MR. & MRS. PETER. EIGHT SMASH HIT MONEY-MAKING DEALS. WE STOCK 38 STYLES AND DESIGNS.

"WILLIE TALK," 23 inches Tall ..... Dozen, \$ 9.25  
We Now Stock 15 "Willie Talk" Numbers.  
"HOT CHA" GLASSES ..... Per Gross, 14.40  
CHARMS, 132 Styles ..... Per Gross, .70

State Your Business When Writing, Please!

WISCONSIN DELUXE CORP.  
1900-12 N. THIRD ST. MILWAUKEE, WIS.



## PACIFIC COAST

(Continued from page 55)

and Ed J. Walsh as Safari chiefs. A request was made that all who have accepted chairmanships in the membership drive make every effort to make it the most successful in the club's history. If the many letters asking for applications and listing prospects can be taken as an indication the 1938 drive is off to a wonderful start. There will be some additions to awards for the top men in the drive. These will be announced later.

House committee has been giving consideration to the handling of mail for members since a huge amount of it has accumulated. The committee asks that members send in either their permanent or forwarding address immediately, as the letters will be held by the club for two weeks only. If the mail isn't called for in that time it will be returned to the sender. As this is being written there are two death wires which cannot be delivered to the proper parties because the club does not have their addresses. However, all mail for which there is a forwarding address will be handled promptly and efficiently. Harry Pink came in for the meeting from San Fernando Valley, Calif., on one of his occasional visits. Weekly award went to Will Wright. Just a reminder: Eligible

**ATTENTION OPERATORS!**

EASTER WEEK WILL TOP ALL SALES

**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 \$9.50 to \$16.50 Gross.  
Mail Order for Samples.

Mats and Sales Promotion Furnished.  
These are Genuine Wally Crosses and Chains.  
OPERATORS Always Book Return Sale.  
EVERY WALLY CROSS GUARANTEED.  
OPERATORS Sell from 10 to 100 Gross Weekly.

WIRE TODAY BEFORE IT'S TOO LATE

WALLY CROSS and JEWELRY CO.  
Wholesale Only.  
1162 Broad St., Augusta, Ga.  
25% Deposit Required.

showfolk should arrange to become affiliated with a showman's organization. The cost is so little that that factor is no alibi for overlooking a duty which you owe yourself.

**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.



Tampa during the fair there and the town was open, but all who made it played a blank. Plan to leave here in a few days and jump into New York to begin working indoor shows. Let's have some pipes from some of the oldtimers who formerly wintered in Boston and cut it up in the basement of Sam Lewis' pitch store."

**"JUST DROPPED IN . . .**  
here for a few days before going on to Indianapolis," pens Dewey Clark from Dayton, O. "I'm still in the old coupon game and doing well with the new deal. Met Bob Koberger, of the Morris Miller Shows, and Mrs. Bob Grammer, of sheet fame, recently. Let's have some pipes from down Texas way. What's the matter, Hot-Shot Austin, are you in seclusion? Come on, give us the low-down. Pipe in, Red O'Day and Harry Magee and the rest of the mob. This spot isn't so hot, fellows. You must work doorways or in stores. I've been working drug stores to fair business."

**ARE YOU ABREAST of the times?** Don't be like the fellow who clicked as long as times were good and money was easily obtained, but who had to enter another line of work when he could not change his line of pitches to meet present-day conditions.

**FRANK LIBBY . . .**  
and George Byers are reported to be clicking in chain stores in Alabama.

**J. J. CONLON . . .**  
tells from Glendive, Mont.: "Mercury went way down in the basement when it registered 36 below at Glascoourt, Mont. Have been taking care of extensions and adding a few new names for trade journals, but am now headed for a much-needed rest at the hot springs in Thermopola, Wyo."

**JACK (BOTTLES) STOVER . . .**  
blasts from Remington, Va., that he, Colonel Maitland Billy (The Kid) Dietrich are enjoying wonderful weather here and offering the leaf at all cross roads and byways.

**HAVE YOU SEEN . . .**  
your name in the Letter List recently or haven't you looked?

**IF YOUR PUBLIC . . .**  
has confidence in you you'll have no difficulty inducing it to spend money.

**LET'S HAVE MORE . . .**  
of the rosters of med shows which have been on the road this winter.

**WHAT'S THE NEWS . . .**  
from the big towns? Is it possible that the boys in those spots are too busy making the long green to write a pipe?

**HAVE YOU EVER TAKEN inventory of your self to determine whether or not you possess and are using the two most inexpensive and important assets a man can have, courtesy and conduct, in selling yourself to your public?**

**WHILE TALKING . . .**  
with a well-known and prosperous pitchman recently we queried him as to what he believed was responsible for his success. Reticent about making comment on the subject, he replied: "Well, grim determination and tireless effort certainly didn't do me any harm."

**RED O'DAY . . .**  
from Texas that business on the pipes from that territory has been good despite the fact that he encountered several heavy snows. He adds that the stock show at Mason, Tex., was a good one and requests that all sheeties pipe in.

**TOMMY KEARNS . . .**  
from Columbia, Tenn.: "Have been working Saturdays and sales days in this territory. Many papermen are here and all seem to be sitting on top of the world as the natives have the dough. How about some pipes from Curley Jackson and Dude Brewer? Expect to remain here until the big ones open."

**RUSTY RUSMEISEL . . .**  
is working oil (liniment) in Seattle to fair-to-middlin' business, according to reports drifting in from that neck of the woods.

**REALIZE YOUR mistakes and profit by them.** Successful pitchmen reach the top only after they have accomplished just that.

**EID CARRIGAN . . .**  
"navy strong man," pencils from La Fayette, Ind., that he had a dream recently wherein he was walking up Woodward avenue, Detroit, and saw the Knobbs brothers, Jack Dillon, Ed Ross, Mary Ragan, Lord Johnston, Tasha

Bhudda, Mrs. Lewis, Dr. Moran, Railroad Jack, Little Samson, Doc Hale and Jockey Ross working in harmony to large tips in 1927 when a cop woke him and said: "Here's a ticket for parking beside a fire plug."

**RICTON . . .**  
"Barnum of the sticks," writes that his unit is still going strong in its established territory. He adds that the ope played to highly satisfactory business in Kown, Ga., last week and that April 5 will mark the organization's fifth year of continuous operation.

**TRIPOD OPININGS:** The successful pitchman is usually too proud, energetic and downright intelligent to just sit back and wait for better business and conditions. He is constantly out working and trying and bucking odds that would have discouraged the average man long ago.

**GEORGE BUCKLEY . . .**  
of coupon fame, is reported to be working photo coupons in Seattle and environs to good business.

**"NOTED IN A RECENT . . .**  
issue that news from Seattle was wanted, so here goes," letters T. D. (Senator) Rockwell. "Have been working razor blades for about a month to fair business. Weather here has been mild this winter; in fact, it's the mildest in years, and when I read about the floods in California and the wind and rain storms in San Francisco and Sacramento I'm glad to be up here. Have been working Tacoma, Wash., just 33 miles from here, for the last three Saturdays for a day's work and plan to move over there February 26 for a week or so. There are a few shops I want to work, and I think the firemen and skull-busters need some blades. So with my permit from the fire and police chiefs in my pocket I'll visit those public servants. It is however, against the law to go to the city limits of Tacoma and telephone the police chief and tell him you are coming into town. No fooling, it's a city ordinance and it's enforced. Carl Leander, of peeler fame, is working with me. Well, will sign off with this thought: 'Never argue with a tip. They believe they are right and it doesn't pay to get sore at them, because you can get another soon, perhaps better than the last one.'"

**FAMOUS LAST WORDS:** "Yea, I get so much dough on my pitches that it tires me to count it."

**IN THIS COLUMN . . .**  
of the issue dated February 26 it was erroneously reported that Doc Pauldree and Jay Hobson were working in Northern Ohio territory. It should have read that both are busily occupied operating the General Products Laboratories, Columbus, O., supplying pitchmen, medicine men and wholesale distributors.

**CLYDE ICE . . .**  
pencils from Huntington, W. Va., that after a year in a CCC camp he is returning to the road again. He writes that he has been isolated in the Logan County mountains near Sharples, W. Va., and hasn't seen any of the boys, but would like to read some pipes from them. He would like to know where the fellows are and what they are doing.

**WE BELIEVE that all you folks like to read pipes, telling the news from all your friends on the road. Yet some of you seldom send in a pipe. Why not get into the habit of shooting in pipes regularly? Make up your mind to start this week.**

**"OPENED HERE . . .**  
in a chain store last week and business has been very poor," opines Tom Kennedy from Huntington, W. Va. "Unless business picks up I won't stay here for the week. I'm booked for a week in Charleston, W. Va., but have canceled it. The store manager here informed me that a fellow grossed \$40 on the week recently, but I'm surprised he got that much. Conditions as a whole are very poor and I'm getting out before I lose the bank roll."

**DOC E. B. GRAHAM . . .**  
better known as Golden West Graham, tells from Knoxville: "Certainly enjoy reading the Pipes column and feel that I should contribute something to support it, so here it is: Have spent 12 weeks fishing in Tampa and Bradenton, Fla., and also was a convention guest of the Automobile Association and Trailer Show at Bradenton, where my sound trailer was used to supply music for the free acts. The trailer camp is under the direction of Bobbie Broiler. We're out to gather more coconuts so we can return there next winter. Will be in our office about March 1."

**12 EXCLUSIVE STYLES for CROSS PROMOTIONS**



A promoter's dream come true that's how tremendous ring sales and cross promotion 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.

**Pitchdom Five Years Ago**

A. W. DAY, paperman, was finding business on the sheet very good in Fort Worth, Tex. . . . Joe L. Strayhorn returned to Kentucky and was holding down the tobacco towns. . . . A. L. Clark, of hosery fame, was gathering the shekels in Texas. . . . Lone Star Med Show was playing Houston jobs to good results. . . . Charles Leftoy had just been placed in charge of a scope concession in Silver's chain store on Fulton street, New York. . . . Silk Hat Harry was working in Jigs Allen's store in Long Beach, Calif. . . . Doc King and wife were wintering in Houston and making a few occasional stands there to lucrative takes. . . . Doc Guy Dupon was conducting his health talks in one of Oklahoma City's downtown stores. . . . Jack Hight blew into Binghamton, N. Y., and planned to work pictures for a few fish. . . . T. Barnes continued to work the main stem in Wilkes-Barre, Pa., to an okeh business. . . . Ricton and wife were visiting in Louisville before going on to Chicago and St. Louis on the last lap of their 16-week vacation. . . . Earle B. Wilson was finding Columbus, O., to be the best polish town in the country, excepting Atlanta. . . . Old Bill Ellis, in Fort Wayne, Ind., changed his sales ideas from whitestones and plants to solder. . . . James Truedell was wintering in Crofton, Ky. . . . Doc Harold Woods and wife, Charlotte, vacationing for a few weeks in Miami. . . . Frank Tierney was pitching paddles in Ohio to lucrative returns. . . . Al Siegle and two clever assistants, Ann Siegle and Doris Blake, were working Gimble's department store in New York. . . . Madeline E. Ragan, of the famous pitchwomen twins, was hibernating in Long Beach, Calif. . . . Max Margolin was managing to make a living with magic in Springfield, O. . . . Sid Morris, Neil McDermott and Jack and Sam Brown, all sheetwriters, left Honolulu bound for Shanghai, China. . . . Guy Stafford was working a factory spot in Los Angeles to plenty of long green. . . . That's all.

**PITCHMEN'S SAYINGS:** "Gather in a little closer and I'll tell you folks about your liver."—Doc Benson.

**MR. AND MRS. PAT DANA . . .**  
accompanied by Madeline Ragan, spent a week in Oklahoma City recently waiting for the weather to break and then headed for Texas. Pat is still working the herb package and, according to word, looks prosperous.

**DOC VICTOR B. LUND . . .**  
is working store windows to fair business in Eastern Oklahoma, according to reports from that territory.

**SMOKEY PITTMAN . . .**  
is showing in buildings in Quinton, Okla., where reports indicate that he is doing well since closing the lot show for the winter.

**LOUIE DEAN . . .**  
is reported to be getting some dough working Pauls Valley, Okla.

**GET A NEW angle into your pitch no matter how slight the change might be and the chances are you'll come away with bigger payouts than you anticipated. Too much sameness kills any act.**

**BOB LAIDLAW . . .**  
is awaiting the arrival of summer at his Lazy L Ranch, Pauls Valley, Okla.

**MANY FRIENDS . . .**  
of Les Williams have piped in that they are hoping he will be up and at 'em soon.

**"OKLAHOMA HAS BEEN . . .**  
in the throes of severe blizzards and floods the past two weeks, with relief agencies working day and night caring for the hundreds who are homeless," scribes Harry H. Kincheloe from Oklahoma City. There was an overflow of pitchmen here last year, and many of the best spots were closed. They have no one but themselves to blame, how-

**APRIL FOOL JOKES**

- SHOOTING STICK MATCHES, Doz. . . . 25c
- SHOOTING BOOK MATCHES, Doz. . . . 25c
- PEPPERED CANDY, Per Doz. Bags. . . . 35c
- EXPLODING CIGARS, 50 to a box. . . . 1.75
- Per Doz. . . . \$1.75
- SQUINTING CIGARETTES (Original) . . . 35c
- POO POO CUSHIONS, Doz. . . . 70c
- DOGGOON (1 to box), Doz. . . . 60c
- NO NO 1000 TIMES NO (Large Box) . . . 90c
- Doz. . . . 25c
- SNEEZING POWDER, Doz. . . . 25c
- ITCHING POWDER, Doz. . . . 25c

25% Deposit, Balance C. O. D.  
**BENGOR PRODUCTS CO.**  
875 BROADWAY, NEW YORK, N. Y.

**DREXEL BLADES**



20 Million sold in 1937  
50 Million will be sold in 1938. Fit all Gillette type razors.

Money-back Guarantee  
Certificate with every blade package.

Per Carton, 100 Blades (20-5's) 69c  
Per Card, 96 Blades (24-4's) 69c

**TEN . . . \$6.50**

**SEND 10¢ FOR SAMPLES.**  
FREE RADIOS WITH ORDERS OF \$25.00 or More.  
High-class Radio. . . . 5-Tube Dynamic, Beautiful Walnut Cabinet. . . . Size 12x8x8. (Wholesale cost \$9.50)

1/3 Deposit with Order, Balance C. O. D.  
**DREXEL BLADE CO.**  
134 W. 32nd St., New York City.

**ELGIN & WALTHAM**

**REBUILT WATCHES \$1.75**

7 Jewel, 18 Size, in S.  
H. Engraved Case, at  
Send for Price List, Money Back if Not Satisfied.  
CHESBROT CITY WATCH MATERIAL CO.,  
113 N. Broadway, St. Louis, Mo.

**JOBBERS**

DEALERS IN NOVELTIES & GIFTSWARES seeking a direct buying source that will insure you the "World's Best Values", write at once for latest price list.

● MONARCH ●  
IMPORT CORPORATION  
874 Broadway, New York, N. Y.

**LORD'S PRAYER PENNY MACHINES**

**NEWEST SENSATION**  
Four disc, Lord's Prayer, Ten Commandments, Crucifixion of Christ, American Legion. It's a knock-out. Send 25c for Brochure, 5 engravings made on GENUINE U. S. COPPER. Money Back if Not Satisfied.

PERFECTION MFG. CO.,  
203 South Dearborn Street, Chicago, Ill.

**THE NEW SALES LEADER**



Popular, latest style  
16,000. . . . Pendents,  
16x8 quality. Over  
20 different styles  
—different prices &  
ranges. See card line  
before you buy.

3 Assorted Samples  
— \$ .50  
7 Assorted Samples  
— \$ 1.00  
SPONS CO. 3-38  
Barton St.  
La Center, Minn.



ever, when they gang up and close one good spot after another. How about some pipes from Milton (Curly) Bartok, Jerry Russell, Scooty Sullivan and Rusty Rusmeisel?"

**SIGHTED WORKING . . .**  
in various chain stores in Cincinnati last week were Fred McFadden, H. H. Walker, Bill Ruiz and Eddie Debold.

**DOLORES STENGER . . .**  
is doing a swell job of pitching cosmetics in a Pittsburgh chain store, according to reports from the Smoky City. She had just concluded her seventh month in that spot.

**HELEN SANDERS . . .**  
pipes from Pittsburgh that she is working art needles in McCrory's there to good business. She adds that she, like

**CARNIVAL OWNERS!**

**ATTENTION!**  
**DON'T BUY**  
**ELECTRIC BULBS — CABLES**  
**BOOKETS — 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.

**INSURANCE**

CIRCUS, RIDES, TRUCKS, CARNIVALS.  
Showmen's Insurance Man.  
**CHARLES A. LENZ**  
Winter Quarters: General Delivery, St. Petersburg, Fla.  
Permanent Address,  
440 Insurance Exchange Bldg., Chicago, Ill.

**WANTED**

FOR  
**CETLIN & WILSON'S**  
**BIG SIDE SHOW**  
Novelty Acts, Featured Freak, Armless Wonder, Alligator Skin Boy, Impalement Act, Punch & Judy, Half-and-Half, Sure Salary—Long Season. Address  
**L. W. JEANETTE**  
Gen. Del., P. O., Philadelphia, Pa.

**WANTED**

**PHONE MEN**  
BABY SHOW CONTEST PROMOTER.  
Office Open This Week.  
Add. **BARN DANCE COM., SO. BEND, IND.**  
P. O. Box 91.

**CLEAN CARNIVAL NOTICE**

Will entertain proposition for Flat Rate Rides and Shows, Commissions, \$3.00 per Foot. One Ring, one Promoter's Stand. For **MARYLAND STATE FAIR**, Frederick, Md., September 4 to 15. Twelve Days and Nights. Two Saturdays. No parking, merchandise only. **JOHN T. McAGLIN**, 128 E. Baltimore St., Baltimore, Md.

**LARGE & LANE SHOWS**

OPEN LULA, MISS., TWO SATURDAYS, MARCH 12.  
WANT Good Game, Ball Games, Diggins, Legitimate Contests of all kinds. Charles Egan's wife. WILL BUY ED Shows. All considerations **LARGE & LANE SHOWS**, Clarkdale, Miss., until March 10.

**SNAPP GREATER SHOWS (MOTORIZED)**

CAN PLACE FREE ATTRACTION WITH DRAWING POWER.  
**TWO MORE HIGH-CLASS SHOWS.** Prefer large 10-in-1, Freak Animal, Illusion, Motor Drome, or any worth-while Attraction. Will help finance you.  
**WE OWN TO RIDES AND FEATURE TRAINED WILD ANIMAL, DOG AND PONY CIRCUS, COMBINED.**  
CONCESSIONS THAT OPERATE FOR STOCK AND NOT OVER 10c.  
Season opens first week in April. Fairs start latter part of July—Illinois, Wisconsin, Missouri, Arkansas and Louisiana, closing Thanksgiving week. Address  
**SNAPP GREATER SHOWS, 118 Joplin Street, Joplin, Mo.**

**BULLOCK AMUSEMENT CO.**

**WANTS**  
Foreman for Smith & Smith Chair-O-Plane and Eli Ferris Wheel. Also other experienced Ride Help that can Drive Trucks and Eli Trailers. Must be sober and reliable. No agitators wanted. Long season. Salary sure. This show has never missed a pay day. Open last week in March. All address  
**J. S. BULLOCK, Sumter, S. C.**

**WANTED TORONTO, CANADA WANTED**

**FIREFIGHTERS ASS'N.—GARDEN BROS. INDOOR CIRCUS**  
SIX DAYS, APRIL 18-23.  
CIRCUS ACTS—EVERY DESCRIPTION.  
Also Troupes doing two or more Acts. Three more dates to follow.  
**CANADIAN VAUDEVILLE EXCHANGE**  
95 King Street, East, TORONTO, CANADA.

**MILLER BROS.' SHOWS, Opening Wichita, Kans., April 11th**

Featuring "Miss Bonno" only woman in the World being shot out of cannon, 150 feet in mid-air  
**RIDES**—Can place either O or Bigger, or any new Ride. WILL BOOK OR BUY mid-class Merry-Go-Round.  
**SHOWS**—Will book all kinds, furnish outfits for same. Good opening for Fox Hound and Big Snake, also Organized Musical, either salary or per cent.  
**CONCESSIONS**—Can place Proctor's Contest, Cook House, Long Range Gallery, all legitimate Concessions. CAN USE one more Promoter's Fair Concessions in Nebraska, Kansas and Colorado get in touch with us. Write or **BILLY GEAR, 1807 N. Waco Ave., Wichita, Kan.** All others write or wire **MORRIS MILLER, 211 South High Street, Columbus, O.** P. O. 8.—CAN USE Freaks and Acts all Street. Also GIG for Second Row.

**THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"**

this column's scribbler, is anxious to have more of the girls pipe in. What do you say, gals? The column is no stag affair, you know.

**ROY A. BARNES** . . . scribbles from Columbus, O., that he is working the Hickory Tavern there.

**EMILY (CURLY LOX) BRISTOW** . . . is reported to be gathering plenty of long green working curlers in Pittsburgh territory.

**MEMORIES:** Remember the NFSPA convention at the Grand Hotel, Cincinnati, where about 500 knights of the road enjoyed a banquet fit for a king? And remember when Salmons, Tom Burns Sr., George Stewart and Harry Moran were unanimously re-elected to their respective offices and the only dissonance occurred when the attorney retained by the organization advised those present to organize first and fight afterward? Well, this assertion broke up the Pitchman's Union as it was not in line with the knights' ideas, who wanted to do their fighting first and then talk. It was, however, a good gathering and all seemed to have had a good time. Those were the good old days.

**JIMMY LE BELL** . . . from original Crazy Advertiser, fogs thru from Oak Terrace, Minn., that he has returned to the Glen Lake Sanitarium there and isn't doing so well. He writes that he would like to read pipes from Herb Johnston, Fido Kerr, Ray Martz, Whitey Alm and Jimmy Osborne.

**REPORTS DRIFTING** . . . in to the pipes desk indicate that Mary Cramer is passing out the can openers to lucrative takes in Pittsburgh.

"**STILL GOING ALONG** . . . making a little money," opines Chief Gray Fox from Wheatland, Ind. "Will jump into Carmel, Ill., soon. Have been working Ohio and Indiana spots all winter. Pipe in, Jack Sivan."

**New Gadgets at Chi Show**

**CHICAGO, Feb. 26.**—Applications for space at the National Inventors' Congress indicates one of the largest exhibitions of the kind. Many new gadgets appealing to demonstrators and pitchmen will be shown. Among those already entered are a patented thumb tuck, a new-style sales book, an automatic corn-popping machine, a carpet stretcher guaranteed

to stretch a carpet in all directions and a coin-controlled garment checking device.

**MARRIAGES**

(Continued from page 29)  
**WHO, Des Moines, and Kay Weber, nonpro, in that city February 1.**

**Coming Marriages**

Mortimer Silverman Jr., Brookline, Mass., sales representative for Station WCOB, Boston, and Irene Kalman, Allston, Mass., with the Community Dentists, Inc., Boston, soon.

James Loveridge, Chelsea (Mass.) steel worker, and Gertrude M. Murphy, Boston film inspector, soon.

Samuel Perlman, musician, and Helen Levine, nonpro, both of Boston, soon.

Howard Fitzpatrick, Boston Post radio editor, and Helen A. Delay, personal secretary to Governor Charles F. Hurley of Massachusetts, soon.

Helen Merchant, "personality girl" of Station WINS, New York, and Ray Billingham, of the Buchanan Advertising Company, in that city soon.

Teddy Powell, songwriter and band manager, and Judy Starr, Broadway showgirl, in the near future.

Earl Edward McEvoy, of MGM production staff, Culver City, Calif., and Miriam Rafferty in the near future.

Al Greenway, of Warner Bros.' make-up department, and Mary Barron, nonpro, in the near future.

Francis Manchester, director of the Civic Players of Battle Creek, Mich., and Thorne Pendleton, Warren, O., formerly with the Cleveland Players and later assistant dramatic instructor at Ann Arbor, in the near future.

May-Floyd Siner, formerly with Stations KSO and KRNT, Des Moines, and now doing free lance dramatic work in Chicago stations, and Gene Shumate, sports announcer for KSO and KRNT, in the near future.

Helen Jane Douthitt, Pittsburgh, and Carl Dozer, announcer at Station WCAE, Pittsburgh, in June.

Phil Horowitz, assistant sales manager of Republic's New York film exchange, and Stella Francis in New York soon.

Heleno Kirsova, premiere ballerina of Colonel de Baal's Russian Ballet, and Dr. Erik Fischer, Australian vice-consul for Denmark, in Sydney, Australia, soon.

**Births**

A nine-pound daughter to Mr. and Mrs. Frank D. Bee in New Bern, N. C., February 16. Parents are with Kaus United Shows.

A 6½-pound daughter, Bernice Virginia, to Mr. and Mrs. Morton Blender in Evangeline Booth Hospital, Boston, January 19. Father is announcer at Station WCOB.

A daughter, Florence, to Mr. and Mrs. Elliot Norton in Massachusetts Women's Hospital, Boston, February 9. Father is dramatic critic on The Boston Post.

A son, Jerry Kling, to Mr. and Mrs. Joe Grendel in St. Louis February 16. Father is assistant side-show manager and lecturer on Cole Bros.' Circus. Mother is known as Pearl White, former iron-tongue girl.

A seven-pound son to Mr. and Mrs. George Baseman in Good Samaritan Hospital, Los Angeles, recently. Father is a composer-arranger for Metro-Goldwyn-Mayer.

A daughter to Mr. and Mrs. James Lanagan in Pittsburgh February 13. Mother is a booking agent.

A daughter to Mr. and Mrs. Joseph Feldman in New York recently. Mother is the former Helen Doyle, writer for Station WCAE, Pittsburgh.

An eight-pound son to Mr. and Mrs. Darrell W. Stevens in St. Joseph Infirmary, Houston, February 20. Father is the son of R. W. (Tommie) Stevens, publicity agent, and mother is the daughter of Harold De Castello, American Consul to Columbia, South America.

A daughter, Judith Rae, to Mr. and Mrs. Robert Kuth in Arnold's Park, Ia., recently. Father is floor manager and instructor at Majestic Rink in Benit's Amusement Park there.

A son to Mr. and Mrs. B. Sidney Bokav in Cedars of Lebanon Hospital, Los Angeles, recently. Father is a member of Ozma Nelson's Band.

A daughter to Mr. and Mrs. J. Willits French in Atlantic City February 21. Parents have been with the Steel Pier water circus in that city for the past five years.

**Divorces**

Vivian Varella, of the World of Mirth Shows, from Johnny J. Varella, emcee at the Aragon Ballroom, Tampa, Fla., in Raleigh, N. C., recently.

Reginald E. Webb, proprietor of a piano and organ school in Detroit, from Charlotte Webb in that city January 29.

Elizabeth Howarth Harrold from Paul P. Harrold, owner and operator of Coconut Grove, Bridgeport, Conn., in that city recently.

Everett Marshall, Metropolitan opera singer, from Carolina S. Marshall, New York, in Ft. Worth, Tex., February 2.

Louise Brooks, film actress, from Deering Davis, nonpro, in Wichita, Kan., recently.

Mrs. Luis Alberni from Luis Alberni, film comedian, in Hollywood February 4.

Glady Emmersman, dancer, Richmond Hill, L. I., was awarded an annulment of her marriage to Abraham Emmersman by Supreme Court Justice Henry G. Wenzel Jr. in Jamaica, L. I., recently.

Alice White, former film actress, from Sidney B. Bartlett in Los Angeles February 7.

Elizabeth Ragland, nonpro, from George O. Ragland, acrobat, in Cincinnati February 18.

John Caruso from Mary R. Caruso in Jacksonville, Fla., January 10.

**ROUTES**

(Continued from page 31)  
You Can't Take It With You: (Baltimore) Los Angeles.  
You Can't Take It With You: (Cass) Detroit 27-March 12.  
You Can't Take It With You: (Cecil) Mason City, Ia. 2; (Auditorium) Sioux City 2; (Coliseum) Sioux Falls, S. D., 4; Aberdeen 6.

**MISCELLANEOUS**

Arthur, Magician: Awin, Ala., 2-3; Oak Hill 4-5.  
Bushman's Travelers: Lake Worth, Fla., 2; Boynton 3; W. Palm Beach 4; Delray Beach 6; Palm Beach 7; Pompano 8; Delray 9; Ft. Lauderdale 10.  
Burch, Magician: Mullins, S. C., 2; Marion 2; Kingstree 4; Orangeburg 7; Hartwell 8; Abbeville 9; Beaufort 10; Charleston 11-12.  
Brown, Evans, Magician: Hennessey, Okla., 2; Concho 3; Guthrie 4; Oklahoma City 1; Daniel, B. A., Magician: Hayden, Ind., 2; Sellersville 3; Columbus 4-6; Osage 7; Milan 8.  
DeClon, Magician: Marysville, O., 1-12.  
DeMar's Lions: (Circus) Jamaica, N. Y., 1-5; (Circus) Hartford, Conn., 7-13.  
Frost, Jack, Shows: Westland, Pa., 28-March 3; Cramerton 3 (school).  
Truman's, Trainers: Kaniapolis, N. C., 2; Kortez World's Fair Museum: Minneapolis, Minn., 7-10.  
LeVant Show: Grandin, Mo., 28-March 5.  
Lewis, Harry K., Hollywood Varieties (Crawford): El Paso, Tex., 1-8.  
McNally Variety Show: Mount Hermon, Md., 28-March 5.  
Miller, Al H., Show: Pavo, Ga., 28-March 5.  
Newton Magic Show: Wachapreague, Ga., 28-March 5.  
Pierce, Ralph, Magician: Oncoota, N. Y., 2; Amsterdam 3; Gloverville 4; Sarasota Springs 7; Glens Falls 8; Troy 9.  
Rioton's Show: Jacksonville, Ga., 3-5; Chaucey 7-19; Milan 19-12.  
Walker's Family Show: Metcalf, Ga., 28-March 5.  
Wright's Shows: Ashland City, Tenn., 1-5.

**CARNIVAL**

(Routes are for current week when no are given. In some instances possibly mailing points are listed.)

Bone Ridge: Covington, Ga.; Shannon 7-12.  
Burdick's All-Texas: Conroe, Tex., 4-12.  
Central State: Lambert, Ga.  
Crahan's Big Big: Brantley, Calif., 28-March 3; (Fair) Imperial 4-12.  
Crescent Am. Co.: Donaldsonville, Ga., 5-12.  
Don Elro: Yemassee, S. C.  
Eddy Bros.: (Fair) Homestead, Fla.; West Palm Beach 7-12.  
Great Southern: Trisco City, Ala.; Monroeville 8-12.  
Hames, Bill: Houston, Tex.  
Hippodrome: Waldo, Ark., 7-12.  
Lewis, Art: Ft. Merco, Fla.  
Lotta Hooper: Ackerman, Miss.; Phibs 7-12.  
Scheidt Bros.: Tucson, Ariz.  
Southern Attrs.: Nichols, Ga.  
State Fair: El Paso, Tex.  
Texas: Brownsville, Tex.  
White City: Monrovia, Calif.  
Williams, B. B.: Ardmore, Okla., 5-12.  
Zeiger, C. F.: Mesa, Ariz.

**CIRCUS AND WILD WEST**

Davenport, Orrin: Cleveland, O., 28-March 6; Rochester, N. Y., 7-12.  
WPA Federal: (Armory) Orange, N. J., 4-6.

**BEERS-BARNES CIRCUS WANTS**

Wanted People in all lines for motorized show. Best Leader, Magician, Hill Pointer and Lithographer. Also Baker, Music, Queen Bear, Sarsaparilla, Ga. Show April 16. WILL BEAT 10-4-1. Toss, with 20-2. 34-1000 and 10-20 Marquis, good for month, or trade for light truck. Postal. Address all mail to 851 N. W. 63d St., Miami, Fla.

## Coreys Play Host To PCSA Showfolk

INGLEWOOD, Calif., Feb. 26.—Mr. and Mrs. C. F. Corey, owners of the White City Shows, which opened their season here last Saturday, played host to members of the Pacific Coast Showmen's Association, the Ladies' Auxiliary and invited guests at a buffet luncheon Sunday. Those registered included Mr. and Mrs. Frank J. Downie, Mr. and Mrs. Ben Dobbert, Mr. and Mrs. A. S. Goldman, Harry Copper, Harry Fisher, Mr. and Mrs. Al Fisher, Mr. and Mrs. Ralph Lacey, Nana Claire, Billy Farmer, Rhea Clark, Paul Davis, Mr. and Mrs. Emmet Cashey, Sis and June Dyer, Nell Robidoux, Mr. and Mrs. Mark Kirkendall, Stella Kirkendall, Mr. and Mrs. Harry C. Howells, Al Onken, Mr. and Mrs. Joe Horwitz, Mr. and Mrs. Joe Metcalfe, Mr. and Mrs. Theo Forstall, Olga Celeste, George Tipton, Doc Hall, Dutch Steingard, Mr. and Mrs. Leonard Synak and Mr. and Mrs. Kenneth Payne.

Mr. and Mrs. Buddy Cohen, Lloyd Kelly, Clyde and Topsy Gooding, Mr. and Mrs. Bob Perry, Tony Whitenack, Fern Chapoy, Joe and Peggy Steinberg, Mr. and Mrs. Harry Taylor, Royal Stender, George Morgan, Mr. and Mrs. Steve James, Eddie Stervt, Chet Bryant, R. F. Clarke, Spot Fowler, Mr. and Mrs. Harry Phillips, Max Harry Bernard, Roy Smith, Ed Smithson, Moe Levine, James G. Smith, Harry H. Hughes, L. M. Barnett, Ross Ogilvie, Mr. and Mrs. Mel Wiler, Nina Rogers, Minnie Fisher, H. Hanswink, Mr. and Mrs. O. H. Hilderbrand, Mr. and Mrs. E. W. (George) Coe, Bob Mitchell, Harry G. Seber, Charles and Edith Walpert, Mr. and Mrs. H. W. Webber, Mr. and Mrs. Walter York, Mr. and Mrs. Pierre Oulette, Mr. and Mrs. Will Wright, Mr. and Mrs. Johnnie R. Miller, Etta Haden, Doc M. B. Rutherford, Irwin Latimore, Lew Keller and Pickles Picard.

Nick Wagner, Ed Nagle, M. N. Henry, Dixie Olsen, Sam Brown, Mr. and Mrs. E. Stewart, Mr. and Mrs. C. Soderberg, Harry Rhinehart, Burt Warren, Joe De Mouchelle, Joe Glacey, Wallace O'Conner, Mr. and Mrs. William Hobday, Sam Grant, Jack Barber, Jack La Marr, Blossom Robinson, George G. Keenan, Mr. and Mrs. Milt Runkle, Billie Williams, Mr. and Mrs. Harry Stewart, Mr. and Mrs. Johnnie Branson, Mr. and Mrs. C. H. Alton, Mr. and Mrs. Babe Gresham, Thomas J. Hughes, Meyer Schlow, Skippy Dawson, Mr. and Mrs. William Groff, Val Vino, Capt. W. D. Ament, Mr. and Mrs. H. A. Growe, Ben Goldfarb, Danny Callahan, Jerry Mackey, E. J. Lahey, C. E. Steffens, Roland Stephon, Arch Thom, Mr. and Mrs. George Wiler, M. E. Arthur, Mr. and Mrs. Jack Schaller, Mr. and Mrs. Charles M. Miller, Mr. and Mrs. Harry Baggraves, Mr. and Mrs. Edwin Rait, Mr. and Mrs. Robert Schoonover, Jack Bigelow, Harry B. Chipman, John Le Vaggt, Mr. and Mrs. Ed De Mirjian, Mr. and Mrs. Harry Clovis, Mr. and Mrs. Earl Kelly, Mr. and Mrs. Claude Barle, Mr. and Mrs. Max Williams, Tommy Thornton, T. McQuillan, Ed Lundgren, May Allman, George Margar and Art Quintance.

## Yankee Model Shows Launched by Castetter

CENTERVILLE, Ind., Feb. 26.—Virgil G. Castetter, who has been operating concessions on various shows during the past and makes his home here, as per recent announcement, is readying to launch Yankee Model Shows for new season.

He further states that the new carnival will be booked exclusively in New England territory, where he has wide acquaintance. He feels that will enable him to operate successfully. For early part of season he plans to operate rides and concessions only and will aim to secure lots near center of population, this due to weather conditions anticipated. He, if all goes well, will later on add shows and expand in a moderate way for this season. All rides will be owned and operated by office and eight of concessions will also be office.

While on a recent visit to Alabama and Mississippi, Castetter bought a Spillman Jr. Merry-Go-Round and some other equipment. He says that his policy will be for clean business methods and concessions and will for this season operate with a free gate.

SAVANNAH, Ga., Feb. 26.—John M. Sheesley has booked Oscar V. Babcock to present his Loop-the-Loop and Flying-125-Plane as a free act on the Mighty Sheesley Midway this season.

## The Billboard Staff Made Members of NSPA

ADA, Okla., Feb. 26.—Fourteen members of *The Billboard* staff and executives of the publication were mailed honorary membership cards in the National Showmen's Press Association by Roy E. Stein, secretary.

Those who were voted honorary memberships in NSPA are: Eugene Burr, Paul Denis, Claude B. Ellis, E. W. Evans, Jerry Franken, Nat Green, A. C. Hartmann, William Judkins Hewitt, R. S. Littleford Sr., Roger S. Littleford Jr., M. H. Ordoenker, Bill Sacha, E. E. Sugarman and Charles Wirth.

NSPA was organized by press agents last December to form a closer contact between themselves and members of newspaper and radio staffs. Active membership is made up of publicity agents engaged in all branches of show business while honorary membership is given to newspaper and radio people who have shown exceptional co-operation with publicity friendly toward show business.

Members of *The Billboard* staff were voted memberships as a gesture of appreciation for publicity carried by the publication for NSPA, Stein said.

## Hennies Bros.' Shows Office, Shop And Yard a Symphony of Activity

SHREVEPORT, La., Feb. 26.—Construction activity in all its glory certainly can be seen at Hennies Bros.' Shows' quarters here, with 55 men employed on a \$50,000 reconstruction program-creating innovation. Such is the greeting visitors receive while strolling thru Hennies Bros.' Shows' office, shops and yards.

P. J. McLane, master of construction, has turned out 31 new wagons in 11 weeks. Robert Wicks, chief painter and artist, is creating show fronts of modernistic art. The work of these two men and their helpers has given the owners, Orville W. and Harry W. Hennies, the assurance that Hennies Bros.' Shows will present one of the world's finest midways this season.

*Cheza LaFemme*, as presented by Frances Paige, will be a completely new departure in posing shows, patterned after the style created by the late Flo Ziegfeld. It will probably mark the first time a disappearing ballet has been pre-

sented in the carnival world. Mrs. Paige will present girls who have been features of night club revues. The front, now in construction, will be an innovation in show-building arts. Ten principals will take part in the production. Jack and Frances Paige, believing that the public response is always healthy to real-entertainment, have assembled a company of 25 entertainers headed by Soapy Austin and Tommy Odell, supported by a six-piece recording swing band and a unit of three girl accordion players. The stage settings are being executed by the Andrea Studios. With everything new from stakes to the dressing rooms, the prevailing vote is that 1938 will see the biggest and best carnival organization that has ever been operated under the banner of the Hennies Bros.' Shows.

## Balloonist Thompson Visits J. Geo. Loos

LAREDO, Tex., Feb. 26.—V. E. Thompson, of Aurora, Ill., and manager of the balloon company bearing his name, stopped over here Monday to take in the attractions being presented at the George Washington birthday celebration by the Greater United Shows.

He visited with W. O. Parent, a friend of many years but seldom seen, who is in charge of the cannon act which is featured on the midway. Other acts were a high-wire bicycle stunt and diving horses, the latter presented within a side wall as a pay attraction.

Thompson stated to a reporter for *The Billboard* that he found the shows interesting, rides and concessions as clean and ably managed by J. George Loos, who sponsors the Greater United Shows. Following this date the show will play for some weeks in Texas before going into other territory.

Thompson left for Monterrey, Mexico, and other points in that republic to confer with bull-fight promoters with the idea in mind to present balloon ascensions and parachute jumps in the arenas, to be staged prior to or after the bullfights. Thompson presented such a feature several years ago in Mexico.

R. E. Thompson, balloonist, another brother, is now touring Florida and will join V. E. Thompson in San Antonio some time in March.

as general agent for the shows. There were many proponents of the carnival world in attendance.

ATLANTA, Feb. 26.—Rubin Gruberg announced here Friday that Walter D. Nealand will return to his fold this season as general press representative of the Rubin & Cherry Exposition.

WILMINGTON, N. C., Feb. 26.—S. Tommy Carson stated here Thursday that he had been appointed business manager of the Raftery Carnival and is now in this city working in that capacity.

HARTSELLE, Ala., Feb. 26.—Herbert R. Mitchell and brother, formerly with the Knoxville Scenic Studios, have opened a scenic studio and banner shop in this city and will cater to outdoor show trade.

SUMNER, S. C., Feb. 26.—Mr. and Mrs. Johnnie Bullock, of the Bullock Amusement Enterprises, returned here recently following a long vacation in Texas, Louisiana and Florida. Work in the show's quarters started February 10. Bullock has again appointed Clarence Poplin, who, in connection with his other duties, will handle the press, making his fourth year in that capacity.

KENTON, O., Feb. 26.—Mrs. F. A. Short announced here this week that her husband has completed the three shows he has booked with Howard Bros.' Shows. This will be the third season with the Howards. Mrs. Short also stated, and that Charlie Hill will have the monkey show with the same carnival.

## Remarks on a Friend

By BEVERLY KELLEY

THERE probably isn't any good reason why it should be hard to write a tribute to Dex Fellows. But it has been difficult for me. Every time I've tried to do it I've had the feeling that the amused spirit of that great character was peering over my shoulder and that if I turned suddenly I might see him with that twinkle in his eye and with an expression of mischievous anticipation on his mouth very much like a small boy who awaits his victim's reaction to a well-planned practical joke. And that if his spirit grew articulate it would remind me that in the composition of this piece I might wisely omit any of the puns of the sort that he and I used to trade on occasion.

We had heated arguments, too, but if Dex liked you he never put any premium on agreement with him. He was more than twice my age when I cut my eyeteeth that first season with Ringling-Barnum, but there grew between us the close friendship that not infrequently exists between an elderly man and a quite young one. Dex often said he saw in me his own youthful enthusiasm at the beginning of his long trek along the winding trail of the red wagons. And I certainly saw in him an undiminished flame of enthusiasm for the star he set his course by.

Dex Fellows deserves all the fine things that have been said about him and he deserves to have it said also that he was an intensely human person who tried hard to see good in everyone. He had commendable self-respect, but he did not fancy himself to be anything that he wasn't. Not until his career reached its zenith in recent years could he be persuaded that he was anything more than just a circus press agent who had been at it long enough to be known widely, and it is a known fact that he had a haunting fear that if he lost his job he wouldn't be able to get another.

Occasionally he indulged in doubt as to the sagacity of his choice in occupation, but he never fooled anyone who really knew him. The show was his life and he never WANTED any other job. His friendships were legion and, like the late Carl T. Hathaway, Dex was blessed with a wife who was a constant comfort and an inspiration. In him we had that rarely encountered individual who was completely satisfied to do exactly what he was doing and to do it until he read the call to the "Big Show" across the mysterious run that divided him from the circus men of his generation who had gone before him.

During nearly half a century of trouping he made friends for himself and for the calling that had wooed and won him heart and soul as a lad. He was a good trouper. He was a gentleman. He had a profound respect for goodness in men and women. He had a highly developed sense of humor. He had a good time. That is a lot to have accomplished in one lifetime.

Dex Fellows was a good press agent primarily because he believed totally in what he had to sell. There never was any question in his mind about the innate worth of his product. He had something that all circus press agents worthy of the name possess to some degree, but he had it to a transcending degree: DEX FELLOWS is the model of the boy who ran away to join the circus AND NEVER GREW UP.

## Line o' Two of News

BELLE GLADE, Fla., Feb. 26.—Morris Voltaggio has been making this city his winter home for the past four years. He announced here this week that he has contracted with David Letlip to become half owner and general manager of Letlip's Home State Shows of West Virginia.

WINNIPEG, Man., Feb. 26.—E. J. Casey, general manager of the E. J. Casey Shows, has re-engaged Fred L. Prescott as general and press agent and C. Red Walker as special agent. The show is fully motorized.

LONDON, Eng., Feb. 26.—Bill Powell, of the Goodman Wonder Shows of America, arrived here from Dublin, Ireland, February 18 on business and pleasure.

SALEM, Mass., Feb. 26.—Walter J. Nelson has been signed by the B. & V. Shows as general agent for this season.

LAUREL, Miss., Feb. 26.—Harry Starbuck, of the Buckeye State Shows, stated

here Wednesday that E. W. Franklin, of Enaley, Ala., will arrive next week to take up his duties as secretary of the shows.

BIRMINGHAM, Ala., Feb. 26.—Billie Dollar arrived here this week from Phenix City, Ala. Following a business conference with Mr. and Mrs. L. E. Roth he announced that he had been engaged as special agent for the Blue Ribbon Shows.

LOCKPORT, N. Y., Feb. 26.—C. H. Tothill, general manager of the attractions bearing his name, is home here and announced that work has started in quarters to make ready for an early opening. Mildred Tothill is secretary of the show.

SWEETWATER, Tex., Feb. 26.—Roy Stein, press agent for the T. J. Tidwell Shows, arrived here from Ada, Okla., Wednesday to attend the funeral services of H. G. Buchanan, who died in harness



## Hartmann's Broadcast

**BECAUSE** of the important part radio plays in the outdoor amusement business the recent articles in The Billboard concerning radio press agents and newspaper space have been read with great interest in the outdoor fields, especially by publicity purveyors and newspaper people over whose desks copy about outdoor amusements passes. Not only that, the articles have set publicity promoters to thinking and talking. To one of these scribes it has occurred that a "rose by another name" might be helpful to the situation. And by "rose" we mean "press agent." The scribe voices the arguments for the change in these words:

"Why not completely eliminate the term 'press agent'?"

"In recent years most corporations, including the railroads, public utilities and other groups that depend so much on the good will of the public, have put on what really amounts to press agents on their pay rolls."

"But do they tag them so?"

"They do not!"

"Instead they call them 'assistant to the vice-president,' or 'representative of Bill Smith' or something of the kind. They have even shied away from the high-sounding term of 'public relations counselor.'"

"When a 'press agent' walks into a newspaper office the editor is immediately on the defensive against him. Logically he argues 'here is a man who is being paid by someone to get space in the newspaper.'"

"Newspapers are not always run for the good of the community, the pay check of a press agent or anything of the kind. Advertising revenue is always considered."

"And editors nowadays are seldom allowed to forget it. The advertising manager may even remind him of the value of the space he has given away."

"Hence, when a press agent comes into a newspaper office, so admitted, he has two strikes against him at the beginning. Too, some press agents are good and some are bad and the good ones suffer for all."

"Try giving him another tag, or none at all, and he will not have this initial handicap."

Comment from others will be welcomed.

**J. W. (PATY) CONKLIN** looks for another good season in Canada this year for his Conklin Shows. Conditions in the Dominion strike him as being better than in the United States. Everyone he has contacted in recent weeks seemed to be very optimistic.

As last year, "Paty" is making big plans for the Canadian National Exhibition at Toronto. There he will have Profeland under his direction for the second consecutive time. So far as his carnival is concerned, he has it contracted for the entire season. This week he sets out from Vancouver, B. C., on a fast trip of about 10 days thru California. After that he will head for Chicago.

**MEMBERS** of the Dutton Circus Attractions are still with Pagel's Circus in South Africa and more happy and contented they have never been. "Why shouldn't we be," William McK. Bausman, of the troupe, says, "with no worry about pay day, deductions, as-

sessments, regulations changing weekly and no unemployment forms to be filled in?" As a rule Pagel's Circus gives only one performance a day (at night) and the maximum is eight performances a week. It's a great field for American acts, this South Africa, according to Bausman.

**RIDING OSCAR**, Herb Maddy's trained fishworm, probably wouldn't be so bad, but to get astride "Undertaker," a bucker and a half-brother of "Sure Death," would be a little too much for us, we're afraid. The names of the bronks themselves make us shiver.

An invitation to indulge in this "pleasure" of bronk riding comes from Maddy, general representative of JE Ranch Rodeo, which is set for an engagement in the Hockey Arena, Cleveland, soon. "You can be one of our 'guest riders' there," writes Herb, "and come out of the chutes on a bad bucking horse we call 'Undertaker.' This horse is a half-brother to one named 'Sure Death' that we carry in our string. If you ride the horse, Al, you won't need to take any little liver pills. Make up a party—bring Rowdy Waddy et al.—and Jim Eskew and I will have some right tasty wild cow's milk for you all."

### On My Way Again And Westward Ho!

By VIRGINIA KLINE

After leaving Kansas City, I met Mrs. W. A. Gibbs, of W. A. Gibbs Shows, at Erie, Kan. Mrs. Gibbs has a tiny black-and-tan dog that snarls and barks furiously but weighs only three pounds.

At Joplin, Mo., I called on Mr. and Mrs. W. R. Snapp, who are wintering there. Mr. and Mrs. Dan Riley came in while I was there and I got to hear the real story of the day the lion got loose in New Iberia, La. There was one story that concerned a man who told that in the hunt for the lion he hit the lion over the nose with a stick of sugar cane. But all seemed to think this man is a better advance agent with the show than lion hunter. Mrs. W. R. (Dolly) Snapp gave me a new angle on making old-fashioned. She dips the rim of the glass in absinthe and it does give the old-fashioned a much better taste. Dolly still has her old dog, Bunny. He is 15 now, but still a good trouper.

Little Rock, Ark., has four shows in winter quarters. Mr. and Mrs. Max Goodman were still in Florida, but I found Mrs. T. J. McClelland at their quarters and she was busy as usual. Met the J. W. Byers and they were just home from a visit to St. Louis. At the Curley Vernon Shows quarters I met Mr. and Mrs. Ellis and Mrs. Harvey, the electrician's wife, and their little daughter, Patricia.

At the Pan-American Shows quarters I met Bob Strayer, the owner, and also found an old Patterson Show boy, Park (Eddie) Moore. Eddie was with J. H. Johnson on his famous Noma show. Mrs. Moore is a sister of Mrs. John Aughe, who, with her late husband, had concessions on the Patterson-Kline Shows for several years. The Moores have a tiny daughter, another Patricia, only two years, but a seasoned trouper.

At Texarkana, Ark., I saw the Tom Mix Circus in quarters, but as my good friend, Mrs. Ted Metz, is still in California, I went on over to the Reynolds & Wells quarters. Mr. and Mrs. Reynolds have been on several shows but are starting out for themselves. With their years of experience, they should do well. Mrs. Reynolds has two grand old dogs, Penny-Baby, 13, and Bumble-Bee, 9.

At Shreveport, La., I had a long visit with Mrs. Oeville W. Hennes in the private car on the fairgrounds. Dorothy says she is getting all caught up on resting and cooking. I also met Mrs. Robert Wicks, whose husband is the painter and decorator with Hennes Bros.' Shows.

The Al Hansen Shows were in quarters at Brossier City, La., just across the bridge from Shreveport. I met Mrs. Hansen, who was busy sending her daughter, who is away at school, a candy valentine.

### In Texas and Arizona

Here at Sweetwater, Tex., February 14, Mrs. Louis J. Heth is visiting her sister, Mrs. T. J. Tidwell. These girls look enough alike to be twins. Mrs. Tidwell's little daughter is growing fast and is much healthier than when I saw her last, as

she was just recovering from pneumonia. At El Paso, Tex., I found several groups of showfolk basking in the sun. Mr. and Mrs. Danny Starr say it is good to be able to get good beer on the U. S. side and saves time when it gets so warm. Mr. and Mrs. Voght, cookhouse people, have their two tall sons with them, but their daughter is away in school in Oklahoma. Mrs. Don Brazer was with the bunch drying her hair in the sun and I think it is the prettiest head of red hair I know of.

At Tucson, Ariz., there was a gathering of showfolk for the annual rodeo. Mr. and Mrs. Mel Vaught had a 10-gallon hat on their dog Trouper just like the one that Mel wore. Mrs. Cleo Hill has had a pop-corn machine in the Rialto Theater, but was getting ready to work her ball game at the rodeo. Cleo, in my opinion, is one of the very few girls that can wear slacks well. Mrs. J. C. (Edna) Tarlington had her picture machine painted freshly and had an assortment of cowboy hats, Mexican sombreros and other rodeo paraphernalia for the visitors to wear to have their pictures taken in. Mrs. J. D. (Ann) Summers makes a fine pop-corn and peanut girl, but I think sometimes she misses the fun of fancy swimming and fancy diving which are her real hobbies. Mrs. Minnie Spring has been in Tucson almost all winter with her brother. She still says she would rather have any hotel room than the finest trailer built. It's hard to convince some of these girls that have always had good hotel rooms as Minnie has that a trailer is really comfortable. Mrs. Johnnie Graves brought her son to the rodeo in a sailor suit, but he soon had convinced her that he had to have all the trappings to be a real cowboy. Mr. and Mrs. Doug Morgan came out to call and Morgan had on a pair of cowboy boots that were the envy of many of the visitors.

At Mesa, Ariz., I saw Mrs. Frank Burke, of the Frank Burke Shows. She only has five dogs now but is looking for a new one, a Mexican hairless. Mrs. Louis Reingold was in Mesa, too. Vera Good says she has the finest partner in the world, her father.

At Phoenix, Ariz., Mrs. C. F. Zeiger and I had a fine visit. She had just lately come over from Los Angeles with her niece, Rosemary Loomis, and Bertha MacMahon. Rosemary has a very mischievous Scottie, but she cannot bear to spank him for his chewing habits, so Bertha has to discipline him when he goes on a tear. Mrs. Harry (Martha) Rogers came over to see us with her dog who has the unusual name of Henry. Martha's pet superstition is that \$100 bills are lucky. Mrs. Jerry Doyle, once a trouper but now a permanent resident of Phoenix, knows all the show people, as her Chapter of the Eastern Star and White Shrine are the auspices for some of the shows playing in Phoenix. My sister-in-law, Mrs. Elmer Kline, does not go out with shows any more either but is always glad to see them when they come to town, and many a good dinner she has for some of them.

## Performers' Club

By CHRIS CORNALLA

CHICAGO, Feb. 26.—The club is all hustle these days; in fact, the club is proud to tell the world that one indoor circus, produced by G. G. Gray Enterprises, is made up wholly of members of the Performers' Club of America. And the credit goes to the president and secretary, Toby Wells and Bert Clinton. The following members will make the trip, which will be for six weeks. Will Hill and elephants, ponies, dogs and monkeys; Cardova Troupe, teeterboard acrobats and barrel jumpers; Weber Bros., wire act; Rixford and Emerling, hand balancers; the Six Don Juans, tumblers; Charlie Riely, equilibrist; Ruby and Harry Haag, aerialists; Katharine Brown, iron jaw; Jean Day, Spanish web act; Dorothy Clark, cloud swing. Clown alley will have Chris Cornalla, producing clown; Abe Goldstein, come-in clown; Chick Dale and Happy Riano, Jack Hallan will handle the publicity.

Rev. Arthur La Voy, chaplain of Performers' Club, has been discharged from the American Hospital.

Car of Earl Wright and his dogs while making a jump to play a vaude date caught fire. The car and all props were destroyed.

Marion Price Dancers have been held over for another month in Springfield.

White Bros. have joined the Waitiki Nights unit.

The Clinton Girls are playing in and around Boston.

## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Feb. 25.—During past few weeks there appears to be considerable agitation in Congress for the continued appropriation of Federal moneys for highway construction purposes. The Congressional Record has been replete with numerous items on the subject and we feel that it would be of considerable interest to the motorized show members of our association to be informed in greater detail of this agitation and its possible effect upon the extension of Federal highways thruout the United States.

It is enlightening to understand the figures involved in the subject of Federal aid for highways, and we desire to call to the attention of our readers the remarks of Congressman Henry G. Teigan set forth in the Congressional Record of February 2, 1938, in which Congressman Teigan points out that: "Comparatively few people know that the Federal Government at the present time receives thru the tax upon gasoline and the various excise taxes upon motorists an annual amount approximating \$350,000,000; lubricating oils, \$33,300,000; tires and inner tubes, \$37,000,000; passenger cars and motorcycles, \$58,300,000; trucks, \$8,100,000; parts and accessories, \$9,300,000, totaling \$349,000,000."

"There is spent under the law some \$238,000,000, which is divided on the following basis: Regular matched Federal aid, \$125,000,000; for grade-crossing elimination, \$50,000,000; for secondary and feeder roads, \$25,000,000; for forestry roads, \$14,000,000."

The Congressman indicates in his further remarks that he believes that the entire income from the sources above described "should be allocated to the States for Federal highway use as the money is contributed by owners and users of motor vehicles."

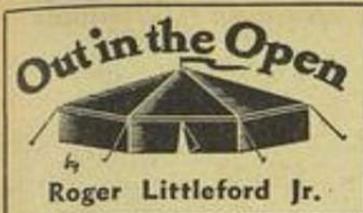
Appropos of the same subject, there appeared in the Congressional Record for the same day the remarks of Congressman John R. Murdock, of Arizona, in which he urged more and greater Federal highways at the present time, particularly in the West, on the theory that the States were unable financially to shoulder the burden and that the Federal Government was collecting large sums of money which logically should be devoted to highway purposes.

Under date of February 7 there is to be found in the Congressional Record the address of Congressman Jenkins, of Ohio, in which the congressman comments in considerable detail upon the activities of the Federal Government in the appropriation of funds for the extension of Federal highways, and advocates the expenditure of huge sum for this purpose, and also takes the view that it would be advisable that the State authorities and county authorities select the particular roads to be improved.

Under date of February 17 there is contained in the Congressional Record the remarks of Congressman Bridges, of New Hampshire, in which it is pointed out that there is at present under consideration the creation of a public corporation to build 10 self-sustaining transcontinental highways as a national defense and business pump-priming measure. Of course, this latter suggestion would necessitate a huge bond issue from which to derive sufficient revenue with which to purchase the necessary right of way and frontage and would necessitate the charging of tolls to amortize the bonds issued for this purpose.

From time to time it appears that this agitation is becoming greater and it would appear to us that some very definite steps will undoubtedly be taken in the very near future to extend Federal highways in all parts of the country and that there will be particularly created a number of high-speed transcontinental toll highways.

All of this is undoubtedly of interest to the motorized show members of the association, and from our view of the situation it would appear that the matter is being looked upon favorably by various railroad show owners who are debating the matter of motorizing their shows.



**NEW YORK, Feb. 26.**—Outdoor show business was fortunate last season—fortunate because the lull in economic recovery struck the nation after most parks and fairs had closed and while carnivals and circuses were playing the usually prosperous southern harvest circuit.

And outdoor show business is apt to be fortunate again the coming season. Altho it's folly to predict such things, it remains a fact that many experienced economists are foretelling marked improvement in general conditions by late spring or early summer. If this is the case outdoor show business should and would consider itself one of the most fortunate of our country's industries.

Seasonable businesses are generally considered unhealthy ones. Sometimes the circumstances can make them the most fortunate businesses in the land. It would seem that circuses, carnivals, fairs and parks have a more than fair chance of being placed in that category for 1937 and '38.

It's a well-known fact that outside of agricultural fairs and some of the larger circuses, summer amusement institutions are moving cautiously in preparation for next season. And that's probably as it should be. Parks are, in the main, taking conservative steps, as compared with a year ago. And some carnivals, for the most part loaded with bang-over accounts from last year for supplies and equipment, are thinking many more times than twice before parting with cash on hand or going deeper into debt. Development in fairground plants could be more widespread, altho attraction and midway budgets seem on the upgrade, and circuses—well it's difficult to perceive at this early date just what policies they are following. The larger shows are spending money—lots of it—that's definite.

Harry Witt, sole distributor of the new Boomerang ride (remodeled Walter's), has evidently come forth with a winner in the amusement device field. Fair meetings fairly buzzed with favorable Boomerang comment when conversation turned to rides. Merely the fact that such shows as Royal American, Johnny J. Jones, F. E. Gooding, Eddy Bros. and Cettin & Wilson have purchased Boomerangs proves that Witt has something there.

Matthew J. Riley, general agent of Eddy Bros.' Shows, off to warmer climes after a week in the Empire State. . . . Attended the Albany meeting and afterward visited in Manhattan. . . . Jack Nelson, former manager of The Billboard's Chi. office, in town for the first time in months. . . . He's advertising-sales manager of the Rock-Ola Manufacturing Corporation, amusement machine makers.

Omer J. Kenyon, who will again manage Fairyland Park, Kansas City, Mo., shoots from San Francisco that Polack Bros.' Circus is prepping for a big week at the Shrine date there. . . . Kenyon is representing the circus. . . . And Jack Greenespoon, concessioner, writes from Miami that he's "tanned and rested and caught a seven-foot sailfish." . . . He's expected back this way 'fore long. . . . Ben Williams, Ben Williams' Shows, returned from the South this week looking as hale and hearty as ever and ready for a big season.

John Boothby, son of William B. Boothby, secretary of Rochester (N. Y.) Exposition, in for a chat about things in general and show business in particular. . . . Bill Powell, Goodman Wonder Shows, of cards from London that it's foggy, of course, and that the next stop's Copenhagen. . . . Will return for opening date. . . . Ted Levitt, son of the late Victor D., went off to the Pacific Coast this week, where he plans to spend the season. . . . Has been here more than a year. . . . And



H. S. Littleford Jr.

Harry E. Tudor types from bonny Scotland some very interesting World's Fair impressions. . . . More of his thoughts later.

Howard Y. Bary, Hagenbeck-Wallace chief, here Thursday and Friday on important biz. . . . Off for Miami via Eastern Airlines Friday evening. . . . William (Bill) Conway, contracting agent for the Big Show, reported resting easily after the second major operation in two weeks. . . . He's in Bridgeport (Conn.) Hospital, and recent visitors from New York have been Sam Rothstein, Frank and Paul Miller, Al Butler and Eddie Vaughan. . . . He's a popular fellow, Bill is.

Butler, here about a week, will be off soon for points unknown, naturally. . . . And that was Vaughan entering the Bond Building the other day. . . . Tom Mix and unit are on their way back from Havana where they appeared for two of the four weeks of the Industrial Fair and Expo there. . . . Leo Grund, George Hamid rep at the same expo, en route to the stem, too.

Dick Scatterday, contracting rep for Downie Bros.' Circus, in town for a spell but away again in a hurry. . . . That tent air cooler invented by Charlie Meyer, Hoboken, N. J., has been getting lots of attention in the tremendous air-conditioning industry. . . . Meyer sold a unit to Eddy Bros.' Circus last season and is preparing others for 1938. . . . Fred Phillips, Frederickton, N. B., exposition publicity chief and circus feature writer, a visitor this week. . . . He's with the New Brunswick exhibit at Campbell-Fairbanks' National Sportsmen's Show current in Grand Central Palace.

**Los Angeles**

LOS ANGELES, Feb. 26.—There is a scurry for spots for opening of many carnivals that winter in and around Los Angeles.

William Hobday getting set for Golden State Shows.

Will Wright, back from a prospecting trip, reports being highly pleased with prospects for 1938. United Attractions, with Milt Runkle in charge, getting ready to open.

Especially noted on the opening of carnivals and visiting lots is Theo Forstall. He has had several offers to return to his first love, he having gotten into the show game via the carnival route.

Archie Clark and Al Fisher are in and out of town. Twentieth Century Shows opened at Lynnwood, Calif., Monday night to very good business.

Siebrand Bros.' Shows in extreme Southern California reported to be having very good business.

Joe Glacy, after season of West Coast Shows is over, plans a trip with the show he will operate to Hawaii and Australia.

Reports from W. C. Huggins' West Coast Shows indicate that it will be one of the largest shows on the West Coast. Huggins while in Los Angeles contracted a number of people. Millie Williams left to take charge of workshop in rebuilding some equipment. Charles Soderberg will be one of the free attractions with Huggins.

**St. John**

ST. JOHN, N. B., Feb. 26.—Spic Span is the novel title for a new restaurant opened by Mitchell Franklin, active young showman and son of Joseph M. Franklin, head of the Franklin & Herschorn theater circuit. . . . Jim McGarrigle, veteran of carnival lots and exhibition midways as a concessioner, talker and announcer, has been doing duty as an announcer at St. John boxing shows and his pronouncements catch the fancy of the fight crowds. . . . Bill Lynch, top hand of the Bill Lynch Shows and touring the maritime provinces annually, has started readying his carnival equipment for taking to the road in May, with first stand, as usual, in Halifax. . . . Bill Scott and Bill Cronin have been together for 30 years as stagehands. Both have also been participants in outdoor amusements in the summer season. . . . Bill (Jake) Whitebone, formerly manager of the Opera House and who operated a small carnival for several seasons and had a billposting service as well as being a carnival magician, is on the staff of the St. John branch of a billposting service. . . . Ben Williams, formerly of Sydney, N. S., who had the midways of St. John, Frederickton and

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St. Stephen exhibitions last fall, will be back again dominating the midway at each of those spots this year with his Ben Williams' Shows. Since the collapse of the Sydney exhibition he has not visited his old home town on business, but he manages to get there at least once a year for pleasure.

**Milt Robbins Takes Robbins Side Show**  
 ST. PETERSBURG, Fla., Feb. 28.—By mutual agreement with Charles Sparks, Milt Robbins has transferred from Downie Bros.' Circus to Robbins Bros.' Circus, where he will have the side show.

**Sylvester Knot Sought!**  
 CINCINNATI, Feb. 26.—In a communication received this week by The Billboard from Mrs. Emma Miller, the death of David Miller at Dayton, O., early this week was reported. Sylvester Knot, brother of David Miller, is being sought.

TAMPA, Feb. 26.—Don Wilkesman states he is manager of Doral Dina Deshon, whose show was with the Art Lewis Shows last and part of this season. Deshon is finishing out the winter here prior to opening with a major carnival east this season, he also said.



## Notes From the Crossroads

By NAT GREEN

WITHOUT any ballyhoo another attempt was made recently to consummate an amalgamation of leading carnivals but, like all previous attempts, it was unsuccessful. Owners and executives of the shows concerned admit that such an amalgamation would have many advantages over the present hit-and-miss methods, but something always comes up that they are unable to agree upon. It is but natural that no show

would want to give up any of its better fair dates, which might be necessary if an amalgamation went thru and territory should be apportioned to cut down railroad jumps, which is understood to have been one phase of the plan. It is possible, too, that some fair secretaries might object to the switching of shows, even tho the substitute might be just as good. It seems to this observer that an amalgamation is impractical unless some astute moneyed men step in and completely reorganize the whole works.

Robbins Bros.' Circus is rapidly shaping up, according to reports from quarters at Rochester, Ind., and the program lined up presages a very good performance. Understood the show will use same size big top as Cole had in its first year and that the rolling stock (14 and 1) will be first-class and capable of transporting a lot of show.

J. C. McCaffery off for San Antonio to visit Beckmann & Grety winter quarters for a couple of weeks. Sunny Bernet, of Globe Poster Company, planning another Southern trip. Harry J. Anderson Jr., of Enquirer Job Printing Company, in Chi for a couple of days on circus biz. Ray Dean in Chicago after a theater engagement in Denver and left for Pittsburgh, where he expects to play the Nixon Cafe for a couple of weeks. Probably will be back on the Cole show this season as announcer.

The boys are going to miss those dukie books when they leave the Magic Carpet shortly. An Indiana hotel manager thought things had gone too far when he discovered a couple of big snakes sharing the bed with a performer guest. Reptiles and guest are now bunking elsewhere. It's reminding of a near North Side Chicago hotel where seals are kept in the bath tub. R. L. Lohmar, Hennies Bros.' g. a., stopped off in Chi long enough to polish up a speech he was readying for a YMCA party—or something!

S. J. Young, owner of the Roxie Amusement Register, Montreal carnival that plays mostly church and benefit auspices, spent several days in Chicago last week on the tail end of a six-week combination business and pleasure trip that took him from Montreal to San Francisco and back. Of all the places he visited, Young says Reno, Nev., is the most pleasant.

Greatest activity in years is reported at the two Indiana circus centers, Peru and Rochester, where three shows are readying for the season. The paint shops are one of the busiest places, and some swell-looking trains are due to roll out when the season opens. Howard Y. Barry's train will be an "orange special." With his new equipment H-W will present a much better appearance than last year, and great things are expected of Blacaman, feature attraction.

ing a billing contest, seeing who can get the most locations and sharps. Jack E. Dadswell, for RAS; Jean Belasco, for the American Legion, and Tex Sherman, for Hamid-Morton Circus, are handling the newspapers.

Jack Maxwell is doing magic at night clubs and has been kept busy all winter.

## B'WAY CLUBS

(Continued from page 18)

having been brought up and approved by the board of directors February 11. Assets of the club were listed at \$172,625, mostly in the form of furnishings and fixtures. Liabilities placed at about \$103,300, included \$30,000 in due rent, \$28,000 in back taxes and about \$6,000 in loans.

The present comeback policy of the cabaret calls for a weekly change of shows, plus a name band attraction at pop prices that eliminate all cover minimum and location charges. Paul Whiteman has been tentatively set to inaugurate the name band policy with a one-night appearance March 6, with the orchestras of Russ Morgan, Benny Berigan and Chick Webb slated to follow. Whiteman's appearance at the Paradise will be his first in New York in over a year.

Other stirrings of added life on Broadway in the near future have Bob K. Christenberry, director of the Hotel Astor, reopening the Roof of the hotel about the first of May and bringing in Rudy Vallee for the occasion.

After an absence of over two years from the local night life scene, Enric Madriguera returns with his orchestra to open next Friday at La Coma, replacing George Olsen and his crew after a two-month stay at the Cuban spot. And increasing the number of Cuban bistros will be the opening of a new spot on West 52d street to be called the Furnace and skedded to make its bow on Thursday.

## REVIEW OF UNITS

(Continued from page 23)

human sacrifice, and is accompanied by a grand shriek.

Of course, there is a hula dancer, and Vincent Yarro, another native, does a male hula, and intros some of the acts nicely. Line of girls and entire Hawaiian company is no more than fair, but can hit nabe spots.

Best of the acts is Elmer Cleve and Company, two man-one girl combo. Turn has comedy, music and hoofing and is put together very well. Girl, Maylin Keller, has an excellent comedy sense, and with Cleve and second man, latter playing stooge, peeps the turn up excellently. Musical business has Cleve playing xylophone, stooge playing musical saw and accordion, and girl playing accordion. Miss Keller can also do fast and comic hoofing. Funniest session has stooge's accordion exploding. His expressions are hokey. Also cashes in with imitations of squealing pigs and other live stock, all screwy. Act took heavy hand.

Whitey Roberts opens with chatter, pleasing enough, and later does a waltz clog while skipping rope. Last part of turn is taken up with juggling of plates and stepping, Roberts injecting a quantity of comedy. A blonde, and pretty, straight and talks a bit, and a redhead, Patsy Dell, comes on for a brief comedy interlude with Roberts. Dell is later on spotted alone for an acro dance, and acquires himself okeh in a standard manner. Folly crowd like Roberts and send him off well.

Udell and Day, mixed team, offer a drunk routine, both dressed as sailors. Man slaps the girl down and she falls into contortionistic and comic positions of the familiar loose-limbed variety. Close well with a bit of dancing.

Cortello and his Hollywood Canines present a half-dozen pooches in one of those turns that always clicks. One hound imitates Mae West, another Stepin Fetchit, and others do take-off on Joe E. Brown, a hula dancer, etc. Pups work excellently.

Ruth Craven, brunet vocalist, has a voice of some quality, but needs more training, particularly as to better modulation. Did excellently here, and could possibly hit better spots after some coaching.

Pic, The Duke Comes Back. Full house last show. Paul Ackerman.

## Star-Spangled Jamboree

(Reviewed Tuesday Afternoon, February 22, at the St. Charles Theater)

Well-balanced unit headlined by Hardeen opened local vaude season Tuesday (22). Flesh hit the boards of the St.

Charles after a lapse of over 10 months. Fair house at both opening-day performances. Two-hour show is a Harry Goussain production.

Chorus line that is neat, well costumed and striving hard to please opened with routines that were well executed but not extraordinary.

Hardeen brought down the house and slopped up a perfectly good stage with his keg-of-beer trick. In addition the magician pulled women out of doll-houses, birds out of hats, and tossed in several of his own creations with the aid of more live stock and boxes.

Don Black and Denny Blue, a pair of reckless lads, do a clever acrobatic number, altho they slipped a bit now and then on the beer Hardeen had spilt. Frank Brooks is a tapper with a limited routine but doing good with what he has.

A Nite at Minsky's, a burlesque on burlesque, is spotty. Dance numbers are weak and the gags only fair. The chorus goes thru formations, with LeBeauva and Lorelei as pieces de resistance, while Barney Whitney does some crooning.

Young Tommy Scanlon, home singing product, makes good, evoking many encores. Finale has Bobby Todd seated on the huge lighted banjo swinging out over bald men's row as she sings.

Barry Mirkin leads the troupe's ork emees and fills in some novelty stunts. He and Don Donnelly pull some patter that's about average. Glenn Mason, xylophonist, got two encores.

Mardi Gras week celebration is bound to help the eight-day stand. All seats reserved for the two-a-day.

Phil G. Muir.

## "Taking Off"

(Reviewed February 20 at the Hippodrome Theater, Portsmouth, England)

Booked and presented by George and Harry Foster, *Taking Off*, English vaude unit, opened this week. Co-starring Florence Desmond and Ross and Stone and with excellent supporting acts, *Taking Off* rates high.

Florence Desmond, England's premier impressioniste, is a draw in any English city. Her take-offs of flicker and stage luminaries are well done and her personality and showmanship are in accord with her talents.

Benny Ross and Maxine Stone, American comedy team, are the laugh hit of the show. Ross' versatility and the loveliness of the stately Maxine leave a ready mark on the outfronters. Off-stage comedy mike interruptions are smartly done by James Stine, their efficient aid.

Two English comics, Dick Henderson and Edwin Lawrence, win their share of plaudits with their respective singles. Henderson is fat and forceful in his domestic monolog of plenty laughs. He has okeh pipes for ballad warbling. Lawrence is more droll and relies in quaint mannerisms and situations.

Ernie Dillon, comedy trampolinist, is a big hit, turning in a corking and show-stopping showing on the mattress.

Five Clevers, recently with the Ringling-Barnum show in America, are young Australian kids with fast acrobatics and gymnastics. Act is well routine and smartly dressed.

Four Playboys of 1938 are a good peppy musical act sufficiently up-to-date to chalk up a hit.

Show has no dull spots and moves at a fast pace thruout. Will play all the better houses. Bert Ross.

## Waring's Pennsylvanians

(Reviewed February 17 at Palace Theater, Akron, O.)

Fred Waring's Band discloses many advantages the touring orchestra gains from experience in radio and movies. Outfit has developed a degree of intimate clowning, backed by skill as interpreters of pop melodies, that smashes formality in presentation band music. Waring hasn't played here in several seasons, but patronage was the best in many months.

Entertainment is up the alley of current audiences. Show is staged in a swift laugh tempo that spotlights sparkling novelties.

Poley McClintock continues to garner the majority of the laughs. But the large company, including Donna Day, tricky swing songstress; Fern, violinist, and Gordon Goodman, tenor, offers a steady flow of engaging fun and scoot. The McFarland Twins couple with McClintock in heckling Waring.

Attention is focused upon a band production number of Ravel's Bolero and the too-little-heard glee club.

Screen offers Scandal Street. Rex McConnell.

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## Seeing Things

By WALTER K. SIBLEY

### MEMORY—WHAT A WONDERFUL SENSE!

Milton Morris, general manager of Goodman Wonder Show, and your humble scribe were seated at one of the tables in Eddie Davis' cookhouse at the Tampa Fair one evening. Milt had a faraway look in his eyes, much like a drowsy man who has just gone into a trance. . . . Suddenly, like a bolt from the blue, Morris said: "Do you know where I have been for the last five minutes?" Well, of course I did not know, so he came back with, "I just turned the wheels of time back 30 years—1908, to be exact. In fancy again I was on these seafaring fairgrounds during the first Casperella Carnival and Fair. . . . I saw the popular manager of the fair, T. L. J. Brown, beaming and bustling about, as busy as a bee. I saw little Johnny J. Jones as proud as a peacock over his first big fair. I saw C. B. (Buck) Turner and his wife, Ethel, conferring with W. G. Brown, Colonel Stoval and Bill Gokley, secretary to the board of directors. . . . I saw William Jennings Bryan making a speech in the grand stand on his great hobby or platform—16 to 1."

Then like a literary genius, Milt continued as tho looking into the crystal globe of a gazer: "I could see just as plain as day the entire Jones midway and could distinguish many of the attractions and most of the owners, managers and talkers, quite a number of whom are now in Showmen's Paradise. . . . As I looked down the midway to the very end, there I could see the Kennedy I. X. L. Rainch Wild West with Mart McCormick on the front; on one side at the end I saw one of your first big pit shows. Across the midway from your show I saw Leon Marshall's plantation show and right next to him Bill Madison's black top, in which he was presenting *The Great Train Robbery*, the first big moving picture. I heard the tinny tones of a mechanical organ furnishing the music for Merrill Kinsey's *Flying Jenny*. I could see Habib Katool doing a Parkyakarkas act with some kind of an under-water show. I could see debutant Claude Hamilton on front of his open-front fresh show. . . . And looking still further along the line there came into view Doc Stearns and his big snake show, with Mrs. Doc on the inside telling the customers what made a snake spin. And there in the center of the midway beautiful Bessie Wetmann (now Mrs. Filbert, of Key West) with her winning smile and dimpled cheeks, getting the boys to play her wheel with the possibility of winning a songless songbird. . . . And there too with cane and gloves and spats the one and only Lew Beckenstoe, showing that great educated horse, Mazepa. And right in front of this show John M. Sheesley with a big candy wheel. And across from him, on the side of the midway, Benny Krause (poor Ben) with a monkey dodger. And another fellow you knew well, Doc Mills, educated to be a physician at Johns Hopkins, but wound up with Schlitzite, the pinhead. Yes, sir, he was there, too. . . . I saw novelty stands all over the midway owned by Henry Rosenthal, and Pat Sasseman, kidding and joking with everybody.

"Well, Milt," says I, "Now you have me seeing things, too. I can see you at the old race track on the grounds handing over your hard-earned concession dough to Smith, Perry, Duane and Showles, who had the books. I can see you betting on most of the nags that had a backward season. I can also see a lot of smart independent showmen, after the fair is over, at Port Tampa, about to embark on an old four-foot draft excursion boat named the Gussle for an invasion of Cuba, under the direction of Parkyakarkas Katool. . . . I can feel the slithery, sloppy, rocking, bobbing old nondescript riding the waves like a rotten cork, even the gulf fish giving her a wide berth. I can see mostly the entire company of seasoned trouper (after the first meal on board) in the first, second and final stages of mal de mer, wishing the old tub would sink, which was liable to do any minute anyway. I can see one of the mess boys (and he was actually just this as he had worked on the *Flying Jenny* and was working on his way across) entering the dining room like a first entrant and his last, by the way) with a tray of food, suddenly pale, looking horrified, and then make a hop, skip

## Outdoor Amusements

IT WAS our privilege during early December in Chicago and late December in Kansas City to talk with many people connected with outdoor amusements. It has always been our desire to keep eyes and ears open ready to learn from these conversations, whether they be about business or just on social subjects.

The thought came to us a number of times during these meetings of how wholesome, attractive, yes, even fascinating is this business in which we are engaged, commonly called outdoor amusements. The general public looks at it in that way and why shouldn't we get just as much attraction and fascination out of our business as those who patronize amusement midways. Ride men, showmen, legitimate concessionaires—a large group selling recreation, diversion, happiness.

There are no more wholesome, enthusiastic, optimistic folks in this whole wide world than those connected with outdoor amusements.

Friends who do not understand the amusement fraternity many times ask us: *They are here today, somewhere else tomorrow—how can this gypsy type of life be productive to high moral character and right living?* The correct answer to that is: Show us any group of people treating their families and associates any better, who are any more co-operative than these amusement folks.

Each of several large showmen's clubs located in various parts of the country provides hospitalization, sick care for those in need, a permanent fund established for those who pass on and desire to be buried in the Showmen's plot at Chicago, Kansas City or Los Angeles. New clubs have been formed in St. Louis and New York. These, too, will take their place not only in social activities but the care of their members. Who are these clubs? Individuals in the outdoor amusement business who have banded themselves together for social purposes? Yes, but more than that, for the service of their fellow men in outdoor amusements. . . .

At Chicago and again at Kansas City we listened to worth-while short messages by Tom Collins, of Kansas City, Mo. While Mr. Collins is directly connected with newspaper work, he is a real friend to those in the amusement business. I want to give you the closing thought of his address at Kansas City on New Year's Eve. Stated in a few words, it is the idea of this editorial. Mr. Collins said: *There are three kinds of people in the world, those who say "What's mine is mine and what's yours is yours, you can't have any of mine and I am going to try to get all of yours I can." The second type says: "What's mine is mine and what's yours is yours, and you can have none of mine and I want none of yours." The people of the show business are not of these types—they are the kind that say, "What's mine is mine and what's yours is yours, but if you need any of mine you may have it."*

I am glad to be identified with a business the members of which actually live by that slogan. More power to outdoor amusements.—*Big Elk News, Jacksonville, Ill.*

and a jump thru the open doorway for the side of the ship, casting practically everything he had to the fishes, including the tray and the dishes.

Milt for the last five minutes had been trying to cut in, but I held the floor like a senatorial filibuster, when suddenly, "Hey, you two bald-headed old galoots, did you bring us in here to eat or to listen to you chew the rag?" It was our ball and chains, seated at the next table, whom we had completely forgotten while reminiscing. I don't have to tell you that we ate!

### Australian Briefs

SYDNEY, Feb. 3.—Bullen Bros.' Circus has been doing very good business thruout Western Australia.

Philip Wirth, managing director of Wirth Bros.' Circus, who died in Sydney recently, left a New South Wales estate of £34,700 (about \$173,500). This does not take into account his estate in other parts of Australia, which is said to be about as much again.

### Leitzel Tent Buys "Mighty Watson Shows"

BRADFORD, Pa., Feb. 26.—The Lillian Leitzel Tent of the Circus Saints and Sinners Club bought the "Mighty Watson Shows," Bradford's famous mythical circus, from the McKean County Shrine Club of Zem Zem Temple, Erie, Pa., at a dinner and meeting held recently in Casey Hotel, Limestone, N. Y. Signing of bill of sale was made by Jack McDowell, Jim Casey and Jim Schonblom, of the tent, and Carl Jacobson, the Potentate's representative; Art Haggerty and Allan Hane, of the Shrine.

The occasion was the sixth anniversary of the tent. Lew Mallory was re-elected boss of props, with Schonblom, press agent; Casey, pay-off; Art Haggerty, con man; Fred Heckel, Ed Hanley and Jack McDowell trustees. Two new members initiated were Frank Brewster and Art Simmons.

An honor guest was Tommy Madden, 73, former clown. He scored with his tales of life under the big tent and entertained with singing and dancing. He had been with Ringling Bros., Sparks, Downie Bros., and Bob Hunting shows. The Bradford CFA is named after the last-named show.

#### Bill Lee Guest

Bill Lee, mayor of Limestone, a guest at meeting, issued a permit for the organization to parade thru the main street during the evening. Twenty-six members and guests attended the dinner and helped make plans for a midsummer celebration, which will be sponsored by the "Mighty Watson Shows" in connection with the showing of a circus locally.

The committee in charge: Fred Heckel,

main show manager; John DeWolfe, sideshow manager; Frank Brewster, manager-director; Art Simmons, horse tent manager; Jack Stewart, cook tent overseer; Jack McDowell, chief of detectives; Haggerty, general advance agent; Schonblom, press representative; Casey, physician and surgeon; Sam Gregg, band director; Tom McDowell, ticket wagon manager; Frank Eckert, trainmaster; Edgar Hyde, electrical department head; Hanley, equipment manager; Jack Cleaves, canvas superintendent; Sixty Watson, Wild West superintendent; Tom Lindsey, wardrobe manager; Lew Mallory, parade organizer; Bob Perry, elephant superintendent; Jack Bovard, boss carpenter; Hugh Grant, head blacksmith; Hane, traffic agent, and W. P. Flannigan, Western representative.

## One by One

By DOC WADDELL

In the parsonage home of Doc Waddell at Chillicothe, O., gathered showfolk friends from towns roundabouts of Charles Bernard, veteran showman and circus historian, who passed on at his Savannah, Ga., home, January 27. A remembrance service was held and Chaplain Waddell spoke the appended memory tribute for his gone-on close and intimate friend. Remembrance serv-

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Shows, Riders, Concessions, Free Act, Will tour 20: 19 20: 19 21: 19 22: 19 23: 19 24: 19 25: 19 26: 19 27: 19 28: 19 29: 19 30: 19 31: 19 32: 19 33: 19 34: 19 35: 19 36: 19 37: 19 38: 19 39: 19 40: 19 41: 19 42: 19 43: 19 44: 19 45: 19 46: 19 47: 19 48: 19 49: 19 50: 19 51: 19 52: 19 53: 19 54: 19 55: 19 56: 19 57: 19 58: 19 59: 19 60: 19 61: 19 62: 19 63: 19 64: 19 65: 19 66: 19 67: 19 68: 19 69: 19 70: 19 71: 19 72: 19 73: 19 74: 19 75: 19 76: 19 77: 19 78: 19 79: 19 80: 19 81: 19 82: 19 83: 19 84: 19 85: 19 86: 19 87: 19 88: 19 89: 19 90: 19 91: 19 92: 19 93: 19 94: 19 95: 19 96: 19 97: 19 98: 19 99: 19 100: 19 101: 19 102: 19 103: 19 104: 19 105: 19 106: 19 107: 19 108: 19 109: 19 110: 19 111: 19 112: 19 113: 19 114: 19 115: 19 116: 19 117: 19 118: 19 119: 19 120: 19 121: 19 122: 19 123: 19 124: 19 125: 19 126: 19 127: 19 128: 19 129: 19 130: 19 131: 19 132: 19 133: 19 134: 19 135: 19 136: 19 137: 19 138: 19 139: 19 140: 19 141: 19 142: 19 143: 19 144: 19 145: 19 146: 19 147: 19 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## ROBBINS BROS. CIRCUS

### SIDESHOW WANTS

Outstanding Feature Attractions, also Feeds, Working Acts, Tailors, Ticket Riders and Dancing Girls. Address MILY ROBBINS, 2817 1st Ave. So., St. Petersburg, Fla.

## BARGAIN FOR CASH

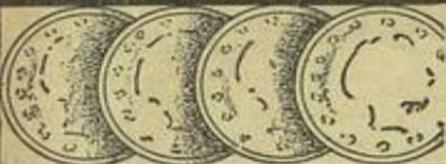
No. 12 E. Wheel, Parker Two-Abroad, 40-ft. top, side wall, brass rods, star floors, iron wire, banners, two logs, keys for tickets, two Chevrolet trucks, house and office trailer. Address BOX 2725, Bloom and Lake Station, Minneapolis, Minnesota.

## CIRCUS ACTS WANTED

People in all lines Circus Business, Medicine, Clowns, Motorized Circus, Privileges for visit. Address CIRCUS, Dakota City, Neb.

ice also was observed for Carl T. Hathaway, who died at Sarasota, Fla.,

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

## ADVERTISING PEP

It seems that almost the entire world is getting full proof of how bad psychology upsets everybody's digestion. In the midst of discouragement it is encouraging to see that a number of firms are spending good money for advertising space in which a message of good business cheer is published.

The coin machine trade will be interested in the fact that a drug chain (locally owned) in Dallas has recently advertised its optimism. The copy is so cheerful that it has been circulated nationally as an example of what can be done. The copy follows:



WALTER W. HURD

"WHO'S AFRAID OF WHAT? From the newspapers and magazines you read and in the stores you patronize you have probably gained the impression that everyone in business is scared to death. The result of this kind of fear on the part of the merchant is quickly reflected in the stocks he carries and in the spirit of his store.

"Over a period of 43 years Skillern's have grown consistently year in and year out regardless of depressions or recessions . . . that's why today we have no fear of the future.

"At all Skillern's stores today you will find the largest stocks in both variety and quality of items that it has ever been our privilege to offer . . . and this policy will continue. Everyone will find everything that he wants at Skillern's at all times just as surely as it is humanly possible to maintain our stocks.

"Skillern's employees today number in excess of 664, the largest number of regular employees in our history, and these employees are receiving the highest pay in the drug field.

"In 1938 Skillern's will continue to expand by modernizing and improving old stores and with the addition of new stores. Every single year has seen bigger and better and more Skillern stores; every year has brought to you as a Skillern customer improved service, larger variety of merchandise and more convenience in shopping."

Whether the above advertising is bluff or no, it is practically certain that it helped a lot of people to sleep better and also to have better digestion. It is highly probable that even the owners of the stores slept better and looked out upon the business world with greater hope. For it is possible to change the future outlook for business by the right kind of optimism in advertising. Editorial men are often hard put to it in order to compose the right kind of pep talks, so it will be a big advantage if advertising men spread optimism also.

While general business mainly needs to pick up the optimistic note in its advertising, the coin machine manufacturing industry could very well use some good doses of sunshine, too. Believe it or not, I looked in upon a games manufacturing plant in February that was as busy as at any time during the pin-game boom. It really was an interesting sight to see. But the firm's advertising doesn't always show the real optimism that could be spread around to stabilize the firm's business and boost the industry as well. It has been said that the head of the firm is about as big a sourpuss as I am.

The trade paper Advertising Age recently offered some

suggestions on how to become an optimist. "American business men," it said, "are singing the blues with an ardor which actual conditions do not justify. Even conceding that current business volume is somewhat below 1937 levels, and admitting that government is not providing as full and intelligent co-operation as business may desire, the fact remains that this is the greatest market in the world, in which business is more free to develop successfully than anywhere else.

"The president of a large manufacturing company spent several months in Europe last year and since his return has been preaching the gospel that business men in the United States don't fully appreciate their blessings and opportunities. After having seen how things are done in countries where the interests of the state are paramount and the freedom of the individual is unimportant, he has come to realize just how well off we in the United States really are.

"Today's business may well approach current problems not in a spirit of pessimism and discouragement, but with the conviction that America presents in 1938 an amazing opportunity for the man and the business which are prepared to work hard and serve well. This is a message which advertisers particularly can contribute at this time to the public morale."

So it is encouraging that many business firms are recognizing the possibilities in becoming boosters at a time when it will do most good and are spending good advertising dollars to spread their messages. It is noticeable, however, that some large corporations, instead of helping to boost public morale, are using advertising space to spread propaganda. Such advertising can only cause harm in the end, as its reaction among the masses of the people will eventually be to cause bitterness and resentment—and a new wave of restrictive laws. Business men should learn that it is better to attend to business and to see the bright side of things rather than try to spread selfish propaganda among the mass of voters.

The coin machine industry has not only picked up a lot of the general gloom, but its amusement games division has also suffered heavily from a public reaction that set in at the wrong time. The general public should be smart enough to see, of course, that a time when unemployment shows rapid increases is certainly the wrong time to clamp down on an industry that provides as many jobs directly and indirectly as the amusement games industry does.

Or perhaps it is better to include public officials in with the general public as following a short-sighted policy by disturbing the games business at a time when every job counts. One thing is certain—the amusement games business could at once give employment on the same large scale that it did in 1933 and 1934 if its machines were given the same liberal privileges for operation.

Whatever our troubles may be, we certainly have much less to worry about than our neighbors in England and other European countries, even including taxes. If we think we have a depression, those countries have a sharp, bitter one, too, plus a lot of other things to worry about. Maybe a few more firms with peppy, optimistic advertising can help us to get over our nightmare.

## Ciga-Rola Offered In Several Models

CHICAGO, Feb. 26.—The new cigaret machine, Ciga-Rola, is now available in several models, according to officials of O. D. Jennings & Company. Many operators are said to be successfully using Ciga-Rola in territory where other types of machines are not permitted due to local regulations and restrictions.

The firm announces that Ciga-Rola is available in models suitable for handling standard cigaret packs at the established retail price for popular brands in any territory. Whether the established retail price is 15, 16, 17, 18, 19 or 20 cents a pack, Ciga-Rola is said to be adapted to handle the most popular brands at these prices.

B. T. Perkins, sales manager of the coin machine division of O. D. Jennings & Company, says the simplicity of the selective mechanism has created considerable comment, especially among the old-time operators who quickly appreciate the advantages of such a dependable yet simple mechanism. "When the player is enabled to receive three, five, seven or 10 packages, he may select his favorite brand or take his choice of six different brands," Perkins says.

"Ciga-Rola has a capacity of 120 packages of cigarets. There are six columns, each column accommodating 20 packages. It's a distinctively different machine and has proved to be a sensational money-maker, evidenced by many enthusiastic letters of approval received by O. D. Jennings & Company."

## Genco Announces Two New Games

CHICAGO, Feb. 26.—Magic Roll and Recorder are the two new games which officials of Genco, Inc., announced to the trade during the past week. Altho production is going along steadily on their double value game, Double Track, Meyer Ginsburg stated that the firm is offering these two fresh ideas for greater profits because Genco officials judged the present time as most advantageous for the introduction of these games.

In describing the games Ginsburg stated: "Into Magic Roll has been built an irresistible fascination that creates steady, profitable play. Players line up for their turn to roll the hollow two-inch chrome balls up the noiseless padded alley, to hit the magnetized disc, to see their scores flash on the brilliant light-up scoreboard. This strong skill-appeal creates extra 'practice-makes-perfect' play."

"In addition to progressive scoring," he went on, "players may also score on the 'hit-tat-toe' principle. Any three lights in a row—whether vertical, diagonally or horizontally—indicate a winning game. When the ball is caught by the magnetized disc a light on the scoreboard, numbered to correspond with the number of the disc and in the corresponding position of the disc on the alley, flashes and remains lighted until the game is ended."

Recorder, the other new Genco game, is reported to be a 5-ball "free play" bumper novelty game, which may be operated everywhere since the awards are made in free games. "When the ball

is played," Ginsburg stated, "it makes a complete circle of the playing field and starts upward toward a series of scoring gates. Skillful shooting drops the ball into the gates from where it rolls over a contact, lighting a score on the back rack and into the kicker lane. The kicker then shoots the ball into the playing field, where it scores by contact with bumper springs and roll-over switches. Balls register score progressively in lights. When the score reaches 4,800 or any predetermined figure between 4,800 and 6,000 a 'free play' registers in lights, and every additional 400 points adds another 'free play' to the total award."

"Among the many features of Recorder are the adjustable dial recorder within the game which enables the operator to set 'free play' awards to begin at any score from 4,800 to 6,000. Player's 'free play' take-off plunger takes off 'free plays' and releases balls for play. A light-up register on the back rack indicates the number of free plays remaining. Veeder counter in the back board records all 'free plays' taken off by the location owner when he makes other awards," Ginsburg concluded.

## Ohio Automatic Co. In Expansion Move

COLUMBUS, O., Feb. 26.—Lack of space at its old location has made it necessary for Ohio Automatic Music Company to separate its two divisions, and the company is now conducting its games and Skee-Ball business under the name of MYCO Automatic Sales Company, according to Myer (Mike) Cohen, manager.

"The music division, however," says Cohen, "will continue operation from the old location under the present name of Ohio Automatic Music Company, with Jack Huddall, long associated with the Ohio Specialty Company, Cincinnati, in charge."

## Second Increase in Space for New Firm

CHICAGO, Feb. 26.—The Grand National Sales Company reports having taken extra space for the second time since offering its Fortune boards. It is all due to the steadily increasing business in these boards, the firm states.

Officials say that the increases in these boards is in a great measure due to a new policy recently adopted whereby distributors and jobbers of their product are being granted exclusive territorial protection.

The outstanding feature in Fortune boards, they state, is that each customer in addition to receiving a character reading with his ticket selection is awarded a gift in accordance with the number which appears on each ticket.

## Becker Reports Big Biz at Keeney

CHICAGO, Feb. 26.—"Altho March may come in like a lion and go out like a lamb, it looks like we're going to enjoy a lion's share of the business thruout the month judging by the orders pouring in here daily for Derby Champ, Kentucky Club, Shiny and Free Races, plus the 1938 models of Track Time and Skill Time," reports Ray Becker, sales manager of J. H. Keeney & Company.

"Derby Champ is a fascinating one-ball seven-play payout with three spinning dials and a \$7 top award," he continued. "Kentucky Club, the king of the consoles, is a four-dial seven-play superconsole with a \$10 all-cash top award that keeps players lined up on locations from morning till night. Shiny, our new one to five-ball hockey-type amusement game, may be operated anywhere. Free Races is a 'legalized' five-ball hole and bumper novelty game that is opening closed territories everywhere, for all awards are made in free games. Little need be said about the already famous Track Time and Skill Time except that the 1938 models have a new gumproof four-coin-showing seven-play coin chute and many other new features."

"Models of all the above games," Becker concluded, "present surprises to operators, jobbers and distributors in that

Is the man who does a lot of money?

\*\*\*\*\* "WINNERS"  
The Big 3 (with 5\* rating) in pin game field for 1938 will be the following.

\*\*\*\*\* KEENEY  
\*\*\*\*\* MILLS  
\*\*\*\*\* WESTERN

(Check on this January, 1939, and see if "The Winner" isn't right!)

NORTHWEST INSTRUCTION BLDG. 206 11th Av

"A Money-Maker"

Thank you,

Wm. (Silent Sales Co.)\* Cohen,

for the 5-Star rating given Keeney Games in the January issue of your house organ, "The Winner"

We suppose, insofar as Keeney Games are concerned, that you have based your predictions and ratings on our new

**DERBY CHAMP** 7-PLAY, 3 SPINNING DIALS, 1-BALL PAYOUT TABLE—\$7 TOP AWARD

**KENTUCKY CLUB** 4-DIAL, 7-PLAY CONSOLE GAME WITH \$10 ALL CASH TOP AWARD

1938 MODELS  
**TRACK TIME and SKILL TIME**  
WITH NEW, GUM-PROOF, 4-COIN-SHOWING COIN CHUTE AND OTHER NEW FEATURES

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

**J. H. KEENEY & CO.**

"The House that Jack Built"

2001 CALUMET AVE., CHICAGO

\* SILENT SALES CO., MINNEAPOLIS, MINN.

certain refinements have been made since the coin machine show and the introduction of the early models of these games. Derby Champ's new streamlined cabinet surpasses even the extreme beauty of the earlier model. The same holds true for Kentucky Club, for the new cabinet design is far more beautiful than the original model."

Louisville Novelty Co.'s New Jar Deal Clicking

LOUISVILLE, Feb. 26.—Louisville Novelty Manufacturing Company reports that its new Pick-a-Pack, one-cent cigaret jar deal which it recently introduced to the market, has been going over in a big way. Archie Jacobstein, of the firm, states that the deal is just what the jar trade has been looking for. Firm's other three jar deals, each hav-

LOWEST PRICE!

NEW IMPROVED MODEL

**GIANT GRIP SCALE**

Virginia Distributors, MOSELEY VEND. MACH. EXC., 60 Broad Street, Richmond, Va.



ing 2,280 tickets, also are reported to be attracting a large number of ready buyers.



FRED MANN, Chicago operator, rings the bell with Gottlieb's Giant Grip Scales in his territory.

# EXHIBIT'S LEGAL AMUSEMENT METERS

THE SMARTEST MONEY  
GETTERS EVER PRODUCED  
FOR YOUR COUNTER  
SPOTS • GET THEM  
TO-DAY • 100% LEGAL •  
OPERATE EVERYWHERE

NEW—NOVEL and ORIGINAL • No Electric Shocking • No Grip Testing • No Current "Plug-in" Necessary.

THREE MODELS • THREE DIFFERENT PLAY ATTRACTIONS

JOY and FUN is the big come-on to pour pennies into them • DON'T DELAY—ORDER TODAY.

**\$29.50**  
F.O.B.  
CHICAGO



LOVE METER



DISPOSITION REGISTER

PERSONALITY INDICATOR

ORDER FROM YOUR DISTRIBUTOR • OR WRITE

**EXHIBIT SUPPLY CO.**  
4222 W. LAKE ST. • CHICAGO

## Corn Comment

By I. D. ROTKIN  
Advertising Manager of Ranel, Inc.

We who live in a scientific world often borrow a scientific term to express a thought forcefully and clearly. The word "inertia," for instance, has become a standard part of the American language and has become particularly identified with the Coin Machine Industry. Not that this is a lesson in proper usage—it isn't. But let's look at the word "inertia" and see just why it is so important to the life and living of the average coin machine operator.

Inertia is the tendency of anything to remain where it is. Some operators are always ahead. They always manage somehow to make money, to earn steady profits, to live as comfortably and securely as the other fellow would like to live. There are a number of operators, on the other hand, who sit back and watch the leaders go by, and who are listless and unconcerned when an opportunity comes their way and fairly screams at them. They just can't move. Being at the tail-end of the procession is habitual with them, just as being up in front is characteristic of the successful operator. It's the old "rut" about which we all talk.

This leads us directly to pop corn. In this column of corn comment the most we can do for any operator right now is to stress the importance of getting off on the right foot in the pop corn business. Automatic pop corn equipment is here to stay. There are actually thousands upon thousands of locations available for operators with foresight. The writer has a convincing number of reports on his desk which indicate average earnings of pop corn machines on locations throughout the country, and results over a period of time are very satisfactory. Oldtimers who have accurately foreseen every major movement in coin machines have predicted a brilliant future for automatic pop corn equipment. In short, "that's gold in them thar pop corn machines"—and plenty for everybody. But, as usual, some operators will be overcome by the inertia that makes them chew idly at the end of a straw while other operators are realizing good tangible cash from the new legitimate pop corn business.

The element of legitimacy cannot be overstressed. Some angelic individuals have appointed themselves guardians of public morals, and eventually may even insist upon erasing the lines from sidewalks to prevent kids from pitching pennies. Now, whether we like it or not, these people have the upper hand and their influence is spreading. Already a big portion of this country is "closed territory." The need is filled perfectly by corn-popping equipment. Automatic corn poppers and venders, besides being legitimate, are also dependable in the way of profits and gain popularity among customers with time.

Where there is steady appeal, public approval and lots of good locations available, there is also profit. Any operator knows that. Let's not be overcome by the "inertia" that keeps us at a standstill. Instead, let's look into this NEW business right now—and make way for the "inertia" which will keep us going in a profitable, permanent and legitimate manner.

Here is an open invitation to operators and other columnists to submit whatever views, hopes, ideas, problems, reports, questions and stories relating to automatic corn-popping equipment they have. We'll devote adequate space in this column to items of interest to our industry.

pany makes and distributes jar games to cities throughout the United States.

Editors, reporters and rewrite men of *The Journal-Post* now have an automatic cigaret vender in the center of the editorial room, near the city editor's desk. It's receiving heavy play, too.

The little town of Parsons, Kan., not far from Kansas City, boasts of being the home of the Columbian Vending Company, which specializes in the sale of charms and similar trinkets for use in coin-operated merchandise machines.

The Mason-Crummett combination at Central Distributing Company is stressing a neat little peanut vender of metal construction which hangs on the wall.

## GUARANTEED BARGAINS

PHONOGRAPHS.  
30 Wurlitzer 412s or 312s ..... \$109.50  
3 Souburg Selectophones, 361 ..... 89.50  
2 Souburg Synchronas, 362 ..... 89.50  
1 Capehart Orchestro, 38 ..... 77.50  
1 Mills Dance Master ..... 44.50

AUTOMATIC PAYOUTS.  
Pace Race ..... \$117.50  
Ray's Track ..... 99.50  
Hilshak ..... 17.50  
Classic ..... 27.50  
Caren ..... 24.50  
Golden ..... 32.50  
Wholes ..... 18.50  
Flicker ..... 18.50  
Club House ..... 109.50  
Winner ..... 22.50  
Pike ..... 20.50  
Peak ..... 20.50

NOVELTY GAMES.  
Home Run, \$10.00  
Dazed Light Cabinet ..... \$22.50  
Baseball ..... 12.50  
3 Star ..... 9.00  
37 Ball Roll Over ..... 9.00  
Foss ..... 9.00  
Hot Spot ..... 9.00  
Cracker ..... 9.00

COUNTER GAMES.  
Beat It ..... \$ 4.50  
Real Spots, 12.50  
Dazed Races, 5.00  
Wagon ..... 4.50  
Hit Me ..... 4.75  
High Piggin ..... 4.75  
Blaker ..... 4.75  
Hoon ..... 4.75  
Auto Punch 15.50  
Vender ..... 22.50

60 MILLS BLUE FRONTS. Love ..... \$44.50  
65 JENNINGS CHIEFS, 8-10-25c Play ..... 39.50  
Above Slots Reconditioned Like New. Send for Complete List.

Terms: 1/3 With Order, Balance C. O. D.  
**AUTOMATIC AMUSEMENT CO.**  
1000 Pennsylvania St., Evansville, Ind.

## RECONDITIONED AND GUARANTEED

Panoco Races, Chk. Hi-De-Do ..... \$ 7.50  
Sep. 7-Coin Springtime ..... 20.50  
Head ..... \$39.50  
Photo Finish, 29.50 West. Winner 15.50  
Golden ..... 15.50  
Wheel ..... 27.50  
Turf Champ, 24.50  
Ball Park, 20.50  
Hilshak ..... 7.50

JENNINGS DERBY DAY CON. \$01E, \$31I Control, Bank Top ..... \$95.00  
PAMCO ROSEBOMT, \$31I Control, \$c, 25c Play ..... 95.00  
MAGIC FINGER, Like New ..... 75.00

1/3 Deposit — Balance C. O. D.  
Prices F. O. B. Baltimore.

## SAVOY VENDING CO.

406-B W. FRANKLIN ST.  
BALTIMORE, MD.

## Turf Queen a Hit, Reports Gensburg

CHICAGO, Feb. 26.—"In 1937 we built a game," states Sam Gensburg, official of the Chicago Coin Machine Manufacturing Company, "that stole location honors. It was a horse-racing game called Turf King. By popular demand we have incorporated this 'sport of kings' into a fresh new game with excitement from start to finish. We have properly called this game Turf Queen, and among its many new features the most prominent is the new 'extra lap' bumper spring in the center of the playing field. Operators report that this feature alone is responsible in large part for the success which Turf Queen is enjoying. It's this 'extra lap' spring that jumps a player's score and gives him an opportunity to attain a winning score by contacting it with even the last ball.

"This exciting action," he continued, "is making Turf Queen a game that gets no rest—a game that is being played from morning till night and is enabling operators and location owners alike to share the tremendously high profits it is earning."

Mason and Crummett have named the machine the Kay-See Vender and it is selling well, they report.

Already the Kansas City newspapers have published the annual story telling of the Kansas City man who has seen the first robin, which means spring is not far away. Local manufacturers, distributors and ops are looking forward to its coming, for biz is always excellent at that time of the year. Right now it admittedly could be better.

## Kansas City

KANSAS CITY, Mo., Feb. 26.—Business was slowed here this week when a heavy snow fell and kept most distributors and salesmen indoors working on mail orders. The month has been good, however, on the whole.

United Amusement Company will soon have the new addition to its factory ready for use. Carl Hoelzel, president, said the structure is virtually completed and that equipment would be moved in soon.

Hoelzel and his assistants are pushing the sale of United Skill-Ball machines, a bowling game of unusual design, which is manufactured here at the United factory. A recent order for one came from an operator in England, the first foreign order Hoelzel has had this year.

Automatic phonographs are selling fast, according to Tim Crummett and Rue P. Mason, of the Central Distributing Company. Westbrook Pegler, nationally known newspaper columnist, in Kansas City last week to obtain information on the city's political situation, mentioned the fact that automatic phonograph units play a big part in the city's many night clubs. He said he never saw so many in one block, the block being 12th street between Cherry and Locust avenues, always a "gold mine" for phono distributors.

Recordings which are getting the biggest play this month here on phones from a survey made of a dozen clubs using them are *I Was Doing All Right*, Red Norvo on Brunswick; *Singin' in the Corn*, Hal Kemp on Victor; *Dogtown Blues*, Bob Crosby on Decca; *Parade of Bands*, Richard Himber on Victor; *History of Sweet Swing*, Horace Heldt on Brunswick; *The Big Dipper*, Andy Kirk on Decca; *Girl of My Dreams*, Casa Loma on Decca; *Shine On, Harvest Moon*, Tommy Dorsey on Victor; *Little White Lies*, Tommy Dorsey on Victor.

"Business is excellent," Joseph Berkowitz, head of the Universal Manufacturing Company, reported today. His com-

## ATTENTION!

JAR DISTRIBUTORS  
ONLY

# JAR DEALS

## \$22.80

Tickets Only, \$1.25 Per Unit

Gold Diggin' Cards, 50c Extra (60 Seals)

E-Z Diggin' Cards, 75c Extra (84 Seals)

\$3 to \$25 Payouts.

Most Popular Card in the United States.

We Use Metal Embossed Seals on Cards.

Tickets are folded and banded by machine, using bright colors only.

Prompt Deliveries  
Write

**B. & M. NOVELTY CO.**

308 North Laurel St.

Richmond, Va.

The Only Manufacturer in the South.

# MEN & MACHINES

## Puff! Puff! Puff!

The puff situation is getting colossal. Stupendous. Competition among manufacturers seems to be getting keener and keener—and operators are beginning to suffer from overdoses of the excess matter. Some manufacturers have already reported that they have discovered unfavorable reactions among operators to such voluminous puffing of games by advertisers.

It all seems to be a matter of competition. One advertiser trying to get more lines or space than the next one. Why not try competition in quality of publicity rather than number of adjectives used?

Joe Huber promised to have a new Puff machine completed before January 1, 1938. This machine would revolutionize the puff business, he said, but for some reason Huber got busy on his farm about the middle of December and did not complete the machine.

When the amusement games business was pinched so severely by legal restrictions everywhere, we loosened up on publicity for games in order to give the business as much encouragement as possible. Especially did we want to encourage all new games.

But the puff situation is getting out of control, and we will have to ask the co-operation of manufacturers in saving the operators of America from being asphyxiated before they have a chance to see how colossal, stupendous and revolutionary the latest machines really are.

**INQUIRY:** "Who makes the counter game known as Pocket Pool?"—H. L. B., New York. That particular game does not show up in our files. Will some reader please help?

**INQUIRY:** "Will you please advise me quick what company will supply me in large quantities the small rubber feet (with screw inserted) for small counter machines?"—W. A. Co., Arkansas.

**HUMMING NICELY:** "To boost employment, may I report going thru the plant of International Mutoscope Reel Company (New York) recently with Bill Rabkin, and found things humming along nicely. There doesn't seem to be any recession here, for there were more than 125 people at work producing equipment for what Rabkin expects to be a big spring and summer season. Mutoscope has several new games in the works and Rabkin tells me that he will probably make an announcement of these in about a month. It is all very encouraging."

Business can afford to wait a minute when there is a big showing of amuse-



DOLLY FLASHER and a Charlie McCarthy pose for an International Mutoscope picture.

ment machines in town. That apparently was the opinion of many coinmen who took time off to see the Rock-Ola show at the Hotel New Yorker recently. J. D. Lazar, George Young, J. B. Fitzpatrick, M. S. Carpin and George Ponsler and his gang were among those present.

Paul Marienthal, president of Tru-Shot Corporation, Detroit, came to New York recently to visit George Ponsler. It is reported that a deal is in the making and details will be announced in a short time.

**INQUIRY:** "Can you give me the name of the manufacturer that makes a penny duck machine called Open Season—5 shots for 1 cent."—W. E. M., Indiana.

T. A. Thomas, representing Pan Confection Factory, maker of small confections for bulk vendors, is in Chicago for a week. He travels for the firm in the Michigan territory.

To the Editor: "In your issue of January 29, under the reports of Exhibitors at the Show, you listed the Rowe Manufacturing Company as Belleball, N. J. Apparently the typesetter must have been humming *Bei Mir Bist Du Schön*. Our company is located at Belleville, N. J. Another thing—to think that you omitted my name as one of the representatives is most appalling—particularly since I am a subscriber to your paper. "If you want to make something of it—go ahead!"—Hy Frumkin, Columbus, O.

Budin's Specialties, Brooklyn, reported having received their first shipment of the new table game, El Toro, by Exhibit Supply Company. The game is based on the bullfight ring and has a flashy background. Herman Budin says the firm has taken quite a few orders and expects the game to be very popular.

## Dallas

DALLAS, Feb. 26.—Wrenn Sales Company closed a deal this week for the Texas distributorship of the Victor line of bulk merchandising machines. The line includes small merchandising machines for peanuts, cashew and other nuts, charms, toys and other novelties. Its first shipment is expected from the factory soon. Both penny and 5-cent vendors are included in the line.

O. M. Mullins, phonograph operator from San Angelo, was in Dallas this week for new equipment.

George Wrenn, of the Wrenn Sales Company, returned this week from a business trip to West Texas. He reports business good with West Texas operators. He visited Abilene, Brownwood, San Angelo, Coleman, Ballinger and other West Texas cities.

Bob Hunter, manager of the Coinomatic Sales Company, has just returned from a successful business trip thru parts of East Texas and Louisiana. He found operators quite receptive to the Bally Manufacturing Company's basketball game as well as the Bally Zephyr.

Eddie Laird, formerly associated with the Dallas office of the Wrenn Sales Company, has been transferred to the company's Houston office. He is in charge of the phonograph operations in South Texas.

J. M. Broyles, of the Broyles Amusement Company, Waco, was a business visitor to the Dallas office of the Amusement Operators Company last week. Broyles was inspecting new types of merchandising machines.

Mr. and Mrs. East Reynolds were in San Antonio and Houston last week on a

★ ★ ★      ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

The  
**ALL STAR**  
Attraction  
of the  
**COIN MACHINE WORLD!**  
**Bang-A-Deer**



**Bang-A-Deer Exclusive Features Mean Greater Profits for You!**

- Competitive Play
- Smokeless Bullets
- Completely Safe
- Shatterproof Glass
- Handsome Cabinet
- No Attendant Needed
- Mechanically Perfect
- No Empty Shells on Floor
- Noiseless Mechanism
- Player Loads Own Gun
- Coin Chute Rejects Slugs
- Cash Box Under Separate Lock

**NO ONE can Resist**  
the thrill of hunting—with REAL GUNS AND REAL BULLETS—that's why Bang-A-Deer sales are sky rocketing all over the U.S.A.

WRITE NOW  
for Full Details.

**TRU-SHOT**  
CORPORATION  
(A Subsidiary of the  
Steel Materials Corporation)

**17210 GABLE AVENUE**  
Detroit, Michigan

★ ★ ★

**ACT QUICK CLEARANCE SALE! ACT QUICK**

<ul style="list-style-type: none"> <li>Aurora . . . . . \$34.50</li> <li>Auto Derby . . . . . 17.50</li> <li>Beam Lite . . . . . 24.50</li> <li>Ess Moo . . . . . 15.50</li> <li>Summer . . . . . 8.50</li> <li>Carnival . . . . . 27.50</li> <li>Chico Races . . . . . 12.00</li> <li>Crest Line . . . . . 10.00</li> <li>Double Action . . . . . 9.50</li> <li>Double Decker, in Original Cases . . . . . 12.50</li> <li>Dix . . . . . 33.00</li> </ul>	<ul style="list-style-type: none"> <li>Firecracker . . . . . \$ 8.50</li> <li>Genco Football . . . . . 24.50</li> <li>Great Gun . . . . . 16.00</li> <li>Hit 'N' Run, Payoff and Ticket . . . . . 42.50</li> <li>Home Stretch . . . . . 17.50</li> <li>Hot Springs . . . . . 12.50</li> <li>Knobby Targetts . . . . . 29.50</li> <li>Long Beach . . . . . 24.50</li> <li>Long Champs . . . . . 55.00</li> <li>Memory . . . . . 24.50</li> <li>Red Spot (Like new) . . . . . 12.50</li> <li>Replay . . . . . 11.50</li> </ul>	<ul style="list-style-type: none"> <li>Rhodeshat . . . . . \$ 8.50</li> <li>Roll Over . . . . . 8.50</li> <li>Rose Bowl . . . . . 32.50</li> <li>Scoreboard . . . . . 8.50</li> <li>Sensation 1937 . . . . . 18.50</li> <li>Silver Flash . . . . . 31.50</li> <li>Skipper . . . . . 12.50</li> <li>Shooky . . . . . 12.50</li> <li>Storm Races . . . . . 29.50</li> <li>Three Star . . . . . 8.50</li> <li>Tops . . . . . 38.50</li> <li>Track Meet . . . . . 27.50</li> <li>Wizard . . . . . 8.50</li> </ul>
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All the above machines are in perfect working order, completely serviced by expert mechanics before leaving our premises.

1/3 DEPOSIT REQUIRED WITH ALL ORDERS — BALANCE SHIPPED C. O. D.

**ACE DISTRIBUTORS, 1125 BROAD ST., NEWARK, N. J.**

**Announcing**

**THE OPENING OF THE NEW OFFICE AND SHOW ROOM OF**

## IDEAL SALES, INC.

Creators of "IDEAL TESTED DEALS."

**1516 MARKET STREET, ST. LOUIS, MO.**  
FEATURING . . . A complete line of the Newest and Fastest Selling Premiums, Salesboards and Novelties.

MANUFACTURING . . . A complete line of Merchandise Display Pads.  
Write for Literature.

**L. C. WILCOX.      CARL F. TRIPPE.**

**USED MACHINES Like New!**

All our Machines are in excellent working condition, perfectly cleaned (repacked when necessary) all ready to operate as good as new.

**DAVAL BASEBALL, MARK OR BREAM, STOP-ZEN—\$7.45 ea. 3 for \$21.00**

**MATCH-EM, HOLD-EM, NECK 'N NECK—\$5.45 ea. (3 for \$15.00)**

**TURF KING—\$36.00      SPRINT—\$2.00**

**EAST A WEST—\$10.00      LONG BEACH—\$26.00**

1/3 Cash With Order, Balance C. O. D.

FREE—Get our Mailing List for Weekly Price Bulletins.

**NATIONAL NOVELTY COMPANY      MERRICK, L. I., N. Y.**

**EXPORT**

We Ship to All Parts of the World

business and inspection tour of their South Texas offices. Returning to Dallas this week-end, Reynolds has again left for the South Texas cities, while Mrs. Reynolds remained in the Dallas office.

Tommy Lott, 3315 Main street, is a new dealer in phonographs and coin-operated machines. Lott is looking for a factory connection on a line of special coin machines. He will also maintain a service department for games and phonographs.

The Simplex Distributing Corporation of Texas received a carload of phonographs this week. The machines are Wurlitzer models, Nos. 24 and 24-A.

## NEW Sparks

Ball Gum Vender with Automatic Token Payout



Inspect this marvelous new Sparks machine at your nearest Jobber. Positive Token payout from one to ten packs on winning combinations; eliminates all controversies with Locations; gives you full profits you are entitled to.

Large size Reels, rugged mechanism which is removable from cabinet. 300 Ball capacity Gum Vender.

Nickel Model has Cigarette, Beer or Horse Race Reels, Jackpot optional for \$2.00 additional.

Penny play in Cigarette Style only. SPARKS IS MASTERBUILT BY

**GROETCHEN TOOL COMPANY**  
130 N. Union Street, Chicago, Ill.

## EARN BIG MONEY WITH TANGO BALL GUM

THE MARVELOUS NEW PROFIT-SHARING BALL GUM that is SWEEPING THE COUNTRY! Self Gum machines using TANGO empty design. BIG PROFITS to ALL operators everywhere. TANGO dances pennies 10¢ ball gum machines faster than any product ever originated. WRITE, WIRE, PHONE or CALL IN PERSON for your first order. Or better still—RUSH YOUR ORDER for a COMPLETE SAMPLE SET TODAY! FULL CASH WITH ALL ORDERS. Shipments sent EXPRESS COLLECT. BE FIRST IN YOUR territory with TANGO!

**AMERICAN CIGARETTE MACH. CO.**  
1349-51 FIFTH AVE., PITTSBURGH, PA.

## NUT VENDOR

Coins Money FOR YOU!

Establish a permanent, paying business in your community with Clustering Millions of dollars spent weekly for 2¢ nuts and candies. Merchants eager to put Magic Salesman displays on their counters. They pay only for the cologne-like bags of merchandise. You keep display filled—and collect your regular WEEKLY INCOME. Strict territory rights protect your ever growing business. Write, GASTERLINE BROS., 1010-1020 Sunnyside Ave., Dept. L.E., Chicago, Ill.



## Widespread Use of Coca-Cola Vender

CHICAGO, Feb. 26.—An important feature of the coin-operated machine which sells Coca-Cola in bottles in the compressor or the heart of the refrigeration system, according to Mills Novelty Company, maker of the vending machine. The firm about two years ago leased a 3-story plant in Chicago and purchased half a million dollars' worth of equipment in order to make these refrigerating machines. The refrigerating unit is said to have taken an important part in the progress of modern developments for refrigeration.

The Coca-Cola vender has now been on the market more than a year and its record is also proving highly satisfactory. Over 3,000 of the machines have been sold and placed on location, the firm's records show. The machine is equipped as a complete electric refrigerator, with a vending capacity of 104 bottles and also a reserve of 108 bottles pre-cooled. On the deposit of a coin a bottle is automatically delivered at the correct temperature. The automatic feature of the coin operation is stressed, as there is no cranking or pushing of button necessary to get the merchandise.

In addition to being automatic, the coin chute used on the vender is also said to be practically slug proof. The Mills firm says more than five years was spent in developing this chute, and records of machines on location are available to show how small the percentage of slugs has been. One machine said to have collected \$18,000 in nickels had a record of only \$2 in slugs. The value of such an automatic, slug proof coin chute in the merchandising machine field is considered very great.

## Upholds the Drys In Pop-Corn Field

"To the Editor: *The Billboard* is to be complimented for its progressiveness in originating a pop-corn column and undoubtedly as time goes on it will become more valuable to the operators.

"Its value lies, of course, in the accurate statement of facts about this growing field of pop-corn vender manufacturing. Like all businesses that grow so fast, statements are bound to be made promiscuously—statements which will do more harm than good for this industry, which will one day take its place beside the most significant in the coin machine field. It is important, as you know, in any industry's early stages that wrong

impressions are not given.

"We are referring, of course, to the statements in your column in the pop-corn trade journal entitled *Wet or Dry*. This article is based on wet popping under the present method and dry popping under the old-fashioned system of popping corn in a wire basket held over an open flame and agitated by hand.

"The principle of popping corn involves a kernel with a moist center and a dry hull tough enough to retain the moisture until the application of heat. When the kernel is properly heated, wet or dry, it explodes like a firecracker. But if a kernel is seared by flame it becomes a 'dud' just as a firecracker that is cut on the sides.

"The new principle of popping corn by hot air with no direct flame or heating unit to sear it involves an entirely new method similar in operation to the automobile heater. Without the electric fan behind the heater the heat would hardly be noticeable, but when the fan is used a warm blast of air is immediately felt. Now if this heated air is circulated thru the heater continuously in a small closed box the temperature in the box would immediately be increased.

"This is practically the same principle used in popping corn with hot air in the new Airpops-It machines, excepting that nichrome wires using about 825 watts provide a much higher temperature than is possible in an auto heater.

"When corn is completely suspended and uniformly heated at the proper temperature all possibility of injury to the hull is eliminated and the maximum amount of expansion is possible when popping corn the dry way.

"The article referred to previously also mentions that prior to 10 years ago moist popping was done dry. It was. And the principle was as good a one, both for the corn and for the customer's digestion, as it is today. Airpops-It is getting back to the old principle—with modern scientific means.

"HAL HULL, Sales Manager,  
"Airpops-It, Inc., Chicago."

## Airpops-It Names First Distributor

CHICAGO, Feb. 26.—The Airpops-It, Inc., announces the appointment of the Marquette Music Corporation, of Detroit, as the first distributor to handle the new Airpops-It pop corn vending machine.

During the 1938 Coin Machine Show the Airpops-It firm adopted the policy of not appointing distributors until machines had been shipped into the various territories, officials stated. They stated that appointments have been de-



WHILE MAURICE KUSHNER, head of U-Need-a-Pak Sales Corporation, Boston, signs a contract for a carload of U-Need-a-Pak merchandisers (left to right) Sam Altholz, manager; Leo Wilens, vice-president; Louis Steiner, president, and Murray Wiener, sales manager, all of U-Need-a-Pak Products Corporation, manufacturer of the machines, look on.

## PURE BREATH GUM

(A Standard Size Stick Gum)  
Relieves Breath of Alcoholic Odors.  
30c per Hundred Sticks.  
SPECIAL INTRODUCTORY OFFER, 300 STICKS GUM WITH STURDY BUILT VENDING MACHINE.

**\$6.95**  
OR WRITE TODAY FOR DETAILS.

## 5/8" BALL GUM

ASSORTED—FACTORY FRESH  
**\$10.95** Per Case  
10,000 Balls  
TRANSPORTATION PAID

CASH WITH ORDER, NO C.O.D.

## PEANUT & GUM VENDING MACHINES

NEW, DIRECT FROM FACTORY  
Only **\$2.40** and up  
Over 60,000 Sold

Write for Full Information Today

**ROY TORR**  
1247A So. 6th Street, Philadelphia, Pa.

## BINGO BALL GUM

Trade Mark (C) 1938  
OVER \$38.00 WEEKLY FROM 10 BALL GUM VENDORS  
Lots of 10 — \$2.00  
Complete Set Full cash with sample order. Shipped Express C. O. D.  
Write for Complete Details.  
**BINGO BALL GUM MFG. CO.**  
1123 Broadway, New York City.

laid also until those who ordered machines would have ample time to determine their merits and potential possibilities.

The firm has also been carefully selecting its distributors to handle the new machine, it was said.

## 4-in-1 Appoints Canadian Distributor

DETROIT, Feb. 26.—The Four-in-One Manufacturing Company announced the appointment this week of H. C. Evenden, of Estevan, Canada, as Canadian distributor for the firm. Evenden will establish office in key centers of the Dominion, it was reported.

Here in Detroit officials of the firm report that business has picked up remarkably in the past few weeks. Ben N. Osber, partner in the firm, stated, "An initial order of 2,500 machines for the Canadian territory is keeping us going at top speed along with the other orders that have been coming in during the past few weeks. John W. McIntosh, of South Bend, Ind., recently appointed distrib for the territory, is coming along nicely with several good orders. Our new distrib in Los Angeles, E. Ertinger, is also sending in a bunch of fine orders. At the rate business is going now we'll be announcing several new distributorships shortly."

## U-Need-a-Pak Biz Big in New England

BOSTON, Feb. 26.—Merchandise business is big in the land of the Pilgrim Fathers, at least for the U-Need-a-Pak Sales Corporation. Officials of the firm report that they are enjoying the fruits of tremendous sales on the new U-Need-a-Pak line of cigaret vending machines and gum, mint and candy machines. Orders have been coming in so rapidly, Maurice Kushner, president of the firm, reports that he recently signed an order for a whole carload of the machines.

"U-Need-a-Pak merchandisers are taking the country by storm," he stated. "We in New England are enjoying the greatest volume of sales ever, and I'm quite certain that the same holds true thruout the nation. This carload order of ours is only the beginning. We give the operator spot delivery on all orders and the way orders have been coming in I imagine I'll have to take two carloads on my next trip to New York."

## WRITE FOR LOW PRICES

On Peanut and Ball Gum Venders.

Also Table Size Venders.

## Self-Serv Mfg. Co.

S. Broad and Wickman Sts., Palmyra, N. J.

ADVERTISE IN THE BILLBOARD — BILLBOARD WHERE YOU GOT HIS ADDRESS



**AIRPOPS-IT**

EQUIPPED WITH A. B. T. SLOG REJECTOR

GUARANTEED FOR A SOLID YEAR

ELIMINATES ALL SLOG EVILS

A PRODUCT OF DAVAL

The ONLY thoroughly perfected automatic corn popper and vendor

**RANEL, INCORPORATED**

325 N. HOYNE AVE. • CHICAGO, ILL.

SEND ONLY TO OPERATORS THROUGH DISTRIBUTORS

**World's Finest Vendor**

**4-IN-1**  
Outstanding in 1937.

**4-IN-1**  
Supreme in 1935.

**4-IN-1**  
Rotary Model.

**FOUR-IN-ONE MFG. CO.**  
3338 Joy Road  
DETROIT, MICH.

**PROVEN Money Makers!**

Be an independent operator. Place Tom Thumb Vendors in stores, waiting rooms, taverns, restaurants—when you know how. Tom Thumb vendors candy, peanuts, gum, five-cent penny cashers, lighter and tick on penny gum. Many Tom Thumb operators now independent. Start small, grow big, have a chain of your own. Tom Thumb works while you're away. You keep key, collect your profits daily. Handmade, compact Tom Thumb gets in where ordinary vendors are shut out. Meagle gum "selector." Yale Tumbler looks, Adorable—you get the profit. Precision machine, no kick-backs. Money-back guarantee protects you while you prove the profit. Write today for inside story of chain operation, full details of your easy income opportunity. Many good locations now open. Don't wait. Write today.

**FIELDING MFG. CO., Dept. 10, Jackson, Mich.**

**Detroit**

DETROIT, Feb. 26.—B. J. Marshall, of B. J. Marshall Company, has purchased Universal Homes, Inc. Firm manufactures pre-fabricated homes and is now reported busy turning them out for the government at \$3,500 a piece. Marshall is reported to be devoting considerable time to his new enterprise while his wife is taking charge of his coin machine biz.

Don C. Kline, head of the Kline Coin Machine Sales Company, is perhaps the only local op with three places of business. Kline has his headquarters on W. Warren avenue; his stockroom on W. Alexandrine avenue, and gets his service calls at the other end of the city on Fairfield avenue.

D. H. Hardestie, Flint pin game op, is adding a novel sideline to his operation in the form of the Schmuhl egg-container. This is a rack containing three dozen eggs which he is placing in beer gardens, etc., on a percentage basis. He makes these spots on his regular service call routes, and expects this sideline will tie in neatly with his present operation. Report is that Russell Wagner, local op, is planning to do the same thing.

Demand for something new in the amusement field was voiced this week by William F. Goddard, who has been op-

erating and manufacturing various types of equipment here for some eight years. "With all the brains there are in the industry somebody ought to be able to think of a game that would achieve the popularity that pin games once enjoyed and still be legal," he maintains.

Detroit council has set Monday, February 28, for a hearing on the proposal to install parking meters in the downtown area of the city. Considerable differences of opinion have arisen in council. Alderman Kronk, one of the staunchest proponents for the plan, stated, "If their installation doesn't cost the city anything I don't see why we shouldn't give them a trial."

"Recession in the phone business is only temporary and we are looking ahead to a nice future," reported Donald Coney, manager of See-Con, Inc., during the past week. He reports firm has substantial volume of orders booked for future delivery. Coney left on Tuesday to make a tour of Northern Michigan, where he expects to visit many prominent music ops.

**New Orleans**

NEW ORLEANS, Feb. 26.—Placing in operation several non-pay-off bowling types of pin tables, the Sport Center on St. Charles street is again the mecca for players in downtown New Orleans these days. The carnival season brings increasing patronage to this popular spot.

The Mardi Gras season is bringing hundreds of out-of-town guests to New Orleans this and next week who are associated with the coin-machine industry. Arriving in town this week were such notables in the manufacturing and distribution field as L. Tate and wife, from Bally's home office in Chicago; Mr. and Mrs. James Frank Meyer, president of Exhibit Supply Company, Inc., Chicago; Mr. and Mrs. Joseph Shure, official of N. Shure & Company, Chicago, and a large host of others from different parts of the country.

The Shures, with their eldest son, Myron, stopped over on their return to Chicago after they had spent about three weeks on a tropical cruise which carried them thru Cuba, Canal Zone and Guatemala. His organization is the nationally known novelty and merchandising firm. They visited the Dixie Coin Machine Company, where they were entertained and taken on an extensive sight-seeing tour of the city by Julius Pace, head of the firm.

Seen for the first time in New Orleans is the Bally Club House machine, a sample number of which is displayed on the floor of the Dixie Coin Machine Company on Poydras street. Sam Gentilich, of the firm, was high in his praise of the new idea in games and predicts that operators will fall for it like a ton of bricks. "This new game is so compact and attractive that it will catch the fancy of all of our Southern operators," Gentilich says.

Several of Pace's new Kitty Kat slots are already on location in suburban areas of the city and operators report big profits pouring in. The little black

kitten is proving a money maker without doubt. It looks like another Pace's Races for stabilized earnings.

In town on a combined business and pleasure stay of several days was Frank Toce, head of the Standard Amusement Company at Houston, Tex. He expects to remain over for the big Mardi Gras festival.

Frank Gleason, a pioneer in New Orleans and for several years connected with Mills Novelty Company as resident manager, has joined the Crescent City Novelty Company firm on Poydras street and is handling the selling of nut and gum vendors for that organization. Dan Cohen heads the firm.

The Automatic Corporation, capitalized at \$35,000, has filed incorporation papers at the State Capitol at Baton Rouge to sell automatic novelty games in the New Orleans business area.

George Baker, for several years in charge of servicing of pin games and slots for the Louisiana Amusement Company, has left for Houston, Tex., where he joins the service force of Stelle & Horton. With Baker went Mrs. Baker and their young son, George Jr.

F. W. King, head of the C. & N. Sales Company, announces his appointment as Western Equipment distributor for much of the middle Gulf territory. He has left this week on an extensive business tour of Louisiana, Mississippi and Alabama, believing that the Western's newest games, Quinella, Dewey Jr. and Big Play, will sell quickly to operators in these areas.

The first sample machine of Rock-Ola's new Across the Board is seen here and is garnering praise of visiting operators who have been coming in more steadily of late to get new equipment as larger areas of the State reopen.

It would be hard to ask for more in seeking a repair job. The Bell Distributing Company, specializing these days in expert repair work on slots, is carrying a guarantee that a machine left for repair is either put in first-class condition "or the customers can pick out any machine in the house as a free replacement." And so far no free-will offering has been reported by Emile Iacopanelli, head of the firm.

**Stewart & McGuire Lease New Factory**

ASTORIA, L. I., Feb. 26.—Stewart & McGuire, well-known manufacturers of vending machines, have leased a three-story factory here. Building has approximately 50,000 square feet of floor space and is situated on a plot 200 by 240 feet. Building was formerly occupied by the East River Gas Company.

Firm has taken a long lease on the building, it is reported. The expansion is due to the addition of three new types of machines for candy, beverages and perfumes. Local men point to this move of Stewart & McGuire as another step toward establishing this sector as a manufacturing center.



GEORGE JENKINS AND GEORGE MOLONEY, of Bally Manufacturing Company sales staff, sample pop corn from Bally's Hot Vender, designed to heat and vend a variety of hot confections.

**A STAR IS BORN**



**...AND A PROMISE IS KEPT**

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

★

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

**THEREFORE WE**

**ANNOUNCE**  
the appointment of the  
**MARQUETTE MUSIC CORPORATION**  
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DETROIT, MICHIGAN  
**DISTRIBUTORS for STATE of MICHIGAN**

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

**AIRPOPS-IT**  
INC.

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PHONE, DELAWARE 4044  
Write for Literature

# Coin Machines in Europe

By HANS ULLENDORFF

We present two articles, written by men qualified to write of coin machine trade conditions abroad, which discuss trade and operating conditions in the various countries of Europe. The American operator will find many interesting sidelights on how operators fare in other countries, while the manufacturer and distributor will be interested in the possibilities for export trade. Hans Ulendorff is staff correspondent of *Der Automat*, Berlin; Theodore Wolfgram is *The Billboard* news correspondent in Paris.

Next to the United States, Europe is the most important territory insofar as the production and distribution of coin-operated machines is concerned. While the manufacture of games, vending machines and scales may have first started abroad, America today by far is in the lead as regards the production of coin machines, except for vending machines which are stressed more in the countries abroad. The writer has just returned from a three months' trip to Europe, in the course of which he visited eight countries. The not made for the study of the automatic situation abroad, still these travels afforded a splendid opportunity to observe the part coin machines play in the everyday life both in England and on the Continent. In reporting on his trip the writer wishes to emphasize that this contribution is not an exhaustive analysis of the situation; it is a picture of the coin machine field as it strikes the casual observer from America in his contacts with the native population of the respective nations.

Several years have passed since last we

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OVER 20 TASTY AND ATTRACTIVE HARD SHELL CONFECTIONS FOR YOUR SELECTION

(Fill in Coupon for Price List.)

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(National Candy Co.),  
345 W. Erie St.,  
Chicago, Ill.

Gentlemen: Please send me full particulars and samples of your Hard Shell Candies.

Name.....

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(Use Pencil, Ink Will Blot.)

126

## BALL GUM

5/8" ASSORTED.  
\$10.90 Per Case—10,000 Balls  
Free Delivery. Cash With Order. No C. O. D.  
Peanut and Gum Vending Machines

NEW FROM THE FACTORY

Capacity	Operators	Distributors
Globe	Price	Price in 10 or More
1 1/2 lbs.	\$3.00	\$2.40
3 "	3.50	2.80
5 "	5.00	4.00
8 "	5.50	4.40

Write for Further Information,  
1/3 Certified Dep., Bal. C. O. D.,  
Cash With All Orders Less Than \$10.00.

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## SPECIAL SALE ON GOOD USED MACHINES

40 G-25s CHIEFS, 127000 to 121000, Each	\$ 40.00
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5 DELUXE SELECTOPHONES, Each	50.00
6 MILLS DANCE MASTERS, Each	25.00
1 New WESTERN RACES (Floor Sample Only)	75.00
1 ROK-OLA 2 UNIT AUDITORIUM RHYTHM KING	200.00

PIN GAMES: Western Races—Daily Races—Blue Birds—Jumbos—Flickers—Derbys—Big Shots—Peewees and Others, Each \$5.00 to \$17.50.

All Above Carefully Checked and in Perfect Working Order.

TERMS: Cash with Orders Under \$15.00; 1/3 Cash with Orders Over \$15.00, Balance C. O. D.

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visited Europe, yet in one respect nothing has changed. Coin-operated vending machines are still very much in the foreground. It will hardly surprise the reader to learn that by far the majority of these machines are of European origin, with Germany, England and Austria taking the major share as producers of these machines. We still believe—as expressed in the columns of *The Billboard* a few years ago—that America is missing an excellent opportunity of expanding its sales of vending machines abroad. In spite of all import restrictions, quotas and similar handicaps, certain countries offer a worthwhile market for vending machines.

The American manufacturer should not forget one important fact: There are no drug stores abroad selling practically everything under the sun. European countries with very few exceptions have very strict curfew laws for retail stores, imposing on them an early evening closing and forbidding their being open on Sundays and holidays. There are also laws prohibiting the sale of cigars and cigarettes in restaurants outside store hours, except to actual guests. Anybody who has ever visited England must have observed the great number of cigar machines standing in front of tobacco stores after the closing hour. Germany has lately followed the British example by liberalizing the laws. Formerly no cigars could be obtained from 7 p.m. on Saturday to Monday morning except on the railroad stations. Now the majority of tobacco stores are supplied with vending machines catering to smokers 24 hours per day.

There are vending machines in the London stations selling practically everything a traveler may need—razor blades, tooth paste, shaving cream, cough drops, soap, sanitary napkins, handkerchiefs and many other items. These machines enjoy an excellent patronage and fill a real need. Should it be impossible for American manufacturers of coin-operated equipment to devise and export vending machines on a competitive basis with European producers? Even granted that the sale of these machines would not amount to a great deal for domestic consumption, it might be worth while to investigate this question a bit more thoroughly.

### Scales Not Plentiful

Europe is definitely far behind the United States when it comes to the distribution of coin-operated scales. They are not fully aware of the possibilities thousands and thousands of locations would offer for scales. This brings up another very interesting point. For reasons unknown amusement machines are apparently not considered first-class entertainment abroad. You go to the Sherman Hotel in Chicago, the Ambassador in Atlantic City, to mention just two hotels, and you will find game rooms filled with coin-operated machines. Not so abroad. The only place where we found bell machines was the famous Casino in Monte Carlo. You could visit hotels of all classes everywhere in Europe and practically nowhere would you see a coin-operated skill game, a pin game or a bumper table. Once in a while a pocket billiard of German origin. We are not talking now of countries where it is illegal to have coin-

operated games on location, nor do we refer to gambling devices.

We had expected to find a large and representative distribution of coin machines on the International Exposition in Paris. But our disappointment was keen, possibly because we had thought in terms of The Century of Progress, Chicago's great exposition a few years ago. However, we must add that we did not get to Paris until after the sweeping decree issued by the French Government prohibiting all games offering a monetary or merchandise reward for the skill displayed by the player. However, there was no reason for the lack of any sizable number of coin scales within the Paris Exposition. It seems that only competitive games, played by several persons and fully subject to their skill, will have a future in France, unless the power-to-be should decide to modify the strict regulations.

Leaving the particular conditions in France and turning to other countries, we do not wish to say that there is no interest for coin-operated games. A number of American firms are adequately represented abroad and can sell their products in satisfactory numbers. It is our belief, however, that their exports could be boosted materially would they turn to games not specifically and almost exclusively part of the American scene. While it is natural for every American, whether old or young, to be familiar with football, such is not the case in Europe. Football as played here is likewise not very well known abroad; they play soccer. Of course, horse races are popular all over the world and especially machines incorporating the automatic totalizer should enjoy a good export.

### Pinball in Favor

Europe is still favoring pin games, tho not quite to the extent of a few years ago. Bumper games are popular, their main handicap being that they are often too expensive for the individual operator. Shooting galleries have always had a good play abroad, tho the machines produced in Europe only rarely had moving objects to aim at until after the appearance of American machines. To employ a light ray is likewise an adaptation of the American system.

Any article dealing with coin machines would not be complete were we not to discuss automatic phonographs. There is no doubt that American manufacturers have attained uncontested leadership in this field. No other country has been able to equal the quality and perfection of the American machines. Why then is it that their sale abroad has not been bigger than it actually is? The answer is simple: The prices are too high for the purchasing power in other countries. Countries subject to governmental restrictions on their monetary policy will not permit their importers to purchase these machines, as they require the release of too much valuable foreign exchange. Other countries have been hit by the devaluation of their own currencies. We cannot see that there will be a great increase in the foreign sale of American automatic phonographs unless the manufacturers are in a position to sharply reduce the cost of these machines. If they are successful in doing so there is little doubt to our minds that their sales abroad would increase by leaps and bounds, for there is a demand for good music, reproduced without distortion, giving a choice of selections and played automatically upon insertion of a coin.

The best customers for the American coin machine industry in Europe are Great Britain and Ireland, France, Holland, the Scandinavian countries, Belgium and Switzerland. Our visit to these and other countries has shown clearly that an intelligent study of these markets followed by a selling campaign, with full regard to following their own psychology and not necessarily American promotion ideas will bring about increased sales of American coin machines.

We could only scratch the surface in these paragraphs and point to certain trends—it will be up to the initiative of the manufacturers or their representatives abroad to draw their own conclusions and act accordingly. No industry can prosper which tries to limit itself to its own market—export not only helps the individual manufacturer, it promotes an industry as a whole and strengthens the economic life of the nation.

### Situation in France

By THEODORE WOLFRAM

The "gold rush" era of coin machine operation in France came to an abrupt and apparently definite end with the enacting of the stringent decree in August of the French government suppressing the operation of practically all types of coin-operated machines, excepting straight merchandise venders and a few simple skill games.

For nearly two years France witnessed an extraordinary boom in the wide-open operation of all types of coin-operated machines and particularly in payout games of the bell fruit and jackpot types. The French government issued a series of quite liberal regulations governing their operation, and had distributors and operators adhere to the spirit as well as the letter of these regulations they probably would not have been molested. Unfortunately a certain category of operators refused to heed repeated warnings and flooded cafes and other good locations with payout machines, many of which were operated quite contrary to the spirit of the law, if not in all cases actually violating the letter of the law. To make matters worse the gangster element, realizing the profits being made and banking on the shady tactics of certain operators, started attempts at extortion and other forms of racketeering which resulted in a scandal which was exploited by interests opposed to the operation of coin machines—particularly those in which there is any element of gambling.

Paradoxically, while the workingman, as well as the members of the wealthy class, is given every opportunity to gamble on the races thru Paris-Mutuel booths, not only at the race courses but thru the city, and to buy shares in the National Lottery, the French government makes a show of protecting the working class from gambling by forbidding casinos or gambling resorts in any but so-called "health" resort towns and theoretically tolerates no games of chance in manufacturing centers or big cities. This is little more than a farce, as not only the national and other lotteries are officially sponsored, but Paris-Mutuel betting on horse and greyhound races is legal, and practically every town of any size has several "cercles" or clubs, which it is no trouble at all, excepting in the case of a few really exclusive clubs, to become a member or guest, at which gambling is the principal pastime.

As all of these forms of gambling are under national and municipal supervision and bring large revenues to the state and the cities, as well as to those interested directly in their operation, there is strong and influential opposition to any form of gambling or even small games of chance that by any chance may cut into the profits of the above forms of gambling. Lottery wheels paying out sugar or other merchandise at the street fairs have had to fight this opposition for years and naturally when they, out coin machines came into vogue they, too, had to buck this opposition. Even before the government's ban on the machines many municipalities, particularly those with casinos or important gambling clubs, tabooed the payout, as city authorities have the power to ban objects locally that may be authorized by the federal government thru invoice a clause in the laws that permits municipal authorities to ban anything that they may decide is a menace to the peace or good government of the city.

### Lack of Unity

This is not meant as a justification for petty gambling nor a plea for petty games, but simply to demonstrate that there is powerful and influential opposition to the operation of any form

of payout game and very little chance that they will again be permitted to operate in France, excepting perhaps on a very modest scale and under stringent regulations.

A strong factor against a "comeback" of any importance in the payout game field is also the dissension in the ranks of machine manufacturers, distributors and operators. For years a type of wall machine, commonly termed the "Bureau," while considered an illegal gambling device, was officially tolerated and was to be found in practically all cafes thru-out France. With a play of 25 centimes, a trifling sum, the player had a fair chance of winning slugs to a value not exceeding 75 centimes a play, redeemable in drinks at the cafe. Manufacturers and operators of this type of machine found direct and stiff competition from the American type of payout machines and, although some of them took a flyer in the payout field, they still form a group opposed to the manufacturers, distributors and operators of the higher stake machines. As this group has a considerable amount of political influence it is highly possible, even probable, that when they consider the time ripe they will use their influence to bring about regulations that will permit the operation of their type of machines while still prohibiting the operation of foreign-manufactured payouts. As these machines are strictly of French manufacture they will wave the flag and talk about protecting the home industries and supporting the native workmen—which, of course, they have a perfect right to do.

**Cafes Want Games**

Now that the hubbub and scandal have died down it is realized that games are a necessity in the majority of cafes. Of course, billiard tables and the so-called "Russian billiards" are permitted and are to be found in many cafes, but these tables provide a relatively small amount of profit and occupy a large amount of space. After the first wave of panic caused by the government's abrupt suppression of coin-operated games had passed a few operators decided that certain skill games with no form of payout or prize awards were not affected by the ban and started in to operate same.

Cafe owners as a rule were hesitant about accepting these machines and to give them an opportunity to look over all the games considered legal Rene Godin, publisher of *La Revue Automobile*, organized an exposition of such machines in November to which cafe

owners and others with good locations for machines were invited.

Unfortunately the machines exhibited were limited to two or three types of skill games, such as table hockey, football or tennis games of many makes and styles but all on the same principle, target games and various forms of ski-ball. But few of these games were in any sense new and very few of them, particularly following the vogue of the enticing payout machines, stood much chance of drawing profitable receipts in the cafes, although some of the hockey type and ski-ball types were good for sportlands or arcades.

In other words, the cafe locations are still open for a type of coin-operated amusement machine that has novelty and excitement but minus any open form of gambling or prize award. Favorable factors would be smallness and particularly light weight, as custom tariffs are largely based on the weight of the machines and form a tremendous part of the initial cost of imported machines. Whoever discovers and introduces such a machine is quite certain to clean up. Many European distributors and operators were at the Chicago show in the hope of finding this ideal game.

**Vendors on Increase**

One important result of the ban on payouts has been a decided increase in coin-operated merchandise vendors of various types as well as the scrapping of several antiquated types and the replacing of same with models of modern and attractive designs. The cumbersome and ugly cast-iron chocolate and bombon vendors which for years have occupied space in the subway and railway stations of Paris are rapidly being replaced by more compact and attractive vendors which take up much less space and display the merchandise much more effectively.

A large number of compact and attractive gum vendors of American manufacture have made their appearance in Paris and multiple candy vendors with four chutes, of local manufacture, have recently been installed in front of many stores thru-out the city. The merchandise vendor field has scarcely been touched in France and now that so many operators have idle locations it would seem that the time is ripe to make a real effort to build up this field.

Gum chewing is not a common habit in France and former efforts to introduce pop corn met with little success. Perhaps some of the recently perfected pop-corn machines which appear to be having a good play in America might catch the popular fancy over here. Aside from candy, gum, nuts, razor blades and a bit of perfume but few articles are sold thru machine vendors and only a few types of vendors have ever been tried out in France.

**Cigaret Vendors**

Cigaret vendors might be difficult to introduce on account of the government holding a monopoly on the sales of cigarettes, tobacco and matches. On the other hand the bureau of the government which has control of this monopoly displays decidedly progressive ideas in advertising and retail sales promotions and possibly would consider the adoption of a coin-operated cigarette vendor.

The recently adopted 40-hour labor week and other social welfare laws passed by the government should prove an incentive to the growth of the automatic merchandise vendors. At the present time it is difficult to find many staple necessities—including numerous articles of food—two out of the seven days of the week. Many such articles could be distributed thru automatic vendors. The new laws, too, have forced many restaurants to close one day a week and have increased the pay rolls. So far only one automat restaurant has been able to maintain a foothold in Paris, but it is only natural to surmise that present conditions will result in automat bars and lunchrooms.

**Trade Is Ready**

A large number of important machine distributing organizations and a larger number of operators exist in France and are anxious for machines to distribute and operate. The cafe owners, too, are eager for machines which will bring them added income without exposing them to legal difficulties and annoyances. Apparently the French manufacturers are not at present providing a sufficient variety of such machines. Germany, England and Belgium are offering a few machines but the majority are more or less copies of American products. The new ideas have come from America and distributors and operators have become accustomed to looking to America for their machines.

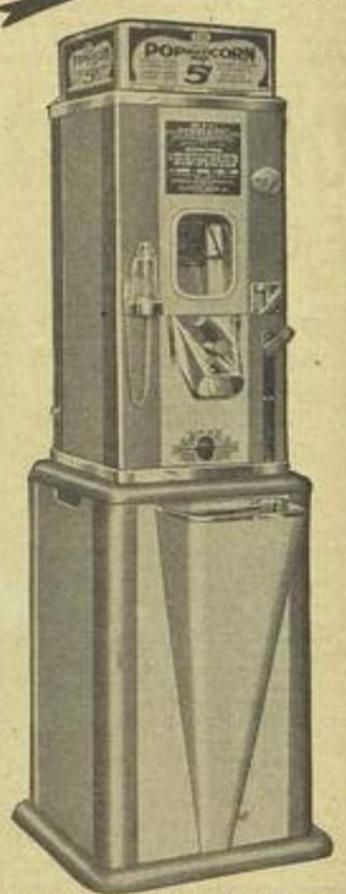
The rate of exchange is a handicap to the American manufacturer, but the same handicap applies to the English, German or Belgian manufacturer. Excepting in the case of a local manufacturer stumbling onto an extremely popular form of machine the demand scarcely justifies anything like mass production. This and the increasing costs of labor and materials in France favor the high-production firms of America.

Aside from the big J. A. K. Kermess or sportland operated by M. Faure in the Palais Berlitz Building in Paris, nothing like a modern sportland exists in Paris or France. There are numerous small arcades with coin-operated phonographs, coin machine movies and a few games, but the majority of these arcades are not modern nor in any way attractive and most of them are badly operated. There are plenty of locations available for sportlands in Paris and other cities and as the French are keen on economical amusements there should be a good field for properly operated and attractive sportlands or arcades.

Undoubtedly French visitors to the coin machine shows in Chicago, where the bulk of the new machines will undoubtedly be of American make, discovered machines suitable for operation in France and at the same time will probably pick up ideas in the methods of operation that will be of benefit and may provide the incentive needed to revive the amusement machine industry in France.

The interest displayed at the November show in Paris was ample proof that in spite of present difficulties the amusement machine industry of France may be down but is not out, but rather marking time and seeking a new and more secure foothold for a fresh start.

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1,170 Tickets @ 5c  
Take in \$58.50  
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**\$3.95**

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5—Pabcks, 5c, 1/4 doz, each 25.00  
4—Short Range Galleries, used, each 35.00  
15—Short Range Galleries, new, each 45.00  
Target Candy, per M 2.50  
Western Game's Solah Shells, per M 3.20  
Winchester Model 62 Rifles, used, each 10.00  
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IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES



ART NAGEL, of Avon Novelty Company, Cleveland, poses with a bevy of performers at the Chateau Club, Cleveland, where he has a U-Pop-It corn-popping vender on location.



# The COLOR and LIGHT that SELLS!

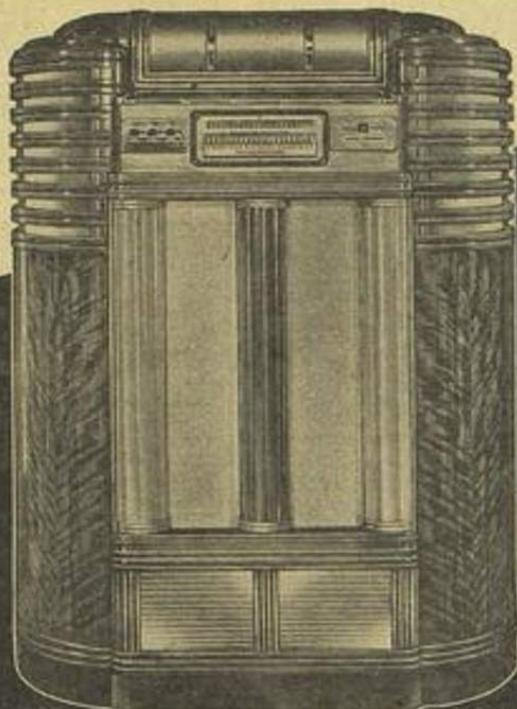


Remember the "Doctor" with his impressive "front," his Indian Chief and his synthetic cure-all? Assuring as he seems today, he employed that all important merchandising principle in putting over his "show"—ATTRACTION! A gaily bedecked chief, Old Black Joe on the banjo and LIGHTS—those kerosene lamps and dazzling reflectors—brought the citizenry flocking to the rear of his brilliantly painted wagon. The "Doc" put his product across with COLOR and LIGHTS!

The "Med Show" and the country bumpkin are gone from the American scene, but the principle of Attraction with COLOR and LIGHTS is still the most powerful force in the merchandising of your product—entertainment!

Seeburg's Original  
**COMPLETE CABINET ILLUMINATION**  
 PROVIDES THE COLOR AND LIGHT THAT  
**SELLS MORE MUSIC!**  
 SEEBURG 20 RECORD MULTI-SELECTOR SYMPHONOLAS  
**CONCERT GRAND • REGAL • GEM**

Communicate with an authorized Seeburg Distributor or the J. P. Seeburg Corporation for complete information.



The Concert Grand

J. P. SEEBURG CORPORATION—1500 DAYTON STREET—CHICAGO

## Right Way Is Only Way, Says Roberts

CHICAGO, Feb. 28.—There is only one way to do anything worth doing and that is the right way—that is one of the main principles on which the J. P. Seeburg Corporation is founded, according to Henry T. Roberts, sales manager of the firm.

"Adherence to that principle," he states, "is the reason behind the fact that we have always endeavored to do a complete selling job. That is why we concern ourselves with the merchandising of recorded music as much as with the original sale of our phonographs. We have always endeavored to help operators, jobbers and distributors realize profits from the sale as well as the operation of our machines.

"Supplying this help has taken many and varied forms," he continued. "Advancements and refinements both in the mechanical excellence and in the appearance and design of our machines has been one way. Our latest and what we believe our crowning achievement has been the production of the 1938 Seeburg Symphonolas, the Concert Grande, the Regal and the Gem. These machines embody powerful merchandising strength in the appeal of their complete cabinet illumination.

"There is an old expression, 'where there is light there is life,'" Roberts concluded. "Where or when it started we do not know. The veracity of the statement, however, we can easily vouch for. The profits which operators of the new Seeburgs have been realizing are definite proof that people desire to congregate where there is life and light. On this principle we based the construction of the completely illuminated cabinets of our 1938 models. The merchandising appeal built into them is what is enabling operators to increase their daily profits and to obtain the finest locations everywhere."

placed on the University of Maine campus.

Atlas Coin Machine Company sent Robert Anzalone and Arthur Weiner to the sportsmen's shows at New York City, Detroit, Cleveland and Indianapolis to push Ray-o-Lite. Boys left February 16 and will be gone about six weeks. Traveling by train.

Duke Morgan, Seeburg rep. and Barney Blatt, of Atlas Coin Machine Company, are on a tour of the New England States checking on displays and pushing the new machines of the company they represent.

It may interest some of our readers to know that there are some operators who partake of the finer things in life. For example, take Cyrus L. Jacobs, of the Interstate Merchandising Company, Cambridge, Mass. On February 6 he was seen in the company of a charming lassie at Symphony Hall to hear Kirsten Flagstad, and again, much to our surprise, with the same young lady on February 11 at the Plymouth Theater, where *My Darling Daughter* is playing. And to top the week off, on February 12 in formal attire, with the same gal to greet the Philadelphia Symphony Orchestra at Symphony Hall.

"To the Editor: As a newspaper man you no doubt know that when a dog bites a man that is news. But when a man bites a dog that is real news. What I am referring to is a prank that I played on your news correspondent, Sid Paine, recently.

"Sid dropped in to visit me the other day and parked his car directly in front of the office. I had gone out to lunch and Sid evidently didn't care to wait around until I returned, so he left his car parked while making some other calls. In the meantime, since I had a few bright red tags which cops attach to car doors when they have been parked too long, I filled in one of these cards and attached it to Sid's car.

"About 5 o'clock Sid returned and before coming into the office took one look at the red tag on his car and almost keeled over. He evidently had terrible pictures about seeing the judge the next

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. It is recommended and sold by all record distributing companies. . . . Assure high fidelity reproduction—longer record life—true tone—undistorted volume output.

Insist on PERMO-POINT

The Only Needle for Dependable Performance

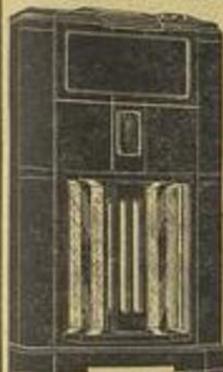
IT'S ALL IN THE PATENTED ELLIPTICAL POINT!



PERMO PRODUCTS CORP.

Metallurgists—Manufacturers  
 635 RAVENWOOD AVE. CHICAGO, ILLINOIS

## MODERNIZE YOUR PHONOGRAPHS



NEW ILLUMINATED GRILLS

New Type PROGRAM FRAMES

COIN CHUTE GUARDS

GRILL PRICES

5 or More Each \$16.00  
 Sample \$18.00  
 F. O. B. N. Y. C.

EASY TO INSTALL.

Going Over in a Big Way! How About You? Wire-write.

CAPITOL AUTOMATIC MUSIC CO.,  
 460 W. 34th St., New York City.  
 Phone: Med 3-5089.

## WANTED

(By Rock-Ola's Eastern Distributors)  
**OLD PHONOGRAPHS**  
 Gramos, Slats, Vendors, Scans, Etc., in trade on New 1938 Rock-Ola MONARCH & WINDSOR 20-RECORD PHONOGRAPHS. Write what you have and what you want.

SILENT SALES SYSTEM

1828 14th St., N. W., Washington, D. C.

## New England

BOSTON, Feb. 26.—Henry (Hank) Broecker, from Ft. Wayne, Ind., is the new service instructor for Wurlitzer in the New England sector, replacing William T. Brase. Brase is back at his home lot in the Ft. Wayne territory. Broecker is making his headquarters at the Copley Square Hotel and at Supreme Amusement Company of New England, Inc., offices. Broecker is giving a series of impromptu service instruction classes to operators desiring such.

Joe Glazier, operator at Bangor, Me., recently installed the first phono ever

## MUSIC MEN

YOUR OLD RECORDS ARE WORTH MONEY! Let me tell you how I have sold thousands at worthwhile prices.

For Full Details Send One Dollar. Record Dept.

MAYS' AMUSEMENT CO.  
 LAMBERT, MISS.

morning. He finally came in to me with the tag, and was his face red. He really looked disturbed and finally said, 'Can you fix it up?'

"There were a number of people in the office at that time, most of them

**GABEL RECORD \$35.00**  
(LOTS OF 5)  
(SINGLE MACHINE \$39.50)

Take advantage of this unusual opportunity! **GUARANTEED P. O. R. E. T.** 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 Selector. Wonder Amplification. Magnavox Speakers. Perfectly reconditioned and guaranteed.

**ROBERT GRENNER CO.**  
246 W. 54th St., (Circle 7-1381) N. Y. C.

**PHONOGRAPHS**

Offered Subject to Prior Sale and Prices Effective March 5th.

- |   |  |
|---|--|
| 3 Gabel Streamline Model, guaranteed like new, sample.....\$ 60.00              | 3 Seeburg Symphonola A, sample....\$ 75.00 |
| Lot of 5, each.....50.00  | Lot of 3, each.....70.00                   |
| 4 Gabel Modern Model, guaranteed perfect, appearance like new, sample.....50.00 | 3 Rock-Ola Night Clubs, sample.....80.00   |
| Lot of 4, each.....42.50  | Lot of 5.....78.50                         |

**PIN GAMES**

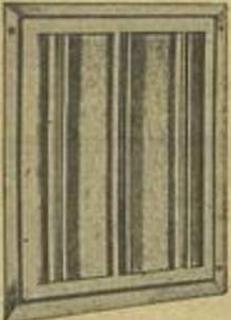
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|---|--|
| 3 Mills McCoy with Milco Checks.....\$27.50 | 1 Pacific Domino, like new.....\$42.50 |
| 3 Steiner Races, like new.....30.00         | 2 Bally Rover, like new.....37.50      |
| 1 Chicago Express.....35.00                 | 1 Sky High, F.S.....40.00              |
|   | 1 Exhibit Tops, F.S.....48.00          |

Write and ask us to put you on our mailing list for other bargains. We have all of the latest machines available that have been released by the respective manufacturers. All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order, balance C. O. D.

**MOSELEY VENDING MACHINE EX. Inc.,** 60 BROAD ST., Richmond, Va.  
Day Phone 3-4511 Night Phone 5-6328

**Twenty-Five P-12 Wurlitzers**  
Excellent Condition, \$75.00. 1/3 Deposit, Balance C. O. D.  
**SHEARER NOVELTY CO.,** Rome, Georgia

**ILLUMINATED GRILLS**



For All Makes and Models

Modernistic — heavily chromium-plated frame. Three full-length glass Luminous Tubes. Lights in Beautiful Pastel Colors. Moonlite Blue, Emerald and Pink. Installed in 3 minutes! Increase your play at minimum cost.

**SAMPLE.....\$9.95**  
Write for Quantity Prices  
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 Chromium,  
50c Extra. State Preference.

knowing about the joke, so I kept Sid in suspense for a while. Finally I told him I would fix it up and that he could forget all about it. He was still so serious about it that I never let on about the joke.

"Several days later he dropped in to see me and very seriously asked if I had really taken care of the matter. It had been causing him a lot of worry, he said. I assured him that the tag had been taken care of and that he could forget it.

"However, up until writing you this letter Sid does not know that the joke is on him. You can imagine how he will feel when he sees this in his own column of news notes if you will insert it there. No doubt you can play the story up a little in your own inimitable manner and the boys here will really enjoy it.—Ben D. Palustrant, Supreme Amusement Company of N. E., Inc., Boston."

**Mikro-Kall-It Demand Heavy**

NEW YORK, Feb. 26.—Lewis Pope reports that orders are coming in heavy for Mikro-Kall-It, the new counter game. He is doing everything he can to keep everybody happy on deliveries and says he will probably run the Mikro-Kall-It plant on three shifts to speed up production.

**Robbins Looks Forward To Arrival of Skill Derby**

BROOKLYN, Feb. 26.—Dave Robbins, of D. Robbins & Company, Brooklyn, is anxiously awaiting the first shipment of Stoner's Skill Derby some time this week.

Skill Derby is the horse race game display at the coin machine show in Chicago and which was favorably received by operators and distributors. The game is strictly one of skill. The balls, if properly

**Attention! OPERATORS Hear**

**"WHEN YOUR OLD WEDDING RING PERFECT 8-09-53 WAS NEW" SENSATION OF GRACE & SCOTTY ALL LOCATIONS**

Some tunes, it's true, couldn't attract 'em. Just try this song and watch the nickels roll in. Proof? First Week—A BEST SELLER.

**MUSIC OPERATORS!**

Save money! We reprint 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

**PHONOGRAPHS**

The volume of business we do on reconditioned Phonographs enables us to have them repaired thoroughly by expert mechanics before delivery and extend very low prices.

**OUR MOTTO—Small Profits, Quick Sales. THIS WEEK'S BARGAINS.**

SELECTOPHONE P-12.....\$ 49.50	WURLITZER P-12.....84.50
WURLITZER 4-12.....109.00	WURLITZER P-400.....132.50
SEEBURG SYMPHONOLA Model A.....84.50	SEEBURG SYMPHONOLA Model B.....92.00
SEEBURG SYMPHONOLA Model C.....100.00	SEEBURG SYMPHONOLA Model D.....115.00
SEEBURG SYMPHONOLA Model H, 1937.....175.00	MELODY KING Model K.....275.00
SELECTOPHONE.....35.00	SEEBURG MODEL E.....25.00
ROCK-OLA 1936 Model.....89.50	MILLS DANCE MASTER De Luxe.....84.00
MILLS DANCE MASTER.....35.00	MILLS TROUBADOUR.....25.00

Guaranteed Ready to Operate. Terms: 1/3 deposit with order, balance C. O. D.

**W. B. NOVELTY CO., INC.**  
3800 N. GRAND BLVD., ST. LOUIS, MO.

placed, advance the horses around the track.

Robbins compares Skill Derby with the old concession game Rabbit Racer and claims that operators should do a fine business in every type of location.

**Coinography**  
By The Coinographer

He started in the coin machine business 10 years ago. In that time he has worked for just two firms—one other and the Rudolph Wurlitzer Company. Today he is the Wurlitzer field instructor in Bill Simmons' district of California, Nevada and Arizona.

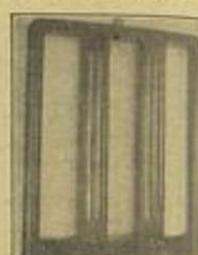
Stanley Turner is this gentleman's name, and Los Angeles is his home. To get right down to cases, he lives at 1623 Livonia avenue.

By all accounts he's doing a swell job with and for every Wurlitzer operator on the West Coast, but get him to talk about his success—never! Just mention home to him, tho, and watch him go to town.

Stan and Mrs. Turner have two lovely and rapidly growing daughters, and the whole family name tennis as their favorite sport and music as their hobby. This makes Stan a 100 per cent music man. He works at it by day and relaxes with it in the evening.

Nice work if you can get it, is our opinion.

**PHONOGRAPH**  
Distributors and Operators



**Modernize Your Old Instruments**

Keep Your Old Instruments in the Better Locations by Installing One of Our Lited Grills

Installed in 5 minutes. Lamps replaced from front.  
A Sample will convince you they are the best.

1 to 9.....\$10.50
10 or more.....9.75

1/3 With Order — Balance C. O. D.  
**COIN AUTOMATIC MUSIC CO.**  
915 N. SAGINAW ST., FLINT, MICH.

**The Week's Best Records**  
Selected by The Billboard From the Latest Recordings Released

That phonograph operators may be more selective in buying records The Billboard presents this special feature. Each week's popular dance and race records are heard, but only those with greatest play potentialities are listed.

- SWEET MUSIC**
- GUY LOMBARDO** Victor 25778  
The Old Apple Tree (hop on this hillbilly lullaby for harvest time should bring you a basket of nickels. They'll never tire of the Lombardo trio yodeling about the tree that pappy planted).  
In the Neighborhood of Heaven (the Royal Canadian music on the sweet side of heaven).
- BLUE BARRON** Bluebird 7419  
At a Perfume Counter and Did an Angel Kiss You? (this band has everything on the ball belonging to Kay Kyser, Sammy Kaye and Guy Lombardo, so it's really a grab bag in a beautiful melodic setting for jitney players who like their sides party).
- RAY NOBLE** Brunswick 5076  
Just Let Me Look at You (a smooth melody waxed smoothly. But you'll do better if you sell 'em the singer. He's movie-land's Tony Martin, romantically linked with Alice Faye).  
You Couldn't Be Ceter (a cutie in a livelier mood. Both sides are from the joy of living flicker).
- BOB CROSBY** Decca 1658  
It's Easter Said Than Done (a swell ballad that gets plenty of zing by the band).  
In the Shade of the New Apple Tree (not to be confused with the old apple or the big apple, but one of the newer trees that has rhythm in its roots).

- SWING MUSIC**
- LOUIS ARMSTRONG** Decca 1661  
Let That Be a Lesson to You (a fastie from the Hollywood Hotel flicker and Louie teaches with his trumpet and tonilli).  
Struttin' With Some Barbecue (a stomper that's all trumpet. Louie tooling the high C's with the greatest of ease).
- FATS WALLER** Victor 25779  
Blue, Turning Grey Over You and Honey-suckle Rose (they're miss his vocal live on these two naturals, but the Waller jam makes up for it musically).

- VOCAL**
- DOLLY DAWN** Vocalion 3956  
Gooo Oh Boom! (the fellow who wrote this new novelty used to make the music go 'round and Dolly booms it as a successor to The Music Goes 'Round).  
You Went to My Head (the gal's swaying and singing is what you call it—intoxicating).

- INSTRUMENTAL AND NOVELTY**
- PARADISE ISLAND TRIO** Decca 1667  
When It's Springtime in the Rockies and On Miami Shores (if it's the dreamy atmosphere music that draws the buffalo blood, this organ-vibraphone-guitar threesome will turn the trick).
- PIETRO**  
Funicula and Viva La Giga (solo accordioning by a stand-out squeeze-boxer. This medley of tarantellas rates a special slot in Italian quarters).  
Over the Waves (a well-known waltz that should be good in sections where the accordion is the favorite instrument, especially in Polish sections).

# THE COIN CHUTE LEAGUE

ADDRESSMENT • CONSERVATION • EMPLOYMENT • CRADLE

Address THE COIN CHUTE LEAGUE, 404 Woods Building, Chicago, Ill.

## Music Operators

It is particularly encouraging when music operators show interest in the COIN CHUTE LEAGUE. The music division includes in its membership a group of operators, distributors and manufacturers that could develop a good public policy for the industry. The following letter indicates that Wisconsin music operators are interested:

"The writer has followed your articles relative to the COIN CHUTE LEAGUE and is very much interested in your work—or any work that tends to elevate the coin machine industry to a higher plane.

"We, the Wisconsin Phonograph Operators' Association, have a very successful organization at Milwaukee. But there are many operators yet who do not belong to our group. We are therefore having a drive for new members and will start this drive with a banquet at the Medford Hotel in Milwaukee on March 3, 7 p.m., to which all operators are invited.

"We are extending a most cordial invitation to you and would be pleased to have you be our principal speaker at the evening. We would also welcome anyone that might wish to attend with you and would appreciate their views on organization or subjects relative to the industry. We wish your COIN CHUTE LEAGUE every success."—Vern O. Larsen, president.

## Machines and Labor

The Link-Belt Company, one of the country's big industrial firms, has recognized the importance of using the employment theme in advertising. The Link-Belt Company makes equipment for handling materials and transmitting power and its series of institutional advertisements is directed at combating the idea that "machines displace human labor." The December 25 and March 5 issues of Collier's magazine contain specimen advertisements of the series.

The copy appearing March 5 is intended to create appreciation and gratitude for what the machine age will do for the future of America.

"Don't listen to the statesmen, the economists, the diplomats—read the future of America in the eyes of that boy of yours," it says. "For packed between his ears is the wisdom of the ages. In his brief span he has seen more places, seen more things, lived more years than the whole of mankind before him. . . . Just wait till these mechanical-minded little shavers of ours get into our laboratories and our factories and start doing their stuff—shucks, this country hasn't even started!

"America has forever proved the power of mind over matter. Early in the game we realized that cogwheels don't get tired; that it's plain stupid to do anything with our hands that you can do better and cheaper and faster with your head; that the whole theory of muscle-bound civilization is all wrong. So we turned the heavy work over to machinery and sat down to THINK!"

It is an encouraging sign when big industrial firms begin to do some thinking about the problems of the machine age—that these problems are more than the invention and manufacture of machines.

Because of the occurrence here and there of opposition to vending machines and automatic phonographs on the pretext that such machines displace human labor, the coin machine industry ought to develop a practical theory of machines that is understandable to the man out of a job. Even the management of Link-Belt admits that its advertising has had some adverse reactions among the mass of voters.

In other words, it is small comfort to the millions out of work to tell them that machines create more jobs. They can see and feel that something is wrong somewhere.

After all, the opinions of the "experts," politicians and business leaders are bogged down it becomes apparent that the machine age has a tendency to hasten the flow of money toward the top. Hence depressions come faster and faster and each one is likely to get worse than the last. Which means in simple

language that we will have to learn better ways to spread the benefits of the machine age among the masses of the people. The machine age also tends to quicken the competitive pace among firms and industries. Hence we will have to learn new ways of controlling unfair competition.

Now if the coin-operated machine industry would adopt some sort of an understandable philosophy like that, with respect to the machine age of which it is a part, the industry might begin to get a lot of public sympathy that would help in time of need.

## Age of Unemployed

John D. Biggers, Republican business man who conducted the unemployment census for the government last November, reported to the President recently that returns from 16 farming States showed almost one-third of the unemployed in those States to be under 23 years of age. Which is indeed a tragedy for the machine age. The States covered in the recent report are Alabama, Arizona, Arkansas, Colorado, Connecticut, Delaware, Georgia, Idaho, Iowa, Kentucky, Louisiana, Montana, Nevada, New Hampshire, New Mexico and Oregon.

The figures show that more than 50 per cent of those registered as unemployed are under 35 years of age and more than two-thirds were under 45. Biggers reported that 4 per cent of the totally unemployed were between the ages of 65 and 74.

## Reports on Hi-Ball From All Sections

CHICAGO, Feb. 26.—The novelty upright game introduced by Exhibit Supply Company at the 1938 Coin Machine Show, called Hi-Ball, is said by the makers to be winning its way as distributors in various areas begin to realize the possibilities in such a game.

According to the makers, the game was designed to comply with new conditions which operators feel all over the country. They state that the game proved its appeal to operators during the annual convention and production was immediately started to get ready for repeat orders.

"The game has real simplicity first of all," Leo J. Kelly, vice-president of the firm, said in explaining some of the reasons for the growing popularity of the machine. "The machine has few mechanical constructions to complicate the play features, so the public quickly grasps the idea and finds sheer amusement in playing it. Operators know that the country needs a good game which is also simple to play. This machine has no batteries, no electrical connections, no motors, which means that operators can place them miles away and still not have to worry about service calls."

"Reports from distributors in various

sections of the country show that the appeal of the game is country wide," Kelly added. He mentioned such firms as Budin Specialties in Brooklyn as having found the game a good seller in that area. It can be used in New York City, he said. Also, the games are going well in Syracuse in up-State New York. Good reports come from Detroit and other games centers, all of which are encouraging to the manufacturers. The machine can be furnished with remote control, thus dispensing with the coin chute if desired.

## Ops Like Appeal Of Wind Jammer

CHICAGO, Feb. 26.—As thrilling as a sail on a full-rigged schooner is the way old salts of the coin machine business are reported to be describing the appeal of Western Equipment's latest, Wind Jammer. "What a game this is," exclaims Jimmy Johnson, president of the firm. "It's the one game ops have been looking for, because it is strictly legal and therefore can be placed on any location in the land.

"Operators are sure to sail right on top of a big profit wave with this machine," he went on. "Seasoned ops and distributors who have looked over this machine of ours just can't seem to let it alone. The fascination built into this game is something that just can't be put into words. Watching the ball bob up and down as the player guides it onto the guide prongs with the stream of air is captivating in itself; but the real thrill of the game doesn't grip you until you slip a nickel into the slot and start that ball bobbing yourself.

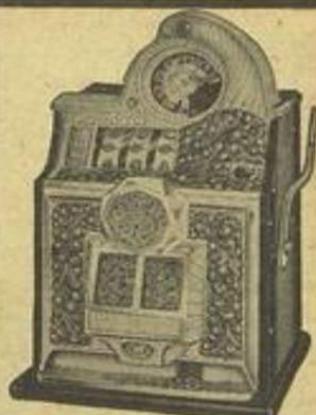
"What many operators have praised," Johnson continued, "is the fact that the game has a vertical playing field and therefore takes up much less floor space on location than a pin game. They have found this game to be the effective answer to acquiring a location where the objection has always been that there wasn't enough room. We're not making any predictions as yet as to how many of these games we will turn out," he concluded, "but from the looks of things we're going to be plenty busy for many months to come."

## Goes in Strict Territory

NEW YORK, Feb. 26.—"It's marvelous," says Nat Cohn, official of Modern Vending Company, as he commends the Blow Ball game made by C. R. Kirk & Company, of Chicago. He reports that operators, jobbers and distributors are welcoming the new machine.

The Modern firm has taken the territory of New York, New Jersey, Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut to act as factory representative for the machine.

"We have to comply with strict regulations in many areas," Cohn says, "and the game proves its usefulness in such places. Operators report that it is a good money maker, which is a real find. Not many games that comply with the strictest regulations prove to be fast money makers, the kind of a machine that every operator wants."



## 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.

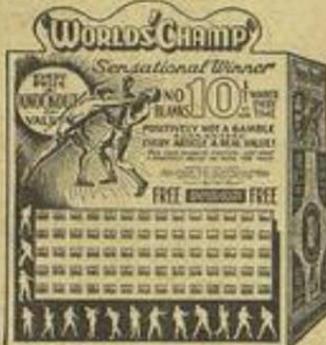
Built for 1c-5c-10c-25c Play Made Only By

**WATLING MFG. CO.**

4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1889—Tel. COLUMBUS 2770. Cable address "WATLINGITE," Chicago.

## THE ONLY DEAL OF THIS KIND IN THE EAST



BRINGS \$7.00—Costs You \$3.50

IN 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.

70 NAMES 70 PRIZES

VALUES UP TO \$1.00

At 10c a Sale, the Cabinet brings in \$7.00. Last name pulled receives a Very Special Prize.

FREE RADIO

With your order for 10 "Champs," a 5-Tube Dynamic Radio, Beautiful Walnut Cabinet, size 12x8x6. High class in every detail. (Retail value \$14.95.)

Remit 25¢ Deposit — Balance C. O. D.

**JEDRO Company** 134 W. 32nd St., New York City.

## LOWEST PRICE!

NEW IMPROVED MODEL

## GIANT GRIP SCALE

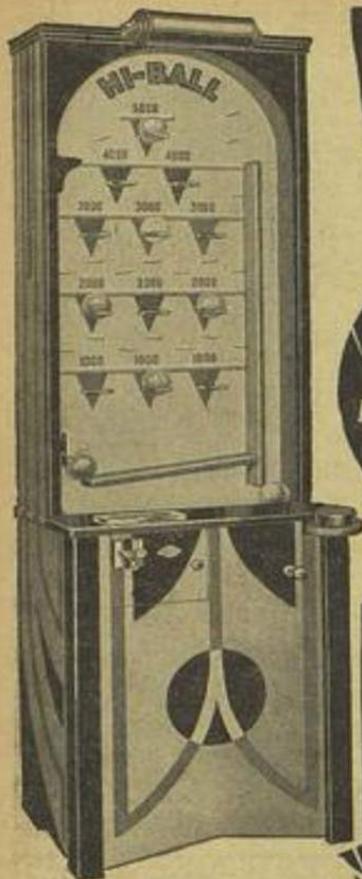


Alabama Distributors, BIRMINGHAM VENDING MACHINE CO. 2117 Third Ave., N., Birmingham, Ala.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.



PART OF THE KEENEY FACTORY gets behind the firm's new one-ball payout, Derby Champ.



# EXHIBIT'S "HI-BALL"

100%  
LEGAL

TO-DAY'S  
MOST POPULAR  
SKILL  
AMUSEMENT GAME

A GREAT MONEY MAKER  
NOTHING ELSE LIKE IT

NO COMPETITION  
NO SERVICE WORRY

NO BLOWERS • NO BATTERIES

NO MOTORS

NO ELECTRICAL CONNECTIONS

Requires only 20" x  
20" of floor space.

Can be furnished  
with remote control  
—no chute necessary  
—all plays mechan-  
ically recorded at  
\$15.00 additional.

ONLY  
**99<sup>50</sup>**  
TAX  
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F. O. B. CHICAGO

ORDER FROM YOUR DISTRIBUTOR • OR WRITE

**EXHIBIT SUPPLY CO.**  
4222 W. LAKE STREET • CHICAGO

## G-MAN GRIPPER

THE ONLY 3-WAY GRIPPER WITH  
THEFT-PROOF LOCK AND  
IMPROVED COIN HEAD

BEAUTIFULLY DESIGNED — CRACKLE  
ORANGE COLOR — FINISH CABINET  
**\$16.75**

LEGAL EVERYWHERE!

Tax Paid,  
F. O. B. Chicago.

READY FOR IMMEDIATE DELIVERY

See your local distributor or write, wire or phone us direct.

**GERBER & GLASS**

914 DIVERSEY PKWY., CHICAGO, ILLINOIS

## Little Business Struggles Thru Maze of Politics To Find Itself

Aftermaths of the recent conference of Little Business in Washington were seen in New York City and Chicago this week. If a national organization of small business enterprises gains headway, as is now being undertaken, it may be possible for the coin-operated machine industry as a member of Little Business to get the moral support of such a group in behalf of some of the legal problems that handicap coin machines.

In New York the newly formed Association of Smaller Business met to discuss plans for expansion and a national organization is definitely contemplated. The New York Times in reporting the meeting said that its leaders plan to "function free from the oratorical fanfare that disrupted the recent Washington conference."

The New York group decided to at once support the plan for RFC loans for small businesses. In the macelstrom at Washington resolutions were passed to "keep the government out of business" and also to obtain loans for small business. The New York group recognized that it is impossible to ask the government for business loans and at the same time "keep the government out of business." So the New York group decided that "more can be accomplished by co-operating with the government than by criticizing." The small business men were guided by the fact that since Big Business had been getting loans and other government aid for many years, the small business man might as well have the privilege of government loans, too.

The New York group took special precautions by appointing a committee to reject any applicants for membership who might be trouble makers by injecting partisan politics.

The meeting of small business men at the Hotel Sherman in Chicago was quite in contrast to the New York group meeting. The Chicago meeting was marked by the same noisy declarations about "keeping the government out of business" that practically upset the Washington conference. Thirty men, many of them who were delegates at the Washington conference, voted to form the Little Business Men's Group, Inc. Discussions took the form of political uproar rather than constructive ideas for improving small business enterprise. Resolutions passed were largely in criticism of "the government."

Thus two organizations with the idea of representing "Little Business" are born in the same week. One in New York starts with a calm consideration of the best ways to remedy some of the difficulties of business. One in Chicago starts as a noisy political meeting. It looks as if the house of Little Business is already divided against itself before it starts.

It would naturally be a good omen for the coin machine industry if Little Business could organize nationally, with capable and discreet leaders in charge. Or a national organization embracing all retail stores would offer possibilities of moral support to the coin machine trade. At the present time the National Retail Dry Goods Association seems to be the most progressive and at the same time most liberal of retail groups. But dry goods stores are not such prominent

locations for coin machines as other types of stores.

CHARLESTON, W. Va., Feb. 26.—It appears that Little Business will get into the limelight in this State also. Two groups of "small business" are already organizing and have national aspirations in mind. One of these groups is chartered as Little Business, Inc., and describes itself as "nonprofit and non-political."

The National Small Business Men's Association has also made its appearance and is also promising something like a national convention in the spring. The president of the organization talks much like a politician and is making a lot of political propaganda in his statements.

## Banner Looks to Spring Sales Jump

PHILADELPHIA, Feb. 26.—Banner Specialty Company reports that the arrival of spring will signal the beginning of a decided sales boom, according to its observations. "We have always made it our business," officials report, "to analyze conditions in the industry carefully and to compare them with what is happening in other businesses. Right now it appears to us that a decided note of optimism can be noted in coin machine circles."

"We think that this note of optimism," they went on, "will reach its climax in early spring and result in some fine business for everyone. General demand for coin machine equipment has been increasing during the past few weeks. We have been keeping in constant touch with leading manufacturers arranging for instant shipments for all new games. In fact, we are banking on this uplift in sales by spring to such a degree that right now we are formulating the most elaborate sales campaign in our history to make sure we get the most out of this boom to come."

## HOT NEWS IN COLD PRINT!

NOW IN STOCK:

BANG-A-DEER	Tru-Shot Corp.	EASY STEPS	Rock-Ola
CHICO BASEBALL	Chicago Coin	RECORDER	Genco
TURF QUEEN	Chicago Coin	RUNNING WILD, Jr.	Genco
U-POP-IT	Ranel, Inc.	GRIP TESTER	D. Gottlieb
FREE RACES	J. H. Keeney	SLUGGER	D. Gottlieb

WE ALSO REPRESENT A. B. T., MILLS

"Ponservice" Helps Operators Help Themselves!

## THE GEORGE PONSER ORGANIZATION

33 WEST 60th ST., NEW YORK CITY

11-15 East Runyon St., NEWARK, N. J.  
1425 Bedford Ave., BROOKLYN, N. Y.  
900 North Franklin, PHILADELPHIA, PA.  
203 W. Adams St., JACKSONVILLE, FLA.

## ATTENTION OPERATORS

MILLS NEW SENSATIONAL 1 BALL PAY TABLE 1-2-3

NOW IN STOCK READY FOR INSTANT SHIPMENT.  
PHONE, WIRE OR MAIL YOUR ORDER TODAY!!!

BARGAINS IN GUARANTEED RECONDITIONED EQUIPMENT

BALLY CLASSICS	\$19.75	FAIRGROUNDS	\$95.00
BALLY CAROMS	22.75	MILLS CLOCKS	65.50
GOLDEN WHEELS	32.50	RACING CLUB	75.50
RACING FORMS	32.50	DELUXE SPORTSMAN	42.50
FOTO FINISH	42.50	BALLY ROVER	40.50
PREAKNESS	40.50	RAYS TRACK, C. & M.	85.00
ARLINGTONS	49.50	CASH RAYS TRACK	50.00

TERMS: 1/3 Certified Deposit — Balance C. O. D.

**THE VENDING MACHINE CO.**  
205-15 FRANKLIN ST. FAYETTEVILLE, N.C.

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



M. H. PERRY, inventor of Shoot-a-Gun, new type shooting gallery.

## N. Y. Visitors Take To Rock-Ola Games

NEW YORK, Feb. 26.—It was the two-in-one feature of Rock-Ola's one-shot payout, Across the Board, which is said to have caught the fancy of visiting throngs of columnists at Rock-Ola's recent New York show. Ops were loud in their praise of the fact that for one price they really receive two games since an extra set of award charts and back panel come with the game and enable the operator to change the game quickly from the horse-racing symbols of Across the Board to the bell fruit symbols of Three-Up, according to reports.

Ever since the introduction of this game at the coin machine show, N. L. Nelson, head of the games division at Rock-Ola, states this two-in-one automatic has been a favorite. "The demand for it has been so heavy," he stated, "that an extra shift in the production department has been necessary to keep up with the orders. There's no mystery why this game should be so popular. In a few minutes' time the operator can supply the location with a new game simply by changing the back panel and the award charts. Not only does the op get two games in one when he buys Across the Board, but he is spared the trouble of hauling in and setting up a new game. This, of course, saves him money and adds to the extra profits he realizes from the two types of playing appeal he can use with this game."

Nelson also added that Easy Steps, the firm's unusual five-ball novelty game, scored with visitors at the New York show. "The flashy light-up back panel with the popular numbers series, the colorful playing field with holes, live bumpers and springs make it a zesty, profitable game. The player gets a kick out of it because he's at least always close to a winner. He may win on anything from the first to the fifth shot," Nelson concluded.

## Bang-a-Deer Is a "Dear" to Iverson

NEW YORK, Feb. 26.—Jovial Fred Iverson, up-State New York representative of the George Ponsler Company, is certainly loud in his praise of Bang-a-Deer, new automatic shooting range being promoted by the Ponsler outfit.

"It's a dear, a honey, a sweetheart," says Iverson, "and I do mean Bang-a-Deer!" The boys up-State are eating it up. Its terrific take on location and the swell way its mechanism holds up (ask the man who owns one) is a plenty large earful of good news to my friends in the sticks. With its real gun and real bullets this machine is a thriller that I get a big kick out of myself."

Location reports on the machine are said to be amazing even to operators who have seen the big dough. Bert Lane, sales manager for the Ponsler outfit, is reported to be asking all his friends in coin machine to hop on the Bang-a-Deer "band wagon" and go to town.

## CONSOLES

Faces Races (Serial 3800)	\$119.50
Rays Track	79.50
Bally Bells	79.50
Bally Favorite	79.50
African Golf	69.50
Evans Bangtail	124.50

## ONE BALLS

Classics	\$ 24.50
Caroms	24.50
Golden Wheel	27.50
Fete Finish	29.50
Racing Forms	34.50
Prezkness	39.50
Arlington	47.50
Mills Clobber	45.00

## SLOTS

Watling Relatop	\$ 34.50
Chiefs, 5-10-25	39.50
War Eagle, 10c 5. J.	39.50

500 Mills, Wurlitzer, Rockola Phonographs — Write for prices.	
100 A. B. T. Targets	24.50
200 Stewart McCauley Cigarette Machines, 7 Column Deluxe	54.50
5 Seeburg Rayollites	195.00

1/3 Deposit With Order, Balance C. O. D.

# GERBER & GLASS

914 Diversey Parkway, Chicago, Illinois

## To Cover Twelve States

CHICAGO, Feb. 26.—The well-known distributing firm of Gerber & Glass will spread its activities over 12 States in promoting the sale of the new Blow Ball game made by C. R. Kirk & Company Inc. Paul Gerber and Max Glass, principals of the firm, say that it is a game which they can enthusiastically boost for present-day conditions.

"When we first saw the game," they state, "we were more or less taken aback, for it embodies a new principle not used in games before. The use of compressed air to motivate a game is interesting to everybody who tries it. We have seen many games since entering the coin machine field and this one promises to stand out as a leader with a new idea to please the public."

Gerber & Glass will represent the factory in Illinois, Indiana, Michigan, Ohio, Iowa, Wisconsin, Minnesota, Missouri, Kansas, Nebraska, North Dakota and South Dakota.



J. V. FITZPATRICK, Rock-Ola distributor in the New England territory, approves of Rock-Ola's new 1938 phonographs 100 per cent.

**IMMEDIATE DELIVERY!** STONER'S VOGUE

Used Games: Around the World \$12.50, Stoner Races \$2.50, Boo Moo \$10.00, Dux \$2.50, Stone \$19.50

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES

**D. ROBBINS & CO.** 1141-B DEKALB AVE. BROOKLYN, N.Y.

2 in 1 Vendor for Nuts, Gaudies, Ball Gun, Etc. 1c-15c-20c Cigarette Vendors.

**McCALL NOVELTY CO.**

**McCALL'S WEEKLY SPECIALS**

NOVELTY GAMES:	1 Big Casino \$5.00	5c & 10c Mills Full Sority \$41.50
1 East and West \$15.00	1 Peerless Club 29.50	MISCELLANEOUS:
2 Madcap 5.00	1 Rival 8.00	1 Bally Release \$15.00
1 Better Up 17.50	1 Murlite 17.50	Disc Roll 39.50
1 Running Wild 22.50	1 Sweet "21" 5.00	1 Bally Rail 95.50
2 Sheet Box 5.00	1 Champion 22.50	1 Bally Eagle Eye 39.50
1 Hold 'Em 10.50	1 Carom 39.50	1 Rola-Boon (Goon)
1 March of Time 5.00	Turf Champs	1 Bally Baby 8.50
1 Sequences 29.50		1 Little Dipper 49.50
1 Genco Football (Like New) 29.50		Wurlitzer #12 105.00
		Slot Band Stands 5.00
AUTOMATIC:	1 to Jennings Little Duke, T. J. P. \$27.50	U.S. Phonograph Records, Per Ocs. 1.00
2 De Luxe 48 5.00	1 to Jennings Little Duke, S. J. P. 17.50	
1 Giant 5.00	1 to Jennings Dutchess, D. J. P. 22.50	
1 Double Score 5.00		

Balance C. O. D. Cable Address: "McCall's" phone: Jefferson 3147  
1/3 Deposit, 1944. Send for Our Latest Price List

**ST. LOUIS, MO.**

**3000 TICKET MIDGET JARS SELLING LIKE WILDFIRE**

3,000 Tickets in Each Jar—4c Sale—Yield \$50.00.

CIGARETTE—Pay Out 100 Packs Cigarettes.

BEER—Pay Out 100 Cans or Smaller. GASOLINE—90 Gallons.

GIVE AND TAKE—Pay Out \$15.00 Cash, MONEY BAG—\$15.00 Cash.

HAMBURGERS—Pay Out 248 Hamburgers. CANDY BARS—330 5c Bars. HAVE A DRINK—Pay Out \$19.50 Merchandise.

**\$3.00 Each** 25% Deposit on C. O. D. Write for Quantity Prices.

Lowest Prices for Wagonmen, Canvasmen, Premium Workers.

**CHAMPION SPECIALTY CO.** 812 Central Street, Kansas City, Mo.

The Game that will be  
NEW three years from now!



AS PROFITABLE  
TO-DAY AS WHEN  
INTRODUCED

EVANS'  
NEW  
7-COIN HEAD  
GYP-PROOF

OTHER  
EXCLUSIVE  
EVANS'  
FEATURES

OTHER EVANS' HITS!  
GALLOPING DOMINOS  
BANG TAILS SKILLO  
Write for Details.  
At your Jobber, or Write, Wire or Phone Haymarket 7630.  
H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

Liquor Cause  
Has 66 Per Cent

The recent convention of the Anti-Saloon League in St. Petersburg, Fla., adds emphasis to the recent wet and dry poll of the nation by the American Institute of Public Opinion. The coin-operated machine trade is vitally interested in the liquor industry, particularly the locations which sell liquor.

The American Institute of Public Opinion conducts a sampling of opinions of voters thruout the country on various questions of public policy. Its recent survey showed that 34 per cent of the voters would vote dry if the issue came up at the polls, while 66 per cent said they would vote wet on the question of prohibition. Georgia has recently voted a "local option" law, which leaves only four "dry" States—Kansas, Oklahoma, Mississippi and Tennessee.

The Institute poll shows that prohibition sentiment, taking the country over, is slowly gaining. That is, dry sentiment has gained about 1 per cent since the same poll was taken one year previously. In fact, the poll shows a gain of 4 per cent for the dry cause since 1933.

The dry sentiment still centers in the South and Middle West as it did 20 years ago, according to the poll. The poll shows that the dries are no longer recruiting a vast number of the young people each year. The use of liquor by drunken drivers and by young people are by far the chief reasons given by those who say that repeal is not working.

The Institute poll very significantly shows that young voters are "wetter" than any other group of citizens excepting unemployed persons. Young people between the ages of 18 and 24 voted 27 per cent for prohibition and 73 per cent for liquor. Among the unemployed only 23 per cent were dry, while 77 per cent were wet. So in any contest about liquor the votes of young voters and of the unemployed will go strongly for legal liquor.

Political parties still enter into the question, according to the poll. Democrats were 71 per cent wet, while Republicans were only 57 per cent wet. Farmers were 52 per cent wet, small-town voters 55 per cent wet and city voters 72 per cent wet.

7 DAY FREE TRIAL ON SAMPLE  
NOT A WATER GAME NOT A TICKET DEAL  
PENNY SKILLO  
MEANS DOLLARS IN MERCHANT'S TILL.

Pat. Pend. Hise 1st. AMERICAN SALES COMPANY, 200 East 15th Street, Kansas City, Mo.

clusively have again recognized the worth of these little money makers and are now putting them back into locations. One operator reports that he had 300 Husky Grip in storage, which he is now taking out, refinishing and again placing in operation.

"The Husky Grip machine of 10 years ago does not compare with the new Giant Grip Scale of today," Gottlieb said. "Times have changed and the new machines are built for present-day public tastes. The new machine has features never dreamed of in the old days. There is, for example, the new button indicator release, which makes competitive play possible. The indicator remains at rest on the highest point made by the player, so that his rival must beat his point in order to move the indicator. The indicator is returned to normal by simply pressing the button. A bell rings at the top number or wherever set by the operator.

"There are many reasons for the great popularity of our new Giant Grip Scale," said Gottlieb, "but the chief reasons seem to be the extremely low price, perfect construction and the machine's absolute freedom from legal restrictions. They can be operated practically anywhere, even where ordinary games are locked out. They are entirely fool-proof and service-free, a great favorite with the public in every type of location. The machine may be used either on counters or on its stand, and no matter how or where placed it seems to have a magnetic attraction. At the extremely low price operators need only a small investment to provide themselves with big returns. That's why so many order them in large quantities.

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.

Grip Scale Brings  
Memories to Ops

CHICAGO, Feb. 26.—The introduction of the new Giant Grip Scale by D. Gottlieb & Company is said to be recalling happy memories to many operators of their success with the original "Husky Grip Machine" made by Gottlieb 10 years ago. Interesting tales of their experiences and profits made with those pioneer machines are coming in to the Gottlieb company every day, it is said. Some operators write that they are still operating those identical machines and still making money with them. Others who have since gone in for payouts ex-

"We are greatly interested in the stories about the old Husky Grip machines of 10 years ago," Gottlieb concluded. "They seem to tell better than we can how well our machines are built. A lot of water has passed under the bridge in the coin machine industry since those days, but human nature hasn't changed and grip machines are again as popular as ever. But I would advise operators to keep in step with the times and put in our modern, up-to-the-minute Giant Grip Scale so they can make more money."



THE SNOOKERETTE TABLE looks like pool and billiards streamlined for the times. Two, three or four people can play it.

CLOSING OUT ALL AUTOMATICS!

Ball Parks	\$29.50	Photo-Finishes	\$29.50	Racing Forms	\$29.50
Broadway Angels	19.50	Galloping Plugs	19.50	Railroads, New	39.50
Bump-A-Lite	29.50	Golden Wheels	29.50	Royal Races	19.50
Caroms	22.50	Heavyweights	19.50	Shoppers	17.50
Classics	22.50	Hillclimbs	22.50	Tycoons	39.50
College Footballs	22.50	Mazomks	19.50	Winners	29.50
Daily Races	19.50	Prizes	39.00		

Equipped With or Without Check Separator.  
Guaranteed Perfect. — 1/3 Cash — Balance C. O. D.  
MYCO AUTOMATIC SALES COMPANY, 748 S. HIGH ST., COLUMBUS, OHIO.

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

**SANTONE SPECIALS**

BANG TAILS	\$ 95.00
DAILY RACE	12.50
HELMONTS	7.50
GALLOPING DOMINOS	95.00
GOTTLIKE DERRY CONSOLE	125.00
LITE-A-PAX	10.00
LONG CHAMP (Double Coin Chute)	119.50
PAGES RACES	75.00
PREARNESS	39.50
RAYS TRACKS	40.00
ROLLETTE, JR.	95.00
SANTA ANITA	12.50
SNAPPY	12.50
TRACK TIME	95.00

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.

**Volume Shipments On Snookerette**

CHICAGO, Feb. 26.—Officials of the Automatic Billiard Corporation reported that volume shipments of the new Snookerette table game were started this week. The firm also gave some details about the origin of the game and how its features are proving to be attractive to players.

"Snookerette looks like pool and billiards streamlined to the times," the manufacturers state. "It is an immigrant game. It started in Europe some six years ago, where hundreds of thousands of people are today playing it on thousands of tables. From the Continent Snookerette migrated to England, then to Canada. A very few tables were brought into the United States, where their reception was so enthusiastic that the Automatic Billiard Corporation was formed in Chicago to manufacture them on a grand scale.

"This week the first volume shipments of Snookerette tables in the streamlined American mode were made from Saginaw, Mich., where furniture craftsmen are building them. Shortly in a hundred neighborhoods men and women, old and young, will be playing this new and highly interesting and intriguing game."

In explaining how the game can be played, officials said that two, three or even four people can play it, thus making quite a social game. The table is three by six feet in size, cues and seven balls are used, and the object is to put the balls into eight holes, four of which are guarded by 'skittles.' If a skittle is knocked over the player loses everything. Each player continues until a miss and then he gives way to an opponent.

"Snookerette is automatically timed," the makers affirm. "A clock mechanism which the table owner can adjust for 5, 10 minute or any other period of time operates a gate between the players and the ball-return chutes. You play as long as you have balls, even after the gate has been dropped. A lone last ball must be banked into a hole. High score wins and many the high score that is obliterated in an endeavor to bank the last ball off the table. A convenient scoring board is part of the table.

"While a skill game, Snookerette is considered easier to master than either pool or billiards. It seems to appeal to everyone. One of Snookerette's chief appeals is that the game is legal anywhere. Snookerette tables for commercial use require no attendants. They are coin operated, automatic."

**Bally Sees Spring Counter Game Move**

CHICAGO, Feb. 26.—The annual spring counter game boom is already gaining momentum, according to Jim Buckley, vice-president and general sales manager of Bally Manufacturing Company. "Sales on our Lite-a-Pax counter game have been climbing steadily during the past two weeks," Buckley stated, "and our distributors report an increased demand for the game in all sections of the country."

"In appearance Lite-a-Pax is unquestionably the most attractive counter game seen in years," Buckley added. "Altho surprisingly compact, the machine has much the same spectacular eye-appeal as the modern payout backboard, with lights flashing up and down and back and forth, illuminating facsimile illustrations of six popular cigarette packs in full colors and creating the utmost suspense as the player waits for the lights to fall into one of the almost countless patterns developed by the unique new multiple spinner mechanism. The machine is designed for penny, nickel, dime and quarter play—all thru a single chute."

**Evans Plans for Special Showings**

CHICAGO, Feb. 26.—The reception given by the trade to the new Evans machines has led the H. C. Evans & Company to plan a series of special showings for operators who were unable to attend the 1938 Coin Machine Show. The first of these shows will be held in Newark, N. J., at one of the principal hotels, under the supervision of Johnny McMahon. As direct factory representative, McMahon is now swinging thru the East on a special trip which is said to be "a sweeping triumph."

Among the machines he will show are the new Profit-Snaring Phonograph, By-a-Blade machine and the new 1938 Galloping Dominos, which the company says have won instant acceptance from all branches of the trade. The payout feature of the phonograph, which may be operated by Evans' remote payout control, has aroused much enthusiasm in the trade, they state. "By-a-Blade is the machine that remained a mystery for several months while no orders could be booked, the entire factory output going to the Florida territory. The new 1938 Galloping Dominos has also stirred considerable curiosity due to its new silent mechanism and Evans' seven-coin gyp-proof head. This coin head was developed by Evans' engineers after months of experiments to stop the gyp-artist and end operators' coin head grief. It is manufactured by us exclusively for our own games. Evans' patented remote payout control, the new feature that makes it possible to control payouts over the counter, which may be used in connection with several of the new Evans machines, will also be displayed at the shows.

"We have arranged this showing, under the supervision of Mr. McMahon," explained R. W. (Dick) Hood, president of H. C. Evans & Company, "so that Eastern operators who haven't had a chance to see our new machines may inspect them in detail and see how well they solve present-day problems of operators. I am pleased to say that because these machines so perfectly meet operators' needs they have received tremendous indorsement from the trade."

**Bingo Gum Has New Jar Deal**

NEW YORK, Feb. 26.—James Cante, who has taken over the Bingo Ball Gum Manufacturing Company, reports that the firm will be ready to deliver a new jar deal this week which they have already tested and has received the praise of jar-deal ops throught the city. "This new deal will be a 5-cent one entitled Gold Nuggets," Cante stated. "It is different in that it will use ball gum wrapped in gold leaf that will give the jar a real eye-catching flash. Inside the foil wrapping will be contained the award slips.

"The popularity with which jar deals are meeting all over the country," he continued, "is the reason for our entering this field. We have had this idea under way for some time, but due to the volume of business we have had on Bingo Ball Gum we didn't have a chance



**★ a dual action cigarette vender**

Why be deprived of the revenue from your dormant territories? Hundreds of operators are now running Ciga Kola in territories where other machines are prohibited. Can be furnished in several models.

Model XV is a dual action cigarette vender. Has two coin slots, 5c and 10c. Player may make an outright purchase of a pack for 15c, or may deposit 5c and win from 1 to 10 packs. On a winner, player may choose his own assortment.

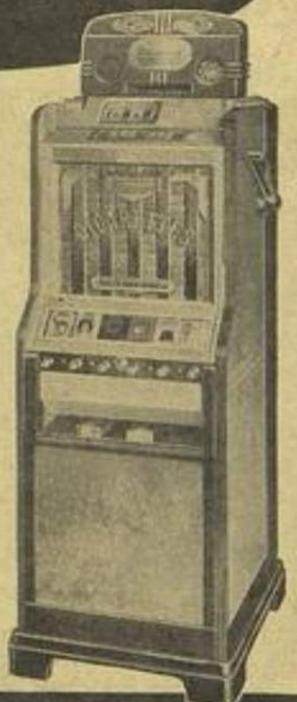
Model XX has two dime slots and is suitable for territories where cigarettes retail for 17-18-19 or 20 cents. The operation of model XX is similar to model XV.

Model V—Single action vender. Player deposits 5c and machine may vend from 1 to 10 packs. Player may choose his own assortment.

**JUST THE MACHINE TO OPERATE IN YOUR INACTIVE TERRITORIES**

**WRITE TODAY**

**D. D. JENNINGS & COMPANY**  
4309 WEST LAKE STREET, CHICAGO, ILLINOIS





**Precision Rebuilt Slot Bargains**

ALL LIGHT CABINETS — ALL SERIALS OVER 300,000  
ALL GUARANTEED LIKE BRAND NEW.

PHONE, WIRE OR MAIL YOUR ORDER NOW!

17 MILLS 10c WAR EAGLE BELLS ..... \$35.00  
12 MILLS 25c WAR EAGLE BELLS ..... 35.00  
(If want above with Mystery Payout, add \$4.00 to price.)

27 MILLS 10c BLUE FRONT MYSTERY BELLS OR VENDERS ..... 42.50

11 MILLS 25c BLUE FRONT MYSTERY BELLS OR VENDERS ..... 42.50

(In ordering, specify whether want Bells or Venders and whether with or without Gold-Award.)

TERMS: 1/3 Certified Deposit — Balance C. O. D.

**THE VENDING MACHINE CO.**  
205-15 FRANKLIN ST. FAYETTEVILLE N.C.

to release it. Now that we have been able to step up our production of Bingo Ball Gum we have started a new crew on the jars and the first of the lot will be ready some time this week."



EARL PARRISH, Harry Moseley and C. George (left to right) enjoy a bit of Jimmy Johnson's hospitality after inspecting some of Western Equipment's latest games.

**MR. OPERATOR : IT'S PAY-DAY FOR YOU**

**MAKE UP YOUR OWN JAR DEALS—PAY-OUT WHATEVER YOU WANT.**

WE FURNISH YOU NEW STYLE PATENTED TICKET WITH TAMPER-PROOF NUMBERS . . . ALSO JARS AND JAR LABELS PRINTED WITH YOUR OWN PAY-OUTS AT NO EXTRA COST.

We are Manufacturers Only and Sell to Operators . . . Jobbers . . . Wholesalers . . . Distributors. Write for Prices and Sample Ticket

**SEAL-TICK SALES CO.**  
221-B, E. 20th St., Chicago, Ill.

**ROCKOLA MUSIC MACHINES FOR SALE**

5 DELUXE Late 1936 . . . \$100.00 Each  
1 NITE CLUB . . . 35.00

1/3 Deposit — Balance C. O. D.

**CINCINNATI VENDING MACH. CO.**  
1011 Plum St., Cincinnati, Ohio.

# Operators!

**RUSH YOUR ORDER TODAY**

Here's The **SENSATIONAL NEW COUNTERGAME** PLAYS PENNIES, NICKELS, DIMES, QUARTERS

## FIVE SPOT

The Newest, Fastest, Easiest-To-Play Game Ever Devised

Players shoot their own coins (or your checks) at the 5 luckyspots. Amazing in its simplicity, thrilling and exciting for every player. Pins can be adjusted for odds.

Handsome constructed — walnut finish in bright chrome. Colorful — appealing — built to last. The simple mechanism needs absolutely no servicing.

Not Merely Another Machine—an Entirely New Idea Just Out That's Certain To Sweep the Country.

(so new that it was not even shown at the show)

12"x18". 16" high at back, 11" high at front.

Pat. Appl.

100% Check on Hand Payouts—Absolutely Cheatproof. Can Be Used in Legal Territory With Checks. Rush Your Order Today.

**ALFRED SMITH CO., 205 W. Wacker Drive, CHICAGO**

**\$39<sup>50</sup>**  
F.O.B. CHICAGO  
1/3 WITH ORDER BALANCE C.O.D.

(Illustrated broadside on request)



## Guarantee Profits On Bally Reserve

CHICAGO, Feb. 26.—"The operator's share is always there!" says Jim Buckley, general sales manager of Bally Manufacturing Company, in summing up one of the many features claimed for the new Bally Reserve 5 or 4-ball bumper novelty game. "Fifty per cent of all coins played," Buckley explained, "are automatically dropped into a locked award compartment. The merchant holds the key to this compartment and is thus able to reimburse himself for skill points redeemed. The other half of the machine's income goes into the cash box, key for which is kept by the operator.

Checking against the merchant's withdrawal of coins from the award compartment is an automatic award meter, which registers every award and is available only to the operator.

"The play principle of Bally Reserve is as revolutionary as the 30-50 coin split," Moloney added. "As coins drop into the award compartment a corresponding number of points register on the backboard. This is the 'reserve' to which the skilled player is entitled. In other words, winner takes all! And that 'all' is worth getting, too—never less than \$1 up to a \$10 top. Continuous repeat play is assumed by the fact that the 'reserve' gets bigger and bigger—just like Bank Night at the movies. And all the player has to do to 'take all' is to hit all 12 bumpers, thus lighting up all 12 numbers on the backboard. It

looks so easy, and Bally Reserve is one novelty game which really has all the advantages of a payout game.

"We are already in volume production on Bally Reserve, and judging by the reaction on the first few hundred machines shipped we are in for a run which will rival that of Bumper. The smartest distributors in the business claim Bally Reserve will stand out as the hit game of 1938."

**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 prowess. To or to play. A great, LEGAL money-maker.  
INTERNATIONAL MUTOSCOPE-REEL COMPANY  
518 W. 94th St., New York City



**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—on a picture and 2 others similar; all have 2280 Tickets and beautiful Jackpot Cards for Card Holders and Jars included.

1/3 Deposit of Express or Postal Money Order, Balance C. O. D.

**NEW AND RED HOT, BUY Pick-a-Pack To Cigarette Jar Deal and Pick-a-Pack of Frocks, Illustrated Literature and Prices furnished for the asking.**

**LOUISVILLE NOVELTY MFG. CO.**  
330 E. Breckenridge St., Louisville, Ky.



CLAUDE KIRK smiles enthusiastically after christening the 1,000th Blow Ball with a bottle of champagne.

## BANG-A-DEER

The Sensational New Shooting Game. We Are Micaout and Southern Illinois Distributors.

**GUARANTEED—READY TO OPERATE AUTOMATICALLY.**

ACE	7.50
BALLY DERBY	12.50
BELMONT	22.50
BIG SHOT	6.00
CAROM	22.50
CAROM (TKT)	27.50
BONUS	7.50
CLASSIC	25.50
CREDIT	6.00
DOUBLE SCORE	7.50
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DAILY RACES (Gottlieb)	17.50
EQUITY	6.00
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HIALEAH	10.00
JUMBO	6.00
JUMBO (TKT)	11.00
MULTIPLE (Power Pack)	22.50
MULTIPLAY	15.00
PARI-MUTUEL (TKT)	15.00
PREAKNESS (TKT)	59.50
PREAKNESS	52.50
PROSPECTOR	7.50
PEERLESS	6.00
RACING FORM	42.50
ROYAL RACES	15.00
SPORTSMAN	7.50
SUNSHINE DERBY	6.50
TOP ROW (TKT & BALL)	7.50
TOPS (TKT)	75.00
TURF CHAMPS (TKT)	37.50
TYCOON	17.50
WINNER	22.50

**RAY GUNS.** Each  
2 BALLY SAGLE EYE . . . \$115.00  
1 HOLLYWOOD DE LUXE . . . 49.50  
2 KEENEY TARGETTE . . . 52.50  
1 SEEBURG RAY-O-LITE . . . 125.00  
1/3 Deposit, Balance C.O.D. Cable Address: "Idealco." Phone: Garfield 0072.  
**IDEAL NOVELTY CO.** 1112 MARSH ST. CHICAGO, ILL.

# Oriole Holds A Celebration

Prominent coinmen at Ross banquet—company workers are honored

BALTIMORE, Feb. 26.—Over 200 employees and friends of the Oriole Coin Machine Corporation gathered here in the Lord Baltimore Hotel for the banquet Ed Ross, president of Oriole, annually tosses to celebrate the previous year's achievements. Every year employees gather from Washington, Pittsburgh and Buffalo with the local Baltimore group and make merry at this event. To add to the occasion prominent coinmen come from Chicago and New York to enjoy the festivities, too.

This year's affair will live for many years in the memories of all who attended, for Ed Ross, his wife and the rest of their clan are reported to have done things up in grand style.

Festivities got off to a whirlwind start on Saturday evening when Ray Moloney and Jim Buckley, president and general sales manager of Bally Manufacturing Company, arrived from Chicago. Soon after their arrival they were joined by John A. Fitzgibbons and Mr. and Mrs. William Gersh, of New York, and Archie Berger, of Boston.

Early on Sunday afternoon the banquet got under way. Eddie Ross took over the microphone at the speakers' table and introduced several prominent coinmen present. Among these were Ray Moloney, Jim Buckley, John A. Fitzgibbons, Mr. and Mrs. Bill Gersh; Mr. and Mrs. D. B. Ellison, he a prominent Baltimore attorney and city councilman; Mr. and Mrs. Hirsch de Lavieze, he manager of Oriole's Washington offices; Mr. and Mrs. Ed Kelly, of the Pittsburgh office, and the complete Ross clan, which includes, aside from Eddie and his wife, Buck Ross, Bill Ross, Furlie Ross and Nell Ross.

After the preliminary speeches and introductions were over Ross announced that two of his employees had recently married each other and that the firm had a surprise for them. Mr. and Mrs. Charles Ginsburg, the happy couple, were then introduced and Ross presented Mrs. Ginsburg with an envelope. On tearing it open she found a U. S. savings bond for \$1,000.

Jim Buckley, of Bally, then stepped to the mike and tried to deliver the speech he is said to have spent two days preparing. After much good-natured repartee he finally got into action and was warmly received. Daniel B. Ellison then spoke about Oriole in general and Eddie Ross in particular. Bill Gersh also paid tribute to the fine organization Ross has built.

At the insistence of Eddie Ross, Ray Moloney then took over the mike. Moloney proved himself to be a great master of ceremonies. He even sang a song and started a general song fest. He then introduced the orchestra, got the dancing started, and before long had everyone started on the road to one of the finest times of their lives.

# Bally's Magic Ball Gets Big Reception

CHICAGO, Feb. 26.—Discussing the reaction of the trade to the Magic Ball air-controlled amusement machine, Ray Moloney, president of Bally Manufacturing Company, stated that "more important than the tremendous volume of orders with which our first Magic Ball announcement has deluged us are the comments of operators, jobbers and distributors nation wide, who see in Magic Ball the machine they've been waiting for to open closed territory on a really profitable basis.

"Designed for amusement only, with no awards of any kind, Magic Ball will not only open territory but keep it open, because the game cannot possibly create unfavorable publicity," Moloney said.

"In addition to opening territory Magic Ball will open the doors to many locations closed to ordinary equipment, because it will eliminate any necessity of the location owner checking the machine. Magic Ball is thus no more trouble to the merchant than a scale, yet it will earn profits which rival those of any novelty marble game.

"The small floor space required by Magic Ball will also gain entree to thousands of spots not available to ordinary games. Magic Ball is definitely a machine for those busy, crowded 'hot spots' where floor space is at a premium. Thanks to the new-style upright or vertical playfield, Magic Ball occupies less than half the space required by any other game. Yet in eye appeal it is equal to the most elaborate pin-game backboard. Bally's Magic Ball doesn't wait for patrons to stroll over and see what it's all about, but instead sends out sparkling waves of 'come-on' which very few people can resist. The colorful illuminated vertical playfield is visible the entire length of the average location, commands immediate attention and serves as a beacon guiding parades of players to the machine," he concluded.

# Munves New Distributor For Arcade Machine

NEW YORK, Feb. 26.—During the past week Mike Munves announced that his firm had been appointed Eastern distributor for the arcade machines which Exhibit Supply Company featured at the past Chicago convention. Munves declared that he will cover New York, New Jersey and parts of New England with this equipment.

"I firmly believe that arcade equipment is staging a big comeback," he stated. "The success which new-comers have been enjoying in the arcade business during the past year has stimulated the return of this business tremendously. I've been in the arcade business for 25 years now and have had many ups and downs in that time. Right now every sign indicates a big demand for arcade equipment in the near future."

Twenty-five years ago the Mike Munves Corporation started in business in a tiny store in Brooklyn. From this humble beginning it has risen to its present headquarters on Park Row, with an export and out-of-town business department on 157th street and a large warehouse on New Chambers street.



AT THE SPEAKERS' TABLE at Wurlitzer's dinner for operators held during the coin machine show were (left to right) Farny Wurlitzer, president, and H. E. Copehart, vice-president of the Rudolph Wurlitzer Company; George A. Miller, head of the California Music Operators' Association, and G. R. Murdock, president of the Southern California Operators' Association.



## FIVE BALLS!

The most famous of all one shot payout tables is now available as a 5 Ball game! For any payouts to be made, all 5 Balls must positively be played. One Two Three is loaded with skill; every shot has a meaning; and control of the payout is up to the player's shooting ability. Mills new 5 BALL One Two Three fills the prime need of skill territory. Also available for two, three or four ball play. \*No increase in Price—\$179.50 F.O.B. Chicago. Mills Novelty Co., 4100 Fullerton Ave., Chicago.

ONE · TWO · THREE



## LUCKY DISPLAY VENDOR For All Type Jar Deals

Take the guess out of operating. Increase your profits 100%. Reflected Lighting. Cheat Proof. Light weight gauge steel, practically indestructible, streamlined. Jar tilted to 45° angle, any colors. Locations demand the display vendor for their jar deals. Big profits! Fast action! Sample Order \$7.50; lots of six, \$7.00; lots of 12, \$6.40. Adjustable Card Holders, \$1.00 Extra. 1/2 Deposit, Balance C. O. D. Distributor's Jobbers and Operators write.

BARKSDALE MFG. COMPANY, Blytheville, Ark.



## The Standard Miniature Bowling Alleys

Something new for Beaches, Sportlands and for Recreation Rooms. The Standard Miniature Bowling Alleys are the "Big Apple" of 1938. Prompt delivery.

THE BRASSAW NOVELTY CO. Montpelier, Vt. -Phone 70



PUT SOME  
**SNAP**  
INTO THOSE  
**LAZY**  
LOCATIONS with

# Snappy

## CHICAGO COIN'S 5-BALL NOVELTY POWERHOUSE!

New Type Progressive High Score System. Two 1,000 Point Captive Ball Fields and Two Extra 1,000 Point Roll-Over Switches!

**ALSO---A New Feature!**

1,000 Points Added to Score If Ball Rolls Over "Extra Lane" Switch When Snappy Lights Are Lighted!

**Immediate Delivery!**

# CHICAGO COIN

MACHINE MANUFACTURING CO.

1725 DIVERSEY BLVD.

CHICAGO ILL.

**TURF QUEEN - \$74.50 - CHICO BASEBALL**

**\$74.50**

F. O. B. CHICAGO  
TAX PAID

## CHARMS

NO LEAD - NO JUNK  
BEAUTIFUL ASSORTMENT  
WE PAY POSTAGE

WRITE FOR PRICES AND  
USED VENDING MACHINE LIST!  
P. S.—(WANTED: USED MERCHANDISE  
VENDORS.)

● **EASTERN** ●  
350 Mulberry St., NEWARK, N. J.

## SALESBOARD OPERATORS

Read

### "DEALS"

A column about new salesboard  
ideas, deals and personalities.

In the

Wholesale Merchandise  
Department

THIS WEEK and EVERY WEEK

## WILD-DEUCES

NEXT WEEK

A 5-REEL COUNTER GAME  
GERBER & GLASS

914 Diversey Parkway,  
Chicago, Ill.

TELL THE ADVERTISER IN THE  
BILLBOARD WHERE YOU GOT  
HIS ADDRESS.

## Keeney Announces 1938 Track Time

CHICAGO, Feb. 26.—There is no subject said to be dearer to Jack Keeney's heart than Track Time. When he talks about it, and it is reported to be his favorite subject, his face lights up in one enthusiastic smile. It is said.

"While Track Time was originally introduced over 10 months ago," Keeney states, "it is still one of the most popular coin games on the market. We have introduced the new 1938 model of Track Time, and from the orders arriving daily one would think that it was a brand-new game. This new model incorporates many new features, including the gum and paper-slug proof coin chute, showing the last four coins played, which offers the operator greater protection with a minimum amount of care.

"Included among the many other features are the new cabinet and top glass design. The cabinet of this 1938 model is slightly greater in height than the original Track Time. The new Track Time will also be made up with a Skill Time playing field top which permits operation in one-ball payout territories. Similar to the original Track Time, this new model has the same high player appeal and interest and is earning the same high profits for operators everywhere," he concluded.

## Chico Baseball Scoring With Ops

CHICAGO, Feb. 26. — Realizing that baseball is one of the most popular American outdoor sports, officials of the Chicago Coin Machine Manufacturing Company report they have incorporated all the thrills of the national pastime into one of America's most popular indoor sports, playing amusement games.

"The world's champion of the coin machine league is Chico Baseball," maintains Sam Wolberg, official of the firm. "This game is full of action and excitement with its many outstanding features. The back rack records and flashes every play made. The realistic diamond lights

up with each base hit, advancing to home as hits are made. Then there's a 'hit the umpire' register which lights up and adds two runs to the score when the 'hit-the-umpire' post on the playing field is contacted. Every strike spring contacted lights up on the strike register and three strikes automatically cause the out register to light. The brilliant playing field has base hit bumpers and three new-type combination home-run posts. And there are only two strike springs, placed at the lower part of the field.

"Last but not least, Chico Baseball is unique in that it has no ball lift—the ball is ready to play as soon as a coin is inserted. With its many features," Wolberg concluded, "this game is earning tremendous profits on locations everywhere, and with the approach of the baseball season and the resulting increased interest in the game operators expect to do even bigger things with this outstanding baseball game."

## Second Thousand Games Going Thru

CHICAGO, Feb. 26.—Claude R. Kirk, head of C. R. Kirk & Company, manufacturers of the Blow Ball game, said this week that the firm would soon be starting the third thousand games thru the production lines. This was an indication, he said, of the immediate popularity that the game has attained.

"Blow Ball, the original compressed air game, is capturing the fancy of players on locations everywhere," Kirk continued. "When we decided to produce this game we were quite confident that it would be successful, for it is a 100 per cent legal game and may be operated anywhere. But we did not anticipate as enthusiastic a reception by operators and players as Blow Ball has been accorded. Because it is legal, it offers operators unlimited opportunities for opening new territories and placing in territories where restrictions limit the types of games which may be operated.

"We completed the 1,000th Blow Ball last week and celebrated by christening it with a bottle of champagne. To date we have received orders for the completion of the second thousand and soon we will be starting the third thousand run.

## OPERATORS! INSIST ON AN R-M COIN CHUTE ON THE GAME YOU BUY!

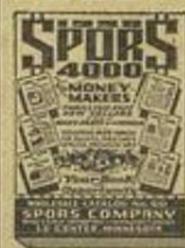
R-M CHUTES PROVIDE EASE OF OPERATION AND CHEAT-PROOF, LONG-LIFE FEATURES FOUND IN NO OTHER CHUTES.

R-M Sr., with indestructible E-Z operating lever, adjustable Speed Lock prevents abuse.  
R-M Jr., with irremovable ball-type finger piece for operating ease.  
SNIP-PROOF, 7-COIN MULTIPLE PLAY CAP PREVENTS BENT SLIDES.  
Write for descriptive literature and information on special CHECK model.

## RICHARDS MFG. CO.

2458 LAWRENCE AVE.  
CHICAGO, ILLINOIS

## FREE! 1938 WHOLESALE CATALOG



Has 260 pages of World-Wide Bargains, 4,000 selections specialties, 15 selling plans, new creations, outstanding values — at rock-bottom wholesale prices. This catalog is FREE. Send for a copy today.

SPORS CO.,  
3-38 Superior St.,  
La Center, Minn.

We have had to step up our production schedule to keep pace with the increasing number of orders arriving daily for Blow Ball."

Kenneth Main, service manager for Wurlitzer, is on a service tour of Texas cities. He spent several days in Dallas last week and went from here to San Antonio, Houston and other Southern cities.

# MAGIC ROLL "FREE GAME" RECORDER

Styled by GENCO!



The **MAGNETIZED BOWLING ALLEY**

**IT'S ALL SKILL— AND 100% LEGAL!**

Operate Magic Roll to revitalize and keep your locations at top earning capacity! Fascinating skill appeal and ball and magnet action—progressive high scoring and "criss-cross" scoring on a light-up scoreboard—silent operation—sturdy one-piece construction—easy installation—attractive streamline design. Comes complete as shown.

THE **LOWEST PRICED ALLEY EVER MADE**

**\$169.50**  
F. O. B. Chicago.

Operates with 2" hollow chrome balls. Only 8' 4" long, 23 1/2" wide. Very light in weight.

**"Free Game" DEVICE PERMITS PLAYER TO PLAY OFF AWARDS!**

A LEGAL game with "round-the-field ball action" . . . 8 ball play . . . scoring pins in a flicker lane . . . scoring roller-over switches . . . scoring bumper springs . . . "Free Play" and progressive high scoring in lights on a giant backboard. "Free Play" awards begin at score set by operator, and each additional 400 points registers another "Free Play."

**PROFIT PROTECTION FEATURES**

Adjustable Dial Recorder. Operator sets dial to begin "Free Play" awards at any score between 4800 and 6000.  
Player's "Free Play" Take-Off Plunger at left front of game releases balls for play-off of "Free Play" wads.  
Merchant's Take-Off and Vendor Counter.  
Unfinished "Free Plays" taken off by merchant through button in backboard are accurately registered on Vendor Counter.



**\$89.50**  
F. O. B. Chicago

**Immediate Deliveries!**

**GENCO, INC.** 2621 N. Ashland Ave., Chicago, Ill.

**Interest in Game Is High**

BALTIMORE, Feb. 26.—Carl Mantell, Advance Novelty Company, reports that trade interest in a new game called Blow Ball is rising to white heat in his territory. The game is one that operates with compressed air, he says, and is made by C. R. Kirk & Company in Chicago.

The firm will cover the territory of Pennsylvania, Maryland, District of Columbia, Virginia, West Virginia, Tennessee, Alabama, Georgia, North Carolina and South Carolina, Mantell stated.

"I have had orders on file for the games for the past few weeks," he added. "I am happy to say that with the factory making daily shipments I'll be able to fill these orders immediately. The factory is also stepping up production still higher."

**Santone Foresees Winner**

SAN ANTONIO, Feb. 26.—Booby Obidal, official of the Santone Novelty Company here, says his firm has a new game that will prove a winner out of hundreds of games that have and will be introduced during the year.

"Every year hundreds of good games are built by the various manufacturers," Obidal said, "but there is usually one that stands out, that rises far above the others in player appeal and makes a landmark for the year. It is hard to make predictions early in the year, but I believe the new Blow Ball game made by C. R. Kirk Company in Chicago will win."

The Santone firm will cover Western Tennessee, Texas, Oklahoma, Mississippi, Arkansas and Louisiana as factory representative for the game.

**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.



MARQUETTE MUSIC COMPANY, Detroit, staff boost Airpops-It. Left to right: Victor De Schryver, Gladys Dowd; Harry E. De Schryver, president; Edward Gibbons, sales manager; Reynold (Smoky) St. Onge, operator; Ann Gordon, Maurice Vance, and Harold G. Graham, general manager.

**EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY**

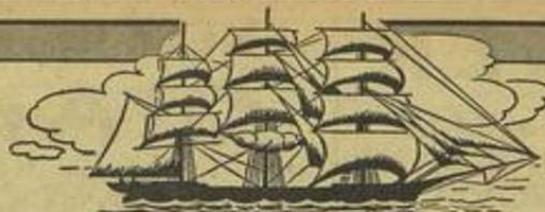
- Bally Mfg. Co.
- H. C. Evans & Co.
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- D. Gottlieb Co.
- A. B. T. Co.
- Daval Mfg. Co.
- Western Equip. Co.

**KEYSTONE NOV. & MFG. CO.** 26th and Huntingdon Sts. PHILADELPHIA, PA.

**New LEGAL FORTUNE BOARDS**

Open your territory with these new style cards. Operate exactly like ordinary boards, but every ticket bears entertaining fortune. Strictly legal. Any size 100 to 5,000 sales. Write for details and price.

**JAR DEALS \$1.49 each** COMPLETE WITH 1200 TICKETS. BIG JAR, STEP-UP CARD AND HOLDER.  
**GRAND NATIONAL SALES CO.,** 2380 Armitage, CHICAGO, ILL.



IT'S CLEAR SAILING EVERYWHERE with

# WINDJAMMER

WESTERN'S BLOWER AIR-ACTION AMUSEMENT MACHINE!  
—IT'S A 100% SKILL . . . 100% LEGAL GAME for 100% COVERAGE of your locations in Territories!

Results prove that players come back for more and more of Wind Jammer's bouncing, dipping, bobbing ball action . . . for the skill-thrill of guiding the ball with the wind velocity and tiller controls!

**\$197.50**

Tax Paid. F. O. B. Chicago.

NO STALLING—  
GUARANTEED IMMEDIATE DELIVERY!

**WESTERN**

925 W. NORTH AVENUE

## TRIPLE GRIP

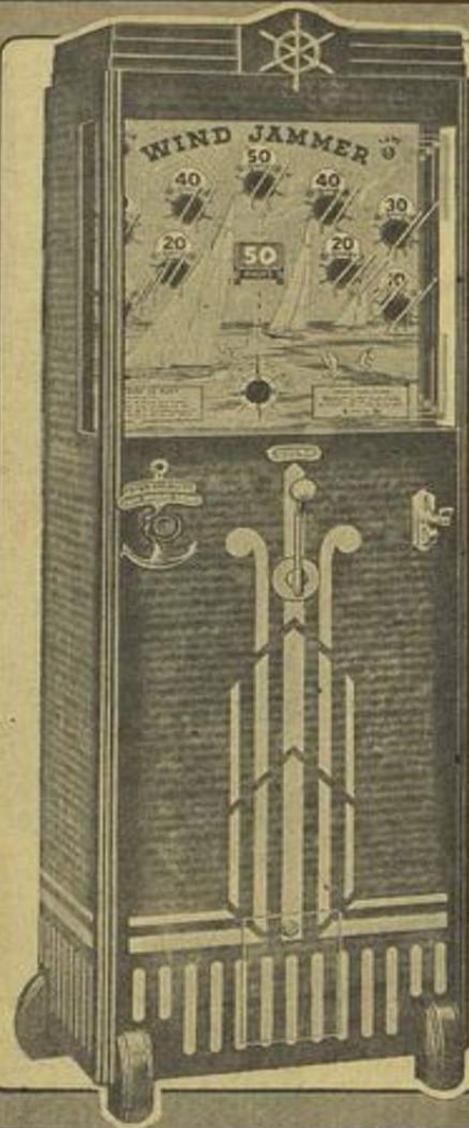
THE FULLY LEGAL COUNTER MACHINE WITH THE 3-WAY APPEAL for EVERY PLAYER—EVERYWHERE! THREE grip tests get extra play . . . extra coins! Sturdy, life-time construction—jam-proof coin slot—attractive, brilliant Duco finish.

**\$19.50**

Tax Paid. F. O. B. Chicago. Stand, \$2.50 Extra.



*Jimmy Johnson*  
**EQUIPMENT & SUPPLY CO.**  
CHICAGO, ILLINOIS



## ATLAS RECOMMENDS WESTERN'S

*Triple Grip*

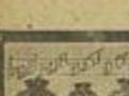
Hand Grip Test



2 Hd. Pull Test



2 Hand Push Test



**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 \$2.50 Extra

**ATLAS NOVELTY COMPANY**

2200 N. Western Ave., CHICAGO, ILL. • 1001 Fifth Ave., PITTSBURGH, PA. • 1326 W. Flamingo, MIAMI, FLA.

## Pennsy Ops In Meeting

Delegates from eight cities form organization for boosting their trade

PHILADELPHIA, Feb. 26.—Operators from all over the State are banding together to put their business in the hands of reliable business men and keep the racket element out.

The operators held an organizational meeting at the Penn-Harris Hotel, Harrisburg, and formed a group to be known as the Pennsylvania Amusement Machine Association. Martin Mitnick, of Philadelphia, was named temporary president.

Nearly 100 operators attended the meeting and the organization ultimately hopes to take in the 800 column from all parts of the State. At the meeting were operators from Erie, Pittsburgh, Reading, Allentown, Scranton, Wilkes-Barre, Hazleton and Philadelphia areas. The latter group were in the majority. Another meeting will be held March 6.

The group is planning a fight for "fair regulatory legislation," Jack Brandt, secretary of the Philadelphia delegation, declared. "We pay a tax of \$21.63 for each machine, which is exorbitant, and we hope that by concerted action we will be able to reduce this tax to a more equitable level," he said.

Brandt declared that coin machines were being used as a political football by different groups seeking to make capital of the business. "We are also constantly being harassed by phony reformers who seek to destroy a harmless

enterprise that provides the public with cheap and clean entertainment, and we hope to educate the public to the motives of these 'holier-than-thou' citizens."

"The authorities who constantly blast our business would be performing a much better service to the taxpayers if they went after big-time gamblers who are operating without any modicum of official interference."

Meetings of the Philadelphia Coin Machine Operators' Association are held each Tuesday evening at the Majestic Hotel.

### BARGAINS—USED GAMES

Bally Super-ers . . . . . \$ 5.00	Bally Balls, 14-Fl. . . . . \$20.00
Bullseye . . . . . 8.00	Bowl-A-Game 20.00
Daryl Base . . . . . 8.00	Kenney Target . . . . . 50.00
Ball . . . . . 8.00	<b>AUTOMATIC PIN GAMES</b>
East & West . . . . . 12.00	Blue Bird . . . . . \$15.00
Horns Stretch 20.00	Alamo . . . . . 8.00
Rugby . . . . . 5.00	Bowie . . . . . 10.00
Hoochie . . . . . 10.00	Capt. Kidd . . . . . 10.00
Red 'n' Blue . . . . . 5.00	Carolina . . . . . 5.00
Boo-Wee . . . . . 20.00	Grand Prix . . . . . 10.00
Live Wire . . . . . 6.00	Grand Slam . . . . . 10.00
Around the World . . . . . 30.00	Grub Stakes . . . . . 15.00
Skipper . . . . . 17.00	Leather Neck . . . . . 10.00
Bally Booster . . . . . 7.50	Loop . . . . . 5.00
Excel . . . . . 5.00	Mull Play . . . . . 8.00
Electric Score-board . . . . . 7.00	Natural . . . . . 10.00
Auto Derby . . . . . 20.00	Panna Ballist . . . . . 12.00
14-Fl. Bowl-ette . . . . . 30.00	Repeater . . . . . 7.00
Wurlitzer Sko-Ball . . . . . 35.00	3 Ball Combination . . . . . 10.00
Rock-A-Ball, 14-Fl. . . . . 35.00	3 in Row . . . . . 8.00
	Top Row . . . . . 8.00
	Tycoon . . . . . 14.00

Bowling Games unlisted. Add \$2.00 for Crating.  
PAUL A. WINDING MACHINE CO., 102 E. Erie St., Allentown, Pa.

### CERTIFIED USED GAMES

1/3 Deposit, Balance C. O. D.

Prekness . . . . . \$37.00	Ball Park . . . . . \$22.50
Foto Finish . . . . . 36.00	Sandwich . . . . . 12.00
Pikes Peak . . . . . 27.50	Winner . . . . . 12.00
Queen Mary . . . . . 19.00	Preview . . . . . 12.00
Daily Races, N.Y.S. . . . . 15.00	Hi-De-Do . . . . . 12.00
Golden Wheel . . . . . 22.50	Kenny's Bow-ette, Jr. . . . . 35.00
Paddock . . . . . 22.50	Bally Roll . . . . . 45.00

**MILWAUKEE COIN MACHINE CO.**  
3725 W. Center St., Milwaukee, Wis.

## 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.



# SLUGGER

## 5-BALL BASEBALL NOVELTY

Biggest Novelty Money-Maker in the industry! Amazing low price! Massive cabinet, 22"x44". Giant Backboard, 22" square. Animated lights run bases. Mystery slot revolves twin spinner discs. Top disc shows score player must beat; lower disc represents odds. Award cards furnished! Only

**\$69.50**



# NEW IMPROVED MODEL! GIANT GRIP SCALE



100% LEGAL

## WITH NEW BUTTON INDICATOR RELEASE!

Worth its weight in gold! Indicator remains at highest point until player presses release button. Offers an opportunity for competitive play! Bell rings at top number or whoever set by operator. Tension adjustable. Button in rear clears slot of obstruction. Cracked duco, chrome trim. Suction cups hold it to counter. Metal stand \$2.50 extra.

**\$17.50**

### WHEN BUYING GRIP MACHINES

Buy only from a reputable manufacturer whose products have a high re-sale value!  
WRITE FOR CIRCULARS AND QUANTITY PRICES



IMMEDIATE DELIVERY ON ALL MACHINES

**D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO**

**ATTENTION Distributors and Operators**  
New and Used Equipment at Sacrifice Prices. All New Equipment Never Unpacked From Original Shipping Crates.

**NEW GAMES AND CONSOLES**

10 BALLY STABLES	\$115.00
3 GOTTLIEB HORSESHOES	100.00
3 ELLIOTT NEW DEAL	75.00
3 SHYVERS GOLD STAR KICKER	45.00
2 BALLY SADDLE CLUB	190.00
4 BALLY CLUB HOUSE	150.00
4 JENNINGS DERBY CONSOLES	
Standing Top	100.00
3 JENNINGS LIBERTY BELLS	
Console, Standing Top	100.00
1 WESTERN PREVIEW	40.00

**NEW COUNTER GAMES AND NEW SLOT MACHINES**

50c CRILLE COMMANDER	\$55.00
2 ROCK-OLA MAJOR SERIES	10.00
2 BALLY SUM FUN	10.00
2 BALLY BABY	10.00
2 REEL DICE	10.00
10 CHICAGO METAL WEIGHTED STANDS	8.50
1 DOUBLE SAFE	25.00
1 SINGLE SAFE	19.00

**USED GAMES**

3 GOTTLIEB MYSTERY DAILY RACES	\$25.00
10 BREAKERS	45.00
2 HANDICAPPER	75.00
2 FLEETWOODS	80.00
2 WESTERN RACES	25.00
2 WESTERN WINNER	25.00
4 SPRING TIME	20.00
2 WESTERN POLICIES	25.00
2 ELLIOTT NEW DEAL	40.00
1 ROCK-OLA CREDIT	5.00
1 BALLY MULTIPLE	15.00

**USED SLOTS**

10 5c BLUE FRONT	\$45.00
3 5c MILLS F. O. K.	20.00
4 5c CRILLE COMMANDER	40.00
10 1c PACE	12.00

All Used Games and Slots overhauled and buffed, guaranteed in A-1 condition. All Games subject to prior sale, one-third deposit with order, balance C. O. D.

**ADVANCE AUTOMATIC SALES COMPANY**  
617 W. Second, S., Salt Lake City, Utah.

## Bang-a-Deer Plant Busy With Orders

DETROIT, Feb. 26.—Smoke is reported to be belching from the smokestacks of the Tru-Shot Corporation these days, and officials of the firm report they are being hard pressed to turn out their Bang-a-Deer miniature shooting gallery fast enough.

"Besides the benefit which Bang-a-Deer has proved to be to operators who are realizing big profits from its popularity with sport-loving fans," officials stated, "it is definitely doing its part to aid business upturn at this time by putting many unemployed men to work."

"Due to the careful manner in which Bang-a-Deer is made, a good-size personnel is necessary. Every part is individually inspected before the machine is assembled. This applies to the coin chute, scoring devices, etc. When completed the entire machine is then subjected to a thoro test before it leaves our production floor. In this way," officials concluded, "safe, accurate and money-making performance is assured wherever Bang-a-Deer is placed on location."

## Bally Announces Low-Price Game

CHICAGO, Feb. 26.—"The lowest price tag you have ever seen on a marble game in three years!" is what Ray Moloney, president of Bally Manufacturing Company, promises in the New Rocket 5-ball game, which is said to be ready for immediate production.

"Our New Rocket game," Moloney stated, "combines the action of spiral bumpers and the ever-popular appeal of pockets in a novel way which cannot fail to attract heavy play particularly with the unique scoring system featured on the light-up backboard."

"In spite of the sensationally low price Bally quality will be maintained in the New Rocket, which will be the biggest dollar's worth ever offered in coin machine history. Tell the boys to watch for our price announcement."

## SHUTTER-AND-BUTTON SELECTION plus CHERRIES AND BELLS!

# BELL SLIDE

### A DAVAL COUNTER GAME

The two greatest game appeals combined into the nearest 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.

## LADY LUCK

1200 Hole Form 4190

Takes In . . . . \$40.00

Pays Out . . . . 19.00

Price With Essel . . 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.



## LOWEST PRICE!

NEW IMPROVED MODEL

# GIANT GRIP SCALE

IMMEDIATE DELIVERY.



**MILLER VENDING CO.**  
615 Lyon St., Grand Rapids, Mich.

# WURLITZER • P • \$84.50

412 . . . . \$109.50 | 616 . . . . \$164.50 | 716 . . . . \$164.50 | 616A . . . . \$194.50  
(In Lots of 10. Single Machines, \$5.00 Extra.)

ROCK-OLA—Late 1936 Model . . . . . \$89.50

RECONDITIONED CIGARETTE MACHINES—NATIONAL 9-30 . . . . . \$74.50

ALL MACHINES GUARANTEED PERFECT CONDITION. WRITE FOR PRICES.

**BABE KAUFMAN** MUSIC, (CIRCLE 6-1842) 250 W. 54th St., N. Y. C.



# NOW on the 2nd. THOUSAND!

## KIRK'S BLOW BALL

*the Original*

AIR CONTROLLED AMUSEMENT GAME!

1000 NOW IN LEGAL OPERATION  
IN STORES, THEATERS, TAVERNS,  
ARCADES, HOTELS, EVERYWHERE!

● BLOW BALL, the original air controlled  
amusement game has taken the entire coun-  
try by storm. Not a wild exaggeration—over  
a thousand already on location and within  
ten days, two thousand!

"CRACK" THOSE HARD-TO-GET  
LOCATIONS WITH BLOW BALL!

Operators tell us that now they can  
operate in territories and locations  
that were formerly "closed" to them.  
You can do the same!

**Immediate Delivery  
IN EVERY TERRITORY!**

Order From Your Nearest Direct  
Factory Representative!

### FACTORY REPRESENTATIVES FOR BLOW BALL ADVANCE NOVELTY CO.

1722 N. Charles St., Baltimore, Md.  
District of Columbia Eastern Tennessee  
Kentucky Georgia  
Alabama North Carolina  
Maryland South Carolina  
Pennsylvania Florida  
Virginia Delaware  
West Virginia

### AUTOMATIC VENDORS

400 S. Boylston, Los Angeles, Calif.  
Southern California New Mexico  
Arizona Nevada

### GERBER & GLASS

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Illinois Minnesota  
Indiana Missouri  
Michigan Kansas  
Ohio Nebraska  
Iowa North Dakota  
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### MODERN VENDING CO.

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New Hampshire Rhode Island  
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### SANTONE COIN MACHINE CO.

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Western Tennessee Mississippi  
Texas Arkansas  
Oklahoma Louisiana

### THE LOU WOLCHER COMPANY

3126 Elliott Ave., Seattle, Wash.  
1021 Golden Gate Ave., San Francisco, Calif.  
1226 S. W. 16th Ave., Portland, Ore.  
63 W. Second Ave., Salt Lake City, Utah.  
Northern California Wyoming  
Oregon Idaho  
Washington Utah  
Montana Colorado

**\$197.50**

Tax Paid.  
F. O. B. Chicago.

**C. R. KIRK & CO.** 2626 W. WASHINGTON BLVD.  
CHICAGO, ILLINOIS

**OPERATORS! JOBBERS!  
DISTRIBUTORS!**

Write, Wire or Call

**GERBER & GLASS**

Exclusive Factory Representa-  
tives for

**KIRK'S  
BLOW BALL**

in

ILLINOIS MINNESOTA  
INDIANA MISSOURI  
IOWA KANSAS  
MICHIGAN NEBRASKA  
WISCONSIN NORTH DAKOTA  
OHIO SOUTH DAKOTA

Delivery guaranteed same day order  
received.

**GERBER & GLASS**

914 Diversey Parkway  
Chicago, Illinois

### Baby Production Problem in West

LOS ANGELES, Feb. 26.—Indications are that operators all along the West Coast may have to give more attention to baby production than they do to operating machines. The need was brought forcibly to public attention here recently when the American Eugenics Society revealed the fact that net baby production in San Francisco was only 46 per cent of the number necessary to take the place of those who die. Pasadena is next with 51 per cent and Los Angeles third with 63 per cent.

Discussion among operators suggests that they might consider it a better service to their country to help boost the baby production rate than by extending their coin machine routes.

Dr. Paul Popenoe, director of the Los Angeles Institute of Family Relations,

said that "competition of women with men" is probably responsible for the low rate of baby production. He suggests that "both sexes should be educated so that they know how to do something else besides work at a job." A casual survey here indicates that most cotmen are doing their family duty and that they would be willing to do more if legal restrictions on coin machines were made more liberal.

### Push Blow Ball on Coast

LOS ANGELES, Feb. 26.—Abe Chapman, official of Automatic Vendors Company here, reports that his firm has taken on a new game made by C. R. Kirk & Company in Chicago. Chapman expresses great enthusiasm for the machine, saying that it is one which will appeal to operators in this wide area.

His company will cover the territory of Southern California, Arizona, New Mexico and Nevada as factory representative.

"Orders now on hand for Blow Ball are being filled as quickly as these machines arrive from the Kirk plant. These orders, together with the increasing number that are arriving with each mail, substantiate my belief that the game will outsell many recent games and become one of the biggest sellers ever built."

### Offers Stabilizing Game

PORTLAND, Ore., Feb. 26.—Lou Wolcher, well known in coin machine distributing circles, says his firm has found a game in the new Blow Ball, manufactured by C. R. Kirk & Company in Chicago, that will act to stabilize the games business.

His firm has undertaken to act as factory representative for the game in Northern California, Oregon, Washington, Montana, Wyoming, Idaho, Utah and Colorado.

"It's games like this one that invoke a stabilizing influence on the coin machine industry," Wolcher said.

**CORRECTION!**

THE CORRECT ADDRESS

of

**ADVANCE NOVELTY CO.,  
Baltimore, Maryland**

IS

**1722-1724 N. Charles St.**

In the February 26th issue of The Bill-  
board, the address was listed incor-  
rectly.

**OPERATING**

consists of a lot more than just  
putting machines on locations!  
And making collections! Buying  
the right machines at the right  
prices—being assured of the best  
service at all times—and the fact  
that you are dealing with a reliable  
firm whose every thought is for  
your welfare AFTER THE SALE—  
are the most important points for  
you to remember!

**NEXT TIME TRY...**

**ORIOLE**

**COIN MACHINE CORP.  
ORIOLE BLDG., - BALTIMORE, MD.**

— ALSO AT —

WASHINGTON, D. C.

PITTSBURGH, PA.

BUFFALO, N. Y.

Send your correspondence to advertisers by mail-  
listing The Billboard.

**SALESBOARD SENSATION**  
RADIO TIMING CLOCK—Nothing like it on the  
market. Attractive clock equipped with timing de-  
vice to set for radio programs. Radio automatically  
tunes on at time set by clock. Complete with  
1 month's Salesboard. Sample, \$4.75; Lots of 6,  
\$24.50. (Board pays cost 50 packages) Char-  
acteristics in addition to Clock's. 235 Des. Bld. C.O.D.  
DEVICES MFG. SALES CO.,  
1101 St. Nicholas Ave., Chicago.

# Evans' HIALEAH <sup>Twin</sup> PIN GAME AND SPINNER-LITE CONSOLE



*Special*

EVANS' NEW 7-COIN HEAD

**PERFECT WHERE AMUSEMENT GAMES ONLY ARE PERMITTED!**



**TWO GAMES IN ONE** with amazing new ideas to meet every location requirement! May be operated for payout, checks, ticket or amusement only—or with Evans' Remote Payout Control for "over the counter" awards. Answers your problem of making top profits everywhere!

**HIALEAH SPECIAL** gives racing fans **DOUBLE** chances to win! First by pin-ball play, matching selection indicated. If no hole is made, then **FREE PLAY** on Spinner-Lite comes up, and player may still win! Odds 2-1 to 40-1!

**EVANS' REMOTE PAYOUT CONTROL** Unit (6" wide, 8" long, 3" high) may be placed anywhere. Registers payouts due player, so location owner need not leave his work.

**EVANS' NEW 7-COIN HEAD**—last 3 coins visible—is absolutely gyp-proof. Prevents coin chute grief and increases profits. Acknowledged by experts and big-time operators as the best in the business. Scores of other features plus Evans' famous engineering guarantee perfect performance.

Write for Evans' Franchise Plan—Biggest Money-Maker in the Industry! Get the Dope Quick for Your Territory!

**OTHER EVANS' WINNERS!**  
**PROFIT-SHARING PHONOGRAPH**  
**BY-A-BLADE ROLLETO SR.**  
 WRITE FOR CIRCULARS!

At your jobber or Write, Wire or Phone Haymarket 7630.

**H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO**

## Calcutt Features Newest Releases

**PAYETTEVILLE, N. C., Feb. 26.**—A complete line-up of all the latest games now being marketed by manufacturers is reported to be on hand at the show-rooms of the Vending Machine Company of this city. Joe Calcutt says the machines are not only on display but that many more are stored in the warehouses ready for instant shipment to any part of the globe.

"Besides this array of new equipment," Calcutt stated, "we are also continuing our close-out sale of exceptional values in used equipment. The machines we now have on hand, plus the new ones constantly arriving, give us a line-up of equipment that enables us to supply our customers' every demand."

## Modern Blows Hot On Kirk Blow Ball

**NEW YORK, Feb. 26.**—Modern Vending Company placed its first shipment of Kirk's Blow Ball on display during the past week and, according to Nat Cohn, official of the firm, this new air-controlled game has become the center of interest of all their many customers.

Cohn was enthusiastic about the money-making possibilities of the game. "The game can be placed in any location," he stated, "as it is strictly a game of skill. The principle of controlling the play by a stream of forced air is entirely new, and the game itself is so intriguing that players will continue to play it for hours without stopping."

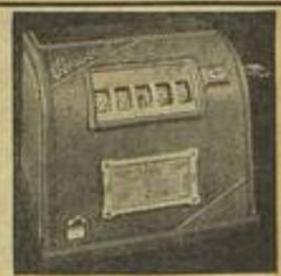
Modern is reported to be making deliveries promptly and is said to have shipped quite a number of these machines to customers already.



**ZEPHYR**

Two Machines in One—Cigarette Vender or Ball Fruit Vender. Visible Display Ball Gum Vender. Cigarette or Fruit Symbols, 4 Reward Cards. Engineers designed an entirely new Mechanism for this machine. Rolls 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)  
**MINTS** Case Lots (100 Boxes), \$12.00  
 100 Rolls, 75c.  
 Case (1,000 Rolls), \$6.50.

**SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO**

**INVISIBLE 20 ON 2**

The Greatest Money-Making, Thrill-Producing Deal on the Market. Featuring the **INVISIBLE** Number Tickets. Payout Numbers are printed in **MAG-INK**. Cheat-Proof, Light-Proof, Dip Ticket in water and numbers appear. Order a **SAMPLE DEAL TODAY**. Cash in on the fastest moving game ever produced. Nothing like it anywhere.

**Sample Deal Complete . . \$6.00**  
 Deal Taken In (2502) Tickets . . \$117.60  
 Extreme Payout . . . . . \$5.00  
 Profit . . . . . \$32.80  
 1/3 Deposit. — Write Us Your Needs.  
**CLIMAX PRESS**  
 Exclusive Manufacturers of **MAGINK** Tickets  
 4204 N. Western Ave., Chicago, Ill.

**FIRST COME --- FIRST SERVED!**

250 PENNY CIGARETTE (Win from 1 to 5 Packs) . . . . . \$5.00  
 75 PACE, WATLING and MILLS Renewed Slot Machines at GIVE-AWAY PRICES.  
 300 NOVELTY and PAYOUT MARBLE GAMES for practically cost of packing! FULL ASSORTMENT of 1c and 5c COUNTER GAMES. Priced to Sell Now!

SEND FOR OUR LIST!

**COLONIAL SALES & NOVELTY CO.**  
 Wayne at 39th, Kansas City, Mo.

**LUCKY PURSE DEAL**

**POCKET BIG PROFITS WITH 1937'S BIGGEST HIT.**  
 A 1,200-roll board with six genuine leather hand-held 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.

It Helps You, the Paper and Advertiser to Mention The Billboard.

# MAGIC BALL

**BALLY'S Revolution-AIR-y  
100% LEGAL Skill Game . . .**

**NO AWARDS NECESSARY! NO CLOSED TERRITORY!**

Fascinating skill-and-fun appeal of AIR-PROPELLED ball and DUAL SKILL CONTROL insures tremendous play WITHOUT AWARDS . . . earnings that rival payout profits . . . with a game that's ABSOLUTELY LEGAL everywhere!

**EVERY LOCATION READY FOR THIS LEGAL HIT!**

MAGIC BALL immediately opens the doors to countless new locations . . . first because it's 100 PER CENT LEGAL . . . second, because it REQUIRES NO ATTENTION on part of the merchants . . . third, because it occupies LESS THAN HALF THE SPACE of an ordinary game, yet is equal to the most elaborate pin game or console in beauty and eye-appeal.

**\$197.50**

F. O. B. CHICAGO.  
ONE-THIRD WITH  
ORDER.

ORDER NOW TO  
ASSURE

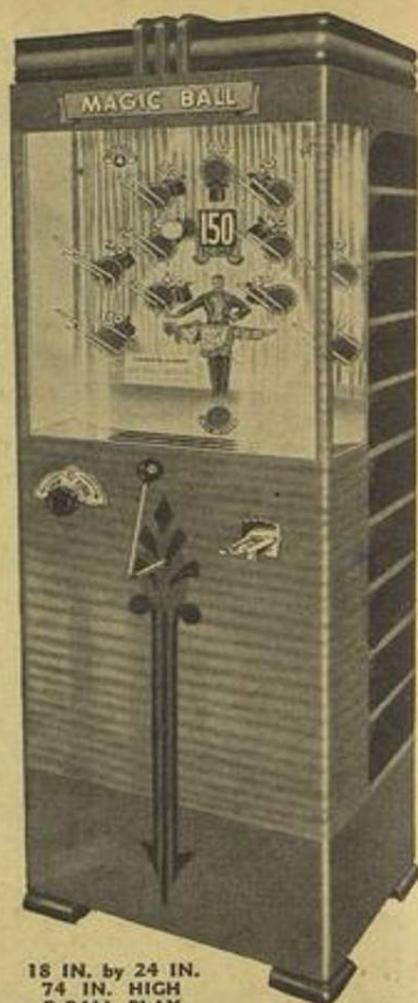
IMMEDIATE  
DELIVERY

**TROUBLE-PROOF MECHANISM!**

Bally quality construction and simplified mechanism assures 100 per cent trouble-free performance.

**LOCATION-TESTED EARNING POWER!**

Machines now on location earning far in excess of novelty tables and in many instances actually rivaling payout games for steady repeat play. And remember . . . every nickel in the cash box is profit . . . not a penny deducted for awards! Get in on the ground floor of the biggest boom in coin-machine history by ordering MAGIC BALL today!



18 IN. by 24 IN.  
74 IN. HIGH  
5-BALL PLAY

**EARN UP TO \$25 DAILY PROFIT WITH**

## BALLY RESERVE

**NEW TYPE 5-BALL NOVELTY GAME**

Revolutionary play principle! 50 per cent of income automatically drops into Award Compartment, key for which is held by merchant. Corresponding amount registers on backboard . . . gets bigger and bigger . . . LIKE BANK-NIGHT AT THE MOVIES! Winner takes all, and merchant simply unlocks award compartments. Constant repeat play insured by fact that player never shoots for less than \$1 up to \$10 top. Saves time and trouble for merchant . . . AND KEEPS TERRITORY OPEN . . . by eliminating frequent over-the-counter awards. GUARANTEES PROFITS because, no matter how many awards are made, profit is always intact in cash-box . . . and there are no misunderstandings with merchant. Write for further CONFIDENTIAL details and ACTUAL eye-opening COLLECTION REPORTS. Your Jobber has BALLY RESERVE for immediate delivery.



**\$99.50**

F. O. B. CHICAGO

PAT. NO. 2063108.  
PAT. NO. 2062708.

## SPORT PAGE

**NEW MULTIPLE 1-SHOT**

Keep those fancy Fairgrounds profits coming your way for another solid year! SPORT PAGE has all the authentic time-tested Fairgrounds play appeal . . . plus many new mechanical refinements and adjustments and anti-cheat features that will put thousands of extra dollars in your pocket during 1938. Grab the choice locations by ordering SPORT PAGE today!

**\$194.50**

F. O. B. CHICAGO



**Bally**

**MANUFACTURING COMPANY**

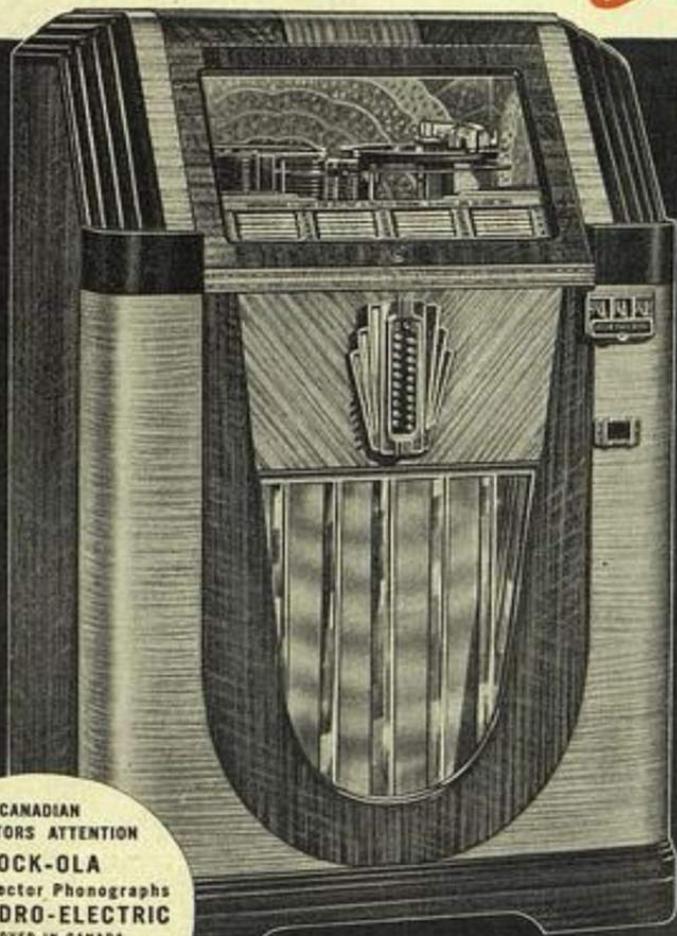
2640 BELMONT AVENUE • CHICAGO, ILLINOIS

EASTERN DISTRIBUTOR • JOHN A. FITZGIBBONS, 453 W. 47TH ST., NEW YORK, N. Y.



# ROCK-OLA'S *New* 1938 PHONOGRAPHS

*are producing sensational*



CANADIAN  
OPERATORS ATTENTION  
**ROCK-OLA**  
Multi-Selector Phonographs  
are **HYDRO-ELECTRIC**  
APPROVED IN CANADA

Distributed by  
P and H COIN MACHINE CO.  
128 Dundas St. W., Toronto, Canada



"Monarch"  
20-Record Model

## EARNINGS on LOCATIONS!

Quarters, dimes and nickels are dropping merrily into the new 99% slug-proof coin-chutes of Rock-Ola's new 1938 phonographs at an unprecedented rate. Wise operators have always favored Rock-Ola phonographs year after year because of the constant popularity and consequent high earnings. The new Monarch-20 and Windsor-20 are unparalleled in the true fidelity of tone, the sensational streamline cabinet design, the dazzling "borealis" light-up grille and other important refinements which combine to create the best money-maker in automatic phonographs.



# Rock-Ola

MFG. CORP., 800 N. KEDZIE AVE., CHICAGO

**Paul Whiteman... Dean of Modern Music**  
*...sends millions of WURLITZER listeners into a "Blue Rhapsody" every night everywhere in America*



"Mr. P. W." gives the down beat to his orchestra now broadcast every Friday night over C. B. S. at 8:30 E. S. T.

**These VICTOR RECORDS by PAUL WHITEMAN and his Orchestra reveal the peerless Whiteman style ...**

25319

"Stop, Look and Listen"  
 "Nobody's Sweetheart"

25675

"There Ain't No Sweet Man That's Worth The Salt Of My Tears"  
 "Coquette"

25552

"For You"  
 "Shall We Dance?"

The wise Wurlitzer operator changes records often, as new hits develop in popularity.

For more than 15 years, Paul Whiteman has been riding the crest of nation-wide popularity. His orchestra, always packed with brilliant musicians, has included such swing champions as Benny Goodman and Tommy Dorsey—such song stylists as Bing Crosby and Mildred Bailey. His frequent personal appearances and broadcasts are still, in the opinion of millions of admirers, too few and far between.

But thanks to Wurlitzer Automatic Phonographs, these millions can enjoy the music of Paul Whiteman and other star orchestras every night, reproduced with almost magical realism in thousands of taverns and cafes throughout the land.

Among location owners everywhere, who are necessarily limited to automatic music, the Wurlitzer Phonograph is tremendously popular—a popularity which America's leading music operators are cashing in on.

**THE RUDOLPH WURLITZER COMPANY**  
 NORTH TONAWANDA, NEW YORK

Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

**Sold only to Operators**  
**Counter Model 51**



**WURLITZER**

**AUTOMATIC PHONOGRAPHS** REG. U. S. PAT. OFF.

**Bring the Music of Modern Masters to Millions**