

RADIO — STAGE — NIGHT SPOTS — PICTURES — OUTDOOR

FEBRUARY 5, 1938

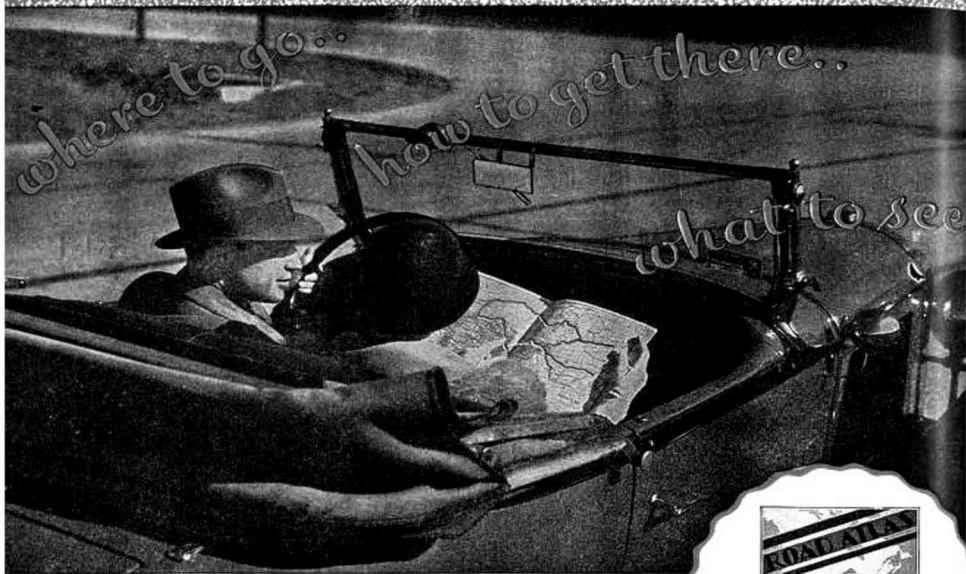
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Billboard

The World's Foremost Amusement Weekly

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NEW YORK, N. Y.



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104 pages crammed full of up-to-date information that every motorist needs . . . a map of every State and every Eastern Canadian Province . . . accurate mileage distances between cities and towns . . . large scale city maps . . . **mileage distance tables from Coast to Coast** . . . that's the new The Billboard Road Atlas compiled by Rand McNally, world's largest publishers of authentic road guides.

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THE BILLBOARD PUBLISHING CO.,
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Please enter my order for _____ copies The
BILLBOARD ROAD ATLAS, for which I enclose \$8 cents
each.

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Nag News Givng Stations Headache

NEW YORK, Jan. 29.—Horse racing remains one of the radio industry's favorites. It's a headache to stations as either a sustaining or paying proposition from the horse owner's point of view. A little of blue-nose trouble. "This could, of course, cause plenty of embarrassment if there were more horse racing headline headlines connected with the race track industry."

Securing racing news is somewhat difficult to secure, compared with securing ordinary news or other specialized news items by specialty and general news wires. A virtual monopoly of horse news is vested in the Associated Press. There is no legal access to news at most race tracks. Nationwide, an Annenberg company, Tele-Racing, has secured the wholesale news to the regular newspaper services. Other sources which supply racing news are:

Nationwide reports that it makes "occasional special deals" with radio stations by sending them "special" news, but is inclined to go coy about such deals when speaking for publication. Stations can make special deals with their regular news services for the racing news. Station persons, it has been reported, are "steering news" to their own station seeking to purchase racing results nationwide was infired that such a practice was \$200. An equally important hitch was that the news could not be aired until more than 15 minutes after the race. This ruling is imposed, it is understood, to "protect other customers." Stations, however, figure that should possible competitors subscribe to a bootleg service, beats would be of the same and phone calls would, it is said, be negligible. In such bootlegging those who secure such news are stations, not individuals or employees. Too dangerous. Arrangement for a grant for a station to secure the news at an expense of \$200. An equally important ingenious device, such as making a special deal with a radio news transmitter, has been brought in to get the points' speed. In 1936 WJBL station in Detroit, Michigan, secured a sponsor, but after the account went off station dropped the service.

J. A. Kennedy Named Asst. FCC Counsel

WASHINGTON, Jan. 29.—James A. Kennedy, former World War aviator, has been named as the general counsel for the Federal Communications Commission to succeed Carl F. Arnold, a former U. S. official on the Federal Communications Commission. Kennedy, a native of South Carolina, was educated at the University of Richmond and the University of Virginia. His government service began in 1923. He was appointed general attorney for the Agricultural Department in 1933. He was named to the legal department of the FCC, December, 1934.

Howard Barnes With MCA

NEW YORK, Jan. 29.—Howard Barnes, announcer and producer at WOR, has been signed by MCA. He will join the New York staff of MCA Corporation, of America as a radio producer, working with Harold Backer. He will most likely produce the new Lucky Strike Key Key show from Chicago, among others.

"Slueth" Turner

CHICAGO, Jan. 29.—Oliver Turner, radio personality on the Chicago Herald-Examiner, has everything in on a new circle on edge and plenty curious about the "Slueth" Turner. He is the hero of his daily column that he would come out the next day with a new moon in his eye and a new hoop in these parts. "Slueth" turned out to be that Turner, a ham in his own right, who has been active in radio broadcasting in defiance of federal radio laws.

Cloudy, With Plugs

WASHINGTON, Jan. 29.—Weather Bureau reports that 435 radio stations now broadcast weather reports. Of these, 100 are weather bureaus. The bureau in weather bureau offices in order to make broadcasts direct from its official source.

Disc Suit Against Warners This Week

HOLLYWOOD, Jan. 29.—Suits to restrain Warner Brothers from using recordings of the American Society of Recording Artists members over the radio outlet, KPWL, will be heard this week in Superior Court.

RCA filed suit with the plaintiff and third party with ASRA against KPWL. Ironically, Al Johnson, president of ASRA, signed the complaint against Warners when he was a star for their lot.

Ed Padula's Tele Job

PHILADELPHIA, Jan. 29.—Edward V. Padula, 31-year-old brother of the Arcadia's Art Padula, has been appointed general manager of the radio department of the National Broadcasting Company. The younger Padula is a student at the Yale School of the Yale University. He is taken over his new duties immediately.

MBS' Eduash Record

NEW YORK, Jan. 29.—Educational and serious musical programs constitute 22.6 per cent of the Mutual Broadcasting System's programs. Eleven stations in the network each week. Of this total, 22.4, or 22.2 per cent, are of the high-brow type.

DETROIT, Jan. 29.—Frank V. Martin, president of Martin, Inc., local advertising agency, has announced the agency's new slogan: "We are the agency for Martin, Frank & Atherton, Inc. Newly elected officers are Frank V. Martin, president and treasurer; Frank V. Atherton, vice-president, and E. G. Frank, secretary.

Commercial Film Industry Not Seen as Competition Yet, To

NEW YORK, Jan. 29.—Rapid rise of commercial films as an important medium for industrial advertising is getting the eye over by national advertising agencies, five of which have already set up divisions to handle such work. Others are making surveys of the field with a view to expansion. While by no means regarded as potential opposition to radio broadcasting, the extent of the industry's growth is a matter which involves between seven and eight million per year. More than 120 commercial production agencies, with a combined one-fifth that many regarded as stable. In negotiations agencies now engaged in negotiations with the National Federation of Radio Artists, it is likely that they will come to some terms shortly with Screen Actors' Guild, AFL affiliate which expects to organize the commercial actors as soon as possible. Likely that the organization will be set in motion from SAC's New York office.

Carter OK Smoke Peace Pipe; Promises To Be Mum on Labor

PHILADELPHIA, Jan. 29.—The CIO Council has called a meeting of the council Thursday (27). William Lender, council president, said that Carter faithfully pledged to report news with out coloring and editorializing. Dr. Leon Levy, president of WCMA, while Carter's spokesman, indicated that Carter would lay off all controversial subjects in his broadcasts that begin five times weekly February 28.

Three Dailies Battle Over \$570 KC Niche; Trenton Times in Lead

WASHINGTON, Jan. 29.—Three daily newspapers are still at odds over Washington, rearguard their cases before the full Communications Commission this week. The Trenton Times, led by publisher Ralph L. Walker in his recommendation to grant the controversial franchise to the Trenton (N. J.) Times. Arthur W. Beharfeld, appearing for the Trenton Times, said that the Trenton D. C. owned by Eugene Meyer, publisher of The Washington Post, told the commission that it should grant the Trenton application because the four existing stations in the District of Columbia were "over the top" for radio broadcasts. He intimated WJBL, WRC,

WMAL and WOL were merely conduits for outside programs, while the Trenton station would be a live local service.

The issue of commission hearings on these applications in January, 1935, in Washington station had staff members according to Beharfeld, and only 3 per cent of their time was devoted to local live talent. He contended that the Trenton station would be a city of comparable size in the entire country. Meyer's station would be an aid to the Little Rock, Ark. station. If the application were granted the station would be a "live" station. Beharfeld cited Washington's phenomenal growth and added that the frequency allocation would permit further experimentation in high-frequency broadcasting.

AGRAT To Decide Union Affiliation

NEW YORK, Jan. 29.—Members of American Guild of Radio Announcers and Producers are to decide whether to affiliate with an AFL or CIO organization, while the Post didn't have one. Examiner Walker favored the Trenton Times application. The Trenton Times contended that the station would be a live station. If the application were granted the station would be a "live" station. Beharfeld cited Washington's phenomenal growth and added that the frequency allocation would permit further experimentation in high-frequency broadcasting.

"I use our station," Beharfeld told the commission, "at any time desired."

Opposing the application by The *Milwaukee Journal*, Beharfeld told the commission that the *Journal* already had a station in Milwaukee, and while the Post didn't have one, Examiner Walker favored the Trenton Times application.

The Trenton Times contended that the station would be a live station. If the application were granted the station would be a "live" station. Beharfeld cited Washington's phenomenal growth and added that the frequency allocation would permit further experimentation in high-frequency broadcasting.

Examiner Walker concluded, "While the station would be a live station and experience in the field of radio, the implementation of The *Journal's* application, Mid-Atlantic Corporation may be developed in connection with the economic and practical application of the station in the *Journal* and the Mid-Atlantic application."

Combo Quiz—Bingo On WWSW, Pittsburgh

PITTSBURGH, Jan. 29.—Here's another air game to add to the growing list of exciting ones. It's "Quino's" brain-child of WWSW announcer Ray Schneider, who will handle quarter hour quiz shows over WWSW with program announcer Walter Sicles, for Streamline Markets, pioneer in novelty grocery ads for newspapers.

Schnee includes passing out of numbered cards in a bingo style to askers at any of market locations, questions on the program which are keyed for the cards. Prizes will be awarded in the form of prizes, 10 winners who send in questions for following week also get award.

WJBK's Hefty News Deal

DETROIT, Jan. 29.—News-casts are now being given every hour, on the hour, from 7 a. m. to 12 midnight, over WJBK. The program will be handled by Detroit Bob Longwell, Ed MacKenzie and Charlie Hester, newscasters for the sustaining news-cast. It was being retained by the sponsor. Program will run indefinitely.

Jay Hanna Resigns

NEW YORK, Jan. 29.—Jay Hanna, radio director with N. W. Ayer Advertising Co., has resigned from the company. His work, Hanna handled almost all of Ayer's dramatic productions. Prior to his resignation he was writing the radio pictures and now plans to become a production consultant.

From Magi to Air

BOSTON, Jan. 29.—Ed Pearson, former p. a. for the late Howland, has been named as the general manager of the station. In addition to scripting several commercial spots, Pearson fills in where Jim Donohue is out and acting as a producer of events. Expected he'll continue his press clippings.

America's Leading Radio Theatres and Dance ORCHESTRAS

Music of Yesterday and Today Played in the Blue Barron Way

Blue Barron

AND HIS ORCHESTRA
Now Playing
HOTEL EDISON, New York.
NBC Network.

— CRA —

Jerry Blaine

AND HIS
STREAMLINED RHYTHM ORCHESTRA
WEAR-NBZ Network—Tuesday & Sunday Evn.
24 HOUR PARK GARDEN HOTEL, N. Y.
Blushard Recording Artists.

— CRA —

Biltmore Boys

AND THEIR ORCHESTRA.
HOTEL MUSSELBACK,
Kansas City, Mo.

— CRA —

Jack Denny

AND HIS ORCHESTRA
NOW ON TOUR.

— CRA —

King's Jesters

"The Biggest Little Band in America"
AND THEIR ORCHESTRA
HOTEL LA SALLE, Chicago.
NBC NETWORK FAVORITES

Breaking Records Everywhere.

Barney Rapp

AND HIS NEW ENGLANDERS
Featuring RUBY WRIGHT
ST. ANTHONY HOTEL, San Antonio, Tex.

— CRA —

Eddy Rogers

AND HIS ORCHESTRA
Playing Starling Melody
BEVERLY HILLS COUNTRY CLUB,
Newport, Calif.

— CRA —

Jan Savitt

AND HIS "TOP HATTERS"
KTV, PHILADELPHIA, AND NBC NET-
WORK

— CRA —

"America's Most Versatile Instrumentalist"

Jack Sherr

AND HIS ORCHESTRA
Now Playing
RICE HOTEL, Houston, Tex.

CONSOLIDATED
RADIO ARTISTS, INC. "ALL-STAR"
MULTI TALENTED "HOLLYWOOD"
MUSIC CORP. 100 BROADWAY, NEW YORK
CHICAGO—CLEVELAND—MILWAUKEE—HOLLYWOOD

JOE SANDERS

AND HIS NIGHTHAWKS
NOW ON TOUR

MUSIC CORPORATION OF AMERICA

3 PEPPERS
Now HICKORY N. HOUSE
Personal Direction, N.Y.
George Truitt, N.Y.
Master Recording Artists.

TELL THE ADVERTISER IN THE
BILLBOARD WHERE YOU GOT
HIS ADDRESS.

Orchestra Notes

By M. H. ORODENKER

Fiddlers Three
While the movie lens will focus the precocious Stradivarius when JASCHA HEIFETZ starts soloing on the movie moguls are passing up the sweet scratches Jaucha could gain out from the big buzzer collection of scratch boxes . . . there's the quarter-size fiddle upon which he took his first lessons from his father at the age of 2, . . . the one he found in Capetown, South Africa, made entirely of mahogany and touring the tropical climates . . . it's made of aluminum, he explains. "It was a great deal of tear on his good gut knobs . . ." and if anything happened to it any plunger could fix it.

Fern Follywood's Front

EDDIE LE BARBON is forgetting his Rainbow Room rumba rhythms for the nonce, having started his Spanish picture production schedule with *Ceritas in the Air* at Madison's Combs' box and the glimmer glamour gala will be able to top the tango at the Troc when PANCHETTA opens with his Concert Band Wednesday . . . Le Barbon's Band is still in Radio City, however, now in contract with DON DE VODA, the maestro returning April 13 and his new contract with New York City's ship salon will keep him on top for the next couple years . . . NEIL DONOHUE is a busy business man, but he has been assigned with CRA for the builder-upper . . . and HYVING BERLIN is a happier singer these days, the *Garmenters* arriving here to keep the family intact.

In Southern Style

MEYER DAVIS has spotted EDDIE DANIELS into Raleigh Hotel, Washington, . . . and JACK MILLS starts his honeymoon in Atlanta tonight at Analey Hotel . . . after a series of sojourn parties at the Officers' Club at Washington Field House, the *Garmenters* Aristocrats open in San Antonio for a week at the ST. CLAY and the surrounding towns . . . Omnis Club, in the Texas town of Dallas, will play all weeknights, with LLOYD SNYDER grinding it out for the grind dancers and after that, the *Garmenters* service at Villa Moderna, Chicago, PAUL MEERKE moves here this week for the *Garmenters* at the Frontier Hotel . . . RAY C. HEMMEL fills for a six-day *Edna* Mercet Circle starting in Santa Fe, N. M. Monday . . . thence to storming the State's barns with more of the one-nighters in Dallas, where HERBY HILL, of Savannah, and BOB PROCTOR, another Georgia cracker from Augusta, join the band.

All Points West

ED FOX is back in Chicago looking after things again at his Grand Terrace and Goodman and Goodman. The new talent scouting and some buzzings to make for a CRA date in the city. EUGENE JELENKIC was just getting started at Hotel Utah, Salt Lake City, when MEYER DAVIS spotted the singer, along his contract has been extended to run thru the summer . . . JACK (Becca) KAP is in Minneapolis waiting JIMMY DOREEY plans closing at the Aragon Ballroom, Dayton, O. This week, ACE BRICQODE and his Virginians one-night it to Youngstown, O. when they open Monday for a fortnight spell at Nu Elm Ballroom . . . RAY HEREBEK lingers at the Casanova room of Brown Palace Hotel, Denver, his contract adding a clause that's good till March 15.

Mid-Alantic Musings

EMILIO CALABRES TRIO turned down a six-month extension at the Blue Courtland Lounge, Baltimore, to make their New York again, returning Tuesday at Park Circle. The *Garmenters* BERIGAN brings swing to the swank Arcadia International House, Philly, February 24. HALL KATZ is in Philadelphia looking some of that *Snooky* City swing, JIMMY BRENNAN playing 'em for solo at the *Garmenters* WELK, a heavy fave in the smoky town of Brown Palace Hotel, Denver, his contract adding a clause that's good till Easter at the William Penn Hotel. MILTON KAZBEK joins HOWARD BAUM,

making the week-end music at Scheley Hotel, Pittsburgh . . . and VAL OARVIN is trading in stands throu'out Western Pennsylvania.

Frisco Footnotes

ROGER PRYOR does his smoting from the St. Francis Hotel Ball stand, featuring the *Garmenters* JOE REICHMAN, at the Mark Hopkins, and HENRY KING at the Paramount, continuing as the heavy artillery of the Golden Gate's dance offerings . . . dancing in again comes with the *Garmenters* WILCOOMB Hotel, with CARVEL CRAIG booked by CRA to start the dormezza February 17 for a six-week season . . . The Empire, formerly William Taylor, is considered the most likely hostelry to add synopsizers for supper . . . Palace's STERLING YOUNG held himself to the Stevens, Chicago after a long run. Bal Tabarin marked its sixth anniversary, JACK WINSTON the reigning rhytmaster. The spot has been to skyrocket many names in the past, notably Tony Martin, Kay Keeser, Happy Pettor, Al Morris, Carol Lotzner, Tom Brown and Herb Samant.

Gotham Gab

MEYER DAVIS and his mobsters are making the hot spot for Nassau this Saturday . . . violinist and erck conductor ARNE was called after studying with Leopold Auer, in Gotham-gating and a St. Moritz transient, where he's conferring with radio moguls on a commercial program make-up . . . It's the ninth consecutive year that JELLS LANZANI has had his contract renewed . . . Mill Herb left the Shelton-Corcoran Hotel, M. K. HOFFP now making the dancing for diners . . . the songwriting bug has bitten MICKIEY GOLDEN, of the Irving Mills office, fondling his first manuscript, *Have You Seen My Heart?* . . . look for IRVING BERLIN to be back in the city, his clarrying to the Bob Crosby side-lining.

Singing the Stangways

They're back taking the spring-birds musicians to task for abusing the classics in their playing . . . but that's not half as bad as the slanders being aving's own classic slauguage at the hands of our Broadway columnist . . . and the press agency, who tell the story way to plant, are no better at it . . . it not worth . . . classic example comes to attention in DANTON (*Daily News*) WALKER's pillar last week when he pillared about it way to "the tip cake" . . . and someone should put him wise to the ways and wherefore of a *Garmenters* he be the stars Jiggs the jargon again . . . get "hep," Dan.

New Fiddles—Rome Sings

After finishing their best holiday season in years CHARLES (Nero) STEIN departed for the South, American way, Rome, settle at the Colonial Club, Augusta, Ga. . . Hinger till April 1 and then to Vankeland. New additions to the band include Abe Schneider, sax; Huben Delmas, guitar, and accordionist, Berrie Clur. New additions to the band include Abe Schneider, sax; Huben Delmas, guitar, and accordionist, Berrie Clur. New additions to the band include Abe Schneider, sax; Huben Delmas, guitar, and accordionist, Berrie Clur. New additions to the band include Abe Schneider, sax; Huben Delmas, guitar, and accordionist, Berrie Clur. New additions to the band include Abe Schneider, sax; Huben Delmas, guitar, and accordionist, Berrie Clur.

Coming of Age

It was the tank towns and kerowene lamps for the vaude genre in grooming for big time . . . but for the moment the *Garmenters* in the factory is having the way . . . CRA's plan to develop a new name, termed "music" for two cocktail combos, the BILTMORE BOYS and CHARLES COSTELLO . . . starting at the *Garmenters* CHARLIE ANGEW returns to his first love this week, Windy City's Merry Garden Ballroom.

HUDSON DELANCEY Orchestra

Exclusive Management
MILLS ARTISTS, INC.
1075 Avenue A, New York 17, N. Y.

currently
FAROUQ BOOR
Hollywood, Calif.

DON REDMAN and his orchestra
WITH ORLANDO ROBERSON and LOUIE MCANRE.
Now On Tour
CENTURY ORCHESTRA CORP.,
1676 Broadway, New York City.

King of the Mated Trumpet
Clyde McCoy
And His "SUGAR BLUES" ORCHESTRA
DECCA RECORDING ARTISTS
Now On Tour.
Personal Manager: EARL G. EDWARDS, 67
First National Bank Bldg., Chicago, Ill.

LANCHO and his orchestra
Rome Room
PERRIAN PLAZA HOTEL, N. Y.
Exp. MUSIC CORP. OF AMERICA.

JOE MARSALA
and His Chicagoans
110
120 North MICKORY HOUSE, N. Y.
Exp. MUSIC CORP. OF AMERICA.

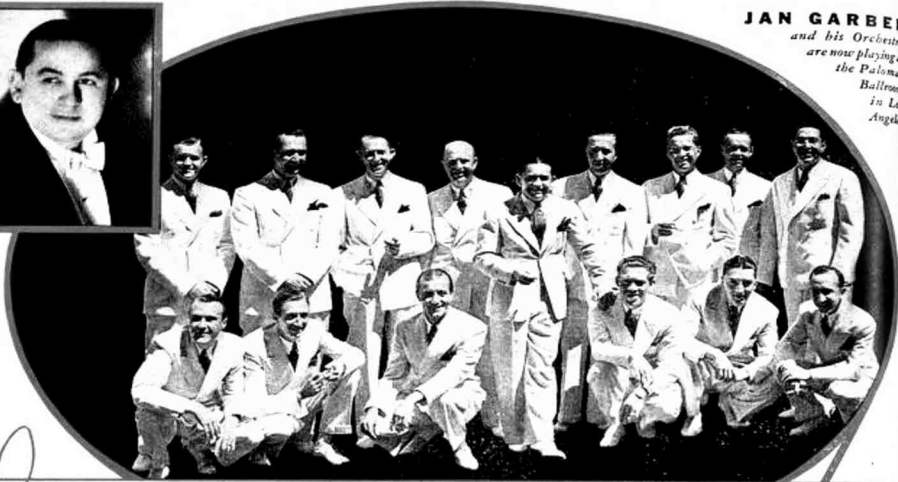
SONNY KENDIS and his orchestra
Now Class Flat
Belmont Plaza Hotel
PALL MALL ROOM,
Washington 25
STORK CLUB, N. Y.

back, Kansas City . . . Costello jumped from the sipping synopsating to a full-fledged front in six months, has added the three Le Tru Studios and holds forth at the Commodore Club, Detroit.

Notes on the Cuff
CONKEY O'KEEFE trained to the Coast this week for the Hollywood STEIN departed for the South, American joint . . . HERBIE KAY is another ballroom to the West Coast, to join Lamsour and at the same time fill the dance bill at the Coconut Grove . . . NICK LAYAS has abandoned the way to pean tour to direct the activities of a nation-wide chain of Nick Luca School of Music, sponsored by a rubber manufacturer . . . and so we send our cuffs to the cleaners.



JAN GARBER
and his Orchestra
are now playing at
the Palomar
Ballroom
in Los
Angeles



JAN GARBER, "Idol of the Air Lanes"
is the idol of millions who hear him nightly
... wherever there is a WURLITZER

Jan Garber and his orchestra are famed in every corner of the land where music lovers gather. Their record of engagements reads like a roll-call of the world's gayest entertainment spots.

His brilliant music comes to millions of people who cannot go where Garber is playing. In tens of thousands of restaurants and taverns from coast to coast, a Wurlitzer Automatic Phonograph reproduces the music of Jan Garber and other of the world's crack dance bands with a richness and sparkle as true as life itself.

The Wurlitzer is the overwhelming choice of location owners whose limitations require them to seek automatic music. Wurlitzer's rich tone and striking beauty are likewise the overwhelming choice of music-wise patrons in every State of the Union.

Here is a double-barreled preference—and it has won the attention of leading music operators everywhere!

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

COUNTER MODEL 51



SOLD ONLY TO OPERATORS

JAN GARBER and his Orchestra offer these current best-selling releases on BRUNSWICK RECORDS

- 8029 "Avalon" "Swing"
 - 8033 "Outside of Paradise"
 - "A Sweet Irish Sweetheart of Mine"
 - 8037 "Think of A Lifetime of My Life"
 - "You Took the Wind Right Out of My Lungs"
 - 8008 "Three Little Words"
 - "How Are You"
 - 7965 "Bonnie"
 - "If I Can Count On You"
- Successful Wurlitzers operators realize that frequent change means greater play appeal.

WURLITZER
AUTOMATIC PHONOGRAPHS

REG. U.S. PAT. OFF.

Bring the Music of Modern Masters to Millions

They Juggle for Laughs

Royal Palm Club, Miami

Miami's star hot spot here swung into the winter season minus the spits of sheets and the clock of dice, but plus big names and an elaborate supporting cast.

Despite local "know it alls" who take the liberty of criticizing the they are about as much of a critic as I am an actor (if I have never been higher than the 14th floor), the Royal Palm has pleasing floor show well staged, and is, as a whole, most entertaining.

Heading the class production are the Childers-Wertheimer, imported Hollywood girls, 28 strong. Their original routines, produced and staged by movie-land's Sammy Lee, provide the color with George (still on top) Price as emcee.

Jane Keeney's Compa number, with all its color and noise, was held over and is being presented as finale.

Dolly Arden's acrobatic interpretation thrills and entertains, but lighting effects detract enough to prevent her stealing top honors.

Georgie Barrie, songstress plus, sings sweet ditties in a most pleasing manner and rates as best songbird heard this season.

Fredde Martin's music soothes and soles, with Sanchez's Cuban Rumba group alternating.

The gambling situation by which the Royal Palm Club juggling act is still hanging fire also Owner Art Childers is going ahead by spending last year's profits and to make his club better situated. Harry Richman is doing a one-night-only Saturday night performance extended engagement February 9. Another name band will likely open at this time.

Hawaiian Yacht Club, N. Y.

There's a combination of swing that sends and Hawaiian entertainment that gets a crowd at the reopened Hawaiian Yacht Club, Club in the old Yacht Club, but reopened under new management with a touch of Hawaii background by the marine motif, Hawaiian music and dancing, plenty of leis and leis in grass, and has sensational singer Sharkey Barnames, should draw, but his was light at the show again.

There's a minimum of \$1.50 for food or drink and no cover tariff.

Let-Kell, Hawaiian dancer, puts over some lovely loose twirling, in the island manner, with suave use of her arms and facial muscles. There's Etta White, who sells herself hard as emcee and swing singer. It's not her voice this dark-eyed gal sells but her delivery. Dressed in white chiffon gown and red slippers, she was called Fire Faded To Keep You at the top of her heart and others in selling style.

A dark gliding dance team, Carlos and Collette, dance and swing thru a dance duet to a nice band. Team is youthful, posed and their Spanish-Chinese dancing restraint but plenty of sex showmanship.

But for really sending, it's Sharkey Barnames. He was a "find" for swing fiends down in Nick's in the Village and should draw up north. Absent is the band he tosses off. New Orleans swing staff that begins down at the club and ends at the Hawaiian palace in okeh style.

Some patronage doubtlessly showed its effect upon acts who needed more customers to really sell themselves.

Harry Sobel doing publicity.



HELD OVER AGAIN

Now Fourth Month,
Featured in Aloha Show.

McConnel & Moore

Comedy baggers, may be dressed in Fashion of yesterday, but their act is strictly 1938 vintage—From Honolulu Academy, Address P. O. BOX 2297, Honolulu, Hawaii.

ERIE

Man With 1,000 Feet,
Caprice Double,
Now Playing
Princess Club
Dates

The Great INDIAN FAKIR BLACAMAN

Master of Animals
Mimics the greatest variety of sounds
Halls Act in the world, imitating
time 1 hour.

Now on Broadway, 20
Times, 50 Shows

Perma-ent ad-
The
Billboard
New York.

ROSE'S PARISIAN MIDGET FOLLIES

Now on Tour
MRS. IRE ROSE, Manager,
FRANK MORTON & WAGNER,
Wm. Morris Agency.

GERTRUDE & RANDOLPH
Avery Productions
For Clubs and Conventions.
BARNES-CARRUTHERS
Top Booking Association, Chicago,
123 North Clark.

Elaine A B Frey Perry

Now Dancing at the
DRAKE HOTEL CHICAGO

Direction—SLIGH & T'RRILL

Night Club Reviews

Ace Cain's, Hollywood

This spot features a smooth-running show that pleases. One of the few night spots that has a good show every week.

Bill opened with Betty Norris, a nice kid with a figure, who does an acro dance. Stuff is pretty much routine, but as she shows was cast at an early hour she may have been holding back. Failed to knock anything home.

Pat Madden does a fine bit. His offerings went over very well. Has a nice personality and getting the audience to participate in some of his stunts makes for laughs. His best trick is the old one of borrowing and returning it and then making it disappear and reappear.

Donna Taab, who doubles between traying drinks and the mike, gave a nice delivery in a Greeting Sentimental Over You.

Patsy Durr, femme emcee, is a looker who handles her crowd well. She did a nice tap.

Robert and Lewis, just up from Juarez, did an apache. Nice-looking kids who can dance. Act definitely belongs to Lewis, who invites patrons for a spin much to the amusement of the crowd.

The "The Musical Plumbing" closed the show. He has an assortment of bathroom gadgets, all of which produce music and light as they appear, good material and showmanship.

Cain's place draws a good nightly crowd. The show is a night, changing bills Sundays.

Yacht Club, Chicago

All right well with the show caught, principally due to poor support from the new band and fairly over in spotting the acts. There is enough talent to furnish a nice and entertaining bill, but apparently no one was around to stage it properly.

A good emcee job, however, is contributed by Gladys Crane, a striking blonde who developed in the past in this club and is enjoying a long run. Since coming here she has been gradually furnishing a performance and by using her experience to good advantage in trying the new show.

Byrns, Moriarty and Dell, tap dance trio, open with a stock routine in which they make a mistake in acrobatic timing. They return later with a challenge routine which would have been a fine closing spot had the band been better.

The Handall Sisters, from previous performances, proved themselves good hill-billy swingsters, but when caught here were handicapped by amateurish accompaniment. They found it hard to keep unity and at the same time help the hand leader direct his boys.

Flagg and Arnold, hand balancing team, stayed on for a brief session and, in spots, had some sock tricks. Their musical score, however, should be more impressive.

Crane holds down the next spot with a comedy special. She is a good singer. Following the tap trio Judith Allen, of the novelty, closed the show. Unfortunately she was too nervous to do herself justice.

Makes a very sexy appearance and is quite a looker on stage. She failed to hold attention after her first song, however, because of slow, lengthy arrangements of comedy songs which she had in place in this spot. More variety in her choice of material and shorter versions are needed.

At Golden and his six-piece outfit are the newcomers on the scene. Golden is a former trumpet player with Henry Busse's band, and while he moves his trumpet about as much as his director of the show music has the opposite effect. His appearance is good, but he should watch the performing acts once in a while instead of using the score sheet as the entranced magnet. His dance music is okeh.

Since opening of the show, Bill Anson has succeeded Miss Crane as emcee. Sam Honsberg.

Southland, Boston

The Hub's old black and tan nitery under the production eye of Hazel Green, has put on some fast shows, and the current one is typical. On the following week is the burlesque presentation of Anne White and the Seven Dwarfs, a la Mackie.

Noma, billed as the septa Baby Band, is really Hot Indian and could stand on her

own without the carbon monoxide. Some amateur crowd but this fan was, too, the high brackets. She reveals very little, and only for a fraction of a second, but her fast dancing and her good stage mannerisms of covering the floor are solid. Two Novella (male) has a night-long precision work speaks well for them. Looks like winners. Eddie does a bunch of Eddie, omelette dance team, shape up on the black side of the ledger with addition of the current. Eddie does a bunch of winners with his feet tied. Good. Derby White is one of the best dancers around. His work—nimble and showmanly—spotted him in the high brackets.

Ben Motes, warbling somewhat naughtily lyrics, brought the giggles from the simple comedy. Eddie's partner, Eddie, Johnny Hudgins, piano act, did not do well. Eddie's partner, Eddie, did not do well. There's development for some well comedy, but not under the present group. George Peckham (knitting) shape up on an okeh line, particularly with their jump rope tap-session. Snow White business, worked. Eddie's partner, Eddie, quite appealing.

Blanche Callaway Cor carried the show nicely, co-produced by Coleridge Davis. Biz was light at the early show.

Let us hope that the show is the most enjoyable seen around town, due to its pace, a necessary adjunct to any floor show.

Edwige J. Paine.

Times Square Club, Rochester

The Continentals, a snappy sparkling line, make the floor bill a sparkling line. Eddie's partner, Eddie, does a layout off to a peppy start, and she later Cigarette Waltz and Gen-Gen show later.

The Cigarette Waltz is a graceful well-orchestrated number. The girls, all very pretty, make up in pep and personality what they lack in dancing. Eddie's partner, Eddie, done in the best routine French music. Eddie's partner, Eddie, done in the best routine French music.

Marjo, acrobatic dancer, gets a good hand for her crowd numbers. The little contortionist has a flair for comedy which could probably be used to advantage. Eddie's partner, Eddie, done in the best routine French music.

Bob Merchan juggles tables and chairs with the greatest of ease. He does a good job of juggling. Eddie's partner, Eddie, done in the best routine French music.

The girls of curly Langley, emcee and strolling guitarist, draw a big hand from the audience. Eddie's partner, Eddie, done in the best routine French music.

The show as a whole, caught on opening night, was a bit ragged in presentation. Eddie's partner, Eddie, done in the best routine French music.

Sunset Room, Robert Trent Hotel, Newark, N. J.

Supper room now houses Andy Kerr and orchestra, for the past four summers. Eddie's partner, Eddie, done in the best routine French music.

Since the room is moderately priced, conservative act, catering to middle-aged crowds, offering an excellent entertainment. Eddie's partner, Eddie, done in the best routine French music.

Werner has charge of the room. Decorated in a pale blue and silver with mirrored pillars.

Week day minimum \$1; \$1.50 on Saturdays. Bruno Kern.

El Gaucho, New York

Dimitri's spot in the Village remains as one of the more attractive Latin spots. Eddie's partner, Eddie, done in the best routine French music.

Dimitri, Manager. Pedro Vall has assumed full charge of the room and has

very competently assembled a show that successfully fills the absence of Dimitri and wife-partner Helen Fedico also complying with what little intro-excess is needed.

Ramon Arduin, in a typical slightly nasal Latin tenor, puts feeling and dramatic fervor in his renditions of Florenz Weisz and another whose equivalent English title means *When the Moon*.

He also engages in a duet with songbird Trini Plaza. Latter's throaty voice is no great shakes in the romantic number, but it is a whole lot better in the livelier *Perdona* song.

A taste of native dancing in delightful dished out by vivacious Nina Moner, first with a Flamenco of intoxicating, scintillating movements, and then with her *Dance of the Forester*, a colorful display of cape swirling and expert footwork. Miss Moner also recently teamed with Candido, but male folk here do coaching, but justification of their good teamwork is the fact that they have been signed to a Warner show.

The Gaiucheo, a four-piece Latin combo led by guitarist Vaccaro, remain as the dispensers of catchy Latin rhythms and show accompaniment.

Dinner from \$1.50. *George Colson.*

Club Tivoli, Juarez, Mexico

Youthful entertainers are providing Club Tivoli with one of its better shows. Current layout features Nina Cavallero, held over, and Taylor and Rosa.

John Condy, handsome emcee, opened routine. He has fair baritone voice, but his good looks made him sold with female patrons, especially.

Frankie Arnold, shapely blonde in wavy bangles, was on next with a whistled tenor. Got fair hand.

Miss Cavallero, singing without a mike, pleased with three numbers, *Sweet Morsers of Life*, *Indian Love Call* and *Opamina Ma*. She has voluminous coloration voice and fine floor appearance.

Taylor and Rosa, young ballroom duo, closed show with a fast *Rise Dambie* routine for best hand of show. Couple's good appearance and enthusiasm brought plenty of applause. Encored with a medley including *The Continental*, which also pleased.

Mario Molinar's Orchestra continues on band stand. *Hat Middlecote.*

Russian Kretzma, New York

Perhaps best known of all the Muscovite hideaways, this spot continues to flourish and increase its patronage to the detriment of popular spot Peter Nemiroff. By far its main purpose is to serve as a rendezvous for the very steady Russian clientele it boasts, but that fact alone, not to mention the native dishes and entertainment, should make it an interesting stop-off place for anyone else.

Entertainment activities are headed by one Simeon Karawoff, for many years an international vaude performer, who, besides doing a graceful job of emceeing and commenting on the native stunts of the various artists, gives a fine exhibi-

ZORINE AND NUDISTS
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Booked by **THE BELL**
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tion of spirited Spanish dancing. Dolla Kokokakya, in peasant togs and in balding skirts, interprets various dances graciously and skillfully. Darin Brees, soprano, inserts sentimentally in song as early Russian ear; Althea does a Czech dance and oral dapper toasting with comic interlude. And Nicholas Mathey finishes the boisterous room with a wailing solo of *Meditation from Thais*.

Outstanding feature is perhaps the chor singing of a mixed group, three female and three male voices. Their blended voices that merit high recognition. One is the velocity contrasts of the vocalists, and the other is the baritone of Michel Michon.

A five-piece combination of two bands, orchestra, vocalists and piano provides all of the music. A single accordion-finger plucks the ruffled sessions with table-topable results.

Tariff on food and liquor is moderate. *George Colson.*

Boulevard Room, Stevens Hotel, Chicago

While still retaining its Continental atmosphere, the entertainment policy of this Stevens room has been changed to attract more of the younger trade. When Mark Weber, Viennese maestro, moved in, it was planned to feature distinctive waltz music and musical interludes each evening, an arrangement which proved a business stimulant for the older crowd only.

And now it is "sultry swing" that's getting the feature billing, dished out in smooth style by Sterling Young and orchestra. This outfit is new in this area, having been on the West Coast most of the time since its organization in 1933. Young should prove a big draw in the night-clubbing colleges, the intimate way he dishes out dance tunes being right in their alley. Has a youthful personality and is an exceptionally capable leader. Featured with his band are Donna Lee, blond vocalist, and Gil Degenera, tenor soloist in special arrangements of pop tunes, warbled pleasantly.

The new floor show is topped by Don Julian and Marjorie, a young and graceful duo that distinguishes itself with several versatile routines. The girl is a charming brunet and the man makes a handsome balanced partner. Rather than concentrate on sensational stunts, they are more dignified numbers with an abundance of rhythm and personality.

Gene Rawley, tenor doubling as emcee, displayed a good voice and an effective delivery. In for four weeks before returning to New York and a commercial air show. He makes a nice appearance in formal wear and his enacting is of the straightforward variety.

Kleandre Christian and the line of eight Dorothy Hyton girls have been held over and are spotted in clever and entertaining routines. The kids' union work is remarkable and each number is so devised to compose a striking sight. Christian, in simple attire, displayed good dancing ability with a fetching high-kick and acro routine and an engaging tap strut.

Some of the line girls are singled out during the show with individual numbers that afford them to test their own showmanship and salesmanship. A nice touch for the boys.

The Four Californians, a top strolling combination, take the band stand for intermission music. The boys also do musical with good vocal arrangements.

The \$1.50 minimum is a comparatively reasonable one and within reach of the younger set. *Sam Houtberg.*

El Chico, New York

Greenwich Village's class Spanish club is deciding its own, despite the Spanish War, the night club slump and whatnot. Enter the new *El Chico* in still presenting his authentic Spanish entertainment, music and atmosphere—and *El Chico* is the one of the very few clubs imposing a cover charge.

Current show is not *El Chico*'s best—but it is more entertaining nevertheless. Outstanding is the Astorion Orchestra, making her first American appearance after touring the world. She has an ingratiating assurance, impressing with her marvelous costume work and her deft, delicate guitar playing. A mature artist, she stands out easily. Another impersonation is Pauro Alvarez, Spanish tenor, who comes with a Spanish picture and radio reputation. He is *Jose NACHE*.



GALE SEXTETTE

Those Three Versatile Dance Teams

Three boys and three girls "who spotted in intricate dance forms that are executed with finished grace."—The Sunland.

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INTERNATIONAL AIR SHOW

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"One of the best numbers of the most interesting variety... George Blair, who has done on both stage and screen some remarkable stunts and stunts like your breath away."
—Chicago Daily News.

"The 'Fiasco' in 'Glad'... Blair, is one of the 'best'... Chicago Daily News."
—Chicago Daily News.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

Dorothy Hampton, the looker of the outfit, and the emcee is Roy Richards, an emcee as well.

Operer to John Jewel, who slaps out two tough semi-symphonic arrangements to a band. Probably a hit show for a starter, but creditably handled and reserved. Closing up the dance spot is Pat Loko, a tap dancer with a distinctive style, who sells his first portion so well he's demanded for a second. A clean-cut lad and well logged.

Florence Stone, singer, goes for one number. Her voice is all right. Behind her are the dark-towers. Three Virginia Hanes, who are the first big hit. Kids sing it first and swing it later. Present a lot of smile, white teeth and personality, being down the middle. Novelty musical act is Harvey Mearns, who has five different sets of trappings and looks big and bulky enough to do down a truck to basal. All of the stuff is homemade, and the wings and rings come out of all of them. Over well. Ordinary dancers are Shirley Crut and Marian Gordon, who follow, but they brighten the looks of things.

Richards, emcee, takes over for several conversations, the latter being Paul Munt as Emu's Zola. Everything he does is good, however, among the many being Wanchel, Penner, Roosevelt and Sparks.

Frish is saved for the Dancing Dolls. Frish Jaeger, Winnie Johnson and Jo Martin. There is knockabout, and credit to the audience. Frish recalls everyone.

Time is 50 minutes, and the film here is *Some Romances Are Dangerous* (Cont.). Business very good, but this is the bowdler week—no further shows being scheduled. **B. Ouse.**

Gregg in fourpieces. Gregg has several solos, all nicely done.

Ruth Perry surely belies her hint-size in the volume of her voice. The tiny spotter, just about raises the roof, but the audience like it. *She is Crashing Hollywood.*

See McConnell.

Rivoli, Portland, Ore.

(Reviewed Thursday Afternoon, Jan. 29)

Nearly a full house greeted the new show opening this afternoon with a well-balanced program of five big acts. No one act stood out, but John Tin, a talking parrot, coaxed by Fran Abreh, was perhaps most popular. The acts were questions and imitations of Crosby, King, Jimmy Durante, a banjo, polka-dancer's whistle, harryard and the punch of a champagne bottle and other sounds struck the younger matrons.

Mealey, Dupree and Company drew lots of laughs with their nonsense. Girl being old favorites, the two clownish men interrupting with noisy, crazy capers. Among their laugh-getting props is an ancient phonograph, which they spun, and a good deal of smoky juggling.

Past week's acts, such as cigarettes, cigars and pipes on the part of J. J. Mearns and Company kept the audience guessing. In top hat and tails, J. J. Mearns has a very smooth style.

Pauly Britton, contortionist, neatly tied herself into a knot and also tap danced while playing an accordion. Boy-girl team of Stone and Barton tap danced in various tempos. Imitation by Stone of Bill Robinson's stair dance was a highlight of the act.

Screen offers *Wise, Women and Hoses* and *Escape by Night*. **Key Harlook.**

BENNETT LEONA PERRY OLLIE FOUR FRANKS

Opening February 10

LOEW'S STATE THEATER

New York

Just Returned From a
Triumphant European Tour

SIMON AGENCY

Direction:
Midwest
Guy Perkins

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Chiswick Empire, London

(Week of January 24)

Chiswick Empire is one of the 3000 neighborhood houses and invariably plays straight vaude with occasional streaky bits of musicals and revue. Current vaude program is none too strong.

Scoriall Boys, two acro-comedians, are far as opening act.

Lee Sas, portly English comic, has an unusual line of comedy that is good for plenty of laughs. Assisted by Sally March, a looker, who fits in a swell Russian dance. Act is a winner.

Neller and Glare, man and girl, are good singers. Neller to advantage in self-written numbers.

Hickey Brothers, American hokum comedians, with Albee, an easy-to-look-at wildcat, give the bill a terrific score. Act is fast, funny and original, and lays the outcriers in the sides. Easily one of the best of the many many outfits to play this date in years.

Tiny Mite and George Wilford, midget girl and tall man, register favorably with a pleasing light comedy vehicle.

The aptly named Three Pirates have apparently lifted bodily from the various American hokum acts that have played England. Latest bit is the "falling board" business done by the Zimmerman Brothers, who are mediocre.

Elice Rich, versatile instrumentalist, with Rex and Ron, two boys, present a good musical number that is up-to-date and nicely synchronized.

Max Miller, England's foremost monologist, headlines and show-stops after 25 minutes of slick gabbing.

Rufus Stansley and Gray Sisters, three men and two girls, are an Anglo-American serial pyramatic combo. Interesting act with some good tricks performed at an even pace. Holds interest to the end. **Best Ross.**

Palace, Youngstown, O.

(Reviewed Friday Night, January 21)

Clyde McCoy Unit

With Clyde McCoy and Hal Lelloy on tap, stage show here has something to brag about. Clyde is tops as a trumpet player, and Hal begins where most of the others leave off as an eccentric tap dancer.

McCoy's Orchestra has developed into one of the most popular bands of the city. Band's specialty performers are headed by the always amusing T. Twiss, comediana and mimic.

Leroy impresses not only as one of the country's best steppers but also as a personable young chap with the ability to talk pleasantly. He has been in every step and is generous in peddling it across the footlights. Bennett Sisters, three pretty girls, sing in harmony. Also join baritone Wayne

Paris Vaude

(Week of January 18)

Prechick's local act heads the Bobbio bill and scores easily with his songs and patter. Outstanding novelty numbers are those of Franklin Amore and Anita Kramer, hokum acrobats, and the Two Finklers, two comedians. Other good turns are the Tom Katz Saxophone Six; Marton, quick-change artist; the Broadway crew of Stone and Barton; and Fire Rosettes, acrobats.

Several novelty acts on the new bill at the Petit-Casino, including Carpi and Ramon, musical clowns; Nello and Natal, comedians; Bijou Sisters, equilibriumists; Marbur, illusionist; and Ray and Bep, jugglers. European is temporarily missing revue.

The Monopods, jugglers, and Dante Citranova, musical novelty, are at the Grand Opera. The two piano and one organ, are at the Paramount. Fred Addison's Orchestra is at the Artistic. The Fratelli Trio of clowns are at the Excelsior.

Cinema Casino, Miami Beach

Larry Morris' swank establishment, formerly Florida Follies, still tops beach theater offerings with class vaude each week. Being the only vaude theater on the beach gives the Cinema enough support to present a good bill plus best in stage bands.

Bubble Beach, the local comedians, instant favorites in this area, still head entertainment scale. The act is well concerned, and their stage music is a help to all acts appearing.

Mark Plant, baritone, also a favorite in this section, having played numerous spots here last season. Interesting act and offers music which seems to please everyone.

Becker's break-in featuring Sonny Stockton, vocalist, offers current favorites in a most enjoyable manner. Cooke Brothers, hilarious impersonator, provides laughs enough for two shows. Bennett and Benita, who back after successful engagement last season in this section, offer smooth dance interludes.

The bill, one of the best presented at the theater, has all an audience could ask for and was well received.

Becker closes this week with a probable return engagement, following Rita Rio and orchestra. **Wegil E. Parsons.**

More Loew Vaudeville

WORCESTER, Mass., Jan. 29.—Sunday vaudeville policy is being inaugurated February 6 at Loew's Elm Street Theater with Mary Brian as the headliner. Loew's recently added flesh shows to its vaudeville program, including the Poli, Meriden, Conn.

JACK POWELL

Second Week

ROXY THEATER, NEW YORK

LEDDY & SMITH

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ERIC WALLHEIM

MANNO STRAFFORD

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THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"

Club Management News and Angles on Night Club Operation

Village Clubs Plan "Tour"
THE Greenwich Village Restaurants' Association is to mount a tour of the possibilities of a local or national radio hook-up featuring a program of "tours into the Village."

Performers Must Eat
A COUPLE of clubs in Chicago set up a new rule for the first time in stating that they eat on the premises. Special meals prepared for the kitchen staff and waiters are being served at the sets at popular prices. Acts pay regular prices for meals dishes, however.

Gothia Heads Philly Men
GEOFFREY GOTHIA has been appointed permanent secretary of the Philadelphia Restaurant and Bar Association, headed by Arthur H. Padua, president of the Arcadia-International. Headquarters of the association will be in the Arcadia.

Philly Club's Broadcasts
HARVEY LOCKMAN'S Ubangi Club in Philadelphia is trying a new "vox pop" act with a radio hook-up. The spot which features acts up close. Each night, WIPN mike is set up and for 15 minutes the studio patron has their views on anything from *The Big Apple* to the Japanese-Chinese war.

Pittsburgh Restaurants Meet
MORE than 3,000 restaurateurs visited the 100th annual convention of the National Restaurant Association in Pittsburgh last week held in conjunction with the second yearly session of the Associated Restaurants of Pennsylvania at the Hotel William Penn.

Elected president of the State organization was Ros L. Gammon, of Pittsburgh, succeeding Felix Dealow, of Erie. Other officers are William Saxon, of Pittsburgh, vice-president, and M. C. Whitcomb, of Pittsburgh, secretary-treasurer.

New head of the W.P.R.A. is Pierce C. Johnson, of Monaca, Pa., replacing Mrs. M. McKee Schreiber, of Pittsburgh. Other officers are William Saxon, of Pittsburgh, P. J. McLaughlin, of Pittsburgh, vice-president, and M. C. Whitcomb, of Pittsburgh, secretary-treasurer.

Chief imported speakers were Henry I. Donohoe, of Baltimore, president of the National Restaurant Association; Edward Tobin, of Syracuse University; Secretary F. B. Mahon of the Air-Congress Bureau; President Elmer Wheeler of the Textile Selling Institute; and C. M. Ferguson, of Ohio State University.

Milwaukee Ordinance Modified
THE Milwaukee ordinance controlling tavern closing ordinance, effective January 3, is being amended. The closing hours and lodging houses may remain open between 2 and 8 a.m. by special permit, provided there are liquor supplies are screened off. Milwaukee Tavern Owners Association is planning injunctive proceedings to provide an immediate test of the newly revised curfew ordinance.

Cheek Parer's Postcards
CHEZ PARE'S, Chicago, has an ample supply of its club postcards on a conveniently located table in the foyer. The postcards are attractive full-colored photographs of prominent Chicago features, such as the Lincoln Club lobby with the other side clean for the usual room.

As If They Didn't Know
PITTSBURGH, Jan. 30.—Booker Harry Thomas is an honest man. In the small this week were plugg the names of the members of the Entertainment Association dance, scheduled for February 13. Announcement was closed by the announcements of Harry Thomas, Robert Chisler.

for correspondence. An average of 500 are distributed weekly.

Prize for Club Name
ED AND BOB, Chicago night club operators, reopened their West Madison spot as the "Nameless" night club and will award a \$50 prize to the customer submitting a winning name. Selection will be made next month.

Blame High Taxes
WITHE club operators smaller New York nightclub closing, a check-up reveals high taxes have been a big headache. The State Alcoholic Beverage Commission tax for sale of liquor, wine and beer, teamed with a host of other city, State and county assessments in many cases, burdened club operators, tax rates often running \$10 per day.

Gibson, Cincinnati, Using More Flesh

CINCINNATI, Jan. 30.—Hotel Gibson's Piretina Room, which has been featuring name bands and an occasional act, will inaugurate a three-day-a-week show policy when Sammy Watkins and orchestra move into the spot next Thursday. Booking will continue thru MCA. First in under the new set-up will be Sautero and Lorraine, dancers; Tung Pin Sze, magician, and the White Guardians, vocal act directed by Ben Yost. Shows will be presented at luncheon, dinner and supper sessions. A similar policy recently inaugurated here by the Hittendieper Hotel, the Plaza Hotel for its Pavilion Caprice and Restaurant Continental rooms is reported to be a success. The Gibson and dinner bill about 40 per cent. Pavilion Caprice, however, is reported to be a success. The announcement shutting is due to renovations, but real reason for closing may be the Hittendieper's club activity in its Restaurant Continental. Piretina-O'Keefe handles the Netherlands Plaza bookings and Jan. 30.

Sit-Down Strike At Nice

NICE, Jan. 24.—Employees at the Casino Municipal staged a sit-down strike against the management of the Casino Municipal. Lucienne Boyer, pop singer, and Jean Cyrano, jazz pianist, and Jean and Jeanette, cabaret dancers, were at the Casino Tabarin.

Whalen Quits Mass. FTP

BOSTON, Jan. 29.—David B. Whalen, director for the Massachusetts Federal Trade Commission, resigned his post last week to create publicity and sales promotion for Republic Pictures.

Garber Clicks in Memphis

MEMPHIS, Jan. 29.—Jan Garber and orchestra played a four-day engagement here at the Orpheum Theater, opening Tuesday night. Previous engagements were Lew Palmer, Rudy Russell, Fritz Hellman and Russell Brown.

Garber's new material, including local engagements of the outfit. It proved to be most profitable for her sides, as a well-known Memphis promoter, who has been host of followers in this section.

NIGHT CLUB

(Continued from page 23)
The A. B. C. Trio, male comedy combination featuring a variety of dances here during the past five years, is a favorite here. The singing and comedy and inserting pleasant comedy touches through their routines. A young and pretty young brunet, impresses with her vivacious personality and her facile execution of the dances.
Joe and Patricia, returning from Buenos Aires for their second engagement here, they are a popular act, bringing from pasodobles and tangos to tangoes are some with the fire and

Films, Night Clubs Try to Block Huge Fraternity Snow

Philly vaude and concert series for club rates prices fought bitterly — fear other charity-fraternity groups might duplicate shows — name shows at 28 cents average

PHILADELPHIA, Jan. 29.—Theater operators, night club proprietors and showmen in general are up in arms here over the action of the Artisans' Club, affiliated with the Shriners, in booking three Music Corporation of America a raft of big name vaude acts in the 20th Century Fox theaters. The booking, which threatens to eat heavily into the already badly squeezed vaude circuit, is scheduled to begin next week, starting March 16, at an average rate of \$2.50 per act—making a charge of 28 cents per act.

Leading the battle is the militant United Motion Picture Theater Owners' Association, representing more than 500 independent theaters in the area. In a telegram signed by Lewis J. McLaughlin, president of the Artisans' Club, who opens the series March 16 to 19, the organization says that the program threatened to cheapen the entire industry. Sent to 20th Century-Fox, Cantor's company, the telegram said: "Your advertised personal appearance for the Artisans' group is a heavy charge of 28 cents. This non-theatrical organization is in direct competition with the theatrical vaude circuit. We wish to show your pictures at rentals demanded by 20th Century-Fox."

"This is manifestly unfair and harmful to the industry by tending to undercut the vaude circuit and to cheapen its structure. Such fund raising gives no permanence to screen and act."

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Trocabrer, London

Popular spot has a good bunch of talent this week. Outstanding is the popular American magician-entertainer, Bud Swann, who has a great personality which adds his plenty in selling his cute riffs. English concert singer, Norma Allina, uses excellent pipes to advantage in corking renditions of popular ballads. Ed Stone and the Americans are back again with their dandy vice-cracking offering after an absence of a week. Artie Smith, who has been in the States playing a muted trombone with the best of them.

Seven Venetian Singing Sisters make an out-of-the-ordinary vocal flock, and Ed Smith's act is a real gem. In opposition to this line, Girls make an evening appearance with pleasing contrasting act.

Jan Pletzin, juggler, is fast, clever and amusing. His forte is ball and stick manipulation, but shows versatility by many unorthodox and difficult tricks.

Gray Wolf Tavern, Youngstown

Pete Meyer's tavern, one of the outstanding night spots of Eastern Ohio, has a new and high standard of floor show entertainment.

Current are the Four Moosekians start quartet which recently completed a swing of Pick-operated hotels; Pat Parker, blues singer; Rudy Horen, the "Hunk," and the Six High Hatters. Leo Leslie and orchestra remain on the bill.

Despite a blizzard and near-zero weather, the tavern January 26 attracted a big crowd. The act was a real gem. In person, along with his Harlem singing show was offered in conjunction with the vaude circuit.

Cover charge was upped to 75 cents and a suggested donation of 25 cents was the spot one of its best nights in recent weeks.

DRIVE ON BAND—

(Continued from page 19)
Four Cornets, Nellie Arnaut and Brothers, Jack La Vier and Ruthie Morgan, Paul Radcliffe and Harry Green, Ritz Rime Company, Texas Tommy and Short and Long, June Curmen and Bell Brothers and the Ritz Rime Company and Carlton Emmy's Dogs.

Following acts American, have been in the city over three years: Wilson, Keppel and Betty, Will Mahoney, Eve and the Ritz Rime Company, and the Ritz Rime Company and Brothers and Junnie, the Whirlwinds, Mather Merryfield, Arnaud Peggy and the Ritz Rime Company, and the Ritz Rime Company, Stanley Eddie and Mae Hibbert, Bird and Lorie, Paul and Allen, Billy Rios and Dorothy.

JACKIE COOPER, headlining the vaude in a one-day (Sunday) bill at the Grand Opera House, broke all records for the house, with crowds waiting for hours in lines extending clear around the block. After the first show Manager Sammy Badamo went upon the stage and announced that the show was to go until those seeing the first performance had left.

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Milwaukee Nabe Vaude

MILWAUKEE, Jan. 29.—F. Maerz, operator of the Club Antec and the Zenith Theaters here, is the only local neighborhood house featuring a combination policy.

Clean-Up Moves Burly Actors To West Coast

Burly Actors Alleged Operators Seek To Kill BAA Through Lawsuit

SAN FRANCISCO, Jan. 29.—California Church Council has called a meeting to treat rigid burlesque show regulations. Organization of a drive against the industry was successful in New York in under a year. Plans for the campaign have been announced by Dr. Paul J. Burke, president of the California Church Council.

Formation of a citizens' committee soon will be made, Dr. Burckhoff said. Thereafter, he added, will comprise city leaders, business men, clergy and housewives.

Dr. Burckhoff said: "The citizens' committee will ask the co-operation and assistance of all San Francisco civic and fraternal groups and plans to attack the industry legally. Burlesque operators have more than 100 performers and outcasts out of work.

Eddie Skolok, manager of the Capital Theatre, said that he was trying to give San Francisco good, clean comedy, and stressed the propriety of his performances.

SEATTLE, Jan. 29.—Board of theater supervisors of this city has decided, after considering complaints against allegedly obscene entertainers, not to deny burlesque houses closed at this time. However, the board has decided to consider a course of action covering the rights, film and Hialeah, to which would be closed. The board has also advised by a recommendation of the censor board.

What's Wrong With Burlesque? Actors, Agents, Speak Up

What wrong with burlesque? The judging from box-office grosses. A recent article in the *Bill*, said and offered opinions from many of the industry who told not only what they thought was wrong, but who also offered ideas to put burlesque back in the profit brackets. Theaters here have been closed for years because of the industry for being burlesque. Here are some opinions; others will appear in future issues. You are invited to send in your suggestions. Address: Burlesque, *The Billboard*, 1564 Broadway, New York City.

Rearrangement Needed
To begin with, shows have to be rearranged and reconstructed with seek appealing, good-looking wardrobe and scenery. Shows are invited to be rearranged and should be constructed in book form. Shows are invited to be rearranged with continuous policies that a patron who walks in during the middle of a show will understand what is all about. Book shows can be arranged very easily with burlesque bits providing continuity. There are numerous bits of comedy, etc., that can be blended together to make an hour and a half or longer, a four-a-day show. These same shows can be done, if necessary, in one big act. To get the maximum benefit, it is advised. It must be something good to look at. Book and chorus producers should get the best and appropriate. The best full-stage comedy scenes are neglected. They follow the burlesque. There are chances are the scene has to open in one

NEW YORK, Jan. 29.—A challenging answer to a suit seeking to dissolve the Burlesque Actors Association (BAA) was charged that the suit actually sought to shut employers by crippling the union. The burly actors' organization answered other charges brought by Murray Briscoe, BAA second vice-president, and Sam Hays against the BAA exec. Thomas J. Phillips, individually and as the BAA's president. The BAA, it is claimed, Henry H. Silverman, declared that the charge that clerks were unlawfully issued was because an amendment, made in March, 1934, to the union's constitution provided that checks could be signed by either the executive secretary, or both the president and treasurer (Phillips is president and executive secretary).

In answering another charge which claimed that Phillips refused to allow Briscoe, Hays or their accountants to examine the union's accounts, Phillips claimed that the books were opened for inspection by membership but that Briscoe or Hays did not examine the books. Phillips also declared that he refused to have the union books examined by accountants outside the organization "who might make use of the information to the detriment of the association." The BAA attorney, which was filed in 1935 and sought to dissolve the complaint, admitted that the Briscoe-Hays state-ment was untrue and that Phillips is an organization, that Phillips drew \$100-a-week salary and the treasurer was out-of-pocket.

A further charge that the BAA had "ceased to function" was answered with the statement that the BAA is an acting body of performer unions, had retained burlesque jurisdiction from the

American Federation of Actors to the BAA.

The most startling part of the answer was the charge that the suit was not brought by "plaintiffs in good faith, but is motivated by a desire to . . . adjust certain individuals equipped in the business of providing burlesque entertainment . . . whose names are not set forth herein" will best be served by the disruption and dissolution of the BAA. The suit also named several "certain individuals," the BAA further charged that the dissolution of the BAA would work a hardship on performers.

Face-Lifting For A Spot

LOS ANGELES, Jan. 29.—Alterations to the tane of about 500 theaters have been ordered by the Public Health Department. Theaters figure to be first-class setting for top shows planned for '38. Theater circuit on the 17th will reopen February 5. Modernization job includes everything from stage to box office. A larger foyer will be built and decorated in latest streamline design. Theaters will be rearranged, enlarged and modernized. New carpets and thickly padded seats will make the theaters more comfortable for the audience. New company, headed by Evelyn Meyer, will reopen the house.

Reviews

Rialto, Chicago

(Reviewed Friday Afternoon, January 28)
Windy City's single burlesque house is back on a rock policy. The show is the only noticeable weakness is in the comedy department. Only one set of comedy would be better off without any talking other scenes. While good as burly comedy, they tire with their generous appearance.

Ada Leonard and June St. Clair are tried to do. Ben Brenna, brother of the Rialto, continues indefinitely. She still remains in comedy shape and is lively to look at. Her demure prancing rated attention. St. Clair, blond and sexy, would be better off without any talking, which at the first show opening day dealt with seeing a man about town. The lines were witty and not bit funny. Her strip work is neat. Vilma Jansky is the other stripper on the bill and she is an excellent showman. Known exactly how to build up her burlesque specialty with publicant material and set of teasing. Also comes on for several talking bits in the comedy acts and acquires herself.

Charles Country, Kenny Brenna, Jack Buckley and Harry Myers handle the comedy production scenes. Brenna is robust but they managed to garner some laughs regardless. Future help from other comedians would be better off. They are now filling will doubtless boost this quarter.

A couple of vaude acts, working here under assumed names, fit in handily between comedy production scenes. The comedy ballroom trio which does a lengthy but generally amusing routine. Girl trio with prominent stage act and displays her experience in several difficult comedy acts. The comedy duo returns is a musical single that was nicely appreciated. Man handles several instruments, cups and dishes out very entertaining.

Line of 16 girls is unusually tall. They are well mixed with any out of the ordinary numbers, most of them at this time in the West. The show is well carried on as production team.

Donn Page is back and is featured in a modernistic number. Performs 11

New York:

MILLIE JOHNSON writes from Los Angeles that she has signed with Earl and L. Kern for her burlesque show. Opened in New York in rehearsing with her own produced troupe April 1 in San Antonio, Texas, and will be in Los Angeles with a lot of hetties. Joseph Watson is enroute. Kern was formerly with the *Bill*. Watson is rehearsing with Beckmann & Gerry Show. . . . T. D. DALTON writes from Los Angeles that he has signed, according to letter to Nat Morlan. . . . GYPSY NINA, Mary Marns and Virginia Marns replaced by Less Marvelle and Barbara Deane January 28. . . . GUIDO AND EVA opened January 28 for two weeks at the Little Theatre, Philly. A Jolly Joke booking.

New Chinese Dancer

AI-LING FOO, a Chinese dancer-stripper from Western Territory, signed for one year under Tommy Levene's management. Debut at the Rialto, Boston, Feb. 4 at the Columbia, Boston. . . . DIANE RAY left for Los Angeles, La. on Jan. 29, a week contract thru Nat Morlan. JEAN MODA and Mary Joyce new at the Star, Boston, Jan. 28. Succeeded Jay Letz, Barbara Deane and Zonia Duval. . . . PATRICIA McDONALD, under at the Republic for a long time, now rehearsing for the chorus.

Sammy to India

SUNNY (SMILEY) BLANE, when Billie Holiday was in the house, was in Reading, Pa., contracted for a week's stay, starting February 4, in Indianapolis, after which she returns to Baltimore and the Hurt wheel. . . . GLADYS McFARLANE, who has been in the house, introduced a new song, *The Rovers*, in Newark last week. . . . MIMI REED and Edna Hunter, who were in the house, exited from the Hirst circuit for the Ann Cortis unit. . . . DORAL DINA DESMON, who was in the house, is now in the territory, is mounting the loss of her mother, who died January 18. Trco.

From All Over:

ZORITA follows her Howard, Boston, signed for two weeks at the Grand Bar, Cincinnati. . . . PEACIES STRANOE is filling a two-week engagement at the Grand Bar, Cincinnati. . . . Patsy Johnson KATZ has taken in a vaude date at the Powers Theater, Grand Rapids, Mich., over the week-end. . . . Patsy Johnson did several specialties at the Worcester Theater, Worcester, last week.

. . . GEORGE H. HILL, comedian, has closed at the Columbia, Boston, and is now in the house. He may say put if he can come to terms with Station WARR there.

PRINCE'S "GOLDENWOM", now has the following principals: Blinco Blinco, Earl Stratton, Ernie Hone, John Head, Dudley Dawson, Ernie Hone, Evelyn Cashway and Betty Novack. The show is in the house. . . . SALLY WALKER is out of the line at the Gayety, Cincinnati, this week. She took a bit of vacation in Louisville. Looks like the rebooking of an entertainment.

gracefully and with proper taste.

The act was in the afternoon, men making up a good 95 per cent of the audience. A screen feature and shorts augmented the act.

Sam Honisberg.

Gayety, Cincinnati

(Reviewed Friday Afternoon, January 28)

Gayety's pendulum swings back to stock with this show after its second straight week of shorts. The Hirst opens. House's business continues in the Gayety, Cincinnati, this week. The show is in the house. There is danger of this layout boasting it to a higher rating. This isn't the best of the show since the Hirst's theater, neither is it the worst. It's just what the Gayety customers have been looking for. The show is in the house. The show caught show ran one hour and 37 minutes. But Howard and Morris Golding (See Review on page 32)

WANTED CHORUS GIRLS WANTED
STOCK BURLESQUE OPENING FEBRUARY 11.
Burlesque People All Lines. JACK KANE. Write or Wire.
NATIONAL THEATRE. LOUISVILLE, KY.

Wanted: Showmen

There isn't one thing wrong with the title, Burlesque—what is wrong is that the showmen to handle any type of amusement. And burlesque of today lacks showmanship. Get Ruble Escamoteur and a few more real showmen back in the game and you will have burlesque back on its feet. The showmen of today are high-powered showmen who do not sit around 24 hours a day playing cards.

Years ago you had in the 70's in advance of George Abbott, St. Louis and still 20 more to go. St. Louis gave the showmen of today a lesson. There is show business if it's handled by showmen—not nightclubs.

Charles J. (Kid) Koster.

The Mar-tain

ALEXANDEE—Eva, chorus girl in Rex Grogg's road company, January 21 at Great Neck, N. Y., where she was born. She was born in the United States.

AMBONON—Mrs. Hank, wife of Al Ambonon, died in New York, N. Y., January 29, 1937, after six weeks' illness. He had intended to reopen Thronas Park rink, Dayton, Ohio, in 1937.

BACON—Benjamin Pratt, 50, world's champion roller speed skater in 1907-14, died in Hopkinton, Mass., January 26, after six weeks' illness. He had intended to reopen Thronas Park rink, Dayton, Ohio, in 1937.

BALDWIN—The diamond medal won in the 1924 Olympic games in St. Louis. He invented and patented the widely-used "Baldwin" roller skates. He had managed a number of roller rinks and was killed by his widow, Nina, professionally known as "Sharon Debris," now with the A. B. Marcus Show in Australia; two brothers, Bert, Cincinnati, and Edward, Boston; and a son, Paul Toledo, funeral in Bellevue, Ky., with interment in Mount Washington (O.) Cemetery, next to grave of Bud Cluser, son of Tony Cresco, proprietor of Tacoma Park, who was one of the victims in a Roller Derby bus crash and fire.

BLACK—George Kenzley, 49, former professional conditioner, died in Chicago, survived by his widow, Clara, actress, and three children. He tried to locate his wife and is said to be on tour with a show. Services January 27 from Holy Mortuary, Camden, and interment at Locustwood Memorial Park, that city.

BLACK—Maurice, for 15 years a commercial character in the cinema, January 17 in Hollywood of pneumonia. Survived by his widow and son. Services January 22 at Hollywood Cemetery Chapel, where he was cremated.

BROWN—Freddie, 35, of the comedy duo "Brown and Brown," who died in 1916 of malaria fever in Boston City Hospital. He has just been learned. Services and interment at the Metropolitan of the Actors' Fund of America and American Burial Home, interment in Forest Park Cemetery, Hollywood, on December 21. Survived by his widow, Beatrice, and four children, including the team of Cook and Brown, and his father and sisters and brothers residing in Chicago.

CARMAN—George, 71, for 14 years an actor in the Newrun Theater, Kansas City, Mo., died in New York, N. Y., Local No. 31, IATSE, at his home in that city, January 25, 1937. He was born in New York. Survived by two daughters, Mrs. Frances Jensen and Mrs. Dorothy Mall, and three sisters, Jessie, Marie and Ella Corman. Services January 25 from Freeman Chapel, Kansas City, Mo., and interment in Woodlawn cemetery, Baltimore, Md., on January 15. Survived by his widow and mother.

CHARPENTIER—Eugene, orchestra director of several French radio stations

and brother of the composer Gustave Charpentier, January 25 in Paris.

CHRISTIANSEN—August (Aagie), 59, animal trainer and circus manager in Ind. He received national acclaim when as a boy he worked a World's Fair exhibition in Chicago. He was married to Carl Hagenbeck Wild Animal Show and trouped with Jess Atkins and Zack Terzetti. He was killed by a lion which he sent to Chicago for burial in Showmen's Rest in 1937.

COHN—Emile, credited with being the originator of an animated cartoon film 30 years ago, January 21 in Paris.

Charles Bernard

Charles Bernard, 77, who had been with circuses in various official capacities and a circus historian, died at Savannah, Ga., his home, Thursday morning, January 27, after a several weeks' illness.

Born at Benton, O., August 20, 1861, Bernard started in circus management in 1870 with Croker Magic Lantern Show, and was with small traveling companies in Ohio, Pa., and other connections in summers until 1880. In 1880 he went to New York with Shibley, Pullman & Hamilton Circus, as an outdoor advertising agent in winters and with circuses in the summer. He was with the "Big Top" with John B. Doris, Adam Forepaugh, B. E. Wallace, J. H. LaFollet and Walter L. Main. He was an outdoor advertising manager from 1900 to 1912; owner of Disko Zoo (traveling), 1912 to 1917; president of the Pennsylvania State Fair, 1917; treasurer Rhoda Royal Circus, 1918-19; and was an outdoor advertising writer. He was also contracting agent to 1924. Was general agent for John H. Burtch, Col. George B. Kays, and manager of Leslie Davis; Carl Brehm's Ten Nights in a Trench; Burt Isaacson's Circus; and the Col. George B. Kays' engagements between circus seasons in Pennsylvania.

His hobbies were writing and editing a series of Old-Time Showmen stories for the National Circus Photographs, and literature and mail-order business. Survived by his widow, Pearl.

COHRLE—A. Bruce, 61, former secretary of the National Merchants' Association, died in Canton Driving Park Association, in Aultman Hospital, Canton, O., January 23 after a lingering illness. He was a son-in-law of the late Charles Coburn, Canton, more than half century ago. He was circus man for Barnum, Pavilion Bill, Gollmer Bros. and other old-time circuses. He was president of the American McKinley, Correll was appointed deputy collector of internal revenue by the President. He was a member of the Ringling doorkeeper at the House of Representatives.

CARL T. HATHAWAY

Carl T. Hathaway, general manager of Ringling Bros. and Barnum & Bailey Combined Circus, died in Joseph Halton Hospital, Saratoga, Pa., January 28. Immediate cause of death was a cerebral hemorrhage. He was struck down by his wife, Mrs. Cora Hathaway, Dr. Bergh, now physician, and died three hours later. His wife, Bessie M. Hathaway, died last night.

Circus men, from visitors to Chicago, died past his casket as he lay in state at the Thacker & Van Olden Funeral Chapel, Saratoga, January 28. He was the son of John T. Hathaway, a pastor of the Episcopal Church of the Redeemer, conducted the Episcopal Episcopal rites. He was laid to rest in Mansueta Rural Park next to the grave of his brother, Dr. J. H. Hathaway. Survivors include his widow and a brother, Reid T. Hathaway, and a sister, Venus M. Hathaway, of Warsaw, Ind.

Mr. Hathaway was New York resident on a business trip to New York, which was for the purpose of the circus. His return was to have a "go-ahead" signal for Hathaway and his associates to have the circus start.

Mr. Hathaway was born at Warsaw, Ind., September 29, 1879. He began his circus career in 1892 as connected with the Forepaugh-Sells Circus. He came under the Ringling banner when the five brothers bought the show in 1919.

Later the Ringlings transferred him to the Barnum & Bailey Circus, which they bought in 1920, naming him assistant treasurer. He remained in that position until the consolidation of the two big shows in 1918. When he was made assistant treasurer of Ringling Bros. and Barnum & Bailey.

In 1920 he was for a period of three months proprietor of a circus of his own—Lombard & Hathaway. This season failed, however, and the Ringling Brothers welcomed him back into the fold.

In 1920 he was made general manager of the Big Show and served until the time when promoters moved to the Sun W. Gumpertz as manager. Recognizing his ability, Gumpertz retained him as second in command.

Hathaway succeeded Gumpertz to the managerial post last fall when a reorganization brought the Ringling family once more into financial control of the show.

JOSEPH T. McCADDON

Joseph Terry McCaddon, 70, a leading figure in the circus business for many years, died January 21 at the home of his son, Joseph T. McCaddon, Jr., in Great Neck, N. Y. He was stricken with a cerebral hemorrhage while on his way to the law of the late James A. Bailey.

McCaddon was born in Beverly, O., and attended school in Cincinnati. When 17 he joined Bailey as apprentice and left for Australia with the first American circus to leave this continent. He later managed the Forepaugh-Anderson show with William W. Wood.

Following the death of P. T. Barnum, McCaddon became a partner of Bailey and served as managing director of the Barnum & Bailey Circus. With the death of Bailey, McCaddon directed the Buffalo Bill show in and around Buffalo Bill show for two years, representing the controlling interests he held with the show.

In 1908 he disposed of all his circus holdings to the Ringling Brothers, with the exception of the Buffalo Bill Show, which he sold to Major Gordon W. Ford, who later directed the Buffalo Bill show in and around New York and also had been writing a biography of Bailey.

He was a 32d degree Mason and was active in that order in early life. He was buried in Springdale, Conn.

McCaddon was a member of the Washington, D. C., and the Ringling Brothers' ritual and commitment exercises in Catholic Cemetery, Peru, COLUMBIA, Mo., composer of "When Twilight Comes and writer of the arrangement for Abide With Me, January 21, 1938.

COSETTE—Joseph C., for many years professional at Warner's Casino Theater, Bridgeport, Conn., died in the offices of the Bridgeport Motion Picture Operators' Union, January 21 in New York after a short illness.

CURRY—James John, associated with theatrical and movie affairs for many years, died in New York City, January 21, N. Y. Services January 22.

PAEII—Alexander C., 57, known as the master showman of the automobile industry, died in Chicago, Ill., January 21, the last of three auto shows in Chicago, in an accident in the city, January 20. Survived by his widow, Orpha. Funeral in Chicago January 30. Burial will be in Chicago.

FELISHEN—Herman, 81, connected with Leo's Regent Theater, Harrisonburg, Pa., January 26 in Harrisonburg Hospital. Burial at Harrisonburg, Pa., January 26, in Peru, Ind., January 24 of an abdominal ailment.

William Slavens McNutt

William Slavens McNutt, 52, former novelist, actor and playwright before becoming a leading theatrical and leading scenarist since 1900 years ago, January 23 at his home in San Gabriel Valley, Calif., of pneumonia. He had worked on such films as *Ripples of Red Gap*, *The Great Train Robbery*, *Dr. Henschel Lancer*. His last script was *Stolen Hensymon*. He collaborated the *Archie*, *Tom Sawyer*, *The Big Show*, *Poisoned Gun*, *Smoke*, *Young Tom Sawyer*, *The Mighty and Burning Up*, and among others helped prepare *So Red the Rose*, *Rhythm on the Range*, *Amongst the Pines*, *Wild of June 13*, *The Broken Wing*, *If I Had a Million*, *Typhoon Bill*, *One Sunday*, *They Rode the Wind*, *Red and High Water*. Years ago he had appeared in vaudeville and stock and at various times has been newspaper reporter, was correspondent and author of *Exciting News*, *Red and High Water*. He was a leader in the Screen Playwrights' Inc., started a year ago by his brother-in-law, and was a member of the Screen Writers' Guild because of unionization. Survived by his widow, Mrs. Mary McNutt, newspaper writer and producer, and his father, Rev. George McNutt, services and burial at Memorial Park, Glendale, Calif., January 24.

He had been in failing health for several years. Serving an apprenticeship with and later as an agent of the old circus, he was in the circus when it went to Peru in 1889 and toured several years with the Great Wallace Shows, which he later was in partnership with the Colonel and later was rewarded by an excellent position with the John Robinson Circus. thru his thrift and endeavors he conceived the venture which was the first circus to be organized in Hollywood and in the Hollywood Hippodrome—situated on downtown Broadway and a favorite meeting place for the showmen and their relatives of various circus. In 1902 he married Marie Gless. For years he had been in the circus business which presented many amusement and civic affairs in the circus. He was a member of the Holy Name Society and organizer of the Peru Notre Dame Retreat in Peru, Pa., and a member of St. Charles Catholic Church, with links

ritual and commitment exercises in Catholic Cemetery, Peru, COLUMBIA, Mo., composer of "When Twilight Comes and writer of the arrangement for Abide With Me, January 21, 1938.

GHAY—Bill, 32, orchestra leader, died in an automobile accident January 21 in an automobile accident from a car, where his hand had been appearing in the circus. He was a member of the vocalists with the band, sang at services conducted in Mrs. DeWitt was sent to relatives in New York, N. Y., and a sister, Mrs. Lillian E. Harper, of Springfield, Conn.

HOPKINS—Mrs. Eva McDonald, former actress and wife of playing operator, died in New Haven, Conn., following an operation, January 21, 1938.

JONES—Dorothy J., wife of Aaron J. Jones, Jr., of Jans, Linnex & Schaefer, Chicago theater operators, at her home in the City, January 28. Besides her husband, she is survived by her son, Aaron; her daughter, Dorothy, and two sisters. Burial January 31 in Chicago.

KENDRICK—Frank J., 50, president of the National Circus Association, Detroit, of a heart ailment at his home in Mt. Clemens, Mich., January 18. Survived by his wife, Mrs. Cora, and Mrs. M. of Mt. Clemens, and Milton, of Ann Arbor.

LESLING—Oliver, 64, former shooting gallery owner, found dead recently in a garage and room in Seattle. He was a member of the Ringling Bros. and Barnum & Bailey Combined Circus, and was also a member of the Ringling Bros. and Barnum & Bailey Combined Circus, and was also a member of the Ringling Bros. and Barnum & Bailey Combined Circus.

LOPEZ—Charles, 50, burlesque comedian, in Miami Beach, Fla., January 28 following heart attack. Worked there with the Wettskop burlesque company. He was a member of the Ringling Bros. and Barnum & Bailey Combined Circus, and was also a member of the Ringling Bros. and Barnum & Bailey Combined Circus.

LEPPLES—Harry G., 52, many burlesque shows, died in Miami Beach, Fla., January 27. Deceased and wife were also members of the Ringling Bros. and Barnum & Bailey Combined Circus, and was also a member of the Ringling Bros. and Barnum & Bailey Combined Circus.

MARX—Peter P., life-long moving picture producer and veteran member of the IATSE, died in Hollywood, Calif., January 27. Deceased and wife were also members of the Ringling Bros. and Barnum & Bailey Combined Circus, and was also a member of the Ringling Bros. and Barnum & Bailey Combined Circus.

IN LOVING MEMORY OF MY DEAREST
Helen Byrd Russell
Who Departed This Life February 5, 1937.
MORA HENRY.

See Final CUSTAIN on page 73

ACTS, UNITS AND ATTRACTIONS

(Routes are for reference when no dates are given.)

A. B. C. Trio (El Chico) NYC, de. Adams & Nevin (Queens Terrace) Woodside, N. Y.

Adler, William (Ambassador) NYC, de. Adams & Nevin (Queens Terrace) Woodside, N. Y.

Adams, John (New York) NYC, de. Adams & Nevin (Queens Terrace) Woodside, N. Y.

Adams, John (New York) NYC, de. Adams & Nevin (Queens Terrace) Woodside, N. Y.

Adams, John (New York) NYC, de. Adams & Nevin (Queens Terrace) Woodside, N. Y.

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Adams, John (New York) NYC, de. Adams & Nevin (Queens Terrace) Woodside, N. Y.

Adams, John (New York) NYC, de. Adams & Nevin (Queens Terrace) Woodside, N. Y.

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—cafe; co—company; club; h—hotel; mh—music hall; m—music; ms—musical; mst—musical theatre; r—road house; re—restaurant; s—showboat; s—show; t—theater.

NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Dale, Margon (El Mirage) NYC, de. Danahy, Vincent (Queens Terrace) Woodside, N. Y.

Danahy, Vincent (Queens Terrace) Woodside, N. Y.

Danahy, Vincent (Queens Terrace) Woodside, N. Y.

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Danahy, Vincent (Queens Terrace) Woodside, N. Y.

Gaylord & Kent (El Mirage) NYC, de. Glezera, Leo (Hudson) Milwaukee, 1. Gillette Girls (Clare of Nation) Sacramento, 1. I. de.

Girard, Adele (Hickory House) NYC, de. Givens & Karel (Queens Terrace) Woodside, L. I. de.

Givens & Karel (Queens Terrace) Woodside, L. I. de.

Givens & Karel (Queens Terrace) Woodside, L. I. de.

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Givens & Karel (Queens Terrace) Woodside, L. I. de.

Givens & Karel (Queens Terrace) Woodside, L. I. de.

Joe & Patricia (El Chico) NYC, de. Joy, Charles & Gladys (Fountain) Baltimore, de.

Kelley & Marzie (Black Cat) NYC, de. Kelly, Harry (Hudson) NYC, de. Kelly, Harry (Hudson) NYC, de.

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Kelly, Harry (Hudson) NYC, de. Kelly, Harry (Hudson) NYC, de.

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

Robert, Robert (Plantation) NYC, de. Erickson, Don (Columbia) Chi, de. Erickson, Dorothy (Hershey) Chi, de. Erganter, Three (Commodore) NYC, N. Y.

Farrar, Jack (Locust) Phila, de. Farrell, Bill (Palace) NYC, de. Farrell, Bill (Palace) NYC, de.

Farrar, Jack (Locust) Phila, de. Farrell, Bill (Palace) NYC, de. Farrell, Bill (Palace) NYC, de.

Farrar, Jack (Locust) Phila, de. Farrell, Bill (Palace) NYC, de. Farrell, Bill (Palace) NYC, de.

Hammel, Joe & Gloria Merrill (Commodore-wealth) Boston, h. Harwood, Joseph (Dean) Williamsburg, Pa., 2-3, L. de.

Harwood, Joseph (Dean) Williamsburg, Pa., 2-3, L. de.

Harwood, Joseph (Dean) Williamsburg, Pa., 2-3, L. de.

Harwood, Joseph (Dean) Williamsburg, Pa., 2-3, L. de.

McClelland, Walter (M) NYC, de. MacCall, Sam (Hudson) NYC, de. MacCall, Sam (Hudson) NYC, de.

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Dagner, Bert (Hollywood) NYC, de.

Jackson & Nedra (Royale) NYC, de. Jackson, M. (Hudson) NYC, de.

McClelland, Walter (M) NYC, de. MacCall, Sam (Hudson) NYC, de.

Josephson Boys (Henderson) Cleveland, N. H.
Hoskins (Harris) New York City, Mo.
Hoskins, Lou (Madison) NYC, N. C.
Hoskins, Wm. (Glen-Carlton) NYC, N. C.
Hoskins, Wm. (Henderson) Kansas City, Mo.
Hoskins, Wm. (Henderson) Kansas City, Mo.
Hoskins, Wm. (Henderson) Kansas City, Mo.

N

Nash, Myra (Obe Marster) Montreal, Mo.
Nash, Myra (Obe Marster) Montreal, Mo.
Nash, Myra (Obe Marster) Montreal, Mo.
Nash, Myra (Obe Marster) Montreal, Mo.

O

O'Donnell & Blaire (Lynch) Indianapolis, Ind.
O'Donnell & Blaire (Lynch) Indianapolis, Ind.
O'Donnell & Blaire (Lynch) Indianapolis, Ind.

P

Palmey & Doran (Weinman's Grill) Rochester, N. Y.
Palmey & Doran (Weinman's Grill) Rochester, N. Y.
Palmey & Doran (Weinman's Grill) Rochester, N. Y.

Q

Quinn, Frank (Henderson) NYC, N. C.
Quinn, Frank (Henderson) NYC, N. C.
Quinn, Frank (Henderson) NYC, N. C.

R

Rabold, Nath (Peters) Havana, Cuba, ex.
Rabold, Nath (Peters) Havana, Cuba, ex.
Rabold, Nath (Peters) Havana, Cuba, ex.

RHYTHM IN SLOW MOTION

THE TITANS

RHYTHM IN SLOW MOTION

Director MILES INDALLS. International Theatrical Corp., New York.

Tiadao Trio (Lo Mirago) NYC, N. C.
Tiadao Trio (Lo Mirago) NYC, N. C.
Tiadao Trio (Lo Mirago) NYC, N. C.

Rios, Renato (Rainbow Room) Rockefeller
Roberts & Paisley (New Yorker) NYC, N. C.
Roberts & Paisley (New Yorker) NYC, N. C.
Roberts & Paisley (New Yorker) NYC, N. C.

R

Rahm (Flanagan's NYC), N. C.
Rahm (Flanagan's NYC), N. C.
Rahm (Flanagan's NYC), N. C.

S

Sabari, Linda (La Coma) NYC, N. C.
Sabari, Linda (La Coma) NYC, N. C.
Sabari, Linda (La Coma) NYC, N. C.

T

Tanner & Thomas (Park Center) NYC, N. C.
Tanner & Thomas (Park Center) NYC, N. C.
Tanner & Thomas (Park Center) NYC, N. C.

T

Taylor, Vera (International Casino) NYC, N. C.
Taylor, Vera (International Casino) NYC, N. C.
Taylor, Vera (International Casino) NYC, N. C.

Z

Zack (Amanda's) NYC, N. C.
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Trotter, Vera (International Casino) NYC, N. C.
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THE BILLBOARD

DRAMATIC AND MUSICAL

(Lists are for current week unless otherwise stated)
Abbey Players (Royal Alhambra) Toronto, Ont.

Abbey Players (Royal Alhambra) Toronto, Ont.
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NEW DATE BOOKS

FOR 1938 NOW ON SALE

Arranged Especially for Your Needs

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

The most convenient memorandum book for Managers, Agents & Performers in all branches of the show business... Contains complete calendars for years 1938-1939, U. S. & World Maps, 110 pages for daily memoranda...

Cash With Order ALL MAIL ORDERS TO BE SENT TO CINCINNATI OFFICE The Billboard Publishing Co. 25 Opera Place, Cincinnati, O.

SAUNDERS SYLVANIANS 111 MEN DE-... EDWARDS, R. G. 9th, Reading, Pa.

OFFICE ALL GIRL-ENTERTAINING... Oneonta All doubling. Attractive Vocals...

AT LIBERTY-Seasonal Two-Piece Dixie... general music for parties. Heavy of swing for ball...

ELEVEN-PIECE BAND AT LIBERTY after... on Party Court Hotel. Playing with...

FINE FOUR-PIECE SWING BAND - District... association. Week long. Fully equipped...

FINE 9-PIECE BAND-An excellent opportunity... I write one of the finest musical organizations of...

BI-PIECE ORCHESTRA-Available April 10... accepted. Location: Pennsylvania. Will appear...

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY-3 ACTS. SWORD BOX, SMALL... at Liberty. Fully equipped. Fully equipped...

DIETL-ENGINEER DESIRES A POSITION... with a first-class outdoor organization...

INDOOR CIRCUS UNIT - Show winner for... 1937. Fully equipped. Fully equipped...

AT LIBERTY MAGICIANS

GREAT GALLEY - VENTRILOQUIST EXTRA... 15 N. Mulberry St. Hagerstown,

MAGICIAN'S ASSISTANT - 20 years exp. 2 years... experience. Experienced Magician and Puppet Artist...

AT LIBERTY MISCELLANEOUS

MANAGER-ACCOUNTANT - EIGHT YEARS... of office and home. Fully equipped. Fully equipped...

AT LIBERTY MUSICIANS

A-1 CELLIST - UNION. Just back after ten years in Europe. Wide...

ALSO SAX-CLARINET, BARITONE - SIX... of experience in ballrooms, night clubs...

AT LIBERTY TROMPETER, FIRST OR SECOND...

AT LIBERTY YOUNG MAN SINGER - POPULAR, RADIO...

BANDMASTER - EXPERIENCED, CAPABLE... field. Locations including North Pole. SCHO...

DANCE CORNER-DOUBLE BARITONE SAX... Union Square, New York. Read good. Preter...

DRUMMER-EXPERIENCED, FINEST... Drummer, 730 2nd St., Huntington, Ind.

DRUMMER-YOUNG, NEAT, SOBER, UNION... drum major. Prefer large band. State 10...

TENOR AND CLARINET-CO. COX, SIGN... tenor sax, single. BOB SNIDER, 700 Newport...

TENOR SAX - CLARINET, FLUTE, GOOD... reader, fine technician, modern take off...

TENOR SAXOPHONE - TRANSFERRING... 2414 S. Cedar St., Chicago, Ill.

AT LIBERTY FEBRUARY 1 - Clarinet, Sax... tenor sax, single. BOB SNIDER, 700 Newport...

AT LIBERTY-Drummer, 1st or 2nd. Ring... at Liberty, 400 W. 11th St., Minneapolis, Minn.

DRUMMER - Age 25. Very smart. Write... 1012 1/2 W. 2nd St., Minneapolis, Minn.

LEADER-MUSIC DIRECTOR-Modern-Vocal... 1012 1/2 W. 2nd St., Minneapolis, Minn.

MARIMBA-XYLOPHONEIST - Would be most... 1012 1/2 W. 2nd St., Minneapolis, Minn.

OZZIE STYLE BARITONE SAX - With double... 1012 1/2 W. 2nd St., Minneapolis, Minn.

TRUMPETER, TENOR SAX, PIANO. The best... 1012 1/2 W. 2nd St., Minneapolis, Minn.

AT LIBERTY PARKS AND FAIRS BALLOON ASCENSIONS

GLOWN AT LIBERTY - March 12 to 15... 1012 1/2 W. 2nd St., Minneapolis, Minn.

AT LIBERTY PIANO PLAYERS

PIANIST-READ, TAKE-OFF, SOLID RHYTHM... 1012 1/2 W. 2nd St., Minneapolis, Minn.

AT LIBERTY SINGERS

AT LIBERTY VAUDEVILLE ARTISTS

MIDGET MAN AND WIFE-HEIGHT, MAN... Dancing, Singing, Acrobatic, etc. Worked...

FEMALE IMPERSONATOR - Ring, Dance... Young, clever, reliable. Beautiful features. A...

AMERICANS SCORE (Continued from page 4)

occurs. Singing and the cute offer... of the personable Miss Deane. No...

Comedy relief comes from the l... Rudin Ansel and his poor horse act.

AT LIBERTY-Drummer, 1st or 2nd. Ring... at Liberty, 400 W. 11th St., Minneapolis, Minn.

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AT LIBERTY-Drummer, 1st or 2nd. Ring... at Liberty, 400 W. 11th St., Minneapolis, Minn.

HAWAIIAN TRIO-Will sing Electric... The best and best. New numbers, all songs...

PANAMA'S Famous Artist... A favorite for the show. Distinguished by...

PUNCH AND JUDY-Extremely different and... of the best. Excellent and famous. Great music...

ICE REVEAL (Continued from page 4)

Two Fokkers, which clicks nicely altho... having much of its punch thru having to...

Unlucky more comedy and punch are in... jected into the revue the above is headed...

AT LIBERTY-Drummer, 1st or 2nd. Ring... at Liberty, 400 W. 11th St., Minneapolis, Minn.

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AT LIBERTY-Drummer, 1st or 2nd. Ring... at Liberty, 400 W. 11th St., Minneapolis, Minn.

Conducted by CHARLES WIRTH Communications to 25 Opera Place, Cincinnati, O.

McCoy Lining Up Staff

Williams on press, Fast electrician—Sterling and Penny engaging Indians

CHICAGO, Jan. 29.—The offices of the Col. Tim McCoy Wild West here are a scene of activity. The new business manager, was laid up for a short time by a severe cold but is back on the job. General Agent G. W. Pinsky is busy organizing the advance. It was announced this week that Ralph Williams, last season with Haggenback Wallace, has been engaged as a member of the press staff. Don Paul has signed as chief electrician.

Edythe Sterling is visiting the various Indian reservations and recruiting up a large number of Indians, and Bill Penny, well-known Wild West man, is engaging show Indians.

Several important staff additions are expected to be announced shortly.

Russell Same Size; Will Be Improved

ROLLA, Mo., Jan. 29.—Preparations are under way at quarters of Russell Bro., Chicago, W. Va. Bro. Russell is working on some interesting plans and states that the show, while remaining practically the same size as last season, will be generally improved and toned up. Bro. Russell and wife, on route from a visit to Carter Bros.' Circus during its engagement in Peoria, Ill., enjoying visits to the local country. Bro. Russell is accompanied by Mrs. McCee, John Smith, Homer Hobson and others. His route they visited at the home of Bro. Russell in Bloomington, Ill.

Bob and Irene Ottara arrived last week from Little Rock and are spending some time in quarters. Ray Blankenship, who has been in Texas most of the winter, recently was here for several days. Other recent arrivals include Ed. H. Brown, Harry Doran and the latter's mother, Mrs. Dorothy O'Brien of Chicago; Lulu Bell of Lebanon, Mo.; Joe and Martha Kenney, en route to the Coast from their home in Wisconsin; Ted, Joe and Charlie Hagedorn, who are wintering in St. Louis; Bob and Frances Fisher and Charlie Fisher and wife, en route from Bloomington to Hot Springs.

A "circus room" has been created in the Webb's headquarters here under Mr. Webb's direction this winter, the circus motif being carried out in attractive advertisements in the decorations.

Dakota Bill Opens May 7
The Dakota Bill Circus will open here May 7 under a 140-foot canopy top and carry about 20 passengers. Manager W. D. (Duke) Bill is playing indians, one and two-night engagements a week, performing dog and vaudeville. His wife and daughter are with him. Business is fair.

IAB&P Local No. 121 Elects
WICHITA, Kan., Jan. 29.—At recent meeting of the Billers' Alliance, Local No. 121, the following officers were elected: C. E. Rosecrance, president; H. Warner, vice-president; Louis Hasley, business manager; H. E. Nichols, secretary-treasurer; A. Lamb, G. Peters, R. Roush, trustees.

Siegist at Shrine Show
LOS ANGELES, Jan. 29.—Joe Siegist's Shrine show at the Shrine Auditorium here has night of January 22, along with 15 other acts, representing the radio, motion pictures, stage, vaudeville and musical special performance given by Al Malakab Shrine in Shrine Auditorium for many of his friends. Show was booked by Farnham & Marco.

Indoor Circus News

News of indoor circuses which do not travel as units will be found in the department headed by Charles Wirth of The Billboard during the winter.

Carter Coses At Peoria, Ill.

27,500 attend 10 performances— animals shipped to Rochester, Ind.

PEORIA, Ill., Jan. 29.—Carter Bros.' Indoor Circus played its last here January 19-21 and elephant and snakes were shipped to quarters of Cole Bros. Circus at Rochester, Ind.

The show was here under the police and it was estimated that 27,500 attended the 10 performances. The one-hour-and-45-minute program clicked, and the papers carried many fine notices. Ray Shipley, former clown, came from Chicago, counted an outfit and played in clown band. The show's visitors were Grace and Tuffy Gendler, Red and Mickey Steeters and daughter, Billy Ward, of Antoinette Connelly, Willie Krause, Wayne Lacey, Herb and Rose Fleming, Bob and Frances Fisher and daughter, Mr. and Mrs. Charles Fisher, C. D. Curtis, Edson Day, Bob Porter, Harry Lamar, Mr. and Mrs. Bert Dixon, Mrs. Smith, Mr. and Mrs. Bill Hodges, Everett Ritchey and Tedlow.

Jacobs Training Animals for R-B

PERU, Ind., Jan. 29.—Capt. Terrell Jacobs, animal trainer, assisted by Roy Chromer, authority on the panther and leopard species of cats, is busy at quarters here, breaking in a dozen of these animals, just arrived from Singapore via New York. Black leopards, being trained by Jacobs thru courtesy of Howard V. Bary, manager Haggenback-Wallace Circus, will be delivered to Ringling-Barnum in time for Madison Square Garden opening April 9.

Shipment will be followed by seven more panthers and leopards rounded up by Frank Bruck scouts in Malaya and provisions of Indian second gear already purchased and stated en route to United States will increase species here to nearly a dozen.

Jacobs, Chromer and John Hellett are busy getting two groups of small cats ready for shipment.

An all-aluminum arena, one of the largest of the kind ever constructed, has been assembled at Sarasota, Fla., and is en route to quarters here.

GIMONINATI, Jan. 29.—Humor in circulation this week was that Frank Tardent had been spotted by Ringling-Barnum Circus for the New York and Boston indians and that Ringling-Barnum will be with the Barnes Circus on the road. As Mabel Stark is to work with animals with Barnes, it doesn't seem likely that Jacobs will be with that show. When the response to this report attracted attention, The Billboard's Sarasota office was unable to verify it, but is unable to confirm Jacobs rumor at present."

Butler-Braden Rumor Is Spiked by North

SARASOTA, Fla., Jan. 29.—There's nothing in the rumor that Frank Braden will replace Roland Butler on Ringling-Barnum Circus, John North told the local representative of The Billboard yesterday. Both will be with the show as usual.

Robert Ringling Assisting in Plans of Ringling-Barnum Show

SARASOTA, Fla., Jan. 29.—Robert Ringling, son of the late Charles Ringling and a vice-president of Ringling-Barnum Circus, is in Peoria, Ill., where he arrived here last week for a brief visit. He is staying at the home of his mother, Mrs. Charles Ringling, and reports that his circus activities have forced his operative career to take a hiatus until the latter part of the next year. For several years he has appeared in baritone roles here and abroad. He is a quarterer visitor daily, conferring with various officials and assisting in plans for the show.

R. L. Wedgworth is here assisting in the approval of the Ringling-Barnum show, which will appear in 10 circuses will be in the Shrine day parade feature of the Tampa, Fla., Fair

PEORIA, Ill., Jan. 29.—Carter Bros.' Indoor Circus played its last here January 19-21 and elephant and snakes were shipped to quarters of Cole Bros. Circus at Rochester, Ind.

The show was here under the police and it was estimated that 27,500 attended the 10 performances. The one-hour-and-45-minute program clicked, and the papers carried many fine notices. Ray Shipley, former clown, came from Chicago, counted an outfit and played in clown band. The show's visitors were Grace and Tuffy Gendler, Red and Mickey Steeters and daughter, Billy Ward, of Antoinette Connelly, Willie Krause, Wayne Lacey, Herb and Rose Fleming, Bob and Frances Fisher and daughter, Mr. and Mrs. Charles Fisher, C. D. Curtis, Edson Day, Bob Porter, Harry Lamar, Mr. and Mrs. Bert Dixon, Mrs. Smith, Mr. and Mrs. Bill Hodges, Everett Ritchey and Tedlow.

Irwin Manager Houston Coliseum

HOUSTON, Tex., Jan. 29.—Al Irwin, for a number of years with Mullan & Bowers show, has come to Houston with Ringling-Barnum Circus, has been appointed manager of the Houston Coliseum in Houston, Miss. He had to leave the Ringling show due to illness. In his place, Irwin has been appointed representative for Burton G. Collier, Inc., 1100 West Houston, Tex. Collier's contract at a cost of \$20,000. The Coliseum seats 15,000 and Music Hall 2,500. Both of these buildings will be owned by the Texas Pat Stock Show will be held there latter part of next month.

Sonitz Books Shrine Dotes for Polack Bros.

SEATTLE, Jan. 29.—Carl H. Sonitz, general agent of Polack Bros. Circus, has been booked for Shrine Temple, Muskogee, Okla.; Albuquerque, N. M.; El Paso, Tex.; Sacramento, Calif. (show will be there for third time); Portland, Ore. San Francisco will be played under auspices of the Setola, Omer Kenyon and the Mitchell being in charge of promotion there. Duke Mills is in Kinmath Park, Ore.

Sonitz is now in Seattle, where he has meetings with the Shrine and will also be attending to the Shrine show for Victoria and Vancouver. Ames Temple, Oakland, Calif., is interested in a possible date.

Storey With Harris Bros.
MAYFIELD, Ky., Jan. 29.—W. D. Storey has been engaged as treasurer and auditor of Harris Bros. Circus. The show is quarters of show, Nashville, Tenn., next month.

CAPT. W. H. (BILL) CURTIS, veteran showman, will again be superintendent of circus on Feb. 11. G. Barnes and Scilla-Floca Circus.

Throngs at Rites Of Carl Hathaway

SARASOTA, Fla., Jan. 29.—Many people were at the rites of Carl T. Hathaway Thursday and a room was filled with floral offerings.

Active patibearers were William Yark, superintendent of the Ringling-Barnum show department; James Whaley, veteran boss showman; Raleigh Davidson, head electrician; Frank Braden, press representative; Ed Kelly, utility executive; James Henley, lot superintendent; Circus officials and attaches, together with local residents, served as honorary bearers. They were John Ringling North, Henry W. R. North, Robert Ringling, Standolph Wedgworth, Charles Havel, James Malone, John Malone, Joe Dan Miller, Fred C. DeWolfe, Roland Butler, Paul Valdo, C. D. Ingalis, Paul M. Souder, Dr. Joseph Hellett, Dr. John H. Scully.

Circus quarters and offices of the estate of John Ringling closed at 1 p.m. and remained closed to both the public and hours. Word of the death of Mr. Hathaway brought a tremendous response in messages of sympathy to both the circus and Mrs. Hathaway from all parts of the country and from foreign points.

Among others who paid their last respects were Courtney Barry Cooper, George Blood, William Carr, C. DeLaine, Al Butler and William Cannon.

WPA Has Good Biz At Bronx Coliseum

NEW YORK, Jan. 29.—The WPA Federal Theatre Circus closed the second of its series of weekly performances at the Coliseum January 23. His has been excellent. Show has had a nice break in newspaper publicity for this city.

Plans are being made to take show into New Jersey in March. At Trentons, playwright, was a writer at Trentons. He is planning a comedy with the plot to be the WPA Circus. Other writers here were James H. Hume, executive assistant to the Federal Theatre director; Jack Raymond, of The New York Times; and John G. Sweeney, a feature writer for the Call of Youth, reports Wendell Goodwin.

Pelke's Fifth With Barnes

LOS ANGELES, Jan. 29.—Chester Pelke will again have the candy stands on the Barnes show, fifth consecutive year, and not on Ringling-Barnum Circus as previously stated. Homer Cantor, who has been Pelke's assistant for some 10 years, will be his cashier. George W. Smith, manager of Barnes, and Pelke are old friends. Pelke has had a long career at some time as coffee boys in the stockhouse of the Barnum & Bailey Circus.

Showmen's Club News

Circus folk interested in the activities of the various outdoor showmen's clubs, and not in the indoor and quarters shows in each issue of The Billboard, generally in the Carnival Department.

Under the Tarp

By CIRCUS SOLLY

THREE McLEODS have joined Dressens Circus Capers. Are doing three weeks, featuring Jess McLeod.

FRED FRANKLIN info that he is re-opening from a sick spot and plans to be with a white top this season.

WARREN (RUBB) SIMMONS, clown, who will be back with Hagenbeck-Wallace Circus, is wintering in Boston.

E. R. COLEMAN and wife, of Dayton, O., spending the winter with the Bay, Fla., with Homer V. Guy, theater operator of Dayton.

C. C. McCLAY is playing one-day stands at college and school halls in Indianapolis with his troupe of 50 animals. His very good.

CLIFF McDUGGALL will be in charge of acts at Palm Springs, Calif. Desert City will be held just in front. Four Jacks will be one of the attractions.

WALTER JENNIFER and his seal, Buddy, at Beverly Hills Circus Club, Newport, Ky., last week, went over for a big hit.

IT WILL NOT be tough this season for the astute showmen, because they know how to create business and an attraction.

ERWIN A. BRANNING is wintering in Detroit after being at Soldiers' Home, Madison, Mich., for 10 weeks. Was, last year, just out of the hospital.

WELLS BROTHERS TRIO, bar act, has joined Santos & Artigas Circus in Cuba and will be there remainder of winter.

PAUL JEROME stopped over in Chicago on his way to Grand Rapids, where he will work in Orrin Davenport's Shrine Circus.

BOB BAE, veteran property man, who has been out of the show for some time, states he expects to travel coming season with the Kinsey Kromley Company.

EARL SHIPLEY, former clown, did a "Harper Joy" at the end of last week, pulled in the check and grease paid for one night at a local dogan.

MARY NORBON, last several years with Christy circus unit playing interior and back stage, with Hagenbeck-Wallace Circus, working ponies and riding rings.

OWEN (ELM) WEBB will be master mechanic on Harris Bros' Circus, and his wife, Elizabeth, will present Mysteryland in his side show. Have been with the Rice show.

BOBBY RUSSELL Jr., clown and former butcher, was recently injured on a construction job at the circus. Would like to hear from friends, Address 807 Hill street, Franklin, Va.

TOM WARD informs that permit has been issued in Hagenbeck-Wallace Parkersburg, W. Va., May 6. He drove Vernon Reaver, contracting agent, who says that city will be building a show.

WHAT EVERY circus wants—novelty acts and features with several people, also family acts.

J. C. ADMIRE cards that Fred's Kiddie Circus has been doing excellent business in Los Angeles and that two trunks, also canned music for performance.

BENNE SYLVESTER and wife, of Cole Bros Circus, after spending two months in Florida, left for Rochester, Ind. Were going to see Ann Atkins and wife on a two weeks' tour cruise.

LUCILLE and Gladys Dale, last season with the Barnes show, are wintering in Los Angeles, where they are staying with Anna John Budd, who sails February 2 for Australia.

POUR ONTONS recently finished acting at the circus at Metropolitan Theater, Boston. Their mother has been seriously ill in Rosedale, L. I. N. Y.

BEE STARR, noted circus performer, departed from New York last week for St. Petersburg, Fla. where she opens a

winter season with the Flying Sensations.

FRANK MILLER arrived in Sarasota last Thursday from New York to attend funeral of Carl Hattin and to cooperate for privetees with Ringling-Barnum Circus.

CARL CLARK'S Trained Animal Circus, recently opened played today at the Auditorium, Kennett Square, Pa., and also filled a date for Sears-Roebuck store, Coatesville, Pa.

FRANK B. HUBBEN spent a few days in the circus office, played today at Kemp, circus in art and showmen's friend, and also visited quarters of Eddy Ross' Circus in this city.

ARE THERE any foot hagers and barrel kickers left or connoisseurs left a close follow on a revolving hoop? If so, it is not likely that they will have any trouble getting this season.

HERBERT WEBER states that his three-people wire act is to be featured in the act of Gray Indoor Circus, also at St. Louis Police Circus. While playing Wichita, Kan., the Weber act visited with Jack Moore and the Waitresses.

BILL MACY is rapidly improving in health at Tucson, Ariz., and expects to be well enough to get out in spring with a top. He had one left with Eddie O'Day, former boss butcher on various shows.

JOE LEWIS, clown cop, playing indoor act at St. Louis, is wintering with Ringling-Barnum Circus. His final dates will be Minneapolis and St. Paul for Dennis C. Gray and go to Sarasota, Fla. middle of March.

SLIVERS JOHNSON and wife, who recently closed in Havana, Cuba, are now in Indiana. He and Steve King have a hillbilly troupe. Slivers is clowning and King is a clown. Slivers carries eight people. Slivers will play Miami, Fla. date for Bill Brimley in March.

BILL BRIMLEY, circus model builder, of Evansville, Wis., he having Hobby Lobby program, Columbia street, January 26. He built his first miniature show in 1912 and carries eight years' work now has an interesting miniature circus.

EDDIE HENRICKS will be with Hagenbeck-Wallace, working in riding act. Is at Port, Ind., quarters, assisting Poodian Hanneford break some new head stock at the circus. Formerly was with Downie Bros. and Wallace Bros.

J. J. WATKINS' animals were at Winter Haven, Fla. Fair, also Flying Circus, Merrill Brothers and Sister, Great Train, Hug elephants and Siusie Q. On January 25 at the circus, at Cuba for Santos & Artigas Circus for 10 weeks.

COL. KAT CARSON JR. will be with Parker & Watts Circus as a feature attraction. Charles Parker is an old friend of Carson's and has been previously at Carson Buffalo Ranch Wild West, 1911-12. Bert Rickman and Joe Webb, who were at the end of his act, show will be with Parker-Watts.

REGENTS—The passing of Carl T. Methaway, recently appointed general manager of the Ringling-Barnum Circus. He was a fine executive and one of the most popular men in the circus field.

CHARLES E. LAND pens that Neal Woodcock, of the Ringling-Barnum Circus, went an emergency operation for appendicitis January 22 at Memorial Hospital, St. Petersburg, Fla. He is expected to be hearing from acquaintances. During the operation, the Ringling-Barnum Circus sent for a southern fruit company owned by his brother, Carl Woodcock.

PROF. JOHN A. JACKSON recently visited the Laguna Honda Hospital, San Francisco, Cal., where he was a trouper. Among those there are William Webb, Harry Webb, and Fred Webb. Fred Webb is now on and off, as boss convarman, returning seal bone and ticket seller. Tom Cassidy, boss with bus on the circus show for many years; Eddie Wells, office clerk at hospital, who was a sandy

DUKE DRUKENBROD, past several seasons side stage manager of the Barnes show, will be in charge of the kid show on the Col. Tim McCoy Wild West this year.

butcher on the Barum & Bailey Circus, and Frank (Onky) Warren, horse trainer on the Barum show.

ROY BARRETT advises that he will not be with a big top this season. He recently closed two weeks' run at Chicago playing grandstand show and do of indoor circus dates since October. He has nine more weeks to go. On May 29 he opens with a circus review to do clown cop before show, produce numbers for afternoon grandstand show and do second round act night in review. Barrett adds that his legs are okay again.

JOHN R. VAN ARNAM, whose show is in quarters at Ops Locks, near Miami Fla., has had a number of visitors, including Mr. and Mrs. Charles Hunt, Harry and Eddie Hunt; William Ketrup and Bryan Woods, operating the Ops Locks Zoo; Ray March Heydon, W. S. Henry, Daddy and Charlie Bears, also Roger Barnes, of Boers-Barnes Circus (Heger Bros.) playing a new pony act; Jean Belasco.

REB RUSSELL was a week-end house guest recently of Mr. and Mrs. Williams of Evansville, Wis., he having trouped with Antes on the Russell Bros' Circus in 1936. Reb was featured on the Russell show during past two years. Present is operating the Lotta Theater in Evansville and serving as managing editor of the Evansville Courier, published by the Antes Bros.

SMALL TRUCK show that formerly played the highland cities of the East the several years are due for a break here in 1938. A campaign is to be waged against the shows employing nonunion billers. The letters of the Alliance propose that the billers agents of these shows either employ union billers or else play the jangles where unfair AFL picketing means nothing.

IN A RECENT issue it was stated that Fred's Kiddie Circus played Crawfordville, Ind., January 15. Mell Russell informs that Mel's Kiddie Circus was there at Varsity Theater morning of January 15, but that he is no longer associated with the Varsity had a movie made of the kiddies that lined the streets. Russell adds that he is no longer associated with Fred Whetten and his kiddie show. Mell shows his playing theaters, exclusively, Russell informs that one bookie who was billing, he looked to play a circuit of districts south of the city.

JOE AND BEBE SEIBERST and Orval Lindemann are examples of what becomes of children of circus performers. They is presently flying return act on Pacific Coast. Joe is the son of Charles, noted serialist, who was with Ringling-Barnum Circus for many years. Orval is the son of Pete Lindemann, of Bellington, Ohio, under name of Pete Nelson. Orval's father appeared with many leading circuses as a ring and clown. Orval's mother (Mrs. Bebe Stettel) comes from a long line of circus people. Orval is being raised by his father's side and Gregory family on her mother's.

Holmes Signs With Henry WILLIAMSPORT, Pa., Jan. 29.—Ben Holmes has signed with W. B. Henry as general agent and manager of advertising on his Harris Bros' Circus.

15 Years Ago

(From The Billboard dated February 3, 1923)

Budie Coffey, trapeze performer, of Bartonsville, Ky., was awarded \$30,000 from the Chicago & Northwestern Railroad by Judge Francis W. Taylor. Coffey claimed to have sustained a fractured back when a circus car in which she was riding was derailed at Bartonsville, Ky. Atkinson Dog and Pony show concluded its seven-week circuit at Bartonsville, Ky. The Hollywood, for the Jackie Coogan picture "Baby Teler," Al Brock, Chicago, was the general agent of Ringling-Barnum Circus. . . . Ken's Killies signed to be with Heymond & Hildebrand for the 1923 season. . . . Tex Cooper was up in Vermont doing dare-devil stunts for a motion picture company.

M. J. Lyons, who had been on bill cards of Ringling-Barnum Circus for 15 years, acted as advertising manager of Walter L. Main Circus. . . . Circus left wintering at their homes in Pawtucket, R. I., included Bill Hart, Fred Wolcott, Pete Caudex, Dick Parum, Harvey Spaulding, Buck Leahy. . . . Joe Bennett, Harry Spaulding, Joe LaFleur, Shorty Maynard, Tom Ural, Jerry LaFleur, and E. L. Jenks. . . . Family was re-engaged for its fifth consecutive season with Christy W. Dick, of Philadelphia, Pa., who had returned to Philadelphia after a two-month stay in Honolulu. . . . James J. Keefe, agent of Walter L. Main Circus, was managing Keith's Columbia Theater, Park Row, N. Y.

At Harlan, advance man with Hagenbeck-Wallace, visited The Billboard office, Cincinnati, on route to his home in Harlan, Ohio. Billy Dick returned to circus agent, was in advance of Raymond Hildebrand's circus, which was touring the Walter L. Main Circus, was playing at the Three Raipals, was managing Chaunce Barth, of the Three Raipals, was rapidly recovering from a two-accident in Harlan, Ohio. O. Mill Robbins was wintering in Petersburg, Ill.

Pick-Ups From Peru

PERU, Jan. 29.—Entire circus fraternity here was saddened when Howard Y. Bary received message announcing passing of Carl T. Hathaway, well known here. Stated by Mr. Bary that death of Mr. Hathaway will be a great loss to the circus. Hathaway was 103 years old, active, as Bary has a three-year lease on the Ringling union.

Wife of W. B. Kennedy, circus auditor, was filed for probate in Miami Circuit Court this week. By its terms entire estate to go to mother, Mrs. Mary Ellen Kennedy, except five per cent to St. Charles Catholic church. . . . Mr. and Mrs. Ralph Swisher are here from Sarasota, Fla. Swisher was featured in the circus. He is wintering in an aerial 10-man troupe. Wife works iron jaw and leop.

Poodies Hanneford is recovering from attack of influenza resulting from his auto and another one collided downtown. Cars were badly smashed.

R. M. Harvey was here several days in conference with Lyman and Clarence Keyes. Harvey has been contracted to scout a number of seasonal troupe and acts for Keyes Indoor Circus.

John Woodward, in cat department of the Barnes show, and Jack Hoste Jr. of the Ringling-Barnum Circus, are working for Capt. Terrell Jackson.

Frank Padock is here from Sarasota on a job. He is assisted by Mickey Morris, John Sullivan and Curley Peterson.

John Brown, with Cole Bros' Circus, who was kicked by a mauling at Rochester, N. Y., has been severely injured, sustained severe and painful injuries to head and face. Is recovering and will soon be on job again.

The Corral

By ROWDY WADDY

UNLESS IT is a genuine contest, rodeo has no entertainment value.

MAJOR G. WATSON SCOTT is hibernating in Hialeah, Fla., this winter.

LET'S MAKE THIS YEAR a new one in the rodeo field.

THIS WILL BE a good year for cowboy sports if present indications mean anything.

RED WILKINSON, who has been wintered in ranch in Texas, reports he expects to return to the rodeo field in the spring.

REPORTS FROM out California way indicate that BUCK KOEGAN, bronk rider, who has been wintering in his grandfather's estate in Hollywood, has just joined the ranks of the benedicts.

ATTENTION! Contestants, managers, promoters and spectators are advised for publication. It must, however, be a personal and not personal attempt to attack someone or for personal gain.

ONCE AGAIN we ask that you watch the Letter List in *The Billboard* for new copy and have your mail forwarded through the Post Office to the Post-Forwarding Department greatly by sending in your permanent winter address now.

CARMEN, Wanderer! Cowboy, after four years of radio work in Western territory is now in Cleveland. She advises you to write to her at the address of her mother in the East before returning to the Coast.

PA AND MA SHERMAN, Western entertainers, who have been wintering in Los Angeles, N. Y., report that they will probably be associated with Howard Porter, of the Buffalo Show, who is at present in the process of building their bally, car and trailer.

WHAT DO YOU SAY, you oldtimers? Here's about some reminiscences of Wild West days and the rodeo. The material is available for this type of communication during the winter, when there are few reports or routes of advice to be published.

SEVERAL PERSONS who sent in notes for the corral department will doubtless be disappointed at not seeing them in print. I am sorry that they were not to sign them. Unsigned communications are not worth the time spent in writing them. Again we say, don't be reticent about your John Henry, boys and girls.

SHORTY AND SMOKY SCARDO and Len Ladna, barback bronk riders, are wintering in the San Jacinto Ranch, Calif., where they have just completed breaking and selling a carload of wild horses which the Longhorn Ranch Rodeo Club had shipped there from Nevada.

BOWDY UNDERSTANDS that Colonel W. Robinson, who previously was decided to retire from the rodeo field and sold his place in Connecticut, has been persuaded to his former career by Dr. Everett C. Burns, of Los Angeles, who is now purchasing stock again. It has been rumored that the Colonel will be associated with the New York World's Fair in 1939.

THELIE (LEA ORANDE) CHENETTE, cowboy rope spinner and trick rider, who has wintered in Nevada, is planning to bring out in the ballet and floor show at the Texas Centennial, Dallas, in 1938 and to tour the West with her husband. Her daughter is seriously ill. Mrs. Chenette, who has been widowed, has a young son, a little cowboy, says she is anxious to hear from friends.

JOE KENNEDY, of Belle-Sterling Circus, has been elected as chairman of the January 22 as the guest of honor at a dinner tendered him by Lulu Belle Davis, who is this time in the office of the organization's quarters in Lebanon, Mo. Also participating in the festivities were Mrs. H. H. H. Edgerly, Belle-Sterling Circus; Leo Snyder and family, Mr. and Mrs. Homer Love and daughter, Mrs. Dr. A. L. Allen, Jack Davis and Frank Meloyko.

IF IT DID nothing else the recent Rodeo Association of America conven-

tion proved one thing. It showed that there were men big enough in both the ranks of contestants and managements alike who could be brought together to bring both sides together in a fair way. The fact that the third of a million was so prominent at the convention will be displayed through the season by all the rodeos that make rodeos their business and profession.

WINNIE ABRAMSON is playing theater dates in Ohio and Indiana with Doc Schickler. She reports that the unit will close its season about April 1 and that he and Roy Vincent, trick rider who is wintering in Nevada, Inc., will join a Wild West company. Vincent played a string of fair dates last fall with Jack Jackson's pony and horse-roping act, while Abramson handled the bucking and saddle work for Major Scott two years ago in Salisbury and Monroe, N. C.

GULLED FROM the pages of *The Billboard* during February, 10 years ago: Bornes of 40 years ago, when the "Old West" was in flower, were re-created when cowboys and cowgirls, bronk riders, trick riders, Indians and members of the Phoenix Jockey organization of the Phoenix, Ariz., rode the streets of downtown sections of Phoenix, Ariz., in a parade of the "Old West." The Lunsfords, Fee Wee, Roy and Gene were hibernating in Cincinnati. . . . The show was a success. The show was on the State Fairgrounds, Montgomery, Ala., rehearsing a brand-new program.

Let's Meet Hyatt Frost

By HARRY MANN

IN MARCH, 1869, I reported at Charlie Lee's headquarters in Canton, Pa., for the opening of the season. Mr. Lee led me out to the barns with a grin on his face that presaged something interesting. We entered the stables and as we went down the aisle I saw a pair of fine equine heads projected from the stalls. They were looking at me and whinnied a cheerful greeting. As we stood in front of the door they nudged their friendly noses against my sensitive noses. They were striped and spotted geldings with long cream-colored manes and tails. They were the most beautiful animals that I had ever seen.

"Are you going to give those yellow kid gloves to drive those babies, said the man in the white coat.

"Sure, I drive them!" I asked.

"Am. I didn't pay \$600 for some leatherneck to drive them? He showed me the glittering new harness with the brass letters "C. L." on the blinders. I noticed that the driver's seat of the reins consisted of braided black and red leather thongs.

"He then took me to the carriage barn and showed me a shiny phaeton with the top of the Connecticut leather letters upon the side panels. He also showed me two patent-leather leppets with the initials "C. L." stamped artistically painted on them. The leppets could be snapped on to the side of the top of the carriage. The fact that an agent got into a town to sell a pair of leppets and a pair of reins in his presence until he had done a certain amount of "skin."

"I was then taken to drive into any well-town with this chariot," said Charlie.

We laid the route for a speedy trip to New England and Maine. From Poughkeepsie, N. Y., we drove out of the city to make an early drive owing to the hilly terrain. I studied the map and the only town with over 1,000 population was America. I asked Charlie if he knew anything about the town, and he said no, but he would try to find out. I kept me drove about 15 miles to America.

I stopped in front of the big old-fashioned building. The sign above the entrance read "The town of America." I sat there atop the town counting the stores and shops and noting the people. I was really in a predicament. I had come out and asked if I wanted my "horse" put in and I found dinner.

"Yes, your line?" he asked.

"I had a horse and a pair of reins. The face lightened up and turning toward the open door of the office, he shouted:

... Dorothy Bardole, trick and fancy rope, competing in *The Register-Gazette* personality contest at Rockford, Ill., won first prize. She and Walter Bardo there and won first prize in the third of a series of elimination events.

OFFICERS AND DIRECTORS recently elected by the American Border Days, Inc. sponsor of the annual Border Days Celebration and Rodeo in Orangeville, Ill., follow: J. D. Rankin, president; A. N. Dyer, vice-president; A. J. Wagner, secretary; S. F. Roberts, treasurer, and E. Myers, C. E. Andrews and Walter Bardo, directors. Extensive improvements for next year's event have already been planned for the rodeo arena and the Border Days slogan, "Cut 'em loose and let 'em loose," prevails, according to Secretary Wagner.

Rodeo Performers Injured

TUCSON, Ariz., Jan. 29.—Slim Padgett, of Decatur, Tex., and George Phelps, of Mexico, both rodeo performers, were seriously injured 25 miles west of this city yesterday when their automobile was wrecked. Phelps, 32, and Jim McManis, rodeo contestant from Decatur, Tex., was driving the car, escaped injury. The driver of the other car, Fred Grande for the opening of the rodeo two weeks ago, was not injured. A horse they were taking with them was instantly killed in the mishap.

Tributes to Carl Hathaway

MARABOTA, Fla., Jan. 29.—The death of Carl T. Hathaway, general manager of Ringling-Barnum Circus, was a severe blow to the Florida show business. He had been an intimate friend of the deceased and had known him for many years. He had a great man. North told reporters, "Show people have lost a beloved friend, a good friend and a great man."

William P. Dunn, new secretary-treasurer of the Big One, joined other officials in paying tribute to the late Carl Hathaway and ability. "I have never had the pleasure of associating with a man of Carl's ability and ability," said Dunn said, "and I honestly believe that the circus world has lost a great man."

NEW YORK, Jan. 29.—Leonard Trastbe, publisher of *The Circus World*, said the following to say on passing of Carl T. Hathaway: "He certainly was a swell person and a great man. He was a man to fill, as he was familiar with practically every angle of circus operation."

BLOOMINGTON, Ind., Jan. 29.—Roy Felts, formerly with the Ringlings and now on his own with the Shipp & Felts Circus which toured South America for more than 12 years, said that Carl Hathaway was a big and most valuable man and that he met one of his best and most intimate friends in Carl T. Hathaway. "I had had many jobs in my lifetime and I had never met a man more honest," continued Mr. Felts, "but nothing has shocked me like the telegram that came on the 28th of January. He was a loyal and faithful wife, telling me of his business and sudden death while seated at his office."

Officers of Will Rogers Tent, CSSC, Re-Elected

PETERSBURG, Va., Jan. 29.—Annual meeting of Will Rogers Tent, Circus Salons and Stagers' Club, at Hotel Petersburg, Va., was held here. The tent was re-elected: Remmie E. Arnold, president; M. H. Lyons, vice-president; James R. Little, treasurer; Fred H. Reeves, secretary; board of directors: Arnold, Little, Lyons, and Reeves.

Frank Pond, Mayor John R. Jolly, New members are Senator Robert W. Davis, Senator J. W. Allen, and W. J. Allen. Next regular meeting of the tent will be held in Petersburg, Va. formal instruction of the new members will take place.

Musicians Wanted

For Russell Bros. Circus

Big Show! High in Entertainment. Write City Hotel Annex, 424 Washington St., Gary, Ind.

ALL INFORMATION ON THE

Workers Picked By Pres. Baker

Committees for '38 comprise many leaders in industry—O'Malley active

CHICAGO, Jan. 29.—Thru the office of Secretary H. Hodges, National Association of Amusement Parks, Pools and Beaches, the list of committees elected at the recent annual convention of the association and appointed by President Harry C. Baker, New York, since that time has just been released. A perusal of them shows that great care has been taken by President Baker in selection of those not only well qualified for the jobs assigned to them but men of the type who will get out and do things, it is declared.

Perhaps the best evidence of this attitude of co-operation on the part of NAAPPB members has been the able, early groundwork done by Herbert F. O'Malley, director of Playland, N. Y., in connection with the 1938 program. Mr. O'Malley returned to New York (See NAAPPB ROSTER on page 52).

Wish Improving Playland Midway

SOUTH BEND, Ind., Jan. 29.—Al Wish, who announced that he has taken the exclusive privilege on concessions in Playland Amusement Park here, has added his recent acquisition of New Playland Roller Rink, taking over site of the well-known Melody Gardens, where name bands were played in large numbers.

Following a successful summer season in 1937, he will open this year with two new, renovated buildings and an improved midway. A new restaurant, planned, it is said, as well as new lighting, added games and rides and a new clubhouse.

Blackpool Buys Pony-Cycle
WILLIAMSBURG, Va., Jan. 29.—A Pony-Cycle play device of Harry C. Ritter Company has been sold to Blackpool Park, Chesapeake, Eng., one of the world's large amusement parks, by Lane Bros., exporters. Inquiries regarding the device have come from Australia, South America, England and other places. Harry C. Ritter, manager of Seaside Heights (N. J.) Pool and Casino, has been appointed New Jersey distributor, and Blackpool Amusement will exhibit a Pony-Cycle at his resort.

Summit Gets Big High Ride

Akron company starts construction of streamlined coaster in revamped spot

AKRON, Jan. 29.—Construction of a streamline Roller Coaster has been started in Summit Beach Park here, first major construction in Eastern Ohio this year. It will replace a high ride raised several years ago.
Structure will be 80 feet high and will cost about \$50,000, much of which will go for local labor, said Manager Frank Hafal. The park since last May has been operated by Summit Beach, Inc., a group of business and professional men. Between 50 and 75 workmen will be employed to rush the project to completion in time for opening early in May. Construction is financed by the newly incorporated Akron Ride Company, of which Alan T. Stumbras is vice-president and James V. Sawyer secretary-treasurer. Billie McLean, Detroit, is president.

Construction of the high ride is the largest project undertaken since rejuvenation of the park started more than two years ago by the new owners. Considerable other construction is planned for spring with various outfitting of grounds, installation of several features on the midway and modernization of concession buildings.

Out Will Direct Big World's Fair Pool in New York

MIAMI, Jan. 29.—Alexander Ott, director of Baltimore pool here, has been notified of his selection to direct the huge pool at the New York World's Fair next year. He said a huge pool will be built, with seats for not less than 20,000 spectators, and that contacts are being made to bring to the fair past, present and future champions in outdoor to determine champions of 1939.

For the past 11 years Mr. Ott has successfully directed Miami's Baltimore pool, and his son, Jackie, is following in his daddy's footsteps and hopes soon to take over the reins.

A record crowd attended the pool show last Sunday and it was necessary to add two sections of seats. Tom Sellers and Lorenza Carver were held over and it is believed they will stay for remainder of the winter season. Hip Raymond, clown, probably will be booked at Baltimore pool for rest of the season.

A. C. Amusement Men Centering On Easter and Summer's Build-Up

ATLANTIC CITY, Jan. 29.—Amusement and small-business industry here have practically relinquished hope of stirring up any activity until summer and concentrate on Easter summer program. Affected by snow reports of the Poconos and winter weather, the industry, in this resort, without a central publicity agency, has this year led with the chin. Amusement men put up a battle of their own but got little support. February holidays, usually record breakers, in present indications will be just a couple more days.

Yet, however, the amusement industry feels it can get its feet solidly planted to operate without help from the city or civic interests. Street Pier, which last season spent more than \$100,000 in publicity, will launch its campaign, starting just before Easter and going to a two-month push. Pier will more than ever concentrate on summer and leave spring and fall to shift for themselves. It is closed at present. Such a plan was adopted by Million-Dollar Pier years ago and after Labor Day it has yearly gone dark.

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Remodeling Casino Ballroom

PORT WORTH, Tex., Jan. 29.—Ballroom in Casino Park on Lake Worth closed on January 21 for remainder of winter remodeling under Manager W. H. It will reopen about Easter for summer. Ballroom, usually called after Labor Day, this year the open-air spot, has been enclosed for winter weather, and Manager W. H. Sawyer reported that name bands for week-ends to good business.

Johns Improved in Health

COBENCOH, O., Jan. 29.—Dick Johns, operator of Lake Park here, who has been in Florida with Mrs. Johns since half reported missing, improved in health, is expected to return in February to plan for the 1938 season to be held at Akron on being announced on January 1. The 1937 season was one of the best.

President Frank P. Gravatt, however, evidently out of civic pride, kept Steel Pier going in winter for the amusement for visitors, the such operation was called unprofitable. This year, when the city is all reported closed, the pier went dark. For Easter week he will have picture, vaude, dancing and mechanical layout and build his program from there to full summer schedule. Steel Pier has given up an attempt to make Sunday vaude-picture programs go on the pier.

Harry Wheelhouse Pier is being torn down for two years, has made no move to open negotiations for a third year. Half reported missing, is dickering for the pier. Summer net hauls will be started on Easter. Central Pier is being torn down for negotiations on for a State exhibit to replace old-time Steel Pier. Manager Louis St. John plans plenty of activity, with possibly an expansion. Wheelhouse Pier is being torn down on the uptown side, but Calvert Ocean Pier is still standing. Golden Pier has gone dark again, with only W. U. attraction since Bees Reeves called cuts in basket ball.

On Rebound

ATLANTIC CITY, Jan. 29.—The amusement industry can look forward to one of its most prosperous years in 1938, believes Frank P. Gravatt, president of Steel Pier, who feels that with labor troubles apparently well in hand the masses will again flock to beaches offering something new and entertaining at popular prices. The industry has had a year to get its feet back for more than a year, but is now definitely on the rebound.

Krause Report Good On Key West Cony

KEY WEST, Fla., Jan. 29.—Rides and concessions here have been getting a good first in his Coney Island Park since its opening here on December 1, reports Manager Hiram Krause.
Sited on Duval street, the spot has been visited by thousands of people, says Manager Krause, who also reports the improved Ferris Wheel operated by Fred and new Pony-Cycle, recently arrived, are popular.
There is no doubt daily and new kiddie Moto-Scoot ride has been getting top money among the devices, Manager Krause reports.

Key West Philbert Spot Is Under Way

KEY WEST, Fla., Jan. 29.—When Key West Amusement Park, under management of H. Philbert, opened on January 15 all attractions were in readiness. Rides and concessions for the business until midnight, reported George F. Dorman.

Sol Solomon is booked with his sensational diving act each night at 11 o'clock. This being his first visit to Key West, he is offering a night of high entertainment for residents. Eight riding acts in the park, said Mr. Dorman. "Sammy" trained chimpanzee, is being shown by E. H. Hand, Inc., of St. Petersburg.

Over the Seas Highway, being partly open, enables tourists to drive here from Miami, having to ferry at only one point. For the day a bus will run each boat carrying from 18 to 25 automobiles, are being run. A number of showmen from Miami attended the opening.

Enna Jettick's Free Acts Are Announced by Haefner

ATBURN, N. Y., Jan. 29.—W. E. Haefner, president of Enna Jettick Park, Atburn, N. Y., has announced the complete layout of free acts contracted last week thru George F. Haefner, Inc.

Season for acts runs from the week of May 14 to the week of August 29. Dolores, a 1937 star, will stage double start off with two weeks, followed by Morris and Bobby, Jive Girls, comedienne, aerialists: A'Froy Girls, aerialists; Juggling Woods, Woodcrafts Dachshunds, and a number of other acts (two weeks); Victoria Torres, musical cyclist; Four Ladies, high act; Eddie Boone and Missie Goodstein (two weeks); Gruber's Jungle Oddities; Alamo Stocking and Great Peters; Alamo Stocking's Moose specialist.

Liability of The Operator

By LLOYD C. WHITMAN

Remarks of distinguished member of the Chicago bar on "The Operator's Liability in Operation of Parks and Beaches" are given in an address to the National Association of Amusement Parks, Pools and Beaches in the Hotel Sheraton, Chicago, on Jan. 29.

(Continued from last week.)

Responsibility of Owners, Mr. Hodges asked me to speak on it. It is broadside of the industry. It is the responsibility of the operator to the public, the speakerboard to the topic nearest the operator's heart. President Roosevelt recently said he was going to build a bridge across the Chicago River, but what he talked about was international

(See LIABILITY CP on page 70)

HERBERT F. O'MALLEY, 1938 president of the National Association of Amusement Parks, Pools and Beaches, who has been on the job early contacting members to insure a strong schedule for sessions of the next annual convention. The director of Playland, N. Y., is said to be receiving active cooperation from several officers and numerous committees.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Radio Promotion

Not all swim pools go in for advertising, and a great many do in one way or another. The most common advertising copy; others contain personal features and the like. The few employ radio. Value of radio to publicize products and establishments is the subject of discussion here.

The question is not whether a pool operator should use radio advertising but what type of program he should employ. Majority of tanks that have tried selling aquatic wear thru the air have met with little success. A few, however, have had some success. A few, which had a big orchestra, broadcast regular dance programs direct from the pool. This discussion should be the case with all its advertising. In addition to past programs there is a certain amount of free talk that can be garnered by ambitious pool men. In the past, many of them have been interested in a series of talks on the art of swimming and a tie-up can usually be made with a manager to send his life guard or manager to deliver the lectures in return for free passage. Some of the outdoor tanks last summer found this plan very satisfactory.

Another tie-up that can be made is to have a station broadcast swim meets of special functions that may be held direct from the tank. Hook-ups of this nature depend upon the event program for radio stations as should be the case with all its advertising. In addition to past programs there is a certain amount of free talk that can be garnered by ambitious pool men. In the past, many of them have been interested in a series of talks on the art of swimming and a tie-up can usually be made with a manager to send his life guard or manager to deliver the lectures in return for free passage. Some of the outdoor tanks last summer found this plan very satisfactory.

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Aqua-Musicals

While it is known that mammoth water shows were staged in old Roman times in conjunction with the famous Roman baths and in the same way that aquatic pageants have been held at camps in modern times, it remained for Billy Rose to exploit this form of entertainment with the Aquascope at the New York Casino last summer. And now comes the word of a new aquatic pageant known as a "musical water show" to be staged at the new indoor tank, Pittsburgh, on January 22, 1938, called "The Downfall of Jerry Jones," by the author, J. H. Brownman, and Nathan H. Kaufmann, swim director at the new indoor tank, the Aarontan Club, the cost of 50 people to enjoy the audience.

(See POOL WHIRL on page 53)

American Recreational Equipment Association

By R. S. UZZELL

The wild geese were north too soon. Many of them are turning to the South again. Mild weather urged the premature northward flight. The birds that bank the weather man. Let us have winter now, while it's time to winter. Now the April showers are now in the March weather in May. Park men, that are so aggressive ones, are stirring themselves now.

Dodley S. Scott is in New York from Chicago. He usually comes to New York in February. Fred W. Pearce, of Detroit, has been here and gone, while the majority of managers are expected to stay here. Hex D. Billings, now in Miami, will soon be getting that heavy coat of snow which is blowing to Miami from where Belmont Park is snug under about

three feet of snow. Herbert P. O'Malley is tussling the winter sports at Playland, N. Y. and the paper for the New England meeting of park men scheduled in Boston on March 16. At the same time, the Chicago meeting lasted two weeks in Chicago is his over soon.

Amusement parks are operating now in California and Florida, while a park employee in Buenos Aires, Argentina, says that the park is now open from excessive heat. In Paris they are denouncing the Long Beach Olympics, like a well-known point, covers the earth and all look to America for the latest thrill in amusement amusements.

Custard for the Nation

Minutes of our annual meeting in Chicago on November 26 have gone to the printer and will be mailed out to members in pamphlet form early in February.

That man Leonard Traube, George Hamid's publicity man, is a proud Italian. It is a girl, Modeline Blith Traube is the name. 3 pounds 15 ounces is the weight. It is Traube's first edition. We shall watch for his announcement in his conduct since he shall want to add the little daughter a good example and not a bad one. He is a very nice man, his family wholly in his wife's name.

There is an effort now in New York City to close all amusements in the places and movie houses. Sounds like oldoney Island days. Who ever expected that? The city is now in the hands of Amsterdam Theater? Twenty years ago that was the case. It is a very nice man, his family wholly in his wife's name.

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Park vs. Hotel Biz

We are witnessing a more substantial closing of the door between the park and the hotel business. We have just had an ex-hotel man ask for a ride and a contract for a hotel. The contract for a hotel manager makes us think the park business is only a vacation job.

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Racing Bill Eyed in A. C.

ATLANTIC CITY, Jan. 29.—Legislature convened last week to battle on a bill passage of which might have great effect on the racing industry. The bill is for the horse racing referendum. Local senators and assemblymen are working for it, while the water, however alive in fact, that they are not against the bill from the racing industry. The bill is now modified to prevent dog racing. Horse racing, amusement people feel, would bring additional visitors here all seasons and help all resorts of the vicinity. However, dog racing would be run at night of course with Atlantic City Auditorium the logical stage at this end of the bill, and Camden, walloping the bill with its own interests, and with Long Branch a contender for New York business.

Miami Funland

MIAMI, Jan. 29.—Eddie Lippman, general manager of Endy Bros., shows, with Mrs. Lippman, the winter fair season open. Endy Bros. have several Florida fairs lined up.

Kokono Anders, Andy Kelly, Dr. Heffner, Winkler, Johnnie and Dea Andrews and Sam Maratta are nighty visitors on The Surfboard lane in Funland.

Frank Waters, known alive in ice, drew big crowds in his third week.

(See Miami Funland on page 79)

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Part couple of weeks after the many years of the corresponding period, with in-and-out weather chief cause. Doc (Richmond Hill) had a bad cold, and an idea which he hopes to materialize before the end of the season. It calls for creation of a floating roller coaster, an innovation in these portions. He is using the Freshkills Bay route as site for his enterprise, which, among other things, calls for spectacular lighting.

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Owners Win Drowning Suit

XENIA, O., Jan. 29.—A Common Pleas Court jury here found for the defendants on January 27 in a \$15,000 damage suit of Ward Washburn, New Burlington, O., against the owners of Sycamore Park, where the plaintiff's daughter was one of three girls drowned in August, 1935. Two similar suits, based on the deaths of two other drowning victims, are pending.

Atlantic City

By V. H. McMAHON

ATLANTIC CITY, Jan. 29.—An exceptional winter day, with inland cities reporting snow and cold weather, brought a large number of visitors to the city of the season on Sunday, although it did not mean much to the amusement industry. There was strictly in a big snow storm, only real big was done by the Apollo Theater, which had a new production, film, which, Manager Andy Baruch, of Time Theater, previewed. News reported, outdrew any other new subject. Hollywood, which has had a big hit in town, with a unit playing two days, Harry Hibben booking.

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(See Atlantic City on page 79)

WASHMAN, Hollywood; Manager Al Hall and Production Manager Alvin Steinberg, Million-Dollar Pier, and Mayor White, horse from a country's vacation in Miami.

Eddie Kravis closed his Paddock Club for a \$50,000 pole lifting. Jules Park. (See ATLANTIC CITY on page 79)

3 WHEEL DEVICES

LUCKY KICK
THE DONKEY BALL GAME
(PAT. APPLIED FOR)
Sensation of
The Chicago Convention

U-RIDE-EM
Galloping Mechanical
CYCLE HORSES
(PATENTED)

Operation during 1937 establishes
The Public Want Cycle Horses

DEATH VALLEY
The Walk-Thru Fun House
with the Modern Floor
Humorous, Mysterious Stunts
The Tilted Room
The Canal Boat Conveyor

Write for details to
PHILADELPHIA TOBAGAN CO.
Manufacturers and Builders
of AMUSEMENT DEVICES
130 E. Duval St., Germantown, Phila., Pa.

WANT TO BUY
USED TILT-A-WHIRL
Without gas engine. Built year tanks, type
1937. Call
C. M. GERHART,
123 E. Pennock St., Philadelphia, Pa.

BIGLOW FIELD and
AMUSEMENT PARK
At Grand Beach, Mich., 1937. The Grand Beach
Blossoms, Lazar Park, Plover's Dunes and Long
Beach. Call
W. H. BLITT, Box 23 Sunning-
dale, Grand Rapids, Mich.

CATERPILLAR TUNNELS
Ports: Wash. Dist. Current rate 40 percent. Total
all sizes. Phone
ANDERSON TRENK & AWING CO.,
Fair Haven, Northampton, Mass.

WANTED
RIDERS AND ENGINEERS. Details: Amusement
Park, Philadelphia, Pa. See the
"Business" Section. Best location on the whole
continent. Excellent SEASON. No
summer season. Continuous investment.
F. A. GRIFIN, Inc., Box 43,
Jacksonton, Beach, Pa.

WANTED
FOR 1938-39 SEASONS
Portable Holes of all sizes. Wash. Dist. Current
rate. Call
DIEMER ENGINEERING, 1111 Spruce St.,
New Castle, Del.

STEER! BUMP! DODGE!
WITH OUR SCOOTA BOATS
You can't lose! It's a
A BONUS! RIDE ON A RIGID RAY
OF THE SCOOTA BOAT!
The Most Popular Ride from ANY
single source in the world!
All installations to date have increased
profits 50%.

R. S. UZZELL CORP.,
124 West 11th St., New York City,
N. Y.
"ONE RIDE ON A COMPLETE PARK."
Two More Scoota Boats from Al Present. Price.

Auto - SKOOTER - Water
SHOWMEN
GET THE RIDES THAT PAY
BIG DIVIDEND EVERY YEAR
CALL FOR CATALOG
ATTO SKOOTER 2808 N. Lynn St. Phila., Pa. U. S. A. WATER SKOOTER
LESTER BROS., Ltd., Central Bldg. 41 Kitzpaw, E. M. S. C. 2, Poland.

TAMPA BOW BETTER

First-Day Gate Record Is Set; Then Comes Drop in Rain, Cold

Florida Fair opens auspiciously with top attendance and heavy night grand stand—Young's Revue and stellar acts on bill—bad weather curbs midway business

TAMPA, Jan. 29.—Florida Fair and Gasparilla Carnival, January 26-February 5, opened on Tuesday to a record first-day, which found every exhibit displayed in place and all concessions and shows ready. Rain the previous night sent temperatures down to "unusual" Florida weather, but in spite of cold winds and low ground attendance figures showed 26,474, as compared with 18,246 on opening day last year. Afternoon auto races brought out more than 6,000 who saw Everett Bopps' Indians dirt track contest, won top honors in the Southern Sweepstakes. For first time in history of the fair opening exercises were conducted at night instead of in the morning.

Carl D. Borelin, new president of Florida Fair and Gasparilla Association, dedicated the 1938 fair to two association leaders who died during the year, W. G. Borelin and G. W. (Joe) Lyons, and official opening was followed by regular grandstand attractions. While not filled, stands showed record attendance ever recorded on a first night.

Exhibits Tax Capacity
Officials were optimistic as result of the first day and predicted record season with more than 500,000 visitors. However, more rain and cold on Wednesday dampened spirits somewhat and caused a decided drop in attendance. Afternoon grandstand show was a lot off and night performance was to a handful of hardy folk who braved the weather. Midway attractions and concessions also suffered considerably.

Exhibits maintain their high standard, and the 23 halls are crowded. As usual, various citrus fruit displays are impressive, and the citrus industry is being shown in its entirety. This year was sent to the fair by the fair next year. Clear exhibit, which has won the grand award seven successive years, shows changes in citrus industry with demonstration of cigar-making, but a typical Spanish restaurant, with Spanish food. See TAMPA BOW on page 63.

Michigan Lease to Racing Group Attacked in Opinion

DETROIT, Jan. 29.—Frank N. Isbey, manager of Michigan State Fair, declares he has been advised by colored employees of the fair board that there was no legal basis for the State's leasing 100 acres of the fairgrounds in 1934 to Detroit Racing Association for 15½ years at \$12,000 a year, as a statutory rider that supposedly authorizes the lease was not covered by title of the bill.

He insists that the \$12,000 rental is far below lease custom for large areas, and the fair management had control of the land only at the time of the fair grounds lease grand stand alone would be \$100,000. He left on Wednesday to spend several days in New York.

St. Paul Contracts in April

ST. PAUL, Jan. 29.—Attractions committee of Minnesota State Fair board is to meet in April to receive proposals for grandstand contracts for the 1938 State Fair, said Assistant Secretary D. K. Baldwin, Minnesota State Fair. As has been the custom for some years, no grandstand contracts were entered into until the result of the annual meeting of the Minnesota Federation of County Fairs here.

Pa. Farm Show's Best Gate

HARRISBURG, Pa., Jan. 29.—The 25th annual Pennsylvania Farm Show had a gate of \$20,000 here on January 17-21. Heaviest attendance in the show's history was shown on January 19, with 100,000 square feet of floor space, had 325 commercial exhibits, including a club exhibit, with total gate of \$40,672.75, to about 11,000 entries.

More Attraction Contracts Are Signed by Ernest Young

CHICAGO, Jan. 29.—Latest 1938 contracts for grand-stand shows by Ernest Young, Young Production and Management Company, are announced as those for North Dakota State Fair, Grand Forks; Class A, Western Canadian Circuit, Brandon, Calgary, Edmonton, Saskatoon and Regina Exhibitions; Waukegan Exhibition; Steele County Fair, Owatonna, Minn.; North Dakota State Fair, Huron, and Knoxville (Tenn.) Fair.



ALL EYES ARE ON CHARLIE MCCARTHY (alias Jack Folk, Barnes-Carruthers), who is being kissed by Billie J. Collins, in absence of Edgar Berg, at the annual meeting of Nebraska Association of Fair Managers. Lincoln, last week. Attractions people in the photo, left to right, are Frank Sharp, Republic Manufacturing Company; Gertrude Avey, Barnes-Carruthers; Jack Folk; Irving Grossman, WFO Artists' Bureau; Billie Collins, and right behind him Quinn Graham, Gus Sun Office; Art Cullen, Nebraska Racing Commissioner; Billy Williams, Williams & Lee (one knee), and Frank Collins, also with Billie J. Collins Enterprises. Photo was taken for The Billboard in one corner of the banquet room in the Cornhusker Hotel.

Strong Effort for State Aid in Va. Counseled by Ralston in Richmond

RICHMOND, Va., Jan. 29.—Importance of renewed efforts for State aid was stressed by Secretary Charles B. Ralston, Staunton, at the 21st annual meeting of Virginia Association of Fairs in the John Marshall Hotel here on January 24 and 25. He declared that, as the Legislature now is in session, this is an opportune time to make a vigorous demand. "Practically all of the agricultural States in the Union make a contribution to their fairs," he said in his annual report. "Virginia stands almost alone as one of the States in which fairs do not receive state aid, except that our State Fair receives an appropriation for club work which is entirely inadequate. We heartily approve of this appropriation." Newly elected Gov. James H. Price

CRAWFORD T. BICKFORD, elected general manager of Central Florida Exposition, Orlando, in 1931, is preparing for the 1938 annual. He entered the fair field in 1927 as assistant manager of the expo. For a number of years he has been secretary of Orange County Chamber of Commerce, Orlando, one of the largest chambers in the South, and is past treasurer of the Fourth District, Advertising Federation of American Clubs.—Photo of Dadswell, Royal American Show.



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told the body he would like to see greater stress placed upon agricultural features of fairs, declaring that the tendency in recent years had been to restrict that part of exhibitions, while the amusement program and midway had been enlarged.

"Fair executives are in a position to be of great value to the State," he said. "The fair is a magnificent advertisement of our resources. I understand that very few of the associations have paid club dividends to stockholders in the last 30 years, but fairs have paid dividends to business people who are interested in them." Mayor Fulmer Bright delivered an address (See STRONG EFFORT on page 56)

G. G. Expo Sit-Down

SAN FRANCISCO, Jan. 29.—Bans on liquor, cocktail lounges and "sit-downs" will be allowed at the 1939 Golden Gate International Exposition, said Fred Weddleton, director of concessions. "Sit-downs will be permitted only at restaurants," he said. "The thirsty will have to sit at tables and order. No liquor will be sold in the midway form at the island's two drug stores. We want the fair to be a place where women and children can feel at home. We're against having our bar of beer another. We want to protect investments of restaurant owners who are investing heavily." He said plans are to have 14,000 restaurant seats.

More Lincoln Biz Reported

Contracts signed at meet in Nebraska—Green urges importance of budgeting

LINCOLN, Neb., Jan. 29.—Most enthusiastic gathering of fair men in about eight years, with banking officials signing contracts and getting good press, was the 20th annual meeting of Nebraska Association of Fair Managers and board of directors, held here on Tuesday and January 31-29 in the Cornhusker Hotel. Officers were re-elected, Stanley Matz, Newark, stated his second term as president, with Joe Steele, Kimball, vice-president, and Curt G. Marshall, Arlington, secretary-treasurer.

State fair board re-elected Secretary Perry Steed, and other officers, all re-named, are W. B. Banning, Union, president; J. F. Shuster, St. Paul, secretary; and C. W. McCook, Lincoln, treasurer.

W. B. Eaton, representing J. L. Lander Shows and Elite Exposition Shows, got seven contracts, among them Broken Bow, Hastings, and McCook, Collins United Rides go into Aurora, Minden, Humboldt and Kearney; Frederick Amusement Company, Lexington, Tecumseh, and Clay Center; Barnes-Carruthers, Trenton and Broken Bow, with others to come. This makes a complete list of some bookers not reporting.

Keynote of meeting was by Secretary Charles W. Green, Lincoln State Fair. (See MORE LINCOLN on page 56)

Barnes Gets A and B Loans At Annual Meet in Montana

CHICAGO, Jan. 29.—M. H. Barnes, president of Barnes-Carruthers Fair Booking Association, at the annual meeting of Rocky Mountain Association of Fairs in Denver, Colo., was awarded both A and B circuits, for which he will furnish grandstand attractions.

There are four fairs in the A Circuit and 16 in the B Circuit. Mr. Barnes declares his firm's bookings for the 1938 season are setting a new record.

To Improve Beaumont Plant

BEAUMONT, Tex., Jan. 29.—South Texas State Fair has a \$90,000 program for repairs. Sum of \$150 a month was allocated for the program. The program was approved by the board of directors, president and Secretary L. B. Herring on plans for grading, erection of rest-rooms, painting and concrete sidewalks.

COLUMBUS, O.—Recommendation that Ohio participate in the 1939 New York World's Fair will be made by a legislative committee on development of the state. Members of the committee returned last week.

Doom of "Premium Racket" Pronounced at Western Meet

San Francisco convention resolution fixes the maximum amount to be received from race betting and sums offered in awards—share of liquor funds may be used

SAN FRANCISCO, Jan. 29.—Western Fairs Association in annual meeting here on January 29-30 heard a warning that district and county fairs "premium racket" share of returns from the State's horse-racing bet take has been so great that premiums were paid several times over by the State to fairs. This, it was said, enabled them to expand, erect buildings and plan future expansions. In some cases, it was pointed out, fair associations have borrowed from banks to meet expansion share of the pari-mutuel returns. Other districts, it was said, seek "money" coming from the State, set up fairs. Twenty-one such organizations were reported formed, nine in the last 90 days of 1937.

The association immediately adopted a resolution which fixed \$50,000 as the maximum amount which a fair may receive. In considering the resolution, which dealt with the proposal to solve the problem confronting county and district fairs relative to apportionment of moneys from the fair and exposition fund and banks of premiums paid, it decided that a maximum of \$5,000 be paid by law as the amount which any fair may pay out for premiums from the fair and exposition fund during its first year of operation and that a maximum increase of 10 per cent over the amount paid out for premiums in the last previous fair be permitted in each subsequent year.

Good Season for Annuals

The resolution also provided that fairs had prior to enactment of the Horse Racing Act be permitted to pay premiums on the basis of a 10 per cent increase annually for each year in which a fair was held from the time such fair was organized. It also stipulated that any fair desiring to pay premiums in excess of the maximum fixed by law may pay such premiums from its own funds.

It was determined to amend the present law and that every fair be required to submit to the State department of agriculture if it may publish the same a complete list of all premiums to be offered, and then no premium payment shall be subject to reimbursement from the fair and exposition fund until the premium list has been approved by the department of finance.

Delegates reported good record made in California and other Western States is expected to be maintained in 1938. Forty-eight fairs were held in California last year, President E. G. Vothman, Stockton, reported, saying that nearly every fair in the State made a net profit last year and in instances where there were losses they were small. Fair gross estimated an 18 per cent increase in receipts.

Says Mutuals Aid Gates

On Thursday Frank Linginger, racing secretary for the association, declared horse-race meetings were responsible for a large part of interest in the fairs. He said as a county fair a good advertising program and pari-mutuel betting offer one of the best assurances for increased attendance, and that where betting is being held it has increased attendance from 25 to 50 per cent. He stated \$356,029

was paid to county fairs for premiums in 1937, the sum going into live stock, printing and horticulture.

On Friday President Vothman welcomed the 165 delegates from California, Oregon, Washington, Nevada, Utah and Arizona. New programs, entertainment and holiday dinner were among matters discussed. The best news for delegates was a ruling by Attorney-General Webb that some of the counties' share of liquor funds might be used for district agricultural fair purposes. Because only one of the five directors was present, election of officers was deferred. Secretaries, Paul B. Smith, secretary, and publication of fair dates until the list could be checked. No contracts with carnivals were reported signed, although more than 25 representatives of shows and other attractions attended.

New Fair Circuit Formed At Southern Ill. Meeting

PINCONEVILLE, Ill., Jan. 29.—A new body, Egyptian Association of County fairs, competing fairs from Southern Illinois, Kentucky and Missouri, will conduct a fall circuit of fairs from those States here in City Hall on January 6.

Officers elected were S. S. Ritchey, Pinckneyville, president; George Hickman, Benton, Ill., vice-president; and J. H. Stussie, Pinckneyville, secretary-treasurer.

Members include Carbondale, McLeansboro, Ashley, Golconda, Harrisburg, Benton, Pinckneyville, Alhion, Greenup, Vincennes, Caran, Springfield, Sparks, Fairfield, Brees, Mt. Carmel, Marion, Anna, Bridgeport, Du Quoin and Mt. Vernon, Ill. and Carbondale, Ky. and Caruthersville, Mo.

Amusement enterprises represented were L. J. Heth, L. J. Heth Shows; W. C. Senior, Gus Bum Hoop Exchange; Otto Laubrock, Mt. Vernon, Tenn. and Aving Company, and Edna Deal, St. Louis.

New Stage, Judges' Stand Voted for Harrington Fair

HARRINGTON, Del., Jan. 29.—For the 1938 Kent and Sussex Fair here there will be a new stage and judges' stand costing \$15,000, it was decided at a stockholders' meeting. Directors Laubrock, Jr. and Caruthersville, Mo., Warren T. Moore, vice-president; Ernest Hangleley, secretary; Horace K. Quilan, treasurer; Fred C. Powell, financial secretary.

E. Keyes was toastmaster at the annual dinner meeting, attended by more than 500. A floor show was presented by George A. Hamid, Inc., who provides attractions programs for the fair. Joe Basile, director of Madison Square Garden Ring and who will direct Kent and Sussex Fair band again this year, gave trumpet solo.

Reports showed 1937 receipts were \$61,146.00, while improvements last year cost \$21,924.80. All net proceeds were spent on improvements. There are 137 stockholders with value of stock at \$18,075. More than \$100,000 has been spent since the association was founded.

VANCOUVER, B. C. — Walter Keel, head of Vancouver Exhibition Association since 1927, was unanimously re-elected and, although he has been seriously ill more than a year, he was persuaded to continue in office. Other officers are John Dunsmuir, W. G. Mainland, writing, vice-president; Wm. Dalton, honorary treasurer.

WARNING!

...to fair secretaries!

Something new and sensationally good has happened to give fair advertising new power!

DO NOT ORDER YOUR FAIR POSTERS UNTIL YOU HAVE SEEN OUR CATALOGUE!

Just off the press—something brand new in fair posters, designed by nationally famous showmen for live fair showmen!

"They're great . . . I'm using them for my fairs," says George A. Hamid, outstanding fair showman!

Praised by A. C. Hartmann and Elias Sugarman, of The Billboard!

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Eduard B. Block, Sales Manager

FAIR SECRETARIES

Follow the Example of 200 Leading Fairs

REVITALIZE YOUR NEEDLEWORK DEPARTMENTS! INCREASE WOMAN-INTEREST IN YOUR FAIR 100%!

GET HUNDREDS OF DOLLARS' WORTH OF EXTRA PUBLICITY ON YOUR FAIR THIS YEAR!

Last year over 200 Fairs revitalized their needlework departments; gave their women patterns a new, better opportunity to enjoy Fair work; garnered hundreds of dollars' worth of free publicity for their Shows—and all through the simple, easy medium of the

NATIONAL CROCHET CONTEST

Sponsored by the Crochet Bureau, a non-profit organization, financed by the largest thread manufacturer in the United States, this contest has thrived throughout the country. THE NATIONAL CROCHET CONTEST has paid over \$1,000,000 in active participation of thousands of women. More than one of the Grand National Winners was brought to New York City for a week, at the expense of the Bureau.

There are no strings attached to this contest, no cost to you, and no cost to your patrons. We offer you valuable publicity for your own Fair. We guarantee to increase the popularity of your crocheted work.

We invite you to write us today for complete details about this \$1,200,000 Contest.

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World's Highest Aerial Act. Available for Fairs, Parks, Celebrations.

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JACK C.

GEORGE A. HAMID
Cincinnati, Vero street, HARRY REICHEL, Manager, 211, Brooklyn, New York City, Telephone 3-8081.

Orange Cete Sets Record

Winter Haven Festival has
all-time gate of 85,051—
12,000 over previous mark

WINTER HAVEN, Fla., Jan. 29.—The first annual Florida Citrus Festival here on January 17-23 had record attendance and exhibits. Good weather throughout was a big factor in the success and in placing lights and bunting and brightening the grounds, including the new fair grounds. The citrus festival is new exhibit halls occupied for the first time.

Attendance was 85,051, about 12,000 more than at any previous show. Daily attendance: Monday, 9,200; Tuesday, 9,115; Wednesday, 12,068; Thursday, 9,077; Friday, 10,692; Saturday, 16,701. The first five days had previous records for corresponding days.

"While we are willing to give fine credit for much of the record," said President George L. Burr of the festival association, "we are not unmindful of the splendid work and organizing ability of Earl Brown, Almon R. Shaffer, George Clement and others of the operating staff. Executive Manager Shaffer brought a world of experience to the festival into shape in the 30 days allotted him."

15,000 Pupils Parade

Monday School Day had parades of children which took more than 15,000 participants, and reduced midway prices made the Royal American Show parade a strong attraction. Every school in the county was closed and every school Florida. The parade selected the queen of the festival and six maidens of honor on the open-air stage on shore grounds, which were the main attraction. The parade was the highlight of the festival and principal address was made by Mayor R. H. Chaney, Tampa. Toasts, under direction of President Shaffer, were given by the executive staff. A program on the open-air stage.

Tuesday was Mayo and Agriculture Day, named for Nathan Mayo, State commissioner of agriculture, with prominent Mayo and agriculture features. Crowning of the festival queen and installation of her maids of honor was the principal feature. A parade of dancers. With co-operation of International Fireworks Company a gigantic crown in colors was displayed on a barge on Lake Silver as a climax. Florida Citrus Festival program devoted to growers, shippers and processors.

On Friday, Governor's Day and Press Day, the program included speeches by H. H. Hays, representing Governor Cone, and H. H. Hays, representing Governor Cone, and H. H. Hays, representing Governor Cone. More than 300 representatives of Florida newspapers and magazines gathered for a press breakfast and "Grideiron" in the Haven Hotel, which was not started till after 10 o'clock Saturday morning.

Showfolk Arrive

Closing day was American Legion Day and State Fair day. The program was being held here hundreds of the organization visited the festival, many of them bringing with them numerous comments that they were pleased to find Florida Citrus Festival was what the State implies rather than an agricultural fair.

We are pleased with results attained in pushing the festival to the front in winter amusements in Florida," said Mayor Shaffer. "The program gives the new exhibit halls helped and we had a record attendance."

Among acts were Floreus, high pole; Firing Wards, from Ringling Bros.; Circus of the Future, from Ringling Bros.; Haul Circus Elephant, including Blue Q; Merrill Brothers and Sister; H. H. Hays, representing Governor Cone; Show; Bob Edwards and Virginia; Major, and many other offerings.

Among visitors were Lincoln C. DeKeyser, who was general manager of Great Lakes Exhibition for within a year; W. H. Porey, who was associate director of the show; E. Lawrence Phillips, Johnny J. Jones, H. H. Hays, representing Governor Cone; Johnny J. President Giles, Central Florida Exhibition, accompanied by Crawford T. Bickford, expo manager; P.

Fair Meetings

Hilmo Association of Agricultural Fairs, P. O. Box 112, Chicago, Ill., and William Lincoln, Old Springfield, A. W. Grunt, secretary, Havana, Cuba.

South Florida Fair Circuit, February 7, city hall, Boerne. George Kempen, secretary, Orlando.

Western New York Fair Managers' Association, February 8, Hotel Buffalo, Buffalo. Glenn W. Grinnell, secretary, Batavia.

Louisiana State Association of Fairs, P. O. Box 112, New Orleans. Louisiana Institute, Lafayette. R. S. Wickens, secretary, Demopolisville.

New York State Association of County Agricultural Societies, February 8, Hotel Hamilton, New York. O. W. Harrison, secretary, 131 North Pine.

T. Strider, general manager of Florida Fair, Tampa, accompanied by Mrs. Strider and their daughter, Mrs. Van Roy, Cleveland, Carl Brown, president of Florida Fair, and Russell Kay, its secretary; Ralph Hankinson, of sponsoring race and manager of the Hankinson chain of hotels, with Mrs. Hankinson, James C. Smith, director of Florida State Fair; Elmer Velaz, Walter DeLoe, secretary, and other members of the staff Royal American Show, and others of the amusement colony wintering in Florida.

Hamid Sending Attractions For New Havana Exposition

NEW YORK, Jan. 29.—After one postponement from original opening date of January 29, due to delay in negotiations with construction firm, the National Industrial Fair and Exposition is scheduled to open on February 12. Event, which will probably be an annual exposition, will last approximately two weeks, although no definite closing date has been announced.

Thru George A. Hamid, New York attorney, Hamid is sending attractions which will headline entertainment lineup and leave with an abbreviated contingent of the construction firm. Hamid is sending 20 head of rodeo stock and 20 head of cowboys to the city. Next, J. to the Cuban capital within the next few days. Andy Brothers will have the sides of the show. Items from their Fulford Park in Miami. Ben Jones, commissioner at Pinalud, will open the show.

Hall of State to Dallas

DALLAS, Jan. 29.—Hall of State, \$1,000,000 historical museum, erected in 1916 as the State's part in Texas Centennial Exposition and opened for the Pan-American Exposition in 1927, has been sold to the city of Dallas. It will be operated as part of the Dallas park system and will become chief attraction of the city. The building to be constructed on grounds occupied by the exposition. Dallas acquired the building for \$1,000,000. The State Historical and State Museum, Dallas citizens are trying to raise funds to buy the Globe Theater, which is being used as a theater during Texas Centennial Exposition. To become part of the city park system.

Fair Elections

WARREN, Minn.—Marshall County Fair Association elected W. H. Smith, president; O. M. Mattson, secretary.

CANDO, N. D.—Towner County Association elected Dr. S. P. Smith, president; Jack Curtis, vice-president; Leif Erickson, secretary.

THIEF RIVER FALLS, Minn.—Plymouth County Fair Association elected S. E. Hunt, president; Hans Anton, vice-president; and secretary: L. Kallher, treasurer.

FREDERICKTON, N. B.—Roy W. Smith was re-elected president of Fredericton Exhibition for his second one-year term. More than 100 exhibitors were present. Secretary C. L. Spher, Treasurer C. D. Holder and Racing Secretary D. W. Thayer, were also present.

WYKAWAGA, Wis.—Way Hitchcock was elected president of Wausau County

Agricultural Association; Roy Blair, vice-president; J. H. Glöckle, secretary; Kenneth Van Epps, treasurer.

LINCOLN, Neb.—William Wadsworth, county agricultural agent, was elected treasurer of Franklin County Fair Board.

HENDERSON, N. C.—Golden Belt Fair elected L. Fanning, secretary; Alfred Plummer, vice-president; C. M. Hight, secretary-treasurer; C. M. Hight Jr., assistant; Fair has a treasury balance.

BARABOO, Wis.—Sauk County Agricultural Society re-elected Frank Morley, president; Arthur Attridge, vice-president; W. T. Barlett, secretary; Orson Mathier, treasurer; W. T. Marriot, superintendent of privileges; Fred Blach, manager.

HENNEY, Mont.—Richland County Fair Association re-elected R. P. Blair, president; George Johnson, H. L. Hounce, vice-presidents; Theodore Fasse, P. E. Lauber, directors. Secretary - Manager J. M. Suckoroff, who has directed the fair for the past four years, was given a new three-year contract.

FAIRBURY, Ill.—Fairbury Fair Association elected P. J. Keck, president; Edward A. Yeag, secretary; George H. Keck, treasurer; George H. Decker, secretary; W. H. Wenzelberger, assistant; J. C. Hagen, superintendent of grounds.

BONHAM, Tex.—Fanning County Fair Association re-elected R. E. Old, president and J. L. Bloon, secretary. Annual report showed net profit from the 1937 fair of \$833.26.

ELBERTON, Ga.—Elbert County Fair Association re-elected Jessie Hobbs, president; G. Wright, treasurer; W. Hulme, secretary and general manager; Col. Almon L. Sapp, chairman of board of directors.

MAONE, N. Y.—Franklin County Fair Association re-elected Bernard Kelley, president; Edward Wright, vice-president; Walter B. Mallin, race secretary; Frank J. Robinson, treasurer.

LEXINGTON, Va.—Rockingham County Fair Association elected H. T. Kirkman, president; C. E. Tritt, J. H. Hyde, W. M. G. vice-presidents; C. C. Humphries, secretary-treasurer.

GRANTSBURG, Wis.—Newton Brantard was elected president of Burnett County Ho-Op-Open Exposition Society; Charles Sandberg, vice-president; Ray G. Lidson, secretary-treasurer.

DARLINGTON, Wis.—George Priestley was elected president of Ice Waste Fair Association; John L. McGrath, vice-president; P. J. McConnell, secretary; Glenn Swift, treasurer; Henry Smith, superintendent; Frank Parson, superintendent of concessions.

BUTLER, Pa.—Buttle Fair and Exposition directors: G. R. J. Ferguson, president; Daniel Youngkin, vice-president; Carroll M. Miller, secretary-treasurer.

LA CROSE, Wis.—George H. Gordon

Neat Grounds Bring Publicity

By THOMAS P. LITTLEJOHN

Why not have a fair plant looking like a city? The grounds creating continued favorable comment? I have just had effective and surprising publicity results from improving grounds of Pike County Fair, Troy, offering a fair in Alabama. Work included painting, cleaning, creating attractive light poles, whitewashing fencing, painting and repairing front ticket office and erection of a beautiful "Pike County Fair" entrance sign, 18 by 3 feet. Sign reads "Welcome to the fair grounds and tracks of Atlantic Coast Linn and Central Georgia railroads, running through the front about 200 feet away."

For my own satisfaction I have stood on the highway to hear comments from passers-by on the new fair plant. Such remarks as "Oh, look at the fair grounds!" "They must have a good fair here" and "Doesn't it look nice?" are the result.

Nearly everyone I met has something to say about the improvements for the 1938 fair. Some citizens have suggested that the grounds be used as a park between the fair and this I may arrange for. Upon invitation I have appeared before the Board of Education and a monthly meeting of county school teachers to talk about the fairgrounds and the 1938 annual. Appearance of the grounds has created new interest in the fair, as will be the case in any locality where such steps are done.

was re-elected president of Interstate Fair Association; A. P. Funk, vice-president; Joseph J. Frisch, secretary-treasurer; H. H. Hays, secretary of 1938 fair, even tho it does not receive State aid.

BEAUMONT, Tex.—Howard W. Gardner was elected president of South Texas State Fair Association; B. A. Rothman, Ed Steidman, vice-presidents; P. B. Doty, secretary; H. H. Hays, secretary-treasurer; re-elected.

HAWKINSVILLE, Ga.—Pulaski County Fair elected G. A. Hough, president; J. P. Sanders, vice-president; Elma McEachern, secretary; and treasurer. Officials reported a large number of improvements and that the building probably will be built for the 1938 fair.

RICHMOND, Va.—For the ninth consecutive year T. Gilbert Wood, Roanoke, the elected president of Virginia State Fair Association; Charles A. Sozoma, secretary and general manager; H. S. Lott, race secretary; and Clarence T. Riddick, assistant general manager, all of Richmond.

CAMBRIDGE, O.—Gutwery County Agricultural Society re-elected Homer B. Taylor, president; J. C. Thompson, treasurer; J. P. St. Clair, secretary.

The Great Hagerstown Interstate Fair

HAGERSTOWN, MARYLAND

WILL BE HELD OCTOBER 18th to 22nd, 1938, INCLUSIVE.

Will book Hell Drivers for Friday and Saturday if terms can be agreed upon. Will be glad to hear from Carnivals, if interested.

CHAS. W. WOLF, Secretary.

LOUISIANA STATE ASSOCIATION OF FAIRS

ANNUAL MEETING, FRIDAY, FEB. 11, 10 a. m.

AT THE AUDITORIUM, SOUTHWEST LOUISIANA INSTITUTE, LAFAYETTE, LA.

FAIR MEN — ATTRACTION MEN — CARNIVAL OWNERS and AGENTS — CONCESSIONAIRES — EXTENSION WORKERS

Everybody is Cordially Invited To Attend

HARRY D. WILSON

Commissioner of Agriculture

Secretary

R. S. VICKERS Secretary - Treasurer Donaldson, La.

Art Lewis Will Stage First NSA Fund Show at Sarasota

SARASOTA, Fla., Jan. 29.—A meeting of the entire personnel of the Art Lewis Show was held Tuesday, January 25, in the big top of the *Harlem on Parade* show, at which plans were made for the holding of the first annual drive of the National Showmen's Association of New York.

The following committee was appointed to work out all details for the affair: Executive committee, L. B. Lamb, chairman; Howard Belkover, Earl Chambers, William Palmer, William Thomson and Mark Graham. Public Finance: Charles Lewis, chairman; P.

Percy Moresco and Joseph Dole.

One of the features of the show, chairman: Max Saunders, Eddie Vire, Jack Keenan, Mrs. Alynne Potter Moresco, Mrs. Lee Mrs. David Kerwin and Mrs. Ann Graham.

Ticket: A. I. Rogers, chairman, and William Gorman, chairman.

Publicity: Starr DeBelle. The ticket sale, no more than the meeting, was on a fast starting basis and everyone connected with the show has pledged himself to a 100 per cent effort. From all indications it will be very big success both financially and artistically. Invitations are extended to attend this gala affair and help swell the fund of this very worthy cause. Reported by F. Percy Moresco.

Stein Active in Forming Nat'l Showmen's Press Association

ADA, Okla., Jan. 29.—Response has been a great among press agents in this section of the organization of the National Showmen's Press Association will go ahead. Roy E. Stein, acting secretary, announced here. Following announcement last month of plans for organization of association, more than 20 publicists from men from all parts of the country came to the annual meeting of the organization, Stein further stated.

"All seem to agree that what this country needs is a good press club," Stein said. "Many of them say they have wanted just such an organization for years, but no one took the initiative to get it started. We have the wheels rolling and are glad to have the men announced and officers elected within the next month."

One of the features of the organization will be an honorary membership plan whereby each active member will nominate one newspaper or magazine worker each year who has shown exceptional co-operation thru stories and editorials devoted to showmen's interests will be kept posted on honorary members club list.

The entire organization will function thru the use of the mails with no meetings possible until the club grows larger proportions. Dues will be less than \$5 a year.

Any publicity agent interested in becoming one of the organizing group should write to Roy E. Stein, 2000 S. W. Okla., or thru *The Billboard*, he said.

C. F. Corey Is Very Optimistic Regarding His Shows for Season

VENICE, Calif., Jan. 29.—With the installation of the official personnel for the 1938 season, the winter quarters of the White City Show has taken on an atmosphere of enthusiasm and optimism. Lucille King was the latest recruit added and as special agent,

replacing Claude Renner, who has been appointed sub-superintendent.

Bob, immediately as the new general manager, Mrs. C. F. Corey, treasurer; Walton De Pellaton, secretary; Arthur Heckward, general agent; Lucille King. (See C. F. COREY on page 71)

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE
Zephyr Bottoms, Fla.
They stepped off the train to meet the chiefs and medicine men of the different tribes. Immediately a treaty was signed, the bosses agreeing to kick back to the chiefs 40 per cent of the teepees, moccasins and blankets received during the time to make it possible for the tribes to live here through the winter.

The show train's arrival gave Ballyhoo Bros. and the Century of Profit Show a tremendous boost. The "Ballyhoo Bros." friends mailed their stories and pictures out all papers, magazines, newspapers, England, Italy, France, Belgium, China, Japan and many South American countries. The showmen's train the Overland Mailway and in glowing terms referred to the show's chief personality, the "Partians of the Tented World." It was then that the bosses instructed the show's artist to paint a picture of a crowing Plymouth Rock rooster on each car and wagon. They also instructed the show's artist to sign his name on each car and wagon.

His committee, the Swamp Cabbage Club, was high in its praise regarding the show's equipment but a bit disappointed regarding the grounds. During Tuesday and Wednesday the grounds were packed with 40 different tribes. The showmen's train was a success. The office decided to do away with passes

Judge Sets Verdict Against Showman Aside

WASHINGTON, N. C., Jan. 24.—Judge H. Hunt Parker in Superior Court here today set aside the jury's verdict in the case of the showman against James E. Strates, Broadport (N. C.), criminal owner and showman, with the verdict asserting that there is something wrong with Dickerson's testimony.

"I don't believe a word of Horton Dickerson's testimony," Evidence presented in this case shows that Strates is a man of character and that the jury's verdict is something wrong with Dickerson's testimony.

Dickerson, Grimsland farmer, had prosecuted Strates, charging that the latter held him on the night of Dec. 29, 1937, and that Strates and another "snatched \$285 of the prosecuting attorney's money and fled."

Before setting the verdict aside Judge Parker heard the reading by defense attorney Day of a letter of affidavits, one witnessed by Knox Britt, the other by J. R. Jones, both members of the jury, that there was "much talk" among several members of the jury that the verdict was at least two of its 19 constituents had lost money at the Beaufort County Fair, Jan. 24, 1938.

B. & G. Get Vogstad Show

Well-known illusionist now building a new attraction titled *Styles of 1939*

TAMPA, Jan. 29.—George Vogstad, who last year presented two outstanding attractions, announced here Thursday that he will be building a new attraction organization for the coming carnival season.

Plans for new fronts were shown this correspondent and Vogstad stated that he would begin construction at the site of the fair at San Antonio, Tex., early in March. One show will be titled *Styles of 1939* and will include a variety of acts. (See B. & G. GET on page 71)

New Show To Take To Road in Illinois

PEORIA, Ill., Jan. 29.—John H. Duane announced here this week that he has made arrangements to launch a new show under the title of the John H. Duane Shows to take the road in the State of Illinois.

Duane recently concluded a booking tour in this state, Indiana and Michigan, having returned the fair month at Indianapolis and Detroit. On his next time out of quarters he will be in Peoria, Ill., in February.

The show will have permanent quarters in this city and will be transported in baggage cars. A 30-week season has been planned, with the main objective is now on in earnest by Duane, who will be general manager.

entirely as it was taking a cut of the gate. Orders were given to recognize no passes and make everyone buy a ticket. This included show people as well as patrons of the fair. The no-pass order has been placed on the minds of the workers, who felt as they were paying off for the privilege of working, they had no right to make the show come in here and work to make money for the fair.

They will all in all, the spot wasn't bad. We paid back the move money and have been blessed plenty of times. We got from our committee in our next spot. The privilege car is well stocked with food for berth and, above all, we get our pictures in the paper. Only a rank stamp wouldn't make a difference. MAJOR PHILIBERT

Bue Ribbon Very Active

L. E. Roth engages S. C. Schaffer as general agent—builds new-style front

PHENIX CITY, Ala., Jan. 29.—L. E. Roth, general manager of the Blue Ribbon Show, returned to his quarters here this week after attending several fair meetings in the North and Central West. He made an extensive tour of the interest of "still" dates for the early spring tour and reported that he was well satisfied with results to date.

While away he engaged S. C. Schaffer as general agent for the season, who is now north as well to complete the season's bookings. This new position marks Schaffer's return to the carnival field after several years off the road. In former years he was general agent for the late treasurer Zeitelman & Polak, E. C. Barlow and others.

As to work in quarters here the first new-type show fronts to be built on semi-trailers has been completed and the Bue class is an most satisfactory mechanically and artistically beautiful. Others will be built between now and the opening of the season.

W. D. Davis, chief electrician, arrived recently and is working on all necessary additions and repairs. He will launch the Blue *RIBBON* on page 71

Couch and Bryan Start a New Show

STUART, Ia., Jan. 29.—Knobbe Couch and Edward Bryan announced here Monday that they had formed a partnership and will launch a carnival under the title of the Couch & Bryan United Shows.

Present plans are to open the season in Iowa the middle of May. Policy for the first season will be to give a week, behind an inclosure, with a hand organ and a band. Work of general manager will be to handle their quarters here, and some work on equipment and some management of the district of the owners and managers.

Staff: Knobbe Couch, general manager; Edward Bryan, general agent; Billy Pennar, secretary; Bruce Behnke, special agent; Henry Lachman, first assistant superintendent; and Billy Hough, general announcer.

Photo furnished by Kathleen Biebe, one of the past presidents of the Missouri club.

Ride Owners and Operators

YOU CERTAINLY DON'T WANT TO MISS JANUARY FEBRUARY

BIG ELI NEWS

28 signs of interesting riding matter written especially for Billie Mae. Billie Mae is the new show girl attraction for a six-month engagement in Porto Rico and have not been back since. Played in Spain three times, Portugal, Algeria, Morocco, France (three years in Luna Park, Paris), Germany, three times in Scandinavia, Denmark and Norway. Been to Buenos Aires and back. Past summer spent five months in Norway and also played the Tower Circus, Blackpool, England, and with Hagelback in London. Her record is so good that my money is still in Berlin as I cannot get permission to take it out. For two and one-half years have had a bar, night club and restaurant in the Loretta. Lost it in 1935 for 18 months. Just after the opening in Paris last season was a flop. Some of the construction was not finished until a month before it closed. The park attractions were very good as far as the attractions were concerned, but it was necessary to leave the exposition grounds proper and go outside the grounds to make a ticket to the midway. That killed it. We were supposed to be in the city for 18 months, so long I left Paris for Norway, which by the way is a wonderful country; in fact, it is a better country than any people there are more like Americans than the remainder of them on this side of the Atlantic.

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WANTED JOHN H. DUANE SHOWS WANTED 1938

OPENS IN APRIL, IN CENTRAL ILLINOIS.

WILL, BOOK, Tall-a-Whirl, Octopus, Loop—Flare, Kiddie Ride or any Flat Ride with or without train transportation. SHOWS of all kinds, with own outfit. WANT Penny Arcade and Double Loop—Flare, Acrobats, Dog and Pony Shows, or any new and novel show. Dog Circus, Eddie Foral, Erdman write. WANT Circus Acts, such as Acrobats, Dog and Pony Shows, and Novelty Shows. WANTED—Shows for the following Rides: Merry-Go-Round, Twin Ferris Wheels, Chairoplane, Octopus, Dual Loop—Flare, Tall-a-Whirl, Acroplane, new Light-Car Whip and Kiddie Riders. Good Men with us last year write. WANT two or three good Canvas Men. CAN USE good Scent Painter and experienced Show Front Builder, to start work March 1. All address

J. H. DUANE, 611 Fourth Avenue, Peoria, Ill.

KAUS EXPOSITION SHOWS, INC.

Mixed Show, Hacks, Flashes, Acrobats, Loop—Flare, Circus, Variety, or any Walk-Through Show or Single Fair. WANTED—Shows for the following Rides: Merry-Go-Round, Twin Ferris Wheels, Chairoplane, Octopus, Dual Loop—Flare, Acrobats, Dog and Pony Shows, or any new and novel show. Dog Circus, Eddie Foral, Erdman write. WANT Circus Acts, such as Acrobats, Dog and Pony Shows, and Novelty Shows. WANTED—Shows for the following Rides: Merry-Go-Round, Twin Ferris Wheels, Chairoplane, Octopus, Dual Loop—Flare, Tall-a-Whirl, Acroplane, new Light-Car Whip and Kiddie Riders. Good Men with us last year write. WANT two or three good Canvas Men. CAN USE good Scent Painter and experienced Show Front Builder, to start work March 1. All address

A. J. KAUS, General Manager, Kaus Exposition Shows, Inc., 202 George St., New Bern, N. C.

CAVALCADE OF FUN WANTS

Shows and Free Acts. All Concessions open except Bingo and Peppercorn. WANT good Cook House. Ed Nichols, write; good proposition on Photos. Red Gobler and Jim Matthews write. Six Rides of Roy J. Gooding contracted. Open in Lombard Park, April 29, in town of 50,000 people to draw from. Good spots to follow.

CROSBY REYS, Box 606, Straubenville, O.

HILLINGS, Mont., Jan. 29.—C. F. Zelinger, who bears his name, announced here Wednesday that he had been awarded contracts for the midway at following fairs: Minnesota, Mitchell, Dodson, Havre, Sidney, Glendive, Baker, Miles City and Forsyth, Mont.

MOT SPRINGS, Ark., Jan. 29.—Pearl, wife of Roy Blake, bearing his name, and concessionaire, has been seriously ill in Saint Joseph Hospital, this city, for the past three weeks, following several major operations. Doctors report she will be able to leave the institution in two weeks.

SHERBROOK, La., Jan. 29.—W. L. Collins, who plays with Hennessey Bros.' Shows later part of last season, announced here this week that he will be with the same organization for season '38. Collins presented the unborn type of show and is now making plans to present it on more elaborate lines than heretofore. Work on this show will start February 15 and will run for the title for which he will be awarded.

CLEARWATER, Fla., Jan. 29.—Percy Martin announced here last week that he signed as general agent for the F. M. Shows for the coming season. The shows are under the ownership and management of F. L. Yawst and are in winter quarters in Virginia, in which State it will open its season.

FRESNO, Calif., Jan. 29.—Harry Duval, candy concessionaire, made known here this week that he has been awarded the contract to handle the prime candy concession on the Fresno State fair grounds for this season. He plans to leave here

later and go east for the show's opening stand.

TAMPA, Fla., Jan. 29.—Adams & McCurdy stated here this week that they had booked their deep sea show with the Cline & Roberts Shows for the coming season.

JACKSONVILLE, Ark., Jan. 29.—Clifford S. Kern announced here that he had booked his show with the Linderman and will appear this season on the midway of the World of Mirks Shows.

MIAMI, Jan. 29.—Florida bookings for the Eddy Bros. Shows were announced here this week as being Fort Lauderdale Fair, Coral Gables Celebration, Redland Fruit Festival, Homecoming Fair, West Palm Beach Sun Dance and Dania Tomato Festival.

PHILADELPHIA, Jan. 29.—The Showmen's Club of this city opened its clubhouse yesterday in the St. James Hotel. For the occasion an "open house" policy prevailed.

DAYTON, O., Jan. 29.—Jack H. Nelson, of this city, announced here this week that he signed contracts with John Francis to manage the side show on the Greater Exposition Shows this season.

BIRMINGHAM, Ala., Jan. 29.—Fred Myers, last season with L. J. Heth Shows, stated here this week that he has joined the staff for this season and with L. J. Heth and Joe Fontana will attend some 250 fairs in the Southeast. Myers is again general agent for the Meth organization.

BRUNNIDICH, Ark., Jan. 29.—Floyd R. Heth, general manager Heth Bros. Shows, announced the booking of Mr. John Francis to manage the side show on the Brinkley Revere this season. The Martins are now on the show, having finished their vacation in Florida.

SHERBROOK, La., Jan. 29.—Martin A. Wirth has been engaged as secretary for the newly organized Premier Amusement Company for the season 1938 at 57 N. H. Street, was secretary for the Al C. Hyatt Show.

PETERSBURG, Va., Jan. 29.—Ralph Lockwood, of this city, announced here (See LINE O' TWO on page 67)

NOW BOOKING
ROGERS FAMOUS SHOWS

Opening April 30, Playing New York and New England States. Will finance Shows of All Kinds — Will Finance Shows of Real Merit. WIRE or WRITE A. S. ROGERS, New Port Richey, Fla.

RAY E. (JACK) FROST

Last season with Johnny Rejzma side show on Fairy-Martone Shows. Will concede anyone sending me the season's address.

SEND all communications to IRE COLLINS, Ostrlin, Iowa.

WANTED

Acts of all kinds, including the Grand Amuse of all who operate. Jack Collins comes in. All contracted with me.

W. C. JOHNSTON
Care State Fair Shows, El Paso, Tex.

1127 E. Market Street, El Paso, Tex.

WANT MORE REVENUE

for YOUR ORGANIZATION?

Read "BINGO BUSINESS"

A Column About Bingo in the

WHOLESALE MERCHANDISE Department

THIS WEEK AND EVERY WEEK

15 Years Ago
(From The Billboard Dated February 3, 1923)

Sammy Gluckman signed up all exclusive stock wheels with the World at Home Shows. . . . Joseph F. Del Sesto, concessionaire, of this city, took a seven-month stay in Porto Rico. . . . C. D. Deagan, Chicago manufacturer, novelty instruments, accompanied by his wife and daughter, sailed on a trip around the world from San Francisco January 26. . . . Col. Edgar Marston Burk was keeping bachelor's hall at his home in Oakland, Calif. He was having one to Honolulu as treasurer of a dog and pony show. . . . William C. Cherry, making Virginia territory in quest of dates for T. A. Wolfe's Superior Shows. . . . John B. Davis, after three seasons with Zeldman & Polle Shows, signed with Miller Bros.' Shows for season 1923.

Benny Hursey was managing the New Grand Hotel, Muscatine, Ia. . . . Sally and Melina were working as bankers and inspectors in Massachusetts. . . . Edward K. Johnson, who piloted Billie Clark's organization in 1922, contracted with Matthew J. Riley as general agent for 1923. . . . Edward J. Smith and wife were wintering in Tampa, Fla., where E. J. W. Conroy and son, J. W. Jr. (Paddy), were visiting friends in Cincinnati. . . . Mrs. C. R. Boudreau, who was in a magic-marionette show with the California Exhibition. . . . Manager Hanson of the Houston Show closed contracts with the Veterans of Foreign Wars. The Houston Show's 100-day engagement there beginning April 26.

J. J. Reiss, general secretary of the Zeldman & Polle Shows for five years, again signed in the same capacity with that organization. . . . R. A. Josephy, concessionaire of the Mystery Sireezy Shows, was in Chicago on business. . . . Adolph Seeman, widely known outdoor showman, severed his connection with Rubin & Cherry Shows, with which he had been associated in a prominent capacity for several years. . . . Jack Cullis, well-known and proficent minstrel man, was engaged with A. Wolfe's Superior Shows. . . . Ned Dufour Exposition had just been awarded contracts the State of Georgia for the coming season. . . . Ned Stoughton was named general agent for the B. B. and Red Greater Shows for the 1923 season.

Wholesale

PRIZES OF GREAT PREMIUM SPECIALTIES

Conducted by JOSEPH CSIDA JR. — Communications to 1564 Broadway, New York

Concessioners Plan New Season Mdse.

CHICAGO, Jan. 29.—Concessioners are planning to begin their new season in the winter season and reports from jobbers and wholesalers supplying the trade indicate that many of last season's favorites will continue strongly this season.

Smaller merchandise items which will be seen are radios, stuffed fur animals, pillows, blankets, cocktail sets, hampers, lamps, magnets and wall pictures, clocks and many others. New numbers which will undoubtedly get a big play this season are those which have been popularized during the fall and winter in merchandise circles.

Leading the latter parade will be the various wintertime dummies such as Charlie McCarthy, Willie Talk and Dumpty Dan, together with instructions on how to make the dummies talk; the strip-tease hipball games, the several new clock productions and the innumerable novelties featuring Walt Disney's sensation, Snow White and the Seven Dwarfs.

Despite the talk of recession and a new business slump, manufacturers and jobbers are fairly active and operators running concessions at parks, with carnival, circuses and at fairs, are doing very well. It is, of course, true that not too much actual buying is being done here, but prominent vendors hold out hope for a good season.

Harlacker-Bohack Inaugurate Bingo School for Store Mgrs.

School organized for the purpose of educating store managers on how to conduct bingo—first class proves tremendous hit with students—they learn fast

NEW YORK, Jan. 29.—Interesting and amusing development of J. C. Harlacker Company's drive to run five bingo for the H. C. Bohack chain of grocery stores. On a certain evening each week managers are requested to congregate in a large hall above the Bohack market at Metropolitan and 107th streets, Brooklyn. Managers take seats in auditorium with bingo lap cards and markers and a professional operator from the Harlacker Company runs off five and six bingo prizes and awards to winners.

After Harlacker's operator has conducted a number of games the store



By BEN SMITH

Because small deals are becoming increasingly popular with operators, distributors are working plans accordingly. Broadway Premium Company is right in line with one which looks good for a fast turnover. Item featured has excellent consumer appeal—an electric cigar and lighter that lights only when held at smoker's angle and is out in all other positions. Deal gives away one lighter on a pocket-size 100-bingo salesboard at 5 cents a purchase. Four to the winners and one to seller. Unit is made of plastic and porcelain and is available in black, ivory, royal blue and jade green colors. It should check heavily.

After completing a cruise to the West Indies and South America, A. L. Coohill, of K & S, stopped over in New York for a few days. He made a few decisions which are made of stone with Irving Schwartz agent some time with Irving Schwartz (See DEALS on page 67)

Easter Bunnies Good April Bet

NEW YORK, Jan. 29.—With the calendar pages flying off day after day it won't be long now until April 17, which, of course, is Easter. Operators are placing orders with stores for animal masks and other jobs now, looking forward to a real clean-up with the numerous rabbit models these houses offer.

Bunnies this season are dressed in a wide selection of interesting and quaint haberdashery, which is bound to have a great deal of appeal to the kiddies everywhere. One of the reasons, as stated in this reporter by a direct salesman, for his great Easter expectations this season may be summed up in the words he said the seller: "When the world is in a new mood and people are out of work and looking for a better life, another and there isn't any peace anywhere, it seems possible at a time to buy such a ridiculously impractical item as an Easter bunny. It kind of relieves their feelings and helps them convince themselves that there's still some real good will spirit left in the world."

How To Conduct Group Bingo Parties Successfully

By E. S. LOWE

PART ONE

Bingo has proved successful for fund raising and stimulating organizational interest. Churches, fraternal, military, political and recreational organizations everywhere are conducting this popular game. It's simple to play—easy to conduct—that's why it's so popular and profitable.

There's loads of fun to bingo... and what a simple way to swell the treasury! Many churches and organizations throughout the world are experimenting for the first time the security of well-filled treasuries. These churches and organizations are conducting bingo on a dignified and ethical plane, one of the main reasons why bingo is so popular and profitable.

This series of articles is meant to point out to you the proper and correct methods employed in conducting bingo. The following method has been accepted and approved universally.

Selecting a Date

An organization arranges to conduct a series of bingo parties, held weekly on a certain night, for a period of 16 or 20 weeks. This series habituates the players to set aside a certain night each week for your bingo party. A standard bingo 40-cent admission fee is set. This admission fee entitles each person to play 25 games on a lap board. A prize is given for each game. Assuming that you have now set aside a certain night each week (Monday night) for a period of 20 weeks, your next step is:

Appointing a Committee

In order not to prolong the duration of the bingo party more than two or one-half hours it is necessary to have enough help. Appoint a committee to take full charge. Each committee member should know his duties thoroughly so that each detail can be expedited as speedily as possible—since the game must be long enough to be fascinating and short, enough not to be tedious. Have the chairman of the committee advise the members to the following duties:

Committee Duties

- (a) An operator who operates the bingo cage and calls out numbers as they drop into the cup.
- (b) A marker who marks the numbers on a blackboard as they are called by the cage operator.
- (c) An attendant who sits at a desk below the operator to award gift vouchers to the winners of the game.
- (d) An attendant who sits at a desk below the operator to award gift vouchers to the winners of the game.
- (e) One drawing the highest number receives the prize and a Grand Award Certificate. Others receive a Grand Award Certificate and a complimentary admittance ticket as a consolation prize.
- (f) Two attendants at the desk are to sell the tickets and the other to receive the tickets and hand out the lap boards, markers and door prize coupons.
- (g) Others to sell special game cards and check the bingo winners by calling back the numbers marked. About one usher to 40 people.

Necessary Equipment

1. Special game cards.
2. Lap boards or heavyweight bingo cards.
3. Markers.
4. Bingo cage complete with numbered balls or you can use a set of 25 numbered numbers that are placed in a container.
5. Master board.
6. Grand Award Certificates.
7. Double admittance tickets (optional).
8. Door prize coupons (optional).
9. Blackboard (optional).
10. Public address system (optional).
11. Public address system (optional—depending on size of auditorium).

Next week in the second installment of "How To Conduct Group Bingo Parties Successfully" Learn about—"Playing the Game," "How To Call Out Numbers," "Checking the Winner," "Gift Vouchers and When To Award the Prizes," "Grand Awards" and "How To Settle Ties."



BY JOHN CARY

HERE'S A LETTER from an orchestra leader which we know all you folks in bingo business will find interesting. And just in case you're wondering you can do to help this ingenious young man. His name is Ben Brown and he writes: "I saw your Oct editorial in the January 22 issue and I wonder if you wouldn't please send me one of your song, *Bingo's My Heart for You*. My orchestra has used it successfully in many ways."

"The chorus can be sung in any numbers drawn from a box. It can be used for a stage presentation, with the emcee drawing out the verses and the act singing them."

We see a number of interesting possibilities with this song. Possibly some smart operator can build it up as a theme with his bingo-playing audience. It is located at 188 North Main street, Linton, Ind., and anyone interested can reach him there.

BEFORE HOLDING GAMES in State-owned buildings open should be pure to get approval of all officials. We have learned that a local national guard armory board has ordered by the State adjutant general to cancel a 13-week contract for bingo games in an armory building. Local government had given consent and one game was staged before protest against holding the games in a (See BINGO BUSINESS on page 68)

(See HARLACKER-BOHACK on page 67)



Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Jan. 29.—During the absence of President Abner K. Kilne from the city, Brother Art Brainsred, second vice-president, has been conducting the meetings of the club members. Many members were present and an interesting meeting was held. The principal distinction by the members was that the club should do and how to raise money for the coming year. It was voted by the club to make the dues \$7 for 1938, the extra dollar to be put in a Hospital.

President Kilne announced that he would offer prizes for the winners of a membership drive for '38, and stated that he would give out the list at some other meeting. Everybody has an equal chance to win in this drive and all they have to do is get new members and send in the dues. Application blanks will be mailed to all for the asking. Members who have just joined and those that have sent in for their '38 cards are: George M. Bush, Dr. Leo M. Allen, Chas. G. Laube, Art Kern, E. Johnson, G. F. Levin, P. R. Goering, of The billboard; Tuttle Spallo and Percy M. Jones.

Visitors in clubrooms past week were: A. Oswald, one of the owners of the Western State Shows, and C. G. Burton, general agent of the J. L. Lewis Shows, dropped on the way home from the fair meeting at Lincoln, Neb. Sam Strunk, one of the owners of Krug Park, Omaha, Neb., spent several days in Kansas City on business. Axel Bendheim left for his home after being here for several days. Frank Delmaite left for winter quarters. Buddy Ligette returned to his hotel room from the University of Kansas Hospital, where he had been confined for the past 10 weeks. Ligette underwent a major operation and had five blood transfusions. Members of the club were the donors except in one case, which was during the operation. Ligette today is up and around and well on the way to health again.

Sad news reached the club members when they were notified that Jake K. Titter was found dead in his hotel room Tuesday morning, January 25. Heart failure was the cause. Burial in the Rowen's Plot, Memorial Park.

On last Friday the regular social meeting of the auxiliary, Hattie Howk, business chairman of the entertainment committee, called on her new committee and they started the year off with something new, at least what was new to the ladies here. Bunco was played for the first time by the club members.

It proved very entertaining and those who did not play cards were able to join in and take part. There were four tables and prizes for each table, which were the new compact freshets. Refreshments were coffee and sandwiches with pickles and Boston baked beans. Viola Parry, Helen Brainsred Smith, Elizabeth Young and Hattie Howk having been to St. Louis to attend the eighth anniversary party of the Missouri Show Women's club, their trip had how very cordial everyone was. Mrs. Nell Allen entertained them for breakfast the next morning and they visited the new clubrooms of the International Showmen's Association and the ladies' clubroom next door. Margaret Haney also attended, but she had some car and so was not present at the Kansas City social meeting.

HELEN BRAINSRED SMITH.

Judge Joe Cabell Davis, secretary-manager of Dillon County Fair, Dillon, S. C., announced the Marika Shows have been contracted for the '36 event.

W. R. Harris Heads Two Carnival Units

VALDOSTA, Ga., Jan. 29.—W. R. Harris, general manager of the Model Shows, will be director general of two carnival units this season, having closed a deal with W. E. Franko, of the Franks Shows, now wintering in this city, to handle that unit also.

The Franks organization will be entitled Modern Exposition Shows and will open the season in March in South Georgia. The Model Shows, now in

Tampa Gates Top 1937 First Week By Over 4,000 in Adverse Weather

TAMPA, Jan. 31.—Despite unfavorable weather, Florida Fair, January 25-February 5, closed the first week with an attendance record of 208,980, over 4,000 more than in the first week last year. Rain on the first few days, followed by extreme cold the rest of the week, caused fair officials and showfolk some concern. But a break came in weather on Saturday and, if the sun continues to shine the second week, always the best of the fair under any conditions, gate is expected to hit an all-time high.

Grand-stand and midway attractions suffered considerably. On Thursday, Tourist Day, icy winds kept most would-be fairgoers at home, but the few who ventured out were given an extra thrill when Charlie Zmuda, bat man, leaped from a plane 10,000 feet in the air. A 40-mile wind prevented opening of his parachute for several thousand feet and

EARN \$15.00 AN HOUR . . .
with *Moto Scoot* and the New **PORTABLE TRACK**
A Novel way to make Real Profits. Write for Details
MOTO SCOOT MFG. CO., CHICAGO, ILL.

W. G. WADE SHOWS
Open Saturday, May 30, in One of the Busiest Manufacturing Centers in the Detroit Area.
Can place legitimate Concessions of all kinds, including Cook House. Reasonable rates. Can also place one or two more Attractive Midway Shows with neat frampup. We have already contracted for a large number of Industrial Exposition Celebrations and Fairs. E. L. Wade now handling the advance. Address W. G. WADE SHOWS, 289 Elmhurst Avenue, Detroit, Mich. Phone. Townsend 8-1506.

quarters in Mason, will also open in March, but near the central part of the State.
W. R. Harris placed an order with Dixie for several new tops and a new marquee for the Model Shows.

THESE ARE "SCORES" OF REASONS
WHY YOU SHOULD
BE A MEMBER OF

Showmen's League of
America



165 W. Madison St., Chicago

In numbers there is strength—the larger our membership the greater our strength. You need the Showmen's League of America as much as it needs you. Become a member.

WANTED

Commission, Bill Glass, Cigarettes and Long Range Galleries, Hite, Walker, David J. Bowling, A. V. Deak, Fred, Fish, Paul, Hines, Whelan, Refrainments, booker, Marie, City of Chicago, at once. Last call.
MIKE ZEIGLER.
Milton Hotel, 33rd and Chestnut, Philadelphia, Pa.



THIS PHOTO ILLUSTRATES THE FOURTH ANNUAL NEW YEAR PARTY OF '37-'38 of the Midwest Merchandise Company, Kansas City, which organization is owned and managed by C. J. Lewis and Edna J. Lewis. Held in the President Hotel December 31, the day following the Heart of America Showmen's Club annual banquet and ball. Look! You may know some of the jolly showfolk who were present at this memorable event. Photo by Crestwell, Kansas City.

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.

OPTIMISM

There is a money value in generally looking on the bright side of things. At the beginning of each year it is a good plan to consider the long-term factors in the coin machine industry that may mean a successful year for most of us in the business.

Even if the second half of 1937 did leave several scars, there is a slow optimism in the trade already coming to the front since the beginning of the year. We should have foreseen the discouragements of 1937 at least two years before it happened, but the fact remains that the payout games boom was pleasant while it lasted. The right viewpoint is to take stock of things and try a new start on some other plan.



There are experts who know how to *rose-colored glasses*, and there are professional pepsters who can almost make a wooden Indian laugh. They have their place in the scheme of things and the coin machine industry should make use of those cheerful souls within its ranks who have the knack of saying that things "are getting better every day in every way." Perhaps we should all take time off to be thankful for the salesmen in the industry. For it is the rank and file of salesmen who keep talking up the optimistic side of machines and things—until they actually believe it themselves. And it is a firm faith in the progressive side of life that furnishes the energy for progress.

Inventive genius is the real germ of hope for the coin machine industry, based as it is upon mechanical contrivances of so many varied kinds. Inventive genius is a screwy thing, and it cannot be touched off by simply pressing a button. But after all, our mechanical age has imbued an increasing tendency to invention in our national blood. The coin machine industry will draw more and more on inventive talent as it grows in business importance, and the trade has already learned not only to depend on haphazard ideas but also to call in the chemist and the engineer to make crazy inventions work.

When a man loses hope in the future of his country, or his business, one of the best tonics is to read about the new inventions that are being introduced every day. All the popular magazines dealing with mechanics and inventions, over-optimistic as they may be, help to maintain faith in the continual stream of development which makes this a mechanical age. There is the continual prospect that each new day may see a new invention that will "revolutionize" an industry.

The amusement games business is more dependent upon novel inventions than other division of the trade, and many operators have been waiting for several months now for that new idea which will help pep up the games business again. There are already some amusement devices that a lot of operators are going to try with enthusiasm, and the big idea may already be here—only waiting for the enthusiasm to spread.

The most hopeful sign in the industry is the fact so many of us are learning how to stabilize their business with certain permanent types of machines in the form of an investment,

while at the same time keeping up the old speculative spirit that has been a big part of the coin machine industry for years.

It is this double phase of operating policy that will not only help the operator to succeed, but it will also maintain a growing manufacturing industry. With a spread covering vending machines, service machines, music machines, novelty games and games of chance, there is sufficient variety to make it possible for any operator to diversify for his own protection. This use of a variety of machines by operators will help all the factories, for one of the noticeable tendencies in the manufacturing industry is that of variety in types of machines.

The manufacturing industry is now large enough so that when a certain type of machine seems on the decline, some manufacturer will specialize in it and profit thereby. For example, when payout games showed such a sharp decline in 1937, one large manufacturer announced his intention of pushing payout games "when others begin to get cold feet." When novelty pinball games were pushed out by payout tables, there were two manufacturers that continue to specialize in them.

At a time when high expectancy had been built up for legal machines in the amusement field, the 1938 Coin Machine Show revealed the fact that many manufacturers still have faith in games of chance to make money for themselves and for operators.

Then the vitality of music and vending machine manufacturers is an object lesson for all operators. They are pushing for business and it is that example of push that should be copied by the operator. Many an operator of speculative games has been surprised at the business he can build with more stable music and vending machines.

There are plenty of other optimistic signs in the trade, if we don't let some of the bugaboos get us down. "One of the worst scarecrows we all tend to worry about is that of taxes. The American people are working themselves up into a frenzy about taxes that is cheating us all out of the enjoyment of life. We need more of the optimism of people overseas who really have to pay taxes. A financial publication recently reported on taxes in such a stable country as Denmark. There, the report stated, even farmers pay as much as 30 per cent of their gross earnings in taxes. But instead of making themselves and everybody else miserable about it, they say that money paid to the government in taxes gets into circulation quicker than any other money paid out and soon comes back home.

If Danish farmers can find some optimism in paying taxes, we ought to be able to take a more philosophic attitude toward some of the troubles we think peculiar to the coin machine industry. One operator who has felt the full blast of closed territory said he could stand any kind of trouble with his chin up—except the trouble that people within the industry are continually causing each other. It may be too much to expect a fellow to be an optimist when he gets to thinking about all the "evils" within the industry—but there are some who are doing it.

Optimism at best is a lot of hooey. But, as a prominent operator (an ex-slot operator at that) recently said: "What else can we do?"

Ladies Like New Rock-Ola Phonos

CHICAGO, Jan. 29.—It seems that the ladies too have their opinions on phonographs. Those days old according to Rock-Ola officials, credence is given to them because experience has proved that "ladies" are more discerning in their preferences in music are. For instance, a phonograph operator from California made an interesting experiment made on one of his locations to Jack Nelson, vice-president and general sales manager.

"This operator discovered," Nelson stated, "that if he played the ladies he attracted the men and they were generous with their money. A man with a woman paid an interesting experiment made on the phonograph than he did when he came in alone. The location raised the number of customers who played the phonograph, the favorite selections and the degree of attention given the music by each individual.

"When the music was playing this operator there was a noticeable lift among the patrons that logically was reflected in increased general receipts, since the other amusement machines were not. He noticed that the women customers who were attracted by the new Rock-Ola phonograph lifted the mood into position and the needle neatly across the playing surface. The women seemed to appreciate the clarity and quality of the Rock-Ola phonograph. The location owner said their constant patronage proved they liked the music."

"At the show, too, the ladies showed an unusual interest in our phonographs," Nelson concluded. "Representatives at the display said that many of them expressed their interest in watching the action play with their highly developed instinct for beauty they were high in their praise of the dignity and charm of the new Motograph 20 and Windsor 20."

Unique Principle In New Blow Ball

CHICAGO, Jan. 29.—Upon the completion of arrangements with six distributors for handling the new game, Claude B. Kirk, president of C. B. Bell & Company, made official announcements to the end of the week of Blow Ball. The game is being offered at the same and original type of game with the legality of amusement games. The response of the distributors who have formed the set-up for handling the game nationally has been rather enthusiastic and may be taken as an indication

of what the game may be expected to do when shown to the operator, and finally to the playing public.

The game Blow Ball gets its name from the use of compressed air to give motion to an standard ping-pong ball, and the makers state it is the first game to use the principle of compressed air. The firm says the idea originated with a German machine used as a kind of merchandiser. Blow Ball is housed in an upright cabinet with a vertical playing field, and occupying the top of the cabinet is a photograph standard table game. The playing field has nine scoring pockets, which are arranged in a semi-circle around a central register also the scores in an illuminated window as they are made.

The principal mechanism of the machine are a blower to furnish the compressed air, a standard score register and a motor which makes the game fairly simple in its mechanical construction. A strong skill element is given to the game by providing two control knobs which the player may manipulate. One controls the volume of compressed air through the second, regulates the direction in which the ball is to be played.

When the player inserts his coin the compressed air is turned on and a standard ping-pong ball comes into play at the top of the cabinet. The player then regulates both the force and the direction of the ball and the direction of playing it onto the field. The motions of the light ping-pong ball as it falls or starts about in the current of air give to the game an uncanny attraction that would hardly be expected until one has actually seen the game. It is the suspense of the five in its zigzag motions that may be depended upon to attract the player. Five plays are offered in the standard game, or any plural number of shots may be taken. The machine automatically registers the number of plays and at the end of the game, or the timing mechanism may be had. The game will also automatically play itself if the player does not wish to operate the skill controls.

Said to be the result of a full year of experiment and development, Blow Ball is offered by the maker as a game to "meet the needs of the hour." Asked how he thought the new game would inspire a movement to build variations of the game, Kirk stated that "Blow Ball" positions the game in the amusement field which the entire public will welcome."

Gerber & Glass To Boost Blow Ball

CHICAGO, Jan. 29.—Simultaneous with the announcement of the coming release of Blow Ball, the C. B. Kirk & Company amusement game, Gerber & Glass, distributors for the entire Middle West, announced that arrangements have been made for rapid and effective distribution.

"We are receiving commitments for large quantities of Blow Ball," reported Paul Ober, "and the moment the machines are released to us by the Kirk company we will sell them to distributors and jobbers in the various parts of the territory. We have established a complete and new department for the sole purpose of handling orders, sales and shipment of Blow Ball because we feel that this is a game worthy of every effort we can put forth."

"Blow Ball" in this extension, has possibilities limited only by the sum total of locations in America. Our experience tells us that the machine, devised as a strictly amusement skill game, will be welcomed by locations who have never been able to see their way clear to accepting a coin-operated machine."

Ops. Jobbers, Distributors High on Get-ter Jar Deal

TYLER, Tex., Jan. 29.—Reports drifting into the Get-ter Jar Company office here indicate that jobbers, distributors and operators are high in their praise of the company's new jar deal. Park and Beans, Novelty card of the firm is said to be the most requested ever attempted by any manufacturer. The Get-ter Jar Company and it knows with the operating trade and it knows what will appeal to the operator as well as the playing public.

They cleaned out "The House that Jack Built"

● Operators, jobbers and distributors visiting the Keeney Private Showing "cleaned us out of house and home" insofar as new and current Keeney Games are concerned.

Stocks and runs on all games were completely exhausted in spite of releases which we believed more than adequate to supply immediate needs.

Additional runs on all games are being rushed into production with prospective shipping dates now being as follows:

KENTUCKY CLUB Super-Console Game with 4-dials, 7-play chute and \$10 Top Award (all cash). Just introduced. Again shipping in about two weeks.

DERBY CHAMP 1-Ball Payout Table with 3 spinning dials and 7-play chute. New 1938 hit. Next shipments in about 15 days.

SHINNY Legal Amusement-Type Game. Hockey principle game for 2, 4 or 6 players and using 1 to 5 balls. Again shipping in 10 days.

HANDICAPPER 4-Coin Multiple Payout Table with single slot. Limited "accommodation" run at request of operators wanting additional quantities of this famous money-maker. Introduced last September. Final run ready Feb. 8th.

FREE RACES "Free Game" Pin Table. The legalized 5-ball pin game which is opening closed territories everywhere. Fourth run shipments starting in 10 days.

TRACK TIME and SKILL TIME Consoles ready for immediate shipment because of new runs now beginning to come off of production lines.

We Apologize

For possible inconvenience and disappointments which delayed deliveries on the above Keeney Games may have caused you, but orders received were far beyond our most optimistic expectations, and we are now making all possible effort in hastening additional runs on each game.

If you haven't done so, we earnestly urge your placing your orders with your Keeney distributor at once as there is considerable probability that even these new runs will be sold out before scheduled delivery dates.

J. H. KEENEY & CO.

"The House that Jack Built"

2001 CALUMET AVENUE CHICAGO

FREE TO MECHANICS and SERVICE MEN

KEENEY'S MECHANICS MANUAL of Coin Game Service-ing. In writing also give name and address of operator or firm with whom you are connected.

LOWEST PRICES EVER OFFERED

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SECURUS RAY-O-LITE RIFLE RANGE Shooting Machine \$150.00
Send 1/2 Dollar for Order Price List of Guns, Pistols, Rifles, Shotguns, etc.

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1-38 Erie St.,
Lo. Center, Mo.

operable elements, human and otherwise. These would naturally include such things as bell fruit machines, which are banned as gaming instruments. They also would include the removed, new models of those machines from clubs and private establishments where the King would be allowed to put them back again after the King had been removed and the policy had again returned to normal duties.

Diverse Problems

There you encounter one of the problems of the automatic industry in this country. A manufacturer may produce a machine for a particular purpose and have an agent come along and tell it falling into the hands of those who will use it for other purposes, such as defeating the law.

I do not think that the number of manufacturers in Britain who deliberately set out to do an illegal thing will number more than the fingers on one hand, but practically every one of them does make it look ridiculous.

During the past year several thousands of American bell fruit machines or other products have been handled by British importers and manufacturers in this country. In the United States, especially in France, their business completely dwarfed that done from the States.

It is a legitimate trade, yet it is feared that a law should be an instrument of the devil and yet it is the same those whom it covers to sell it to one's international neighbors. The idea of an automatic machine importer is not easy.

While the trade which I have illustrated so far as France is concerned will be shipped in the bud in the coming year, but because the British laws are to be made more crippling in their effect but because France has now decided to join in the movement of restricting the pleasures of its citizens.

With all the irritating restrictions in Britain which a Monopoli would suggest may be put into the limbo of forgotten things, our automatic trade industrialists are among the most enterprising, the most up-to-date business men in the country, perhaps it is that their opposition is so meagre. Whatever it is they are familiar with the steps which a competitor is likely to take.

Aggressive Campaign

They have given full support to the London exhibition until it has grown from a busy affair to a vital one. They took a big share in the automatic section of the Paris Exhibition of 1937 and undoubtedly broadened their international contacts as a result. I should be glad to know a good deal of the developments in the German automatic trade, for instance. That trade is undoubtedly a booming concern. It is only a few years ago Germany predominated the British automatic market. Now American machines are being imported in great numbers and it is not clear that it was as much as they would like anything to do with the balance of trade favor of the States, however the States not to rest on their laurels, for lively competition is being in an open market for imports.

The Germans intend to fight back hard. There was a time when they used their Paris Exhibition show. Now, however, they are adapting and improving on American principles. Merchandise is a case in point. The Germans are making our friends across the Atlantic must watch things closely.

The competitive nature of the European market can be gauged from the ratio of exhibitors and machines in the Paris coin machine exhibition in London. One could roughly divide commercial industries into three categories. Britain, 30 per cent and Germany and other nations the balance.

Convention February 14

I shall be interested when the new combined exhibition opens in London on February 14th. The exhibition in London, if then, I should be willing to wager that "Germany and other sections" will be the most interesting. This new exhibition will do more to place the amusement industry in this country on the map and to unite it against the irksome restrictions by which it is now hampered than any other factor.

For a considerable time I have suggested that the effort should be made to bring together the individual and small operators by coin machine manufacturers, the amusement caterers and other branches, and therefore I am extremely interested in the experiment. At least I can assure my friends in America that the event is being thought well organized and that it will be the finest effort yet made by the manufacturers of our industry.

It was, too, a wise decision to hold the exhibition in February so that it nearly coincides with the national exposition in London, the British Industries Fair. This is a credit to the organizers, for many business men who would not travel half across the world for the amusement exhibition will come now that they can see the B. I. F. in the same trip.

One can imagine that such firms as the Scott Adipex, Goddards and others who like them have widespread international connections in the coin machine industry by their participation. By the time the exhibition is over an experiment in the amusement caterers will have been given an extensive trial and we shall be able to measure the response by operators to this effort to help them.

Most of the manufacturers here run repair departments. The biggest obstacle has been the unwillingness of the operator to part with a money-making machine. The inevitable adjustments to be made. The inevitable happens when the machine falls altogether and the operator is faced with an order for a new one.

New Repair Service

A specially equipped plant has been established recently by one of the leading firms in an effort to overcome this trouble-laden attitude of the operator. Operators, because manufacturers are among the first to realize the disadvantage of the public to amusement machines in an unworkable state.

It is evident that if the scheme proves successful, a similar effort will support it or branch out in the same direction.

NEW DATE BOOKS



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Arranged Especially for Your Needs
Dated From January 1, 1938, to
January 1, 1939.

The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 4 1/2 x 7 1/2. Contains complete calendars for years 1938-1939, U. S. and World Maps, 110 pages of clip memoranda, space for recording receipts and other memoranda, and many figures, and much other valuable information.

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Proprietors offering possibilities of several thousand dollars a year. Please do not write unless you have sufficient faith in your sales ability to take over such a hook-up with a short commission and no connection and territory covered.

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All replies to be held in the strictest confidence.

10th themselves, should that happen we shall witness the first concerted effort on the part of the industry to remove an impression in the minds of the public that automatic machines exist only for the purpose of adding them of their small change.

We cannot afford to be altruistic in our intentions but at least we can claim that our machines will be able to provide a full pennyworth for every penny placed in the chute and the sooner the public is educated to realize this the better it will be for all concerned.

Polland Says Biz Good at Monarch

CHICAGO, Jan. 29.—"We're glad we

are doing so well," says Roy Polland, head of Monarch Coin Machine Company, in commenting on present conditions in the coin machine industry. "Right now we need every square inch of space we have available to accommodate the many new hits we purchased at the recent show, as well as the sterling values we have on hand in used equipment."

"The end of the show seemed to signal the beginning of the hot coin machine era," he went on, "for ever since our showrooms have been crowded with buying orders. The coin machine has been busy bringing us good-sized orders for equipment. This can hardly be a recession, and the coin machine industry, as a usual business we are enjoying at this time."

Becker Speaks in Favor of New Deals

CHICAGO, Jan. 29.—"There are two

things which I hold in common with President Roosevelt," recently disclosed Ray Becker, sales manager of J. H. Reaney & Company, "of course, I am very much in favor of him. One is that our birthdays fall on the same date and the other is that we both believe in 'New Deals.'"

"For me," he went on to explain, "every time I hear the name of Roosevelt in the promotion of that game. That's why some of our promotional and sales campaigns have been so successful. Right now we are busy engineering sales drives for our operators' hits, Kentucky Club, Derby Champ and Shifty," he concluded, "and all three of them are sure to go over the top."

Ginsburg Sees A Rosy Future

CHICAGO, Jan. 29.—Morris Ginsburg, official of Atlas Novelty Company, sees a bright future for the profitable business ahead, according to the reports his branch office has been sending in.

"Greenberg," a manager of our Pittsburgh office, reports that ops are being sold in quantities and are being stated. "Much of our present stocks are machines we bought at the recent coin show. The ops are being sold in a time grabbing the bargains we got hold of."

"My brother, Eddie," he continued, "reports from our Miami office that he has had a very good run. He's had a minute's time to indulge in his favorite



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MERCHANDISE SECTION
OF THE TOP

LATEST NOVELTIES, PRIZES,
PREMIUMS AND SPECIALTIES

sport, deep-sea fishing. Anyone knowing Eddie will realize that he must be held over heels in work to forego his favorite sport. In Chicago where our office has been moving in the share of business, for we have long been the buying headquarters for many Midwestern operators.

"Our type of business is an excellent barometer of the whole industry," he went on. "Our sales accurately reflect operating conditions. That's why we are able to offer so much help to ops in their business. The questions and suggestions have greatly helped us build our business. Operators know that they can depend on both our advice and our machines, for we are in a position to know what equipment should prove most profitable in their territories."

Coca Cola Vender Sales Increasing

CHICAGO, Jan. 29.—Mills Novelty Company reports this week a rapid increase in the sales of the coin-operated Cooled Coca Cola Vender. This machine is mainly marketed to hotels and hence is not of popular appeal to the vending trade. But it is one of the high quality products in the automatic merchandising field today and a winning prospect for the industry as a whole.

Reports from locations that have the machine installed are indicating that the surprising sales made by the machine, and it is understood that these testimonials from users are greatly increasing the inquiries concerning it.

The Mills firm is building the machine in great numbers and is offering them for industrial locations where employees cannot leave to go to retail stores for a cooling drink. The machines have many of the special features which the firm has developed in its long experience in the coin-operated machine field. Delivery of bottles is automatic and accurate, as well as the use of a reserve supply of 30 pounds of ice. The Mills firm also makes a modern modern vending machine which is spreading in industrial locations.

Airpops-It Scores With Ops, Exec SAYS

CHICAGO, Jan. 29.—The fact that all the world loves pop corn was proved by the scores of coinmen who crowded the Airpops-IT booth at the recent show, according to Hal Hertz, chief of the Airpops-IT, Inc.

The most notable achievement of our machine, installed in the city anywhere. The customer may have his popcorn automatically popped in his hand, as he is assured of a digestible wholesome product because the seasoning is kept at a normal temperature, stays sweet and fresh.

It has been proved that the more popular the "Pop" is, the greater the sales, so on this point alone Airpops-IT should be highly commended. "The only odor given off by this machine is the delicately pleasing fragrance of the popcorn that is released from within the corn itself. Airpops-IT is so designed that the corn is heated and popped in the increasing popping speed. This also results in crisp, fluffy kernels and accounts for the unusually wholesome flavor. Of special interest to ops are the features which eliminate servicing and facilitate the placing of machines in desirable locations.

According to one prominent operator who examined the machine at the convention, the most attractive feature of

the Airpops-IT is that while it affords the operator a fine profit, it still gives the customer his money's worth in a fine food that is good for him. It is the form of a delicious pop corn that tempts him to return to the machine time after time for a whiff of its palate-teasing aroma." Hertz concluded.

Old Pop-Corn Vender Shows Many Nickels

DETROIT, Jan. 29.—The new rage for automatic pop-corn vendors prompted some research on the part of The Billboard staff, which resulted into returns from similar vendors in the past. There was a large machine, selling at about \$1,400, placed on the market some four years ago, although never extensively merchandised nor advertised at the time, and since discontinued. It was probably a few years in advance of its time, and the mechanical problems involved may not have been solved at the time on today's modernistic machines—except at a few dollars, for instance.

But with all these handicaps these machines made money for a while. They were apparently never not sold on location very long and their history is a bit obscure, but they were few in storage in a certain location in this city. One of them was known to have a non-reversible counter on it, recording the number of sales. A check-up this week showed over 123,000 nickels had been passed thru the machine—and that means over \$6,200, which would indicate that even the high price of the machine was justified by the returns. With popular patronage like this there should be a small fortune for operators of the new modern machines at today's prices.

Big Biz Foreseen By Popmatic Exec

ST. LOUIS, Jan. 29.—"From the thousands of orders received during the show alone," states Rudolph Greenbaum, president of the Popmatic Manufacturing Company, "it is possible for us to predict to some extent the vast amount of business that will be done in 1938."

We are elated at the prospects as well as pleased with the record and performance of the new Popmatic, Model 24-A, which is the result of many months of research on the part of our engineers. We are convinced that the continued success we saw as the operators and distributors who crowded into our booth, that from the standpoint of simplicity and performance, Popmatic is tops. We have had hundreds of machines on location for months and months—long enough to test every item for durability and ease of operation. The machines that were put on location more than eight months ago in Kansas are still in constant operation. All of them are paying nickels steadily and some are still on original locations. In spite of this splendid record we are still planning to make new improvements and add new features that put our machine definitely ahead of the competition. We have made all the latest features and improvements.

All superfluous and trouble-making items have been eliminated."

Greenbaum went on to explain that the new model, in its firm as a knockout for looks, for they come in a variety of color combinations ranging from black and white to pastel. "There is a color scheme that will blend harmoniously with every background no matter what the location," he declared.

"A new oil-leveling system insures the use of a minimum amount of seasoning oil, delivering a more delicious and wholesome bag of pop corn. The popping unit is completely enclosed with glass to facilitate cleaning and to enhance the attractiveness of the machine. The automatic coin-control is equipped with the mechanism that releases the pop corn into the cup, so that both operators and customers are effected with one turn of the wrist. These are merely a few of the features offered by Popmatic's Greenbaum concluded.

Chico Baseball Is Hit, Execs Claim

CHICAGO, Jan. 29.—According to Sam Welberg and Sam Gensburg, officials of the Chicago Coin Manufacturing Company, Chico Baseball, which they exhibited at the show, has already begun to show a big business in the making for profits. In speaking of the game Welberg stated, "Chico Baseball is so full of action and excitement that it even held seasoned coinmen spellbound at the show. We predicted such high appeal before we unveiled the game and saw orders are pouring in daily justifying our forecast."

"This game is absolutely new," he went on, "for it has no ball lift of any kind. A ball automatically drops into playing position when a coin is inserted. As the ball rolls thru the fascinating playing field it contacts home runs, base hits, hit the umpire, strikes, outs, etc. which are instantly recorded on the beautifully colored backboard. When three strikes are registered an out is automatically recorded."

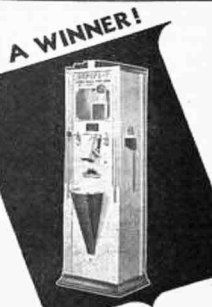
"Chico Baseball is just packed full of action from start to finish. 'What's more, it is the time of action that keeps players on edge all thru the game and keeps them tossing coin after coin into the machine,'" Welberg concluded.

Hot on Stoner's Vogue

BROOKLYN, Jan. 29.—Dave Robbins, of D. Robbins & Company, reports that he has booked orders on Stoner's Vogue amounting to several carloads. Many favorable comments were received on the Five-Color Game at the Coin and Game Show, Chicago. "Shipments are being made every day," says Robbins, "and we shall fill our orders in the order received."

Robbins Sells 10 Basket Ball

BROOKLYN, Jan. 29.—Dave Robbins of D. Robbins & Company here, is offering operators a mechanical 1-cent basketball game at low price. Dave purchased the machines from the manufacturer at a close-out sale while in Chicago. Game have been reconditioned. Game can be operated in all territories, as it is 100 per cent skill and can be placed on a counter or used with metal stand.



Popcorn Vending Machine "Pops with Hot Air"

At the Coin Machine Show the AIRPOPS-IT popcorn vending machine proved to be the outstanding winner for 1938. Think of a popcorn vending machine that pops with hot air! A principle similar to the car heater—a heating element with an electric fan to give a maximum distribution of hot air.

REVOLUTIONARY FEATURES!

No oil odor . . . no greasy parts to clean daily . . . faster popping time (minimum servicing, two to three minutes). Low electric cost . . . no extra wiring necessary, just plug in on either AC or DC. No complicated mechanism, only one moving part . . . popping unit detachable, weighs only a few pounds and easily replaced. Every machine guaranteed for one year for workmanship and materials . . . slug proof A.B.T. coin drop chute . . . cabinet constructed of heavy 20-gauge automobile steel . . . automatically regulates itself for all changes in temperature and voltage variations . . . greater profits because of low seasoning costs and greater kernel-expansion . . . permits customers to choose popcorn seasoned or dry . . . money bag locked in a separate compartment, accessible only to route collector.

BIG PROFITS!

The AIRPOPS-IT offers operators an opportunity to make huge profits with a legal vending machine, especially for those in "closed" territories. Less than 1¢ represents the total cost per bag to the operator.

ACTION!!!!

Our production is rapidly being contracted for in advance. BE FIRST to have an AIRPOPS-IT in your territory to insure choice locations. Order one—order five—order 100, whatever you do ORDER TO DAY.

OPERATOR'S PRICE \$195.00
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DUO-VEND THE OPERATOR'S CHOICE

DUO-VENDERS—Will vend all kinds of nuts and candies together with toy-nis. Removable front and back. Finished in a beautiful red with black trim.

DISTRIBUTORS— ROBBERS and ROUTE MEN

Write for Details
15 Venders—Capacity 10 lbs.
Size—16" H. x 7" W. x 8" D.
Price—\$125.00—F.O.B. Chicago
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5 1/2" x 7" ASSORTED,
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PEANUT AND GUM VENDING MACHINES

Write for the FACTORY.
Mills Novelty Company
170 West Madison, Bldg. C, O. D.
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George J. Hoff, chief engineer, is standing 7 1/2' tall in honor of
B&W Wood Co. Inc., Phila., Pa.

TESTIMONIAL BANQUET IN THE POPMATIC SUITE, Sherman Hotel, 1938
Coin Machine Show, Rudolph Greenbaum, president, seated at head of table.
George J. Hoff, chief engineer, is standing 7 1/2' tall in honor of
B&W Wood Co. Inc. for perfecting the Model 24-A Popmatic.

360 NORTH MICHIGAN AVENUE
CHICAGO

Write for Literature

New Orleans

NEW ORLEANS, Jan. 29.—"And a good time was had by all." On this point every operator and distributor of this section agree. Very conflicting, however, are the opinions as to what was the outstanding display or event of the big show. Everybody, each, in turn quickly responds that the certain line handled by himself was by far the "surprise" of the exhibit, at least credit must be given to each for his loyalty. While the majority of the local delegates were highly pleased with what took place, there were, as usual, the minor few who complained, "I saw this thing or that. After all you can't please everybody."

There is no sure sign that Chicago again proved a fine host than the fact

that everybody here came back with some kind of a "big" show. For instance, such revisions in names of local coin men as Jules (44th Street) and Fred (Poye) Landau, Ed Perichand (Well) Dunn, Harry (Gypsy Corline) Matt, Sam (Tick Tock) Gid, Ed (Memphis Harvester) Kramer, Melvin Kramer (Get Home to the Wife) Maloney, Harry (Monkey Game) Michem, Emil (Chromium Front) Isacopell and other changes, all show that the show was the meaning of what took place at the show.

Hardly anyone dared move about what they saw at the show than Sam Genovese, alias the "Big Boy," who is the city's only coin man. He is the only one who has been in the city since the show. He is the only one who has been in the city since the show. He is the only one who has been in the city since the show.

Only two out-of-town State operators were seen. The Chicago "Big Boy" was De Crauw, Abbeville, and Harry Michem, of Lake Charles. Michem received plenty of publicity for his part for his firm's new monkey-race concession game.

Making the trip in one automobile were four of the Carondelet street gang, including Melvin Kramer, the Louisiana Amusement Company, Ed Kramer, Star Amusement Company, Louis Phillips, Hesseck & Phillips, Novelty Company, and S. W. Company, of C. & M. Specialty Company. The trip both ways had only two drawbacks. A fog so thick it could be cut with a knife hit them between the city and the Kennebec, and one of the party gave wholesale for 1000 shares of the new Memphis (a city beautiful girl).

The only member of the local organization who started out for the convention but never reached there was H. McCORCORRICK, of Decatur, who was bound for St. Louis, Mac ran into his boss, E. P. Stevens, vice-president of the company from New York, and they spent a couple of days chewing the rag over business.

Emile Isacopell, of the Bell Distributing Company, a Jennings distributor here, was highly enthused over what the Jennings factory man had to show him. He is the only one who has been in the city since the show. He is the only one who has been in the city since the show.

F. W. KING, of C. & N. Sales Company, reports seeing several interesting numbers which portend a big season ahead for him. Both the Cattle and Cows have been placed, of course, with new improvements that should make things interesting for use in the next few months, he reports. He also came home with a bad cold.

Also attending the show were Louis Boushery and Ray Bowser, of the New Orleans Novelty Company, a distributor for Gettley. These two boys have missed a show in several years and are both reporting that they had a time and outside the showman.

Dan Cohen, of the Crescent City Novelty Company, said the show was a fine one and that he was quite satisfied as good as can be expected for a Southerner. Cohen recently bought 100 Stock units of the good old "Big Boy" location in New Orleans.

President Jules Pace of the New Orleans Coin Vendors' Association, failed for the first time in several years to make the convention and had to be content with listening to the others tell about the good time they had.

M. Shure, of the N. Shure Novelty Company, Chicago, visited New Orleans this week accompanied by Mrs. Shure

Convention Report

To the Editor: I simply have to take time out to congratulate you on your wonderful job of reporting the 1938 convention. For speed, accuracy and interest, I have never seen a finer job.

JAMES T. MANIAN, Director Advertising and Merchandising, Mills Novelty Chicago, Ill. January 20, 1938.

and their son. They sailed from this port on an extended tropical cruise of two weeks and say they will return to Chicago by the New Orleans. Shure expects to take up Sam Gentilich's offer to go on a fishing trip in the Gulf waters with him.

Local distributors encouraged by the report of Mississippi license tax of \$175 a year on slots and pin games. This report expected to encourage more operations in the sister State and New Orleans will be the logical outlet for the added demand.

Lon J. Darby, Jackson, Miss., received his patent this week for a game which he has already sold to the city officials of his home town for street use. The game is New Orleans and is assigned to the Gravity Meter Corporation of Delaware.

The Co-Pak-Ta Corporation of 407 West Seventh street, Little Rock, has filed a certificate of incorporation in Little Rock. The company is to engage in the wholesale and retail sale of pin and vending machines with authorized capital stock of \$100,000, divided into 300 shares of common with \$1 par value. Incorporators are Charles L. Mellor, secretary, and Robert A. vice-president; S. B. Mellor, secretary, and E. P. Dietz, treasurer.

Six Divisions in Blow Ball Set-Up

CHICAGO, Jan. 29.—A distributing set-up of six firms has been appointed by C. R. Kirk & Company to handle the territory of the new amusement game, Blow Ball. The announcement was made by the firm, which is using firms was made at the same time this week. The following firms were named:

Gerber & Glass, Chicago, will cover the territory of Illinois, Indiana, Michigan, Ohio, Iowa, Wisconsin, Minnesota, Missouri, Kansas, Nebraska, North and South Dakota.

Carl B. Smith, National Coin Machine Corp., Washington, D. C., was assigned the territory of Arkansas, Georgia, Florida, District of Columbia, Virginia, West Virginia, Kentucky, Tennessee, Alabama, Georgia, Florida, Mississippi, Louisiana and Florida.

The Modern Vending Company of New York will direct sales in the northern section of the United States.

Automatic Sales, Inc., will cover Southern California and the Southwestern section of the United States.

TEXAS, Oklahoma, Mississippi, Arkansas and Louisiana were assigned to Boohey Obedel, well-known cottonman.

Shipments on Blow Ball are scheduled to begin in Chicago as of this date. In addition to the distributors in the various sections, Frank Kirk, of San Diego, will act as office man for the territory, and Richard A. Nelson will act as factory representative in metropolitan New York.

The staff of C. R. Kirk & Company consists of C. R. Kirk, president; Frank K. Matland, executive vice president, was formerly an executive with the Stockholder Corporation, which has been designing and merchandising coin machines for the past 7 years; W. F. Strahy, vice president, has charge of operations, has had long experience in engineering, tool and die work, production and also with industrial factories; Ed E. Colburn, chief engineer, was formerly with the Stockholder Corporation, worked with the Capshaw Corporation; Lawrence Glotch, chief of experimental department, has been several years with the Capshaw Corporation; Lawrence Glotch, chief of experimental department, has been several years with the Capshaw Corporation; Lawrence Glotch, chief of experimental department, has been several years with the Capshaw Corporation.

International Harvester and other firms. Harlow, Wash., has been in the business ten years to his credit in the slot business.

Western Games Go Fast, Says Burras

CHICAGO, Jan. 29.—"Contrary to the customary procedure in the pin game industry, the Western Novelty and Supply Company has surprised a number of operators with immediate delivery and has been able to get the game exhibited," says sales manager Hugh Burras. "The operators who attended the Jimmy Johnson Open House during convention week and who placed heavy orders for the Western Novelty game have expressed their pleasure at the rapidity with which their orders have been filled. There is no secret behind our ability to make deliveries so soon after the former showing of models. All games were pre-tested, thoroughly proofed on actual locations and all "bugs" ironed out. This enabled production to go ahead without the delay usually caused by the usual "bug" method.

"Already the operators are congratulating us upon the fine game, and present orders and prospective orders will necessitate full-time production for an indefinite length of time." Burras continues, "The game is a game which is being put thru the Western production line at the present time are Ak-Bar-Bin, Quinlan's in three models, including the multiple selective seven-play model, the selective six-play model with the single play chute and the single play model; Big Play with the seven-coins held for the Western Novelty amusement game; Harmony Bell and Dewey Jr." he concluded.

SALE GUARANTEED USED MACHINES. Table with columns for Game Name, Price, and Location. Includes games like Quinlan's, Ak-Bar-Bin, Dewey Jr., etc.

THE YEAR'S GREAT

Word-Cram advertisement featuring a grid of letters and promotional text for a word game.

BRINGS \$7.00 - Costs You \$3.50 IN

DEAR \$245.—Guarantee on the ever popular word game. Colorful cabinet. Give attention. The word-cram is the most popular word game of the year. It is the only word game that has a name of its favorite letter on the prize list. It is the only word game that has a name of its favorite letter on the prize list. It is the only word game that has a name of its favorite letter on the prize list.

Sensational Bargains In Reconditioned Slot Machines Every Machine Buffed and Refinished. Large advertisement with bold text and decorative elements.

Table listing various slot machine models and their prices. Includes models like Jennings Chief, Decker, etc.

BELOW COST! Beautiful, Brand New PEANUT VENDORS with 3-lb. capacity with 50¢ change. High-grade build. Large manufacturer must sell. Order NOW. N. W. WALZER COMPANY, MINNEAPOLIS, MINN.

We THANK YOU . . .



V. H. ROWLETTE
Special Sales Representative



RUDOLPH R. GREENBAUM
President



WALTER GUMMERSHIMER
General Sales Manager

To the many thousands who came, saw and chose POPMATIC at the Coin Machine Show last week in Chicago, we express our sincere appreciation. The gratifying display of enthusiasm on your part resulted in sales totaling thousands of machines. And it is just what we expected . . . We knew you would like the new POPMATIC with its many complete automatic features, slug rejector and other improvements which place it far out in front of any machine for similar purpose. Again we say, "Thank you."

POPMATIC MANUFACTURING COMPANY

5147 NATURAL BRIDGE AVENUE ST. LOUIS, MISSOURI

World's Finest Vendor

4-IN-1
Outstanding in 1937.

4-IN-1
Supreme in 1938.

4-IN-1
Improved Model.

FOUR-IN-ONE
MFG. CO.
2528 JURY ROAD
DETROIT, MICH.

PROVEN Money Makers!

Be an independent operator. Place your Thrush Vending Machine with its candy, favors, nuts, and other popular items. Thrush vending candy, peanuts, gum, and other popular candies. Vending out rich on every gum. Many Thrush operators now independently start small, grow big, have a chain of their own. Thrush works while you're away. You keep the excellent four profits daily. Handsome demand. Thrush gets in where ordinary machines are shut out. No special license. Low investment. Cashable. Adjustable—you set the profit. Thrush contacts you while you own the machine. Get today for the story of chain operators. Full details of your own income opportunity. Many good locations now open. Write for FREE FIELDING MFG. CO., Dept. 6, Jackson, Mich.

New England

BOSTON, Jan. 29.—Jack Swartz of Winrow Vending Company, Winthrop, Mass., has set March 20 as the day for the wedding bells to peal forth his marriage to Ruth Goodman, Quincy, Mass. Jack's intended wife is a dietary expert.

Al Dolins' wife is ill at Hyannis, Mass.

A Sylvia came up from New Bedford, Mass., last week, quite enthused, but found all the local Boston distributors off to the Chicago Coin Machine Convention. Sylvia is connected with the New England Pin Game Company.

The traveling Gordons have set up a new itinerary. Lillian and Jerry Gordon—she of the Timonout Coin Machine

Company secretarial staff—have left their Billerica, Mass., home, where he is a public school teacher, and have set up an apartment in Somerville, Mass. Now Jerry commutes to Billerica, and Lillian to Boston. Jerry collided with another automobile the other day, but escaped unharmed.

Ida Shapiro, office manager during Ben Palastran's sojourn to the Chicago Coin Machine Convention, was one of 105 girls who bought tickets to see the "Ice Palaces of 1938" at the Boston Garden. This mass of femininity is planning to storm the Boston Garden when Sojka Henle opens her engagement on Wednesday evening, February 3. Ida and her cohorts are real fans when it comes to sports like this, and they've taken in all the ice carnivals to date this season.

PAN'S CANDIES

FOR VENDING MACHINES

GOOD TASTE QUALITY

(Fill in Coupon for Price List.)

PAN CONFECTION FACTORY
(National Candy Co., Inc.)
345 W. Erie St.,
Chicago, Ill.

Gentlemen: Please send me full particulars of your Hard Shell Candies.

Name _____

Address _____

City _____ State _____

(Use Pencil, Ink Will Bleed.) 326



AT THE KEENEY PRIVATE SHOWING: Top left, The Atlas ambassadors: right, Harry Mosley and the Virginia delegation. Lower left, Jim Boyle, H. G. Morrison and others at the bar; right, delegations from Minnesota.

Perfect Condition Cigarette Machines

Stewart & McGuire

7-Col. Cap. 200 Packages \$59.50
SPECIAL PRICE

REX NOVELTY CO.

3222 N. Halsted Street, Chicago

HEADQUARTERS FOR CHARMS!!!

NEW—DIFFERENT
SPECIAL ASST! \$3.00 Pk.
Write for Quantity Prices. Pk. Postage
ASSOCIATED ENTERPRISES, INC.
Pure Oil Building, Chicago, Ill.

Enclose your correspondence to advertisers by mentioning The Billboard.

Music Men Praise Seeburg Machines

CHICAGO, Jan. 29.—"Atho comment about a lot of things at the recent Chicago Coin-Operated Machine Show, it is safe to say that the Seeburg machines have faded away during the past few weeks, we still hear, in every part of the country, we have visited, sincere expressions of surprise and wonder about the amazing Seeburg Symphonolas," say various operators.

"Visitors at the show left with but one impression, that the Seeburg machines, as revealed by the Seeburg development—complete cabinet illumination. In discussing Seeburg Symphonolas, it is the concert Grand, the Regal and the Genuinely Musical which are in attendance. It was found that their enthusiasm for the instruments was boundless. As a result of the fact the theme song of the entire show was 'Have you seen the new Seeburg Symphonola?'"

"The compliments showered upon the Seeburg Symphonolas are not entirely for their beauty, but for their performance as well. Visitors who found their way to the Penthouse learned that comparing the illumination to an appropriate setting for mechanical and acoustical treatment that can be termed a present-day perfection, according to present-day standards."

"We learned that, with a theory of music merchandising to spur them on, Seeburg designers created their instruments with an eye to location rather than to the individual operator. The Symphonolas were built to inspire a desire for music among location patrons, visitors were informed, but most operators are convinced that they met the moment they saw the machines."

"Among the various features Seeburg engineers have incorporated in the new Symphonolas are triple tone flow, high fidelity compensation, a built-in amplifier, a conveniently placed illuminated selective instrument panel that permits the patron to make his selection and play his coin without distorting his body, and the Seeburg record preference meter, an innovation in coin-operated instruments which permits an accurate check on the popularity of each record in the phonograph."

Seeburg officials advise that production will stop at top production facilities at that pace for an indefinite period, due to commitments from distributors.

Hoelzel Adds Photo To His Stand

RICHMOND, Mo., Jan. 29.—Carl Hoelzel has added a new 26-record phonograph to his sportland casino here and the machine is receiving a big play from local amusement game enthusiasts, many of whom are affiliated with the coal fields of this region.

No hard liquor is served at the sportland, and only legal coin-operated machines are to be seen. Prices are reasonable—the players finding enough enjoyment from amusement derived solely from picture playing. The excellent Sunday afternoon brings the largest

Sheet-Music Leaders

(Week Ending January 29)
Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling arrangement with a number of publishers. Acknowledgment is made to Maurice Richmond Music Corporation and Ashley Music Supply Company of New York; Lyon, LaSalle, Carl Schenck and Charles Hinged Music Company and Western Book and Stationery Company, of Chicago.

- | | |
|----|-----------------------------------------|
| 1 | 1. Be! Mir Biz Du Schoen |
| 2 | 2. Resale |
| 3 | 3. There's A Cold Wind in the Sky |
| 4 | 4. You're Sweeter Than |
| 5 | 5. True Confession |
| 6 | 6. I Double Dear You |
| 7 | 7. Deep Down |
| 8 | 8. Thanks for the Memory |
| 9 | 9. When His Organ Playing "Oh, From My" |
| 10 | 10. Once in a While |
| 11 | 11. The First Time |
| 12 | 12. Sweet Someone |
| 13 | 13. I'm Still a Fool |
| 14 | 14. I'm Still a Fool |
| 15 | 15. I'm Still a Fool |
| 16 | 16. I'm Still a Fool |



MARTHA MANNERS, Hollywood star now on tour with *Sonja Heide* led carnival, together with *Becky, Rock-Ola* distributor from Los Angeles, and others watch the new *Rock-Ola* Homophon-29 lift a record into playing position.

crowd, the record being nearly 40, established last Sunday.

Show-Ball tournament now in progress at the spot is attracting widespread attention. The sportland opened late November, is owned by the United Amusement Company of Kansas City, head of which is Hoelzel.

Music Ops' Assn. Elects Officers

HOUSTON, Jan. 29.—The Music Operators Association, Inc., at a regular business meeting installed the following officers for 1938: President, William Pracko; vice-president, Fred McClure; treasurer, Lester Hearn; executive secretary, W. A. Niemann; board of directors appointed by president, F. C. Clancy, Lester Hearn, J. W. Williams, W. G. Atkinson and Eugene Warriner Company.

Two new members, Operator Homer Norris and Eugene Milburn, were accepted for the association.

Encouraged by a remarkably successful year, the present staff of officers is planning even bigger things for this year, each an expanding and accepting members outside of Houston and Harris County, assisting operators in nearby towns to form local organizations and linking such organizations to affiliate with the Houston Warrier Company.

Two new members, Operator Homer Norris and Eugene Milburn, were accepted for the association.

Cepahrt Suggests Stop Boycott Smus

NORTH TONAWANDA, N. Y., Jan. 29.—"Even more effective than police capture to curb producers of dirty records," declared Homer E. Cepahrt, vice-president of the National Warrier Company, "would be a nation-wide boycott of suggestive discs by every music operator in the land. It is a serious offense, and should be wiped out, and there's only one place to do it—right out there on the first line. Successful operators realize that dirty records do and can strike a death-blow to respectable, profitable business. I'm glad to learn that more and more operators are seeing the light on this serious question."

The police capture to which Cepahrt refers was the seizure of John McClelland of Hollywood by government agents on a charge of sending obscene phonograph records thru the mails. The Los Angeles Times carried the story on January 8 under the headline, "Clippers Sent to Seize McClelland."

"Modern science's most up-to-date equipment has been utilized by authorities yesterday to expedite the apprehension of John Collins McClelland, of Hollywood, charged by United States inspectors with sending obscene phonograph records thru the mails."

McClelland is en route to Australia on board the Monterey, and U. S. Commissioner D. V. Heed advised Honolulu

by radio to take him from the ship and hold him for a warrant which is being flown by the China Clipper. This is the first time the Clipper has been used for such a purpose.

Postal authorities assert McClelland has flooded the country with thousands of pornographic records. He will be returned here for trial.

Foreign Records Draw in Detroit

DETROIT, Jan. 29.—Music machine operators in Detroit and territory are getting plenty of nickels by means of a judicious selection of foreign language records. The fact was brought into strong attention this week with the concentration of interest upon the ultra-popular adaptation of the Yiddish, *Der Mir Biz Du Schoen*.

Probably inherent in operator potentialities is the vast Polish population of Detroit. A check-up over the week-end of several machines in beer gardens in the Polish neighborhoods showed a sprinkling of records listed in this language. While the titles are unintelligible to one accustomed only to English, the music itself was obviously Polish and was deeply enjoyed by the crowd, which appeared to play these numbers over and over again. Saturday night crowds, in particular, had their favorites among the foreign numbers.

Similar conditions prevail in the German neighborhoods. A beer garden visited in a German district had some national music and patrons were busily enjoying the traditional hop-waltz.

About 25 to 40 per cent of records on these machines were in a foreign language. The selections were popular American tunes. The operators who run these machines have profited by selecting records fit their local area instead of a blind selection of the most popular recent numbers.

Oldtimer Praises Wuritzer Phonos

OMAHA, Jan. 29.—From a spring-wound phonograph to Wuritzer automatic phonographs—that's the 25-year story of J. P. Johnson summed up in one sentence.

Johnson, as well as the past 25 years, is now celebrating his silver anniversary in the automatic music business back in 1913. Today the Johnson Victor recording distributor for this area, including Louisiana, Mississippi, Alabama and Florida, he explains Frank David, E. D. Eades, recording specialist for the RCA-Victor Company, working out of Camden, N. J., was a visitor here this week. Eades says that recording sales in January will exceed any other month since 1930.

The new Wuritzer 24 continues to attract buying attention at the office of the Jerry Germans Novelty Company, working out of Camden, N. J., was a visitor here this week. Eades says that recording sales in January will exceed any other month since 1930.

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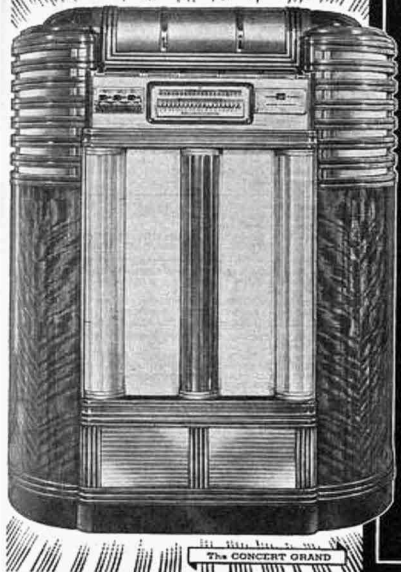
"I can say without hesitation that I've done more business with Wuritzer phonographs than I ever did with any other machine. I'm 100 per cent sold on Wuritzer's policies. Not only are they great people to do business with, but their whole-hearted co-operation has been a permanent, profitable establishment. I know I can count on their continued support, just as they can count on mine."

Next 62, Johnson reports he has a profitable hotel and restaurant business to enter the more profitable automatic music business back in 1913. Today the Johnson Music Company is looking forward to even greater activity in the next 25 years, and one sentence can't begin to do justice to the activities of this man of the quarter century.

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Only SEEBURG SYMPHONOLAS offer you COMPLETE CABINET ILLUMINATION



20 RECORD MULTI-SELECTOR
SEEBURG SYMPHONOLAS

"The Concert Grand"

"The Regal" * "The Gem"

• A beautifully illustrated brochure, containing complete information, will be mailed upon application to an authorized Seeburg Distributor or to the J. P. Seeburg Corporation.



THE MUSICAL INSTRUMENTS
SINCE 1903

J. P. SEEBURG
CORPORATION
1500 DAYTON STREET
CHICAGO, ILLINOIS

Detroit

DETROIT, Jan. 29.—Fred Gersabeck, of the City Music Company, states that the increased appreciation of music which has been developed here in America within the past five years has upped sales purchases 300 per cent and greatly increased the popularity of the automatic phonos.

Louisa Herman, of the Champion Automatic Music Company, is spending a week in New York in the interests of his firm.

John W. Wexler, head of the Midwest Distributing and Manufacturing Company, is busy these days equipping the newly purchased clubhouses of the Commodore Society, a group of German singers.

Music machine sales are again on the

upswing. Jack Ghick, Fred Gardella, Edward C. Carlson and Joseph Brilliant are among those who recently purchased new equipment.

The Ivy-Fisher Music Company, recently formed by Nathan Ivy and Petry Fisher, has opened downtown headquarters at 1719 St. Antoine street. Owners are experienced business men. Fisher is actively managing the business. He is a former musician himself and is also publisher of The Detroit News-World, weekly colored newspaper. Ivy is a Chicago man and owner of the Cabin Inn, local night club. Firm specializes in locations in the colored section of the city. Service department is being managed by Thomas Reese, an experienced one, formerly connected with the Marquette Music Company.

Felix F. Jencka is another newcomer in the local music field. He has gained experience in the public's taste for mu-

sic by acting as assistant to his father, who operates the J J Bar in Hamtramck, a Detroit suburb. Jencka was formerly a radio service man and has more than a working knowledge of the construction of machines. "There is a big demand for music machines in this territory," Jencka commented. "I could place 25 more in Hamtramck alone if I had the capital to buy them right now. I have friends who want machines but I just can't supply them at the moment."

New operating partnership reported in the music field this week is that of Scott A. Wilson and Harry D. Ryther. Both men are starting in with large orders of Mills' Zephyrs, according to reports.

While her husband took on the show at Chicago Mrs. Donald A. Conroy took active charge of See-Con, Inc., local Seeburg distributing company.

Five Best Record Sellers for Week Ending Jan. 31

| | BLUEBIRD | BRUNSWICK | VICTOR | VOCALION |
|---|-------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| 1 | 87378—"Blessy Time Gal" and "Wabash Blues," Freddy Martin Orchestra. | 80137—"Bel Mir Blat Du Schoen" and "I Don't Dare You," Music in Russ Morgan Manner. | 25693—"Daisy Doodle" and "Who?" Tommy Dorsey Orchestra. | 3913—"Dear Old Girl" medley, group singing with orchestra, and "She Was just a Sailor's Sweetheart," Frank Novak Rhythm-Trotter's. |
| 2 | 87366—"On the Sentimental Side" and "This is My Night To Dream," Abe Lyman Orchestra. | 80443—"Sweet as a Song" and "Hill Moon on the Heights," Horace Heidt Alamoite Brigadiers. | 25751—"Bel Mir Blat Du Schoen—Part 1" and "Bel Mir Blat Du Schoen—Part 2," Benny Goodman Quartet. | 3909—"Sometimes I'm Happy" and "Indiana," Swing and Sway with Savory Keys. |
| 3 | 87344—"Bel Mir Blat Du Schoen" and "The Big Dipper," Jerry Blaine Stream Line Rhythm. | 80525—"The Daisy Doodle" and "Tad Wray," Music in Russ Morgan Manner. | 25752—"Bel Mir Blat Du Schoen" and "There's a Gold Mine in the Sky," Kate Smith with orchestra. | 3910—"There's a Gold Mine in the Sky" and "Thanks for the Memory," Isham Jones Orchestra. |
| 4 | 87355—"Goodnight, Angel" and "There's a New Moon Over the Old Mill," Shep Fields Rippling Rhythm Orchestra. | 8050—"Whistle While You Work" and "One Song," Art Share's New Music. | 25761—"Love Is Here To Stay" and "I Was Doing All Right," Larry Clinton Orchestra. | 3912—"In an Old English Village" and "Error in the News," Cal Callaway Orchestra. |
| 5 | 87323—"Snake Charmer" and "Daisy Doodle," Jerry Blaine Stream Line Rhythm. | 8044—"Harmony in Harlem" and "Black Butterfly," Duke Ellington Orchestra. | 25763—"The Big Dipper" and "Smoke From a Chimney," Tommy Dorsey Orchestra. | 3454—"Loch Lomond" and "I'm Coming, Virginia," Maxine Sullivan Orchestra. |

SOUTH FLORIDA PHONOGRAPH ROUTE For Sale

209 No. 836 and 716, also 211 H16A, all Wexler firms, in perfect condition and on location. Will include 25 extra Portable Phonographs, Gramo-Cos, 25 extra late Records and all extra Phonograph Parts, all these machines in perfect condition. Also, all the equipment for location. Stop in and go to work. Price not under the market. For more information, contact, Mr. Wexler, phone, BOX D-116, The Billboard, Cincinnati, Ohio.

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 used by all record distributing companies. . . . Assures high fidelity reproduction—large record life—low maintenance—volume output.

Insert on

PERMO-POINT

The Only Needle

for Dependable Performance

IT'S ALL IN THE

PATENTED

ELLIPTICAL POINT!

PERMO PRODUCTS CORP.
Manufactured in—Manufactured in
505 BAYVIEW AVE. CHICAGO, ILLINOIS

NATIONAL'S BARGAIN COLUMN

FOREIGN BUYS

Receipts Prompt and Efficient
Through Our Export Department.

Cable Address: NATCOIND.

FACTORY RECONDITIONED

| | |
|-----------------------------|----------|
| World Series | \$145.00 |
| Kareya's Texas Time Quintet | 120.00 |
| Gallatin Quartette Quintet | 120.00 |
| Home's Revue | 50.00 |
| Daily Mail | 45.00 |

PAYOUTS.

| | | | |
|-----------|----------|-------------|-------|
| Florida | \$115.00 | Dorcy Day | 37.00 |
| Arizona | 90.00 | Donna | 32.00 |
| Western | 90.00 | Doris Baker | 34.00 |
| Pacific | 60.00 | Walter | 24.00 |
| Admission | 60.00 | Carson | 23.00 |
| Fols Park | 45.00 | Pepper | 23.00 |
| Ill. | 45.00 | Kathryn | 20.00 |
| Prudhomme | 45.00 | Blaizell | 18.00 |
| Bever | 45.00 | Blanche | 15.00 |
| Chicago | 42.00 | Chandler | 10.00 |
| Dorcy Day | 42.00 | Shannon | 10.00 |
| Latonia | 30.00 | Alamo | 10.00 |
| Golden | 30.00 | Flora | 10.00 |
| Whelan | 30.00 | World's | 15.00 |
| College | 37.00 | High-Play | 10.00 |
| Ill. | 30.00 | Perkins | 8.00 |
| Clark | 37.00 | Jumbo | 8.00 |
| Clatsop | 30.00 | Clatsop | 8.00 |
| Air Derby | 32.00 | Proctor | 8.00 |

NOVELTY GAMES.

| | | | |
|-------------|---------|-------------|---------|
| Grand Floor | \$39.00 | Swish | \$28.00 |
| Ball Floor | 35.00 | Bally Book- | 18.00 |
| Chico Derby | 30.00 | W | 15.00 |
| Wagon | 32.00 | Book | 15.00 |
| Sample | 32.00 | Bumper | 13.00 |
| Control | 28.00 | | |
| Air Derby | 28.00 | | |

SLOTS.

| | | |
|-----------------|------------------|---------|
| Mill Blue Front | Single Jack | \$44.00 |
| Mill Blue | Front, Gold Jack | 39.00 |
| Mill Blue | Front, Gold Jack | 39.00 |
| Mill Blue | Front, Gold Jack | 39.00 |
| Mill Blue | Front, Gold Jack | 39.00 |
| Mill Blue | Front, Gold Jack | 39.00 |
| Mill Blue | Front, Gold Jack | 39.00 |
| Mill Blue | Front, Gold Jack | 39.00 |
| Mill Blue | Front, Gold Jack | 39.00 |
| Mill Blue | Front, Gold Jack | 39.00 |

COUNTER GAMES.

| | | | |
|------------|--------|----------|--------|
| Zephyr | \$3.00 | Banking | \$5.00 |
| High | 2.50 | Red Dice | 5.00 |
| One-A-Pair | 3.00 | Red Dice | 5.00 |
| Ten-Ten | 4.00 | Red Dice | 5.00 |

TERMS: 1/3 Deposit, Balance C. O. D., P. O. B. Chicago.

First With the Latest New Games,
Four Name On Our Mailing List.

National Coin Machine Exchange
1407 DIVERSE BLVD., CHICAGO.

Dallas

DALLAS, Jan. 29.—Practically all of the Texas delegation to the Chicago Coin Machine Show, returning to Texas this week, praised the Dallas. All the operators were filled with praise for the success of "The Big Show." Mr. and Mrs. Earl Reynolds, who headed the Texas aggregation, reached their Dallas office Monday just in time to experience the thrill of a fire in the block in which the simplex Distributing Company headquarters are maintained. Several buildings near the Reynolds office were destroyed by fire on January 24. No damage was done to the large stock of equipment carried by the simplex Distributing Company, Wurlitzer distributors for Texas.

Both Mr. and Mrs. Reynolds were enthusiastic in their reports on the Chicago show. Mrs. Reynolds' favorite point of conversation was the banquet and show given to the 800 Wurlitzer operators by the Rudolph Wurlitzer Company. Mr. Reynolds was most pleased with the demonstration of colors given by Dr. Strong at the Wurlitzer party on Tuesday evening of the show.

Among the Texas operators who returned from the show were: T. B. Waller, Mr. and Mrs. Leslie Franklin, Sam Franklin, Tom Murray of The Automobile World, Mr. and Mrs. H. J. Stake, Mr. and Mrs. Earl Reynolds, R. S. Allen, Mrs. Abbot G. W. Percy, John Blackman, secretary Texas Coin Machine Operators' Association; Flaher Brown, Colman Irlay, Joe Williams, Bob Hunter, Ed Furlow, S. H. Lynch, Arthur Hughes and Mr. and Mrs. Ed Brown, from Dallas; T. A. Daniel, of Paris; Jimmie Trout, of Gainesville; A. E. Stokes, of Tyler; Marvin Motzary, of Lubbock; Chester Ward, W. E. Boche and P. E. Boche, of Amarillo; A. H. Shannon, H. W. Dally, Lester Hearn and W. O. Harrington, of Houston; Harold Horton, of Beaumont; and Gene Bybee, C. M. Rutledge, Ed Schatz and Jack Keyes, of Austin.

George W. Wrenn, president of Wrenn Sales Company, Dallas, distributor, pointed a fact out which was just west, slipping away from Dallas Saturday with his office secretary, Miss Lynn Hoke, they returned to Dallas Monday as Mr. and Mrs. George W. Wrenn. Friends from all over the north half of Texas were congratulating the happy-

W. C. Smith, branch manager for M. Brodie Company, reports splendid sales on Korn Parchies, a sweet corn confection which the Brodie Company is introducing to vending machine operators. Mr. Smith, just returned from a territory trip, says he had a landslide of orders from vending machine operators. Mr. Smith attributes Korn Parchies' good sales to the fact that it stays fresh almost indefinitely, making it an ideal vending machine product. M. Brodie Company's sales policy will keep Parchies a vending machine item.

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 jazz records are heard, but only those with greatest play potentialities are listed.

SWEET MUSIC

GUY LOMBARDO
Victor 25764

This is My Night to Dream (more of that Royal Canadian style for songs that Bing Crosby will sing in his newest hit), On the Sentimental Side (and this side is just as sweet, Games doing right by the words for the medium tempoed rhythm on both sides).

FREDDY MARTIN
Bluebird 7378

Wahab Blues (the swingsters go gutbucket for this stand-by, but maestro Martin makes it a sweet sort of swing in the slow and easy time), Sleepy Time Gal (another of the oldies in a dancing style that's plenty danceable, even if it makes you think of Philadelphia).

GLEN GRAY
Decca 1607

Two Dreams Got Together (Kenny Sargent adds his voice to the lullaby and it's a sweet song that inspires any two to get together), I Can Dream, Can't I? (sounds like the same number, but makes more for spoonin' than sleepin').

WILL OSBORNE
Decca 1611

Outside of Paradise (the sliding trombones add that heavenly touch to the ballad), Shenanigans (this is more in the slide swing that characterizes Will Osborne's music and that Irish flavoring should be a welcome relief until they try another nickel's worth of the Bel Air Bit Du Schoen).

ISHAM JONES
Vocalion 3920

More Than Ever (I'm a smooth ballad set to smooth syncopating with Joe Martin adding the song story), I Double Dare You (this song is raising the tops in popularity so be prepared to double your party).

SWING MUSIC

FATS WALLER
Victor 25762

Why Do Hawaiians Sing Aloha? (it'll cost 'em a nickel to find out), My Window Faces the South (this is the better side with Walter in a better 'jive' mood that'll have 'em jumping and hollering for more).

ART SHAW
Brunswick 8054

Good Night, Angel (this is one of the sweeter songs of the day, but before Shaw's clarinet and orchestra get that waltz with it, this Angel is a honey that really swings), There's a New Moon Over the Old Mill (the kind of tune Guy Lombardo would play only this side is cut in the style cats call swing).

COOTIE WILLIAMS
Vocalion 3922

Pigeons and Peppers (they might just as well call it Spangcake and Heating, Cootie is Duke Ellington's trumpet star and will show some fellow bandmates, including Duke on piano, cuts some fancy Harlem blues), Jolibenta (Duke's dandies have a jamboree for this exotic theme that seems to have been inspired by the Bel Air anthem).

BOB CROSBY
Decca 1615

Big Apple Dance (they only call the numbers for a Big Apple dance, The tune they swing in a Duke style is the old-fashioned, but over welcome, When My Dream Boat Comes Home), Panama (them Crosby cats beat it out for a swingeroo that's too much for only 5 cents).

VOCAL

KATE SMITH
Victor 25760

You're a Sweetheart (the number one song of the day and Kate sings the ballad in two-time time), When the Moon Comes Over the Mountain (a new kind of moon coming over a different mountain with The Ambassadors helping the lady swing it over the hills).

ETHEL WATERS
Decca 1613

You're a Sweetheart (Miss Waters is a natural for your phone and gives the ballad all she's got), I've Got Along Somehow (the torch is carried on this side, too).

ELLA LOGAN
Brunswick 8057

Jingle (Bingie) Bells (plenty more days till next Christmas, when this thing would be more in order, But if they like it swingy, let the girl and the band beat it), Oh, Dear! What Can the Matter Be? (this Scotch folk song will make 'em hop, skip and jump out of their kilts).

RACE

THE YAS YAS GIRL
Vocalion 3928

New Drinking My Blues Away (which is what happens when sweet, The girl goes on two-time time), Crime Don't Pay (there's preachin' in her piping but the sermon is worth a nickel donation).

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Openings for Exclusive Distribution of Coin-Controlled
Automatic Phonographs to Responsible Parties.
Write BOX D-115, The Billboard, Cincinnati, Ohio.

ROCK-OLA PHONOGRAPHS

CONDITION GUARANTEED \$75.00 ea. One-Third Cash With Order.

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24 RECORD GABEL AUTOMATIC PHONOGRAPHS

SPECIFICATIONS: Beautiful Streaming Cabinet (All Colors), Size 48" high, 22" wide, 12" deep. Operates 24 10" records. Automatic. Fully-Adjustable. Webster Amplification—Magnavox Speakers. Perfectly reconditioned and guaranteed.

TERMS: 1/3 Cash with Order, Balance C. O. D., P. O. B. New York.

LOWEST PRICE EVER OFFERED! WIRE—WRITE—PHONE.

ROBERT GRENNER CO., 746 W. 54th St., (CHICAGO) (N. Y. C. 7-1381)

\$35.00
EACH

(LOTS OF 5)
Single, \$39.50
(7-1381)

Honor To Whom Honors's Due

On the editorial page of *The Billboard*, October 24, 1936, there appeared the following article:

"While asking for credit to the newspaper men who make favorable mention of the trade, it may be an appropriate time to mention those names that are busy today in creating the coin machine industry's own literature of whatsoever quality it may be. Among the editors of *The Billboard*, Paul B. Hirsch and his staff, Harvey Carr, Edward Graves, Ootini, Tom Murray and Cud Vetterick are turning out publications that do a real credit to the industry. James T. Mangin has pioneered in the use of illustrations in the trade papers. There are a number of news and publicity men who also contribute much to the printed word of the industry.

"These fellows contribute a lot more constructive thinking to the good of the cause than they are given credit for."

Attention is called to this editorial because during the 1937 Coin Machine Show a "Harvey Carr Testimonial Dinner" was given on Sunday evening before the opening of the convention. Many delegates to the convention who heard of the testimonial dinner did not understand why one editor would be singled out for special honors when several others were in the city. Do many questions were asked that it appears the event may possibly detract from the credit due Mr. Carr rather than add to it.

While each editor of the trade papers has his own special following, his special services and also his competitive advantage, there has generally been a personal feeling among the five or six editors in the coin machine field that deserves encouragement rather than hindrance.

Two of the best editorial men in the coin machine field have left the industry within the last three years. They left without any expression of appreciation from the industry except that which was published in *The Billboard*. A number of them have only criticism for the coin machine industry. It is easy to say that they are only two fellows who will never have a chance to do the industry any harm. But it is the habit that so many in the trade have of making enemies for the business when the trade needs all the friends that it possibly can win.

It should also be remembered that our industry editor in Arkansas wrote an editorial in defense of pinball games, then drew a jail sentence for it and have to fight his own way thru the State Supreme Court to win acquittal—and not a word of appreciation from the coin machine industry. Any industry that would allow an editor to be treated as he has been treated, defend the industry deserves all the criticism and persecution that has ever been heaped upon him.

A well-known cartoonist helped to popularize pinball games in their earlier days. As far as the coin machine industry of appreciation was ever expressed to him. Today he is on the staff of a national magazine and has a large town of the manufacturing industry, and he does not seem to give a consideration to the coin machine industry any more. His paper is not so friendly to pinball games and friends who have been worth something at times had been cultivated.

There are some of the men who have openly tried to help the industry gain a better reputation and fair treatment. They have asked the friends if they could get, and while expressing appreciation it will do the trade most good to be at the same honor as given their honor is due.

A lot of orders for these machines, of which he expects shipment next Monday. An order from Harry Stowe for 25 phonographs and horoscopes awaited Marshall when he returned home from the show.

Marshall's optimism is also shown in a quite different line. He is also engaged in a \$100,000 building program on which he has a patent from the Government for the erection of a large number of five-story houses, nine of which are now under construction. Marshall states when the Government work is finished he has 125,000 orders for individual houses. Recession is not recognized in Mr. Marshall's locality.

Business Reported Booming at Exhibit

CHICAGO, Jan. 29.—There's no recession at the plant of Exhibit Supply Company. Business is booming at a merry clip, according to reports from officials of the company. "We did enough business at the show to keep our plant humming at top speed for some time to come," declared Leo J. Kelly, Exhibit sales manager. "The big display of well-diversified equipment was shown at our booths and captured the attention of ops who not only looked over our equipment but left plenty of good-sized orders behind them."

"We had on hand what we believe were the greatest array of legal machines that the industry has," Kelly continued. "Our counter novelty numbers, Love Tester, Disposition Register and Personality Indicator, showed a bare HIO and our legal upright amusement game, was hailed by operators as one of the best games combining skill, amusement and absolute legality on the floor. In playing this game the patron catapults five large balls into rings placed at strategic points on the upright board.

"One of the exciting novelty pin game with the authentic bobble backboard," Kelly went on, "won applause from many seeking this type of equipment. While Broncho proved most popular at the pin table line. The selector and return mechanism on our new coin-operated Dominate, caught the fancy of ops and district alike. Arcade men were lavish in their praise and generous with their orders for Blue Streak, our digger that's kept in class. All in all, we proved to ourselves just what attention a well-balanced line of coin-operated equipment can attract.

"We didn't shoot our entire wad at the show," Kelly concluded. "No, sir. The industry is in for some real surprises in the near future when they see some of the equipment we intend releasing next year. It couldn't be better timing for the show. Not only will these surprises be available to the city of some ops for legal equipment, but there will be plenty new creations that are sure to please arcade men, park men and concessioners, too."

Gensburg Describes Genco's New Games

CHICAGO, Jan. 29.—Meyer Gensburg, official of Genco, Inc., reports a flood of orders for all the new Genco games. As he puts it, "The past few weeks have had our order department really on the go. Yet our shipping has not been delayed, because we stepped up production to meet the big step plan with orders, and the games we were offering have been tried and proven."

"One of the biggest hits is our new Double Track," he went on. "The game lives up to its name, for it gives players a double play, double thrill, double action and double satisfaction. It gives operators and distributors double profits. "Some of the other features of this new, original 5-ball novelty game are the two playing fields, which allow two players to play at once or one player to play both fields or to play each field independently," Gensburg continued. "Double Track" had machine men everywhere who have personally enjoyed their success," he concluded.

**TAKE OUR TIP!
ORDER STONER'S "VOQUE" NOW!
IT'S A MONEY OF A HIGH SCORE NOVELTY GAME.
THE OPERATOR'S PRICE IS ONLY \$59.50.**

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES

2 1/2 in Vending for Bill. Op. 50c. 2 in Bill Op. 50c.

D. ROBINS & CO. 141-8 DEKALB AVE. BROOKLYN, N.Y.



1c and 5c Cigarette Vending

**STONER makes it
SKILL DERBY
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sells it**

THE HIT OF THE SHOW!
FLORIDA OFFICE: 1326 W. Flagler St., Miami.

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WILL TRADE

200 LATE CHIEFS

FOR

WURLITZER P-12

" 312

" 412

ROCK-OLA 36's

DO RE MI

Write or Wire How Many

You Have To Trade

GERBER & GLASS

914 DIVERSE BLVD.

CHICAGO

Boston

HOUSTON, Jan. 29.—E. C. Lear, of the Board of the Fair-Trade Company of Houston, stated that December sales of Seeburg phonographs were over 700 per cent greater than the previous December. The average was actually higher, but due to the fact that one Houston operator specified delivery after January 1 on more than 90 new machines, that also would not be counted on December records despite the fact that it was then made.

Miss I. D. Gillham, manager of Amusco Company, Inc., in Houston's only late specialty store, the City, in addition to music, operates quite a string of pin games, bowties and vending machines. The firm has several operators, each of them specializing in a certain line, while Miss Gillham herself manages the office and supervises the secret department.

Seale & Horton's record shop has recently been enlarged to nearly twice the original size. Miss Lela Seale, manager of that department, said that business had increased by leaps and bounds since the record shop opened last August and that the improvement was necessary to maintain their reputation of carrying a complete line of all makes of records at all times.

The first regular meeting of Music Operators' Association, Inc., of Houston held in 1936 with 12 members, was held in different ways. With 100 members, the association present complete harmony marked the entire business proceedings. Everything was constructive. The business session cleared the heaviest docket in record in the shortest length of time. After the regular meeting adjourned a special meeting was held. Following this meeting members lingered for more than an hour talking, telling jokes and generally enjoying themselves.

A few columnists of South Texas just returned from the big show are A. H. Shannon, H. H. Horton, George E. Hearn, C. O. Harrington, Hans Von Reydt, Harold Dalk of Houston; William H. Tinslin; J. Phillips; and Beaumont, Mr. Taylor, of Port Arthur.

Marshall Reports Increase in Games

DETROIT, Jan. 29.—B. J. Marshall, head of B. J. Marshall, Inc., is one Detroit dealer who is having an optimism and optimism regarding the future of the amusement machine business and give concrete evidence of this optimism by the purchase of three carloads of machines while he was at the show in Chicago last week, consisting of horoscopes and music boxes.

Marshall states he has already received

LOOK

IN THE WHOLESALE

MERCHANT SECTION

for the

LATEST NOVELTIES, PRIZES

AND SPECIALTIES

It's PAY \$ DAY for You!

OPERATORS--MAKE UP YOUR OWN JAR DEAL!

We furnish everything--new size patented "Sealed" Refills--Jar Labels and Jars. You choose your own variety and quantity and Pay \$ Day for them. We print the labels for you, FREE with every order for five or more PAY-DAY refills. PAY-DAY refills are numbered from 500 to 999. You deal Special numbers 100 numbers low. Here are suggested deals you can make up:

Candy-Cigarettes--Liquor--Liquor--Homburg--Parker--Bakery--Ice Cream--Cream--Toys--Cosmetics--Jewelry--Dolls--Basketballs--Football--Basket Ball--Selling--Pat and Take--Paw--Bowling--Weather--Bank Clearing--Gift Ball--Treasure--Drawings, etc. Choose your own preferred numbers and your Pay--We will print Jar labels on per copy--No Tarkeys or Special Cuts accepted.



New Patented Sealed Ticket
1 1/2" x 2". Made of high grade
Pristal stock.

IT'S PAY \$ DAY
FOR PROTECTED
SEALS
EVERY DAY
GET
YOUR
NEW
PAY \$ DAY
REFILLS

| Special Low Operators Prices | |
|------------------------------|---------|
| 6 Refills | \$10.00 |
| 12 Refills | \$15.00 |
| 24 Refills | \$24.00 |
| 48 Refills | \$40.00 |

(or more)

JAR LABELS FURNISHED
FREE!

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Jars--Quantities of 6 or More. Each 30c

25% with order. Orders amounting to

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Address THE COIN CHUTE LEAGUE, 404 Woods Building, Chicago, Ill.

January 29

The nation-wide celebration of the President's birthday has been so successful that we can forget the most bitter deliberations of opinion when it comes to a change of the calendar. There is no telling how far-reaching the effect will be. There are no prejudices and obstacles of various kinds.

In all the mass of things that have been written about the birthday celebration, two important facts should be remembered. One is that President Roosevelt, in his own right against his afflictions, had to go squarely against established medical opinion as the pioneer and new methods of treatment for infantile paralysis. This is an unusual occurrence. President Roosevelt is not a medical man and the most prominent medical leaders at the time of his affliction had little faith in his Warm Springs idea or even opposed it. It is another case in which the "experts" were out of step with progress.

A second fact is that President Roosevelt's own struggle is said by some of his close friends to have changed his philosophy of life completely. Roosevelt, an aristocrat, was led by his own fight against disease to sympathize with millions who do not have the means to fight against diseases of various kinds. "Deliberations of the President's birthday is one of those occasions when all of us can lay aside our passions and prejudices and get into the mind of the man and can forget for the moment regimentation, economic royalism, fascism, communism and all the other dead ends of current controversy in an interchange of mental fortification and self-help."—Jay Franklin, columnist.

City of Games

Joe Calcutt, head of the Vending Machine Company, Fayetteville, N. C., is extremely proud of the following letter received from the U. S. Senator from North Carolina Senator for the Treatment of Public Affairs.

"I want to express to you my own appreciation and that of our board of directors for the splendid and successful eight additional playing machines. Our patients get a wonderful amount of pleasure from these machines and I am determined to keep their minds off of their ailments. It is a real boon to them."

It has been the practice of Mr. Calcutt for some years to arrange for the shipment of used games to various hospitals and clinics thruout the South. He has many letters of appreciation which he cherishes with pride.

"I believe that every operator in the country who makes it his duty to give some of his games to various hospitals and charities, where many lame, blind and poor people can get a deal of enjoyment and fun from the machines and will, if just for a few moments, forget their various troubles," Calcutt says. "The letter of appreciation which the patients have found them extremely valuable in helping to give the sick a new interest in life."

For Employment

The Bookers Manufacturing Corporation, Chicago, very wisely contributed its support to the sentiment for employment during the Coin Chute League Show. The following new story in Chicago newspaper was published:

"Plan to Add Approximately 1,500 Men to the Pay roll of the Hoek-Cloa Plant." The plan was announced by David C. Roccola, president, in connection with an expansion program which he predicts would double this year's sales. The company wants a plant which will employ some 1,500 men and some time ago had 1,200 on its pay roll.

"The plan is to add approximately 1,500 men to the pay roll of the Hoek-Cloa plant," he asserted.

"I believe every manufacturer should co-operate with President Roosevelt and Mayor Kelly in the effort to employ more men during the program, and that for the addition of more items for

manufacture, will mean an increase in the pay of the manufacturing industry for a month.

"The volume of business done by the firm in 1937 amounted to \$10,000,000, but we expect to reach \$10,000,000 in 1938."

"The company manufactures bowling alleys, phonographs, robot baseball bats and a whole host of other toys. The additional men will be employed gradually as production is increased, he explained.

Operators Are Employers

An interesting sidelight on the number of people given employment by the coin-chute machine industry was given recently by Curley Robinson, manager of the Associated Operators of Los Angeles County, California. Mr. Robinson stated that the organization had a membership of 33 operators and that these operators had in their employ more than 500 people. The established operators today in fact employ and more an employer of help and this fact should be considered in weighing the contributions of the industry to the employment in the nation.

John D. Biggers, director of the recent unemployment census, has urged the creation of an emergency agency for planning for re-employment of the unemployed. Mr. Biggers said the "substitution of gains gained from the recent census" will provide the most optimistic outlook for the industry to be available on unemployment.

Kansas City

KANSAS CITY, Mo., Jan. 29.—Commen of this section returned home from Chicago and the annual coin machine show this week with an enthusiastic report of the progress made by the industry in the last year. And to add to the gratification afforded at the show, manufacturers, distributors and operators from Kansas are to be recognized on the upgrade when they returned.

Tim Crummett and Rue F. Mason, of the Central Distributing Company, returned from Chicago with a report of the most important event of their trip according to Crummett, was the contract signed at the show for Central to become distributor here for the new Bar-Cole machine. Within three days Central reports 10 units and it is reported that many more sales will be made in the next few weeks.

United Amusement Company, thru Carl Hoelzel, has attracted much attention with its booth at the show and reports many sales resulted. Hoelzel returned to Kansas City this week saying he was happy the show was over for he has been ready for a long time to begin. His chief interest nowadays in the manufacturing of a new bowling game which he calls Skill-Ball.

Hoelzel said his factory is producing Skill-Balls at the rate of one a day and that orders for the 29 units he has already appointed are absorbing each game as it comes off the line.

Hoelzel announced he had bought out all the equipment of the Westport Distributing Company, 200 Westport, Mo. The lot included about 75 machines of various types, all coin-operated. Hoelzel said he had bought the lot in addition to the United building on Main street in Westport, Mo. He said the lot was sold at a low price because of the cold weather, but it will be completed in a few months.

Joseph Berkowitz and his Universal Manufacturing Company, 200 Westport, Mo. The Universal Manufacturing Company is rushing production under Berkowitz's guidance and anticipates an average selling fast. Berkowitz says a better year for 1938.

BLOK
IN THE WHOLESALE
MECHANISME SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Go in' to Town in 1938?

HITCH YOUR WAGON TO THE

PONSER STAR* and RIDE!

WE DISTRIBUTE ONLY THE BEST . . . A.B.T., CHICAGO COIN.

DAVAL, GOTTIEB, GENCO, KENNEY, MILLS, TRU-SHOT

* with its weight in bread and butter.

THE GEORGE PONSER ORGANIZATION

33 WEST 60th ST., NEW YORK CITY

11-15 East Houston, NEWARK, N. J.

1435 Bedford Ave., BROOKLYN, N. Y.

100 North Franklin, PHILADELPHIA, PA.

303 W. Adams St., JACKSONVILLE, FLA.

PLAY BASKET BALL

20 SHOTS 1c

LEVER ON RIGHT PLAYS BLACK BASKET
LEVER ON LEFT PLAYS ORANGE BASKET

PENNY BASKET BALL

100% LEGAL

Duplicated All the Thrills of Real Basket Ball

At an Extraordinary Low Price

High-Grade Machine

Price \$12.50 Each

(In Lots of 50)

High of \$12.50 Each

Low of \$10.00 Each

FREE DELIVERY

FREE GAME

Terms Cash order,
Balance C. O. D.

D. ROBBINS & CO.

148 E. 14th St., New York, N. Y.

Lottery Advocate Dies in Plunge

WASHINGTON, Jan. 29.—The body of Representative Edward A. Kennedy (Dem. N. J.) was found in the courtyard of a hotel here on January 27. He apparently had been killed in a fall from a sixth-story window. He had been a guest at a party sponsored by the New Jersey State Chamber of Commerce the evening before.

The coin machine industry had been interested in Kennedy's efforts to secure the passage of a national lottery bill. He was the most active champion of a bill for such a lottery.

It was believed that Kennedy retired in a room in the special suite after the party and stumbled out of the window during the early morning darkness, perhaps mistaking the high French window for a closet. There were no witnesses on the windows, the police indicated.

Kennedy, representative from the Ninth New Jersey District, first was elected to Congress in 1932, taking his seat in March, 1933. He was re-elected to serve in the 74th and 75th Congresses.

He was born in Clinton, Mass., took a bachelor of arts degree from Williams College and received a bachelor of laws degree from New York University. He was admitted to the New York bar in 1908.

The Greatest Small Deal In The Nation

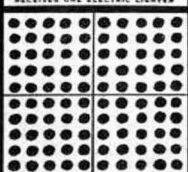
100,000,000 PROSPECTS
FOR THE NEW ELECTRIC
CIGARETTE LIGHTER Sensation

Good for AC or DC Current. Manufactured in U. S. A.

5¢ per CHANCE



4 WINNERS 4
CIGARETTE LIGHTER
WINNING NUMBERS
23-33
PARTY TAKES LAST PUNCH
REGULAR ONE ELECTRIC LIGHTER



Almost Exact Size.

ALL MERCHANDISE GOLD ON A MONEY-BACK GUARANTEE.
ALL ORDERS SHIPPED SAME DAY RECEIVED.

BROADWAY PREMIUM CO.

1 West 60th St.

New York City



MEN & MACHINES continues this week personal and humorous notes of the 1938 Coin Machine Show that were omitted from *The Billboard* last week on account of lack of space.

That wardrobe of Babe Kaufman's lived up to all advance notions. None new but in the same dress twice. She stopped the banquet cold when she walked into the Grand Ballroom.

Many ops were intrigued by the display of the General Electric Company, where the largest and smallest electric light bulbs were on display. "The largest had a capacity power of a million and a half, while its small brother could boast of a beam of one-tenth of one candle power."

Those crowded elevators were a real problem. One carrying a big load got stuck between floors for about 20 minutes. When the car finally got going again it discharged passengers looking like they had slipped right out of a turkish bath.

Sam Wolberg, of the Chicago Coin Machine Manufacturing Company, is satisfied that the 1938 Coin Machine Show proved without doubt the value of the industry toward legitimate novelty games. "I was one of the first to show the keenest interest in our novelty games," he stated, "and broke all previous records for sales actually made at the show."

This was the first time Universal Manufacturing Company ever journeyed from Kansas City to the show. Joe Berkowitz, general manager, stated that

A Safe, Committed, Ever-Ready, Useful and Necessary Article in Every Home and Office. Guaranteed for One Year. Games are LOYALTY, VIGOR and COLOR.

ONLY LIGHTS WHEN HELD AT SMOKING ANGLE.

HERE IS THE ELECTRIC LIGHTER DEAL.

A TREMENDOUS \$ MONEY MAKER.

Within Everybody's Pocketbook. Only 5¢ Per Chance.

THE DEAL

| | |
|----------------------------------------------------|---------------|
| Gives Away 4 Lighters to 4 Winners | 4 |
| Gives 1 Lighter to Seller | 1 |
| Card | 1 |
| TOTAL LIGHTERS | 5 |
| Board Takes In | \$5.00 |
| Cost You Complete with Salesboard (10 Lots of 100) | 1.60 |
| Your Profit | \$3.40 |

SAMPLE DEAL.....\$1.95
(5 Lighters and Salesboard)

ONE SAMPLE LIGHTER.....40c
ONE SAMPLE BOARD.....25c
Send 1/3 Deposit. Balance C. O. D.

he believed the affair was a good investment for any manufacturer to make. He was well satisfied with the show and is coming back next year with some real ideas.

D. M. Firestone, of Stewart-McClair, is just completing one contract for the new hexagon gum machines to the Illinois Vending Company. J. M. Breston is another firm which reported unusual business. They said their radios were going like hot cakes.

On Sunday night before the show Jack Kellner, Midwest manager for the Rowe Manufacturing Company, tossed a party for the Midwest Rowe operators. A crowd of 120 guests were on hand at the Medinah Athletic Club for the event. Ed Levine, of "The Operators'" honor roll organization, was the host for his 11 years' experience. Other guests included: Other prominent guests who were knighted, too, were Mr. and Mrs. William Zerkke, Fred Zerkke, Ann Albony John Dahl, Omaha; P. E. Coxe, Muskegon; K. Mether, Freeport; H. Howes, Detroit; Rose Burkart, Minneapolis.

The many friends of the following were disappointed upon failing to find them at the show: H. H. Savage, Fort Worth; Carl S. Mantell, Baltimore; Jack Foster, Harrisburg; P. Barney Rabb and Henry Gotsch, of Rockville, Md.; Y. H. Zakow, York, Pa.; Bill Thompson, of Wilmington, Pa., and several others.

Ernie Walker, of Fort Worth; Joe Ash, of Dallas; and Ed McLaughlin, of St. O'Melle, of Atlas' Pittsburgh office, were

seen together nightly in the coffee shop of the hotel after the show closes up for the night. "Quite a lot of the operators from Pennsylvania, West Virginia and surrounding territory were entertained by Phil Greenberg and Art O'Melle, of Atlas Novelties' Pittsburgh branch.

Martin J. Smith, National Amusement Company, Los Angeles, Calif.; Jack Nelson, Rock-Ola vice-president, and B. D. Lucas were seen in the lobby. A bit of eavesdropping disclosed that Lazar was promoting a wrestling match before the show. He had, incidentally, the Lazar boys on hand three days before the show. He had completed a deal with the Rock-Ola Manufacturing Company whereby their territory in the state of New Jersey, New Jersey, part of New Jersey and the State of Pennsylvania, is being sold to the firm at the private suite at the hotel in which the entire Rock-Ola line was on display. The boys from Pittsburgh were particularly enthusiastic over the new Talkie Horsepoo.

Harry Cohen, of Ohio Specialty Company, and Max Smith, of Sicking Manufacturing Company, Cincinnati, showed the boys the art of demonstration. They were successful in making several sales on Steppin' Sam, the novelty jigger. Cohen must also have an interest in fiction or was at least an avid reader of manufacturers 10-gallon hats.

Altho Art Nagel was seen around Chicago several days before the show opened and throughout the four days of the show, his "better half" didn't join him until January 19. How come that?

Al Mendez, Warriner district representative for the Electro-Converter Co. of Cuba and Puerto Rico in time to attend the big doings in Chicago. Al and his charming wife had a vacation in the great state's vacation trip, "which put him in great shape for the 'grind' in Chicago.

Word came from Florida that Bill Shayne has been appointed chairman of the Dada Company's Birthday Ball, the revenue of which, of course, is to be used in fighting infantile paralysis. When writing Shayne's commission George E. Allen expressed confidence that under his leadership Dada County will rank high in the nation's total.

Harry Mele, Williamsport, Pa., will be a participating operator. Use the show like a blanket. — M. Y. (Pete) Hlum, Valdosta, Ga., the grand old wreck from Georgia, took an unusual turn in the life of the party. There was nothing at all to show that he missed, according to reports.

What we'd like to know is who was the fortunate fellow to have his camera along at the banquet in the Grand Ballroom to snap those pictures of the dancing girls. How about sending us some prints?

Dick Hood and his hard-working assistant, Alpha Demaree, certainly deserve bouquets of thanks for the entertaining show they gave this year.

It was interesting, what was best for the show, to see the operators do the acts themselves, was the merry pace of the show. It was a big show, and the tempo lag. Table comment declared it the best ever enjoyed at the show.

Nat Coch, Sidney H. Levine, Joe Fishman, Steve Delwin and Jack Jardine led the show on Wednesday and led to Miami for a week's rest. — Arthur E. Kuprian, of New York, and E. H. H. Hackensack, N. J., were two prominent Jersey ops seen in the lobby. They were selling a deal for some of Stoner's tables.

The Pommer organization kept moving every minute. One of the big deals was the show on the Bang-Beer machine in the East.

Dave Robbins, of D. Robbins & Company, after selling big apple deals all over the show, was on hand for the Big Apple dance on the banquet floor. From all reports Dave does a much better job of selling than he is standing.

Jack Fitzgibbons, the big Bally man from the East, was well represented. One of his brood, Tommy Callahan, who was on his trip to the show, had the best time of his life.

Herman Budin was on hand with his wife. Upon leaving Mrs. Budin said,

ATTENTION OPERATORS

FOR BARGAINS IN USED MACHINES
ORIGIN FROM THIS LIST

| | |
|----------------------|---------|
| NOVELTY GAMES | |
| AUTO OPERATOR | \$18.00 |
| BALLY BOBSTER | 15.00 |
| BALLY CHICKEN | 15.00 |
| BALLY CIGARETTE | 15.00 |
| DAVAL BARRELL | 15.00 |
| DAVAL BARRELL | 15.00 |
| HOBIN RUC | 10.00 |
| STONE'S RACES | 40.00 |
| STONE'S RACES | 40.00 |
| BALLY'S SPIRIT | 15.00 |
| BALLY'S SPIRIT | 15.00 |

| | |
|----------------------------------------------|-------|
| ONE BALL AUTO MATICS | |
| "PHEARNED" | 40.00 |
| "GOLDEN WHEEL" | 40.00 |
| "FAIR GAMES" | 30.00 |
| "FAIR GAMES" | 30.00 |
| "POST TIME" | 20.00 |
| "POST TIME" | 20.00 |
| "TYGON" | 15.00 |
| "TYGON" | 15.00 |
| GALLOPING GOMINES (Com- plete with model) | 50.00 |
| 1/2 size model | 50.00 |

Write for COMPLETE LIST OP
MONEY MAKERS. Wherever you
see this mark for the

ACME VENDING CO.

1121 St. Nicholas Ave. New York

"I had a wonderful time and I'll be back next year." Budin must have been a wonderful job taking care of his many beautiful friends. Whenever you find time to show his wife the town.

The booth of the Rock-Marble Company was struck a family affair. Two Blocka, three male and one female, made up the personnel.

The St. Louis delegation, headed by Carl Trippel and H. Bremer, did the convention with an great show. Whenever you see they seemed to enjoy themselves accordingly.

According to Joe Griener, advertising manager of Northwestern, the most missed girl at the 1938 show was Tom Johns, who was Miss Northwestern at the 1936 show. Hundreds of ops came up to the booth to ask about her, Griener reported.

Leon Berman made an agreement with the Electro-Converter Company, of Chicago, to sell its electric packs in the East. Berman, who is now in charge of Pittsburgh and will include every State from Maine to Florida. Berman stated that he will open offices in New York City upon his return from the show.

Dave Stern, of Royal Distributors, Inc., Newark, N. J., made a deal while at the show to distribute the newest Stoner's pay table in New Jersey. Dave reports that he was able to consummate the deal by placing a large initial order for immediate shipment. Stern also distributes the Bally line in Newark as well as Northwestern bill vendors and Waiting scales.

Leave it to the Southerners to pick the good-looking girl to represent them at their booth. Max and Harry Hurwich, of the Electro-Converter Company, were proud when they picked Evelyn Lang to hand out their literature. wasn't long before she had all the boys on the show to look over the Imperial Coin-Operated Billiard Table which the Hurwich brought up with them from the Deep South.

Bill Marmer, of the Sicking Manufacturing Company, Cincinnati, addressed the Windy City a week in advance to get the show on its feet. He stayed the session and then hurried back to Chicago to permit his partner, Ben Gold, to see to death on Chi for the last half of the convention. Both boys report they had a great time. They were to conclude, both from a business and laugh standpoint.

LOOK

IN THE WHOLESALE

MERCHANTS SECTION

for the

LATEST NOVELTIES, PRIZES

PREMIUMS AND SPECIALTIES

Get On The **GREATER PROFIT**
BAND WAGON with

"Bang-a-Deer"

The First and Only Practical

COIN OPERATED
SHOOTING RANGE

Absolutely
LEGAL



NOTICE
"Bang-a-Deer" Mechanism
only produced by U. S. Pat.
ent. Foreign Patents Pending.

LOOK at these Amazing BANG-A-DEER FEATURES

- Mechanically Perfect
- No Attendant Needed
- No Empty Shells on Floor
- Noiseless Mechanism
- Smokeless Bullets
- Competitive Play
- Shatterproof Glass
- Handsome Cabinet
- Completely Safe
- Player Loads Own Gun
- Coin Chute Rejects Slugs
- Cash box under separate lock

BANG-A-DEER is just the nickel-gathering amusement machine the coin machine industry has been waiting for. Completely different in principle and operation from any other coin-operated amusement device. Actually supplies the player with three real bullets upon deposit of a nickel—the bullets are fired one at a time through a genuine Remington Rifle with perfect safety, as a moving target. Scores are recorded on brightly lighted dial.

Get Your Share of the Greatest
NICKEL HARVEST. Write for Details
TRU-SHOT CORPORATION

(A Subsidiary of the Steel Materials Corporation)

17210 GABLE AVENUE

DETROIT, MICHIGAN

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

ONE BALL AND SLOT BARGAINS THIS WEEK'S SPECIALS

61 CLASSICS . . . \$29.50
40 RACING FORMS 29.50
39 GOLDEN
WHEELS 29.50
10 FOTO FINISH.. 29.50

BLUE FRONTS, D. I. \$39.50
BLUE FRONTS, S. J. 42.50
WAR EAGLES. . . 32.50
LION HEADS 24.50
EXTRAORDINARIES 27.50
CHERRY BELLS . . . 57.50

PHONOGRAPHS

P-10 WURLITZER. . \$69.50
P-12 WURLITZER. . 89.50
DANCE MASTER. . 69.50
DO RE MI 99.50

CONSOLES

PACES RACES }
Heavy Duty }
Motor } \$129.50
3700 to 3900 }
NEW 25c PLAY.. 265.00

1/3 DEPOSIT

GERBER & GLASS 914 DIVERSEY
CHICAGO, ILL.

Demand Continues On Pre-Show Games

CHICAGO, Jan. 29.—Discussing the results of the recent 1938 Coin Machine Show, Ray Moloney, president of Bally Manufacturing Company, revealed that his immediate problem is to boost production on three machines which were on the market prior to the convention.

"In spite of the tremendous interest in Bally's Bell and other new Bally numbers," Moloney explained, "the games which led in sales volume were games which we released in advance of the show. I refer, of course, to the Bally Zephyr, novelty pin game; Bally Entry, multiple one-shot, and Lincoln Fields, console. The unusual interest in this trio, in the fact of a bewildering array of new machines, I attribute to the fact that all three were earning top money on location for several weeks before the show. The operators figured they were betting on a sure thing when they placed further orders for this proven trio at the show and, as a result, we will be running the factory to peak capacity for at least three weeks just taking care of orders on these three machines.

"Bally Zephyr, in the novelty class, is being operated either as a 3-ball or a 4-ball game. It features a polished mirror-like chrome metal playfield and the famous rubber-tire bumpers originated by Bally. The novelty of its Wandering Thousand idea, whereby certain bumpers constantly change in value, is making a hit everywhere, and operators predict that Bally Zephyr will be the 1938 successor to our famous Bumper sensation. Bally Zephyr features an award meter as standard equipment.

"Bally Entry, in the multiple one-shot class, is unique in that all pockets pay as distinguished from the selection type

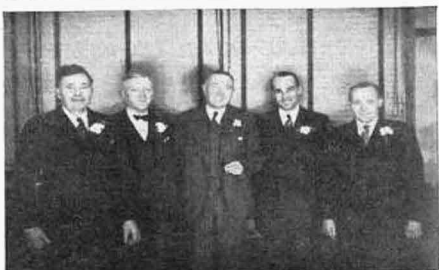
one-shot game. Even the out-hole pays when the out-hole light is lit, and the mystery feature, so essential to one-shot success, is supplied by a mystery double-pocket.

"Lincoln Fields has been proving one of the season's most spectacular money-makers in the console class. In fact, some of the collection reports received are simply too sensational to print. Lincoln Fields is a triple-dial 7-selection console, featuring an 88 top on elections and a \$50 gold award for 3 dally doubles. This award plan in itself is sufficient to explain the tremendous play which Lincoln Fields is getting on location. The machine is also available with a novel skill feature for certain territory, and this model is known as Bally's Skill Field."

Texas Firm Handles Bally Baskets Game

DALLAS, Jan. 29.—Coinmatic Sales Company is distributor for Bally Manufacturing Company's new Bally Baskets and other automatic coin machines of the Bally line. H. W. (Bob) Hunter, formerly with the Hunter Sales Company, is the head of the new distributing firm. Hunter attended the Chicago Coin Machine Show and completed arrangements to bring back to Dallas a complete line of all the Bally equipment displayed at the Chicago show, according to reports.

H. W. (Woody) Mann, of the Coinmatic Company's sales and service department, advises that the new firm is having plenty of inquiries and orders for the new basketball game and that it is also doing a good business with the Bally pin games. Bull's Eye and Zephyr.



EXECUTIVES OF H. C. EVANS & COMPANY photographed during 1938 Coin Machine Show. Left to right: Phil Praser, superintendent; Rex Shrier, assistant general manager; R. W. (Dick) Hood, president; Ed Collins, chief engineer, and Peter Halsey, superintendent wood-working department.

SURPRISE OF THE SHOW!

Outstanding Low Price Hits!

SLUGGER 5-BALL BASEBALL NOVELTY

The big Gottlieb-quality game at an unbelievable low price! Massive cabinet, 22"x44". Giant backboard, 21" square, flashes animated lights running the bases. Runs recorded on score board. Mystery slot revolves new ingenious twin spinner discs. Lower disc shows Visiting Team, which represents odds. Top disc shows score which player must beat to win. An assortment of award cards furnished. New simplified mechanism, mushroom-type bumper-springs, new barrel and coil springs. All the play and appeal of highest priced payouts, at, believe it or not

\$69.50

WRITE FOR CIRCULARS AND QUANTITY PRICES

D. GOTTIEB & CO., 2736-42 N. Paulina St., Chicago

PLEASE BE PATIENT!

We are doing all we can to fill orders with all possible speed!

IMMEDIATE DELIVERY ON ALL MACHINES



GIANT GRIP SCALE

ABSOLUTELY LEGAL

The little grip tester that "clicks" everywhere! Test rings at top number or wherever set by operator. Tension adjustable, to suit location. Beautifully finished in cracked red duc, chrome trim. Rubber suction cups hold it to any counter. Button in the rear clears slot of any obstruction. Order one for each location! Metal Stand, \$2.50 extra.

\$17.50



NEW!

MR. OPERATOR:

"Pork and Beans" is the newest creation among money-makers. One hundred test locations will prove this fact. A brand-new idea in a payout card with plenty of pep and profits. Six tubes in \$27.00, average payout \$26.50, average profit \$30.50. All 55 seals go out paying 25¢ to \$1.00. Players go for it because they have a chance to win. Sample deal complete \$4.00, dozen lots \$36.00. Refills and cards \$24.00 per dozen. Federal tax paid, express prepaid on all orders in U. S. Wholesalers, jobbers and distributors, write for quantity prices.

GO GETTER JAR CO.

P. O. Box 691

TYLER, TEXAS



Basket-Ball Game Upheld by Jury

MILWAUKEE, Jan. 29.—A civil court jury held January 29 that a coin-operated basket-ball game is not a gambling device. The jury of four men and two women handed down their decision after an all-day hearing in court. The prosecution argued that the novel machine came under the ban of the city's anti-gambling ordinance.

Joseph A. Paray, counsel for Leslie Dallmann, owner of the machine, asserted it was not a gambling device, that it did not exist when the ordinance was passed and that no evidence had been presented that it had been used for gambling in the week it had been operated in the location.

An appeal from the jury verdict was filed in Circuit Court January 24 by the prosecutor. The original action, a replevin suit, was started against the police chief by Michael Klein, counsel for pin-ball interests.

BAGS OF GOLD 5¢

85¢

1.00

1.25

1.50

1.75

2.00

2.25

2.50

2.75

3.00

3.25

3.50

3.75

4.00

4.25

4.50

4.75

5.00

5.25

5.50

5.75

6.00

6.25

6.50

6.75

7.00

7.25

7.50

7.75

8.00

8.25

8.50

STAKE YOUR CLAIM WITH

"BAGS OF GOLD"

Jack Pot Cash Pays \$50.00

SAMPLE DEAL COMPLETE, \$4.00

Doz. Lot Prices, Retail (With Cash) \$ 20.00

Doz. Lot Prices, Complete Deal, Doz. \$ 30.00

Doz. Lot Prices, Complete Deal, Doz. \$ 40.00

AVERAGE PROFIT \$ 44.00

This Deal also pre-paid with \$50.00 or \$75.00

Tickets at slight additional cost.

Write for Quantity Prices.

1732 Belmont, Balaire G. O. D.

MONARCH COIN MACHINE CO.

DISTRIBUTORS

1731 BELMONT AVE. CHICAGO, ILL.

Are You on Our Mailing List?

Have You on Our Mailing List?

Have You on Our Mailing List?

Have You on Our Mailing List?

Have You on Our Mailing List?

Have You on Our Mailing List?

Have You on Our Mailing List?

Have You on Our Mailing List?

Have You on Our Mailing List?

Have You on Our Mailing List?

Have You on Our Mailing List?

Have You on Our Mailing List?

A SQUARE DEAL TO ALL

All Machines Have Been Reconditioned Ready To Operate.

| | | | |
|-----------------|--------------------|----------------|-------------------------|
| ROCK WORLD | EQUALITE | OUT BOARD | \$ 20.00 |
| SLIDE | BALLY SPINNS | WINNER | 19.50 |
| ORLIE POGGY | CARDM | HIGH-LOW | 18.50 |
| BALLY | PLANTOM | PINK PEAK | 18.50 |
| LOW GARD | PROGRAM | SUNNY CHAMPS | 25.00 |
| HIGH GARD | 5-0 RACE | BALLY FAVORITE | 28.00 |
| MULTIPLE | DAYTONA | BURNING WILD | 19.50 |
| BALDING FORMER | EAST & WEST | TRACK TIME | 27.50 |
| STONER BALL FAN | AIR WAY | FINAL SCORE | 10.00 |
| JENNINGS JR. | 8-BALL | | |
| \$30.00 | WATLING, JR. | \$30.00 | WATLING FORTUNE \$35.00 |
| | One-Third Deposit. | | |

VEECH SCALE COMPANY, Decatur, Illinois

Fitz Brings Back Big Bally Line

NEW YORK, Jan. 29.—John A. Fitzgibbons, Bally's Eastern representative, brought back the largest line of games for the operators in all the firm's history. It is reported, according to Fitz, "This is the first time in our history that we are in a position to offer every type of operator the equipment he seeks."

"We have Bally's new Frog Film for the phonograph operators. The Bally Bell and Mite! for the bell machine men. And as far as pay tables, novelty pin games, consoles and counter games are concerned, there is no doubt that the Bally Line will lead the rest. We also are ready for the vending machine operator with our Vendex, the coinated, "which brings pop corn or peanuts to the public in a new way."

Fitz revealed that he believes the new Bally products will prove of unusual interest to everyone in the East and that

HAVE FOR SALE

8 East Base Tels. \$125.00; 8 East Balaire Drones, \$125.00; 10 Mills Fishes, 10¢ Per \$100.00. All in perfect condition and low list new. 1-2 with Order. R. E. PASSMORE, 317 S. White Ave., St. Paul, Minn.

the display of all the line as shown in Chicago is bound to capture a great deal of attention. The firm's three offices in the East will have the machines on display and will have them traveling throughout this area showing the new products to the operators.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.
H. C. Evans & Co. A. B. T. Co. Western Equip. Co.
Groetken Mfg. Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

STOP!



\$179⁵⁰
F. O. B. CHICAGO

Everybody Stops For One • Two • Three

Huge illuminated reels are moved by bumper action of the ball. Automatic payout—an entirely different table. Mills Novelty Co., 4100 Fullerton Avenue, Chicago, Ill.

FOR SALE!

2000

BRAND NEW AND USED
SLOTS, PHONOGRAPHS,
1-BALLS, PIN GAMES,
COUNTER GAMES, PARTS,
SUPPLIES, ETC., ETC.



Quick—Write for Complete Price List!

"Save with Vernco"

THE VENDING MACHINE CO., FAYETTEVILLE, N. C.

Jennings Keeps Promise to Ops

CHICAGO, Jan. 29.—"When announcing the new machines to be exhibited at the Coin Machine Show, O. D. Jennings & Company pledged itself to give the coin machine operators several new machines suitable for operation in inactive territory," stated Jerry Halsey, sales manager, in commenting on the success with which Jennings machines met at the show. "O. D. Jennings, president, said he was keenly interested in releasing machines completely different from the ordinary run of coin-operated devices, six new numbers were released during the show," Halsey went on. "Two numbers in particular were hailed by operators as the answer to their cry for something different. Super-Charger, the game that does not have a coin chute but is operated by remote control, proved to be a sensation. It cannot be classified as a coin-controlled device, yet it has all the fascination and earning power of the best coin-controlled game.

"Our second outstanding release," he continued, "is the Model X V Clips-Rolls. The standard Model V Clips-Rolls is already being used in many sections where ordinary bell types of machines are not permitted. This new model offers even greater possibilities, for it offers the player the option of purchasing a package of his favorite brand of cigarettes by depositing the usual retail price, or he may deposit 5 cents and take the opportunity of receiving from 1 to 10 packages. This machine is selective and vends six different popular brands.

"Pick-Em, a new idea in 7-point selective race-horse console, greatly appeals to ops using de luxe payout equipment," Halsey declared. "Bunco, a four-way multiple console, won least acclaim. For the check machine operator Triplex Chief took the lead. Triplex can be played with nickels, dimes and quarters. "The news of these new numbers," Halsey concluded, "attracted approximately 2,000 ops to our plant during show week, not counting the thousands more who viewed our equipment on the floor of the convention hall."

| | |
|----------------------------------------|----------|
| 9 Reg.-Oa Lowboy Scales, used 6 months | \$ 28.50 |
| 2 Rock-Ola Highboy Scales, Porcelain | 39.50 |
| 1 Jennings Junior, Porcelain | 35.00 |
| 1 Royal, Porcelain | 20.00 |
| 15 Main Modern Scales, very clean | 28.50 |
| 5 Watling Juniors, Porcelain | 25.00 |
| 2 Baby Classics | 25.00 |
| 1 Racing Form | 10.00 |
| 1 Mills Post Time | 12.50 |
| 1 Turf Champ | 10.00 |
| Wardlers, #12, #17, perfect | 115.00 |
| 1 Seeburg Symphonola No. 502 | 60.00 |
| Model "A" Symphonola | 80.00 |
| 1 Gonzo Fiddle Wheel, Milco | 97.50 |
| 1 Chk. | 97.50 |

Assorted Counter Games and Slots.

E. O. LIKENS,
924 Fifth St., N. W., Washington, D. C.

IT'S NEW! IT'S HOT!
IT'S A WOW!
- THE BIG APPLE -
A NEW THIN HARLICH JACKPOT BOARD
IT'S GOT THAT EXTRA WALL-OP THAT BUILDS PROFITS—FAST

No. 11043

Takes in \$50.00
Average Payout - \$26.00
Av. Gross Profit - \$24.00

ORDER TODAY!
BE FIRST!

1000 Models

PRICE
\$250
EACH
PLUS 1% TAX



HARLICH MFG. CO. 1413 W. JACKSON BLVD.
CHICAGO, ILLINOIS

SUBSCRIBE TO THE BILLBOARD
Be Ahead of the Crowd

SALESBOARD OPERATORS

Read

"DEALS"

A column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

MACHINES AT BARGAIN PRICES

| | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| 7 1000 Model Bunco; THE SEEBURG ISLAND DIGGERS Series BRO-070-082-075-076-074-074. These Machines Used 6 Months, Like New, Guaranteed, Complete With Candy and Dress | \$85.00 EA. |
| 3 MILCO BLUE FRONT, Series #71555-357423-269332-269477-7002, Like New, Guaranteed | 39.50 EA. |
| 3 WATLING #102, TOPP, Series 66518-15416-7027 | 27.50 EA. |

E. J. Deppell, Batavia, G. O. D.
JAMES SCOTT, Huntsville, Texas!

NEW NOVELTY BASEBALL GAME SENSATION!

RUNS IN LIGHTS!

LIGHT-UP DIAMOND!

Base hits light up—advantage to home as hits are automatically registered.

"HIT THE UMPIRE" REGISTER!

Lights up and registers hit when "Hit the Umpire" Post is hit. Player gets two runs in total.

STRIKE REGISTER!

Strikes register in lights, and strikes automatically causes Out to light up.

OUT REGISTER!

3 Outs and the game.

BASE HIT BUMPERS!

3 NEW TYPE COMBINATION HOME RUN POSTS!

"HIT THE UMPIRE" POSTS!

STRIKE SPRINGS!

Only 2, placed at lower part of field.

COIN CHUTE

BALL RELEASE

No Ball Life—just insert coin and play!



CHICAGO BASEBALL

YEAR AROUND APPEAL
Remember CHICO BASEBALL is not temporary in appeal and is especially powerful during the 6-8 month Baseball Season.

AN APOLOGY AND A THANK YOU!
Please accept our sincere apologies for any delay in shipping your orders. Again we stepped up production by working day and night, and can now promise 48 hour shipment on all orders.

Write the Illustrated Literature Or See Your Jobber.



CHICAGO COIN MACHINE MANUFACTURING CO.

1726 DIVERSEY BLVD. CHICAGO, ILL.

\$74.50

The Field
F. O. S.

CHICO DERBY

at a ridiculously low price. Write or Wire at once!

FLASH!!

LEE'S SPECTACULAR TRADING POST DEAL

FREE GENUINE DIAMOND RING



THIS is the first time in the history of this business such a spectacular trade-in offer has been included in this type deal.

NO INCREASE IN PRICE

Everybody gets Free Trading Post because...
100¢ value of goods...
130¢ Plus Tax...
\$15.00. Your price complete.

\$6.45

One Deal Free With Every Ten Orders. NO TERRITORY IS CLOSED TO "TRADING POST."

TERMS: 1/3 Down With Order, Balance C. O. D. NOTE—You can save C. O. D. charges if you send full amount with order. We now occupy our new and large... to see you better.

LEE MANUFACTURING CO.
805 W. MADISON ST. CHICAGO

Prospect of New Nickel

Replacement of buffalo nickel would affect certain types of coin chutes

WASHINGTON, Jan. 29.—A formal letter from manufacturers of coin-operated machines expressing their vital concern about the proposed new design to replace the buffalo nickel was received by the Treasury Department here. Several coin chutes in use on coin-operated machines, it is understood, are made to accept buffalo nickels only. This applies to those coin chutes that use the "feeder" principle to reject bogus coins and slugs. Just how many different coin chutes in use by the coin machine trade that would be affected by the new design in nickels is not known.

According to announcement by the secretary of the treasury, the familiar buffalo nickel will not be coined after February 31. Terms of a national competition among sculptors for the design of a new 5-cent piece, to be known as the Jefferson nickel, have been announced.

By law the design of a coin may not be changed often than once in 25 years. The law does not bar commemorative coins, which are not replacement issues. On February 31 the buffalo will have reached legal retirement age and Treasury funds have decided to retire the coin, which replaced the Liberty nickel in 1913. Retirement is optional with the treasury. The Lincoln penny has been in use since 1909 and there has been no suggestion for a change.

The competition for the design of the new coin, which will be conducted by

LUCKY PURSE DEAL



POCKET SIZE PROFITS WITH 1937'S BIGGEST HIT. A 1,200-unit brand with top picture feature...
Barrate \$9.75; Lots of 10 or More, \$9.50. Discount meeting at 100 units.

H. G. PAYNE COMPANY
312-314 BROADWAY, NASHVILLE, TENN.



3000 TICKET MIDGET JARS
TAKING THE COUNTRY BY STORM.
PRICE \$3.50 EACH—10% Discount in Order Lots.
CIGARETTE JAR, 24x100 100 Pack
MAYE & SMITH JAR, 24x100 100 Pack
BEER JAR, 24x100 100 Pack
MAGAZINE JAR, 24x100 100 Pack
HANDS JAR, 24x100 100 Pack
LARGE Variety of other jars, one dozen.
25% Special With All Orders.

H. S. SPECIALTY CO., 1216 Broadway, KANSAS CITY, MO.

the painting and sculpture section of the procurement division of the treasury, will close April 15. The judges will be Mrs. Nellie Taylor Ross, director of the mint, and three sculptors, Sidney Waugh, Albert Stewart and Heinz Wannecke.

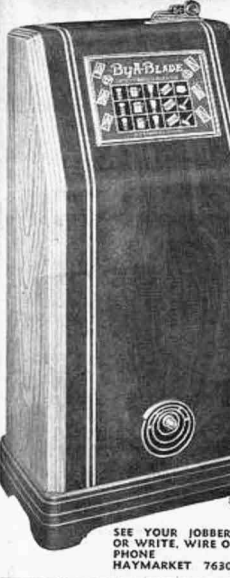
Each competitor must submit two plaster models, not larger than 8 1/2 inches in diameter, to represent both sides of the coin. Designs must be executed in relief on each side and the backgrounds must curve slightly from the center to meet the edge of the coin. The head side of the coin must contain an authentic portrait of Thomas Jefferson. The reverse side must carry a representation of Monticello, Jefferson's historic home near Charlottesville, Va. In addition to the words required by law the coin may contain the inscription "Monticello" to identify the architecture.

Coinage laws require that the head side of the coin must contain the word "Liberty" and the date of issue, which in this case will be 1938, and on the reverse side the inscriptions "E PLURIBUS

Unum" and "United States of America" and the denomination "Five cents." The coin should also contain the motto, "In God We Trust." All inscriptions must be in capitals.

The winner of the contest will receive a \$1,000 prize. He cannot sign his work and must make any changes suggested by the treasury department.

In view of the fact there is a prospect of changing the buffalo nickel to another design the following comment in a recent report from London, by Donald Woodhead, news reporter, will be of interest to the American trade: "Toward the end of this year of 1937, he is noted, the Royal Mint explained that it could not alter the best British coinage much as it would like to. The reason given was that no Chancellor of the Exchequer would willingly foot the creation which would be amount to and the hardship which would be created for the automatic trade. This is perhaps the highest official recognition that the industry has had from official circles for a considerable time."



EVANS' MYSTERY MACHINE REVEALED! BIG BLADE 100% LEGAL VENDOR

SENSATION OF THE SEASON

CHICAGO—Out at last! The basically NEW idea that stunned 'em at the show! For months you've heard rumors about this new mystery sensation. Radically different from anything! Legal as a peanut vendor, fast as a slot—the machine that puts as you back in the money! Here it is, ready to work 365 days a year for you. Opens hot spots and makes profits like you never dreamed possible!

SEE YOUR JOBBER OR WRITE, WIRE OR PHONE
HAYMARKET 7630

DELIVERS BLADE FOR EACH 5c!

For every nickel deposited, purchaser receives a super-quality, double-edge safety razor blade—an article of recognized standard value anywhere, easily worth a nickel. BUT THE PURCHASER MAY RECEIVE EXTRA VALUE! Based upon the inherent right of everyone to barter and trade, certain blades vend from this machine if the or may not be resold to the location for 10c to 52 each, depending upon the COLOR COMBINATION of the wrapper!

ABSOLUTELY LEGAL!
Do not confuse this machine with so-called "legal machines." IT IS 100% LEGAL EVERYWHERE!

HOW THE VENDOR WORKS

When a nickel is inserted, glass cover, decorated with colored symbols of shaving implements, flashes lights with tinted lights. They come to rest on a combination that determines the wrapper of the blade which is placed in a drawer in base of machine.

OTHER FEATURES!

Handsome streamline cabinet of black walnut with curly maple trim, 16" deep by 23" wide and 50" high! Sloped front—no crouch, no bend, no blink. Equipped with famous EVANS' Anti-Slug Coin Chute. In every detail a masterpiece of Evans' precision-engineering! Special package blades packed in proper assortment supplied by Evans only. Perfect performance under any condition guaranteed when Evans merchandise is used! Copyright and Patent Applied For.

H. C. EVANS & CO. 1522 - 28 W. ADAMS ST. CHICAGO

SACRIFICE—To Quick Buyer 15 ROCK - O - LAS - REGULAR Like New - \$89.50

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BALLY ZEPHYR

A hit before the show and still a hit! Proven money-maker in the novelty class today in either 3 OR 4-BALL PLAY. Gleaming metal play field, rubber-tire bumpers and installing new "WANDERING THOUSAND" score idea. Order yours now!

BALLY ENTRY NEWEST MULTIPLE 1-SHOT ALL POCKETS PAY!

First really new multiple 1-shot in a year and smashing all past multiple records with "ALL POCKETS PAY" feature. Protect your spots by ordering BALLY ENTRY today.

\$79.50

F. O. B. CHICAGO

**AWARD METER
STANDARD EQUIPMENT**

LINCOLN FIELDS TRIPLE DIAL CONSOLE, 7-COIN PLAY \$50.00 GOLD AWARD!

Imagine \$8.00 top on selections and \$50.00 Gold Award on Daily Doubles! No wonder this beautiful, mechanically perfect console is grabbing the choice locations from Coast to Coast! ALSO AVAILABLE WITH CLEVER SKILL FEATURE (specify BALLY'S SKILL FIELD). Write for prices and complete details today . . . or see your jobber!

● YES! WE'RE STILL IN PRODUCTION ON FAIRGROUNDS!

BALLY MANUFACTURING CO. 2640 BELMONT AVENUE
CHICAGO, ILLINOIS, U. S. A.



F. O. B. Chicago



BEI MIR BIST DU SCHOEN

Another one of Globe Creations which outsteps 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 Off (Featuring 3-55.00) . . . 23.25

Price \$1.35 Plus 10% Tax.

BUY NOW WHILE IT IS HOT.

GLOBE PRINTING CO., 1023 RACE ST., PHILADELPHIA, PA.

WURLITZER P. \$84.50

412 . . . \$109.50 | 616 . . . \$149.50 | 716 . . . \$169.50 | 616A . . . \$199.50
(In Lots of 10. Single Machines, \$5.00 Extra.)

ROCK-OLA—Late 1936 Model—\$89.50

RECONDITIONED CIGARETTE MACHINES—Rowe's, Stewart & McGuire, National. ALL MACHINES GUARANTEED PERFECT CONDITION. WRITE FOR PRICES.

BABE KAUFMAN MUSIC, CIRCLE CORP. 250 W. 54th St., N. Y. C.



NO MORE CHISELING

POLISHED ALUMINUM SLOT GUARD COMPLETE

WITH SCREWS. **\$1.00** EACH

CENTRAL DISTRIBUTING CO., 105 West Linwood, KANSAS CITY, MO.

Top Player Appeal In Rock-Ola Games

CHICAGO, Jan. 29.—According to a group of operators who conferred with N. L. Nelson, head of the games division at Rock-Ola, seeing the new 1938 Rock-Ola-Ball and World Series displayed at the coinmen's show was like greeting old trusted friends.

In commenting on the consistent popularity of these two games, Nelson said: "It was a revelation to have coinmen tell us how pleased they were to see that the new 1938 Rock-Ola-Ball and World Series games were included in our present offerings. These games were offered a year ago as ideal games from every standpoint. They offered the excitement of competition and the challenge to skill. They were practical for any location, as they were absolutely legal and as a long profit, long-time investment, they were judged tops. So after a year out on locations these games have fulfilled all promises and have produced excellent results from the operators' viewpoint, as well as the customer's."

"Ops were amazed with the new 1938 Rock-Ola-Ball," Mr. Nelson continued. "Many improvements have been added. The new convenient 12-foot size was offered to meet the needs of locations where space was a factor to be considered. In answer to the plea of some ops features have been added to make the play noiseless. The extra feeder counter has been retained, for it protects operators' profits. The all-electric triple score feature, showing the previous high score, the score of the game being

PERFECT

JUST OFF LOCATION
READY TO OPERATE

| | | | |
|------------|---------|----------------|---------|
| Lucky Bell | \$50.00 | Shortman De- | \$20.00 |
| Berry Day | 50.00 | Archie Golf. | 50.00 |
| Conside | 80.00 | Derry Day | 25.00 |
| Bank Trac | 70.00 | Blades Wajal | 25.00 |
| Releg Club | 70.00 | Turf Champ. | 25.00 |
| Frank | 70.00 | Classic Equip- | 25.00 |
| Fair Game | 70.00 | Long Shave | 50.00 |
| Long Shave | 70.00 | Merfay | 25.00 |
| Merfay | 50.00 | Multiple | 15.00 |
| Rock-Ola | 50.00 | Boch, Matur, | 50.00 |
| Bally Bell | 45.00 | Gold Rush | 50.00 |
| Rever | 45.00 | Tycoon, Pro- | 50.00 |
| Prasnost | 40.00 | jector | 50.00 |

THEY WON'T LAST

Order Now — 1/3 Deposit.

PENINSULAR CANDY CO.

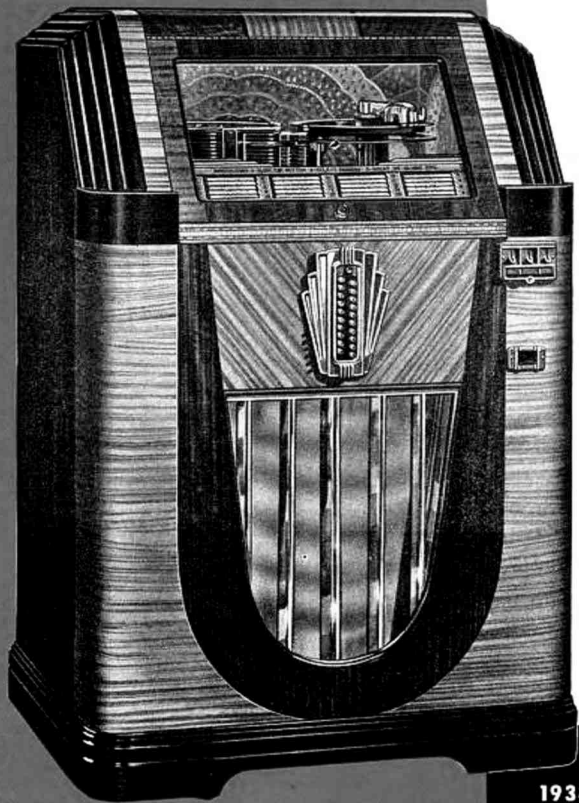
ST. CLINTON, OHIO.

played and the number of balls played was again included. With the unusual boom in bowling, Nelson concluded, "ops are pushing us to get Rock-Ola-Balls to them with all possible speed."

Nelson went on to point out that World Series, the game Dixey Dean introduced at the show last year, had caught the fancy of the sport-loving public and that after a year of public life its popularity still undimmed. "Players like this game," he concluded, "because they play an active part in it, and we are being kept plenty busy filling the orders placed for it at the show."

ROCK-OLA'S SENSATIONAL

1938 PHONOGRAPHS



Monarch
20

ALSO MADE IN
SMALLER
MODEL the

Windsor
20



New Features of the 1938 Mighty MONARCH-20

These new practical developments are supplementary to the many features which have established Rock-Ola supremacy.

- ★ New slug-proof, drop-style coin chute
- ★ New, dazzling, streamline cabinet design
- ★ New "Sorealis" light-up grill in pastels
- ★ New style slanting top displays mechanism
- ★ New program arrangement, no sloping
- ★ New "Ventilated Tangent Transducer" Tone Arm
- ★ New positive action play meter
- ★ Matchless Rock-Ola blended tone quality

Rock-Ola phonographs triumph again. Enthusiastic throngs at the Show unanimously acclaimed the mighty Monarch-20 and the majestic Windsor-20. The striking innovations in lighting effects and cabinet design, the favored 20-record selection, the visibility of record play and the sublimity of blended tone won popular approval. As a peer over all and as the best money-maker, the Rock-Ola phonograph is the unquestioned choice.

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