

RADIO — STAGE — NIGHT SPOTS — PICTURES — OUTDOOR

JANUARY 29, 1938

JAN 28 1938

The *15 Cents* Billboard

The World's Foremost Amusement Weekly



BENNY GOODMAN and HIS ORCHESTRA
Now at Paramount Theater, New York. Also Camel Caravan Program
Management: Music Corporation of America

BELL'S ORIGINAL



HAWAIIAN FOLLIES

Now Playing Repeat Full Week Engagements

WITHIN ONE YEAR!

ORIENTAL THEATRE, Chicago, Illinois, Jan. 28-Feb. 3, 1938

LYRIC THEATRE, Indianapolis, Indiana, Feb. 4 - 10, 1938

RIVERSIDE THEATRE, Milwaukee, Wis., Feb. 11-17, 1938

"PREVIOUS" SMASH WEEKS

ORPHEUM THEATRE,
Los Angeles, May 4-11,
1937—Grossed \$13,580.

RKO GOLDEN GATE
THEATRE, San Fran-
cisco, Calif., May 29-
June 2, 1937—Grossed
\$19,522.

PALAMAR THEATRE,
Seattle, Wash.

RKO COLONIAL,
Dayton, Ohio—Socho!

BEACAN THEATRE,
Vancouver, B. C.

DENVER THEATRE
Denver, Colo.
Oct. 28-Nov. 4, 1937

RECORD WEEK
AGAIN!

ORPHEUM THEATRE
Salt Lake City, Utah
August 11-17, 1937



EIGHT BIG ACTS

Of Stage Entertainment

ON THE STAGE IN PERSON!

Direct FROM THE PARADISE OF THE PACIFIC!
A Ship-load of Beautiful Maidens in a Show Never Before Duplicated!

Bell's Original HAWAIIAN FOLLIES

Featuring

ROBERT BELL (Himself)
Hawaii's Greatest Entertainer
HONOLULU CITY TRIO

NEKI LA MAKA
Waikiki's Beach
Queen of Dancers

Princess TEIHE KAHI
Hawaiian Rumba Dancer

Original MOANA HOTEL BAND

ALOHA LAMI
Hawaii's Most Graceful Maiden

BABY JOY
Hawaii's Shirley Temple

JOHN KA HOOKONA
Tenor Soloist

ALL NATIVE STARS WICKI-WACKI WOING IN WAIKIKI!

SEE THE SACRED LOVE DANCES

The KANI LOKI

Newest Island Version of the HULA!



ROBERT BELL
Owner and Manager

Says: I always deliver a clean sock unit each year, packed full of real entertainment containing comedy, music, singing, dancing—a show different that will really break the monotony of pictures!



"742 THEATRE MANAGERS CANNOT BE WRONG"

This unit has played the following Theatre Circuit, and in each case playing every theatre consecutively. We welcome you, in fact we dare you, to write them and get a report on this unit from any angle. The show has proven conclusively the basic fact of all show business "If you have something the public wants they will buy it." The result of this has allowed BELL'S HAWAIIAN FOLLIES to mount up tremendous box-office grosses "plus a tremendous audience reaction and appreciation." The show is clean! It's different! It's flash! Get reports from: Wilby-Kinsey Paramount Circuit, Charlotte, N. C.; Lucas-Jenkins Paramount

Theatres, Atlanta, Ga.; Sparks Paramount Theatres, Jacksonville, Fla.; Butterfield Theatre Circuit, Detroit, Mich.; Shea's Theatres, New York City, N. Y.; Warner Bros. Theatres, New York, N. Y.; Maine and New Hampshire Theatres, Boston, Mass.; Malco Theatres, Little Rock, Ark.; Great Lakes Theatres, Chicago, Ill.; Graphic Circuit, Bangor, Me.; Interstate Circuit, Boston, Mass.; Fox Mid-West Theatres, Kansas City, Mo.; Theatrical Managers Circuit, Indianapolis, Ind., or any legitimate theatre booking agency in America.

SHOW SUMMARY, EQUIPMENT AND PROPERTIES

The unit does a forty-five minute to a one-hour show and claims THREE SOCK ACTS. It carries its own beautiful Hawaiian scenery, legs, border, drop and butterfly scrim, ten pieces of LARGE BLDW-UPS for lobby display, animated sound trailer, beautiful photos,

press book, newspaper mats, readers, full line of beautiful four-colored pictorial cards, one-sheets and three-sheets, and travels in its own ten thousand dollar Greyhound ballyhoo bus, and gives outside street ballyhoo before matinee and night show.

Exclusive Personal Management and Direction of **BOB HICKS PAGE**, 314 21st Ave., Altoona, Pa.

Contact for Dates, or **NAT KALCHEIM**, WILLIAM MORRIS THEATRICAL AGENCY, 1270 6th Ave., New York City.

The Billboard

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ADMISSION TAXES ATTACKED

Mixing, Beer-Barrel Dressing Rooms Draw Detroit AFA Fire

DETROIT, Jan. 22.—Improved working conditions of acts in night spots is the next objective of the American Federation of Actors, Walter Ryan, local deputy, indicates. Inadequate dressing rooms and undercover pressure to induce acts, especially girls, to mix with patrons are principal objects of attack.

Ryan's move followed an attack on the use of women employees in local beer gardens by officials of the police department, particularly Eleanor L. Hutzel, head of the women's division. Ryan, in making his statement, said that 85 per cent of local acts are now AFA members.

"The proprietors make a play for trade with our people," he said. "Every day some girl says she wasn't actually forced to mix with customers, but certainly was made miserable because she wouldn't until she wanted to quit anyway."

"I don't believe a kitchen or a room in the basement where a porter might walk in with empty beer barrels is a proper dressing room. Girl entertainers are in more danger than waitresses because our people have to strip down to change, while a waitress at least has clothes on. The acts don't usually complain about the rough mobs or the noise in these places, but they do complain about dressing rooms."

"If some of these places aren't cleaned up we will picket them and force them to put in proper dressing rooms and discontinue the practice of forcing en-

tertainers to mix."

Miss Hutzel, in answer to Ryan's statements, said that the police insist on separate dressing rooms for men and women and are instructed to enforce a (See MIXING, BEER-BARREL page 28)

Young, Rosenthal, RAS, Conklin Take Western Canada Contracts

WINNIPEG, Jan. 22.—Contracts for grand-stand attractions and midways let at the fairs meetings in the Royal Alexandra Hotel here on January 17-19 were repeaters, with one exception.

Western Canada Association of Exhibitions (Class A Circuit) again awarded the contract for grand-stand attractions to Ernie Young Productions. In the circuit are the exhibitions in Brandon,

Theater Project Union Blocs Becoming Balances of Power

NEW YORK, Jan. 22.—WPA Federal theater and music projects are becoming an increasingly important field for political jockeying by the administrations of the different theatrical unions. With the WPA's art projects in danger of folding when the current appropria-

Committee Hears Spokesmen For Legit, Pictures, Circus

WASHINGTON, D. C., Jan. 22.—The House Ways and Means Committee today heard spokesmen for the entertainment world plead for abolition or at least the reduction of federal taxes on admissions. The legitimate stage was represented by William A. Brady, Milton

R. Weinberger and Frank Gillmore. Walter Vincent, of New York, spoke for motion picture exhibitors, and P. J. Wood, of Columbus, O., and Edward F. Colladay, of Washington, D. C., both representing exhibitors, relinquished their speaking time to Vincent. Circus interests were represented by Melvin D. Hildreth, president of the Circus Fans' Association.

The burden of speaking for the legitimate theater fell to Brady, who led the attacks on admission taxes. He appealed to the committee members to save the stage from bankruptcy and disaster and pointed out that other governments had fostered the growth of the theater by subsidy, in contrast to this government's tax on ticket sales. Brady declared that the Metropolitan Opera Company of New York was a "foreign institution," yet was escaping taxation on the ground that it is educational and artistic. "So is the theater," he stated.

Weinberger, representing the League of New York Theaters and the American Theater Council, suggested removal of the tax on prices which were above the ticket price. Brady criticized this suggestion as an aid to ticket scalpers and countered with the suggestion that in this particular instance the price should be increased.

Weinberger complained that the government is permitting the flow of "millionaires" (See ADMISSION TAXES on page 69)

Man.; Calgary and Edmonton, Alta., and Saskatoon and Regina, Sask.

Low Rosenthal Attractions were awarded the grand-stand contract by Western Canada Fairs Association (Class B Circuit), which was played last year by Williams & Lee Agency.

Royal American Shows, contracted for Class A and Conklin Shows for Class B, have played those circuits several years.

tion runs out in June and the unions making concerted efforts to save the structure, the significance of the at- (See THEATER PROJECT on page 29)

Fight Circus License as Applied To Proposed Miami Park, Midway

JACKSONVILLE, Fla., Jan. 22.—Carl J. Sedlmayr and Elmer C. Velare, of the Royal American Shows, with winter quarters at Tampa, brought to the Supreme Court this week an attack on the State traveling circus license for a proposed amusement park and midway at Miami. They said they planned to move their attractions from Tampa to Dade County and establish them on Flagler street just outside the Miami

city limits. The Supreme Court was asked for an order to compel Comptroller Lee and Hayes Wood, Dade County tax collector, to accept annual licenses of \$1,027 for 50 attractions. The collectors sought to collect the traveling circus rate of \$75 a day for State and county licenses plus \$7.50 a day for each side show.

The showmen contended the midway did not come under the classification of a traveling circus, but was a permanent amusement enterprise.

The show played the Pinellas County Fair, Largo, last week and the Florida Orange Festival, Winter Haven, this week. They will provide the midway attractions at the Florida Fair, Tampa, opening next Tuesday.

Chorus Equity-AFA Joint Drive Is Off After Fight Over Plan

NEW YORK, Jan. 22.—Jurisdictional tangle between American Federation of Actors and Chorus Equity over jurisdiction of line girls in night spots flared up again this week when Ralph Whitehead, AFA chief, announced withdrawal of his plan for a joint organization drive and said he would again claim chorus jurisdiction. Suggestion of the joint drive was made by Whitehead at the Monday meeting of Associated Actors and Artistes of America and was first interpreted as indicating the hatchet was buried. Crash of a committee to study the possibilities of a joint campaign, is attributed to misunderstanding between AFA and CEA as to the real meaning of the Whitehead plan and the resolution that followed it.

Story published after the Monday meeting saying that both unions had "agreed" to a joint campaign was scored by Mrs. Edith L. Christenson, Chorus Equity executive secretary. Claimed that Chorus Equity has always had, and still has, the jurisdiction and is now in the midst of its organizational activity. (See CHORUS EQUITY on page 30)

Circus Billers Get \$15 More a Month

PITTSBURGH, Jan. 22.—Wages for circus billers this year will average \$15 a month more than in 1937, President Leo Abernathy of the International Alliance of Billposters, Billers and Distributors informed today, under terms of the two-year agreement signed last month in Detroit by IABDD officers and representatives of nine major shows. Contracts signed will cover about 80 per cent of the men employed in bill posting for touring attractions. Abernathy added, and he expects more circuses to sign the pact soon. Last year 11 (See CIRCUS BILLERS on page 69)

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3-Year Term for SLA Home Com.

CHICAGO, Jan. 22.—At the regular weekly meeting Thursday night of the Showmen's League of America, President J. C. McCaffery presiding, a resolution was passed making the Showmen's Home committee a set-committee until December 1, 1940.

This action was taken in order that plans of the committee might not be altered each year by a new committee, causing a hitch in plans for raising funds for the purpose of securing a location and building the showmen's Home. The set-committee consists of Fred Beckmann, chairman; M. H. Barnes, Harry W. Hennessy, J. W. Conklin, Elmer C. Velare, M. J. Doohan, E. Lawrence Phillips, Max Goodman, Rubin Gruberg. (See 3-YEAR TERM on page 69)

Classical Clan Copy ASCAP In Setting Up Own Society

Serious composers finally realize art for art's sake doesn't pay grocery bills—aim to collect a la ASCAP—Aaron Copland heads group

NEW YORK, Jan. 22.—Modern American composers of serious music are grabbing off the No. 1 spot in the list of those who starve for the sake of art. While these martyrs are grinding out symphonies and thinking of three meals a day, 1,046 Tin Pan Alleyites, pop songwriters and publishers, numbering respectively 927 and 119 as of last November, recently split a royalty melon of approximately \$5,000,000 for the year. Modern serious composers, including Roger Sessions, Aaron Copland, Roy Harris, Marc Blavstein and others, who are aware of the topey-turvy situation, are forming an organization to try to correct the condition.

Aiming to protect their interests and at the same time find a place in line for the "gravy" going to the American Society of Authors, Composers and Publishers, a similar performing rights society is being set up by the serious composers. To be known as the American Composers' Alliance, a committee was formed, headed by Copland and including Virgil Thomson, Deems Taylor, Quincy Porter and Douglas Moore.

Crux of the matter lies in the fact that ASCAP does not at any time grant licenses for the performance of serious music in symphony or concert fields. ASCAP, while regarding itself as the protector of musical culture in America, is afraid to do so because it would immediately leave itself open to the charge that it was stifling musical culture by imposing a tax on the performance of serious compositions.

Such a feeling on the part of cultural groups, however, is resulting in a retardation of American musical talent. According to John G. Payne, ASCAP general manager, America is very backward in serious music because its artists receive scant remuneration.

Composers of the type of the late George Gershwin, normally interested in (See CLASSICAL CLAN on page 17)

Howard Sues Warners On "Hollywood" Title

NEW YORK, Jan. 22.—Injunction suit to prohibit Warner from showing their recently released film, *Hollywood Hotel*, under that title and reimbursement to the tune of \$50,000 for booking difficulties encountered with his own unit, *Hollywood Hotel Revue*, since the release of the film, was begun last week by Harry Howard, independent producer of unit shows.

In August, 1936, Howard produced his unit, designed to play film houses, and has had it out until December 16. At the outset Howard secured permission from the Campbell Soup Company, sponsor of the radio show known as *Hollywood Hotel*, to use in conjunction with showing and exploitation of his unit the following phrase, "Suggested by the *Hollywood Hotel* radio show sponsored by the Campbell Soup Company."

Several times during the season of 1936-'37 Howard played Warner houses, among them York and Pittsburgh, Pa.; but later, during last October, when he was about to play the Warner house in Philly he was asked to change the title of his unit because it would conflict with the *Hollywood Hotel* film that was forthcoming and which the house was committed to play. Since then, according to Howard, his unit has been able to secure but one date in picture houses; that was the Majestic Theater, Brooklyn, during Christmas week.

Warners, of course, claim the title of their picture was secured from the Campbell Soup Company's air show and was done with Campbell sanction.

Papers have already been served on Warners, and preliminary action and probable setting of hearing date is expected by middle of week. I. Robert Broder is attorney for Howard.

SAG O. O.'s Detroit, Chi

NEW YORK, Jan. 22.—Screen Actors' Guild is looking forward to organizing Detroit and Chicago. Not known just when the move will be taken, but press of current business will be the deciding factor. Mrs. Florence Marston, SAG Eastern representative, will be active in aligning the area. Production activity in the Midwest is mostly for commercial films.

Allen Tops CRA-AAA West Coast Combine

SAN FRANCISCO, Jan. 22.—Larry Allen, formerly manager of the NBC Artists' Bureau here, now heads the office formed by the merging of Consolidated Radio Artists and Associated American Artists. The combine materially strengthens CRA on the Pacific Coast.

Associated with Allen are Dick Dorso, in charge of orchestras; Kirk Torney, head of personal appearances; and Tom Coakley, one-time band leader, counsel. Don Haynes, former chief of the CRA offices here, has returned to New York.

Bureau has booked Harry Barris on the Camel show; Bob Saunders, Hotel Utah; Freddie Nazel, Hotel St. Francis; Neil Bondahu, Hotel Del Monte; Denny Moore, Athens Club, Oakland; Don Kaye, Hotel Claremont, Oakland; Sid Hoff, Avalon Ballroom, San Francisco; Jack Trent, Nee Thomas, Jerry Morrison and Allen Dohrmann, one-nighters; Jack Winston, Bal Tabarin, San Francisco; Frankie Del Mar, Hotel Jefferson, Peoria, Ill.

FCC Allocation Report Issued; Engineers Frown on High Power

WASHINGTON, Jan. 24.—The Social and Economic Aspects of Radio Broadcasting, a report compiled by the Engineering Department of the Federal Communications Commission, was released today solely as a basis of discussion, from which study action can be taken by the commission, according to Chairman Frank R. McIninch. Report made a detailed analysis of broadcasting regarding allocation improvement in the standard broadcast band from 550 to 1600 kilocycles.

Commission explained that "social" was used in the broad sense of "service to the people . . . including the extent to which broadcasting assists in the development of national, community and individual well-being." Under this clas-

Ventriloquists Demonstrate Charlie McCarthy Dolls

NEW YORK, Jan. 22.—With Edgar Bergen and Charlie McCarthy continuing to soar in public fancy, local department stores are pushing McCarthy dolls. Ventriloquists are in big demand as demonstrators as a result.

Originally being offered \$15 a week, ventriloquists are now getting \$50 a week and 15 cents commission on each doll sold, the competition for good rents being keen.

Clamp Down on S. F. Benefit Ball

SAN FRANCISCO, Jan. 22.—There will be no gratis talent by actors at the President's Ball next Saturday night. A citizens' committee in charge of the annual fete for the Georgia Warm Springs Foundation was so informed by Al Smith, local representative of the American Federation of Actors.

Smith said that he had written Mayor Ross, the board of supervisors; John Shelley, president of the San Francisco Labor Council, and those in charge of arrangements for the ball that the AFA expects all entertainers who take part in the show be paid for their services.

"If musicians are to be paid then performers must be paid," Smith said. "When musicians work for nothing then we'll do the same."

Ted Hale, counsel for the American Federation of Radio Artists, said that no such demands would be made by his group, adding that it was up to the radio performers themselves if they wanted to appear for nothing.

Entertainers in the past have taken part without receiving compensation, while musicians have always been paid for their services.

Ladies Lead Loop Legits

Hayes, Skinner and Leontovich draw Chi trade—a musical may finally come in

CHICAGO, Jan. 22.—The midseason legit picture here is entirely eclipsed by some of our first ladies of the theater. Helen Hayes, Cornelia Otis Skinner and Eugene Leontovich reign over three leading vehicles that do pretty well for themselves at their respective box offices. Miss Hayes will remain thru February 19 with *Victoria Regina* at the Erlanger; Leontovich continues indefinitely at the Selwyn in *Tovarich*, while Miss Skinner is ending a two-week run of her one-performer play, *Edna His Wife*, at the Harris next Saturday. Still another first lady, Joan Bennett of the screen, is featured in *Stage Door* at the Grand Opera House.

Only other coming attraction announced at this time is Noel Coward's nine-play cycle, *Tonight at 8:30*, which will open at the Harris for a fortnight January 30. Babes in Arms, musical, still penciled into that theater for a later date.

There is a comparative lull in the WPA theater activity. *See Naples and Die* the only current Federal Theater show. Harry Minturn, local FT director, is expected back from New York next week with fresh plans for coming attractions.

Living Costs Up in France

PARIS, Jan. 10.—Living and transportation costs in France, which have been steadily increasing, took a big jump this month when railroad fares were jacked up 30 per cent. Subway and bus rates in Paris also went up and are now almost double the rates three years ago. Hotel and restaurant prices are steadily increasing at a similar ratio, and prospects are that this increase has not approached its limit. Theatrical artists should bear this in mind when considering contracts for France.

BENNY GOODMAN (This Week's Cover Subject)

PROBABLY the biggest reason for the overnight popularity of swing in America was Benny Goodman. Taking an obscure musical idiom that had only been appreciated by small groups of musicians and ardent fans, he sold hot jazz to dance-conscious America on a grand scale and gave the English language a new word, "swing."

Less than three years old, the Goodman Band has proved a top draw in theaters, a consistent best seller on Victor records and a record breaker at the Hotel Pennsylvania, New York. Goodman has been a daring and courageous innovator, smashing precedents by hiring colored musicians like Teddy Wilson and Lionel Hampton to play with the band or by experimenting with trio and quartet forms of jazz. What is unusual about Goodman is that he makes his experiments pay.

Chicago born, 23 years old, he was already a skilled professional musician at the age of 16 and earning the glaudits of critics and fellow musicians when he was hardly out of knee pants. Cultivating the Chicago style, he became the master of simple and warm clarinet phrasing that he is today. Like many another hot musician he served a valuable apprenticeship on the Mississippi River boats and then learned the art of playing in band ensemble with such outfits as Ben Pollack, Ted Lewis and Paul Whiteman. In 1934 he formed his present band and after some heart-breaking setbacks they clicked at the Palomar, Los Angeles. The rest is history, highlighted by such events as the youngsters dancing in the aisles when he played the Paramount Theater, New York, early in 1937; by the demand of radio audiences that Goodman play a solid slice of the Camel air show instead of just a few selections; and by successful motion picture work.

Another triumph came for Benny Goodman when he played the first all-swing concert at Carnegie Hall this month. Not the first time jazz has been played in the concert hall, it was, however, the first time jazz was presented to the elite not in a dressed-up and symphonized form, but exactly in the same hot, spontaneous style that it is played for dancers.



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For LEGIT

LAWRENCE MURPHY—young player who appeared as Marchbanks in the revival of *Gondola* presented by the Irish Repertory Players at the Roerich Museum. No record of his ever having appeared in commercial dramatics in New York, but that's an oversight that should be remedied as speedily as possible. His performance made G. B. Shaw's ridiculously written and almost unplayable caricature seem like a flesh and blood human being. An outstanding job, one of

the finest seen on any stage this season.

For RECORDING

EDDIE LEBARON AND ORCHESTRA—dance outfit now at the Radio City Rainbow Room, New York. A fine Latin ork that can play pop and semi-classic equally well. Wonderful rhythm that consistently draws crowds to the dance floor. A thoroughly danceable and listenable ork. A natural for recordings.



By GEORGE SPELVIN

PRODUCERS and agents, who have been deploring the state of the theater and howling their heads off for a chance to see some new talent, walked out of the auditions run by the American Theater Council long before they were over; the last four sketches played before only a handful of spectators. . . . Which goes a long way toward explaining what's wrong with the theater. . . . Frank Gillmore, Four A's chief and still titular tho not acting president of Equity, had a tough time getting into his old Equity office recently; Burgess Meredith's new secretary didn't know him and shooed him away. . . . Infringing on the sacred stamping grounds of other columnists, Mr. Spelvin reports that Peggy Conklin and her husband expect the stork late next summer. . . . Somebody at the Victor waxworks was asleep at the switch; it would have been natural for Victor to put an ad in the Carnegie Hall program for the concert given by Benny Goodman, who is a sterling seller for the company—but the only record ad was from Brunswick, plugging platters made for that company by members of the Goodman ork. . . . "Pins and Needles" Dept.: Carlos Chavez, well-known conductor and composer, attended last week end, after the show, walked over to Harold Rome and whispered, "That's real art, my boy," to which Rome, being a modest lad, responded, "We really don't pretend to be pretentious." Came back Chavez, "Johann Sebastian Bach wasn't pretentious either." . . . Another recent backstage visitor at Labor Stage was Ben Bernke, who enthusiastically congratulated the cast; said the old maestro, "How the blankety-blank can you get into this union?" . . . A local night club organizer for the AFA reveals that during the terrible pre-New Year's slump (remember?) he collected a \$10 debt by standing at the cash register and grabbing the first \$10 bill that came in—and he had to wait for three hours. . . . Milton Schechter, The Billboard's artist and layout man, was mistaken for Mr. Spelvin last week by an irate actor and disappeared down Broadway at a dog trot, with the actor yelping at his heels.

Helen Oakley, critic of jazz, recently discussed with one of Mr. Spelvin's stooges the possibility of forming a critics' band, the idea being to have the much-planned band leaders turn the tables on their detractors. Miss Oakley herself plays the trumpet, John Hammond can pluck a string bass, Al Brachman (American correspondent of The Melody Maker) can blow a sax, Hugues Panassié plays the French horn, and Orodender and Zolotov, of The Billboard, play the fiddle and piano, respectively. Oufit, however, still needs a drummer.

THE ALBUM: Portrait of a Man With a Grudge: Al Group is a waiter in the Trinity Bar and Grill on Seventh Avenue near 42d Street. He's a plump and benign-looking fellow and you wouldn't think that he bears a grudge. But he has one—against singing teachers. His peeve came out recently when he overheard a conversation at one of his tables, during which a young actress was advised to go out and get herself some voice culture. "No!" ejaculated Al, unable to restrain himself despite union regulations, "there ain't no such thing as voice culture. The only way you can train the voice is with a razor!" And he made an ominous gesture of drawing a blade across his neck. The Met isn't far away, and Al keeps tabs on all the opera singers. Caruso is his god. At one time he made a good living as a singing waiter (his last job was at Murray's), but now he has fallen upon evil days and can no longer carol The Blue Danube, which is what he calls the Strauss classic in his quaint way. He's simply a waiter. The patrons of the Trinity Bar and Grill get their music thru a radio. "I might have been in opera myself," he sighs, "but I went to singing teachers."

It may not sound important, but it is—the Screen Actors' Guild has issued orders to members that "all extras are required to wear rubber heels on their shoes when working before a camera." . . . Pauline Koser, the dancer, is president of the Save Civilization Committee, no less—an ambitious undertaking the first step in which is evidently a boycott on Japanese silk in silk stockings. . . . It looks as the civilization won't get itself saved for quite a while. . . . Whitney Bolton, of The Telegraph, has departed for the Coast on an assignment that will last at least a year—and, tho he tried to carry it off gayly and claimed he was tickled to death, his pained farewell to Broadway sounded as tho he felt pretty sad. . . . Whitney's New Year column, incidentally, was one of the best Mr. Spelvin has ever read; go thru the back files and find it—it's worth it. . . . Alice Cornett, who sings on the CBS Song Shop, is a former evangelistic singer whose parents still follow the calling in the South. . . . I. Arthur Ganger, whose establishment has for 35 years outfitted dinc-and-dance emporiums, in a recent interview gave as the two most important elements for success in a restaurant "clean toilets and good coffee"—and you can draw your own conclusions. . . . He also decreed that a night club, to be successful, must have three things—"a new idea, a room that will crowd up easily and something for the patrons to steal." . . . A cynic, huh? . . . Or a wise man. . . . Dave Alber, press agent, is a sucker over model train outfits; like one of Mr. Spelvin's stooges, he'd have a complete system in his house—except that you have to own a stock exchange seat and sell it so you can use the proceeds to buy such an outfit. . . . There's a young legit actor working as cashier in one of the best known nighteries in town—but he wouldn't take the job until he was promised that he could work in the back of the kitchen, so that he wouldn't be seen.

The wife of a local assistant night club editor is making the rounds telling club owners that she can do wonders for them in a publicity way—especially on the paper on which her husband works; That makes the wives of two night club writers on local dailies as night club p. a.'s. To date, no dramatic critic's wife has tried to get a job press-agenting a show.

AROUND THE TOWN: An out-of-the-way spot seldom caught by the downtown boys is the Teatro Hispano, at 116th street and Fifth avenue, which offers Mexican, South American and Spanish film fare, plus a generous helping of Latin vaudeville. The customers would gladden any actor's heart; when they like an act there's no restraint. Palms are pelted, an occasional cheer rings out and the act can have the stage for the rest of the evening. Tho theater's a family affair, with pop, mom and all the kids enjoying every act, and with candy and sweets peddled by soft-spoken candy butchers during the show. . . . The canvas covering the huge sign of Allen Gilbert's abortive Chez Burlesque is still up—waiting for the return of burlesque. . . . Film revivals are in demand all over town, according to Sidney Kaufman, of the local highbrow station, WQXR, who, with the aid of booking offices, has instituted a "film-finding service." Most listeners went old favorites, with the mad Marxes, Valentino, Garbo and Chevalier much in demand—and high hat flickers like Sunrise and Potemkin also getting a heavy call. And (let Theopians blush!) most requesters remember the director's name, but forget the actors'. . . . The moving Calvert sign at 46th street and the Stern is still advertising "Ray" Hentherton, currently appearing in Babes in Arms, singe both tenor and baritone." But Babes closed weeks ago.

A little over a year ago Genevieve Rowe couldn't even land a job with a choral group on the air, despite the fact that she'd won contests and held a Juillard scholarship—so now she's a soloist on programs over NBC and CBS and thinks she's also set for a Broadway musical. . . . When your subscription to Life runs out they send you the front cover of the current issue with a note that states sadly they're sorry they can't send you the rest of it—which is pretty clever soliciting. . . . Overheard at a drug counter: "Yes, I read it—but it was so long

(See BROADWAY BEAT on page 29)

FTP Has Hit in "One-Third of Nation," Housing Indictment

NEW YORK, Jan. 23.—WPA Federal Theater apparently came thru with a winner Monday night when One Third of a Nation, produced by the Living Newspaper unit, opened to loud and prolonged applause. Nation is an indictment of housing conditions; and the grim delineation of city slums, both present and past, is done in the clipped, rapid and forceful technique peculiar to the Living Newspaper.

Production is well documented, showing the growth of New York City and subsequent attempts to enact housing legislation. Old law tenements, however,

continue to persist. Nation goes into the reasons for this and in so doing not only takes the legislatures over the coals but also the landlords. An attempt is made, tho, to present the landlord's side of the argument. Trinity Church, one of the worst offenders, is treated unmercifully.

Chief set is a cross-section of a tenement, showing families huddled together. It is a very capable piece of scenic design. Cholera, fire and filth plague the tenants.

Nation was written by Arthur Arens, based on research compiled by the Living Newspaper editorial staff. It is well staged by Len Ward and adequately acted. Howard Bay made the set. Material production costs are estimated at about \$5,500, and the job is easily worth it. Paul Ackerman.

Salt Lake Theaters Fight Newspapers

SALT LAKE CITY, Jan. 22.—Intermountain Theaters, Inc., which owns all first-run picture houses here, is having a fight with The Tribune-Telegram newspaper of Salt Lake City. Having no first-run competition, Manager Harry David, who runs the theaters, cut down his ads to two and one-half inches in all papers. The management of The Tribune-Telegram refused to run a one-inch ad as against its policy and hence Intermountain Theaters cut out entirely all advertising.

In the meantime the Centre Theater, just opened, is doing the largest business.

Paris Votes Theater Subsidies

PARIS, Jan. 15.—The Municipal Council of Paris has voted the following subsidies (tickets purchased for students): Opera, 400,000 francs (\$13,333); Opera-Comique, 200,000 francs (\$6,666); Comedie-Francaise, 200,000 francs (\$6,666); Odeon, 125,000 francs (\$4,500); Chatelet, 100,000 francs (\$3,333); Populaire and Oeuvre, 5,000 francs (\$166).

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ADDRESS

MONEY BACK GUARANTEE

QUALITY STOCK TICKETS	YOU CAN'T HAVE A	SPECIAL PRINTED
ONE ROLL . . . \$.50	CIRCUS	How is
FIVE ROLLS . . 2.00	GARNIVAL	the
TEN ROLLS . . . 3.50	AMUSEMENT PARK	Time
FIFTY ROLLS . 15.00	OR	To
ROLLS 2.00 EACH.	WHAT NOT	Order
Double Coupons,	Without	Them
Double Price.		1,000,000 . . 150.00
No C. O. D. Orders		Double Coupons,
Sixes Single Tick., 1x2"	THE TOLEDO TICKET CO.,	Double Price.
	(Centralized Ticket Town), Toledo, O., U. S. A.	

POLLS, POLLS, POLLS, POLLS

Editors Go Nuts as Polls Pry Program, Performer, Preferences

CHICAGO, Jan. 22.—Another poll? It's the groan of radio editors all over the country. Instead of reading the nice releases sent in by friendly networks and press agents, listing the programs, doing the auto and real estate columns and writing obits, radio editors now send in almost weekly reports on their likes and dislikes. It's practically a career. Both *The New York World-Telegram* and *Hearst* polls come out within a week, but their edges were dulled by the enterprising *Chicago Tribune-Daily News* Syndicate's poll of readers' favorites. This poll ran as a one-time shot and the results were published January 9.

The number and space of these polls are, however, creating definite publisher-antagonism. If radio scribes are tiring of writing Jack Benny or Charlie McCarthy as their favorites, some of their bosses (who don't own radio stations) object to giving radio overdoes of publicity. Particularly when they have plenty of nice white space for sale. The radio-newspaper feud isn't over yet. And the abundance of space radio secured thru such polls often causes publishers to think seriously of unburying the hatchet. Refusal of many publishers to use *The Chicago Tribune* poll, despite the running of the same firm's picture poll, stacks up as high evidence that they still resent radio's inroads on their advertising.

Publishers, it has been learned, weren't bashful in telling *The Chicago Tribune* Syndicate that they were tiring of giving radio cuffs publicity. Some came out and said that, altho they ran the picture poll, they nixed the radio poll because

radio was being too well treated. Others, it is understood, claimed they lacked space, had similar stunts or that the film poll laid an egg or, simply, "weren't interested." Eighteen publications which ran the film poll refused to use the radio popularity contest. *The Charlotte (N. C.) Observer*, long unfriendly to radio, refused. Others which thumbed down the proposition were *The Winnipeg Free Press*, *Omaha World-Herald*, *St. Paul Dispatch*, *Seattle Times*, *Fort Wayne News-Sentinel*, *Miami Herald*, *Fronton Tribune*, *Fort Wayne Journal-Gazette*, *Altoona (Pa.) Mirror*, *Youngstown (O.) Vindicator*, *Cleveland Plain Dealer*, *Baltimore Sun*, *Toronto Star Weekly*, *Denver Post*, *Minor (N. D.) News*, *Kansas City Star* and *Oakland (Calif.) Tribune*. Hearst poll will be published January 30; *The World-Telegram's* the day before.

Kay Kyser Signs Lucky Strike Show

CHICAGO, Jan. 22.—Kay Kyser signed a 13-week contract today with options to go on the air Tuesday for *Lucky Strike* with his *Kyser College of Musical Knowledge*, which he inaugurated a few weeks ago at the *Blackhawk Restaurant* and over WGN. Idea has been a hit from the start, pulling in mall galore and causing need for extra people to mail out "diploma" giveaways. A \$25 prize has also been given weekly by the station and spot.

Lord & Thomas agency, represented by Tee Wells, handled the contract. Hal Hockett, of MCA, represented Kyser. Show will be aired every Tuesday from 7 to 7:45 p.m. and it is expected that *Lucky Strike* will boost the giveaway ante plenty.

ARTA Charges WIP Fired Announcer

PHILADELPHIA, Jan. 22.—American Radio Telegraphers' Association filed charges Thursday with the National Labor Relations Board against WIP, accusing the station of firing Sandy Guyer, veteran sports announcer, for joining the union. Joseph Kehoe, organizer of the union, a CIO affiliate, declared that Guyer was fired within a week after he joined the union by James Allen, station manager. "Allen told Guyer that the station was cutting down on its staff, yet replaced him as soon as he left," Kehoe declared. Guyer came to WIP from WDEL, Wilmington, Del., and has served as a radio announcer for more than 11 years. He joined the CIO a week before he was fired.

N. Y. Station Publicity Chart

NEW YORK, Jan. 22.—Final tabulations for 1937 showing number of feature box mentions and radio column breaks scored by New York radio stations are herewith given. All stations showed a loss against 1936, because of the folding of *The New York American* and *Brooklyn Times-Opinion*.

In the NBC and CBS rankings, WABC remains in the number one spot, but NBC's WEP has given away to its Blue sister, WJZ, in the device position.

Listing WOR as an indie in this

	1936		1937	
	F	T	F	T
WABC	13,604	4,787	12,863	8,970
WEP	11,827	4,460	8,858	3,090
WJZ	11,258	4,337	10,749	3,590
WOR	4,991	2,113	4,415	2,218
WMCA	4,079	1,654	3,190	1,618
WHN	3,108	788	2,013	888
WINS	2,160	853	1,243	603
WNEW	2,461	313	1,717	422
WQXR			1,017	264
WNYC	1,941	326	810	318
WEVD	1,074	82	710	103
WBXX	183	58	79	38

*No records.

Reverse

ROCHESTER, N. Y., Jan. 22.—Business leaders here who employ union labor are slated to appear on the Amalgamated Clothing Workers' Sunday slanza on WHEC. Object of program is to show accomplishments of labor unions and the co-operation of labor and industry. Signed for 13 weeks.

AFRA, Petrillo Meet On CBS Union Status

CHICAGO, Jan. 22.—With the American Federation of Radio Artists generally accepted now as the sole organization in this field, claiming nearly 5,000 members, Ray Jones, local AFRA sec, announced today his intention of opening negotiations some time next week with James C. Petrillo, musicians' chief, in the hope of effecting an agreement which would mean the absorption of Petrillo's associate union of announcers and production men at CBS here.

Petrillo stepped into the radio thing last October when AGRAP was beginning to get a toe-hold among the boys at CBS. AGRAP's affiliation with CIO irked him no little, but Petrillo felt AFRA was not well enough organized to combat the situation and gave this as his reason for taking some 28 production men and announcers under his wing until the heat cooled. Jones says now, however, that AFRA is perfectly capable of keeping things well in hand, and inasmuch as the radio artists' union is beginning negotiations with the networks, all radio workers will have to be members of AFRA to receive the benefits thereof.

Meanwhile, CIO has practically vanished from the picture here, and with this menace to AFL out of the way it is expected that Petrillo will not hesitate in turning over his CBS men to AFRA, especially in view of the fact that the musker prez once said the whole mess had become a headache which he would welcome being taken out of his hands.

25 IRNA Stations Outside of AFM Fold

NEW YORK, Jan. 22.—Only about 25 IRNA stations out of a total of 275 have not yet agreed to the terms of the American Federation of Musicians' contract providing for increased musician employment, according to AFM headquarters here. Federation expects the increased outlay will amount to between two and two and one-half million dollars.

Joseph N. Weber, AFM president, now attending the Miami meeting of the international's executive board, is expected to formulate a policy with regard to independent stations and those affiliates which have not yet signed. Status of recordings and transcriptions under the AFM's licensing edict will also be aired.

record, that station holds to its accustomed spot in that ranking, and shows a loss of 471 mentions as compared to 1936. This is the least number of mentions lost by any such station. WMCA, WHN and WNEW lost more. WQXR, high fidelity station, did exceptionally well.

Tabulation is based on a year of 13 months of four weeks to enable comparison. Last month of 1937 ended December 25.

802 Gets 5-Day Week, More Men

New contract with NBC, CBS cuts hours and adds to personnel—for 3 years

NEW YORK, Jan. 22.—Contracts set between New York musicians' union Local 802 and broadcasters provide for a five-day week and graduated salary raises over a period of three years. On sustaining shows men will do 25 hours per five-day week, with scale remaining at \$100 for the first year and then jumping to \$105 and \$110 for second and third years. Men formerly did 30 hours over six days.

On commercial and sustaining spots musicians will work 20 hours over five days as against 24 over six. Scale for the first year remains at \$105 and goes to \$110 and \$115 for the second and third.

Men working on commercial and sustaining shows will put in 25 hours over five days instead of 30 hours over six days as formerly. Scale now is \$140 and goes to \$150 for the third year.

Provisions on doubling on instruments provide an additional \$2 per day for first double and \$1 for every additional double. Musician using three instruments, therefore, would get \$3 additional per day. Rule takes in all doubling musicians who work for the house on a weekly salary.

On outside commercials a 50 per cent increase is provided for doubling. Contract will jump NBC's minimum musician employment quota to 115 and CBS to 65. NBC formerly never had more than 74.

Literati Studying Radio as Sales Aid

NEW YORK, Jan. 22.—Book publishers, one of the last of important advertising groups to use radio, are gradually seeing the light. Two book concerns, *Modern Age* and the *Book of the Month Club*, have signed for radio programs. *Modern Age* is on WARB with *By Popular Demand* with a string of authors and dramatizations from books, while the Club has bought time on WQXR for high-brow music.

Book publishers have clung to printed media and have shied away from radio for several reasons. The comparatively limited appeal of books and travel deals, as contrasted with the mass appeal of most of radio's most popular items, such as cosmetics and cigarettes, has kept such advertisers glued to newspapers.

Publishing industry itself, as well as stations, is watching the sales resulting from the program. *Modern Age*, in particular, is being eyed by the more conservative publishers, who wonder if the new book concern will make a go of selling at two to six bits in paper covers. Firm is making radical departures in merchandising and distribution of books and radio is one of the "radical" advertising changes.

Back on "Hollywood Hotel"

CHICAGO, Jan. 22.—Oswald (Tony Labriola), radio comedian, returns with Ken Murray on the *Hollywood Hotel* program starting next Friday (4). A couple of picture companies are reported dickering for his services, and in the event he signs with one of them he will double-duty on the Coast.

Jacobson Quits J. W. T.

CHICAGO, Jan. 22.—Lou Jacobson, assistant radio head at J. Walter Thompson agency, will resign from that post next week after a year and a half there. Prior to that Jacobson was in the local CBS production department.

PHILADELPHIA, Jan. 22.—J. A. Willard Jr., nee Uncle Wip over WIP, is now Uncle Jim, sponsored by LAT Brothers. On a daily spot every afternoon and Sundays at noon.

Radio Again Under Exhibits' Scrutiny

WASHINGTON, Jan. 22.—Radio and movie troubles which plague exhibitors were aired behind closed doors at the Carlton Hotel when the board of directors for the Allied States Association of Motion Picture Exhibitors met to consider ways and means of combating block booking and radio competition.

Representative Sam Hobbs (Alabama) and Lyle H. Boren (Oklahoma), who have shown interest in movie legislation, addressed the Allied group on the provisions of their measures. Irving Dollinger, president of the New Jersey Allied and chairman of the committee on radio competition, explained his plan for obtaining public pressure against Hollywood commentators and movie star programs on the radio. Exhibitors denounced the motion picture producers who contribute talent to a form of competition which keeps people home glued to the family radio. Others were not so certain about the harmful effects of Hollywood programs and the organization appears deadlocked on the question. At any rate no action resulted from the Washington meeting either on the "get radio" campaign or on the legislative program which would investigate movie monopoly or completely ban block booking.

House Hears Moore's Tax Exemption Plea

WASHINGTON, Jan. 22.—Transradio Press, thru its president, Herbert Moore, this week told the House Ways and Means Committee, meeting on general tax revision, that radio news services should be exempt from excise taxes on teletype, telegraph and telephone use.

Moore cited exemption of newspaper and press associations from such taxation and said broadcasting news was, in effect, printing news. He claimed if exemption were justified for newspapers and press associations it was also justified for radio news services.

Later he now subject to federal tax on teletype, telephone and telegraph messages as is the general public.

Material Protection Bureau

A Free Service for Readers

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

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

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

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

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

CRA Brushes Up on Radio

NEW YORK, Jan. 22.—Closing down its radio department two months ago after making little headway in that field, Consolidated Radio Artists makes another stab at air activity. Revamped radio department, vacant since Earl Thomas left the office, gets under way again February 1 with Phil Kapp in charge. Kapp was previously personal rep for radio artists, working out of Chicago, where he once headed radio activities for Music Corporation of America. Duties at CRA will entail talent, bands and production.

Pickman Heads Coast MCA

NEW YORK, Jan. 22.—Milton Pickman left for Hollywood this week to assume his new position as head of the new Coast office of Music Corporation of America. Promotion came suddenly. Pickman joined MCA a little over a year ago, previously having been Ted Lewis' manager. MCA is concentrating on radio and pix out west.

Mayor Uses Air

SPRINGFIELD, Mass., Jan. 22.—"City's radio reporter," Kay Spencer, is being paid out of Mayor Roger Powell Putnam's own pocket for scripts describing the work of the "millionaire mayor." Stanza, called from the Mayor's Office, is broadcast by WMAS and WSPR.

Picket Line Clause in Union Contracts Presents a Problem

NEW YORK, Jan. 22.—An important clause in the American Radio Telegraphists' Association (ARTA) contract with WBNX allows engineers to refuse to pass picket lines, should a majority of "any classification of workers" be on strike. This is regarded in union and radio circles as one of the most important clauses in any of the ARTA's contracts. It is seen as an attempt to establish a full-fledged industrial union set-up in radio and to prevent broadcasts should any group of employees be on strike.

Also this clause is not included in all contracts, union execs hope to have it included in all future agreements. At WBNX, where an unexpected strike was called last year as the first of the ARTA's organizational drives, the clause was included, along with closed-shop, salary increases, vacation, sick leave and grievance agreements. WOV's contract with the ARTA also includes this strike clause.

The CIO radio union is attempting to establish the basis of a working industrial union contract thru this clause. It is, at the same time, seeking to prevent

FCC Engineers See Radio Seriously Affecting Press, Pix; Leery on Suggesting Basic Changes

(Continued from page 4)
tion and labor, network and chain companies, profits made by broadcasting stations, business affiliations of licensees and additional data needed, and how to obtain it, the report discusses the entire subject in approximately four pounds of mimeograph paper bound into a two and a half-inch volume.

Few Recommendations

In general the weighty tome makes few recommendations and its conclusions are tentative in character. Nevertheless, it is the first publication which has comprehensively reported the growing industry that is radio, and is by far the most complete collection of broadcasting statistics that has yet been available.

In approaching the volume the commission warned that release of this report had been held in abeyance until completion of the North-American Radio Conference at Havana in December of last year due to the uncertainties and implications involved in frequency allocations. Release now is predicated on belief that information contained in the report would normally have been the basis for an American shakeup of radio frequencies but with the conclusion of the Havana Conference certain limitations have been placed upon the use of the commission's material. The commission had intended to carefully analyze the Social and Economic Report before release in order to add some conclusions of its own, but the commissioners now feel that the Havana agreement makes possible release at this time so that the industry and the general public may review the material and comment on it.

Report states that the underlying doctrine of the American system of broadcasting is that it is applied to the service of the public in a democracy where initiative and freedom of speech are cherished rights of the people of the nation. It is the outgrowth of the Radio Act of 1927, and the amending Act of 1934, which provide for the control of the United States over all the channels of interstate and foreign radio and for the use, but not the ownership of such channels by persons for limited periods of time under licenses granted by the Federal Government. The American system, says the report, differs from broadcasting in most foreign countries where in many instances broadcast service is rendered directly by government. In other instances private operation is permitted, but under strict censorship, while in a few foreign countries operation by private individuals is authorized.

System Reaffirmed

"It is reassuring to note that as recently as 1934, and during a period of far-reaching economic change, Congress reaffirmed the basic American policy by carrying forward in the Communications Acts of 1934 the principles concerning broadcasting, which, after extended study and public hearings, it had estab-

lished in the Radio Act of 1927.

"Therefore, the Engineering Department has adopted the premise that the existing policy of the nation, as expressed in the organic law, is fundamentally sound. The Engineering Department knows of no facts or legal reasons for suggesting a radical change in this fundamental law, and we feel that basically the American system of broadcasting has been proved beyond question to be the best for our country. In fact, we believe that compared to all foreign systems with which we are personally familiar, the American system of broadcasting has demonstrated its acceptance by the public in greater listening hours and larger ownership of receivers in proportion to the population. It is also particularly reassuring to note that the ownership of receivers in the United States has been increasing from year to year.

"We know of no reason for changing the doctrine of fair competition, both local and national, among individuals as well as among organizations, and we believe that adherence to the diversification doctrine of licensing stations in any community or region, as well as in the nation as a whole is a sound public policy.

"In view of the natural technical limitations in the total radio facilities which can be made available to any community or to the nation as a whole, a faithful adherence to the American system requires the voluntary refraining by licensees, or groups of them, from using their own broadcasting facilities to engage personally in editorial discussions of public questions to their own advantage or solely in accord with their own doctrines or personal beliefs. We suggest that an essential practice in the continued successful operation of the American system of broadcasting appears to be that in which licensees of stations will make reasonably available their stations for use by all classes and creeds on a fair and equitable basis having due regard, of course, for the necessity of rendering a balanced program service to sustain the interest of the public in their broadcasts.

No Direct Taxes

"The evidence shows that at the present time by far the major portion of the financial support of radio broadcasting in this country is as a result of advertising, both national and local. This differs greatly from the practice of many foreign countries where the support for service is obtained by direct taxation on the receiver-purchasing public. Congress has never directed that such an additional tax burden be placed on the people."

In accomplishing improvements the report suggested that it should be remembered "that the existing radio broadcast system is the product of a new art which like other new industries has developed in advance of complete understanding of its social significance. It should also be realized that major development of the industry has occurred during the most devastating economic depression of recorded national history, and that for this reason it is difficult to isolate factors which are justifiably chargeable solely to direct fruits of the industry.

"It is our conception that this rapidly growing but young industry has already rendered much excellent service in the interest of the public and that, while it can be improved, it should be given the opportunity to do so with the co-operation and guidance of the Federal regulatory body within the provisions of the Communications Act of 1934. This is one of the many reasons that this department feels that the procedure to accomplish the improvement previously recommended by it—briefly, 'evolution, co-operation and voluntary action in accordance with sound economic and sound engineering'—is a wise course which will not only create a responsive action from the industry, but will also react ultimately to the benefit of the public in the 'social' aspects of radio without sacrifice of the continuity of good broadcast service to the public.

Lack Data

"In further justification of this suggestion, the (Engineering) Department feels that not only the commission but also the industry has at this time insufficient factual data of an economic and social character upon which to reach

final conclusions to make radical changes. The evidence given at the hearing, as well as other data available in the files of the commission, are in our opinion insufficient to justify at this time a revolutionary course on the part of the government regulatory body.

"In effecting a preservation of the existing American system of broadcasting it may be necessary to establish standards of public service and to take such steps as are necessary to insure their being complied with. It may be necessary to provide for the rendering of specific services. However, in accomplishing this objective a thorough understanding is required on the part of the regulatory body of the social and economic factors of broadcasting in order that reasonable and just regulation will result in improving rather than impairing the service rendered the public.

"The Engineering Department feels that the commission should assume leadership and co-operate with the industry in interpreting social and economic trends in order that an effective betterment in public service can be accomplished. In this connection this department feels that the evidence in the October hearing indicates that the industry is anxious for co-operation with the government and looks to the government for leadership in securing the improvements that may be evident."

Re Super-Power

Regarding super-power the report says, in part:

"The factor involved in the use of super-power is that a small group of licensees operating on frequencies which have been assigned to them by the Federal Government would have control of radio facilities capable of reaching the entire nation. Unless care were exercised in the regulation of these licensees, the possibility exists of having granted to a few people, from natural resources of the Federal Government, the control of a system of mass communication having untold potentialities of being utilized to influence public opinion. Hence it seems that in the determination of the question of super-power must also come the consideration of the ability of the Federal Government to control these facilities, both from the standpoint of individual licensees as well as combinations thereof, in such a manner that they will operate always in the interest of the public. Therefore, if the commission intends to grant any of the pending applications for super-power, it certainly should impose limitations on the use of such a facility so as to insure its operation in the interest of the public from the broadest standpoint.

"The evidence is not conclusive of the immediate general need for super-power, and in view of the fact that there is a risk involved to the welfare of facilities for local self-expression in smaller communities, the Engineering Department urges most strongly the most careful scrutiny and consideration of each individual application that may be presented in the future, with the view of determining not only the social advantages and disadvantages from the standpoint of the individual case, but also potentialities involved in the future. We firmly believe that any enlargement of the differential between the highest power station class and the lowest power station class should not be encouraged unless, after full consideration of the effects on the lower power classes of stations, it can be shown conclusively that a super high-power station is necessary and that beyond doubt it will be in the public interest. We also feel that considerable caution is required in granting such powerful media."

Press and Pix

Broadcasting obviously has present and future potentialities for public service which have affected or may affect the other media of mass communication, of education and of entertainment. Among those which may be affected in the future is the moving picture industry, just as the latter has affected the legitimate stage. Still another which has already been affected somewhat, and may be still more in the future, is the press. It is common knowledge that the "extras" of former days have almost disappeared; that broadcast stations are relied upon to a constantly increasing extent for news and comments upon
(See FCC ENGINEERS on page 5)

Only 238 Stations During '35 Showed Taxable Net, U. S. Says

WASHINGTON, Jan. 22.—Secretary of the Treasury Henry Morgenthau this week revealed that during 1935 radio broadcasting companies had a gross income of \$86,176,000 with a net income of \$11,849,000. Taxes paid by these companies amounted to \$1,634,000 on net income, and excess profits taxes added \$81,000 more to the government till. The Treasury Department stated that 503 tax returns had been filed for the year, but only 238 showed taxable profits, and 222 filed returns showing no taxable net income but reported a gross income of over \$10,000,000. Forty-five broadcasting company returns contained no income data or were inactive corporations.

Morgenthau announced that this was the first of a series of tabulations from the "statistics of income for 1935" compiled from corporation income and excess profits tax returns and personal holding company returns prepared under the direction of Commissioner of Internal Revenue Guy T. Helvering. A more complete report will be released later.

Tabulations include returns for the calendar year 1935, returns for fiscal years ended in the period July, 1935, thru June, 1936, and part-year returns for which the greater part of the accounting period falls in 1935.

At the same time the Federal Communications Commission in its long-awaited Economics report on radio stated that out of 557 stations reporting only 17 stations had yearly incomes of \$500,000 or over. Three of these were powered between 1,000 and 5,000 watts, and 14 stations had a signal strength of 50,000 watts or more. Twenty-one stations, 17 being 100-watts and four powered from 100 to 1,000 watts, made less than \$5,000. Fifty-eight stations comprised of 49 100-

watts, six up to 1 kilowatt, two up to 5 kilowatts and one between 10 and 50 kilowatts, made less than \$10,000. In the income group between \$10,000 and \$25,000 there were 126 stations. One hundred and four stations reported their revenue between \$25,000 and \$50,000. Ninety-six stations reported incomes ranging from \$50,000 to \$100,000. Ninety-nine stations had yearly incomes between \$100,000 and \$250,000. Only 36 stations stated that their yearly business went over the quarter-million-dollar mark but not exceeding the half-million.

Commissioner's report stated that "It can be seen readily that if a station has high power, network affiliation and is located in a large city it is in an extremely advantageous position with reference to gross revenue. It should be borne in mind, however, that the operating costs of such stations are high. Network affiliation also appears to exert a strong influence in attracting national and regional non-network business to stations, while power and particularly location in the market affect average local time sales of different classes of stations.

"The indications seemed to point to the fact that the income of a station in a community having population of less than 25,000 is relatively small, and it is doubtful whether such a station in a town of less than 10,000 population can be successfully operated with high-grade program service unless there are sources of revenue other than those normally expected from the community of such small population such as, for example, endowments or the fact that the town is the market center of a large community area with good purchasing power."

WLW Ordered To Appear Before FCC To Justify Its Existence

WASHINGTON, Jan. 22.—Cincinnati's 500,000-watt station, WLW, has been ordered before the full Federal Communications Commission in order to justify its existence. FCC, acting thru Commissioner George Henry Payne, notified WLW that its experimental license would only be temporarily extended pending a hearing to be set by the FCC at a later date.

Long brewing as a controversy involving a radio philosophy and policy, the commission will probably shortly air the pros and cons of super-power. Foremost in questioning WLW's right to enjoy this power has been Commissioner Payne, who last August sent Powell Crosley Jr., WLW owner, an open letter demanding

an account of super-power's operation. Payne was more concerned with the financial operations of WLW, but Crosley replied that Payne didn't have authority to ask for the required data. Crosley's letter pointed out that Payne was on the telegraph division (now obsolete) and in such capacity was outside the province of his office.

Frequently in speeches in the Houses of Congress the "monopoly" of WLW has been criticized. Broadcasters themselves are split on the question. Complaint has been most vociferous from radio stations immediately surrounding Cincinnati. Criticisms from the industry itself have been centered on the economic competition suffered from the Cincinnati giant. The 1936 annual report of the FCC to Congress credited WLW with excellent coverage of 17 States and adequate coverage of 19.

In recent appropriation hearings on the FCC budget for next year, which featured Commissioner T. A. M. Craven's testimony before the House Appropriations Sub-Committee, Craven said: "Additional proof is necessary to justify such power as 500 kilowatts." The Social and Economics Report on the Broadcasting discussed super-power as a subject which should be approached with great caution.

Commission is pondering whether the American system of broadcasting is tending toward centralization and whether this is good or bad. Engineering problems would not be as complex as are numerous as they are if the number of stations were reduced and geographical coverage of stations increased. Problem involves a question on whether broadcasting should have a community identity and operate on more or less restricted power.

Washington believes not only WLW but the entire American radio philosophy is to go on trial. Suggestions of political pressure to avert the inquiry are pooh-poohed, because, it is claimed, the question has been brought out in the open and it is too late for alleged behind-the-scenes activities.

PITTSBURGH, Jan. 22.—Riverbank Canning Company this week started 15-minute Monday morning program on WWSW to advertise Madonna, concentrated tomato paste, using transcription by Zeke Manners and his gang. Account placed thru Klinger Agency. Contract for 13 weeks.

Air Briefs

New York By BENN HALL

SMART piece of time-buying shown by S. J. Walter Thompson in buying Monday spot on WOR at 10. It's for J. B. Williams Company and uses time spot formerly occupied by rival Mennen for Famous Jury Trials. Thompson office figures it picks up a good spot and a chunk of a rival's audience to boot. . . . Looks like somebody offered a prize to the kid who succeeded in interviewing Kate Smith. Been a flood of youngsters trying to interview her during the past three weeks. . . . Attitude of AP toward radio expected to change with the resignation of boss Frank B. Noyes. Had been president for 38 years. He's 75.

Florence Freeman, radio actress, expecting an heir in March. . . . Lawson Zerbe is on the new Dale Carnegie show. . . . Dorothy Barston, of McCann-Erickson, expected back in three weeks after a vacation at her farm. . . . Henry Frankel booked Sylvia Pross into the Palace, Chicago, and Sid Gary to Washington's Capitol. Then Sid's to cruise. . . . WBN's George H. Combs Jr. sending out map of the world to requesters. . . . Jack Jordan, of WHN's artist bureau, has a youngster whose latest venture in show biz is legit. To open in February in Sun Up to Sun Down.

Facts and figures: Time bought by advertisers cost three times the money paid for talent. Time took in \$125,000,000 against talent's \$40,000,000 in 1937. Picture in 1938 expected to be different because of union demands in talent and musical fields. Radio Today also says that there are 38,800,000 sets in use and that 31,000,000 records costing \$18,000,000 were sold last year. Fans don't know it, but they spent \$150,000,000 last year for electricity for their radio sets. . . . Nevada has the lowest number of sets, 24,000, while New York tops the list with 3,370,000. There were 10,000,000 sets in America in 1929; today there are almost four times that number, 36,800,000.

Radio editors are to get powder puffs, part of a promotion campaign for Eddie Duchin's sponsor, Elizabeth Arden. . . . Rusty Pierce going around the world. To farewell in May. . . . Jay Costyn, with

Life of Mary Sothern and other air shows, used to be Gene Costyn in his WLW days. It wasn't a numerologist who changed the moniker, but he didn't want to be tabbed a female in this town. . . . Spencer Hare on Hobby Lobby this week. He's a paper clipper, a regular diplomat. He's pinch-hitting for Bobby Feldman at WMAC. . . . Sydney Mason with WXYX in Detroit. Doing work with Long Ranger, Wilding and Jam Handy. . . . Arthur LaTour, of NBC and CBS, heads Simon agency's new radio dept.

Larry Menkin, of Fish and other shows, should get a candy sponsor. His habit of munching sweets should put him in line as a natural for a candy maker. . . . Heinz show Sundays striving for that concert touch and wants to be listed as a concert show. . . . As long as the serious music critic caught Benny Goodman at Carnegie, Larry Nixon figured they might review WNEW's Sunday swing session. Two accepted invites so far.

One slice of Den Harding's Wife caught recently revealed it as almost a purely routine script show, just about adequately played and lacking any particular distinction. McCann-Erickson is airing this script show on NBC's WEAF for National Biscuit. There's been some fallout, evidently, between the family and a young gal who was living with 'em. The lass moved to a hotel and is tossing a party for the younger set. She's also making a play for most of her girl friends' boy friends, which is apt to cause complications. Acting didn't help a machine-made script.

Sandwiched in between plings for Oxodol and news of a prize contest is that radio heliroom, the Goldbergs. It's on wax on WOR mornings and is strictly for the urdent fans. Program heard, right after breakfast, was a cozy little death-bed scene, just the thing needed to pep up listeners to start the day right. Mike seems to be dying and there's quite an ado about it, just to take up the slack time between plugs for Oxodol.

Chicago By HAROLD HUMPHREY

BUDDY ROGERS tried to duck out of his eight-week contract at the College Inn this week when the spot refused to pay WBBM the new \$100 wire charge, thus removing the ork from the air-planes. Contract is of the iron-bound species, however, so Buddy has to stick it out for another four weeks. . . . Heavy ax-swinging at the two Hearst dailies here has the editorial scribes in a broil, and especially the conductors of the radio pillars, who fear the two departments will be merged, leaving just one editor to read the press releases.

Eddie and Fannie Cavanaugh are initiating a flash-buck technique on their daily WBBM stint, the Radio Gear-Up Club, which allows them to reminisce 'way back to the time when they worked at the old KYW station 16 years ago. Few other stations were then on the air. Giving Eddie and Fannie claim to being one of the first advertised air programs. . . . East and Dumka, Sisters of the Skillet, join the WLS Barn Dance show

Sunday. . . . Ralph Ginsburgh, concert ork maestro at the Palmer House, plans to augment his string ensemble. He will sign for a sponsored air shot next fall.

Marge Kerr, manager of Tom Fisdale's Chi office, is ailing in Henrotin Hospital. . . . Edward Allen, WON announcer, left for a two-week vacation on the Coast. He rode out there with the Tom, Dick and Harry trio, which came back to pick up a new member. . . . Dorothy Miller, of the local WOR office, getting ready for a couple of weeks' rest in Mexico City. . . . Johnny Special, radio and vaude harmonica player, has divulged his marriage to Betty Ohlen from Columbus, O. . . . Larry Davidson, radio man at Wade ad agency, is a follower of this sheet's magic column and confesses that he lost his amateur standing as a magician several years ago on the acceptance of a five spot for one of his mystifying performances.

Los Angeles and Hollywood By DAVID ARLEN

JIMMY WALLINGTON bought a milk bath apparatus for his five-month-old offspring. Every a.m. kid is dunked in milk-white liquid with clouds of foam and bubbles. . . . Eight hundred music students from USC and UCLA got gratis duets for the CBS Swing Session. . . . J. J. Kammen, original publisher of Bel Mr. Slim Du Schoen, was Jacques Renard's guest for two weeks last summer. Renard tried to get studios hot over the song. No sale and Kammen trained back to New York, where he sold his rights. . . . Jo Stafford, lone gal warbler on the Oakie show, jumped from lullaby notes to Coast to Coast in six months. Got her first mike training

singing mountain ditties in a local radio act called the Crockett family, featuring her parents and two older sisters. "Ma" and "Pa" Crockett retired. The three girls continued as the Stafford Sisters. Jo had a yen to go it on her own. Hubby John Huddleston, of George Stoll Ork, got her an audition on the Oakie show. She's a hit.

Bob Burns doubling from bazooka to fiddle. Humored he's taken violin lessons. Probably a rival for Benny's Sec. . . . A new wrinkle in sports broadcasts is handled by Mark Kelly, local commentator. He offers to file any (See AIR BRIEFS on page 10)

GRACE & SCOTTY
WEAF Red - WJZ Blue
RADIO CITY
Coast to Coast
NET ARTIST SERVICE
30 Rockefeller Plaza, N. Y.

DE MARSALA
his
and His Chicagoans
12th Month HICKORY HOUSE, N. Y.
Div. 3 MUSIC CORP. OF AMERICA.

STAGE & SCREEN
Division of
Central Booking Office, Inc.
84 W. Randolph St., Chicago.
FOR RADIO
Radio Productions, Inc.,
820 N. Michigan Ave., Chicago.

Burelle's
ESTABLISHED 1899
PRESS CLIPPING BUREAU, Inc.
World-Telegram Building,
125 Barclay St., New York, N. Y.
BRANLEY 7-3371.

AFRA To Meet Agencies Again

Actors' union will resume ad agency, chain confabs—adds two more locals

NEW YORK, Jan. 22.—American Federation of Radio Artists has lined up tentative appointments with broadcasters and agency execs for this week, with nothing definite decided yet. Past week was given over to study of the union terms submitted. Union meanwhile has organized Denver and claims every station with the exception of one.

With Denver accounted for, AFRA now touches strategic spots clear across the country. Eleven locals are set up, with issuance of four or five more charters imminent. In a score or more localities where charters have not yet been granted memberships are practically set anyway, with administration policies being set by locals in the nearest large cities.

HOLLYWOOD, Jan. 22.—Local AFRA officials are in receipt of the minimum contract form from Mrs. Emily Holt, national executive secretary. Form has been approved by the union and will be voted on by the local at the next meeting, the first week of February. This form is for the smaller stations only. Now in the hands of Kornblum and Hellenson, AFRA attorneys.

Past week saw the local membership in AFRA boosted to 950. Officials figure about 1,500 to be tops.

A survey disclosed that there are 450 people working in radio every week, including announcers, at daily jobs. To offset that are 450 specialized workers such as imitators, who may only work one day a week but whose salary is likely to equal that of the daily worker.

DETROIT, Jan. 22.—Detroit local of the American Federation of Radio Artists is now being organized in Detroit. It is reported to include among its organizers representatives from all local radio stations. It is stated that a permanent organization will be ready to function about February 1.

FCC ENGINEERS

(Continued from page 7)

news, and that they are important customers of news services. It is within the realm of possibility (perhaps very remote at present) that, thru the development of facsimile, the newspaper of the future will be transmitted by radio into the home. On the economic side, while at present broadcasting obtains less than 15 per cent of the revenues expended for time and space sales in the advertising media, its rate of increase appears to be more rapid than that of other media. Whether this relative increase will continue or whether the comparison will sooner or later adjust itself into a fairly constant relationship, is, of course, impossible to forecast. In any event, the commission, in looking to the future and in shaping its policy with respect to broadcasting to be in accord with the social and economic welfare of the nation, cannot well avoid taking into account factors arising out of the interrelationship of broadcasting and other media. So far as the hearing was concerned no evidence was presented on which any conclusions could safely be based.

Problems such as the effect of radio upon other media of communication are incidental, and while they may be of the highest importance they are susceptible of logical solution in the course of natural progress.

From its examination of the data at hand (largely taken from the commission's own files), the department feels that to adopt any rule-of-thumb on a subject such as this would run the hazard of working an injury to the service received or entitled to be received by the public. The subject has too many aspects on which little or no trustworthy information is available or analyzed. To take the case of the press, for example, the question does not appear so simple as dividing all stations into those owned by newspaper publishers and those which are not. There is a considerable variety of situations among the newspaper-owned stations themselves, vary-

ing from the case where such a station is merely one of several competitive stations serving the same community to the case where the only newspaper and the only station in a community are owned by the same person; many publishers have only one station each; some have two or more, sometimes in the same city and sometimes in different cities.

More Study Needed

No adequate study has been made to show whether as a class they have furnished average, superior or inferior service; whether they, or any group of them, have acquired or exercised any undue power, social or economic; whether they, or any group of them have been guilty of any unfair practices, either editorially or with respect to advertisers, due to the combination of ownership; whether there is any tangible evidence of a tendency among them to combine and whether and to what extent they contribute toward keeping broadcasting on a competitive basis.

Eventually a choice may have to be made between permitting or preventing other media such as the press an opportunity to supplement their older facilities with the newer invention of radio. Among the dangers of a course which withholds broadcasting licenses from any industry or representation thereof may be mentioned the possible discrimination involved against any class or group, without any reasonable basis therefor, the possible interference with freedom of speech and press, possible turning aside of what may be a natural course of progress by which older established media bring their experience and their equipment to the gradual utilization of new methods which science makes possible, and the possible establishment of an undesirable precedent. Pending the securing of adequate information, the commission has at hand the existing procedure established under the Communications Act of 1934 and, by applying the standard of public interest, convenience or necessity to all applications, whether for new stations or for renewals of licenses, has power to cope with the situations where actual or proposed newspaper ownership of a station raises a doubt as to whether the standard has been or will be complied with in practice.

Re Critics

Criticism of the American radio system made by education and labor finds the report agreeing with the justness of some of these criticisms and indicates that others do not take into consideration all of the factors necessarily involved. It suggests that education can be given an opportunity to utilize radio for its own purposes in the ultra high frequency portion of the radio spectrum.

The report agrees with the criticism of labor, to the extent that the very existence of successful radio broadcasting in this country depends upon maintaining the facilities licensed by the government in such a manner that they are available for service to all the people and are denied to no one having a legitimate social or political doctrine and desiring to make an appeal to public opinion. However, it does suggest that this be accomplished thru the issuing of licenses to all the various groups of social or political thought because, as the report states, from a technical standpoint it is impracticable for every such group to have radio facilities capa-

Young & Rubicam Gain on NBC Billings; JWT and L. & T. Down

NEW YORK, Jan. 22.—Altho CBS has released figures showing billings according to both advertising agency and sponsor for 1937, NBC reps say the chain will not make such information available this year or any other year. One reason officially given is that the network had squawks on that score. Probably as important, but not officially mentioned, is the fuss that followed last year when favoritism was shown in making these figures available.

However, unofficial reports figure out that following Blackett-Sample-Hummert, Inc., known to be first on NBC this year with more than \$5,000,000 worth of time placed, the agencies more or less are bunched as they were last year. Lord & Thomas, number one on the NBC list last year, however, is down this year, RCA business now going direct on its subsidiary, instead of thru the agency, as heretofore. J. Walter Thompson is also figured as having lost ground in its NBC position. Departure of Shell and

National Dairy shows contributed. Young & Rubicam, unquestionably, have gained, this agency having added the Packard account and the Bristol-Myers placements to its credit. This and a split in some of the General Food accounts between Y. & R. and Benton & Bowles has probably moved the latter agency down on this list slightly. Wade Advertising, with its Alka-Seltzer account, using large hook-ups, is also close to the top.

Compton ad agency has also moved up, by virtue of increases in the radio appropriation of Procter & Gamble, altho this account has some divisions farmed out to Pedlar & Ryan and B-S-H. N. W. Ayer switched a hunk of the Ford bill away from NBC to CBS and altho showing this in its NBC rank, is number four, with more than \$2,000,000 placed on Columbia.

CBS agency list, however, has only those agencies with \$100,000 or more listed.

ble of reaching the nation and sustaining public interest in a program service. It does refer, however, to the responsibility that the licensees themselves have in maintaining fairly the fundamental American doctrine of free speech over a channel of mass communication which belongs to the people of the country.

Report clarifies the difference between a "network" and a chain company, and states that the network system of distribution is an essential service to the public. However, it stresses the necessity for accepting the network system to preserve competition between networks, individual stations, sponsors, performing talent and others comprising the structure of broadcasting program service.

Report suggests that study should be made of the contractual relationships between chain companies and affiliated stations. It added that adherence to sound engineering principles automatically to affect the distribution of stations is unfeasible, because in considering need for a station in any community the paramount issue is social-economic rather than engineering.

Suggest Profit Study

Suggesting a study of the profits being made by broadcasting stations of all classes, the report declares that accurate information with regard to the subject is lacking because the financial returns now being made to the commission do not give all the necessary data to justify critical analysis of the present situation with respect to profits. Report recommends adoption of a form of financial report which will insure a proper study of this question. It says there is no basis for the fear that such a comprehensive financial report, if required by the commission, would be necessarily a step in the direction of rate regulation.

The report shows that chain companies held, as of July 1, 1937, 3.86 per cent of radio facilities in the broadcasting band; newspaper or affiliates, 28 per cent; educational institutions, 4.35 per cent; religious or charitable institutions, 1.71 per cent; special groups, as labor,

farm organizations or Chambers of Commerce, 43 per cent; States or municipalities, 36 per cent; insurance companies, 1.29 per cent; manufacturers of radio and electrical equipment, 1.86 per cent; retailers of radio and electrical equipment, 2.71 per cent; department stores, .73 per cent, and others, widely diversified, 53.71 per cent.

An important section of the report is devoted to a study of ways of securing better information and a better system with relative ease on the social and economic aspects of radio broadcasting. To accomplish this end the following suggestions are made:

Revision of existing forms for renewal of licenses to secure better factual data with reference to revenues, expenses and programs. Engineering Department has prepared tentative suggestions as to the new forms and feels that if this matter is taken up with the industry an excellent basis for securing facts can be set in motion.

Station log forms should be revised to secure better factual data with reference to the character of programs and their sponsorship.

Organization of the commission's staff so as to summarize the information suggested above and put it into a form readily usable for interpretation by the commission with respect to social and economic trends. An expert should be available to advise on the interpretation of such data.

Co-operation with various trade associations and other interested organizations to centralize and co-ordinate all data on the subject.

Utilization of available sources of information relative to capabilities of economic support of radio broadcasting stations by various communities and sections of the nation.

In the appendices there is a summary of evidence relating to the cost of broadcasting stations, including the cost of power increases; distribution of classes of broadcasting stations to cities and to States; suggested questionnaire to be used by the Federal Communications Commission for statistical summaries; sources of information relative to capabilities of economic support of radio broadcasting stations by various communities and sections of the United States; trade organizations available for co-operation in securing factual data concerning economics of broadcasting; cities in the United States above 10,000 population having no radio stations; classification of business of licensees of clear channels and high-power regional broadcasting stations and a list of broadcasting chains and networks.

CBS Billing to Advertising Agencies

Ruthrauff & Ryan, Inc.	83,243,443	The Blow Co., Inc.	357,735
Benton & Bowles, Inc.	2,433,779	Geyer, Cornell & Newell, Inc.	348,850
Blackett-Sample-Hummert, Inc.	2,052,412	Morse International, Inc.	323,320
N. W. Ayer & Son, Inc.	2,043,329	Stack-Coble Adv. Co.	286,138
Newell-Emmett Co., Inc.	1,895,541	Paris & Peart	275,273
Lord & Thomas	1,671,007	D'Arvy Adv. Co., Inc.	265,170
Neisser-Meyerhoff, Inc.	1,382,960	Roche, Williams & Cunningham, Inc.	220,378
F. Wallis Armstrong Co.	1,128,540	Federal Advertising Agency, Inc.	210,630
Young & Rubicam, Inc.	990,428	The Wessel Company	201,265
B. B. D. & O., Inc.	949,238	Albert Frank-Oenther-Law, Inc.	190,509
William Eby & Co.	943,163	McCann-Erickson, Inc.	185,870
J. Walter Thompson Co.	838,492	Lambert & Peasley, Inc.	180,480
Hatchins Advertising Co., Inc.	790,805	Brooks, Smith & French, Inc.	147,890
Maxon, Inc.	730,633	Donahue & Coe, Inc.	104,850
Buchanan & Co., Inc.	558,045		
Knox Reeves Advertising, Inc.	551,632		
Gardner Advertising Co.	530,614		
Lennen & Mitchell, Inc.	528,708		
Arthur Kudner, Inc.	440,040		
MacManus, John, & Adams, Inc.	437,900		
Hays MacFarland & Co.	381,383		
Campbell-Ewald Co.	375,425		

NEW YORK, Jan. 22.—About \$100,000 more than its 1937 expenditure has been earmarked by Procter & Gamble. Has not been determined as yet what products will get the extra push or what form of radio advertising will get the \$100,000.

THE STATION OF THE STARS

W H N

New York's
Number One
Showmanship
Station

Associated with
Loew's Theatres and
The M. G. M. Studios

1540 BROADWAY • DIAL 1010

Coast CBS Mystery Show Acted With Sets, Makeup; Sans Scripts

"Town Meeting"

Reviewed Tuesday, 10:30-11 p.m. Style—Informal discussions. Sustaining over KDKA (Pittsburgh).

Similar to New York Town Hall program, the less formal, roundtable led by locally famed pulpiter Dr. Bernard Clausen of the golden voice discusses political, economic and social issues. Program caught began about peace, moved to war and bodycote. Announced for following week, typical topic was relief. Uncensored and unrebated, half hour unbroken by plugs has Clausen shuffle questions to each of three participants chosen from different walks of life for varied viewpoint.

One of the most intelligent periods on air, locally or network, *Town Meeting* receives large audience from students, teachers, professional and business men and other higher bracket wage earners.

M. F.

"Under Western Skies"

Reviewed Wednesday, 9:30-10 p.m. Style—Drama. Sustaining on KDKA (Pittsburgh).

Newest brainchild of KDKA program chief Derby Sproul, *Skies* is being readied for networks. It's heavy drama, built around an episode of the West, the tale of ranger, bad man and girl.

From production standpoint and casting show's good enough for national hook-up. Although provincial and maybe questionable from point of locale as setting for programs in industrial East, Western stuff may be just the ticket, a good contrasting diet, like Gene Autry for the mining town cinema fans.

All voices project well, especially lead woman Della Gillis. Music background and interludes on organ. Bill Hinds announces. Series starts NBC January 29 at midnight, with time change to earlier in evening subsequently.

M. F.

Ben Bernie

Reviewed Wednesday, 9:30-10 p.m. Style—Variety program. Sponsor—United States Rubber Company. Agency—Campbell-Ewald Company. Station—WABC (CBS network).

Ben Bernie returns to the air for United States Royal Tires and instead of doing his comedy ork leading routine now does a straight emcee in his typical fashion. Supporting acts are Buddy Clark, Jane Pickens, Lew Lehr, with Al Evans conducting the band. First show was amusing. Slated opposite Fred Allen, program will have to be good to produce a successful record.

Best part of the show was a take-off on daytime radio sketches, a broad burlesque affair, silly at times, but productive of laughs. Buddy Clark gets the singing honors with his excellent croonology. Jane Pickens doing fairly well. Lew Lehr, from newsworld work, does his German comedy dialect. Unfunny.

A. J. F.

"Your Witness"

Reviewed Wednesday, 10:15-11 p.m. PST. Style—Drama. Sustaining. Station—KNX (CBS network).

This series of weekly mystery dramas is fast getting to be one of the most popular programs on the Coast. Scripted by Ashmead Scott, this offering looks good for a sponsor. Done with cast working minus scripts, with make up, scenery and lighted stage. Easily a forerunner of television presentation.

Action for *Museum Murder*, this week's original play, took place on a motion picture lot. Opening with movie hero victim of stick-up that results in his murder when studio guards try to interfere.

Apprehension of the holdup artist is speedy, but no trace of the gun can be found. The thief admits having gun, claims he didn't shoot the movie idol.

In Aussie, Too

SYDNEY, Australia, Jan. 15.—The Australian Performing Rights Association is suing the Australian Broadcasting Commission for copyright infringement. The sum claimed is £17,000 (approximately \$85,000).

Fleeing the crime scene, the suspect admits throwing a .38 into a river. Autopsy on body of murder victim shows him to be killed with a rare German revolver. Suspect convicted when police fail to find gun in river. While the murder suspect awaits trial two more people die on movie lot, shot with same mysterious German gun. Hero Sergeant Burke enters scene, questions suspects.

At this point a traveling mike is taken thru the audience for spectators to try to name guilty party. Burke then identifies guilty party.

Written solutions are sent in by listeners, best one of week getting a prize.

On the whole this is a smooth, well-written program, noted by a capable cast.

D. O.

Lobby Interview

Reviewed Wednesday, 3:30-4:15 p.m. Style—Interviews. Sustaining on WWSW (Pittsburgh).

Walter Frammer, Pittsburgh's busiest announcer, asks pedestrians questions about the movies in his newest and 25th weekly program. Quarter hour, which gratis plugs Penn Theater, has Frammer asking gawkers about film-star biographies, pictures and their own personal histories.

Not much different than the average of the interviewing epidemic except for its ear-holding power despite impromptu button-holding, program offers free theater tickets to listeners who mail in questions used.

Except for a small demerit on his too frequent chuckling, an obvious attempt to make questionees at ease, Frammer hits the mark again due to his aggressive voice and manner.

M. F.

"I'm Going To Give Up"

Reviewed December 31, 5:30-6 p.m. Style—Vox pop. Station—National (British Broadcasting Corporation).

A neat 10 minutes' stunt program with Thomas Woodroffe, ace British Broadcasting Corporation commentator, walking thru crowded London streets on New Year's Eve with a hidden mike and engaging passers-by in conversation. Asking them their particular New Year's resolution brought out quite a few interesting and novel notions. Enjoyable stunt item.

B. E.

"Yale News Reporter"

Reviewed Monday, 10:30-10:45 p.m. Style—College news. Sponsor—American Tobacco Company. Station—WICC, Bridgeport, Conn. (Yankee network).

This is surefire for Yale students and plenty of their friends. Two undergrads alternate each week to spiel news gathered by members of *The Yale Daily News* staff. There's a dash of spice in many of the news items.

All branches of college life, sport, drama, even classes, are included in this news reel. Plugs are tastefully woven in and properly held down. Norman Paul and E. G. Burrows, Yale undergrads, do the announcing. It's on five times weekly.

Lucky strikes plugged. S. A. L.

Move Is Begun To Abolish Airing of Liquor-Bever Ads

WASHINGTON, Jan. 22.—Barring liquor and beer advertising on the air may shortly eventuate. Report, first published in the magazine, *News-Week*, is substantiated in part by investigation here. Temperance groups are roundly condemning such advertising thru petitions to Congress urging passage of the Culin Bill. Some administration support has been given in the annual report of the Federal Alcohol Administration, of which W. S. Alexander is chief. Report recommends that agency be given the power to stop such advertising.

Currently, without such powers, the FAA is unofficially discouraging the use of radio for any liquor, brewers, vintners and distillers, however, are told that the suggestion is strictly unofficial.

Most distillers, as members of a trade group, the Distilled Spirits Institute,

At Liberty

PITTSBURGH, Jan. 22.—Joe Vilella, KQV announcer who doubles as publicity manager for WJAS-KQV combination, becomes a triple-threat man this week. He has taken over the Tommy Carlyn 12-piece band, is hiring out for one-night stands under his own name, plugs the bookings and his outfit on the air.

Howard Clancy

Reviewed Friday, 9:15 a.m. Style—News for women. Sustaining on WEAF (NBC network).

Clancy does a smooth-running job for the ladies, right after the breakfast hour. He culls thru the news carefully to pull out dispatches of particular interest to women or, in some cases, points up general stories to interest the ladies. His delivery is straight; there is no attempt to get cute or folksy for the benefit of the femme listeners.

On the program heard he dished out news of the royal Egyptian wedding, history of gloves, free beauty clinics and the Chinese war—all from the woman's angle.

Could easily stand a sponsor and deserves one. B. H.

It's V.-P. McClinton Now

NEW YORK, Jan. 22.—Hay McClinton, who a fortnight ago was made production and program head of the N. W. Ayer radio department, was made a vice-president of the ad agency this week. In addition to his new radio duties, McClinton continues as liaison man on radio for Ayer on the Ford auto account, a post he has held some years.

AIR BRIEFS

(Continued from page 3)

complaints listeners have about sports events. Kelly promises to expose any racketeering in sports. . . . Carlton KaDe'll doesn't mind black cats, but he insists on untying them tying his shoe laces before he faces the mike. He says he did this for his first airing and it brought him luck. We don't believe it either. . . . In order to gauge studio response the Camel show will hold a preview every Monday night at the CBS Music Box Theater.

From All Around

BILL DOUGHERTY now program boss at WRBL, Columbus, Ga. . . . Lloyd C. Thomas and John C. McCoy, of WROC, Rockford, Ill., proud of three bronze metal cards given by American Legion for outstanding service. . . . Jewel Cowboys and their Circle B Ranch, a WREC, Memphis, feature, now on a CBS hook-up Saturdays from Memphis. Jim Sanders to emcee. Dan Jose Cortez, Kokomo Crocker, Slim Hall and Lefty Ingraham are in the company.

Presco's new station, KARM, is headed by Lou Keplinger, manager. Others are Dick Wegener, Bob Davies, Jerry Lansing, Bert Hale and Walter Sheppard. . . . Deane Chambliss, of KFOX, Long Beach, Calif., has been associated with owner Hal Nichols for more than 25 years. Long before radio was dreamt of. . . . Dick Bray, of WRBC, Cincinnati, getting a big hand for his baseball news. Reading letters sent to him from big league players. . . . Eddy Andrus, new speller

Talking Shop

By JERRY FRANKEN

Flashbacks

Looking back and remembering. . . . The Byrd Antarctic shows. . . . The Morro Castle hearings. . . . Rudy Vallee on WMCA for Herbetta, jewelry retailer, many years ago at about 8 or 8:30 in the morning. . . . Nelson Eddy on WOR for Hoffman's ginger ale. I think it was a Monday night series and he was then singing almost from hunger. . . . When the Mills Brothers first hit New York, brought here by Tommy Rockwell from WLW. . . . Paul Whiteman's Rhythmic Boys and their version of *Melissipi Mud*, the trio composed of Bing Crosby, Al Ringer and Harry Barria. . . . And Whiteman's recording of *Rhapsody in Blue*—a long, long time ago.

More

Any Fred Allen program and any Fred Waring stage show. . . . Russ Columbo's theme and his delivery, *You May Call It Madness*, etc. . . . Casa Loma Orchestra when it first hit local airwaves. From the Glen Island Casino, I think, and the boys were really hot in those days. . . . Showboat, before it started to leak and veer from his course. And Bill Hatcher, with his wild-looking hair, directing. . . . Tommy Dorsey's theme song, good now and then. . . . First time on the air for me, delivering a talk on WEVD— and talk about mike fright! . . . The fight for autonomy at Local 802, AFM, one of the most exciting labor stories in show biz.

A Few More

Paul Keaton's promotion script for CBS called *Pa and Ma and Mike*. . . . WHEN, years 'n' years ago, listening to baseball scores and recordings by means of a telephone hookup at home, and Perry Charles saying, "We will now play Tomorrow by request," and how it became a standard gag. Then years after Perry's nut shows, *One, Itty Bitty Kiddy Hour*, as well and as goofy a show as you'd want. The other, his early-morning record-playing stint, with rissions of Charles, who lived in a Long Island suburb, making a 5:30 a.m. train and running up and down the platform to keep warm. . . . When Cab Calloway first came around, before *Minnie the Moocher* and *St. James Infirmary* became commonplace. . . . *Lights Out*, when it started its eerie career on NBC. . . . Chevrolet firing Jack Benny. . . . And a fortnight ago Lenox Lohr's swell answer to the PCO, reminding that suggest body that this is the first time any questionable program was broadcast. Making an industry subject to fanatical busybody antics and threatening license action seem repugnant, to say the least.

at WBIO, Greensboro, N. C. . . . and Manly Holland and Gilbert Hutchison new to the commercial department.

Harry Campbell, of KFRU, Columbia, Mo., doing arrangements for a local glee club. . . . Chet Thomas, of the station, received a letter saying that everyone in his town listened to them regularly. Chet checked and found there were 26 souls in the burg. . . . Harry Johnson, of KOIL, Omaha, doing spot interviews now. . . . Al Priddy, of KDYL, Salt Lake City, thinking of his new home. . . . Several changes in Philadelphia last week: Sandy Guyer, sports announcer for WIP, resigned. Replaced by Walton Newton, formerly with KNOW, Austin, Tex. . . . George Henboeffler to conduct a stamp column over WFIL. . . . Allan Scott, WFIL's news commentator, started a new series of broadcasts over WCAU.

ARTISTS MANAGEMENT

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Kicks on N. O. Aud's Visibility

NEW ORLEANS, Jan. 22.—Recent loud complaints of excessive rental costs for New Orleans' municipal auditorium have been replaced with equally loud squawks about poor angles of the huge stage. Complaints poured in by the hundreds following showing last week of the Ballet Russe, when patrons on "big side" of the auditorium failed to see the dancers work from the knees down.

"We are spending thousands of dollars now on repair of machinery to lift the walls and on air-conditioning the auditorium," chairman of the board in charge answers. "The question of the floor we have studied, but as yet we have taken no action. We might succeed in building a new false flooring to slope up gently, do something to the present stage, or both. We will talk over with the city administration about getting funds for the betterment of the patrons' stage views."

In the meantime several more presentations are scheduled for this season, including the Jocas Ballet on January 31 and February 1 and Helen Hayes in *Victoria Regina* a little later.

Providence Returns to Nation's Theater List

PROVIDENCE, Jan. 22.—After a dearth of stage attractions since the short-lived *Something for Nothing* debuted at the Playhouse here Thanksgiving Day, Providence is once again back in the nation's theater lists. Last week the Playhouse had a successful two-day engagement of *Olson Welles' Caesar*, with the film *Monastery* following it in Wednesday for a run expected to continue until February 14 and 15, when *Yes, My Darling Daughter* comes in.

At the Metropolitan Theater, Aaron Richmond is presenting the Mordkin Ballet January 28, while last Tuesday night at that house the Trudl School Ballet appeared under sponsorship of the Providence Community Concert Association. Still another brand of entertainment here last week and enjoying good business was the *Ice Follies of 1938*, which played the B. I. Auditorium under sponsorship of Town Criers, local ad men's organization.

London Opens With a Hit

LONDON, Jan. 15.—*This Money Business*, the first legit play to be produced in London in 1938, opened January 8 at the Ambassador Theater, and was well received. Comedy, written by Cyril Campton and produced by Henry Kendall, is bright and breezy and the dialog witty.

Excellent performances were given by Antoinette Cellier, Diana Beaumont, Henry Kendall, Philip Howard and Jean Ormonde. Show shapes like a hit and should enjoy a long run. Bert Ross.

OUT-OF-TOWN OPENINGS

"Shadow and Substance"

(NIXON THEATER)
Pittsburgh

A new play by Paul Vincent Carroll. Presented by Eddie Dowling. Directed by Peter Godfrey. Setting designed by David M. Twachtman. Special effects by James C. Scully. One week beginning Monday evening, December 37.

Cast: Julie Hayden, Lloyd Gough, Valerie Cassart, Harry Sothorn, Leonard Doyle, Er Cedric Hardwicke, Sara Allgood, Gerald Buckley, John Kearney and Almira Sessions.

Eddie Dowling's importation of Paul Carroll's Abbey Theater hit is a provocative and engrossing drama for studied theatergoers, but a less likely hit piece for the majority of ticket holders who primarily seek entertainment. An enlargement of an Irish folk tale that also discloses on the provincial narrowness of the parochial school system and on the struggle between classical and plastic approaches to religion, *Shadow and Substance* casts more shadow than it does substance—not necessarily a fault, but probably the limitation of box-office grosses.

Its merits lie in quietly rich humor revealed thru an aesthetic canon's wit and thru human situations, in the sharply etched delineations of Irish villagers, in the drama of its conflict be-

From Out Front

By EUGENE BURR

Jack Kirkland, adapter and co-producer of the quickly deceased dramatization of John Steinbeck's *Tortilla Flat*, has vigorously called attention to a problem that has been bothering this corner for some little time now. It is the problem of the critics and what makes them go. Being fundamentally a trade-paper yokel (and a critic only by courtesy) I can say my say with few if any traces of false shame. I can look at the thing as an outsider—and as an outsider I have been astounded, not to say abashed, by a long line of critical verdicts this season. Honest differences of opinion are inevitable and indeed to be welcomed, since they give rise to discussion and argument, the basis of virility in any art. But some of the dicta handed down by the boys on recent shows have left me limp and gasping for air. It's not a question of differences of opinion; it's a question of wondering, in combined terror and amusement, just how much or how little about the theater is known by some of the lads who are the official judges of things theatrical.



EUGENE BURR

Mr. Kirkland called attention to the question by delivering a sounding smack to the jaw of Richard Watts Jr., duly appointed drama-taster of *The Herald-Tribune*. Now I happen to be in favor of neither physical violence nor Mr. Kirkland's dramatization of *Tortilla Flat* (for verification of the latter see an adjoining column), yet I think I can understand and even vaguely sympathize with Mr. Kirkland's state of mind. He thought he had been unjustly treated and he wanted to do something about it. That he chose the wrong thing to do hardly alters the fundamental aspects of the case; as a matter of fact, conditions being as they are, there's very little else that he could have done. And the fact that he was pretty well muzzed up himself, not by Mr. Watts but by various other denizens of the newspaper hangout in which this minor battle of the century took place, seems a bit unfair too. It appears quite possible that he could have been ejected without being beaten up.

All of which should by no means be interpreted as a defense of his attack. Burr may be crazy—as various actors, playwrights and members of the Legion of Decency strenuously insist—but he's not as crazy as all that. Defending Mr. Kirkland's action would be inviting a choice collection of haymakers to come to rest upon my own by-no-means-trodden button. It's not Mr. Kirkland's action that I defend; I simply sympathize, absently and with an overwhelming sense of shame, with what must have been his fundamental state of mind.

By a singular coincidence I happen recently to have read (as those unwary souls who exposed themselves to last week's column know to their own sorrow) the preface that Gautier wrote for *Mademoiselle de Maupin*. And in that preface he mentions critics as well as reformers—his biases against the latter having been turned last week, probably much to the embarrassment of his dandified ghost, into a left-handed attack on the Legion of Decency. This week his comments upon critics will be quoted, particularly since, to my great good fortune, they seem to have something to do with the matter in hand.

For one thing Gautier puts his finger upon precisely the quality that has left me limp and gasping after reading some of the season's reviews—the quality that took my objections out of the realm of differences of opinion and into the more tortuous and stonier paths of downright condemnation. Gautier describes a "critical" mental process that has seemed deplorably evident in recent months.

"A drama is produced," he says, "and the critic goes to see it; he finds that it corresponds in no respect to the drama which he had fabricated in his head on the suggestion of the title, and so, in his feuilleton, he substitutes his own drama for the author's. He gives large doses of erudition; he disburdens himself of all the knowledge he has obtained the day before in some library and treats like slaves people to whom he should go to school and the least of whom might teach men more able than he."

I hasten to repeat that since I am a trade-paper peon rather than a critic (as countless witnesses will attest) I feel quite comfortably that the remarks I quote have no application to me.

Gautier discusses a question that must have troubled Mr. Kirkland in the dark hours before he decided to have recourse to his good right hand. "Authors," says Gautier, "endure this with a magnanimity and forbearance that seems really inconceivable to me"—as it must also have seemed, I interject, to Mr. Kirkland. "What, after all, are these critics whose tones are so peremptory and words so short that one might take them for true sons of the gods? They are simply men who have been at college with us and who have evidently profited less by their studies than we, since they have never produced a work and can do nothing but bespatter and spoil the works of others like veritable symphalian vampires."

But he is far from suggesting the hardy handwork undertaken by Mr. Kirkland. Instead he has a far wiser suggestion and one that should be seriously considered—in flat defiance of the rapid, pallid, cowardly, drab press-agent-begotten truism that all critics (if they happen to work on papers that are large enough) are sacrosanct. "Would it not be something," suggests Gautier, "to criticize the critics? For these fastidious grandees, who make such an affectation of being haughty and hard to please, are far from possessing the infallibility of the Holy Father. There would be enough to fill a daily paper of the largest size. Their blunders, their forged quotations, their mistakes in grammar, their plagiarism, their dotage, their trite and ill-mannered pleasantries, their poverty of ideas, their want of intelligence and tact, their ignorance of the simplest things . . . would provide authors with ample material for taking their revenge, without involving any work but that of underlining the passages with pencil and reproducing them word for word; for the critic's patent is not accompanied by that of a great writer and mistakes in language or taste are not to be avoided merely by reproving such in others. The critics prove this every day."

It's a suggestion that should be followed out, tho it is understandably difficult to find anyone to show the way. Obviously no one of the critics can do it; he'd be shamefully disloyal to his caste and craft—and he might even, abomination of abominations, be ruled out of the Critics' Circle. An author or even an actor would hardly want to jeopardize his chances in his next show—particularly since the boys, whether they admit it or not, do stick together in punishing any alar upon the Craft. Witness the shameful treatment accorded some years ago to J. B. Priestley's splendid *Dangerous Corner*, after Mr. Priestley had hinted in print that perhaps American critics weren't quite full-fledged gods.

But I happen to be neither critic, actor nor author. Glancing askance at the few poor qualities I possess I timidly stick my neck out to its full the stringy length. A frail and unworthy buckler against the lightning flares of the True Gods, I'll none the less do my best. We'll criticize the critics next week.

tween the poetic concept of religion as a lofty ideal and that of faith based on superstition supported by legend, in the implications of its attack on tradition-bound education, in the nobility of its spiritual uplift.

Its fault, other than that resulting

from still unset performances, lay in its veering dialog, especially in the first lengthy act. One had to follow its philosophical turns intently and then later contemplate the abstractions for full appreciation—a practice ideal for

(See *OUT-OF-TOWN* on page 13)

Irish Repertory Players Present Shows "Candida"

NEW YORK, Jan. 22.—Those few and intrepid playgoers who managed to buck the wilds of Riverside drive and arrive at the Roerich Museum's little theater last Sunday night had a pleasant surprise for their pains. The Irish Repertory Players, a local group, presented a single performance of George Bernard Shaw's dated and ridiculous *Candida*—and it turned out to be the best performance of *Candida*, generally speaking, that I've ever seen.

The Irish Rep is an organization that has been putting on shows occasionally here and there about town, with the Abbey Theater repertory forming its chief stock-in-trade. Last spring it announced this season's program—including most of the old stand-bys—and found itself in something of a spot with its subscribers when the Shuberts refused to allow it to use the plays. It seems that the Shuberts considered the Irish Rep legitimate competition for the famed Abbey troupe, which played New York during the fall under Shubert auspices. That was probably the highest compliment that had ever been paid the local group—but on the basis of Sunday's *Candida* I enthusiastically affirm that it was entirely deserved. The Irish Rep did a better job, in the eyes of at least one spectator, than any offered by the Abbey.

In the impasse the local group turned to plays written by Irishmen—hence *Candida*. It is also very much on the lookout for original scripts written by Irish-Americans or dealing with any phases of Irish-American life—an interesting search and, I hope, a successful one.

Its *Candida* was excellent on three major counts: there was, thank Heaven, no "star" in the title role, to wry all the values of the play and make it a topheavy vehicle for a display of the determined charm of a stellar performer; the excellent direction of J. Augustus Keogh pointed the piece for its comedy values, refused to treat it like a museum exhibit and in general made it more entertaining and far clearer than I've ever seen it before, and, most important of all, there was a Marchbanks who made the ridiculously written, caricatured, silly, almost unplayable character seem like flesh and blood. I didn't think any actor on earth could do that, but a lad named Lawrence Murphy made me change my mind Sunday night.

I still don't know how Mr. Murphy did it—but the fact remains that he actually got under the skin of Shaw's posturing caricature and made it seem like a flesh-and-blood human being, sympathetic, believable and beautifully played. So fine was Mr. Murphy's performance, indeed, that I'd never have realized the almost insuperable difficulty of the role if I hadn't seen a series of really fine actors flop fantastically in it. His performance is really the best acting job I've seen this season.

And good workmanlike performances were turned in in all the other roles, with no self-conscious emphasis on the plucky wisdom of Shaw and no attempts to score individual triumphs. Thus, Red Terry made a warm, human, believable *Candida* and by the simple expedient of not trying hard to be charming was the most charming *Candida* I've seen. Anita Grannus did good solid work as Miss Proser. Keogh played a perhaps overaccented character role as Burgess. Lewis McMichael made even the pasteboard Lexy Mill seem believable, and John McYer unleashed an excellent reading as Morrell, clear and intelligent.

I never thought I'd be able to say that I enjoyed *Candida*—but I enjoyed it as presented by the Irish Rep.

Eugene Burr.

St. Charles, N. O., Dark

NEW ORLEANS, Jan. 22.—With the final performance of *Smilin' Thru* by the Peruch Players, the St. Charles Theater, in its ninth week of return of flesh to New Orleans, has suddenly darkened with promise for new stage attractions in the "near future." Given plenty of extra publicity during the opening weeks by citywide pros and cons over the city officials' ban of Tobacco Road performances, that show drew well; but with admissions scaled down and a prolonged stay of the Peruchis, the box-office lines drew thin.

This leaves the WPA local project again playing solo for local flesh. Troupe opens February 1 with a 12-day run of *The Mystery of Broadwalk Asylum*, by Dr. Cecil E. Reynolds.

HENRY MILLER'S

Beginning Wednesday Evening, Jan. 12, 1938

TORTILLA FLAT

A play by Jack Kirkland, based on a novel by John Steinbeck. Directed by Jack Kirkland. Assistant director, Theodore Corday. Settings designed by Mordcael Corelik. Presented by Jack Kirkland and Sam H. Orteman. Settings built by T. B. McDonald Construction Company and painted by Centre Studios.

Johnny Poin Poin.....Eddie Craven
Pablo Sanchez.....Harry Bellver
Mrs. Morales.....Mary Servino
Pilon.....Robert Kniff
Sweets Ramirez.....Erin O'Brien-Moore
Torelli.....Joseph M. de Villard
Big Joe Portagee.....Harold Moffet
Danny.....Edward Woods
Jesus Maria Concoran.....Mark Schweid
Emilio.....Samson Gordon
Caporal.....Peter Beauvis

ACT I—Danny's House . . . Tortilla Flat
Monterey, Calif. Afternoon. ACT II—
Scene 1: Pilon's House, Morning, One Week
Later. Scene 2: Danny's House, That Evening.
ACT III—Danny's House, Late Afternoon, Two
Weeks Later.

The season's second dramatization of a John Steinbeck novel, Jack Kirkland's play version of his *Tortilla Flat*, came to Henry Miller's Theater last Wednesday night, presented by Mr. Kirkland and Sam H. Orteman. It lacks the slobbering sadism of *Of Mice and Men*. Altho it is outspoken, lecherous and often disgustingly bawdy, it is so within the limits of its characters, seldom if ever indulging in the earlier play's drooling and anvilting and mumbling over the white bones in the lowest and most arid valleys of sex. It shows hints of Mr. Steinbeck's loudly and hysterically vaunted tenderness and sympathy and humanity as he depicts the human drags with which he has come in contact. It also possesses *Of Mice and Men's* maudlin sentimentality—and it is a very bad and almost unbelievably boring play. There is nothing to arouse interest in Mr. Steinbeck's pointless and meandering picture of the worthless palsanos of Monterey—and Mr. Kirkland's direction and the very bad playing of a cast that should know better combine to make it seem even worse than its writing. That, I'm afraid, is very bad indeed.

Again, as in the case of *Of Mice and Men*, it offers thick, sugary and almost nauseating sentimentality sublimated into a semblance of what insistent moderns are pleased to call realism, thru a use of sordid and unsavory details. These details allow the determined young artists of the tough-boy school to exclaim over the "realism," at the same time wallowing surreptitiously and perhaps unconsciously—an adverb that applies to many more of their actions than they realize—in the sentimentality. Since I haven't read the book there is, of course, no way of knowing just what difficulties were faced and overcome by Mr. Kirkland in his dramatization. But at any rate the qualities in Steinbeck that are most loudly shouted by his belligerently

New Plays on Broadway

Reviewed by Eugene Burr

sympathic admirers—tenderness, humanity, understanding and the rest—do very definitely seem to emerge in this far more clearly than they did in Mr. Steinbeck's own dramatization of his *Of Mice and Men*. In that, of course, they didn't emerge at all.

Tortilla Flat is all about the palsanos of Monterey, lazy, shiftless, lecherous, wine-bibbing folk of polliwog origin, loafing and swearing and foenacting thru the long California days and nights. When young Danny's evil grandfather dies and bequeaths him two houses Danny is frightened, for the duties of property threaten the more important items in his career existence. Nonetheless, his tatterdemalton friends, anxious for a roof over their heads, convince him that he should accept the legacy. They move into one of the houses—which they subsequently burn down thru carelessness—and Danny moves into the other, along with Sweets Ramirez, a young lady who is willing to turn her professional attentions entirely to Danny in consideration of a new vacuum cleaner.

The old friends and Sweets fight, Danny seems inexplicably affected because the baby of a wandering stranger dies, and he eventually rushes out into the night and commits a series of meaningless minor crimes, evidently in an effort to forget the responsibilities of property. In the end he comes back, and the most intelligent of his friends suggests a simple and logical way out. They burn the remaining house.

In the dialog with which Messrs. Steinbeck and Kirkland have seen fit to equip it, it is all unbelievably dull. And if I have seemed to suggest that there is a little filth in it, that is only because the filth seems mild in comparison with the cesspool thru which *Of Mice and Men* consistently wallows. There is filth and plenty of it. It is inherent in the characters, perhaps—but in my naive mind I have yet to discover the great artistic achievement in presenting, in either literature or the drama, characters that possess no single attribute capable of arousing either thought, sympathy or even an emotional reaction. The crapulous palsanos of *Tortilla Flat* are just as commonplace and dull as the sloozy farm hands of *Of Mice and Men*.

As for the vaunted sympathy and understanding it shows to great advantage in the highly sentimentalized treatment of Sweets, the tender but smoldering strumpet. It is a characterization that is passingly effective—and about as old as filth.

A cast full of usually excellent players is pretty well snowed under by the com-

bined efforts of Messrs. Steinbeck and Kirkland, the latter in his dual capacity. Only Harold Moffet, with humor that is sometimes painfully broad, manages to make any headway at all. There are, however, three nice minor performances offered by Peter Beauvis, Samson Gordon and an unbilled pig, Miss Erin O'Brien-Moore is pictorially effective as Sweets.

It will be interesting to see how the Steinbeck idolators squirm in their aprons of this one.

BROADHURST

Beginning Monday Evening, January 10, 1938

YR OBEDIENT HUSBAND

A "sentimental comedy" by Horace Jackson, starring Fredric March and Florence Eldridge, and featuring Dame May Whitty. Directed by John Cromwell. Settings designed by Jo Mielziner and built by T. B. McDonald Construction Company. Costumes designed by Jo Mielziner and executed by Eaves Costume Company. Presented by Maxwell Productions, Inc. (Fredric March and John Cromwell).

Mrs. Scutlock.....Dame May Whitty
Miss Bires.....Brenda Forbes
Prue.....Florence Eldridge
Podd.....Frieda Altman
Richard Steele.....Fredric March
Joseph Addison.....J. W. Austin
Patridge.....Martin Wolfson
Elizabeth.....Marilyn Jolie
Patrick.....Harold Thomas
Miss Perryfield.....Walter Jones
Lady Eve.....Helena Glenn
Lord Ewin.....Leslie Austen
John Gay.....John Pickard
Mrs. Howe.....Ethel Morrison
Thomas Hows, M. P.....A. J. Herbert
Lady Warwick.....Katherine Stewart
Lord Finch.....Montgomery Clift

ACT I—Upstairs Sitting Room of Steele's Home in Bury Street, London. ACT II—
Drawing Room of Steele's Home in Bloomsbury. Scene Months Later. ACT III—
The Same as Act II. The Following Morning.
Time—Early Part of the 18th Century.

In the years since his last New York appearance (which was in *The Devil in the Chaise* in 1926) it seems that Fredric March might have found a better play than Horace Jackson's sentimental comedy, *Yr Obedient Husband*, which he and John Cromwell presented at the Broadhurst Theater a week ago last Monday night after delays caused by a leg infection that attacked Mr. March. There is, of course, a temptation in literary characters (*Yr Obedient Husband* is about—or at least has a character called—Richard Steele), particularly when a starring vehicle is under consideration. But Mr. Jackson's comedy is a frail carriage for the glories of even a cinema star; it is badly constructed and not very well written; its comedy is of the most obvious and expected sort; and it fails to convince anyone—except, maybe, Messrs. March, Cromwell and Jackson—that the gentleman on the stage is Richard Steele, Addison's bril-

liant, erratic and appealing partner on *The Spectator*.

When you have said of *Yr Obedient Husband* that it contains a few thoroughly amusing lines, you've said about all that you can in its favor. For the rest, it tells about Steele and his endless quarrels with his shrewish but dearly loved wife. He and Prue quarrel over the bailiffs that beset the house because of his extravagance; when the bailiffs are gone, they quarrel over his intemperance and habit of staying away during dinner, even when guests are expected; then they quarrel because he has fought a duel (much against his own principles), over an article he wrote in defense of a lady (aged 14) who was caught knitting in church; then they quarrel because he almost went out when he promised not to; then they quarrel because he stayed at home and drank too much; then they quarrel because Prue has decided to leave him. She doesn't, of course—and the only really legitimate quarrel that I could discern in the evening's mark was that of the customers with Messrs. March, Cromwell and Jackson.

And the worst of it is that, with proper rewriting—a great deal of it, however—*Yr Obedient Husband* might have been a thoroughly amusing play. That rewriting would have had to include complete elimination of the many dull stretches that make the evening seem twice as long as it is and a complete change in the large slices of obvious comedy—for each quarrel, each reconciliation, each slip of Richard's, each piece of business almost is expected long before it is allowed to happen on the stage. Whatever you expect to happen does happen, down to minute details—and there's nothing very funny in that.

The rewriting would also have to include complete reconstruction of the play, for as it stands it is nothing but three loosely connected one-act playlets, the first act dealing (if it deals with anything at all) with the introduction of an early illegitimate daughter of Richard's into the household, the second act dealing with the duel and its expected effects, and the third act dealing with Prue's determination to leave and the final reconciliation.

And the rewriting would also have to include something that would make the customers feel that it is Steele himself who is the subject of the drama, rather than any semi-delirious and semi-hepcked husband you care to name. The simple introduction of Steele's name—along with other names such as John Gay and Joseph Addison, all of them remarkably unsupported by any evidence in the dialog that they are borne by even rough approximations of the originals—won't do this, as Mr. Jackson has already found out.

Also, if Mr. March were still to play the lead, something would have to be done to offer him fewer temptations into by-alleys of posturing, affectation and downright bad acting. At the start of the play he attacks his part as if he were a punching bag—and, tho he gains some suavity as he progresses, he never manages to be anything more than a cinema star making a public appearance. And Miss Florence Eldridge, his wife, who plays Prue, does little to help, falling altogether to suggest Prue's very necessary charm.

The finest job of the evening—and it's a very fine one indeed—is offered by Dame May Whitty, who accounts for a more than half of all the laughs and a great deal more than three-quarters of all the pleasure, as Prue's mother. Nice all the pleasure, as Prue's mother. Nice all the pleasure, as Prue's mother. Nice all the pleasure, as Prue's mother. A very cute little girl named Marilyn (See NEW PLAYS on opposite page)

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Dramatic	Opened	Perf.
All That Glitters (Billmore)	Jan. 19...	6
Amphitruus 38 (Shubert)	Nov. 1...	68
Forever East (National)	Dec. 16/36	484
Tea and Sympathy (Mines)	Dec. 27...	32
Father Malachy's Miracle (St. James)	Nov. 17...	78
Golden Boy (Belasco)	Nov. 4...	92
Grand Show on Earth, The (Playhouse)	Jan. 8...	22
Minor Movements (44th St.)	Oct. 27...	192
Mercy Street (Murray)	Nov. 11...	83
Julius Caesar	Nov. 11...	72
The Showman's Holiday	Jan. 1...	14
Of Mice and Men (Minsk)	Nov. 23...	71
Room Service (Cort)	May 19...	286
Star Wagon, The (Empire)	Sept. 29...	134
Step-Over (Lyceum)	Jan. 11...	10
Susan and God (Playhouse)	Oct. 7...	124
Time and the Conways (Hix)	Jan. 3...	24
Tabasco Road (Forsyth)	Dec. 4/37	174
Women, The (Broadway)	Dec. 26/36	452
You Don't Take It With You (Booth)	Dec. 14/36	477
Yes, My Darling Daughter (Winterhill)	Feb. 8...	300
Musical Comedy		
Between the Devil (Imperial)	Dec. 22...	38
Casita With Echo, The (Winterhill)	Jan. 3...	24
Howay For What! (Winter Garden)	Dec. 1...	64
It's a Wonderful Life (Lambert)	Nov. 3...	99
Three Waltzes (Majestic)	Dec. 25...	38

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"Hollywood Hotel"

(FIRST NATIONAL)

Time, 110 minutes. Release date, January 22. Screen play by Jerry Wald, Maurice Leo and Richard Macouley. Original story by Jerry Wald and Maurice Leo. Music and lyrics by Dick Whittington and Johnny Mercer. Directed by Busby Berkeley. Cast: Dick Powell, Rosemary Lane, Lola Lane, Hugh Herbert, Glenda Farrell, Johnnie Davis, Lonella Parsons, Alan Mowbray, Nabel Todd, Frances Langford, Jerry Cooper, Ken Niles, Duane Thompson, Alysia Joslyn, Grant Mitchell, Edgar Kennedy, Ted Healy and the Raymond Paige and Benny Goodman orchestras. Reviewed at the Strand, New York.

Taking its cue from a popular Coast or show of the same name and using some half dozen radio names for musical interludes, Hollywood Hotel turns out to be a thoroughly entertaining and briskly moving film that should satisfy every type of theater-goer, including such extremes as the mentally subnormal females who go ga-ga over Dickie Powell and the jitterbugs who go nuts every time their idol, Benny Goodman, picks up his clarinet or their adored Gene Krupa screws up his face. Radio names plus Powell and Goodman make this picture powerful box office.

And no disappointment to the customers either after they've paid their way in, because with a clever book, a successful score and a smooth but unpretentious production it is Grade A relaxation for the tired business man, the bored housewife and repressed females who can have their fill of Dickie's smile, less saccharine than usual.

Powell is a sax player in Goodman's band who goes to Hollywood on a 13-

week contract. A temperamental star who runs away from a Carthay Circle premiere of her own picture and forces the studio to hire her double for one night to make the appearance gets Powell into trouble because he's given the assignment to escort the double without knowing who she really is. Succeeding involvements have Dickie fall in love with the double, approaching the star when she returns and getting his face slapped. Many more such pieces of plot thickeners. A little incidental fun, too, is poked at the Hollywood folkways, the stars, their sponging papers, press agents, premieres, etc. Satire is of the mildest sort. Louella Parsons, Hearst crick-gossip, plays herself and all unconsciously provides the best bit of Hollywood satire. Namely on herself and the slew of Filders and Skolekys who go around the studios asking insane questions.

Hugh Herbert hands in, despite his annoying woo-woo, his most decent acting job as the eccentric pater of the star, and friends of Ted Healy will be happy to know that the late ex-vaude-villain did the finest screen work of his career, almost putting himself in a class with W. C. Fields. Healy plays a 10 per center. Mowbray, playing a supporting lead, is not up to his usual brilliant standard.

Neither, for that matter, is Benny Goodman, despite the tremendous applause he drew every time the screen flashed his face. His band takes only one extended sequence, a sloppy impression of a jam session with, however, some impressive shots of the sax section and Teddy Wilson's fingers on the keyboard. Goodman can play so much better—in fact, he can play the best in the land—that it's a shame his band should have been recorded in such an

inferior form. The public didn't seem to care about that, tho, and Benny and his gigars unquestionably steal the show from everybody except Ted Healy.

Tunes, while not sock, are smooth and singable, including *Let That Be a Lesson to You, I've Nitched My Weapon to a Star, I'm Like a Fish Out of Water* and *Silhouetted in the Moonlight*. Second and fourth are already in the hit class. Maurice Zolotow.

"I Met My Love Again"

(UA)

Time, 76 minutes. Release date, January 28. Screen play by David Hertz, based on a novel by Allene Corlies. Directed by Arthur Ripley and Joshua Logan. Cast: Joan Bennett, Henry Fonda, Dama May Whitty, Alan Marshal, Louise Platt and others. Reviewed at the Ritz, New York.

A rather lengthy, sluggish and wordy piece of mild import is the net celluloid result of the novel, *Summer Lightning*. It is chiefly distinguished by the individual, unco-ordinated efforts of the members of the cast, with special attention drawn to the work of that grand trouper, Dama May Whitty. Interest in individual delineations rather than in slowly unfolding tale keeps the picture from falling into the bore-some category. Altogether, a fairly interesting double-feature product.

The story, set in a Vermont village, tells of the fateful resumption of life and love, after a period of separation of 10 years, of a young and idealistic fellow and a girl who got tired waiting for him to pop the question. Tho they love each other dearly, the girl is carried away by the lozenge-making of a nutty novelist in whose cabin she takes refuge during a snowstorm. After a hectic and unhappy

life with her Bohemian spouse in Paris, she returns, now a widow and accompanied by her little daughter, to Vermont and there takes up again with her sober and faithful first love.

George Colson.

"Paradise for Three"

(MGMA)

Time, 75 minutes. Release date not given. Directed by Edward Buzzell. Book by Erich Kaestner. Screen play by George Oppenheimer and Harry Ruskin. Cast: Frank Morgan, Robert Young, Mary Astor, Edna May Oliver, Florence Rice, Reginald Owen, Henry Hull, Herman Bing, Sig Rumann, Walter Kingsford. Reviewed at Westwood Village Theater.

A mistaken identity plot with many novel and surprising twists makes this a light evening's entertainment that will get laughs from general audiences everywhere.

Frank Morgan, rich owner of a soap company, slips his own slogan in for the ad contest he is running. Morgan wins, so does Robert Young, a pro contest hound. They are guests of the company at an Alpine inn. There Young is mistaken for the rich man, while Morgan, who makes an unpretentious entrance, is not so welcome.

Morgan carries his part off well. He becomes involved with Mary Astor, a heart-balm pro. Florence Rice does a good job as Morgan's daughter. Young falls for her. It's the poor boy marrying the rich gal, but it's cleverly worked out. Edna May Oliver, as the housekeeper, does her usual good job.

The direction of Buzzell is fast, the comedy situations brought out to best advantage. While this is no "Academy" pic, still it will please the average moviegoer. Dean Owen.

NEW PLAYS

(Continued from opposite page)

Jolie is cruelly hampered by unbelievably stilted lines.

What with the central performances, the obvious slapstick humor and the failure to suggest the characters named on the program, it seemed less like a play about Steele than a try-out of *Jiggs and Maggie* at a Costume Ball.

OUT-OF-TOWN

(Continued from page 11)

the leasured, but not quite so customary for most American mortals who attend the theater for diversion and relaxation.

The plot, which is really more a series of related situations highlighted by witticisms and platitudes, is based on "a legend connected with St. Brigit (which) relates how, in order to escape the attentions of persistent suitors, she disguised the loveliness of her face as . . . her birthplace . . . near Dundalk, Ireland."

Centered about the acid-tongued Canon Skeritt, whose only love other than his church is servant-visionary Brigit, whose imaginings he decries, the drama unravels his domination of lesser priests and parishioners who are content to abide her claims to communion with her saint. But the tradition-bound canon meets a tartar in the intellectually equal O'Hingley, who scorns the infidelities of classical schools that have neglected contemporary needs because of one man's reverence for the past. Both are humbled when Brigit, faithful to vision and master, is stoned to death by the townspeople who are rebelling against the schoolmaster's hook on the Feast day of her name saint.

As the Canon, Sir Cedric Hardwicke

shows masterful technique, yet it seems that at this date he has not controlled his role or else he is not quite the Gibraltar necessary to portray such a man, who is one of infinite understanding venerated by granite. He is best with his many sarcastically humorous lines, and the scene wherein he becomes a Catholic schodchen to propel a dim-witted bumpkin into marriage with his garulous stepniece is a masterpiece.

Julie Hayden is a dream. Beautiful, sensitive, supremely graceful, with an understanding of her Brigit that grows in stature as the play progresses, she seems at times almost as saintly as her namesake vision.

The other characterizations are distinctively done. Sara Allgood makes her Irish spinster as real as your next-door neighbor. Harry Sothorn and Leonard Doyle are most realistic curates and Lloyd Gough is a believably impetuous leftwinger. Valerie Gosart, Gerald Buckley, John Kearney and Almira Sessions likewise turn in effective jobs.

If there are enough Manhattan theatergoers who like to contemplate what might be, who like to philosophize and don't mind an occasionally mystifying mysticism, who like to drink passively of the artistic, then Paul Carroll's play will possibly enjoy a New York run.

The one set is fitting and, according to Gaelic conferees, realistically faithful.

The show was sold here as the third in the American Theater Society season series. Morton Frank.

"If I Were You"

WILBUR THEATER (Boston)

A new farce in three acts, six scenes, by Paul Hervey Fox and Benn W. Levy. Suggested by an idea in a novel of

Thomas Smith's. Sets by Raymond Sover. Presented by Paul Hervey Fox at the Wilbur Theater for one week, beginning January 17.

Cast: Constance Cummings, Bernard Lee, Mona Moray, Betty Field, Janet Hill, Harold Vermilyea, Marie de Becker, Irving Morrow, John M. O'Connor, J. Malcolm Dunn.

If *I Were You*, Messrs. Fox and Levy, I'd grasshopper this piece out of its lethargic state and transfer the setting from a literal collegiate physics class into the intended farce. From a lackadaisical start right thru the first act the technical preparatory measures with which the authors deal could be shortened considerably and with more effective consequence. Thruout the entire play the cast fails to grasp anything that looks like a good piece of business. It is as tho they were handling a greased porker.

The idea taken from the late Thomas Smith's yarn is a dandy, but its treatment requires more brilliance. The idea might even be burlesque gone legitimate. Central theme works on the Biblical passage of "I am thou and thou art I," but the pains with which the authors introduce their germ is confusing in the remaining two acts.

Lee is an English research biochemist whose drab marital existence works up his frau, Cummings, into a state of fidget. Things are too smooth for her. She craves excitement, even a baby.

A bug on sex transfer, Lee doesn't heed the magical advice of the servant girl, Betty Field. He's content with the scientific attitude. So with witch pot and broom and a diabolical brew concocted with stuff like a newt's eyebrow, a bat's ear and seven drops of a mountain goat's blood, a clap of thunder and a sheet of lightning transform Cummings and Lee into each other.

In their transformation the authors give characteristics not at all shown in the long first act, which makes it even more confusing. Lee becomes effeminate, true, but of the nance type. Later on he complains of labor pains, yet his wife, when she was herself, disclosed no such condition. And he, in her, is an inveterate smoker (Cummings smokes a cigar and pipe), swallows plenty of giggle water and is quite a swashbuckling guy, which he wasn't originally.

Situations from the burlesque album are plentiful, but this audience missed them because they weren't deftly presented.

Field, missing for a couple of weeks, finally shows up, and after much inveigling Cummings and Lee endeavor to get the magical recipe for transfer back to their normal selves. Punch line is the transformation to two other people

—more or less expected, but not by the audience.

Harold Vermilyea, as a doctor friend, is annoying with his "old girl," "old boy" attempt at English mannerisms. Field, as the maid, would do just as well without her Irish brogue, which wasn't Cummings and Lee bravely attempted to grip something but were lost. They must have read local reviews and heard audience murmuring thruout the performance. They didn't enjoy what they were doing, and neither did the audience, which will give a small gross for the week. Sidney J. Paine.

Hayes Expands "Merchant" Mats

CHICAGO, Jan. 22. — Helen Hayes' Shakespearean debut, originally slated to consist of one performance of *The Merchant of Venice*, offered at the Erlanger Theater during a crowded matinee last Friday (14), now not only promises to find her in more performances of that vehicle but with a strong indication that other cities will witness her in other works by the master playwright.

Started as an experiment and as a relief from the nightly repetition of *Victoria Regina*, *Merchant* was highly praised by local critics and the demand for repeat performances will see additional showings tomorrow evening and matinees the two coming Fridays. The Regina company doubles in the Shakespeare production.

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CIO in Philly Revealed as a Phony, AFM Faces Are Red

Books show only a handful of moppets as members—organizer reported seeking AFM job—hotel stuck for office rent—AFM picketing continues

PHILADELPHIA, Jan. 22.—After a bad case of fitters over the CIO threat in the music field here, and after weeks of negotiations with CIO bigwigs, the AFM found out it was fighting a ghost musicians' union. From an insider A. A. Toemel, Local 77 prez, received all the books and other paraphernalia of the CIO union, which revealed that the entire membership of the outlaw union was but 47 members, consisting mainly of young high school kids with no professional standing. CIO officials had claimed more than 400 paid-up members with prospects of bringing up 1,100 more. The only contract that the CIO outfit had signed was with the Lexington Casino, which the AFM was battling. The CIO leaders had claimed that 12 spots were under contract in Philadelphia alone, with at least half dozen more under contract in Atlantic City.

Of the 47 members in the CIO union more than half were signed up without an initiation fee with the provision that they would pay when and if they got jobs. The rest paid in initiation fees ranging from nothing to \$5.

The CIO musicians folded up offices in the Rittenhouse Hotel shortly after union leaders agreed to withdraw. Reports have it that they scammed owing the hotel two months' rent.

James O'Neil, organizer of the union, could not be reached for comment on the union's collapse, but it was reported that he contacted AFM officials shortly after the confab and asked for a job as AFM organizer. Officials at the CIO headquarters here disclaimed any knowledge of his whereabouts.

M. Herbert Syme, CIO counsel, said that he was negotiating with the Local 77 for the reinstatement of Barney Zeeman, founder of the CIO union, who is said to owe the union \$750 in back dues and fines. A deal to cut it down to \$500 is being sought by Syme.

Meanwhile, the music situation is copacetic here with virtually all of the night spots under contract. The only two with ecbs are French Grotto and Old Heidelberg, Lexington Casino, the only spot with a CIO contract, signed an AFM term this week.

Other places which are being picketed by Local 77 are the Locust Theater, playing legit shows without a pit orchestra; Temple and Lions ballrooms and four German singing societies.

Firing Philly Band Fires Local 77 to Court Action

PHILADELPHIA, Jan. 22.—American Federation of Musicians, Local 77, is contemplating legal action against Daniel Crawford Jr., manager of the Hotel Philadelphia and operator of the Mirror Room there, for breach of contract in firing Mickey Famliant's Band from that spot last week. Crawford ousted Famliant's outfit on the ground that they were under contract to Harry Pearl, booker, who formerly operated the Mirror Room.

Salaries Still Stalemate Music Strike in Seattle

SEATTLE, Wash., Jan. 22.—Members of the local musicians' union have turned further negotiations with night clubs, cabarets and taverns over to executive board, with the hope that the disagreement between proprietors and the 150 musicians out of work in such night establishments will soon be ended.

Deprived of musical talent and live entertainment, many taverns have been continuing to operate with canned music. Music makers have been demanding \$30 weekly and \$35 for leaders, turning down the \$1 weekly raise above the \$25 present scale which was proffered.

It Must Be Madness

NEW YORK, Jan. 22.—They always called it "love" when tunesmithing, but it remained for Ina George to defy tradition and violate all that is held holy by the June-moon-spoon fraternity. Newest offspring, Whitney Blake publishing, takes a bold stand, the torch titled *This Isn't Love*.

Business Must Be Good

DETROIT, Jan. 22.—The Musical Artists Bureau has moved into new quarters, taking over an entire floor in the Art Center Music School. Juan Ursulescu, head of the office, declared the increased facilities were necessary to take care of the increased business of the bureau.

Cocktail Combo Grows Up

CHICAGO, Jan. 22.—Four Dictators, who closed at the Medina Club this week, augmented outfit to seven pieces



THE NEW YORK music publishers like to tear herrings apart at Lindy's. And the stem's musickers are content to peel the Big Apple. But as for their prey Jack Rosenberg, Local 302, gobbling the gobbler makes the gastronomical delight—even if Emily Post doesn't approve of the grip.

and joined up with Marjorie Whitney, former queen with the King's Jesters. Open at the Chez Paree, Omaha, Friday (28) for three weeks.

Selling the Band

Kyzer Kashing In

Chicago spots are shopping for bands with exploitation ideas, casting envious glances at the business and publicity sock scored by the Kay Kyser College of Musical Knowledge being conducted to riotous returns at the Blackhawk Restaurant on Mondays. Since the institution of the stunt minimum charges for that night have been upped from \$1 to \$2.50, and the classes are always held to turnaway crowds.

Blackhawk is featuring the band as a result above any other attraction. Minimizing on the floor show and educating the patrons to buy the music. Dailies are giving the stunt ample space, and *Life* magazine shot photos this week for a "Life Goes to a Party" spread.

This Monday big stimulant is speeding Kyser on the way to a new box-office high ever set by a band here. He already topped his own previous mark, and in spite of the enforced union vacation on Tuesdays his current grosses compare favorably with receipts noted here by Joe Sanders, Will Osborne, Red Norvo and Louis Prima.

A Winter Wonderland

A novel dance stunt, a "Snowstorm—Blizzard of Fun," has been cooked up by Reese DuPre, operator of the Strand Ballroom, Philadelphia. Idea is being tested January 28 and DuPre plans to take it with him on his Southern tour with several Negro bands next month. Natives below the Mason-Dixon have seldom seen real snow and stunt should prove a big hit there. And at the same time materially helping the box-office take.

Here's how it works. A number of canvas troughs are tied along the ceiling of the ballroom and covered with insulating and colored crepe paper. Troughs are filled with artificial snow made of granulated bits of paper and cotton waste. At a given signal a spotlight of greenish tint is cast on the dance floor. The orchestra hits into *Jingle Bells* and

a medley of the snowbound tunes. The troughs are shaken by a string control. And while the spot revolves around the floor the "snow" comes drifting down upon the dancers.

Silhouette Souvenir

A sure-fire attention getter was utilized by the Vogue during Louie Armstrong's stay at the Hollywood dance hall-nitery. Cards were placed on each table, the top half a silhouette of Louie and his trumpet trucking. Got good laughs and were grabbed by souvenir hunters. Management figured it was a good investment, as patrons are likely to take the unique cards home and show them to friends. At the same time it served as a constant plug for Armstrong.

Cocktail Combos

A lucrative field for Consolidated Radio Artists, Frank Burke, handling the cocktail combos for that office, is sending out this week a smart four-page brochure accenting the cocktail glass and its musical inspiration in the keeping of small ensembles, ranging from solo harpist or accordionist to the conventional four or five-piece combos. Pictures of the ensembles available punctuate the pages.

The Negative Angle

From Los Angeles Anne Wallace and her all-girl swing band give their promotional piece an unusual twist. Usual thing is to use the "beg and beseech" approach in presenting the band to prospective buyers. This four-page flyer serves as a "warning" not to use the band with plenty teaser lines to the effect that "ticket holders dislike Standing Room Only signs." "The sponsor's competitor wouldn't like it," "loud applause late at night is not conducive to sleep" and "why crowd your dance floor for the sake of a few thousand increased admissions?"

A Word to the Wise

Commenting on the *Selling the Band* feature, maestro Howard LeRoy writes from his stand at Hotel Orlando in Deatur, Ill.: "If some motivating force could awake the show people of this country as well as the night club and hotel owners into realizing the value of promotional work and in making every performer an ardent student of the business end of show business, conditions would be improved 100 per cent."

The *Billboard* feels proud in being able to show the way. Orchestra leaders, bookers and buyers of music should consider the *Selling the Band* columns as an open forum for the exchange of ideas. Tell us how you are selling your band so that we may tell others and help them to sell theirs.

Chi Muddle On SS Tax Ruling

Petrillo unwittingly gives ops upper hand—test case filed in Washington

CHICAGO, Jan. 22.—All is not well, it turns out, with the James C. Petrillo ruling requiring employers of bands rather than band leaders to pay the Social Security tax when working in the jurisdiction of the Chicago musicians' local. While the ork chiefs are saving many dollars thru this arrangement, they are forced to turn over all their pay roll figures to the respective club, hotel or ballroom operators for the correct compilation of the tax, a move which bars wide open the leaders' financial set-ups.

Local operators, for the first time, know exactly the amount of the band's pay roll and can reach a fairly correct estimate of the leader's net profits. In one instance when the leader's calculated profits amounted to \$500 per week his band was offered \$300 less than the original figure when submitted for a return engagement. Similar slices will be attempted with other bands that have worked here within the last year and are planning to fill other dates in this area.

Another discrepancy in this ruling, it is pointed out, arises from the tax clause which demands payment of Social Security fees for earnings up to \$3,000 per year and per employer. Members of a band making Chicago any time during the year therefore are working for two "employers"—the band leader when out of local jurisdiction and the spot operator when filling a Chicago engagement.

WASHINGTON, Jan. 22.—Test cases involving 11 Chicago bands were filed with the Social Security Commission this week to determine employer liability of leaders whose units vary frequently in size of personnel. Band leaders received notices to file tax returns, but are withholding money pending official ruling. Sum of \$20,000 involved in skirmish.

Chicago local of musicians' union supports claim of constituents that they belong to non-name class because of variable membership. Decision will have particular importance to the smaller groups playing club dates.

Delbridge Grabs Off Expo

DETROIT, Jan. 22.—Del Delbridge and his full orchestra have been booked to play at the Detroit and Michigan Exposition this week, with James Melton coming in for January 29 and 30.

Bookings were made jointly by Del Delbridge, of Delbridge & Gorrell, and Fred Zierer, of Paramount Attractions.

Sheet-Music Leaders

(Week Ending January 23)

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

Position	Last Wk.	This Wk.
1	1	1. Bol Mir Bist Du Schoen
2	2	2. Rosalie
3	3	3. There's a Cold Mine in the Sky
4	4	4. True Confession
5	5	5. You're a Sweetheart
6	6	6. I Double Dare You
7	7	7. Once in a While
8	8	8. When the Organ Played "Oh, Promise Me"
9	9	9. Dippy Doodle
10	10	10. In the Still of the Night
11	11	11. Josephine
12	12	12. Ten Pretty Girls
13	13	13. Sweet Someone
14	14	14. Bob White
15	15	15. Sail Along, Silvery Moon

PHONOGRAPH RECORD best sellers will be found on page 78.

For That Hangover

NEW YORK, Jan. 22.—Attuned to the musical demands of youth, Alfredo Salmaggl, director of the Hippodrome Opera Company, launches a drive to "balance the musical diet" with a dish of opera. "The main objective of this," states the maestro, "is to give the youth of New York an opportunity to witness the operatic works of the immortal masters." He goes on to say, "Swing is all right in the proper proportion, but it is the cause of musical indigestion. Just as young people need a properly balanced food diet, so do they need a balanced musical diet."

Scoop Scares Songster Suit

Premature story on proposed suit chills ASCAP rebels—grievances remain

NEW YORK, Jan. 22.—Proposed suit against the American Society of Composers, Authors and Publishers by a group of its own members is being pigeon-holed for the time being by Tobias Keppler, attorney for the music makers in mutiny. Court action was set for this month, following the receipt of their quarterly checks, but an expose in *The Billboard*, December 18, 1937, issue, "frightened" the boys banding together for the litigation.

Keppler admitted that the premature story made several of the ASCAP members turn cold on the case now. But, he said, their grievances still hold good and will press the issue as soon as the effects of the tip-off subside. "The additional time, said Keppler, will only help us in 'clinching' our case.

At ASCAP offices general manager John G. Faine said he could not imagine what they would sue about, except that the society has been very successful. "A lot of money is floating around," said Faine, "and it is natural for lawyers on the outside to try to get a piece of it if they can. The only trouble with ASCAP is that the society has been successful. It's like the Roek of Gibraltar and they are trying to blast it."

Faine further added that it was questionable whether an ASCAP member can sue the society, holding the belief that they must first resign and then can bring suit. He pointed out that there are so many claims for "a larger slice of the pie" for songwriters that when the classification committee does not allow these claims the writers yell the society is crooked, not realizing that perhaps they are not entitled to larger claims.

Some of the songwriters bearing grievances against the society claim that their representation on the ASCAP board is a frozen proposition. And since there is no chance of an immediate change in policy, changes occurring only when a board member resigns or passes away, they can make little headway in their claims before the board itself.

City Law Takes Pleasure Out of Terping in Dallas

DALLAS, Tex., Jan. 22.—The new city ordinance requiring all public dance halls and night spots where dancing is permitted to be licensed and under city supervision is making an appreciable dent in the dancing habits of Dallas dandies. Dance halls and dancing schools, hardest hit, are blaming the stricter supervision of the city for a decided loss in attendance.

During December, 1937, only 66,787 persons attended the town's 18 dance emporiums and 23 dancing schools, while the previous monthly averages have been 250,000, according to the monthly report of E. B. McDonald, local dance hall supervisor. As a result of the regulations many of the smaller spots have canceled their dance permits.

Martone Back Home Again

AERON, O., Jan. 22.—Johnny Martone is back at the Rainbow Room at Sessler Tavern after several weeks of one-nighters. The Martone combo has been at the Tavern the greater part of three years.

Singing Titles May Soon Find Wand Wavers Shooting Pistols

NEW YORK, Jan. 22.—Three-sided feud developed this week between band leaders Kay Kyser, Sammy Kaye and Blue Barron over the question of who started singing titles as a trick style of introducing a number. Stunt, which makes evening radio sustainings flow more smoothly, has caught on with the dancers as well. And Blue Barron, who recently opened at the Edison, has been getting numerous plugs in the Broadway columns for this novel way of introducing selections.

When Sammy Kaye, who has been wowing them on one-nighters and waiting for a strategic spot and a fat offer to crash Manhattan, woke up to the fact that Barron had stolen a march on him, he leaped into action. In a hot letter to his local rep he wrote, from Cleveland, "Of course I don't begrudge anyone the opportunity to make good, but I may soon make my first personal appearance in New York and the fact that Blue Barron has been publicized as creator of a new style of introducing numbers—such as singing the titles—may take the edge off my own engagement."

Kaye claims that Barron, originally known as Harry Friedman, was his class-

mate at Ohio U and former business manager of the band, from which he lifted the trick.

Overlooking Kyser, Kaye says he got the idea from a Gus Arnheim recording, vintage of 1927, of *I'm Doing That Thing and Getting That Swing*. "I think Gus used a singing introduction more or less accidentally on that disc, probably to avoid breaking the mood in mid-record. But it seemed to me to be a swell method of holding rhythm between numbers, and I adopted it immediately for the band I had. I carried it over to my Ohio University band and into every 'Swing and Sway' broadcast I've ever done."

Barron, on the other hand, admits he lifted the idea from Kay Kyser, who has never played in New York but is strong in the Midwest. Barron, adds, however, that he made a variant on the singing intro, singing not only the title but also the tag-line of an older song with a similar theme.

Kyser adopted the trick about 1934 and was the first to make it popular over the air. Busy with his College of Musical Knowledge, Professor Kyser reserved comment but kept his pistol handy, in case.

Lombardos Change Their Coda And Fats Now Feels Neglected

Records Reviewed by M. H. Orodner
Abbreviations: V-Victor; B-Brunswick; D-Decca; 8L-Bluebird; VO-Vocalion.

That Lombardo Ending

From the Snow White score, GUY LOMBARDO snugs true to form and the familiar style for *Whistle While You Work* and *With a Smile and a Song* (V). And no matter if you swear by or at these Canadians, don't miss those couple bars wherein they whistle their historical coda ending.

HORACE HEIDT carries on at a melodic pace-making sweet, sweet music for *Sweet as a Song* and *Half Moon on the Hudson* (B). And for the smoother synoposition in a smart, danceable style, FREDDIE MARTIN cuts a smoothie in *I See Your Face Before Me* and *Down Where the Trade Winds Blow* (B).

Taking up where Hal Kemp left off, that brand is further exemplified by REGGIE CHILDS in a dance-compelling couplet for *Just a Sweet Old Gent* and a *Quiet Old Lady*, and in a livelier tempo, *Scraper's the Toast* (D).

And even CAR CALLOWAY goes sugary on us. But his *Error in the News* and *In an Old English Village* (VO) is neither up to snuff nor time.

More Bel Mirs To Buy

The parade of *Bel Mir*, etc., promises to be an endless procession. Here are two more, and there will be many more, that will be hard for buyers to escape. BELLE BAKER, with Gene Kardos for the orking, is ever the potent song saleslady who manages to get under a lyric and give it that twist hard to resist. Platinate is *You're a Sweetheart* (B) and la Belle sells the ballad just as strong. In the brighter tempo, DOLLY DAWN is *Bel Mir* a delovely, and the twosome is complete with *Two Dreams Got Together* (VO) at a more dreamy pace. George Hall the effective tempo setter.

Connie and the Cats

CONNIE BOSWELL steps out of character and wastes the step. With the jam band from Bob Crosby, the Bob Cats, she endeavors to do a *Dorsey in a Blue Danube*. Picking on von Flotow, Miss Boswell pipes, but unwisely, *Martha*. Makes it an alleged swing hymnal. Nor does her piping of *Home on the Range* (D) in a Dixielandish fashion make that side more agreeable.

BOB CROSBY'S BOB CATS took out on their own for the standards *Stambling and Fidgety Feet* (D). But these riffing dixieland don't find their proper groove until you unwind CANDY GANDIDO and his Candy Kids for *The Big Bass Fiddle*, the multi-voice Candy doing his chirping in the many registers on the reverse for *Ma! He's Making Eyes at Me* (D).

A Rudy Revival

Bluebird is digging out some old RUDY VALLEE masters which should have been dug away deeper in the files. Obviously

aiming to cash in on Rudy, but hardly doing the maestro justice in making him live down an old vintage that failed to mellow. Save for some snatches of guitar pluckings, the fast tempos of *Nepesaki* and *Savage Serenade* can't be played fast enough. Nor does the waltzers *My Moonlight Madonna* and *Moonlight Down in Lovers' Lane* meet the present-day standards of smoothness.

The streamlining needs change of oil or cleaning of carbon, for JERRY BLAINE cuts only a mediocre pattern for *I Double Dare You* and *You're Out of This World* (8L) and stock-standard stuff for the slower sides in *Sail Along, Silvery Moon* and *Always and Always* (8L).

Only commendable number in the Bluebird packet is the conventional ripples of SHEP PIELDS for *There's a New Moon Over the Red Mill* and *Goodnight Angel*, a heavenly tune.

Fats Is Neglected

That real FATS WALLER jive jells, in spite of a wheezy clarinet and ordinary trumpeter, for the bawl ballad *Neglected*. There's even a weeping guitar and Waller is in his weeping element. And to make it a holiday for Fats, he perks up the tempo to beat out *Every Day's a Holiday* (V).

DUKE ELLINGTON steps forward with a dandy double in *Johnny Hodges' Harmony in Harlem*, in which harmonic intentions deviate from the jungle to the elite likings and even gains for the lifting; and *Black Butterfly* (B); a plaintive tune whose melodic structure tells a native story.

CHICK WEBB cuts a couple of Clinton sockeroos, *The Dipsy Doodle* and *Midsize in a Madhouse* (D). But it's the ja-deading of Ella Fitzgerald for the *Doodle* side that makes this number a sockeroo, the band failing to co-ordinate to make for that solid sock. Trumpeter Bobby Starks gets his first smack at solo tooting on the *Midsize* side and listens as good timber once he gains more self-assurance, the lack of which smears his phraseology.

Dorsey Lifts an Oldie

Picking this time on *Little White Lies*, TOMMY DORSEY lifts the yesterday ballad to swing heights. Arrangement is not as refreshing as some of his other take-offs, but all the jam possibilities are there and the boys ride it for all it's worth. And that's plenty. Back with *Just a Simple Melody* (V), an infectious ditty that swings along smoothly.

Gulled from the Swing Album, Victor has cut down to the regulation inches the sides by BUNNY BERIGAN for *I Can't Get Started*, retaining Bunny's scat vocal and a couple trumpet flourishes, and some fast riding hot choruses from *The Prisoner's Song*. But the excerpts are hardly stimulating.

With *Bel Mir*, etc., spotting attention

Now We Know Why

CINCINNATI, Jan. 22.—Be careful in what you say about musical instruments if it's within hearing distance of Frank Simon, the Armo bandmaster. It's a touchy subject with him, special sore spots being the radio and vaude gagsters who lampoon the lads in the pit playing tubas and bassoons. One noticeable and deplorable result of this sort of humor, declared Simon, is its effect on boys and girls interested in music. One of the hardest jobs a school bandmaster has, he says, is persuading students to consider the tuba and bassoon for serious study.

Coast Doings On the Upper

PW gets \$1,500 for one-nighter — outlook varies but spots doing good biz

HOLLYWOOD, Jan. 22.—Band outlook here for the coming year varies from n. g. to tops among the bookers. There hasn't been a band that hasn't felt the general business slump of the past two and a half months. That, coupled with general layoffs in the studios, hasn't indicated an any-too-bright situation. However, several indications seem to point to better days.

Paul Whiteman, doing good biz at the Coconut Grove, is booked to go into the Pasadena Civic Auditorium at \$1,500, the highest price ever paid here for a one-nighter. Marks Whiteman's last Coast appearance before starting east and indicates somebody has money to spend for orks.

Whiteman was slated for one night at the Trocadero, but Coconut Grove officials mixed the idea. Louis Armstrong subbed with an all-colored show and did the biggest biz in the history of the spot.

Ozzie Nelson, at the Victor Hugo in Beverly Hills, had his contract extended for another three months, indicating the new spot is doing okeh. Place recently remodeled from an eatery to a nitery. With no previous bands in, it is impossible to gauge Nelson's draw.

Jay Whidden, local boy, fills a three-night gap between Whiteman's departure and Eddy Duchin's return to the Coconut Grove, starting February 4. Duchin always did good biz here, but operators wonder how he will fare in the wake of Whiteman.

Biggest gripe of local bookers is the fact that several "name" bands have come out from the east and dropped the take at the spots they played.

Miami Leaves WW Holding the Bag

MIAMI, Jan. 22.—Altho Walter Winchell saw fit to paragraph "not one name band is here this season," the local Chamber of Commerce has enough evidence on tap to warrant a retraction. Getting under way this week, the winter season is slow starting. Gambling is taboo and if dice tables come back the trumpets will toot another tune.

But slowly, yet surely, names are cropping up on local stands. Chrisman Productions cut the ice by bringing in Ted Black from the Embassy Club, Atlanta, to open Monday (24) at MacFadden-Deauville Hotel. At the same time the seaside Royal Palms brings in Freddy Martin, and Dempsey-Vanderbilt banks on Vincent Bragale. Mid-week finds Jack Wardlaw doing initial honors at the Town Casino Club. And the not in a professional capacity, Benny Goodman is vacationing here this week.

on the Hebrew melodies, Decca is timely in bringing over an old British pressing of AMBEROSE for a *Melody of Hebrew Dances*. The folk tunes that characterize Jewish weddings are dressed up by arranger Sid Phillips and the band beats 'em out in a grand, solid style. Platinate is more in the fanciful fashion for Clive Brard's *Swing Patrol*, one of those rippling piano pieces that lends itself to orchestration.

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Orchestra Notes

By M. H. ORODENKER

Talk o' Town

The past two months has been characterized by the band leaders shifting booking offices . . . incidentally, GLEN MILLER is now on his own sans ARTHUR MICHAUD management . . . and now the shifting has sifted to the band boys . . . tenor sax ace BUD FREEMAN no longer numbers among the TOMMY DORSEY bandies with HERSIE HAYMER, ex-NORVO-ite keeping that chair warm . . . drummer man GEORGE WETTING, formerly with BUNNY BERIGAN, is back again with Norvo, and Bunny has taken on FULTON MACGRATH to whip the ivories . . . BUNNY is set for the Palomar, Los Angeles . . . FRED-DIE MARTIN lost his singing pianist, TERRY SHAND, and first fiddler BRUCE YANTIS, who organized his own combo for the El Morocco band stand . . . while Martin proceeded to the Royal Palma at Miami Beach.

Bits 'Bout Beantown

ALAN BROOKS takes leave of the Savarin, Buffalo, to open Friday at Collegiate Club in Rochester, N. Y. . . following his campus trek, DEAN HUDSON makes it another return date at the Normandie Ballroom, opening February 17 for a month . . . and in the Connecticut State FRANK FOLEY shows up at the Rendezvous in New London for a 12-week stay . . . and the night boat to Albany brings GENE BEECHER on Monday at De Witt Clinton Hotel . . . GEORGE LUPIN took over the FELIX FERDINANDO stand in Schenectady at Palorama Club . . . and MEYER DAVIS has a renewal for SKEETER PALMER to remain in Rochester at Seneca Hotel for an indef period.

Mid and Points West

PAUL PENDARVIS starts synopsizing this Saturday at Chi's Aragon . . . Grand Terrace has set ANDY KIRK to follow the month period to be put in by LOUIE ARMSTRONG, starting Friday, with EARL HINES leaving the spot for theater dates and one-nighters . . . next month will find ART KASSEL moving in to the Bismarck Hotel from the Cosmopolitan in Denver . . . in Clay mid-February will find EMORY DEUTSCH bowing out of the Netherland Plaza with Johnny Hamp bowing in . . . ANTOBAL'S CUBANS linger at the Book-Cadillac in Detroit till mid-February . . . and out in Columbia, Mo., EPIE JACKSON organized a new band for Midwest tourings . . . new unit features the xylophone playing HUGHES FAMILY, formerly with the Dee Lang Shows.

Round the Rialto

RUSS MOROAN signed a new pact with Brunswick calling for at least 24 records during the year . . . look for plenty fireworks to be shooting out of the wax works one of these fine mornings . . . that BENNY GOODMAN found the Campbell Soup factory next to the Victor buildings in Camden, N. J., is only putting it mildly that many a bowl of beans was split during that hectic conference last week . . . IRVING MILLS played Santa last week to his staff, gifts to each member of the office being in multiples . . . which explains why AL BRACIDMAN receives visitors in silk pajamas . . . but why the highly performed toilet water? . . . VAL OLMAN is booking steamer passage to Nassau, opening February 8 at British Colonial Hotel.

Local 802 and Sex

Musikers are reckoned as a careless lot, never careful of what they smoke, drink or chew . . . which is reason for the being of a prominent placard on the bulletin board at Local 802 here . . . said placard placed by the Consumers' League listing drugs which are alleged to be harmful . . . which is strictly to the tooters except they never notice the list to find out they are being warned, among other things, against Lydia Pinkham's tablets and Midol.

Oh Say Can You See

JOE GLASTON has been grabbing off some juicy publicity plants for VINCENT LOPEZ . . . the latest being a movement to streamline The Star-Spangled Banner so that the swing-bitten youth

may forget Sweet Sue or Honeysuckle Ross and become anthem-conscious . . . Lopez is now including his vocal-comfort version in his stage presentations, soliciting public reaction for the first time this Friday when he opens at the Hippodrome, Baltimore . . . the president-general of the D. A. R., Mrs. William A. Becker, has assured the Nola-playing maestro of her support . . . and will next carry on his crusade from the Jung Hotel, New Orleans, where he opens February 15.

Southern Stuffings

EDDY ROGERS brings his Rainbow (Radio City) Grill melodies to Southgate, Ky., February 4 at Beverly Hills Country Club . . . BENNY STRONG lingers on at the Brown Hotel in the grass State's Louisville . . . and from their current popularity they will linger here for some time to come . . . JESSE CRAWFORD is back to solo organologing, dropping his band for a tour of the Virginia movie emporiums . . . ROBERT ESTES is set to return soon to Enley Chateau, Birmingham, Ala. . . McCullman Ballroom, Fort Myers, Fla., opens Friday with ANDY KIRK doing a single stand . . . Secker Brothers are keeping the HARLEM PLAY GIRLS round these parts for the winter doing a string of one nighters.

Mainly Manhattan

Boys along the Broadway beach will be glad to hear that BETTY ALLEN, former canarying with HUDSON-DE-LANGE, is knocking 'em for a loop in Paris, with RAY VENTURI at Champs-Elysees . . . the Frenchies find her satire on the opera, IRV WEISS'S 'Swingin' the Opera a killer-diller . . . that new canary at Hotel Lincoln for IREHAM JONES is KATHLEEN LANE . . . HAROLD STERN took over the Hotel St. George post this week . . . PAUL WIMBISH is due back in town on Monday after a week in Miami combining pleasure with the business of fixing coltich dates for BOBBY HAYES and FRANK LA MAIR . . . collecting cats now congregate on 48th street, JACK L. CAIDIN unfolding a store of swing classics.

Notes Near Newark

Making the Meadowbrook a paying proposition, FRANK DAILEY has designs on taking over another New Jersey ultery . . . showing interest in the Jabberwock, class haunt which recently folded under Jake Boon's regime . . . Club Evergreen has decided to give the batoneers long terms, with CHIC PARIS the first to benefit by the new deal . . . MISCH BOROFF has taken over the batoning at Chi-Am Chateau in Westfield . . . and PHIL DARCY is the new front for Mayfair Club in West Orange . . . ANDY KRESS is set in the Sunset Room at Newark's Robert Treat Hotel . . . NANO RODRIGO will continue his week-end trips to the swank Chanticleer in Milburn for another month . . . alternating his rumba rhythms with MACE IRISH.

Notes On the Cuff

Their swing ability equals their looks in what the Coast reports read 'bout ANNE WALLACE and her all-Jem band . . . FRANK GAGEN opens Friday at Carlton Hotel, Washington . . . maracas swing becomes subject for a Warner movie short, with ZINN ARTHUR doing the musical exposition . . . ZEE CON-FREY returned to the Broadway scene this week, pianoing at the Vanderbilt Hotel . . . CHARLIE BEAL replaces ART TATUM for the swing piano interludes at 52d street's Famous Door . . . Coast fans may count on FREDDY MARTIN at the Coconut Grove, Los Angeles, this summer . . . and so we send our cuffs to the cleaners.

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PW Keeps Crown; Hines Is No Earl

By MAURICE ZOLOTOW

Whiteman's Burden

Classy is the word for Paul Whiteman's brand of dance music (WJZ) from Los Angeles' Coconut Grove. As it has been for almost 15 years, his music in 1938 is characterized by the same impeccable musicianship, suave and skillful blending of instruments and polished arrangements. It's a smooth and graceful dish of dancipation that makes dancing a pleasure and attempts to satisfy radio listeners not by distorting melodies or rhythms, but by presenting tunes intact and scored for all the instrumental color it's possible to get out of a jazz outfit. First to make the so-called symphonic style of arrangements popular, Whiteman still offers the fanciest figures and counterpointings in the band business.

Vocalists are Bob Lawrence, a dramatic baritone, and Marion Manners, a rich, deep contralto, piping in a warm, capabile fashion.

The current trends run either to swing bands or stylized orks. PW bucks both and sticks to his solid style of dancipation, sans frills and furbelows, allowing, nonetheless, as he always has, some of his musicians to ride now and then.

Up to his standard, Whiteman still gives out the topnotch dance music of the day.

Hines

Known to lovers of *le jazz* hot as the great hot pianist, Earl Hines (WEAF) from Chicago's Grand Terrace is a pretty and spectacle to contemplate these nights. Evidently the song pluggers have been putting the heat on the Father. He sure is betraying his admiring kiddies.

It's really unfair to judge a band that is fundamentally organized to play hot when it is so obviously trying to service the music publishers. They surely don't play with such lack of warmth, inspiration and energy when beating it out for ballroom dancers.

One naturally looks for some fire from colored musicians. When caught Hines was playing strictly insipid stuff, too many pops and too much sugar. And not even playing the latter smoothly, as do the commercial bands. For *I've Hitched My Wagon to a Star* they were cut of tune and did an extremely sloppy job. Vocalist Roy Nance, to make it worse, sang in the wrong key.

When Earl takes a piano chorus he still shows dynamite in his fingers. Also credit the band with a nice growl trumpet and a few good sax licks. Other-



SINCE THEY WON'T let Jack Benny go buzzin' around with the bees any more he's marking time with a stick, adding a fashion note in what the best dressed orchestra leaders will wear. So until the real thing comes along Buck Benny betons again.

wise outfit is a distinct disappointment.

Oh Kay

One of the best of the current crop of stylized bands is Kay Kyser (WOR) from Chicago's Blackhawk. His tricks—chucking sax phrases, groan trombone backgrounds—are held in restraint. And his singing intros sell songs just the way they should be sold over the radio.

Kyser's half hour was fast, breezy, with a high rate of danceability. Ork handles strictly pop stuff, but with machine-made musicianship and slick arrangements. Most novel on the program caught was *Bei Mir*, etc., starting in a slow libralic manner with a melancholy chant in the background and then shifting to the modern swing version.

Vocals by Jimmy Sims, a smooth warbler who does the romantic lyrics up brown, and Sully Mason, who takes the wordage in a hoarse strain.

BRIDGEPORT, Conn., Jan. 22.—Local No. 63, AFM, installed the following officers at its regular meeting: Jesse Greenwald, president; John H. McClure, vice-president; John H. Schmidt, secretary; Frederick N. Benner, financial secretary, and John R. Porter, treasurer.

Lunceford Makes Record for Solo Stand in Philly Ballroom

Brings out best post-depression crowd for colored dance hall—Willie Bryant close behind—Mal Hallett disappoints—names hypo b.-o. scale and attendance

PHILADELPHIA, Jan. 22.—Nod goes to Jimmie Lunceford in proving the greatest drawing card among Negro name bands one-nighting it since the beginning of the season at the Strand Ballroom, according to Reese Dupree, operator of the Harlem dance arena and leading booker of colored bands in the country. With a generous sprinkling of white ticket buyers, Lunceford grossed over \$1,500 for a single stand, bringing in more than 2,000 customers at 75 cents a head. That mark was almost matched by Willie Bryant with a draw of 1,700 for a Christmas Eve showing. Bringing in over \$1,200. Bryant bettered his take for a previous September date when he established a house record with 1,597 passing the ticket taker after depositing \$1,000.

Other names showing here to date include Erskine Hawkins, with a crowd of 1,200; Andy Kirk, accounting for 1,100 dancers; Lucky Millinder, bringing in 1,050; Count Basie, playing for a crowd of 900; 700 to dance to the Sunset Royal Entertainers, 800 for Fletcher Henderson, 560 for Don Albert, 500 for the Harlem Play Girls, 470 for Edgar Hayes, 400 for Johnson's Happy Pals. Mal Hallett, only white band to show here this season, drew a meager crowd of only 300.

Failure of Hallett to draw was a disappointment, Dupree said. "It wasn't the fact that it was a white band, either," he declared. He pointed out that he had white bands in Negro dance halls that outdrew colored bands. Tommy Dorsey, in particular, is a great attraction for Negro dance fans, Dupree said.

Dupree is witnessing the biggest crowds since the depression at his Strand Ballroom, the only colored dance arena in Philadelphia; in fact, the only local emporium spotting name bands. Lunceford's record attendance was the best night since 1925, when Fletcher Henderson was the magnet for 2,300 paid admissions and Fess Williams a runner-up with 1,900 for a single engagement.

Henderson, dynamite for the drawing in those years, this season is among the also-rans. The band that shows the most promise, according to b.-o. returns,

is Erskine Hawkins. Dupree declared. He is taking them for a Southern tour next month.

While the take varies there is no question but that the name band brings out the crowd. The average attendance is from 100 to 300 customers on the nights when the house band, Jimmy Adams, makes the music. And without the name card, box-office prices are cut to 25 cents.

CLASSICAL CLAN

(Continued from page 4)

the more serious phases of composition, are forced to turn to pops in order to subsist. Those who refuse to be sidetracked into Tin Pan Alley or Hollywood do so by virtue of incomes accruing from positions as music professors, teachers, etc.

Income to serious composers from sheet music is practically nil, publishers often refusing to take the trouble of printing the stuff because of its low sales value. In the event such composers are taken into the ASCAP their incomes therefrom would probably be very low if they were allotted royalties on the same basis as the pop songwriters. Pointed out by some publishers, too, that a number of the oldtimers on the ASCAP admission board would be averse to admitting modern American composers in that they formed a group who were scarcely known to the general public.

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Songs listed are those receiving six or more network plugs (WJZ, WEAF, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, January 20. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F," musical production numbers as "M."

Position	Title	Plugs		Net	Ind.
		Last Wk.	This Wk.		
16	20. When the Organ Played "Oh, Promise Me"	10	0	10	0
22	20. Smoke From a Chimney	10	0	10	0
23	20. With a Smile and a Song (F)	10	0	10	0
23	21. I Live the Life I Love (M)	9	17	9	17
23	21. Have You Met Miss Jones? (M)	9	8	9	8
23	21. Romance in the Rain	9	7	9	7
23	21. Foggy Day (F)	9	6	9	6
23	21. Ebbtide (F)	9	3	9	3
23	22. Snake Charmer	8	10	8	10
23	22. Blossoms on Broadway (F)	8	10	8	10
23	22. If It's the Last Thing I Do	8	8	8	8
23	22. Lady Is a Tramp (M)	8	8	8	8
23	22. Some Day My Prince Will Come (F)	8	7	8	7
23	22. On the Sunny Side of the Rockies (F)	8	7	8	7
23	22. Let's Waltz for Old Time's Sake	8	6	8	6
23	22. My First Impression of You (F)	8	4	8	4
23	22. Jubilee (F)	8	4	8	4
23	22. My Day	8	3	8	3
23	22. Cachib	8	3	8	3
23	23. I Hit a New High (F)	8	3	8	3
23	23. Mama, I Wanna Make Rhythm (F)	7	14	7	14
23	23. Just a Simple Melody	7	10	7	10
23	23. Gypsy in My Soul (M)	7	0	7	0
23	23. You Can't Stop Me From Dreaming	7	0	7	0
23	23. More Power to You (F)	7	0	7	0
23	23. Mission by the Sea	7	4	7	4
23	23. Home Town	7	4	7	4
23	23. She's Tall, Tall, Terrific (M)	7	2	7	2
23	23. Hot Lips	7	2	7	2
23	23. I'm the One Who Loves You	7	1	7	1
23	23. Let's Sail to Dreamland	7	1	7	1
23	23. Summertime (M)	7	1	7	1
23	23. In a Little Cafe	7	1	7	1
23	24. One Rose	6	8	6	8
23	24. Vieni, Vieni	6	7	6	7
23	24. I'm Like a Fish Out of Water (F)	6	7	6	7
23	24. This Never Happened Before (F)	6	3	6	3
23	24. The One I Love	6	3	6	3
23	24. The Morning After	6	1	6	1
23	24. Beautiful Lady	6	0	6	0
23	24. When the Bloom Is on the Sage	6	0	6	0
23	17. A Little White Lighthouse	13	18	13	18
23	17. Somebody's Thinking of You Tonight	13	11	13	11
23	17. Two Dreams Get Together	13	5	13	5
23	18. I Still Love To Kiss You Goodnight (F)	12	13	12	13
23	18. I Can Dream, Can't I? (M)	12	12	12	12
23	18. Sweet Stranger	11	21	11	21
23	18. Thrill of a Lifetime (F)	11	11	11	11
23	19. Josephine	11	8	11	8
23	20. Whistle While You Work (F)	10	20	10	20
23	20. You Started Something	10	18	10	18
23	20. How Many Rhymes?	10	12	10	12
23	20. My Heaven on Earth (F)	10	10	10	10

Turn to our Amusement Machines, Music Section, for listing of top record sellers (Bluebird, Brunswick, Decca, Victor and Vocalion) for the week ending January 26.

Audition Drive Hits Chicago

Night clubs demanding auditions—get free talent—Colosimo's tells bookers

CHICAGO, Jan. 22.—Auditions are becoming a greater evil than ever before in local niteries. Following the practice of bookers and agents who have long insisted on auditions for acts that are here for the first time and lacking recommendations, night club operators are following suit and are demanding a showing before signing any contracts.

First club to fall in that line is Colosimo's. Operator Mike Potson ordering bookers that every act must be auditioned in his club before it will be considered for a spot in his show. Showing nights, as a result, are held almost nightly at Colosimo's, with the heavier crop of talent in the lineup on Sundays. It is considered a move in the right direction for the operators, who get long shows at no increase in the minimum, building business that way. Agents, however, are having a tough time spotting acts for auditions, as it is strictly a gambling proposition and the result is dependent on the whim of the club owner.

Acts with good trade reputations and even those that have played some top spots in this area still have to go through the audition motions if they intend to come in to those clubs that advertise that feature. The hopeful acts usually are at a disadvantage, getting little time to rehearse their music and to learn what material is best suited for the club in question.

Harry Richman Heads Benefit Netting \$6,500

NEW ORLEANS, Jan. 22.—Cabrini Day Nursery here stood \$6,500 richer this week following special floor show at the Roosevelt Hotel last Saturday night headed by Harry Richman. Entertainment netted a shower of banknotes ranging up to one of \$500. Marguerite (Clark) Williams, one-time movie queen, tossed in the first century note. The mayor gave \$500 and Richman his own check for a half grand.

Others on the program were Mal Hallett's Ork, Tito Corral, Lorraine d'Aquin, Gwynne, Miles and Kover.

Riviera Spots Active

NICE, Jan. 17.—New night spot, the Casino Tabarin Variety, has opened with big floor show, featuring Estelle and Leroy, ballroom dancers; Dave Becker and June Stedell, comedy hoofers; Carmen Diaz, songs; Joe Octine, juggler, and the 18 Kramer-Bonafé Girls.

Orest Vernon, singer; Pelovis, juggler; Athenas, hand-to-hand; Glamore and Company, illusionists, and Remy Ventura's parrot, Coco, are at the Casino Municipal. Harris, Claire and Shannon, dancers; Myane Cella, singer, and Princess Chyo, dancer, are at the Palais de la Méditerranée. Joan Warner, American fan dancer, is at the Nouveau Casino.

Val and Al Remo, American dance duo; Frank Pichel, acrobatic clown; Marie Hollis, acrobatic contortionist dancer, and Betty Bruce are at the Ambassadeurs, Cannes.

College Boys Love Clubs

PITTSBURGH, Jan. 22.—Some niteries try to avoid the younger trade, but BUS Green is making it pay.

Prop of spot that in past three years has mushroomed from barbecue stand to district's largest and most flourishing dance-band club Green goes after the college crowd so thoroughly that few nights ago a census of couples on the floor revealed 32 different institutions of "higher" learning represented.

Swank Spot for Little Rock

LITTLE ROCK, Ark., Jan. 22.—Plans have been drawn up for early construction of a \$35,000 swanky night club on the Hot Springs Highway. The building will be one of the most up-to-date dinner and show clubs in this section and will be patterned after those of the East.

Economy!

CHICAGO, Jan. 22.—Local club managers claim they are wrapping their lump sugar for economic reasons.

Explain that patrons do not like to bother unwrapping the dominos and, as a result, use fewer pieces.

Bigger Ad Budgets To Hypo Pitt Spots

PITTSBURGH, Jan. 22.—To jack up hesitant night trade hotels, clubs and restaurants here have begun to increase advertising budgets above any other promotion costs. Using radio and newspapers, with most of their dough in the dailies, niteries are trying to capitalize on heavier tourist trade due to hyped activity of Pittsburgh Convention Bureau.

Compilation of ad cost in three dailies alone revealed that spots used 104,000 square lines during past year, spending about \$50,000 for space in Press, Sun-Tele and Post-Gazette, exclusive of lower cost ads in neighborhood weeklies and city magazines that ran yearly aggregate budget to estimated \$65,000. Radio line charges, not given out by most spots, added thousands more to promotion costs.

Big Apple Unit Set

CHICAGO, Jan. 22.—Dick Bergen finished rehearsals on his Big Apple unit slated to open in Danville, Ill., today for a two-day stand, with several other dates to follow. Featured, in addition to acts, will be a group of Big Apple dancers and Frankie Quartell's Orchestra.

AL DEMARCO and partner will soon be back at work again. She is now in St. Mary's Hospital, Detroit, recovering from a recent appendectomy.

Jack Gets Booking --- on Police Blotter --- and Then Turns Agent

By PAUL DENIS

OUR pet, Maisie, hasn't written this week, but our mail brings a friendly note from Jack Zero, night club emcee, who calls himself the all-American lay-off. Writing to us from Brooklyn, where he is laying off this week, he says, "I didn't get up Monday because I didn't sleep. I couldn't sleep because they painted the park benches."

"Finally a booking—but it's on a police blotter. I was accused of being an actor, but I beat that rap easily. Then I went to see my agent. He kept my salary and gave me the commission. Then he wants me to audition for a benefit. But I get angry and tell him I haven't earned a dime thru him in eight years. So I demand my name and address back and walk out in a huff, calling him all the names I can mumble."

"Well, here it's Tuesday and I'm still rehearsing for a nervous breakdown. I'm so desperate that I turn agent and go and interview a Knights of Pythias committee. But the committee can't decide whether to have entertainment or ice cream for its next affair. So I quit agenting."

"Things in general are not as bad as they were, Paul. They're worse. Now I'm living from hand to mouth, and my hand is paralyzed."

International Coverage of Night Clubs

The Billboard is the only publication providing week-after-week news and reviews of night clubs throughout the world. In addition to the usual reviews of clubs and hotels throughout the country, The Billboard runs reviews of spots in Havana, Paris, London, Budapest, Jaures (Mexico), Montreal, Toronto and Berlin.

FOR COMPLETE NIGHT CLUB COVERAGE, READ THE BILLBOARD.

Rose Opening Expected To Help Rather Than Hurt Other Clubs

Much-publicized venture brings life to languishing New York niteries—Fischer, Shapiro-Blumenthal tangle—Hollywood reopening vague—two closing—one opening

NEW YORK, Jan. 22.—The opening of Billy Rose's Casa Manana, on the site of the French Casino, brought much-needed publicity to the local night club field Tuesday, despite the fact that the Rose show did not get the raves it had hoped for. Rose has already begun lightening up the show and it is expected to run well into the summer. Most of the acts are in for four and eight weeks and options. The opening was beset with labor troubles, with Chorus Equity threatening to picket and hale Rose before the local Labor Board, claiming Rose fired chorine

Detroit Clubs See Slump After Splurge

DETROIT, Jan. 22.—Tough times for Detroit niteries are in the cards, according to reports. Dropping of shows is contemplated now in plenty of spots, and the better class spots, with few exceptions, are rapidly retrenching. Publicity expenses are being cut.

Acts playing night spots, in a somewhat favored situation because of the minimum wage code established by the AFA, are getting minimums for tops, but the squawks about "a minimum means a maximum" look different today, with that very minimum likely to be a very desirable maximum for most acts if conditions continue.

Canton Club Expands

CANTON, O., Jan. 22.—Torch Club here, only niterie with nightly floor show, has added an Oriental cocktail lounge. Floor show changed weekly. Sammy Weston stays on as emcee. Club is using both unit and variety bills.

"Please answer this letter as soon as possible, as I may lose my address. P.S.—The landlady just walked in. Please answer me in care of The Billboard."

TO MY surprise Maisie makes the dead-line again with a sweet note. "Paul," she says, "I'm leaving Nick's Romantic Casino the end of this week. Not that I'm sore at Nick, but he shouldn't have brought in a snake dancer and then let her share my dressing room. Her name is Shiva the Green Goddess, but I played with her at the Green Lake Tavern last year when she was Mae Gordon and doing acrobatics which you can learn by mail. Mae is okeh, but I don't like snakes. So I told Nick, 'When an artist like myself can't have a private dressing room, even when it's so near the kitchen that I feel like a live menu, then I'd better work for somebody else.'"

"Joe, the agent, has lined up the Paradise-Heaven for me. It's a high-class place, he says, and the dressing rooms are upstairs, where you can't smell the kitchen. The money isn't much, but Joe says he'll only take half of his commission and that he'll surely have that Miami job set after that. Joe says the ballroom team will take me along in their car, and that the trip won't eat up much gas, since it's mostly downhill."

"Just one more thing. Joe says we'll get swell billing at the Paradise-Heaven. We'll get our name right on the menu so that when people order they just won't be able to avoid seeing our names. You know, Paul, I'm beginning to think maybe all the agents aren't so bad after all. What do you think?"

The Hollywood Restaurant is still closed, altho Nat Moss has been formulating plans for raising enough to revive the club. He approached some of his former headwaiters and waiters for them to contribute \$18,000, with Moss digging up another \$10,000. However, the waiters' union (Local 16) has discouraged the idea, fearing their members would not really share the profits under this plan.

Kearns and Ganger, owners of the Bird in Hand Restaurant, who failed in attempts to take over the former Drake Restaurant and turn it into a night club, are among the latest bidding for the Hollywood site.

With Fischer back in town, it is understood that his plan for Spyros Skouras, S. Gregory Taylor and Henri Lartigue to turn the Center Theater into a class Continental night club is still alive—altho there seems to be no chance that the spot will open—if at all—until the fall. Fischer has not indicated whether he will go thru with his plan to open the "32d Street Montmartre" which he announced several months ago.

The Ritz Carlton Hotel has folded its Crystal Room after experimenting with expensive shows. Only other important closing was the Greenwich Village Nut Club, one of the oldest and once the most successful village club. Bill Beatty was operator.

Nick Bates' Merry-Go-Round has brought in Reed Lawton and Rafael Diaz on a percentage arrangement for a six-week trial.

International Casino is going along okeh, altho it expects to be hurt somewhat by Billy Rose's competition. Its dinner business is still very heavy, but supper and cocktail trade is off.

New Yacht Club reopened Thursday, with Ray Murray providing the new dough.

Detroit Agency Active

DETROIT, Jan. 22.—Leo Curtis reports bookings for several new spots this week, including the New Villa Cafe, the Hi-De-Jay Gardens, the Sunnyside Inn, the Majestic Theater, in Port Huron, and a theater in Monroe.

Bookings were made by Burns & Curtis, local bookers. Curtis says he is booking standard acts willing to put on a show, say of 25 minutes.

Padula Postpones La Conga

PHILADELPHIA, Jan. 22.—Arthur H. Padula has postponed the opening of his La Conga Room at the Arcadia-International for early fall.

Arcadia has added a third band, Arnoldo Cortes's three-piece string ensemble. Other two are Don Resaldo's Troubadours and Leighton Noble's crew.

Billy Rose Showmanship Glitters; But His New Show Could Be Better

That Sultan of Spectacle, Billy Rose, invaded the once glorious French Casino (New York) Tuesday and presented his "book show," *Let's Play Fair*. Altho the book is as thin as an Automat sandwich and altho the Billy Rose name conjures thoughts of the super-colossal whereas actually the "revue-style comedy" is often a drab vaudeville bill, there is no doubt that Rose can fix up the weak spots and settle down to a good run.

With tightening up and better spotting the show should have no trouble pleasing visiting out-of-towners who are expected to come and gaze—for, after all, it is the club as a whole rather than the

show alone that pleases most night club patrons. And the club (now called Casa Manana) is showmanship all over.

It is being run more or less on the French Casino scale—there's a \$2.50 minimum week days and Sundays and \$3 Saturdays and holidays at dinner and at supper. The prices are attractive and ought to get mass trade—provided this spot doesn't start some of the old French Casino tactics (high-pressure cigaret girls, location charges, capitalists who expect tips, etc.). Rose is starting on right by announcing that customers don't have to put up with high-pressure stuff and also by bringing in Richard E. Daley from the Hitz hotel chain to in-

stall "personalized service." However, Rose has let out the checkroom and novelty concession to Abe Ellis for \$40,000 (Ellis had the French Casino concession for \$50,000) and it is difficult to believe that Ellis will soft pedal his methods after putting up all that dough.

Rose is also trying to eliminate tips to captains (wonderful idea!), but already other cabaret captains have started an anti-Rose campaign which ought to prove to Rose how tough it is to be a reformer. Anyway, these Rose moves are swell showmanship and will get his place talked about.

Another shrewd move is Rose's re-vamping the cocktail lounge into a "Palm Beach Bar," where you can get a "sun tan at no extra charge" while you listen to Howey and Carter, swell colored intermission pianists. It's a screwy idea, but it will get them talking. A smaller bar has also been installed in the lobby.

As for the show itself, staged by John Murray Anderson, it is a two-act affair kidding the World's Fair mildly. Oscar Shaw, impersonating Grover Whalen, presides at an office and sends Doc Rockwell out as talent scout. Every so often the Doc reports progress, providing the excuse for bringing on the specialties. That's all there is to the "book" by Rose and Ted Fetter. Music by Ned Lebac and Dana Suesse.

Most memorable are the girl numbers (dances by Lauretta Jefferson and Robert Alton). Against a background of huge, imposing cellophane sets which reflect lights beautifully the 72 girls romp thru interesting dances and formations that give them a chance to exhibit their pulchritudinous charms. In lovely and intriguing costumes (by Raoul Pene Du Bois, Thomas Hecker and Brooks) the girls do much to make the show an opulent, eye-filling affair. The sets and lighting effects are very impressive, helping to give the show that glamorous, spectacular atmosphere expected now of Billy Rose ventures.

For his specialties Rose has assembled a batch of raucous veterans, some of whom are not tops any more. But they all work hard, some depending on their showmanship to hide their waning talents and others (like Stan Kavanagh, Walter Dare Wahl and Willie West and McInty) stopping the show easily. Kavanagh is a big hit, his versatile interest-compelling comedy juggling amazing his audience. Wahl, working carefully on a slippery floor, built up his laughs into a sock finish. And Willie West and McInty, four men working on a "construction job," had no trouble pulling a load of laughs with their falls and amusing "accidents."

Captain Frocke's Five Bengal Tigers, working in a large cage, provided thrills. Frocke building up to a fine climax when he discards his whip and puts his face in the tiger's mouth. Altho it's a jittery act for people who are dining, it nevertheless went over solid, the proximity of the cats to the patrons providing that extra tingle. Stuart Morgan Dancers (three boys and a girl) are another sock, their spectacular adagio work being positively breathtaking.

Doc Rockwell is not given much of a chance during the story bits, but scores heavily when on for his medico quick spins, especially the glass woman number. Sally Rand stands out because she does two nude numbers—one with a muff and the other with a large balloon—but aside from the nudity angle there's no entertainment there. Morton Downey's tenor wavered and wouldn't reach its customary heights, but he saved himself with his excellent rendition of—you guessed it—*Bel Me Bief De Schoen*. Downey was teamed with Wini Shaw in several numbers, but their voices do not blend well and the duet numbers are a distinct disappointment. Miss Shaw, adorable in lovely costumes, made a very mild impression when she sang. Either the mike didn't do her justice or her voice was in bad shape.

Tom Patricola, given a big ovation and applause all the way by a friendly audience, didn't impress us much. His eccentric stepping was good but not outstanding considering his great experience. The two Frazee Sisters led several production numbers, their tricky warbling standing out more because of the arrangements rather than vocal quality. Hinda Wassau, a former burly stripper, did a partial strip and some very fancy bumping, but hardly clicked. However, on the second night she stopped the show cold. Sammi and Michi, Oriental dancers, stood out with their novel arm-writhing routines.

The show music was handled exceptionally well by Joe Candullo's Band,

with Abe Lyman's Orchestra providing the dance music—both bands being stuck up in the balconies in beautiful isolation. Outstanding show tunes are *The Sun Will Shine Tonight* and *The Handkerchief Moosstache*. Robbins is publishing the score.

Other credits are: technical director, Carlton Winckler; stage manager, Arthur A. Barkow; press rep, Mack Miller; advertising, Milton Blackstone; curtains and draperies, Dazian, Gladstone, Kaj Veldon and Ito; scenery and props, Stagecraft and Vallhalla; steel construction, Peter Clark; electrical equipment, Century Lighting; and photography, Murray Korman.

Opening night price was \$10 a head. Now the spot is running two shows a night, with informal entertainment at 2 a. m. Sunday nights will get added attractions. Angle is to build up upper business, the lack of which was a problem to the French Casino and is now a headache for the International Casino.

Valued by Rose himself as a \$2,000,000 proposition, the Casa Manana is said to be running on a weekly nut of around \$30,000. Rose is sole boss, disclaiming any backer, with Shapiro and Blumenthal being his landlords and getting a slice of the profits as well. Paul Denis.

Hotel William Penn Italian Terrace, Pittsburgh

Class atmosphere and music combine to make the \$35,000 remodeling job of the largest hotel between New York and Chicago a spot that would probably make more dough in some patrician town like Boston.

The current orchestra, Lawrence Welk's, imported from St. Paul, is mighty danceable. Its dulcet rhythms, punctuated just often enough by splash, seem to appeal to both collegiates and the older married trade, especially the latter. The Terrace, a symphony of beauty, is the swankiest nitery city has ever had. Yet spot has never, since its opening last fall, played to regular capacity.

Maybe slackness is due to high ceiling and ample dining space that makes room appear almost gargantuan when less than a couple hundred elbows are on tables.

Welk's music is definitely a contrast to the swing of his predecessor, Dick Stabile, and to the hot outfits popular with masses. Emphasizing sweeter melodies like *Kashmiri Song* and *Once in a While*, aggregation furnishes pleasing background for diners who like to take their time eating, and in late-night dance sessions adds a bit of spice for faster trade. With improved vocalists and a bigger dash of sales personality on

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BLACAMAN

bedsmen's mugs outfit should develop into good crew for highest pay spots like Waldorf or the St. Regis.

Especially notable are Weik's accordion, the electric organ of Jerry Burke and bass beats by Farnell Grina. Band is a co-operative. Seven of the men have been with leader since 1933.

Personnel includes Jay Jackoskie, Maynard Wilson and Kirby Brooks on sax and clarinet; Jules Bernard and Cliff Moe on trumpet; John Reese, drums; Walter Bloom, guitar; John Neill, piano; S. K. Grundy, trombone; Bob Calame, arranger, and Keith Bain, business manager.

Next transition between dance periods are organ and organ-piano numbers. Vocals are by Brooks, Bloom and Herman, with a seven-man glee club harmonizing in semi-muted vein for a few numbers.

Terrace also using psycho-analysis! Khani-Kushan, "with the X-Ray Eyes," as bait for femme trade that influences reports.

Tariff, highest in Pittsburgh, is \$1.50 person minimum week nights, \$2 Saturdays. Dinners start at \$2, low in national scale for class spots maybe, but a barrier for most of the resident folks.

Morton Frank.

Casino-on-the-Park, Essex House, New York

It would be a pretty difficult thing for even a big name to follow Richard Humber, but young Rudy Friml Jr. took possession Wednesday night and, from the looks of things, he will not need the prodigious publicity spree that attended the retund Humber's stay here.

Friml Jr. is a handsome, affable young chap who impresses as tho his heritage goes beyond his name. He fronts his band of 10 with a gracious and unaffected manner that could stand the scrutiny of even more exacting patronage. His musical output is far from being great, but can stand comparison with most of the current crop found in hotel rooms. Band's outstanding attribute perhaps is its versatility, or rather its change of pace, offering a varied and well-spotted series of dance tunes from soft, tinkly music, thru tangos and rumbas to perfect accompaniment to The Big Apple. Some of its arrangements, too, are more than unusual. Friml has a good man in trumpeter Brooks, and fiddler Tuttle doubles with fair vocals. Instrumentation is as follows: Friml, lead; Harry Sachs, Art Horn, Foster Morehouse and Johnny Dorbach, sax; Jerry Brooks, trumpet; Dan Sooley, trombone; Ollie Hantack, drums; Mike Evans, base; E. Tuttle, violin, and Milton Cohen, piano.

The room also offers, as added attraction, the Arthur Murray Big Apples, now in their 12th week here. Three couples of these wildly swinging, tireless kids demonstrate the cute but goofy intricacies of the Shag, Posin', Truckin', etc. Brought in as a timid experiment, these youngsters have outstayed sophisticated dance teams and many seasoned performers.

Between dinner and supper shows Vee Lawnhurst, pianist, composer and soprano, and Warren Phillips, baritone, provide incidental entertainment in the room and in the lounge.

Dinner from \$1.75 up. Minimum of \$1.20 after 10 p.m. George Colson.

Chez Paree, Chicago

Of the new attractions added to the current show, following the departure of Harry Richman, the California Variety Eight definitely steals leading honors. A strong choral octet, youthful in appearance and sound in voice, they attack each tune with a storm of zest. They are outfitted in flashy white Huser uniforms and use proper arrangements for each group of songs. Accompanying gestures build importance and attention for each tune. Their college groups, among others, went over big. Sidney Green, featured tenor, was singled out for a soulful rendition of the classic, *Em, Em*.

Ella Logan, Scotch lassie who of late has been selling her talents thru Sammy Goldwyn, gets headliner billing. She is still a top salesman of swing tunes. Kid does not have a trained singing voice, but hardly needs one due to her clever delivery. Slow songs, however, are not in her line and she excels only in fast, loud ditties. Appearance is very striking.

Jean Mona, tap dancing brunet, followed the line's initial production number and earned a good hand with two personality routines. Menty okeh on looks and taps, Johnny Woods, impersonator; Crane Twins, airy dancing blondes, and Grace and Nikko are the other acts held over. Latter continue with comedy routines, each topped with several good sight tricks.

Chez Paree Adorables stand out in their decorative *In Old Chicago* finale, in which they are costumed in Gay '90 outfits and can-can to fondly remembered tunes.

Henry Busse and his band play ace show music. Henry, incidentally, is developing into an impromptu comedian on the band stand, surprising with many hilarious and unhearsd bits. Don Huston, of the band, is featured production vocalist and emcee.

Sam Honigberg.

Savoy Hotel, London

Newcomers here are Brown and Le Hart, American roller skaters, with a fast and daring routine that is highly successful.

Lyda Sue Leeds, in her fourth week, is a sensation with speedy and accurate acro dancing, replete with corking tricks, which she sells with great showmanship.

Also holdovers, the Five Maxellies hit heavily with a dandy routine of Riskey speeded with comedy. Speed of this all-American line-up is about tops on any London hotel floor. Bert Ross.

New Brunswick Hotel, Lakewood, N. J.

Entertainment at this winter resort approaches old-time vaude. It's the only combination suitable for so heterogeneous an audience as these conservative mamas and papas taking the pine air cure, visiting sons and daughters, and a few overworked business people. Entertainment here is a second fiddle, gratis accommodation, designed to help while away an hour or so before bedtime. It's not an inducement for vacationing at any one hotel here.

This spot has gone farther than most of the neighboring ones to give the folks a bill of fare of Broadway flavor. The Brunswick's entertainment budget for the five-month season ranges between \$3,500 and \$4,000. Holiday week-ends, naturally, get the bigger share, with about \$400 having gone for the Christmas-New Year dates.

The week-end of January 15 obviously cost little in comparison. Nevertheless, in the aggregate the revue was fair, with a few high spots helping to drown out the lows resulting from an excess of slapstick.

Ex-newspaper reporter Larry Solloway is emcee for the season. Under his direction came Loretta and La Varr, dance team; Edith Simmons, singer; Red Buttons and Henry Evans. In addition, Sid Pacht stepped out from his orchestra to



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do a clever burlesque of a Negro parson sermonizing.

Solloway did himself up brown in a swing version of the Jewish ditty where-in a cantor takes orders from lay members of the congregation on how to carry on, indicating originality and ability to turn a neat line. His reading of Poe's *Telltale Heart* was also fine, but as an emcee he lacked spirit and spontaneity. He's personable, but not dynamic enough to keep the show well organized. To his credit is his abstinence from the risque, which is flagrantly employed at most of the other Lakewood spots.

Much can be said in favor of the tenor, Henry Evans. Approach is faultless; voice, rich and colorful. His repertoire included *Tree, Natasha, L'Amour, Toujours, L'Amour* and a medley from the musical score of *New Moon*. The audience was duly appreciative.

In contrast to these renditions, the performance of Loretta and La Varr becomes nondescript. The team shows youth in both years and experience. However, the girl isn't bad to look at.

Edith Simmons, blond, could help herself by attacking to ballads. She fared much better singing such numbers. Red Buttons, who doubles as bellhop, hogs the mugging and slapstick roles.

Sascha's seven-piece band (four violins) works hard and plays loudly. But that's all. Individually, the musicians are better technicians. Joe Bruno, accordionist, and Sascha redeemed themselves in solo performances.

Evans and Lee book both acts and bands for this spot. Spieta Weiss.

Old Vienna, New York

In the tradition of Continental food to the accompaniment of concert music, this recently opened restaurant is doing good dinner and late-supper business. Two large rooms, in blue and pink, with photographic murals of Viennese scenes to increase the atmosphere, Old Vienna is a pleasant and inexpensive place in which to eat and relax.

Viennese waltzes and semi-classical pieces are provided by an excellent quartet under the direction of Bertold Serebrenik. Serebrenik is a violinist with a gift for drawing romantic and melancholy strains

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from his fiddle. In 1931 he was awarded a medal by Franz Lehár for his proficiency. Quartet, making its American bow, has come from a date in Jerusalem.

Seventy-five cents top for dinner, cuisine featuring Viennese specialties. Thirty-five cents minimum after 9:30. Serebrenik Quartet plays until 3 a.m. closing.

Spot, located in the Hotel America, is proving popular with the theatrical and Broadway crowd for coffee and cakes in the small hours of the morning. Your hosts are Ralph Dalton and Mary Kuntt. Jack Yarnov is publicizing.

Maurice Zolotow.

Royal Bath Hotel, Bournemouth, England

This important out-of-town hotel usually books a class act for the week. Spot is situated in one of England's swankiest South Coast seaside resorts and attracts a good class of patrons.

Current act is Harris Twins and Loretta, an American trio with a novel dance act which runs from acrobatics and adagio to a unique "doll dance." Good for plenty of applause and laughs. Loretta Allen fills a wait solidly with some fine acro dancing.

Bert Ross.

Club Management

News and Angles on Night Club Operation

Waits Nights at R. R.

BESIDES very successfully launching a series of Monday Waits Nights, an idea in support of its contention that the waits can be made as interesting a feature as *The Big Apple* and also providing a stimulus to the worst "off" night of the week, the Radio City Rainbow Room, New York, has made a department store promotional tie-up. The Room has contracted with the Sak's Fifth Avenue store to have its leading gown designer create special gowns-for-the-waits to be worn by the girl contestants. Thus the novel feature is not only more colorfully presented, but it also becomes a sort of intriguing style show as well.

Owner Waits on Workers!

IT MAY or may not be a Utopian attitude, but we agree with Svend Jorgensen, of the Wivel Restaurant, New York, that proper and successful club management does not end with amicable relations between proprietor and patron.

Owner Jorgensen threw a huge celebration party for his employees a few Sunday nights ago in celebration of the ninth anniversary of the restaurant. That night the order was reversed, with Jorgensen and his staff of executives waiting upon the lowliest of his mentals. As proof of sound judgment in this radical camaraderie between employer and employee is the fact that every one of the help has been connected with the spot since it opened in 1929. A satisfied, conscientious employee is a valuable asset!

Whedding Reservations

A WRINKLE that has found to be a practical and a profitable method of securing advance reservations that in all probability never would have materialized is the placing of a neat reservation blank, much like the ordinary postcard, on the table along with minimum, cover and other announcement cards.

It is already typed, enticingly worded and ready for mailing if necessary (postage guaranteed by the spot) and needs filling in only with name, address, number of guests and date for the reservation. Reason given for the efficacy of this method is that it is believed it is so much easier to induce a patron to a return visit while he is having a good time than at a more reserved frame of mind.

Jacobson Seeks Talent

JOE JACOBSON, co-manager of the Chez Paree, Chicago, was in New York last week, shopping for a headliner to star in the new show beginning February 11. A supporting cast will be lined up as soon as the leading notable is set.

Names for Orpheum, Memphis

CHICAGO, Jan. 22.—Billy Diamond set eight attractions for the Orpheum, Memphis, starting today. Line-up includes Jan Garber's Ork, four days; Lita Grey Chaplin and Mal Hallett's Ork, four days starting January 28; Stepin Fetchit's unit, three days beginning February 1; Count Berni Viel's show, four days opening February 4; Blackstone, four days starting February 11; Ina Ray Hutton's Band, four days beginning February 18; Ramon Navarro, four days opening February 25, and Ben Follock's Ork, four days, coming in March 4.

Another Scranton Club

SCRANTON, Pa., Jan. 22.—Another night club has opened here, giving the city three. New spot is Mendel Katz's Cotton Club. Agnes Nichols is permanent mistress of ceremonies at the new club, with Eddie Moore's swing boys supplying music.

Completing the talent lineup are Jerry Macy, vocalist and boogie; Mary Ramsey, dancer, and Tommy Salseda, vocalist.

Lynch To Open Philly Spot

PHILADELPHIA, Jan. 22.—Jack Lynch will open a new club within the next couple of weeks. Club will be either in the financial district or at the Walton Hotel. Spot will be run on a class trade policy with headline Broadway shows and top bands and no minimum or cover charge.

Louisiana Club Reopens

NEW IBERIA, La., Jan. 22.—Attakapas Club has been reopened here as the Acadin Club under management of J. S. Kent. Stamford Herthum and ork head entertainment opening week.

Billy Rose Showmanship

NEW YORK, Jan. 24.—Proving he never misses a chance to display his famous showmanship, Billy Rose injected a new note at the premiere of his Casa Manana Tuesday night when he preceded the show with a parade of waiters carrying aloft large illuminated ice dishes. The waiters got plenty of applause but couldn't take their bow because the dishes were balanced too precariously.

And in the lobby Rose placed portraits of Ziegfeld, Hammerstein, Barnum and Roxy. They were good showmen, too.

12 Miles Too Much; So Act Cancels Date

DETROIT, Jan. 22.—Detroit's five-mile "opposition" rule, reported recently in *The Billboard*, was topped this week when an act refused to play a date because it was 12 miles from where it was staying.

Al Brown and Elaine Manz, dance team, were booked by Chuck Stanley to play a local date, but found out, after checking on the map evidently, that it was 12 weary miles away.

Result—a phone call into the office requesting to be let out of the date because of the distance. The act has a car to drive, but evidently it still remained too far.

Comment of the agent, "Well, business must be pretty good when acts turn down work for such a reason!"

French Houses Must Use Vaude

Gov't puts heavy taxes on straight pix spots—film industry to fight law

PARIS, Jan. 17.—Law recently passed by the French parliament aims to force picture houses to use orchestras and vaude. Exact terms of the law are hazy, but in principle the idea is that all pix houses with monthly receipts of 200,000 francs (\$5,608.88) or above will have to pay an additional tax of 25 per cent unless they put in an orchestra and a stage show, while taxes will be reduced for houses using music and acts.

Measure is meeting with stiff opposition from practically all branches of the film industry. While certain theaters are equipped with stage and dressing rooms, the majority of the picture houses of recent construction have neither stage nor dressing rooms. Also radical alterations would be necessary to comply with fire and police regulations governing houses using flesh.

Unless the new law is modified or retracted, it is probable that all picture houses in France will close as a protest—backed by the producers, distributors and other branches of the industry—unless the government comes to an agreement with picture house operators.

Club Talent

New York:

EDDIE JACKSON, of the old Clayton, Jackson and Durante trio; **PETE CLIFFORD**, formerly of the Racketeers (now disbanded), and **CY REEVES** have formed a new combo. Team debuted recently at the 1214 Club, Philly. . . . **DON LOPEZ**, of the Loper and Hayes team that broke up soon after his recent return from engagements in London and the Continent, will soon strike out solo as a monologist for the classier spots. Material being readied by Don Gibbs. . . . **NUBI**, fortune teller, is back at the Park Central. Her last run lasted nine months. . . . **THEODORE AND DENESHA** have replaced Wardell and Dede in the Radio City Rainbow Grill. . . . **BETTY AND FREDDY ROBERTS**, recently at the St. Morris, open at the Savoy, London, February 12. . . . **VINCENT AND DANIELS** are already in their fourth month at the Queens Terrace, Long Island. Their last run lasted two years. . . . **FRANK WALLACE AND TRIXIE LAMAE** play the Palace Theater, Buffalo, week of February 4.

HENRY YOUNGMAN left for Hollywood to make his first personal appearance on the West Coast at the Trocadero January 23 and 30.

MARY LOU BENTLY, of Billy Rose's Casa Manana, has a sister, June Bently, at the Ringside, Fort Worth. . . . **DAN SHAPIRO AND JERRY SELEN** authored *I'm a Tenth Avenue Dame With a Park Avenue Aim*, the new ditty Iris Adrian is dispensing at Leon and Eddie's.

Chicago:

REGAN CARTER AND REID, new knock-about act, open their first engagement here at Colosimo's February 4. Two of the boys are formerly of the Four Trojans.

THAT WAS Lucille Ballantine, of Ballantine and Pierce, who joined Leo Salkin's booking office here. . . . **JOE KAYSER** joined the Rockwell-O'Keefe office as manager of one-night band dates.

STADLER AND ROSE move into the College Inn February 5. . . . **ADA LEONARD** will play a return engagement at the Yacht Club. . . . **NEXT SHOW** at the Royale Frolics will be entirely new.

HOWARD MAYER returned from his trip to Mexico. . . . **GALI GALI**, Stanley Hickman and Maurice and Cordova go into the new Palmer House show with Bernie Cummins' Ork February 24. . . . **HUGO DePAUL** returned to New York.

Here and There:

RUTH BRINK, accordionist, now in her third week in the Fountain Square Hotel Olympic Cafe, Cincinnati, has been held

over for another four weeks. . . . **BOBBY IREMAN**, emcee and dancer, opened at the Alms Hotel, Cincinnati, Monday (24). . . . **MURRY PICKFORD**, after an eight-week sojourn at the Town Tavern, Cleveland, has opened at the New Miami night club, Toledo. . . . **RYCK AND KAYE**, tap team, are playing a return engagement at Chez Maurice, Dallas, closing February 3. . . . **CARLETON AND JULIETTE** are current at the Shoreham Hotel, Washington. . . . **GLORIA AND "OK" WESTON** have been held another week at the El Dorado Inn, Tampa. . . . **GEORGE HAYES**, emcee, held over at Club Lido, Youngstown, O. . . . **THE LESLIE SISTERS** were compelled to cancel several Ohio dates last week due to illness of one of the girls. . . . **DEAN MURPHY** has been set by Sligh & Tyrrell for four weeks at the Roosevelt Hotel, New Orleans, opening January 27. . . . **GIVENS AND KAROL** stay on at the Queens Terrace, New York, to open the new show. . . . **LYNN AND DEARRING** held over at the Mayfair, Boston. . . . **GLOVER AND LA MAE** have just concluded a two-week holdover at the Statler Hotel, Cleveland.

PIFI D'ORSAY was set for the 41 Club, Miami Beach, by Jack Miller. . . . **ANN BORDEN**, singer, opened January 15 at the Club Chateaufort, Pinehurst, N. C. . . . **JOEY DEAN** is back for a return engagement at the Oceanus Grove, Boston. . . . **HARRY SPEAR'S** nine-week stay at LeVaggi's, Boston, was the first holdover there. . . . **CHRISMAN PRODUCTIONS** set Goodrich and Nelson at the Royal Palm and Ruth Everette at the Fleetwood Hotel, both Miami.

ENTERTAINERS' ASSOCIATION of Western Pennsylvania will hold its second annual ball at the Roosevelt Hotel, Pittsburgh, February 13.

THIDA LOY is in her third week at the Kenmore Hotel, Syracuse. . . . After two weeks at the Avalon Club, Ramon and Le Mayne will open at the Lotus Gardens, Cleveland, February 1. . . . **MARLYN BRATTAIN**, formerly of the dance team of Pat and Marilyn, is now working the Nine Mile House, Cincinnati. . . . **MURIEL PARKER** and Charles Fredericks opened at the Beverly Hills Country Club, Southgate, Ky., Friday (21).

Detroit Biz Due To Rise

DETROIT, Jan. 21. — Tommy Harris, field man for the Jack Dickstein office, returned from an 11-week trip thru Indiana this week. Tommy reported conditions away off but with every prospect of plenty of spots to open for flesh about the first part of next month.

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Vaudeville Notes

GERTRUDE NIESEN, with mother and father, sails on the S. S. Paris March 12 for London, where she opens at the Cafe de Paris March 21. . . . INA RAY HUTTON and her orchestra play the Charleston Theater, Charleston, Ill., February 8, for CRA. . . . JUDY CANOVA, with brother and sister, opens an engagement at the Cafe de Paris, London, February 21. Date set by Dick Henry, of the William Morris office. . . . TIP, TAP AND TOE sail on the 29th for Rio de Janeiro, their first engagement in South America. . . . CHICK WEBB and ark play the Howard Theater, Washington, week of January 28. . . . WILL FYFFE, Scotch comic, is featured in the GB pix. To the Victor, soon to be released.

JACK PARTINGTON has left for a two-week stay on the Coast. . . . DICK HENRY, of the Morris office, has set dates on the Tivoli Circuit, Australia, to be preceded by engagements in South Africa for STONE AND LEE in May; CHILTON AND THOMAS, opening February 22; PEG LEO BATES, around March 25, and the GAUDSMITH BROTHERS, following their present run at the International Casino, New York. . . . HARRY RICHMAN has also been booked by Henry for Ciro's, London, opening April 25. There is a possibility that Richman may tour a road show while over there. There's also an offer of South Africa for the summer for him. . . . F. & M. thru John Schultz, of the Coast office, has signed as a special attraction for theaters three people whose voices and talents helped make Snow White and the Seven Dwarfs. They are Adriana Caselotti (Snow White), Roy Atwell (Doc) and Pinto (Sleepy and Grumpy). . . . CAPTAIN JIMMY ROSE, midget, is doing publicity stunts in New York for Snow White.

HARRY BERRY'S SUNKIST VANITIES were the first stage revue used at the Leona Theater, Homestead, and the Capitol Theater, Braddock, Pa.

SHEA AND RAYMOND signed with Harry Howard's new unit starring Helen Morgan. Open at Loew's, Montreal, January 28, and jump to Richmond, Va.,

Formula for Success

NEW YORK, Jan. 24.—Don Loper, who went to Europe as half of a ballroom team and returns as a "personality singer," offers his formula for success: Get new material in London, then have it rewritten when you return, and then—if you are lucky—you may get a job here as an "English importation."

for the next date. . . . SENATOR FORD pencilled in into the Oriental, Chicago, week of February 25. . . . RUSSELL AND CHRISTINE, with their two dogs, opened at the Post Theater, Spokane, Wash., January 21, beginning a route over the Levy Coast time, handled by Tommy Burdill.

SYBIL ROTH, with the Ray Fabling Jugues unit, is playing Pennsylvania towns this week, with an Australian tour tentative. . . . GEORGE HALE, floor-show producer, will do the Les Ambassadeurs, Paris, show for Clifford Fischer and is also staging the dances for MCA's Shriners show which goes into Philly in two weeks. . . . BILL ROBINSON will be formally awarded the Ted Friendly-Moror award as the finest night club performer of the year at ceremonies at the Cotton Club, New York, next Sunday night. Milton Berle won last year's award.

FRANK FORD sold the Patio Theater, Freeport, Ill., to the Great States chain. House has a Sunday vaude date booked by John Benson, of Chicago. . . . FRED ANDERSON pulled Saturday vaude from the Egyptian, De Kalb, Ill., after a seven-week session. . . . CHALMERS CULLEN, operator of the Orpheum, Memphis, was in Chicago last week to set several shows. . . . LOU LIPSTONE, the B. & K. booker in Chicago, took in shows in Detroit and Indianapolis last week. . . . PINKY LEE goes into the Oriental, Chicago, week of February 11.

SHEP FIELDS ends his Palmer House engagement in Chicago February 23 and opens the 25th at the Chicago Theater there, the first of an eight-week theater tour.

Davies, Ingalls, Berger In New N. Y. Agency Combo

NEW YORK, Jan. 22.—Establishment of independent booking offices in Radio City by Jack Davies and Miles Ingalls brought about the final and complete dissolution of the International Theatrical Corporation which operated as a booking subsidiary of the French Casino corporation under the Clifford C. Fischer regime. Davies and Ingalls will have as associate Milton Berger, formerly connected with the Charles Yates office. Prior to their setting up of indie offices, Davies and Ingalls contemplated a switch to Consolidated Radio Artists, but satisfactory arrangements were not reached.

Biben Books Warner Spots

PHILADELPHIA, Jan. 22.—Warner has appointed Harry Biben, local agent, as booker for week-end vaude at its five neighborhood houses. The theaters which will show flesh acts on Fridays and Saturdays will be the Allegheny, Kent, Oxford, Alhambra and Frankford.

Bridgeport Okes Sundays

BRIDGEPORT, Conn., Jan. 22.—After several months' deliberation, an ordinance legalizing stage performances Sundays here was passed this week by the local board of aldermen. An amendment was added, however, prohibiting burlesque performances on that day. Vaudeville, playing at the Loew-Globe here on two-day week-end bookings, goes back to Sunday showings only, with the possibility that shortly the house will go into half-week showings.

Flesh for Alliance, O.

ALLIANCE, O., Jan. 22.—Columbia Theater, which had been maintaining a straight film policy in recent weeks, has inaugurated a policy of presenting stage units Thursdays and Fridays of each week in conjunction with its film program. Stage policy will be permanent, according to Ray C. Wallace, managing director of Tri-Theaters, Inc., owner of the Columbia.

Big Fraternity Sponsors Vaude

Competing with theaters—vaude, concert, bands—3-month series

PHILADELPHIA, Jan. 22.—Artisans' Club, a Pennsylvania fraternal society, is launching an ambitious three-month program that will overshadow the shows at local vaude houses.

Organization will present entertainers such as Eddie Cantor, Eddy Duchin, Ted Lewis, Mary Brian, Morton Downey, Shep Fields, Lily Pons, Gladys Swarthout, Nino Martini and others. In addition the Artisans will include three Broadway legit hits, concerts by the Philadelphia Orchestra and a presentation by the Monte Carlo Ballet Russe.

Tickets will be sold to the public for the entire series—nine events—for \$2.50 per person. Each subscription will carry with it the privilege of buying seats for the concerts and theatrical presentations at reductions over regular prices. Opening show will be at Convention Hall March 19, featuring Eddie Cantor and his Hollywood Revue with Ted Lewis' Orchestra. Show will last for 4½ hours with dancing after each performance.

Other events booked are Maribel Vinson and her International Skating Revue, April 7; Shep Fields and Eddy Duchin and their orchestras, including Morton Downey and Mary Brian, April 27.

The theatrical group of events will range from \$1.50 to \$4.50 for the group. The plays will be *You Can't Take It With You*; *Yes, My Darling Daughter*, and *Room Service*.

More Vaude in Miami


MIAMI, Jan. 22.—Experiment to institute the Paramount Theater here as a last-half vaude date was tried last week with a seven-act bill and a 10-piece band on the stage. Entire bill booked by the Southern Theatrical Agency.

COUNT BASIE

"Count of Swing"

and his Orchestra **TOPS**


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Loew's State, New York
(Reviewed Thursday Evening, Jan. 29)

Good vaude show, but not quite up to the level often presented here. Ace musical contingent, Count Basie and orchestra, and Jack La Rue and Vince Barnett, from the Gold Coast, are headlining.

Opener is Herbert Renard Trio, one man-two girl act. Work on a rigging, with Renard, hanging head downward, supporting the two femmes in iron jaw and other stunts. Act has a pictorial value in addition to impressiveness of the difficulty of its different bits. Renard, of course, bears the brunt of the tough work, but the girls are a valuable adjunct.

Steve Evans offers imitations and character portrayals, both comical and serious. Evans has a nice way about him, depending upon talent rather than phony showmanship. Does take-offs of Joe E. Brown, Hugh Herbert, Popeye and then goes into a sock imitation of a Polish laborer on a drunk. Last is a thorough piece of comedy character work. Offers a completely different style for his windup, a weird medley of some of

Lon Chaney's more grotesque portrayals. A solid performer.

Gine, De Quincy and Lewis, dance satirists, do a nut routine. Begins as straight ballroom but quickly develops into a ludicrous hoke session, with falls and lunatic antics associated with this type of act. Act is on the short side, and probably could have developed more punch if given more time.

Jack La Rue and Vince Barnett have gotten up a fair bundle of laughs, but are certainly not dynamite. Act quickly goes into a gag session, with Barnett, looking very stogy, getting giggles by referring to their "last picture." Dialog has a mixture of hoke and stapping and manages okeh, particularly with the hysterical femmes. La Rue does a dramatic impression of Otis Skinner in *Blood and Sand*, following which Barnett does a parody on the same spiel. It's a nice bit, wind-up is hokey.

Count Basie's Orchestra, 14 pieces, plays toe-tickling music and will make any oldtimer feel a wiggle coming on. Characteristic of the outfit is a refined yet highly rhythmic style, with brasses subdued and drums and piano beating an intriguing rhythm. It's classy. Among others, played *One o'Clock Jump*, and, with Billie Holiday doing the vocals, *When There Ain't No Swing and Nice Work If You Can Get It*. Basie exhibits facile fingering in a solo. Holiday's style is rather subdued, contrasting with James Rushing's more swingy delivery of *Rosalee and Rhythm in My Nursery Rhymes*. Cook and Brown, eccentric hoofers, supply the nut stuff.

Pie, *The Awful Truth*. Big good. Paul Ackerman.

Scala, Berlin
(Month of January)

Current is another one of Director Duisberg's "crazy shows"—half vaude, half

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R K O THEATRES

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Vaudeville Reviews

production—with the vaude winning the nod. Show falls below standard in spots but will probably be better set later in the month.

Name attraction is Lottie Meyer and her Venus Water Ballet. Girls are good lookers and talented divers and a draw with the Berliners. Also go in for a session of roller skating that brings solid applause. Act is elaborately dressed and staged and forms a first-rate dash for any class spot in Europe.

Gregory and Raymond, assisted by the personable and shapely Cherie, are a hit with a comedy musical novelty. Boys coax music from the weirdest-looking appliances and the act is good for plenty of laughs and surprises.

Iva Ketchell, making her first appearance in Europe, is an eccentric dancing comedienne with grotesque movements and a funny pan. Hits solidly.

Morance Spencer, from the French Casino, contributes a "Can Can" specialty that rates about average.

Billy Kay, diminutive English comedian, and his two partners work through the program and hit heavily with their hoke, dancing and acro bits. Boys also do talking bits in German with a strong English accent.

Break attraction is Ladoumeque, French marathon running champ, who does a workout on a treadle machine. Doesn't mean much except as novelty.

Claire Walderoff, buxom German comedienne, great favorite, gets roars with her clowning and loud pipes.

La Belle Berrero, Spanish dancer, offers a weak entry and is far below the standard of her type.

Wilhelm Bendow and Willi Schaeffers, German comedians with film reps, do well with their respective offerings.

Choppy, French cartoonist, does his familiar crayon drawings, using the backs of the Scala Girls for human enses.

Willy Woldard is an oldtimer still able to win applause and laughs with his harkthrowing act.

Henry Lorenson, Scandinavian pantomimist with plenty of funny ideas; Peter Ignhof, pianist; Carlos Montoya, guitarist; the Two Walkings, Korff and Engstrom, the Scala Girls and Otto Stenzel and his Scala Orchestra are other contributors to the program.

Rivoli, Portland, Ore.

(Reviewed Thursday Evening, Jan. 13)

Acrobatics played a big part in the stage show, being used in four of the five acts, but it was that fifth number that knocked them out of their seats.

The commotion was largely due to the efforts of a little girl with a big voice, the youngest of the comely Caprino sisters. Gesturing profusely, the personality tot sang with all the expression she could muster. Her two lovely big sisters scored with vocal duets. Then they got together with some trio arrangements.

The Flying Maroons, three young huskies, presented a thrilling performance on horizontal bars. It was mostly straight acrobatics, little dare-devil stuff. One of the boys drew a flood of votes with his comical garb and crazy stunts.

As novel as they were surprising were the gymnastics of Large and Morgner. They came upon the stage in Siamese-twin style, but when the cloak was removed audiences found they were one-legged individuals who found it easier to walk together than to hop alone. Their work was limited to intricate hand stands.

Lee Murray gave his version of the well-known drunk act with intermittent

dance steps on a large staircase. He is not very funny, except in one brief sequence where he pretends to be knocking on the door of a speak.

Besides proving himself a specialist at rope twirling, Jack Kavanagh displayed an uncanny versatility. Pulled the old one of twirling seven or eight lariat while shaking like a Model T Ford, but he had some others that were new. As director of ceremonies he was quite weak.

The show as a whole was scandalously long. Having *Armored Car*, *The Duke Comes Back* and several screen shorts on the bill. L. Key Hartsock.

State-Lake, Chicago

(Reviewed Friday Afternoon, January 21)

It took a vaude veteran (Charles "Slim" Timblin) to lift this week's bill out of its comedy doldrums, if only for a few minutes before the finale. The preceding parade was loaded with gags that had the customers doing the punch lines and situations which are uncomfortably familiar.

Band opens on the stage, the house line making the first appearance in another swing strut that pleasantly kills a couple of minutes. Verna Wilcox, a good acro dancer, follows with a tricky routine and some clever feats on a stool. Later she returns with a drunk number that stands out with expert falls. Good hand each time.

Betty and Harry McCabe, two youngsters, have an instrumental and vocal act that does not rise above mediocrity due to their young appearance. Kids display a lot of showmanship, however, and promise to develop into a good act.

Bill Anson, impersonator, needs material badly. Wastes first few minutes with old stuff and does not catch on before his Winchell, Bernie and Amos 'n' Andy carbons. Works in red spot, giving him a chance to move in and out from white to Negro characters.

Al Rome and Betty Wood are another comedy pair who could use new material. Their delivery being strictly the type that stands on its own strength, their lines are of utmost significance. Act is at its best when Rome concentrates on his wooden and eccentric dancing.

Timblin, next-to-closing, kept the trade in a good humor with his time-mellowed Negro preacher act and satirical marriage ceremony. It's good homespun comedy that holds attention all the way thru.

Vern Buck, orchestra leader, who emceed the show, cuts up with the girls in the finale with snappy individual and aggregate dance steps.

On screen *They Won't Forget*, a meaty

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Roxy, New York

(Reviewed Friday Evening, January 21)
Ray Heatherton, of the air and recent star of Babes in Arms, tops the current bill, running a little shorter than usual, about 45 minutes, but well rounded and fulfilling all entertainment requirements despite the curtailment.

The young singing star stayed on just long enough, some seven minutes, to give a thoroughly commendable account of himself and let it go at that—a practice that some more seasoned performers would do well to adopt instead of the usual overlong stretch that generally defeats its purpose. Heatherton's smooth baritone, soft as down on the ears, the sort of exceptional quality, did right well by the suitable ballads and a medley of airs he popped on the ether. The Irish twist to his *Bei M. J. D. S.* was effective. Five Jansleys opened with a session of fast, clever and amusing risley. One or two of their tricks we never spotted before and drew attention and applause from the audience as well.

Jack Powell, familiar blackface comedy drummer, beats out rolls from everything on the stage and the proscenium and builds up to a Gene Krupish finish as he bangs it out on the gas range and its hanging utensils. There's plenty of color and appeal in Powell's novel offering.

Rest of bill is holdover from last week's revue presenting, in a new setting, the four teams of enthusiastic youngsters in exhibitions of Truckin', Pooin', the Shag and the Big Apple. Odet is composed of Ted Gary, Mizzi Dahl, Buster and Billie Burnell, Ruth Schlen, John Engler, Jack and Honey Wilson. Edna Hall, songstress, is also a holdover, supplying a rendition of *Mamma, I Wanna Make Rhyme*.

The Gae Foster Girls garner a hand in one of their reproduction numbers with an effective piece of white plume waving lined up on a double row of black velvet draped stairs.

Ethel Merman made a surprise appearance at the last show opening night and put in a couple of blurbs for the bill's accompanying screen offering, *Happy Landing*, in which Miss Merman is featured.

House good last show. George Colson.

Varietes, Brussels

(Week of January 9)

Lynne Clevera, French warbler and comedienne, heads the new bill. Eddy Gordon, American comedy cyclist, featured, clicks nicely. Joe Bonell and Doris Bay live up the show with peppy dancing, instrumental solos and comedy. Franklin d'Amore and Anita Kramer offer routine of hand-to-hand, tumbling and gags.

Other acts are George Andre-Martin, with his novel "finger" dances; Edison and Louise, American nut comics; the Boettie, acrobats, and the Matinsky Ballet. T. Wolftram.

Stratford Empire, London

(Week of January 17)

Current vaude unit, presented by Bebe Daniels and Ben Lyon, has certainly gauged the requirements of English audiences to a nicety and the result is a likable mélange of songs, chatter and skits. Daniels and Lyon are definitely box-office, their act ranking among the six biggest draws in this country.

Supporting bill is well selected. First honors going to the Dollinoffs and Raya Seters (three girls and a man), who offer an ingenious dance novelty with picturesque coloring and costuming and effective lighting. Dancing, a mixture of ballet with modernistic ideas, is good for plenty of plaudits and act show-steps in this strong company.

Reco and May, English couple, should go places. Man and woman present a comedy wire offering that is really funny and yet full of skill and daring.

Ernest Shannan ranks with the best impressionists and he is plenty witty.

David Poole, ventriloquist, is prone to sacrifice technique for comedy. Latter is definitely superior to his skill as a voice thrower and maybe it's as well.

Murray Leslie, out lately with a serene illness, stages a comeback. A Hebe comic with quaint and unbackneyed mannerisms, he scores an appreciable hit.

Hinton Brothers have a good comedy atro specialty with a session of clever

feats on a table. Massu makes a decided impression with juggling and balancing feats, and Bud Cordell succeeds with comedy crayon work.

Altogether, one of the better units in vaude here. Bert Ross.

Paris Nabes

(Week of January 9)

Most important of the Paris nabes, the Bobino, has temporarily switched to cheap revue.

European holding over nut comedian Georgius, with new bill made up of native warblers and three novelty acts, the Cincis, Bespalys and Merionn.

Petit-Casino has usual local favorites and Jacky Lupescu, Two Najarras, Elio Lynd and the Yettos.

Pix splurging a bit on stage shows. Moulin Rouge joins the flesh ranks this week with the popular clown Groom as stage attraction.

Alhambra has the Three Bonos and five other acts.

Germaine Mordant's fem ock is at the Paramount; Adrian Adruis is at the Cigale; Arlet, Page and Nil are at the Roxy. T. Wolftram.

Oriental, Chicago

(Reviewed Friday Afternoon, January 21)

Here's another bill attesting to the growing scarcity of acts. Four of the five acts have been seen here recently either in clubs or in competitive houses. There is enough entertainment, however, for the casual combo house patron, but for the dyed-in-the-wool vaude fan only familiar routines.

House line opens in chef nifties, concocting a fitting entrance for Frakson, the smooth-working magician. Act didn't go as well as it did in the neighboring Chicago Theater, the customers not ready for him at this early spot. Belongs farther in the bill.

Lucille Johnson, tall and slim-waisted blond soprano, is neat with some stock singing. Girl's delivery and voice are pleasing enough but out of the sock variety. Warbled *Cost Cost*, once in a while, and closed with the Italian *Street Song*. Lukewarm hand.

Tip, Tap and Toe (depopulated at the first show opening day, one of the boys missing from the act) were featured in a production number with the girls, who snaked thru an Oriental fantasy. The bearded Maharaja and his army of one netted a victorious hand with their silky tap attack.

Sibyl Rowan and her character impressions stopped the show principally because of her top salesmanship and her still splendid take-off of Mrs. Roosevelt. Her silent star effort looks out of place in the act, getting laughs when they are not wanted.

The line closes the bill with an impressive ball number in which they do some nice modernistic ballet work. Turn features Miss Mignone, a capable control dancer whose difficult routine enhances the finale's beauty and importance.

The publicized anti-Nazi reel in the current issue of *March of Time*, shown on the screen in conjunction with Penitentiary (Columbia), should bring in some business during the week. First-show biz was somewhat better than average. Sam Honigberg.

Orpheum, Lincoln

(Reviewed Thursday Evening, Jan. 20)

SENSATIONS OF 1938 UNIT

Owned by Joe Marcan and Allan Travers, Sensations of 1938 is alternately very good and very bad. It's the first unit in a family vaude house like the Orpheum here to allow a strip tease in the duce spot and the customers were somewhat mystified, hands suffering from paralysis.

Rosita Royce, who does the dove dance picture number, was added to show here. She has shaken off the nude angle and has gone over to doing an animal act, nine white doves taking part in her stunt. Still shows enough gamb and will get by even with the most touchy audience. She has gone from fans to scars, to bubbles, to balloons, but this is probably her best effort.

Lolita and Ardo, Spanish dancers, got the opening call from Joe Lewis, emcee. It's a castanet number. They follow after the strip with a cape dance, but it would be better if the two wore switched. Cape bit has color, but would flash up the opening instead of being aimless in the toy spot.

Strip is Yvonne LaRue, who goes sog when shedding the brassiere even with

arms held high. Rover Boys, knock-about, who came next, can do things, but halter themselves with four minutes of wasted effort in the beginning. House never quite gets over it.

Webber Brothers and Chitita, wire act, is all right. One lad is a whiz, doing almost any dance one can name on the high wire. Girl floats around on the floor to add luster, occasionally going up. Wind-up, before Rosita Royce, is Frank Elmo, ventriloquist, who is strictly in the parlor stage of development. Nothing falls so flat as an act short of material. B. Owe.

Hippodrome, Portsmouth, England

(Week of January 10)

House is one of the General Theater Corporation's provincial houses and plays class vaude the year round. Situated in the heart of England's principal naval dockyard port, the theater enjoys good business, with gobs predominating. Current program is a unit presented by Charles Tucker, once an American vaude single and now a 10 per center.

Billy Bennett headlines and scores with cod recitations and domestic gabfest. He is not as good as emcee, proving too heavy for this role.

"Hutch" (Leslie M. Hutchinson), colored piano singer with a big following, has a languid style of rendering ballad and pop numbers which tends to become very boring after the third song.

Bill Bailey, colored tap dancer of the Cotton Club Revue, is dynamite on taps and rhythm work. Chalks up a huge hit. Owen McGivency, Anglo-American humorist, is a riot with his "Bill Sykes" sketch in which he portrays five distinct roles. Act, always sure-fire with English audiences, is made even better by McGivency by his purposeful exposure of his methods of quick change. McGivency is afterwards travestied by Billy Bennett and others in a mirth-provoking afterpiece, *The Wager*.

Three Jokers, trio of English boys, employ American methods in their knock-about act and dance offering. Act is good and funny, but can hardly claim originality.

Reading and Grant, comedy trampolists, score with a good offering. Hylda Baker, English low comedy girl, employs a mule stooge in an act that is already funny, but one which, with better production and stronger material, could be greatly improved.

Millic Jackson's Sailor Girls work hard

and efficiently. They are well rehearsed and look good.

As units go this is an excellent one and should do okay in any spot. Bert Ross.

Golden Gate, San Francisco

(Reviewed Wednesday Evening, Jan. 19)

One might call the Golden Gate bill "casual" this week. Pictures, stage show and shorts don't rate above average. Stage revue introduces the Perry Twins, who stop and box while stepping. For good measure they showed the audience how they thought the two-step, rumba, waltz and tango were created, such as two men sneaking out of the house in the night for the two-step; man jumping out of bed in the night to kill a bug on the floor for the tango, etc.

Darby and Rudell in *Off Balance* were quite the contrary in their adagio dancing. Hal Yates, who offers *Toonful Toons*, played the piano informally, sang and made music on a hand organ contraption. Val Portenzo, amateur winner, sang *Rosalee* and *Gold Mine in the Sky*. The audience liked him. Jay Brower went in for grand opera—even had the aural chorus striking sparks. And the O'Neill line girls danced two routines.

The pix, *Prescription for Romance*, is just another picture. Edward Murphy.

London Houses Resume Vaude

LONDON, Jan. 17.—Kilburn Empire and Clapham Grand, both formerly of the Variety Theaters' Circuit, have reverted to full vaude and report splendid business with initial programs.

Sir Oswald Stoll added three acts to his successful ice-musical *St. Morris* at the Colosseum. Show now plays six acts with weekly changes in one.

Stoll adds further vaude to his Stoll Picture House this week, when Noni and Partner, clown act, are added to the miniature ice show.

Units Back to Scranton

SCRANTON, Pa., Jan. 22.—Flesh has returned to the stage here after a two-year absence. Shows are to be presented three days a week by the Comerford Theaters Company at its Capitol Theater. Major Bowes' Anniversary Revue opened Thursday. *Winkler Nights*, a three-act musical, is slated to follow.

What the Press thinks of— FAITH HOPE and ZINGO



Kelth's, Boston

Faith Hope, pretty and trim, puts the clever "equine," Zingo, through all sorts of paces, including a good old Southern shake-down. It's a hilarious affair and the two young men who make up Zingo deserve the applause they get.

—Boston Post, 11/13/37.

Faith Hope has with her "Zingo," a black-plush high school "horse," which she puts through some comical paces and reveals her own talent as a dancer at the same time.

—Boston Traveler, 11/12/37.

With the star in the new revue is Faith Hope, a slim miss in riding togs, who introduces her horse, "Zingo." "Zingo" has a new and shiny black and white coat but otherwise he's just the clown he always was, with the two young men who put him through his paces making him quite the funniest equine on the boards.

—Boston Daily Record, 11/13/37.

Radio City Rainbow Room, New York

The novelty horse act, already set for six weeks here, provides light amusement. The "horse" is Zingo, a lively Shetland pony that can prance around, tap dance and act coy while its mistress, pretty Faith Hope, urges it on. The forgetful-holders liked its antics, even tho' they suspected all the time that a couple of men were inside the skin.

—Billboard, Paul Denis, 1/10/38.

Then there's Zingo. Zingo is the most fascinating stage horse to come within our ken. He dances, he lies down, he sits down on a chair, he climbs it, he eats sugar and he furnishes the spectator quite the most amusing moments of the entire show.

—Dallas Journal, 6/12/37.

"So funny you ever saw," to employ an old favorite grammatical error, is Zingo, the highly ludicrous "Hollywood Horse" now seen at the exposition's "Road to Rio." Crowds are jamming "Rio," and when they come out almost exhausted from a strenuous pursuit of the galfaw, Zingo is the main reason.

War Admiral and Zingo—two great little nags.

—Dallas News, 6/14/37.

Faith Hope and Co., the Co. being a two-man horse, safe, top spot. Horse goes through usual routine, with perfect costume lifting it above usual. Faith, in a smart ringmaster suit, cracks the whip, wisecracks and keeps the act moving.

—Variety-Rose, 7/16/37.

Old-Timers for Pittsburgh; Circuit Drops to 6½ Weeks

NEW YORK, Jan. 22.—Important changes in the national burlesque situation have followed the dropping of the first plan to rotate principals to houses using stock choruses. Houses in Chicago and Toronto were, according to the first office, dropped from the wheel, while Cleveland was slated to close January 31 and St. Louis January 27. Remaining stands, circuit declared, could not stand the heavy transportation costs between jumps.

Despite the shutting of several houses hopes are held that the vigorous policy announced for George Jaffe's Casino in Pittsburgh will click and serve as an example for other houses. Jaffe is to use a stock policy and hopes to re-popularize shows of the type popular on the old Columbia wheel in the heyday of burlesque.

There are now six and one-half weeks of first time, including week stands in Boston, Union City, Philadelphia, Newark, Baltimore, Washington; two days in Allenton, Pa., and a one-nighter in Reading, Pa. There has been some discussion of rotating stands between Cincinnati, Detroit and Buffalo to form separate regional wheel.

Return to Columbia Style

PITTSBURGH, Jan. 22.—Casts twice as large as first productions will be used at George Jaffe's Casino, where an attempt will be made to reintroduce the type of shows popular on the old Columbia wheel 15 years ago. New faces will

Rift Over Dues as AFA Quits Burly

NEW YORK, Jan. 22.—American Federation of Actors at the Monday meeting of the Associated Actors and Artists of America withdrew "without prejudice" its claim for jurisdiction over the field now held by the Burlesque Artists' Association. Technically, the AFA may reintroduce its bid at any time. Currently, however, situation is free and clear for the BAA.

Committee made a report on the dues collected by the AFA from performers in BAA's territory, and recommended to the Four A board that the AFA return dues amounting to about \$1,500. Ralph Whitehead, of the AFA, asked for a re-hearing and was granted same. Committee will study the dues situation once more.

According to Whitehead, AFA withdrew its claim in order to preserve harmony within the Four A ranks.

Phillips' Victory Over Hirst May Be Appealed

NEW YORK, Jan. 22.—It was indicated today that Iszy Hirst may appeal a decision dismissing his suit against Tom Phillips, president of the Burlesque Artists' Association, for \$4,000. The suit, heard Thursday and Friday at Federal Court by Judge John Knight, resulted in a jury disagreement and was dismissed by Judge Knight.

Suit against Phillips as an individual charged he caused actors to break a contract in 1934, which caused a loss to Hirst.

BAA served an answer to another suit brought by Murray Briscoe and Sam Raynor which sought to dissolve the burly union.

Feeling Better

NEW YORK, Jan. 22.—Nat Morton reports that he's feeling better but still weak after an emergency blood transfusion last Sunday. Morton donated his blood to aid his ex-sister-in-law, Selma Riberg. Doctors said that the transfusion probably saved the life of Miss Ribert, sister of Morton's ex-wife, Inez Riberg.

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be brought in from the West Coast and Manhattan. Popular acts will be kept for the semi-stock policy, while others will be imported each week. Tom Bundy will be book producer of the shows, which will include Joe Yule, Lou Fein, Al White, Ray Parsons, Johnnie Watson, Dot Farley, Gladys Clark, June O'Donnell, Lillian Law, Madge Carmyle, Will Hayes, Dorothy Dee, Rhythm Pals and the Three Days. Paul Morokoff, assisted by Natalie Cartier, will produce numbers. Some acts will be sent to Toronto's Casino, Chicago's Rialto, St. Louis' Garrick and Detroit's Gaiety, which will, in turn, move some of their hits to Pittsburgh.

Shows will include 18 principals, line of 20 girls, which will jump costs from current approximate \$2,000 weekly to about \$3,500. Box-office prices stay the same, with 50-cent top at nights. Eva Collins will supply wardrobes, while Beaumont studios will furnish settings.

Detroit Holds Up

DETROIT, Jan. 22.—Joe Elud, manager of the Empress Theater, shifted cast last (See OLD-TIMERS on page 23)

Clean Up or Else, Rule in Seattle

SEATTLE, Wash., Jan. 22.—Heat is being turned off at the three first avenue burlesque houses, with the city councilmen setting forth this week that there will be no strip-teasing or semi-nudity or else. Decision to censor shows was the outgrowth of the meeting of the city council's license committee, the public safety group and the board of theater censors.

In the future policemen catching the shows submit reports to the censors, who will take action on questionable performances. However, P. Allen Rickles, chairman of the censors, proposes first to confer with the theater managers complained against and ask for abandonment of the objectionable portion.

Inasmuch as there are over 100 persons who would lose their jobs by a closing of the three burlesque houses, the councilmen have stated that they would be most reluctant to force such closure, but are determined to keep shows within bounds.

West Coaster Remains Open

SAN FRANCISCO, Jan. 22.—Eddie Skolak has decided to keep flesh on the boards at his Capitol Follies, despite the statement he made a week ago that the show would revert to a double-bill picture house. A noticeable box-office pick-up during the week is the reason.

Liberty folded as announced. House is now running Dickers. Charlie Michaels, of the Kearney burlesque house, is mulling the idea of capturing the Liberty trade. He may improve his spot.

Moss Eyes Micchio License Situation

NEW YORK, Jan. 22.—License renewals for Tony Micchio's theaters, Irving Place and People's, are "in jeopardy," according to License Commissioner Paul Moss. The present licenses expire in February and at that time applications must be made for renewals.

Commissioner declared that "in justice to employees," license renewals are partly dependent on financial status of theaters, and claims against Micchio will be considered when renewals are studied. Moss said that he would rather see theaters open than closed because of the employment offered, but that salary claims must be protected.

Squawks have been made to Moss, to the labor commissioner, to the Burlesque Artists' Association and the American Federation of Actors, charging Micchio with failing to make cash payments.

Dave Bell To Marry

NEW YORK, Jan. 22.—June has been selected as the month for Dave Bell, Republic's treasurer, to marry Clara Paakin, non-pro. Engagement was announced this week.

Three Renewals Due

NEW YORK, Jan. 22.—License renewals will come up at the end of this month for three burly houses, Ettinge and Republic on 42d street and the Star in Brooklyn. Present indications in trade circles are that all three houses will get an okeh from the license commissioner.

Reviews

Shubert, Philadelphia

(Reviewed Wednesday Afternoon, Jan. 19)

It's a better than average show on the Shubert boards this week. The principals clicked nicely with the idea that the cash customers were looking for something besides unadulterated filth.

Phil Silvers, in his third week here, is really plenty funny and much better than burly customers have seen in this burg for many a moon. He appears in about seven scenes and shows a refreshing originality that is sadly lacking in most comics. He knows the secret of not dragging the gags out until they become painful—a disease quite prevalent on the burly boards.

Countess Nadja, appearing for the second week, comes on three times and despite a just so-so voice she seems to have what the boys want. Came on first with the song "Can't Get You Off My Mind," sung with a decided Russian accent. She winds it up with a fast strip with a wild bump and grind.

Maxine DeShon, in her seventh and final week here, does her usual smooth song and strip routine. This gal is a hulu for looks and has a voice. She sings a burlesque of the current hit called *Du Dist Perech Mr. Sheen* which stops the show. Third stripper, Joan Dare, is so-so.

Hank Henry, outside of a *White Cargo* scene, is really above par for burly comics. Trent as straight man is fair. Marjorie Royce, straight woman, is a capable young lady, carrying her lines well. Crooners Danny Steuber and Buddy Thaw are just fair.

Chorus of 22, coached by Allen Gilbert, show the burlesque choruses' usual lack of pep. They're pretty to look at, but why must they act as if they're bored with their jobs? Go thru the motions of the dance as if they're waiting for the whistle

to blow "quits." Costumes could be improved.

Standard blackouts in the show caught are *I Want To Get Arrested*, *A Sad Story*, *The Hypnotist*, *Magic and Out-In*.

The flash first-act finale, *The Birth of the Blues*, went off smoothly and got a big hand. Business was above the average for Wednesday matinee. *St. Shalta.*

Columbia, Boston

(Reviewed Tuesday Afternoon, Jan. 18)

Mickey Walker, who copped the welter and middleweight championships, makes his burlesque debut this week as top biller of Max Michaels and Ben Bernard's unusually entertaining fare.

Walker, in tux, is out for 10 minutes, and says that "burly business is much softer than fighting." He let go a lot of good-natured gags on himself, and after joining with comic Artie Lloyd for a bit (See BURLESQUE REVIEWS page 25)

Tiny Huff In and Out; Random Notes

New York:

TINY HUFF, with her own Congo dance, came back to burlesque at the Ettinge week of January 14. Thence to the Shubert, Philly, January 21, and the Star, Brooklyn, January 28. Following she returns to the Barrel of Fun nitery. . . . BERT MARKS, comic, with 10 consecutive weeks at the Republic to his credit, closed January 20. Will be brought back at a later date. Lew Fine exited the same day. Fred Binder and Jack Rosen replaced. Marks goes to the Star, Brooklyn, and Fine to the Casino, Pittsburgh. . . . BILLIE SHAW (Mrs. Max Rudnick) left the Ettinge January 21 for a vacation of eight weeks at Miami Beach. . . . GINGER SHERRY now at the 20th Century Club, Philly.

FLOYD HALLICRY, straight, who joined the Republic's cast January 14, contemplates leaving a site near the World's Fair. . . . GEORGE KINNEAR buried January 14 in his home town, Waltham, Mass. . . . LILLIAN LAW (Marlene) dancer, closed a record stay of 10 weeks at the Republic and is now awaiting a call from the Coast to rejoin her hubby, Tommy Peluso, ork leader, in Hollywood. . . . JULIUS KOENIG transferred his managerial duties from the Liberty to the Apollo across 42d street.

ADELE RENEE, dancer, succeeded Marlene at the Republic January 14. . . . PAUL MOROKOFF, pro, opens January 31 at the Casino, Pittsburgh, which returned to burly stock, as do houses in Chi, Buffalo, Detroit and Toronto. . . . SHARON, who was Helen Fowle, show-girl, before she became ambitious and advanced to strip-tease principal ranks, closed in Worcester to open January 21 at the Bijou, Philly. . . . QUEENIE KING, June Marsh, Jo Ann Dare, Marjorie Royce, Maxine DuShon, Rags Ragland, Hank Henry and Jack Heath comprised an entirely new cast, with the exception of Bob Aids (held over), at the Ettinge January 21. . . . CHET ATLAND and Frances McAvoy new principals at the Republic January 21.

SHORTY McALLISTER and Stinky Fields, long a comedy team, split last week with Shorty entrusting for the Coast, accompanied by his wife and dog. Stinky moved from the Ettinge to the Star, Brooklyn. . . . BERT SAUNDERS and Dorothy DeHaven, of *Whirl of Girls*, first circuit, have become movie camera addicts. . . . JOEY PAY, his Room Service company closed, and Bert Grant, recently at the Ettinge, open January 28 in Pay's, Providence, with and when the new Ann Corio vaude unit opens. Company to have a 23-girl chorus produced by Allen Gilbert. Book by Fred Hildebrandt. Sponsors Max Wilner and Emmett Callahan. . . . JERRY ADLER, of the Star, Brooklyn, retained as attorney by Harry and Norma Johnson Allen in the auto accident case of January 9. . . . KENNETH ROGERS is the number pro at the Worcester, Worcester, Mass.

UNO.

PHIL ROSENBERG booked Lew Petel, Ina Thomas, Billy Wallace, Billy (Grogan) Spencer and Harry Rose into the Worcester January 24, while "Peanuts" Bohn, Kenza Vinton, Nona Martin, Dot Ahearn and Joe Albee swing into Buffalo's Palace January 28. Rhythm Brown, vaude act, opens at the Hudson, Union City, January 23. After a week at the Gaiety, Washington, D. C., Mildred (See NOTES on page 28)

From All Over:

PHIL ROSENBERG booked Lew Petel, Ina Thomas, Billy Wallace, Billy (Grogan) Spencer and Harry Rose into the Worcester January 24, while "Peanuts" Bohn, Kenza Vinton, Nona Martin, Dot Ahearn and Joe Albee swing into Buffalo's Palace January 28. Rhythm Brown, vaude act, opens at the Hudson, Union City, January 23. After a week at the Gaiety, Washington, D. C., Mildred (See NOTES on page 28)

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Thru Sugar's Domino

Side Glances

WE DON'T see eye to eye with Billy Rose on many things but last week was one time when the host of Broadway's Casa Manana fell in step with our general ideas on night club operation. His newspaper ads and identically worded cards stated pretty much our recently aired creed of successful cafe managing. It was a smart piece of showmanship and if sincere will do more towards putting Casa Manana on the map and keeping it there than any of the other individual features. We admire Rose for possessing enough guts to be the first cafe owner to come right out and tell the public that cafe operation generally is a legalized form of holdup and misrepresentation. Rose will make the others sit up and take notice, we believe. If he doesn't the patrons who flock to Casa Manana will do an even better job of it. Rose is right. The only way to operate a cafe successfully is to put into actual practice the policy



F. E. SUGARMAN
of live and let live.

WE NEED not shed any tears over the early demise of the picture industry. Despite all of its well-known faults the picture industry has never been found guilty of negligence in the matter of experimenting with and developing new forms. New forms in production as well as new devices and improvements in projection. When it looked like silent films were about to trail behind in the procession of amusements along came sound; then talking films. And just as suddenly and with good effect came the wide screen, technicolor and its allied improvements in the field of film tinting. Now we are confronted with the interesting and important phenomenon of the first full-length cartoon film, Walt Disney's "Snow White and the Seven Dwarfs," which has been breaking records on the Coast and enjoyed a phenomenal opening last week at Radio City Music Hall. This film marks another milestone in the development of this industry as a fount of artistic expression and stamps films even more strikingly than on previous happy occasions as a commercial product that continues to present new forms when old ones begin to lose general appeal.

DESPITE remarkable progress made by the American Federation of Actors in the various branches in which its organizing activity is being felt we believe many will agree that this organization has not done as much as it should in the matter of wiping out the contractual evils that have long existed in the personal management field. With artist representation being concentrated in the hands of a few large firms it should be easier than at any time in recent years to solidify disciplinary action with the offending offices as the butt and carry on an educational campaign with the actor as the recipient of the knowledge barrage. It is well known that the larger management firms issue contracts that are inequitable and reflect a bullying attitude on the part of an office that knows it has the actor cornered. The really sad feature of such a state of affairs is that the average actor signs these contracts not so much thru necessity as carelessness and ignorance. The AFA can do something about it because of its gradually increasing membership and its power in the field of theatrical unionism. Maybe it would be a good idea for the AFA to put the soft pedal on organizing if necessary and apply full steam to the important job of cleaning up the contract evil.

THE successful performer in the major fields has never been as independent in almost every way as now. Financially, the top-rung actor rates with industrial tycoons, legislators who listen to reason and international financiers. The world is the patsy of the premier radio and film star. That is, with few exceptions and one of these is applicable to radio. We mean the easy acquiescence of radio stars to the desires of sponsors that the star act as a direct salesman of the product. Several years ago very few stars were recruited for such roles and the few that we remember did a swell job of it. But now it has become commonplace and we honestly believe that it detracts from the value of the star and does not actually help the sales campaign. Nobody can prove otherwise and we stick to our story. The radio star should content himself with putting over and—in certain cases—supervising a good performance. His job should end there. Commercial sponsorship in radio is necessary under present conditions but it defeats its own ends by making artists double as peddlers.

SINCE our blast on benefits we have received encouraging messages from actors who have felt the brunt of the free-show epidemic. Almost all agree that a coterie of important artists can start the wave of non-compliance with the dictates of chiseling managers, bullying politicians and others who benefit in one or several ways from corraling actors to play gratis. Several of those who expressed their enthusiastic agreement with our idea of actors playing only for direct recipients of charity are in the big name class but somehow or other forget it for the moment because they have suggested that somebody else start the movement off. Thru this medium we tell them that it can well start with themselves. And we tell the agents who ask actors to work for nothing or almost nothing that they can't keep on doing it forever. That the Theater Authority might not do anything about putting them in their place but the actor will—as soon as he gets wise to the fact that the promise of big money dates that are tendered as bait are nothing else but bait.

As I See It

By DAVE VINE

STICK TO YOUR MISTAKES. . . . I told some friends about a new business idea I had in mind. After listening, they said: "It's silly, you are making a big mistake." All this advice started me thinking. Maybe they are right. Maybe it would be a mistake. As these thoughts ran thru my brain (what's left of it), I said to myself, "Let's look in the books." I looked, and that's what prompted this column. Just because the skeptics tell you that you are making a big mistake it doesn't necessarily make it so. BECAUSE . . .

WHEN CHRISTOPHER COLUMBUS set out to discover a new world the people of Spain said he was crazy; that the world was flat; that he would fall off when he got to the edge. Yet in spite of all this discouragement he sailed away. And all he found was—the richest country in the world! **WHAT A MISTAKE!** . . .

WHEN MARCUS LOEW told his friends that he was going to sell his fur store to open a little penny arcade they thought he had gone mad and they didn't hesitate to tell him what a mistake he was making. But, my little chickadees, from that little penny arcade grew one of our largest chains of theaters and millions of dollars. Just think **WHAT THAT MISTAKE DID FOR HIM!** . . .

FRED ALLEN did a juggling act some years ago under the name of Freddie James. He billed himself as "The World's Worst Juggler." One day while he was doing his act he started to tell some gags. The manager rushed back stage and told Freddie, "Stick to your juggling; cut out those gags. You are making a big mistake by talking." But Freddie kept on talking and talking. And so the world's worst juggler became one of the world's best comics and he gets a pretty penny for it. **OH, WHAT A MISTAKE!** . . .

IF JACK BENNY hadn't stuck to his mistake he would still be a violin player. . . . Darryl Zanuck would still be a laborer. . . . Eleanor Powell would still be with Abe Lyman's Band. . . . Walter Winchell would still be in a school act. . . . Paul Muni would still be with a little stock company. . . . Jack Dempsey would still be a hobo. . . . Mike Jacobs would still be working for Madison Square Garden instead of running it. . . .

YES, INDEED! Rudy Vallee would still be up in Maine in his father's drug store. . . . William Fox and Mose and Brill would still be in the sponging business. . . . Sidney Langfield would still be doing a piano act. . . . Fred MacMurray would still be a band musician. . . . Martha Raye would still be working on 46th street. . . . Cary Grant would still be a still walker. . . . Lindbergh would still be just another aviator flying the mail between St. Louis and Chicago. . . . Ethel Merman would still be working in some office as a stenographer. . . . Garbo would never have come over here and would still be just another gal in Sweden ("ALONE"). . . .

GINGER ROGERS would still be competing in amateur contests. . . . Al Lewis, the producer, would still be a Dutch comedian. . . . Gertrude Nissen would still be singing in the hotels up in the mountains every summer. . . . Joe and Nick Schenck would still be running a drug store. . . . Benny Fields would still be playing a piano. . . . Clark Gable would still be working at odd jobs (say, what are odd jobs? Anything you can get?) . . . Joan Crawford would still be working in a chorus line. . . .

TO GET BACK to the thought that prompted this column, Three months ago when I told some friends I wanted to be a columnist they told me I was making a big mistake. After finding out what mistakes did for all these people I immediately went out and bought a typewriter (on time) and went right to it. . . . What did you say? How'm I doing? . . . Well, I haven't made a name for myself as yet at it, but what do you think? . . . **WHY DON'T YOU WRITE AND TELL ME?**

Chicago Chat

By NAT GREEN

THERE was almost as much shooting at the Blackstone Hotel Thursday afternoon as there was in Paramount's picture *The Buccaneer*. And Cecil B. De Mille was the central figure in both bombardments, with this difference—in *The Buccaneer* De Mille directed the shooting, while at the Blackstone he was the target for the shots. They were harmless enough, being candid camera shots—levelled at him by hundreds, or so it seemed, of camera enthusiasts eager to win a free trip to Hollywood, the prize offered for the best shot in a contest tie-up with a local Hearst sheet. With De Mille were Margo Graham, Akim Tamiroff, Judith Allen, Bill Pine and other Paramount biggies and the occasion was a press and exhibitors' luncheon.

De Mille made a strikingly fine and interesting talk that should have the effect of putting the movies in a better light with historians, educators and others who have accused them of gross inaccuracy and distortion of fact. He succinctly outlined the immense amount of careful research that was done in making *The Buccaneer* to give an accurate historical picture of the pirate La Pite and the part he played in the war of 1812. He presented documentary evidence to prove that their research uncovered gross inaccuracies in the school histories, and from this he led into a plea for greater use of motion pictures in education. It was swell—and legitimate propaganda for the movies and also for Para's *The Buccaneer*.

De Mille, who is rounding out 54 years in show business, told of the time, back in 1900, when he appeared at the old McVickers Theater in *Hearts Are Trumps*. "I received \$20 a week," he said, "and it was the only time I ever managed to save half my salary."

Jake Shubert believes that Dorothy Day, whose *Tell Me Pretty Maiden* ran for three weeks in New York and received notices good and bad, has a winner if the proper leading woman can be obtained. And he's busy trying to arrange for a noted Hollywood actress to assume the role. . . . Heard on Randolph street: "Vaudeville must be coming back. I just saw a guy going into the Woods Building wearing yellow button shoes." . . . Al Trace, ork leader, celebrated his second anniversary at the Old Town Room of the Sherman a few days ago with a gala party. . . . More rumbblings on the local Hearst sheets the past week. . . . A large number of employees of *The Evening American* were let go and a strike was narrowly averted when members of the American Newspaper Guild met to air their grievances. . . . Apparently a compromise was reached, as the strike did not materialize. . . . Looks as tho there will be a court battle over the police ban on the film *Jacobs Nazi Germany*, motion picture officials having signified their intention to appeal the ruling. . . . A number of theatrical people were noticed looking over the varied exhibit of vending machines at the Sherman last week.

Snedeker Troupers Find South Okeh

JACKSONVILLE, Fla., Jan. 22.—H. Ray Snedeker, manager of the California Players, reports good business and easy bookings in the South. Troupe opened the fall season in Ohio, but jumped south because of industrial conditions.

Charles Hiser and Marie Fuller are doing the leads, with Eugene Kellier, Maybelle Carlson and John Wilson supporting. The Fraziers, vaudeville act, complete the personnel.

After a few weeks in Florida the troupe will begin its trek back to Ohio and will go under canvas for the summer, provided that a stock engagement, which is pending, is not accepted.

Billroy's Briefs

VALDOSTA, Ga., Jan. 22.—Strickland Motors, of Cordele, Ga., formerly our winter-quarters town, made delivery the past week of three new V-8s: a panel job which will serve as a utility and mechanic's truck and two new long-wheel-base trucks. The color scheme this year, insofar as the truck cabs are concerned, has been changed from red and ivory to black and orange. The bus, too, will be trimmed accordingly.

Mr. and Mrs. Eddie Mellon motored recently to Jacksonville, Fla., to have a look at a new 30-kilowatt light plant and a 15-caterpillar tractor. The 30-kilowatt generator will replace a smaller unit, while the caterpillar will be a new item on our equipment list, added as a guarantee of easy and ready emergence from bog holes, etc., that possibly may be encountered. Thus an oversight the name of our mechanic, Theodore (Pausa That Refreshes) Hickman, was omitted from the crew's roster in last week's issue of *Billyboy*. Sorry. Also somewhere in transit of copy Harry Swank developed a G at the end of his name instead of the K, as he spells it.

Among recent visitors in quarters were "Big" Davis, agent of the Brown Novelty Shows; Eugenia Jones, city, and Mary Cassandra Harrison, known professionally as "Di" Cassandra, the "girl of a thousand voices." JOHN D. FINCH.

Huff With Boyes Players

LINCOLN, Neb., Jan. 22.—Chick Boyes Players, playing Western Nebraska spots, are featuring Huff the Magician with his Chinese guillotine trick. Business is reported okeh.

DOCK (ZINGO) TRIPP, formerly with the Lewis Bros. and Olin's dramatic companies, is now engaged in commercial lines in Toledo, O., and from all indications will not troupe the coming season.

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THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.
Published by MARTIN G. BRENNAN,
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JOYCE LEE BRUNK, daughter of Henry L. Brunk, owner and manager of Henry L. Brunk's Comedians. Joyce Lee is an honor student in East High School, Wichita, Kan., and a member of the Wichita University of Music. She spends her vacation on her father's show in Colorado in the summer and makes herself useful from a dancing and musical standpoint.

Rep Ripples

RUSTY WILLIAMS and wife report that they are awaiting the curtain call from the Odell White Tent Show, to which unit Williams returns as producer-comedian.

EDWIN WEEVER visited the Brunk Show January 13 and 14 at Mineral Wells, Tex., and reports that the unit is playing to good returns, with Larry Conover doing characters and directing. Weaver is preparing plays to be used by the Kinsey Comedy Company this summer.

CARL PARK, with his mother, is vacationing in Springfield, Mo., after closing a 15-week stand at the Dubuque Club, Dubuque, Ia.

W. E. (BILLY) McQUAKE, who received third degree burns in a gasoline explosion at Memphis, Tenn., last Sep-

tember, is recuperating slowly at the U. S. Veterans' Hospital, Columbia, S. C., and expects to be able to leave there about July 1. He was for many years in rep. stock, tabs burlesque and vaude. Billy is anxious to receive letters from old friends in the business and mentions particularly Mack D. Ferguson, Happy Itay, Coe Adams and Nellie Clark.

JOE AND BLANCHE SULLIVAN and their 5-year-old daughter, Peggy, have taken an apartment in Hollywood for the winter.

THE REED SISTERS, Patsy and Elma, formerly with Frank Cannon's Comedians, are now in the showgirl ranks at the Gayety, Cincinnati burlesque house.

MR. AND MRS. BILLY WEHLE and Don and Della Palmer, of the Bilroy Comedians, are thoroughly enjoying themselves in Miami this winter and have had numerous showfolk guests since their arrival there December 8. At present their guests are Mrs. James Heffner, of the Heffner-Vinson Show, and Billy Wehle Jr. and his schoolmate, Lester Hittenger, of Cincinnati, who will begin their school term February 1 at Stetson College, De Land, Fla. Winos Wehle is now a sophomore at the University of Miami. "Daisy" Murphy will visit us late this month," writes Billy Wehle, "and Ben and Lillie Heffner are living only a few blocks from us. Many performers down here. Saw Roy and Alice Butler and son here recently. They are doing fine. That boy of theirs is a comer and a swell-looking kid. I am on a diet (believe it or not) and have lost 25 pounds, with orders from the doctor to lose 20 more. Mrs. Wehle also on a diet and feeling fine."

KING COLE has joined the Tilton-Guthrie circle in Danvers, Ill.

Jim Heffner at Quarters

VALDOSTA, Ga., Jan. 24.—Jimmie Heffner, manager of the Heffner-Vinson Tent Show, returned to winter quarters here this week after four weeks at the Habana-Madrid, Key West, Fla., where he had the band and floor show. He opened there with his unit right after the closing of his canvas season. Heffner jumped in here to supervise the repainting and rebuilding of the show's equipment, which begins this week. On a recent fishing party out of Key West, Jim says that a party of 15, of which he was a member, caught 40 kingfish weighing from 15 to 50 pounds.

OLD-TIMERS

(Continued from page 26)
week, bringing in the following new principals: Chuck Morris, straight; Billy La Pointe and Chuck Morrell, comics;

Kansas City Jottings

KANSAS CITY, Mo., Jan. 22.—Harry and Sue Dixon, formerly with Goff's Comedians, have joined Toby Shelton's Players in Arkansas.

Bob Thrasher, veteran musical director widely known in rep and tab circles, is now playing night spots here.

Ed Ward, manager of Princess Stock Company, has leased *Codfish Aristocracy*, *Night Club Nellie* and *Sweet Papa Toby* for early production on his Arkansas circle.

Herbert Walters, manager of Walters' Comedians, left here this week for Southern spots to arrange future bookings. While vacationing here he purchased a National collapse to be used with his tent show this summer.

Dorothy Haines, former Midwest ingenue, is now permanently located here in the role of housewife.

Musical Grays, formerly the Missouri Grays, have opened a circle in New Mexico. Erman Gray and Carl Grandi will manage the merry-go-round.

Chance Corbin, veteran actor and musician, is now with a government orchestra here.

George, Ben, and Jack Henderson, who recently terminated their engagement with the Hayworth circle in North Carolina, are now sojourning in a Southern spot.

Mr. and Mrs. Jack Schauf, after a visit with the home folks in Little Rock, Ark., have returned to the city.

Goody Godbey and Ida McColtun, formerly with Rich Sisters' Stock, are located for the winter in California.

Edna Wilson, after a two-week engagement at Coffeyville, Kan., has returned to the city.

Billy (Toby) Young's Comedians are in their fifth week of stock under canvas at Corpus Christi, Tex.

Harold Rosier reports good business with his one-nighter of *Ten Nights in a Burrows*, playing Michigan theaters.

Toby Shelton, manager of Shelton's Comedians, said to be the only show playing under canvas in Arkansas at the present time, reports good business. Cast includes Manager Shelton, Jerry and Tony Marsh, Frank Jones, Billy and Helen Van Zandt, Bertha Shelton, Harry and Sue Dixon, Lon and Ethel Hatfield, Del Watson and Mr. and Mrs. Jerry Miller.

Fred and Lylyan Poole, who have successfully played most of the schools in the Kansas City district, left here this week for Topeka to play contracted dates.

P. Agar Lyons has rejoined the Ed C. Ward Show circling in Arkansas.

Earl, Daisy and Madlyn Newton spent several days in the city this week en route to California from Ohio to rejoin the Jennings Players slated to open in February.

Buddy and Lois Leavell are recent additions to B. M. Goff's orchestra, now located in a New Mexico city.

Margaret Desbey is producing home talent productions here for the winter. Mr. and Mrs. Fred Ewen are spending the winter in Iowa with the home folks. They will be seen with a Midwest tent show this summer.

Managers-Players!

All managers and performers are invited to contribute news items to this page. It is our aim and purpose to make this department as interesting and helpful as possible. We can do that only if we have the co-operation of the managers and players in the field. In sending in news items all that we ask is that you confine yourself to facts and that you keep your communications brief and to the point. It isn't necessary to write a long letter; a postcard will do. May we have your co-operation?

Mary Morrell, chorus producer, and Lillian Henderson and Zoe Brooks.

Business appears to be holding up well in comparison with estimated drop in film houses, altho grosses are somewhat under the figures of a year ago.

Increased auto production is hoped to boost grosses.

BURLESQUE REVIEWS

(Continued from page 26)

goes into a soft-shoe hoof and exits a la Susie Q. Went over okeh in his unassuming and unpretentious mien.

A series of new skits were dished out this week and they merited a nod. Altho the stock company misses Mae Brown and Charles (Tramp) McNally, Michaels has brought in other names to help. Loyal Astrid, flaming red-haired stripper, soaked all the way with her warbling and undressing chores. Lassie has class and knows how to sell her business, rhythmically and deftly. She manages to keep the eye trained on her thruout her presence. Brunet Sandra is the other peeler who measures up to the crowd's expectations.

Jane Dobbins dances in several productions. This blond shapely was the recipient of good mitt friction.

It's the second week for Danny Morton, juve warbler, whom Bernfeld has put in to take the romantic chores with Claire Stone and to work in sketches. His voice is okeh for the mike, but without the apparatus the pipes aren't as effective as they might be. He's working to overcome this.

Claire Stone shoots out the personality warbling okeh, and her straight woman business clicks. Connie Fanslau improves steadily as a straight.

Artie Lloyd, comic, ekes out the laughs, particularly with Connie Fanslau in their pantomime bit. George E. Hill is smooth with what he does. Joe Wilton as straight is solid.

Two Ambassadors of Dance, colored act, need brushing up, but they look potential.

Mandie Kay, with his bushy hair, remains as the likable comedian. Harry Ryan, good-looking straight, shows that his versatility travels into the emcee domain. Lassies of the line strutted their stuff, and Edith Cushman looked quite appetizing via talents and facial and bodily survey.

Wardrobe by Eva Collins is unusually elaborate this week and conforms to equally spiffy scenic work by George Robbins.

Good show should bring in good b. o. via word of mouth and press space copied by Walker's p. a. Sidney J. Paine.

NOTES

(Continued from page 26)

Harris Chaplin goes to the Worcester January 31.

NAT MORTAN booked Oypy Nina to the Republic. Harry Pollard, John Quig, George Brazee and Jean Mode booked into the Worcester January 24. . . . Mortan is also booking talent for the West Coast Dalton Brothers. . . . Carrie Finnell to the Millton-Dollar Pier, Miami Beach. . . . Jimmy Lewis allying. . . . ARTHUR CLAMAGE, Detroit and Cincinnati burly op, was in Chicago last week. . . . GAYETY, Minneapolis, may reopen February 15. . . . FOLLIES, Los Angeles, closed for two weeks. . . . Parents of Honey Walters, circuit chorus girl from Pittsburgh, would like her to get in touch with them, as her mother is ill at home. . . . DOLOREY BELL, busy at the Gayety, Baltimore, building numbers and changing shows. . . . MARION MASON opened with *Smart Set* (Indie) show in Pittsburgh last week; same show closes in Baltimore this week. . . . FLOZARI ROCKWOOD, former dancer, has been stricken helpless from the waist down in Cleveland, where she resides. She would be glad to have her friends write or call on her at 1309 Payne avenue.

Pitt Crying For Bookings

Road shows break records, but Nixon has dark weeks — "Rat" to return

PITTSBURGH, Jan. 29.—The road may be dead in some sections of America, but Harry Brown, of the Nixon, is crying for shows and can't get them.

Prized as one of the country's best hinterland spots for legit, city this year has been breaking records of almost every touring opus, yet Nixon will go dark Monday for two weeks because no bookings are available. Typical was *You Can't Take It With You*, which grossed phenomenal \$23,000 last week at \$2.75 top.

Next flesh piece is the new Frederick Lonsdale comedy, with Ina Claire, set for week of February 7. After that stage dates are uncertain. Road-showing of *Jim in Old Chicago*, beginning February 13, is only other definite booking.

Pencilled in are *Yes, My Darling Daughter*, as one of two remaining subscription plays, and *The Women*.

Even Theater Guild series, this year above previous records, is shy last promised show. Brown is hoping for *Lant* and *Fontaine* to complete book of six but his fingers are admittedly crossed.

Expected back for second engagement this season is *Brother Rat*, which played to capacity in fall. Return of *You Can't Take It* was also anticipated but trip to West Coast nipped that.

Nixon famine is proving boon to Playhouse, which closed three weeks of the *Spider* last Saturday for new box-office records.

Opening Tuesday (25) will be *Accus on Youth*, all seats \$1, with cast including former pro stage players Charles Roe, Stephanie Diamond, Kenneth Frederick and Norman Porter.

American Academy Students Appear at Two Matinees

NEW YORK, Jan. 22.—The senior students of the American Academy of Dramatic Arts gave two matinees this week, both at the Belasco. The first, on Tuesday, Philip Barry's fuzzy *Hotel Universe*, taxed the kids to the limit of their abilities—as, indeed, it did the excellent professional cast in its Theater Guild presentation; the second, on Friday, Noel Coward's *Hay Fever*, let the youngsters scamper around in balmy comedy and resulted in a pretty happy afternoon for most of those concerned.

Universe is a tough one for anybody—particularly for a group of inexperienced kids: it's to their credit, and to the credit of the direction, that any of it came thru at all. Certain sections did, due chiefly to the really excellent efforts of George Evers, a lad who played Pat Parley to the hilt, turning in a smooth, highly intelligent and flashingly effective job. He was aided greatly by the solid performance of June Thompson as Hope Ames and the altogether commendable characterization of Alan Dreeben as Norman Ross—and to a slightly lesser extent by the generally effective job offered by Paton Price as Tom Ames and the occasionally lovely readings of Frances Kay as Ann Field. Miss Kay, faced with a role that would tax the ability of many far more experienced performers, managed to offer a reading that was sometimes beautifully right and at all times adequate.

Less fortunate was the fat part of Lily Malone, probably the best role in the play. It fell into the hands of Mizzi Miller, a militantly cute sprite (complete with Southern accent), who was determinedly cute and managed to throw away most of the best lines. Enry Heaton did his best—a commendable best, all things considered—with the tricky character work of Stephen Field. Jean Thomson made a sufficiently vivid Alice and Richard Mayer played the butler.

Hay Fever gave the kids a chance to have a good time for themselves, and they took it. It was a generally excellent acting job, with Fredric Clark in the comparatively small role of Greatham walking off with the honors of the afternoon, closely followed by Jean Welch in the comparatively small role of Jackie. Clark did thoroughly entertaining comedy work, consistently getting his laughs and pointing up his lines, while Miss Welch

Publicity?

NEW YORK, Jan. 22.—The highly successful repertory group of the New York State Federal Theater, under the direction of Charles Hopkins, will have to make its local debut at the Maxine Elliott Theater Tuesday without benefit of a special publicity agent. Paul Edwards, administrator of the four arts projects, manifest his jurisdiction over the visiting crew by refusing to confirm Hallic Planagan's ok on the appointment of a special p. a. Hopkins had taken over on condition he have a free hand in selecting a press representative.

To date, three days before the opening and with five important plays on the schedule, only a single release for the State project has been sent out from the local project's department of information.

displayed comedy sense, a knowledge of stage values and a real ability for characterization. Janet Stratton lacked the necessary maturity for Judith, but she did a charming job none the less and occasionally showed flashes of high comedy ability of no mean order. Hampered a bit by her voice inflections, she none the less displayed real possibilities. And also helping consistently were Charles Norwood (another possibility, if he's as good in later productions as he was in this), as Sandy Tyrell, and Frederick Overman, who did nice character work as the father.

Peggy Weston, as Sorel, had occasional moments of nice effect, tho in general she showed a tendency to rush and clip her lines as tho she were acting against time; Shirley Leonard made an adequate Myra, and Edith Lambert appeared briefly as the maid. The only really weak spot in the cast was Morgan James, who was boyish and cute until it hurt, as Simon.

The first act of Shaw's *You Never Can Tell* and the second act of Benn Levy's *Mrs. Moonlight* were used as the curtain raisers, in that order. The first, with a cast including Heaton, Sybil Keating, George Hodel, June Kendall, Ethel Gardner, Katharine Hampton and Gerald Hess, was performed well enough; but the second fared pretty brutally at the hands of John Norton, Peggy Spalding, Bettina Greenley, October Brown, Hunter Van Sicken, Mary Louise Chandler and Hess.

It's a matter for mild wonder, incidentally, that the Academy consistently uses uprooted hunks of longer plays for its curtain-raisers, when there's such a wealth of top-notch one-act play material lying around crying for production.

Eugene Barr.

MIXING, BEER-BARREL—

(Continued from page 3)
city ordinance prohibiting acts mixing with patrons.

Policewomen made 4,286 visits last year to night spots to observe and enforce these rules.

BROADWAY BEAT—

(Continued from page 5)
that by the time I finished it I couldn't remember what it was all about." . . . Hot news: The First National Crochet Contest held here in November was such a success that another will be held here this year, with \$1,200 in cash prizes. . . . Noncut!

Sid Phillips, England's swing composer and arranger who is Gotham going these weeks, got an offer for a free trip back to Europe—but he didn't take it. Phillips, it seems, is an expert marksman, and to keep his trigger finger in shape he lingered at a Sixth avenue rifle range. He happened to be in sharpshooting shape and, after he had hit a dozen or so bull's-eyes, a watchful stranger called him aside and offered him a job in Europe with good pay. It was to join the fighting ranks of the Loyalists in Spain.

TO KEEP THE RECORDS STRAIGHT: The Billboard's own route department listed Arthur Tracy and Betty Atkinson at the Hollywood last week. They must have been pretty lonesome. . . . Dan Walker and some of the other columnists should be more careful about copying press releases verbatim. Sharkey Bananas, whose swing lullabies help to get things started at the new Hawaiian Yacht Club, is not "a new band leader" nor is he "fresh from the Alabama corn-likker belt." He and his musical sharks have been down in Greenwich Village at Nick's Rendezvous these past few years, and a couple of months ago they appeared in The Billboard's Possibilities department. The same press release that misled Mr. Walker is reposing at the bottom of Mr. Spelvin's wastebasket. . . . The story on Benny Goodman in *The Mirror* (it was by Candide) slipped up on some of the wacky swing wordage. Candide erred in saying that the senners "play out of this world when they feel corny." It's when they don't play out of this world that the music's characterized as corny. . . . One of the Variety boys slipped up when he reviewed the nude bill at *Loew's State* the week of January 6, listing the flicker as *Nery Blue and Gold*. The film didn't play the house until the following week. . . . Also from *Variety* (January 5): "Larry Clinton's oddity titled compositions and arrangements such as *Lullaby to a Lamp Post*, *The Maid's Night Off*, *Dippy Doodle*, *Midnight in a Madhouse*, *In Dutch With the Duchess*, *Hobo on Park Avenue*, *War Dance to a Wooden Indian*, etc." Franklyn Marks is the composer and arranger of *Lullaby to a Lamp Post* and Will Hudson is the composer and arranger of *Hobo on Park Avenue*. Otherwise the statement is correct, except that the last mentioned title is *War Dance for Wooden Indians*—and the number is by Raymond Scott.



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REALIFE PHOTOS

Saranac Lake

By T. BODWELL

Julius Z. Willing added another year to his collection with the arrival of his birthday. Julius is coming along nicely and enjoys the privilege of seeing our weekly movie.

Jennie Grande has joined the throng who daily frequent the outdoors for exercise. She is feeling great and hastening down the road to health.

Louise Sonntag was another one to witness the passage of time with the disappearance of her birthday last week.

Dr. Karl Fischer, superintendent of the Will Rogers Memorial Hospital, spent a few days in New York last week on business. When he returned, he brought with him a new addition to our fold, namely, Carlson Knight, who also makes New York her home. She was in *Thumbs Up* and was last working at the French Casino.

Ned McCushion has climbed to the position of assistant shopper to Al Boerner, while Betty Bostwick still cares for all the girls unaided. Their efforts are appreciated.

Please check your health to avoid the cure and write to those you know in Saranac Lake.

Claims Cancellation

NEW YORK, Jan. 22.—Betty Babbette, singer-dancer, is filing suit against Roosevelt Hotel, Jacksonville, Fla., claiming it canceled her play-or-pay contract after the first show December 29, compelling her to return to this city on her own money.

Miss Babbette says she was booked thru Lawrence Leon, local agent, for three weeks and given fare from Washington to Jacksonville, along with Wanda Livingstone, singer, booked for two weeks and also canceled.

Ens filed complaint with the American Federation of Actors.

No Demand for Name Singles

Chicago clubs, theaters prefer teams to name solo dancers—names laying off

CHICAGO, Jan. 22.—Demand for high-priced single dancers has sharply decreased in the last year, local clubs using big budget shows usually preferring a team to a single. As a result, dancers advancing to the top brackets are compelled to either team up, try for the movies, or graduate into some other branch in the business.

Singles, both male and female, find engagements are more plentiful in the low-salary field but thin out starting with the \$300-a-week class. Only several noted dancers survive the drought and manage to fill out comfortable seasons in leading nighties and theaters.

Check-up of the local supply and demand of single dancers finds the Ches Parve and the Drake Hotel the only after-dark accounts for names and better than average performers in that class. Ches in the last several months used Paul Draper and George Tapp, among the standouts, while the Drake had Harriet Hooper and Sunnie O'Dea. Other singles of equal standing were in town for weeks without landing a date. It meant either a reduction in their salaries if they wanted to work or a departure for New York to try their luck in Broadway musicals, or the Coast for possible picture work.

Bookers of important clubs and theaters here explain that while many singles are needed the spots they are used in do not warrant high salaries. Most of them are spotted in production numbers or early in the bill to fill up time. Name bands rarely use a heavy single during their theater tours, figuring they can buy more people for the same money and at the same time offer a longer show when needed.

THEATER PROJECT—

(Continued from page 3)
tempts to salvage it take on a new slant. Actors' Equity has about 550 on the YIP; musicians' union, Local 802, is represented by approximately 300, and stagehands of Local 1 number 158. Each of these figures represents a voting bloc of sufficient numerical power to turn a decision one way or another at unions' membership meetings.

Just how strong such a WPA voting bloc may be is emphasized by the case of Local 802. The 300 WPA membership represents only a minute fraction of the total membership of 18,000. But when the local has a membership meeting it usually has tough time getting up a quorum of 500. Under such conditions the WPA-ers, who are regarded as solid administration men, become the most important bloc in the local from the viewpoint of politics. Situation is not one of which the rest of the local's membership is unaware. Administration has been accused of babying the WPA faction in order to maintain good will. Those on the local's relief list point out that while they are confined to a quota on jobs the WPA-ers are able to pick up private employment on the side.

Success of the different theatrical locals included in the arts unions conference may have a bearing on whether or not the unions' current administrations will remain in power.

Magic

By BILL SACHS
(Communications to Cincinnati Office)

HARRY BLACKSTONE appeared as a magician of ceremonies at the Restaurant Victor Hugo, Dayton, O., last week after concluding a week's stand at the RKO Colonial Theater in the same city. He is reported to have kicked 'em off in fine fashion in the new role of a floor-show magish. Blackstone takes his company into Davenport, Ia., this week-end to begin a swing of RKO's Iowa towns. . . . **ISOLA BROTHERS**, illusionists, are at the Coliseum in Paris. . . . **DE CLEO** is working schools and lodge benefits in the coal-mining sections of Southern Ohio with his recently augmented mystery unit. . . . **KEN RUBYAT** posts that he recently caught Prince Hassan's demonstration of mental feats at the Showboat, Miami, and that the latter did a sweet job of entertaining the customers. . . . **DARWIN** has been playing New York and Pennsylvania since December 1 with a full-evening show of magic, vent and novelty effects. C. B. Beyer is handling the advance duties. . . . **DE ROCROY** is current at the Sa Da Bandeira in Porto, Portugal. . . . **FROM THE Cincinnati Enquirer's 50 Year Ago column** last week: "Harry Keller, the magician, who opened a week's engagement at Heuck's Opera House, had a most observing critic in the audience, if a most friendly one. It was none other than Alexander Herrmann, another professional of more or less renown in these parts, who had preceded him the week before at the Grand in a week of black art and mystery." . . . **JAY PALMER** and Doreen, presenting their magic kettle, have been held over for two more weeks at a swanky Trenton, N. J., nitery, where they recently had the honor of pouring a drink for Governor Hoffman. . . . **AMONG THOSE** slated to show their wares at the charity show to be held in conjunction with the Columbus Magic Club's Seventh Annual Magic Fest, January 28-29, in Columbus, O., are E. J. Moore, Percy Abbott, L. L. Ireland, Fred Gorman, Frank Knoder and Jack Thomas. The show will be under the direction of Byl Reilly. The various parties to be held during the two-day fun festival will be handled by Howard Robinson, Richard Elbon and Marvin Jones. Nearly 200 magi are expected to take in the affair.

DR. CHARLES HOFFMAN last week played the RKO Colonial Theater, Dayton, O., for the second time in six months and, as on his previous visit there, drew rave notices from the local press lads. . . . **BARREN AND EMERSON**, comedy magic turn, were a feature at the recent Michigan Showmen's Association banquet in Detroit. . . . **RHODE ISLAND** Assembly 26, SAM, Providence, made a visit to Springfield, Mass., Assembly 17 January 13 and put on a two-hour show in Doc Calkins' Little Theater. The Springfield gang will return the visit on March 14, putting on a show at the Providence Biltmore. . . . **DR. MEL-ROI** and wife, who have been playing theaters and sponsored events in Arkansas, have been held for a second week at the Columbia Hotel, Newport, Ky. . . . **CHARLES RUEBENS** pulled some daisy lines in *The Chicago American* of January 18 concerning his nifty escape work. . . . **GREAT ZOOI PLAYERS** are working schools and theaters thru Kansas to reported good returns. Zooi infers that magicians are conspicuous by their absence in that neck of the woods. He plans to open his tent show in Texas in the spring. . . . **TRIXSON**, young

trixster, is holding forth at the Ambassadeurs in Copenhagen. . . . **DR. KARL**, mentalist-magician, was a visitor to the magic desk Thursday of last week after concluding a week's run at the Keith-Palace, Akron, O. He recently concluded an extended tour of Pennsylvania. . . . **MISS MADGE**, femme magician, is on the bill at the Variete-Drahovsky in Prague, Czechoslovakia. . . . **ASSEMBLY NO. 22, SAM**, at its recent regular meeting at the Hotel Knickerbocker, Hollywood, unanimously voted that a demand be made upon the SAM National Council for the expulsion of Julien Proskauer from the ranks of the SAM on the charge that he exposed certain magic secrets. The past actions of Barkann Redhoff were unanimously ratified and the assembly expressed its complete confidence in him. It was Redhoff who pushed the charges against Proskauer before the Parent Assembly, SAM, in New York recently. The Coast Assembly also tendered a vote of confidence to Caryl S. Fleming and William W. Larsen upon their stand in the Proskauer matter.

CHORUS EQUITY

(Continued from page 3)

Whitehead's feeling is that he was "double crossed."

Coming Monday had been set as the day on which Chorus Equity was to render its decision to the Four A's relative to the joint drive.

Alignment of forces and interplay of factors in the struggle is taking on more significance than is apparent on the surface. Observers are noting an alignment of the Liberal Equity group on the side of Chorus Equity and an accord between Screen Actors' Guild and the AFA. Reasons for this go back into the earliest period of the Four A reorg, when Equity liberals feared SAG might swallow the entire set-up. Equity is now carefully watching all Four A moves with an eye to protecting its autonomy. SAG, as the dominant factor in the Four A's, is now considered the villain by Equity. And SAG, in view of the widening breach, is, according to observers,

leaning toward the AFA. Pointed out that joint trek by Kenneth Thomson, SAG chief, and Whitehead to Miami for the purpose of staving off the International Alliance of the Theatrical Stage Employees is proof of the pudding.

IA bid for performer jurisdiction is reported to be set for January 27, when the AFL moguls meet to get some sun tan. Whitehead is reported to have an "in" with William Green, AFL chief. Reported that the performer unions believe the IA is serious in its threat this time, and the basis of the squabble is supposed to rest on alleged promises made by SAG and renege upon during the Hollywood strike.

Queer angle developing out of the changing lines within the Four A's is the fact that certain of the old Equity conservatives and the liberals now find themselves upon common ground.

In the event the Four A's lets Chorus Equity go ahead with plans for organizing night clubs it is likely the organization committee, headed by Bretaigne Windust, will formulate different scales for different classes of spots. Mrs. Christenson and Paul Dullzell, Four A official and chairman of the Chorus Equity board, intimated this would be the wisest thing to do. Musicians' union operates under that plan.

Chorus Equity now has an understanding with the International Casino whereby the Casino agrees to be the first to recognize CEA as sole bargaining agent for line girls. Feeling of the CEA people is that the job would be much easier if a single class spot would sign a contract. Other Four A officials intimated this might hold true in New York, but expressed doubt as to the feasibility of getting the out-of-town spots.

ROUTES

(Continued from page 14)

Y
Yates, Billy; (Blackstone) Ft. Worth, Tex., H. Young, Sterling; (Stevens) Chi., H.

Z
Zelman, Rubin; (Caravas) NYC, N. Kello, Leo; (Benjamin Franklin) Phila., H.

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

JACK REYNOLDS, trainer and floor judge, who has been working as an auto salesman in Jackson, Mich., the past few months, reports he is anxious to get back in the endurance field.

DEAN AND MILLIE HARDING, after visiting Dean's mother in St. Joseph, Mo., are back home in Tulsa, Okla., awaiting a show.

RAJAH BEROMAN, walkathon comic, who has been in Los Angeles since the close of the Ross Sacramento show trying to contact the movie studios, says: "At present I want to go to work for MGM but they don't want me. So there we stand, deadlocked."

RED SKELTON, former walkathon comic, makes his movie debut in Ginger Rogers' picture, *Having a Wonderful Time*, soon to be released.

THE ENDURANCE field is anxious to read notes from Jack and Joanne Rhodes, June and Georgia McDermott, Otto Brunette, Joe McMillian, Frank Devorse, Swede Larsen, Monte Hall, Eric Bernard, Tex Paik, Art Wolfe, Jack Kennedy, Mugsey Hurley, Lew Colton, Margie King, Duffy and Tillie Tarrington, Tom Day, Perky Jacobs, Carl Rabbe, Jack Diamond, Jane Sweeney, Jackie Leonard, Lenny Paige, Harry L. Neumann, Guy Swartz, Larry and Marge Cappel, Joe and Mary Rock, Sleepy Bakke, Mary Casey, Roma Terry, Lou Grill, Bob Lee, Mario Alessandro, Chick Snyder, Fred Crockett, Syl Belley, Jack Duval, Jennie Busch and Gene and Johnny Page.

HOW ABOUT the roster of Grossman's San Antonio show?

YOU ALWAYS TURN first to the endurance page when you get your copy of *The Billboard*, don't you? You want to read the news of your associates; and they are just as interested in you. Get the idea? Thanks. A penny postcard will do, and you can always borrow a pencil.

MARSHAL ROBERTS, erstwhile marathon dancer, pens that he is now singing in Washington niteries to satisfactory results.

FRED J. WILSON (Red the Cook) is back home in Ironton, Minn., awaiting a chance to break back into the endurance business.

JOE PICCINELLI, who is in Chicago resting up after floor judging in Peoria, Ill., says the future of endurance contests depends on about 75 terms, the odditimers in the biz. They take their work seriously, Joe says, because they are interested in the game as a means of a livelihood. Joe thinks endurance shows stand a good chance of becoming extinct if something isn't done to weed out those who just enter for the glory of it. "All in all, tho," said Joe, "the future looks bright and I agree with this recent talk about organizing among contestants in order to keep our profession clean." Incidentally, Joe would like to read a line here on Josh Kitchen, Lanny Page, Roger Bergman and the rest of the boys.

JACKIE LEONARD, wintering in Philadelphia, pens that he is still alive and kicking and that he is waiting for a show to open. Expects to return to the West Coast in the spring.

JACK JONES posts that he has quit the endurance field to promote girl shows for carnivals and night clubs.

BILLY CURT'S lines from Dallas that he would like to read some notes from R. W. Milner and Pop Curtis, ex-walkathon trainer.

WALTER GRAPSKY pens that altho he is taking in the night spots in New York this winter, he wishes he were in the South with some of the odditimers. Says that he is anxious to read a line from Pat Allaman, Ernie Bernard, Charles Hayden, Hal Ross, Mel Filloon, Mark Jones, Jane Sharron and Billie and Billy Curtis.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

"COME ON THERE, minstrel boys," writes Jim Noonon from Cleveland, "let's get the old feud started again between Al Tint and Sam Gill as suggested by Homer Meachum in last week's issue of *The Billboard*."

A HOME TALENT minstrel show in Chatsworth, Ill., January 24 and 25, sponsored by the American Legion and Chatsworth Community Club, featured J. Lester Haberkorn and Karl R. Denton, black-and-white singing act well known in minstrelsy. Haberkorn's dad, who is 75 years and Livingston County's oldest minstrel, having staged the shows in Chatsworth for the last 50 years, this year played an end.

AMONG THE MINSTREL lads in Detroit at the present time are Roy Francis, Al Tint, Billy Adams, Henri Neiser, Mickey Arnold, Jimmie Leamy and the Gobby Brothers.

WE HAVE HAD an inquiry on Mrs. Bill DeRue, of the old DeRue Bros' Minstrels. We wonder if she still resides in Newark Valley, N. J.?

TOM WATERS, retired musical comedy star, who recently celebrated his 35th birthday anniversary, letters from Shammokin, Pa., that plans for the ninth annual Kiwanis Minstrel Show, to be held there April 25 and 26, and Danville, Pa., April 27, are already under way. Dr. C. E. Mackin, committee chairman, Prof. Howard Thomas' Orchestra will be in the pit.

ANNUAL ELKS' minstrel-revue at the Virginia Theater, Wheeling, W. Va., January 23-26, titled *Sollin's Rhythm*, had Lew Purdy as stage director. J. C. (Doc) Downing and Bobby Howell were end men.

JOHNNY WALKER, for many years electrician with the Al G. Field minstrel troupe, has been re-elected president of IATSE, Canton, O. Walker, widely known among minstrel men, has been a projectionist at the Valentine Theater there for several years.

EMMET MILLER, modeling minstrel ace of a few years back, is working the Kemp houses in the South with his own unit show, *All-Southern Revue*. Emmet has been meeting up with a host of old-time minstrel lads down that way in recent weeks.

MAKE IT A HABIT to watch the Letter List in each issue of *The Billboard*. There may be mail advertised for you.

"HI-BROWN" BOBBY BURNS, now resting at his Michigan retreat, reports that he has a number of home talent cork operies lined up for the next two months.

COME ON, you old-time minstrel lads, let's have a line on your present whereabouts and activities. A penny postcard will do.

AFTER AN EXTENDED run of four weeks at the Ramona Theater, Phoenix, Ariz., and one week emceeing at the Club Avalon, Everett Lawson opened at the Joy Theater, Dallas, January 20. He reports he saw Joe Hagerly, an old-timer, who is now in Phoenix.

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CAN USE MORE HELP.

The Final Curtain

ASKEW—Samuel, 92, formerly one of the operators of Esther Beach Park and Esther Beach boat line on Lake Monoma, Madison, Wis., January 13 in a Madison hospital of pneumonia and a heart ailment. Since 1920 Mr. Askew, who retired in 1918, lived with a son, Frank, at Esther Beach. Another son also survives.

ATTERIDGE—Harold R., 51, composer of two-score musical comedy scores, January 15 at his home in Lynbrook, L. I., N. Y., of cirrhosis of the liver after a five months' illness. Beginning with Vera Violetta in 1912, he provided a steady succession of librettos for the Shubert productions, including *Passing Show of 1912*, *The Last Waltz*, *Show of Wonders*, *Artists and Models*, *Gay Parade*, *Night in Spain*, *Night in Venice*, *Big Boy*, *Pleasure Round*, *Broadway Nights* and *The New Ziegfeld Follies*. In 1933 he went to Hollywood and wrote film scenarios and recently he wrote radio continuities for Al Jolson and Ed Wynn. Survived by his widow. Funeral services January 18 in New York.

BENNETT—Harry Alton, 70, former showman, January 17 in Rogers, Ark. He was born in London February 9, 1858, and in recent years operated the Iowa Pipe Organ Company. Survived by his widow.

BESTOR—Mrs. Carrie, 78, mother of Don Bestor, orchestra leader, in a La Crosse (Wis.) hospital January 11. She had been living with her daughter at Onalaska, Wis. Two other sons, one of whom, A. L. Bestor, for 10 years director of the Orpheum Theater orchestra, Madison, Wis., survive.

BETTLERHEIM—Edwin S., 75, retired publisher of the defunct *Dramatic News and Times*, of heart attack in Columbia-Brethren Medical Center, New York, January 16.

BLACK—Maurice, 48, veteran motion picture character actor, in Hollywood January 18 of pneumonia. Black appeared in some 400 films during his long career, the most recent of which were *The Life of Emile Zola*, *The Firefly* and *The Californian*. His brother, Harry Black, manager of a Troy, N. Y., theater, survives.

BLODGETT—George L., 72, racing secretary of New York State Fair many years and once a well-known turf writer, at Cooperstown, N. Y., January 9. He had been in ill health several years, but an attack of bronchitis caused his death. Survived by a sister, Grace, and a brother, Thomas, of Cooperstown. Burial in Cooperstown.

BOAS—Louis M., 55, for 30 years a well-known theater manager, suddenly January 17 at his home in Brooklyn, Mass. Born in Providence he had been

manager of many houses in New England, including Loew's Columbia and Orpheum theaters in Boston. At one time he was in partnership with Marcus Loew in the operation of a theater chain. Boas was treasurer of the Friars. Survived by his widow; a son, Herman, of Boston; a daughter, Mrs. Marguerite Ross, of Boston, and three brothers, Ralph, George and Bernard.

BOSE—Charles L. Jr., 50, Cincinnati musician, January 15 at his home in that city after an illness of two years. A drummer, Bose played at the old Keith Theater, Cincinnati, for 15 years and was a member of Esberg's Band. He also played with the Cincinnati Symphony Orchestra and at the Albee Theater, Cincinnati. He was a member of the Cincinnati Musicians' Union, Local No. 1, the Junior Order, Kiltwinning Lodge, Cincinnati Commandery and Oola Kahn Grotto. Survived by his widow, Mrs. Edna Berger Bose; two sons, Charles and Eric; his father, also a musician, and three sisters, Mrs. Alice Bechtold, Mrs. Norma Schepman and Mrs. Edna Misermann. Services January 18 and burial in Vine Street Hill Cemetery, Cincinnati.

BOWMAN—Mrs. William, 83, mother of Brent Bowman, who years ago exhibited Virginia, the living girl with four arms and four legs, recently in Harrisonburg Va., as a result of injuries sustained in a fall. Burial in Woodbine Cemetery, Harrisonburg. Survived by her husband and son.

BRAHAM—Harry E., 78, composer and conductor, recently at his home in Brooklyn of a cardiac ailment. Braham was one of the first conductors of Gilbert and Sullivan operettas in this country, as well as the author of many musical comedy scores, including the music for *The Square Men*. He was the first husband of the late Lillian Russell. Funeral services were held January 16, with burial in Evergreen Cemetery, Brooklyn, the following day.

BURKE—Thomas V., 37, aerial and gymnastic artist, at his home in Reading, Pa., January 18. An acrobat since the age of 18, Burke had been a member of the Three Londons, who played the Keith Circuit for many years. Surviving is his widow, Emma.

BURNHAM—Charles, 84, old-time theater manager and producer, at his winter home in Winter Park, Fla., of a heart attack January 19. Burnham, who was associated with the theater for almost all decades and whose desire for accuracy was such that he wrote his own obituary for various newspapers some years ago, was credited with bringing the first production of *The Mikado* to New York from England. As manager and proprietor of the old Wallack's Theater in New York he brought to the stage some of its most outstanding hits. Among them were *The Square Men*, *The County Chairman*, *The Sultan of Sulu* and *Alfas Jimmy Valentine*. He rounded out his career as manager of Erlanger's Gayety Theater in New York and retired in 1935 before the Gaiety housed burlesque and second-run pictures. His widow survives.

BURROWS—Ivy, former wife of Boyd Burrows Sr., at one time manager of a Midwestern repertory show, December 15 in Riverdale, Neb., at the home of her sister, Mrs. Earl H. Ramsay. Services in Kearney, Neb., and burial in Riverdale Cemetery.

RYSDON—Will S., 72, former circus performer, December 13 in Jacksonville, Fla. He had traveled with Orrin's and John Sparks' shows and at one time was co-owner of McDonald Bros.' Circus. He was a member of the Knights of Pythias and the Shrine. Survived by his widow, Jamie, and a son, Raymond.

CALKINS—Mrs. Louise, wife of C. F. (Judge) Calkins, for many years with Snapp Bros' Shows, recently in Houston. Burial in that city.

CLARK—Artie, for a number of years concessioner with the Art Lewis Shows, drowned in Manatee River, Bradenton, Fla., recently. He had arrived in Bradenton January 16 from Bowling Green, Fla., where he had filled an engagement with the Lewis Shows. His body was found on the 17th. Survived by his widow.

COTTER—James Warren, 83, St. Louis, Kansas City and Moberly, Mo., theater operator, in Hugo, Okla., January 17. Survived by his widow, sister and half-brother. Services and burial in Hugo January 20.

CUMMINGS—Alexander, 88, grandfather of Don Cummings, vaude performer, January 15 in Pomona, Calif.

DOWLING—Ralph, former assistant manager of the REO Palace and Hippodrome theaters, New York, killed in an automobile accident in New Jersey January 13. Survived by his widow, Margaret.

DREANT—Joseph (Jack), 52, former burlesque, tab and vaudeville blackface comedian, January 17 at his home in Pittsburgh after an illness of two years. At one time he and Ira Kerling had an act known as King Tut's Tomb and later they operated a tab show. In recent years he operated a Pittsburgh booking office. Survived by his widow and four sons, Joseph, Frank, Robert and James. Services January 21 and burial in Highwood Cemetery, Pittsburgh.

DUNCAN—Tillie King, wardrobe mistress for the Jack King Show, January 11 at her home in Buffalo. Survived by three daughters, Mattie, Irene and Mrs. Grace Summers; a brother, Jack King, and a sister, Mrs. Mamie Meo. Services and burial in Buffalo January 14.

ENNOR—John, manager of the Broadway-Strand Theater, Union City, Mich., recently.

GILL—Cary, for 16 years musical director at Herrman's Park, Baltimore, January 2.

GOOD—Steve, 45, of Canon, Tex., and owner of a miniature circus, murdered in Henderson, N. C., recently. Survived by his widow, who was also severely beaten.

GREATERLY—William Frederick, anatomical man and member of the Los Angeles Society of Magicians, January 17 in General Hospital, that city, after a short illness. Survived by his widow and brother. Services January 21 in charge of the Pacific Coast Showmen's Association and burial in Showmen's Rest, Evergreen Cemetery, Los Angeles.

GREEN—Sarah Ann, 37, wrestler and outside worker for carnival athletic shows, January 1 in St. John Hospital, Springfield, Ill. Survived by her husband, Joseph Green, and her parents.

GRUENBERG—Alexander E., 68, father of Alex Gruenberg, assistant production director for WWJ, Detroit, January 10 while visiting his son in that city. Survived by his widow and two sons. Burial in Utica, Mich.

HANSON—Alfred Walter, 32, producer of British Broadcasting Corporation's *In Town Tonight* program, suddenly at his home in London January 18.

KELLER—Emil Ernest, who was engineer and general superintendent of the electric-lighting plant for Westinghouse and engineer for the department of electricity at the World's Columbian Exposition in Chicago in 1893, in Henry Ford Hospital, Detroit, last week. Survived by his widow, two children and a brother, George, Rochester, N. Y. Burial in Rochester.

KENNEDY—Leo P., 42, assistant auditor for Cole Bros. and other circuses, in Peru, Ind., January 18. Survived by his mother, two brothers and a sister. Interment in Catholic Cemetery, Peru, with Knights of Columbus conducting rites.

KORMANN—Francis Xavier, 76, former Ontario and Quebec theater manager, at St. Michael's Hospital, Toronto, January 19. He was a brother-in-law of the late Ambrose Small, theater magnate.

KUSTER—Orville W., 36, former assistant advertising manager of Great Lakes Exposition, Cleveland, in Lakeside Hospital, Cleveland, January 20, following a week's illness. Born in Cincinnati, he advertised and promoted the Hotel Cleveland and in 1929 was associated with National Air Races. Survived by his widow, son and daughter. Funeral in East Cleveland.

LATHROP—Cornelia Penfield, novelist and former publicity director for the Theater Guild, New York, in 1920, January 15 at the home of her parents in Bridgeport, Conn. Survived by her husband, Henry Monroe Lathrop; two sons, William H. and Robert; a daughter, Helen Harriet, and her parents, Mr. and Mrs. Matson C. Penfield.

LIPSCOMB—Jeremiah Clough, 68, for the past 30 years superintendent of mid-way shows at the Louisiana State Fair, of pneumonia January 19 at Shreveport, La., after a few days' illness. Survived by his widow and two sisters. Interment in Forest Park Cemetery January 21.

MCCARTHY—Mrs. Evelyn (Mickey), 27, former radio singer and trouper with the J. Harry Six Shows, in St. Vincent Charity Hospital, Cleveland, January 19. Survived by her husband, James Mc-

Carthy, and her mother, Mrs. Susan Lane. Burial in Cleveland January 22.

MEWADE—Robert, veteran stage and film actor, in Hollywood January 20 of a heart attack. He collapsed on an MGM set five minutes after completing a picture.

MANNERS—Dinny, hockey coach and member of the Pittsburgh Variety Club Tent No. 1, in that city January 10.

MIDDLETON—Edward L., 66, for 37 years connected with the Saenger Amusement Company, Southern theater operator, at his home in Vicksburg, Miss., January 13, after a brief illness. The past four years he had been identified with the hotel business. Services January 17 in Natchez, Miss. Survived by three sons and two daughters.

MUNDEE—Arthur K., 63, was found dead in an alleyway in St. John, N. B. Deceased, a bachelor, was assistant manager and press agent of the Opera House, St. John, when that old theater was in legitimate. He was advance and press agent for the W. B. Harkins Stock Company. He opened the Happy Half Hour in St. Andrew's Curling Rink in St. John as one of the first picture shows in that district, but it lasted only a few months and Mundee went back to advance agenting. For about 10 years prior to his death he had been barely getting by in selling toiletries from house to house.

MURRAY—Alva B., 55, former purchasing agent for Christy Bros. Circus, at his home in Beaumont, Tex., January 14 following a lingering illness. He was a member of the Masonic Lodge. Survived by his widow, father, brother and sister. Burial in that city.

NEAL—Sandra, 22, night club dancer, in Bellevue Hospital, New York, January 15. Miss Neal was a native of Chicago.

PACKARD—Willard W., 88, theater operator, suddenly at his home in Robinson, Me., January 17. Survived by widow.

PHIL—Anna Pearl Cogswell, former actress, January 13 in Indianapolis after a long illness. She made her last stage appearance in 1924. Survived by her husband, Harry A. Phil; a daughter and her mother and sister. Burial in Crown Hill Cemetery, Indianapolis.

RAY—Whitaker, 55, well-known Broadway theatrical figure, January 14 of a heart attack in Cumberland Hospital, Brooklyn. He entered the theater as Jed Harris' booking manager and later became general manager for the Harris enterprises. He was also for many years associated with the Erlanger interests. Also a co-producer, Ray did film work and lately had been connected with the Federal Theater Project. He was a prominent mago fan. His widow, Nancy Ray, and a son, Tom, of Grafton, Mass., survive.

SCHNELLER—Edward, 25, European animal trainer, killed recently in a lion cage during a performance in Ujpetra, Hungary.

SHAW—Dr. Clement Burbank, 80, vocalist and lecturer on opera, in Poly-clinic Hospital, New York, January 15 after a long illness. Shaw was voice specialist at the Chicago Conservatory and founded the Handel Vocal Society there. He was later associate director of the Copley Square Conservatory of Music and was subsequently associated for four years with the New York City Board of Education as interpretative lecturer on opera. His widow survives.

SIEGFRIED—Clarence P., 42, acrobat, in Reading Hospital, Reading, Pa., January 17. He was a member of the Three Melvin Brothers, acrobatic team. Survived by his widow, Helen; a son, Wayne, and two daughters, Anna and Helen.

SOLMSON—Meyer B., 57, former managing editor of *The Morning Telegraph*, January 16 of a heart ailment in New York. His widow and a daughter, Mrs. Leonard Samuel, survive.

SOMMER—Joseph, 70, for the last 18 years in charge of amusement devices at the Cincinnati Zoo, January 16 in Deaconess Hospital, that city, after an illness of two months. Survived by a daughter, Mrs. W. J. Clarke, of Cleveland.

STRICKLAND—Helen, 75, actress in Mt. Sinai Hospital, New York City, January 13. Her career of over 60 years on the boards began when she was a child and brought her to every part of the world. Among hits she appeared in were *The Bachelor Baby*, *Dark Victory*, *Stolen Fruit*, *Love on the Dote*, *In Closer*, *The Passing Present*, and in a motion picture, *The Scoundrel*. At the time of her death she was rehearsing in a new play scheduled to open on Broadway, *On Borrowed Time*. She was the wife of Robert Connors, legitimate actor. Burial January 16 at Peak Island.

TRIPP—Melvin, 80, veteran stagehand, (See FINAL CURTAIN on page 69)

Harry Coddington

Harry Coddington, 80, for many years prominent in the Showmen's League of America, died January 12 in Chicago. He was born in New York and in the early '70s joined a circus as a candy butcher. He remained in the game for some years and developed a love for show business and show people. About 40 years ago he settled down in Chicago, where he was employed by the United Cigar Stores Company as field manager and investigator for a number of years. He then went to work for the Eastman Kodak Company in its shipping department, remaining there until less than a year ago, when he was retired on pension.

Coddington was elected a member of the board of governors of the Showmen's League in 1921 and served continuously until his death. He also served under many presidents as chairman of the sick and relief committee of the league and found his greatest pleasure in life in helping those who needed aid or comfort. He was a regular caller at American Hospital and the homes of the sick. Many indigent league members were materially helped by him. When Thursday night lunches were first introduced at the league rooms under President Edward A. Hock, Coddington volunteered to furnish coffee and this he did until death, as well as frequently making other donations. He was a patron of the Ladies' Auxiliary of the league and was generous in his donations. So far as could be learned he had no living relative. He was a member of Holy Name Catholic Church and funeral services were held there last Saturday, with burial in Showmen's Rest, where Coddington had always expressed a desire to be buried.

ACTS, UNITS AND ATTRACTIONS

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

A

A. B. C. Trio (El Chico) NYC, ne. Adams, Dell (International Casino) NYC, ne. Adler, William (Ambassador) NYC, h. Adrian, Jill (Philadelphia) Phila, h. Adrian, Ira (Leon & Eddie's) NYC, ne. Alton (Radio City Rainbow Room) NYC, ne. Altonice (St. Moritz) NYC, h. Alex, Edna, & Co. (Sportmen's Show) Cincinnati Jan. 28-Feb. 4. Allen, Jordan (Yacht Club) Chi, h. Alvarez, Pauline (El Chico) NYC, ne. Andra, Janis (Harry's New York Bar) Chi, h. Andrews, Jo (Hollander) Cleveland, h. Andrews, Avis (Cotton Club) NYC, ne. Anson, Bill (State-Lake) Chi, t. Apollo, Dave, Show (Maj.) San Antonio, Tex., t. Arden, Sonya & Elizabeth (International Casino) NYC, ne. Aristocrata, Twelve (Earle) Phila, t. Aubuchon, Lillian (Rose Bowl) Chi, ne. Auer, Masha (Pal.) Chi, t.

B

Bachelors, Four (Netherland Plaza) Cincinnati, h. Baines, Pearl (Kit Kat) NYC, ne. Bailey, Addison (Leon & Eddie's) NYC, ne. Baker, Henry (Earle) Washington, D. C., t. Baldwin & Bristol (Mika Club) Alameda, Calif., ne. Ballew, Eddie (Old Rumanian) NYC, re. Barabge, Reynold (Rudy's) NYC, ne. Barback, Dick & Evelyn (Cocoanut Grove) Boston, ne. Barrett, Ethel (Ten Eyck) Albany, N. Y., h. Barry, Helen & Wylar (Colosimo's) Chi, ne. Baske, Cecel, Orch. (State) NYC, t. Bates, Lulu (Billy Rose's Casa Manana) NYC, ne. Bavan, Mercedes Zayas (Havana-Madrid) NYC, ne. Beck, Danny (Torch) Cleveland, ne. Bell, Tommy (Tex Grill) Syracuse, ne. Bell & Gray (Pitch's Club) Wilmington, Del., ne. Bell's Hawaiian Polles (Oriental) Chicago Jan. 28-Feb. 3, t. Belmont Ballroom (Belmont Plaza) NYC, r. Bennett, Ethel (Old Rumanian) NYC, re. Bemo, Ben (Fair) Belle Glade, Fla. Berger, Carl H., Varieties (Mills) Huntington, W. Va., t. Berne, Harry (Oliver Twist) NYC, ne. Bergner, Frank (Belmont-Plaza) NYC, h. Best, Larry (State Fair) Shreveport, La. Betty Co-Eds (Commodore Club) Detroit, ne. Bishop, Fred (Gay '90s) NYC, ne. Blackstone, Nam (Swing) Hollywood, ne. Blair, Cecel (Colonial) Chi, h. Blanche & Elliot (Silver Lake Inn) Clementon, N. J. Bowman, Sybil (Oriental) Chi, t. Boyette, The (Boulevard) Miami, ne. Brander, Margo (Hi-Hat) Chi, ne. Branding, Maxilian (River) Douglas, Ga., 27; (T.H.U.) Tifton 28, t. Bristol, Charlie (Black Cat) NYC, ne. Brito, Phil (Maj. Royal) Montreal, Que., Can., h. Britton, Milt, & Band (Capitol) Washington, D. C. Brooks, Theodora (Wives) NYC, re. Bryant, Johnny (Palmer House) Chi, h. Burbane & Bane (Garbo) NYC, re. Burnett, Buster & Billie (Roxey) NYC, t. Burns, Mearily & Dell (Yacht Club) Chi, h. Burton, Effie (Club Alabama) Chi, h. Lyon, Dorothy, Girls (Shubert) Cincinnati, t.

C

Cacero, Emilio, Trio (Blue Mirror) Baltimore, ne. Calgary Bros. (International Casino) NYC, ne. California Collections (Colonial) Dayton, O., t. California Variety Figh (Coco Par) Chi, ne. Calver, Oscar (Ambassador) NYC, h. Landis & Mena Montes (El Gaucho) NYC, ne. Canova, Jody, with Annie & Zake (Earle) Phila, t. Canva, Vivian (Havana-Madrid) NYC, ne. Carleton & Juliette (Shoreham) Washington, D. C., h. Carltons (Stevens' Vienna) Boston, e. Carlyle Sisters (Jimmy Kelly's) NYC, ne. Carson, Billy, Aristocrata (K. T. Club) San Antonio, ne. Carr, Billy (606 Club) Chi, ne. Carroll & Kane (Treville) NYC, e. Carroll, Jane (Bertolotti's) NYC, re. Casey, Emmett (Gay '90s) NYC, ne. Cassel & Barrett (Matthies's) Stockton, Calif., ne. Castle, Betty (Cafe of Nations) Sacramento, ne. Challis Beth (Philadelphia) Phila, h. Chandler, Pat (5 o'Clock) Baltimore, ne. Chappess, Ted (George Washington) Jacksonville, Fla., h. Charles & Barbara (Rendezvous Club) Phila 16-30, ne. Cherkovskiy, Josef, Crois. (Buffalo) Buffalo, t. Cherokees (Cotton Club) NYC, ne. Christian, Eleanor (Stevens) Chi, h. Chrysler, Sam (Penthouse) Baltimore, ne. Clark & Sanna Sisters (Earle) Washington, D. C., ne. Marguerite (Orlando) Decatur, Ga., h. Clayton, Jerry (Chateau) Cleveland, ne. Clifford Jackson & Reeves (1234) Phila, ne. Cole, Kid (Janet of France) NYC, re. Cole, Ivy (Le Mirage) NYC, ne. Cole, Joyce (St. Regis) NYC, ne. Collins & Gail (Lake Merritt) Oakland, Calif., h.

Route Department

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

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; re—road house; r—restaurant; s—showboat; t—theater. NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Continental Four (Seelbach) Louisville, h. Cook, Alben (Greenwich Village Casino) NYC, ne. Cooper, John (Kit Kat) NYC, ne. Corral, Claudia (Barny Gadsden's) NYC, ne. Cortello, George (Capitol) Birmingham, N. Y., 27-29; (Colonial) Lancaster, Pa., Feb. 1-3, t. Cortez, Nadia (St. Regis) NYC, h. Costello, The (Colosimo's) Chi, h. Grace Sisters (Chez Paree) Chi, ne. Crane, Gladys (Yacht Club) Chi, ne. Cummings, Don (Keith) Columbus, O., t. Dade, Don, & Dorothy Wardell (Rainbow Grill) NYC, ne. Dale, Billie (Harmony Club) Jackson, Mich., ne. Dale, Maryon (Le Mirage) NYC, ne. Daley, Cass (Maj.) San Antonio, Tex., t. Dalton, Jack (Miami) Dayton, O., h. Daniels, Eddie (Embassy) Jacksonville Beach, Fla., ne. Daniels, Jean (Plantation) NYC, ne. Daniels, Mickey (Princess) Nashville 28-Feb. 1, h. Davis, Virginia (Half Moon) Coney Island, N. Y., h. Darling, Jean (Lakerive) Paducah, Ky., co. Darryl & Gilbert (Harmony Club) Jackson, Mich., ne. Datsko, Yasha (Russian Art) NYC, re. Davis, Eddie (Leon & Eddie's) NYC, ne. De Campo, Ronnie (Old Rumanian) NYC, re. DeCardis (Pal.) Chi, t. DeCosta, Vincent (Eface Elegance) NYC, ne. DeCosta, Charles, Chryssa (International Casino) NYC, ne. DeLage, Al (Tex Grill) Syracuse, ne. De Marie, Harry & Mariette (Terrace Gardens) Rochester, N. Y. DeRonda, & Barry (Royal York) Toronto, h. DeVant, Burton (Leon & Eddie's) NYC, ne. Deane, Laura (Bertolotti's) NYC, re. Del Rio, Anita (Trocadere) NYC, ne. Delahanty Sisters (Club Rainbow) Buffalo, ne. Dennis, Hilda (Bowdy) NYC, ne. Deery, Vincent (State Line Club) Kansas City, Mo., ne.

Flying Whirls (Village Barn) NYC, ne. Ponda & St. Clair (Olmos Dinner Club) San Antonio, ne. Peter, Herbert (Edgewater Beach Hotel) Chi, h. Ford, Senator (Capitol) Washington, D. C., t. Ford, Gene (Rex Bar) St. Louis, ne. Foranell, Joe (El Toreador) NYC, ne. Fox, East (No. 1 Fifth Ave.) NYC, h. Frankon, (Oriental) Chi, t. Frank, Art (Riverdale) Milwaukee, t. Franklin, Cas (Stevens) Chi, h. Fraser, John (Essex House) NYC, h. France Sisters (Billy Rose's Casa Manana) NYC, ne. Froese, Sylvia (Pal.) Chi, t. Furman & Lorraine (Vogue) NYC, re. Gabby (Merry-Go-Round) NYC, ne. Galina, Pearl (Kit Kat) NYC, ne. Gale, Betty (Torch) Cleveland, ne. Gale, Al (Colosimo's) Chi, ne. Galan, John (Pere Marquette) Peoria, Ill., h. Gardner, Jan (Corban) Memphis, t. Garcia, Luce (Himarek) Chi, h. Gardner, Marie, & Marvin, Kane (Carlton) London, h. Gary & Dahl (Roxey) NYC, t. Gasson & Gypsy Irma (Monte Carlo) NYC, ne. Gastout, The (The Bowers) Kansas City, ne. Gates, Connie (New Yorker) NYC, h. Gaudumith Bros. (International Casino) NYC, ne. Gayn, Jackie (Rudy's) NYC, ne. Gaylord & Kent (Le Mirage) NYC, ne. Georges & Jaina (Met.) Boston, t. Ghezzi (Michigan) Detroit, t. Gilbert, Ralph (Harmony Club) Jackson, Mich., ne. Gilbert & Sprande (Torch) Cleveland, ne. Gillette Girls (Cafe of Nations) Sacramento, ne. Gilmore, Olga (Harmony Club) Jackson, Mich., ne. Glin, DeQuincy & Lewis (State) NYC, t. Girard, Adie (Hickory House) NYC, ne. Glover & LaMax (Shatter) Cleveland, h. Goldfarb, Phil (Village Barn) NYC, ne. Gonzalez, August (McAlpin) NYC, h. Gooding, Sally (Kit Kat) NYC, ne. Goodrich & Nelson (Royal Palm) Miami, ne. Gorjanc, Sonia (International Casino) NYC, ne. Gover & Jeanne (Waldorf-Astoria) NYC, h. Grace & Nikko (Chez Paree) Chi, ne. Grandos, Anselmo (El Chico) NYC, ne. Gray, Jack (Park Lane) NYC, h. Green, Al (Pioneer Nut) NYC, ne. Green, Milt (Memorial) Boston, t. Gregory, Don (Rudy's) NYC, ne. Gregory, Jack, & Co. (Cafe Madrid) Buffalo, ne. Grey Sisters (Chateau) Cleveland, ne. Grish & Brona (Colosimo's) Chi, ne. Guy, Barrington (Plantation) NYC, ne. Gwynne, Jack (Roosevelt) New Orleans, h.

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

Bering, Rosemary (Memorial) Boston 20-21, t. De Oltano, The (Drake) Chi, h. Desmond Bros. (Pal.) Chi, t. Diaz & Nedra (Club Flamingo) Orlando, Fla., ne. DeLondand Jazz Band (Shubert) Cincinnati, t. Diaz, Rafael (Merry-Go-Round) NYC, e. Donahue, Ned, & Pal (Barrie) Washington, D. C., t. Dooly, Ed, & Co. (Colonial) Dayton, O., t. Dol, Dolly (Embassy) Jacksonville, Fla., ne. Douglas, Fay (Leon & Eddie's) NYC, ne. Douglas, Milton (Palmer House) Chi, h. Douglas, Jack "Bewery" (College Inn) Chi, h. Dowlings The (Governor Clinton) NYC, h. Draper, Paul (Piazza) NYC, h. Drayton Sisters & Jack (Wagon Wheel) Akron, ne. Drew, Charlie (Lombard Bar) NYC, re. Drow, Darcey & Freddy (Maryland) Washington, ne. Duncan, The Golden Gate San Francisco, t. Dumont, Valerie (Greenwich Village Casino) NYC, ne. Dunes Boys (Hollywood Beach) Hollywood, Fla., h. Dunn & Clayton (Barrel of Fun) NYC, ne. Dutton, Gertrude (Ambassador) NYC, h.

Edwards, Earl P. Eskimo Troupe (Ice Palace of 1937) Atlantic City. Hanson, Bob (College Inn) Chi, ne. Hanson, Joe, & Gloria Merrill (Commonwealth) Boston, h. Hammond, Hypocrit (Blue Moon) Oshkosh, Pa., ne. Harris, Audrey (Broadway Hofmann) NYC, ne. Harris, Constance (Kit Kat) NYC, ne. Harris & Shore (Slicker) Detroit, h. Harrison, Stella (Gay '90s) NYC, ne. Harrison Sisters (Commodore Perry) Toledo, O., h. Hawkins, Sid (Garbo) NYC, ne. Hayes, George (Club Lido) Yonkers, O., ne. Hayworth, Beabe, Nevu (President's Ball) Toronto, N. C., 27-28; (Paramount) Hickory 29; (Liberty) North Wilkesboro 31, t. Healy, Nancy (Village Barn) NYC, ne. Heath, Ann, (No. 1 Fifth Ave.) NYC, h. Heatherton, Ray (Roxey) NYC, t. Heaton & Reynolds (Tex Grill) Syracuse, ne. Heiler & Pals (Memorial) Boston, t. Heller, Jackie (Reverly Hills) Southgate, Ky., ne. Henderson, Jack (Shanghai Inn) Cincinnati, ne. Herrera, Barila (Yumort) NYC, ne. Hilda & Herbert (Black Cat) NYC, ne. Hildegarde (Riverdale) Milwaukee, t. Hilliard, Jack (Royale Proles) Chi, ne. Hillman Brothers (Plantation) NYC, ne. Hirsch, Jack (Rudy's) NYC, ne. Hoffer, Harriet (Memorial) Boston, t. Hoyle & Lee (Burr Hollow) Hollywood, ne.

Ellison, Lola (St. Regis) NYC, h. Elliott, Johnny (18-40 Club) Detroit, ne. Knox, Rue, Trio (Shrine Circus) El Paso, Tex. Enica & Novello (Netherland Plaza) Cincinnati, h. Ercow, Ina (Colosimo's) Chi, ne. Euter & Borgia (Park Central) NYC, h. Erickson, Dorothy (Brevort) Chi, h. Esquires, Three (Commodore) NYC, h. Estelle & Leiby (Casino Municipal) San Semo, Italy, ne. Evans, Steve (State) NYC, t.

Farrar, Jane (Locust) Phila, ne. Farrell, Bill (Place Elegante) NYC, ne. Paris, Dolores (Greenwich Village Casino) NYC, ne. Fawn & Jordan (St. Moritz) NYC, h. Faye, Gladys (Jimmy Kelly's) NYC, ne. Faye, Roberta (Chicago Moderns) NYC, ne. Feckremp, Eimer (Ritz-Carlton) NYC, h. Feeley, Mickey (Garbo) NYC, re. Felix, Glad & Tonita (Jean Frank's) NYC, e. Fern, Pearl, & Co. (Sailer) Akron, h. (Moore Club) Akron, ne. Fern, Jack, Playgirls of 1938 (Colonial) Dayton, O. Pink, Harry (Rex Bar) St. Louis, e. Fitzpatrick, Jimmie (Heather) Boston, h. Flash & Dash (Kit Kat) NYC, ne. Flores, Marissa (Waldorf-Astoria) NYC, h. Flowerton, Consuelo (La Marquis) NYC, ne.

Hollywood Hotel Horu (Loew) Richmond, Va., t. Hollywood Co-Eds, Five (Maj.) San Antonio, Tex., t. Hooker, Dynamite (Cotton Club) NYC, ne. Hoysradt, John (Chez Firehouse) NYC, ne. Hudson Wonders (Memorial) Boston, t. Hudson, Ina, Ray, & Band (Hobby) Columbus, O., t. Joe Ballet (Boston) Boston. Idler's Trio (Roosevelt) Pittsburgh, Pa., h. International, The (Madison) NYC, h. Irving, Jack (Harry's New York Cabaret) Chi, ne.

Jackson & Nedra (Boyle Practical) Chi, ne. Jacqueline, Mignar (International Casino) NYC, ne. Janet of France (Janet of France) NYC, re. Janney, Five (Roxey) NYC, ne. Jayanoff Sisters (Half Moon) Coney Island, N. Y., h. Jennings, Don & Sally (Himarek) Chi, h. Johnston, Mae (Cotton) NYC, ne. Johnny & George (25th Century) Phila, ne. Johnson, Lucile (Oriental) Chi, t. Johnson, Jay (Garbo) NYC, re. Jones, Russ (New Yorker) NYC, h. Jose & Patricia (El Chico) NYC, ne. Joy, Charles & Catherine (Penthouse) Baltimore, ne. Joyce, Bobby (Paradise) NYC, ne. Joyce, Jack (Rumanian Village) NYC, re. Kramer, Leon (Ske's) NYC, e.

Kelley & Margie (Black Cat) NYC, ne. Kane, Allen, & Boys (Monte Carlo Bar) Chicago, h. Karmay, Jim (Astoria's Mirador) NYC, ne. Karson Musicales (Onesto) Canton, O., h. Kavanagh, Stan (Billy Rose's Casa Manana) NYC, ne. Kavan, Alice (Colosimo's) Chi, ne. Kay, Dolly (Capitol) Washington, D. C., t. Kay, Bobby (Lakerive) Paducah, Ky., co. Kay, Kitby & Kay (Royale Proles) Chi, ne. Kaye, Johnny, & Playboys (Market Tavern) St. Louis. Kemp, Ed, & Orch. (Stanley) Pittsburgh, t. Kenney, Phyllis (Cortez) El Paso, Tex., h. Kenny, Billy (Park Central) NYC, h. Kerr, Jack (Ambassador) NYC, h. Keys & Ross (Sportmen's Show) Phila 23-24. Klidacic, Nicolas (Russian Art) NYC, re. Klief, Rudi (Greenwich Village Casino) NYC, ne. King, Lou (Rudy's) NYC, ne. Kirk, Jean (Kenmore) Albany, N. Y., h. Kirkwood, James (Cory House) NYC, ne. Knight, Carolyn (Greenwich Village Casino) NYC, ne. Koppel, Teddy (Rudy's) NYC, ne. Kopplegate Kids, 14 (Village Barn) NYC, ne. Kopp, Florence (Hi-Hat) Chi, h. Kosak (Fair) Hastings, Mich. Krause, Ed (Bavarian Bathkeller) Kansas City, Mo., e. Kruth, William (Ambassador) NYC, h.

LaBelle, Chick (Rex Grill) Syracuse, ne. LaCocca (Maj.) San Antonio, Tex., t. LaDelle, Arthur (Music Hall) Seattle, Wash., ne. LaDelle, Babe (Music Hall) Seattle, Wash., ne. LaMarr, Henry (Gay '90s) NYC, ne. LaMarr, Barbara (Zimmerman's Budapest) NYC, re. LaRue, Jack, & Vince Barnett (State) NYC, t. LaVerne, Jean (Gables Club) Miami, ne. Ladd, Vincent (Bossert) Brooklyn, N. Y., h. Lammie, Henry (Gay '90s) NYC, re. Lamb, Orl (Memorial) Boston, t. Lande, Jules (St. Regis) NYC, h. Lane & Carroll (2 of Clock) Baltimore, ne. Lane, Judy (Mirador) NYC, ne. Lang, Walter (Paradise) NYC, ne. Lang, Wilson (Viel) NYC, re. Lawburner, Vee (Essex House) NYC, h. Lawrence, Laurine (Torch) Cleveland, ne. Lawson, Reed (Merry-Go-Round) NYC, e. Law, Judith (Paramount) Miami 25-Feb. 4, t. Le Verde, Leon (Chateau) Cleveland, ne. Leary, Ted (Colonial) Dayton, O., t. Lee, Bob (Wivel) NYC, re. Lee, Ceis (La Meridien) NYC, ne. Lee, Linda (Ambassador) NYC, h. Lee, Gypsy (Wine Cellar) NYC, re. Lee & Lookman (La Salle) Chi, h. Left, Lorraine (Billmeier) NYC, h. Leonard, Jack (Commodore) NYC, h. Leonard (International Casino) NYC, ne. Leslie, Lee (Jimmy Kelly's) NYC, ne. Lester, Ann (Royale Proles) Chi, h. Lewis, Ted, & Orch. (Orph.) Minneapolis, t. Lewis, Maxine (Maj.) San Antonio, Tex., t. Lewis, Rudy (El Paso) Boston, re. Lewis, Henry (Matthies's) Stockton, Calif., ne.

Leonard, Jack (Commodore) NYC, h. Lebus, Frank (Hi-Hat) Chi, ne. Lightner & Rossella (Tower) Kansas City, Mo., t. Linda & Felice (Yumort) NYC, ne. Lit, Bernie (New K 9 Club) Baltimore, ne. Litvok, Leslie (American Music Hall) NYC, ne. Little Sachs, Three (Bertolotti's) NYC, re. Loin & Rocha (866 Club) Chi, ne. Long, Walter (Paradise) NYC, ne. Logan, Ella (Chez Paree) Chi, ne. Lorraine, Ina (Lois' Cafe) Oakland, Calif., ne. Loy, Thida (Kenmore) Syracuse, ne. Lovayne & Richard (Blackhawk) Chi, ne. Lubina, Ada (Old Rumanian) NYC, re. Luciano, Aida (Wivel) NYC, re. Lucientes, Pepita (El Chico) NYC, ne. Lydia & Jerome (Maj.) San Antonio, Tex., t. Lyons, Tommy (Oaks) NYC, ne. Lynn, Carl (Down Towers) Columbus, O., ne. Lynn & Miller (Three Gables) Mt. Vernon, O., ne. Lyons, George (Maj.) San Antonio, Tex., t.

McCabe, Betty & Harry (State-Lake) Chi, t. McClelland, Reed (Weylin) NYC, h. McConnell & Moore (Alcha Show) Honolulu, Hawaii. McCormack, Frank (Greenwich Village Casino) NYC, ne. McCor, Bob (Billmore) NYC, h. McCor, Clyde, & Orch. (Michigan) Detroit, t. McCully, Jean & Oline (Adelphia) Phila, h.

GLADYS CRANE "comedienne of song and dance" Mistress of Ceremonies Now 13th Week, YACHT CLUB, Chicago.

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AGENTS—500% PROFIT SELLING GOLD LEAF Letters for store windows. Free Samples. **METALLIC CO.**, 439 N. Clark, Chicago. **frnx**

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EXPERIENCED SUBSCRIPTION MEN wanted for all States. Attractive club-national magazines. Liberal proposition. **PUBLISHERS NATIONAL LEAGUE OF SPORTSMEN**, Brown Thomson Bldg., Hartford, Conn. **x**

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FITCHMEN—HERE IS THE WINTER ITEM that you need. Sell "I. C." Eyeglass Cleaner, the new liquid cleaner that not only cleans the glasses, but leaves a protective film that prevents fogging and steaming. Get started on this now. Price, \$7.20 per Gross; Sample, 10c. **GOLD MEDAL PRODUCTS CO.**, 133 E. Pearl St., Cincinnati, O. **fe2**

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WHERE TO BUY AT WHOLESALE \$50,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. **fe5x**

100 PROFITABLE MAIL ORDER AND LOCAL Plans. **GILBERT B. SUPPLY**, 1107 Broadway, New York. **ja29**

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ALLIGATORS, SNAKES AND LIZARDS FROM Florida, Cuba, Central America. 12 assorted Small Snakes, \$3.00; 8 assorted Large Snakes, \$10.00; 14 Water Snakes, \$6.00. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala. **ja29x**

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read
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A column about Specialty Salesmen, working house-to-house and store-to-store

In the

WHOLESALE MERCHANDISE
Department

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ANIMALS, BIRDS AND REPTILES—IMPORTED by **MEEMS BROS. & WARD, INC.**, Box 15, Octaville N. Y. Rockville Center 3006. Write for price list.

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BEST SELLERS—COMIC BOOKLETS, NOVEL- ties. Complete selection. Lowest prices. 25 Snappy samples, \$1.00. Catalog free. **T. WOLRAD**, 126 Lexington, New York. **x**

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FOR LEASE—12 ACRES OF LAND, 7-ROOM Modern Home, Swimming Pool on grounds, room for Cottages, other Recreational Buildings, etc. Fine location. Near city of 9,000. Address **MRS. IVA HADLEY**, 301 Ewing Bldg., Findlay, O.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A-1 FOR CLOSED TERRITORY—ROCKOLA'S 1937 World Series, \$100.00. F. O. B. Cleveland. **AMUSEMENT SERVICE CO.**, 2606 Detroit Ave., Cleveland, O.

AUTOMATICS—ACE, PEERLESS, BONUS, \$10.00; Ten Grand, Grand Slam, Captain Kidd, Multiple, \$12.50; Sunshine Derby, Derby Day, Speedway, Paks, \$15.00; Handicapper Program, etc.; perfect Cigarette Bezel, \$5.00. **AL SLACKE AMUSEMENT CO.**, Dayton, O.

BARGAINS—3 BALLY DERBYS, \$10.00 EACH: 2 Velvets, \$17.50 each; 3 Winners, \$15.00 each; 4 Speedways, \$7.50 each; 3 Sunshine Derbys; 1 Big Shot, 2 Peerless, 2 Sunshine Baseballs, \$5.00 each; 2 Jumbos, 3 Pinch Hitters, 4 Trojans, 1 Mammoth, 3 Peerless, all in penny play, for \$5.00 each. All machines good condition. At these prices full payment must accompany order. Wanted: **Waltling Tom Thumb Scales**. Give full particulars and lowest cash price first letter. **GREEN & PRICE**, Italy, Tex. **x**

BARGAINS, WILL SACRIFICE—FAIR Grounds, \$10.00; Peanuts, \$7.00; Phantom, \$35.00; Golden Wheel, \$45.00; Classics, \$30.00; Carom, \$25.00; Fotofinials, \$35.00; Center Smash, \$25.00; Hit De Ho, \$20.00; Royal Races, \$20.00; Stoner's Races, \$35.00; College Football, \$35.00; Hit 'N' Run, \$25.00; Preview, \$25.00; Beat 'Em, \$35.00; Top 'Em, \$35.00; Flicker (late model), \$17.00; Broker's Tip, \$15.00; Daily Races, Mystery, \$15.00; Multiple, \$10.00; Trapline, \$12.00; Bally Derby, \$12.00; Tycoon, \$10.00; Grand Slam, \$10.00; Pearl Harbor, \$5.00; Mazuma, \$20.00. Third deposit. **CLEVELAND COIN MACHINE EXCHANGE**, 8125 Superior, Cleveland, O. **x**

BIG STEADY INCOME OPERATING ROUTE of 5c Apple Vendors. Cost less than \$5.00 each. Exclusive territory being allotted. Write quickly! **ROBBINS CO.**, 11418 DeKalb Ave., Brooklyn, N. Y. **fe5**

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FIFTEEN BUCKLEY TREASURE ISLAND DIG- gers, two years, good condition, \$60.00 each. **TAYLOR NOVELTY**, 417 Van Wile, Rockford, Ill.

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GOODBODY'S BARGAIN LIST IS WAITING FOR You. We buy, sell or exchange. **GOODBODY**, 1824 East Main St., Rochester, N. Y. **ja29**

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MANUFACTURER'S PRICE ON LEAD TOYS for Candy Vending Machines, \$1.00 per thousand assorted; Charms, 65c gross up; Rainbow Candy Coated Peanuts, 11c pound. **UNITED NOVELTY CO.**, 420 Market St., Philadelphia, Pa. Write for samples. **x**

MUST SACRIFICE OFFER—1 BALLY CLUD House, \$125.00; 2 Solitaires, \$95.00 each; 2 Jr. Club House, 7-coin head, \$85.00 each; 1 Gottlieb Derby Console, \$149.00; 2 Galloping Dominos, \$135.00 each; 2 Paces Races, \$125.00; 1 Buckley Track Odds, \$145.00; 1 Rosemont, \$59.00; 1 Chuckalotte (single coin chute), \$65.00; 1 Longchamp, \$110.00; 3 Track Times, \$145.00; 1 Bally Favorite, \$95.00. Third deposit. **CLEVELAND COIN MACHINE EXCHANGE**, 8125 Superior, Cleveland, O.

REEL SPOTS, \$17.50; REEL DICE, REEL RACES, Reel-21, \$7.50 each; Penny Packs, \$7.50; Track Time, \$139.50; Galloping Dominos, \$119.50; Roffeto Jr., \$119.50; Bangstalls, \$119.50; 100 Pack Stewart-Maguire, \$35.00; 120-Pack Advance Vender, \$19.50; 80-Pack Advance Vender, \$16.50; Mercury for Tournament, \$29.50 each; Turf Champ, \$39.50; Rola-Score, 9 ft., \$29.50; Slot Machines, \$10.00; Q. T. S. 1c, 5c, 10c, \$25.00 to \$49.50 each; World Series, \$135.00; Deval Bumper Bowling, \$125.00. **LEHIGH SPECIALTY CO.**, 2d & Green, Philadelphia, Pa.

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TWO PACES RACES—5c AND 25c PLAY. make me offer, closing out all machines. Write for list. **C. R. WELLS COMPANY**, 308 Cornwall Dr., DeWitt, N. Y. **x**

WANT TO BUY ALL KIND COUNTER GAMES for cash. **BOYLE AMUSEMENT CO.**, 522 Third St., Oklahoma City, Okla. **fe12x**

WANTED TO TRADE OR SELL—LATE MODEL Consoles, Liberty Bells, Dark Horse, Track Time and Ray's Tracks, late serials, for World Series and Ray Guns. State your best offer in first letter. **BADGER NOVELTY CO.**, 2546 N. 30th St., Milwaukee, Wis. **ja29x**

WANTED—WATLING FORTUNE TELLING Scales. Late One-Ball Machines and Consoles. We want no junk. Describe fully. **A.D.B. VENDING CO.**, 1427 New Castle St., Brunswick, Ga. **x**

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"5/8" BALL CUM FACTORY FRESH, 12c Box; Tab, Stick, Midget Chicks, every Vending Item. **AMERICAN CHEWING**, Mr. Pleasant, Newark, N. J. **fe12x**

30 PENNY ARCADE MACHINES—NEWLY emmelled, good condition, \$195.00 if taken immediately. **F. O. B. RAY JOHNSTON**, 249 Cooley, Kalamazoo, Mich.

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A BEAUTIFUL RACCOON COAT, \$30; COWNS, Wraps from \$1; Slippers, 50c; Costumes, \$1.50; fans. **CONLEY**, 310 W. 47th, New York.

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START A BUSINESS OF YOUR OWN—BE IN- dependent. Send stamp for information. **ALFRED WACKESSER**, 114 12th Ave., Newark, N. J.

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3000 FEET NEW RUBBER COVERED CABLE— 3 Wire No. 10, 12c foot; 6 Wire No. 14, 10c foot; Single Cable, No. 0, 12c foot; Heavy Duty Plugs, cost \$3.00, 75c each. Samples on request. **ACE CARNIVAL SUPPLY CO.**, 524 W. 59th St., Chicago, Ill.

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AEROPLANE SWINGS—STATIONARY PARK Model, sixty feet high, beautiful flash, park or beach. Sell, trade or lease. **ALABAMA RIDE CO.**, Box 1015, Birmingham, Ala.

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AERIAL TEAM FOR HIGH LADDER, SWAYING Pole, Trapeze, Iron Jaw. Our rigging. Prefer team doubling another act. Season 25 weeks. State lowest salary, or no reply. **ARICO DARE DEVILS & FUN RIDES**, Box 1015, Birmingham, Ala.

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MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new Photostrip Outfit, 1 1/2x2 or 2 1/2x3 1/2, complete, \$14.00. **WABASH PHOTO SUPPLY, Terre Haute, Ind.** **ja29**

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4-FOR-DIME OPERATORS! READY SOON! A new horizontal 1 1/2x2 outfit at a price that will astound you! Don't buy any outfit until you receive our announcement! Write for information. **MARK & FULLER, INC., Dept. BC-31, Rochester, N. Y.** **ja29x**

M. P. ACCESSORIES & FILMS

BIG SALE NOW ON—SILENT FEATURES. \$5.00; Acme Silent Projectors, \$17.00. Send self-addressed stamped envelope. **WABASH FILM EXCHANGE, Gunther Bldg., Chicago.** **x**

EVERYTHING FOR THE THEATRE—SAVE 20% to 50%. Projectors, Sound Equipment, Public Address, Screens, Chairs, Accessories, Supplies. **CONSOLIDATED THEATRE SUPPLY CORP., 1600 Broadway, New York.** **fe3x**

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ONE SILENT MOTOR DRIVEN COSMOGRAPH Projector with Stereopticon Attachments, including 2-Real Comedy, \$19.00 takes it all. First \$5.00 deposit gets it. **OAK STORAGE CO., Armington and Western, Chicago.** **x**

Show Family Album



FOR seven years George Lucas' Band and Human Roulette Wheel ride were features of the old Cosmopolitan Shows managed by H. (Tubby) Snyder. Picture was snapped in Ottumwa, Ia., season of 1910. Lucas, leader of the band and owner of the ride, is at the left. Among others are Guy Cleveland, McRea, Joe Rose, Ed and Lyle Albitz and Doc Donbaugh. Last season Lucas trouped with the Marks Shows.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

NOW READY—TWO RED HOT EXPLOITATION Specials, War In Chinatown, 7-Reels, and Scandals of Hollywood, 7 Reels. High-class product for live roadshow men. All-star casts. Major studio production values. Pictures you will be proud to handle. Write **REAL LIFE DRAMAS, 6418 Santa Monica Blvd., Hollywood, Calif.** **x**

ROAD SHOW SOUND SPECIALS—WESTERNS. Actions, Features, \$15.00 up. Write **APOLLO EXCHANGE, 117 S. 9th St., Newark, N. J.** **fe5**

RELIGIOUS SOUND SPECIALS FOR LENT— 16MM, 35MM. Christ, Jesus of Nazareth, Machine in Hell, Mary Magdalene, Joan of Arc, Brother Francis, Shepherd Seven Hills, Blessed Virgin, Joseph and Brethren. **CHURCH FILMS, Box 524, Cincinnati.**

SPECIAL OFFERS THIS WEEK ONLY—35MM. Film, Sound and Silent Equipment. New list available. Write today. **ZENITH, 308 W. 44th, New York.**

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue \$ free. **MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago.** **ja29**

PERSONALS

DO YOU WANT SUCCESS—PROSPERITY!—Send \$1.00 today for your "Road to Success Self Analysis Chart." Know yourself and your possibilities. Find your weak points and correct them. Don't delay. Write today to **BURTON CANADAY, Director, 135 1/2 E. 20th St., Indianapolis, Ind., Dept. 1-A.**

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Sideshow Banner Painters. Devoting our time projection machines. **MANUEL'S STUDIO, 3544 North Halsted, Chicago.** **ja29**

BEST CARNIVAL AND SIDE SHOW BANNERS on Earth. Positively no disappointments. **NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill.** **ja29**

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AT LIBERTY

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COLORED ORCHESTRA and Entertainers—Six to eight people, available now for night clubs, taverns, ballrooms or other location. **DRUMMOND LEADER, 1414 Iqida, Kansas City, Mo.** **ja29**

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AT LIBERTY—VERSATILE YOUNG ACTOR. Juveniles, Leads, as cast. Good study, wardrobe. Tenor Ballad Singing Specialties. Handle stage. **DARR HULIT, 603 Eastern Ave., Ashland, O.**

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GREAT MALLEY—VENTRILOQUIST EXTRA- ordinary. 15 N. Mulberry St., Hagerstown, Md.

SPECIALTY TEAM—Dulini, Macalish, and wife, Madeline Rusty, open for position with any good show. Magic, Mental, Gag and Chalk Specialties. Change for work. High-class performers, entertain and please all classes. Business inquiries. Have our own transportation. Address **DALINI, Macalish, Eagle Bend, Minn.** **ja29**

AT LIBERTY

MISCELLANEOUS

ADVERTISING AND PROMOTIONS—IF IT'S entertainment you sell, you need promotions that "sing," make sales hum, cash drawers ring and competitors whistle. Here's how! Columbia Club seeks opportunity to utilize dynamic imagination, intuitive foresight, plus sound business judgment. **BOX 829, care Billboard, 1564 Broadway, New York.** **ja29**

AT LIBERTY
ACROBATS

ACROBATIC COMEDY SAILOR and Stoop—At liberty to join at once Past Comedy Act. Do Talking and Comedy Tumbling. Personality plus. **L. JORDAN, Billboard, Chicago.**

TRAMPOLINE WORK DESIRED—Will work for experience. No remuneration expected. Write re wire J. H. HUNY, 889 Virginia Ave., B. W., Washington, D. C. **fe5**

AT LIBERTY
AGENTS AND MANAGERS

ADVANCE AGENCY—22 years' experience. Can route and book any attraction anywhere in the United States or Canada. Close contractor, salary, reliable. **BOX 285, Billboard, Chicago.**

PARK RESORT, Theater and Ballroom Promoter, Manager, Representative of national destination available for 1938 contract. Age 40. Twenty-five years' experience. Only bona fide ventures will be considered. **A. J. S., 282 S. Main St., Wilkes-Barre, Pa.** **fe5**

AT LIBERTY
BANDS AND ORCHESTRAS

AT LIBERTY—FIVE TO TEN-PIECE SWING Band. Desires one night in Pennsylvania and Ohio. A first-class organization. Reliable managers and bookers write **KAY SHANK, 409 Trenton Ave., Wilkesburg, Pa.**

GIRL ORCHESTRA—3 PIECES, PIANO, SAX, Drums, available immediately. Sing, read, fake. Advise full details. **BOX 1006, Miami, Fla.** **fe5**

TOP-NOTCH TEN-PIECE BAND—SMOOTH, sweet or swing out. Plenty personality and what it takes to pack them in. State all, ask all. Only reliable managers and bookers. Contact **RAYMOND DAAR, 14 Collation St., Buffalo, N. Y.**

AT LIBERTY—Sensational Ten-Piece Dance Band and Charming Girl Singer. Playing soft romantic music for hotels. Plenty of swing for ballrooms. Three horns, three saxes, three rhythmists, double of three violins, vocal trio. Put on our own weekly floor show. "Dance" songs available. No breaks. Wire or write **GEO. SUTHER, P. O. Box 882, Kingston, N. Y.** **fe12**

At Liberty Advertisements

IN WORD, CASH (First Line Large Block Type). IN WORD, CASH (Small Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

ATTENTION, Resort, Club, Ballroom Managers and Bookers—Now signing for our 1938 season, starting Easter Sunday. Earle Strazny, his orchestra and Solace floor team—twelve people—forming all-piano dance band. Great band vocalist, and the Earle Strazny Quartet, with a repertoire of fast thirty-minute complete revues. Band, smart swing style for dancing. Ask for see, visiting. Minimum \$250 weekly; single nights, \$135 and transportation. Photos and further information to reliable agency. Write only. **BAND MANAGER, 510 Park Avenue Hotel, Detroit, Mich.**

FINE FOUR-PIECE SWING BAND—Husband and wife combination. West location. Fully equipped. Doodles, novelties and two vocalists. Young, sober and reliable. 40 anywhere. Can leave immediately. **GENE GIERL, 2712 Madison, Granite City, Ill.** **fe12**

FINE 5-PIECE BAND—An excellent opportunity to secure one of the finest musical organizations of its class in the country. Good instrumentation, wardrobe, transportation, bus library with special arrangements. Radio, Floor Show and Stage experience. Exceptionally attractive trio for long engagements. **BOX C-419, Billboard, Cincinnati, O.** **fe5**

MODERN 12-PIECE ORCHESTRA—Swing and sweet. All young and attractive. Tuxedos, public address system, up-to-date library, popular and standard tunes. Now in fourth month one location. Under best conditions, both on restaurant location in South. Only first-class places answer. Write full details to **ROBERT ESTES COLLEGIANS, 280 Antwerp Ave., Birmingham, Ala.**

NINE-PIECE ORCHESTRA—Available April 15 for summer engagements. Fully equipped. Location preferred. Will accept. Write, don't wire. **ROBERT VAN SICKLE, Central City, Ky.** **fe12**

SWEET AND SWING—Five-Piece Orchestra available for hotel, night club or restaurant. Large, modern library, special arrangements. All dependable, young and attractive. Only first-class change answer, starting full details to **ROBERT ESTES COLLEGIANS, 280 Antwerp Ave., Birmingham, Ala.**

SWING-OUT DIXIELAND BAND—All essentials. Swing it out or commercial. Six men of step-stand. Under best conditions, both on restaurant proposition elsewhere. **BOX C-856, Billboard, Cincinnati, O.** **ja29**

AT LIBERTY
CIRCUS AND CARNIVAL

BOSS CANVASMAN AT Liberty—E. M. FOLKER, R. F. D. No. 1, Box 145, Limona, Fla.

PRODUCING CLOWN WITH Props for Walk-Arounds, Stoops, Come-Ins. Can furnish all Clowns with Gags for Circus, Fairs, Indoor Shows. **LEW A. WARD, "The Box Car Tramp," 491 Broadway, Brooklyn, N. Y.**

CONCESSION MANAGER—SPECIAL EVENT Promoter wants to hear from interested parties desiring capable, honest man to take complete charge, putting action and new ideas into concessions and events. **EVERETT McARDLE, Apt. 12, 917 West Wisconsin Ave., Milwaukee, Wis.**

DIESEL-ELECTRIC ENGINEER DESIRES A POSI- tion with a first-class outdoor organization. 35 years old, single, sober and aim to please. **P. O. BOX 138, Pontiac, Ill.** **fe5**

CANVASMAN—Expert Tent Maker and Repair Seats, Stages and Props Designed and Built. Go anywhere. **BOX 285, Billboard, Chicago, Ill.** **ja29**

AT LIBERTY—Andrew's Four Trained Bears, Suitable for all indoor events. **ANDREW FEAT, 119 Thron St., Reading, Pa.** **ja29**

AT LIBERTY—For coming outdoor season. Expert Trick and Fancy Horse Spinner and Horse Roper, featuring stunts, catch and dance in two rows at once. Experienced and have neat wardrobe. Any reliable circus, rodeo or wild west visit **EDWARD SWANSON, General Delivery, Stroud, B. D.**

INDOOR CIRCUS UNIT—Sore winner for bene- fit. Can also use your local talent. Feature Your Clowns with High-Class Attractions. See **FRED J. ROBERTS, Manager, Pennsylvania's Studio, 515 W. Erie Ave., Philadelphia, Pa.** Tel. 846000 6536.

Watts Buys New Equipment

Also steam calliope formerly on Island Queen—cages to be rebuilt

EMPORIA, Kan., Jan. 22.—Ira M. Watts, of Parker & Watts Circus, has returned here from a trip to St. Louis, Dayton, Peru, Chicago and Kansas City. Made purchases of new equipment and engaged several people.

The steam calliope formerly on the Island Queen, Cincinnati, and later owned by E. E. Coleman was bought and is now at quarters. When wood-enclosed and gold-leafed it will be one of the most attractive on road. All cages will be rebuilt and trimmed with carvings and scrolls and gold-leafed. First two cages went out of wagon shop this week.

Charles Brady and Red Monroe, each with a crew, are rebuilding and repairing. Lee Hinckley will be in charge of paint shop. Mrs. Watts, assisted by Mrs. Hinckley and three local seamstresses, making all new parade and spec wardrobe. An order has been placed for all special paper.

James Patterson, of Paola, former owner of Patterson-Gollmar Circus, and Mr. Stevenson were recent visitors.

Jess Adkins Back At Cole Quarters

ROCHESTER, Ind., Jan. 22.—Jess Adkins and wife returned here Friday following a vacation of several weeks in the South.

Jess Murden is back in quarters after a trip thru the East in the interest of his advertising department. Jack Mills, of Cleveland, and R. J. Lawell, of Peru, Ind., both connected with national advertising, were recent visitors at quarters.

Activities in the shops are moving ahead of schedule. More than 30 wagons, tableaux and other vehicular apparatuses have been delivered to the paint shops. Many of the wagons are being equipped with pneumatic and solid rubber tires.

Ray Collins and wife were recent visitors. They have been spending the winter at Fort Worth, Tex. Until season opens they will be located at Peru, Ind. Paul Nelson and wife have gone to Peoria, Ill., for a short visit.

Henry Brown has purchased 24 heavy Clydesdales and Percherons to replace old draft stock. Dennis Curtis spent several days recently at quarters.

Tige Hale Organizes Band

HELDRING, Mich., Jan. 22.—Thru the efforts of Tige Hale, local musician, a number of prominent musicians who are band fans from this city, Greenville, Ionia, Lowell, Lake Odessa and Portland have organized a concert band. Rehearsals started last Sunday at City Hall under baton of John Dusch, band leader with Lewis Bros.' Circus. Guest conductors will direct every rehearsal. Band started out with three saxophones, two baritone, three trombones, three French horns, six trumpets, seven clarinets, two saxophones and two drummers.

Horan Signs Hervey, Beach

WILMINGTON, N. C., Jan. 22.—Irish Horan, general agent of Tom Mix Circus, has signed J. R. Hervey as contracting agent and Jimmy Beach as advertising car manager. Beach also will contract the press.

Mrs. Bert Bowers Re-Elected

PERU, Ind., Jan. 22.—Mrs. Bert Bowers was re-elected to board of directors of the Wabash Valley Trust Company, founded by the late Bert Bowers. Mrs. Bowers, who is wintering in Denver, Colo., suffered loss of a \$5,000 brooch, an heirloom, the past week.



ROLAND BUTLER, who again will be general press representative of the Ringling Bros. and Barnum & Bailey Circus.

Campaign Started By AFA To Sign All Indoor Shows

CHICAGO, Jan. 22.—American Federation of Actors, thru its local representative, Guy Magley, started an intensive campaign to sign all indoor circuses.

Following the signing of the local Shrine Circus early this month with Potentate Case L. Griffin, Magley left for Minneapolis and St. Paul to contact the operators of the two shows slated for a week in each city, starting February 22. Magley refused to sign with the Midwest Booking and Tourist Association, Inc., claiming that it is only a dummy corporation maintained by the Shrine heads. He claims that the potentate will be the only authority permitted to sign the APA contract. Negotiations continued this week.

Rex de Roselli in Europe

PARIS, Jan. 17.—Rex de Roselli, foreign representative of Cole Bros.' Circus, arrived here last week and is looking over the circus and vaude shows. After giving Paris the once over he will visit London, Berlin and other important cities of Europe in search of talent and ideas.

Three Members of Gainesville Show Hurt in Auto Accidents

GAINESVILLE, Tex., Jan. 22.—Three members of the Gainesville Community Circus are recovering from injuries suffered in recent automobile accidents. Leon Gilmore, president and equestrian director, and wife were hurt when the auto in which they were riding collided with another machine on outskirts of Dallas December 26. Mrs. Gilmore suffered a badly broken nose, a broken right ankle and other injuries. She was recently removed to her home from a Dallas hospital. Her husband suffered a fractured rib.

Joe M. Leonard, press representative for the show, and publisher of The Daily Register, suffered severe cuts and bruises when the car in which he was riding overturned nine miles north of Waco January 13. He is in the Baptist Hospital at Waco.

Rehearsals for the Gainesville show got under way January 17 with Al, Bertha and Jimmy Connors as instructors.

2-Day Limit In Cincinnati

Permission for longer stay for circuses can be granted only by council

CINCINNATI, Jan. 22.—On recommendation of Police Chief Weatherly and City Manager Sherrill, the council finance committee decided that circuses will be allowed to show here only two days.

The police chief may issue a permit for two days, but permission for longer time can be granted only by council.

The Hagenbeck-Wallace Circus recently applied for a four-day showing.

No Activities at Downie Quarters

MACON, Ga., Jan. 22.—Charles Sparks, manager of Downie Bros.' Circus, has not yet given the "go ahead" order at the shops in Central City park. Work will begin around February 1, it is understood.

Mr. Sparks has made no formal announcement as to the coming season, but it is the prevailing impression here that the Downie show will be motorized and there will be no title change this season.

Sparton Bros.' Show To Move on 20 Trucks

PITTSBURGH, Jan. 22.—Sparton Bros.' Circus, with offices in this city and quarters at Keyser, W. Va., will move on 20 trucks and nine trailers and have three billing crews. Bus and Blanch Gray will have concert with four assistants and six head of stock. Capt. D. H. Jagers is breaking dogs, ponies, horses and goats on his ranch in West Virginia. Will be in charge of ring stock.

Show is scheduled to open middle of May in West Virginia and will head for Pennsylvania and New York. One-day stands will be played under auspices.

Behces Scoring in London

LONDON, Jan. 22.—The Flying Behces (Clayton Behce and Rose Sullivan, flyers, and Everett White, catcher) are scoring at Mills' Olympia Circus. It is the first date for the new act. Was placed on the air, over television, at the circus.

Routining of animal acts was started two weeks earlier by Verne Brewer and Portis Sims, who have the poultry building at the fairgrounds fitted up for a ring barn. Two new ponies and several dogs have been acquired and seven animal acts are being worked up.

Alex Murrell has completed building of dressing up and cookhouse tables and equipment, and started last week building star-back grand-stand seats. All other big top equipment is being overhauled and painting started.

S. T. Jessop, of the U. S. Tent and Awning Company, Chicago, and J. C. Austin, of Dallas Tent and Awning Company, were recent visitors at offices of the Gainesville circus.

Joas Morris, who has been off the road the past 18 months, advises he expects to be with a big top organization this season. He has played drums with several circuses and carnivals in recent years.



DOZOTHY HERBERT, daring and dashing rider who has been one of the features of Ringling Bros. and Barnum & Bailey Circus for several years, will this season be one of the star attractions with Cole Bros. Circus.

Barnes Has Full Crews at Shops

LOS ANGELES, Jan. 22.—There is great activity at quarters of Al G. Barnes-Sells-Floto Circus, all shops having full crews. Red Forbes and crew are going over equipment, rebuilding and repairing. Dan Parker and crew are at the paint shop. It was stated that the paint jobs would be big color splashes.

Ike Robertson arrived from the East and with Theo Forstall is busy with details.

Mike Tschudy is re-engaged to take the baggage stock. Capt. W. H. Curtis will again be superintendent of canvas. George Tipton again in charge of cookhouse. George King on wardrobe. Equestrian Director Bob Thornton is breaking stock and working over the zebras act. Jack Joyce is busy with menage and other horse acts. Mabel Stark is daily working out the mixed group of 25 eads.

Manager George Smith stated he was highly pleased with the progress being made. J. Ben Austin in town and went out to quarters with Mr. Smith. Stated that Ed Maxwell, for many years local contractor but away from show last year, would be back as contracting agent.

Harry Bert is here from the East and it was stated that he would have the inside tickets with Cole Bros.' Circus.

Ware With Hodgini Bros.

NASHVILLE, Tenn., Jan. 22.—Frank B. Ware (Happy Bay), past season with Rogers Greater Shows, has been appointed general agent for Hodgini Bros.' Circus. Hodgini Brothers are nephews of the late Charles H. Rooney, of the Famous Riding Rooneys. Ware will report for duty March 1 at St. Louis.

Detamores File Suits

PERU, Ind., Jan. 22.—Damage suits, seeking \$1,000 in each, have been filed by D. W. and Elizabeth Detamores in Miami Circuit Court against Ringling and American Circus corporations and their agent, Mike Wissinger. Detamores for many years were employed at circus farm. Mrs. Detamore was cook and housekeeper, and complaint states she was abused by Wissinger, resulting in illness that has impaired her health. Detamore had one-year contract and was discharged without cause, he alleges.

Wallace and Barnett Acts in Stage Unit

YORK, S. O., Jan. 22.—A stage unit composed of acts from Wallace Bros. and Barnett Bros.' shows recently inaugurated a tour of theaters in the Southeastern States.

Indoor Circus News

News of indoor circuses which do not travel as units will be found in the Sponsored Events Department of The Billboard during the winter.

New York Club Meeting February 4

Final open meeting of the recently organized National Showmen's Association has been postponed from Thursday, February 3, to Friday, February 4. George A. Hamid, president, announces that session will open at 7 p.m. at the Piccadilly Hotel in New York, and that everybody connected with show business is welcome. Future meetings will be restricted to members.

Showmen's Club News

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

To All Members of the International Alliance of Billposters, Billers & Distributors of U. S. and Canada

The Following Shows Have Signed the International Agreement for the 1938-1939 Seasons:

**RINGLING BROS.-BARNUM & BAILEY
COLE BROS.' CIRCUS
SELLS-FLOTO, AL G. BARNES CIRCUS
HAGENBECK-WALLACE CIRCUS
TIM McCOY'S WILD WEST SHOW
ROBBINS BROS.' CIRCUS
TOM MIX CIRCUS
JOHN ROBINSON CIRCUS
BUFFALO BILL'S WILD WEST SHOW**

All Members of the Alliance Are Warned Not To Sign Up or Do Any Work for the Following Circuses, or Any Other Circuses Who Have Not Signed Our Agreement and Are Unfair to the Members of IABPB&D of U. S. and Canada:

**RUSSELL BROS.' CIRCUS
BARNETT BROS.
WALLACE BROS.
DOWNIE BROS.
SEILS-STERLING
CHASE & SON
SCHELL BROS.
LEE BROS.
POLACK BROS.
SEAL BROS.
GREAT HARRIS BROS.' WORLD-TOURED SHOWS**

International Alliance of Billposters, Billers & Distributors of U. S. and Canada

821 Longacre Building, 42nd Street and Broadway, New York City

LEO ABERNATHY, Pres.

WM. McCARTHY, Secy.

A. THOMAS NOONAN, Treas.

Under the Marquee

By CIRCUS SOLLY

WHY do all circuses want to make the same towns at the same time?

JACK CONNORS pens that he will be with Ringling-Barnum Circus.

JAMES LENTINI, son of P. A. Lentini, of Crafts Shows, is at the Hartford, Conn., Hospital, ill of lobar pneumonia.

CHARLIE FORREST and wife, Sylvia, of York, S. C., recently had Mrs. Tan Araki as their guest.

O. H. (BLACKIE) WILLIAMSON has again been contracted as boss property man on the Barnes show.

ERNEST L. KENT, of Pontiac, Mich., says that Everett Conway, drummer, formerly with Polack Bros.' Circus, was recently at State Theater, that city.

MARIO AND MARIO, knife throwers, past season with Vanderburg Bros.' Circus, are with P. W. Miller's Museum, third season with Miller.

AGENTS that are chair jockeys in hotel lobbies can wonder why their show never has a red one.

B. C. BINGHAM cards that members of Kyle Bros.' Circus and Dol Simmons Tent Show visited with members of Olga Stanford Comedians at Wewoka, Okla.

FRANK B. HUBIN was in front line of march at inauguration of A. Harry Moore, governor of New Jersey, at Trenton.

FRED'S KIDDIE CIRCUS on January 15 played an engagement at Crawfordsville, Ind., starting 10 a.m., and at Greenville, Ind., beginning at 1:30 p.m.

HUGHIE FITZ and company, clowns, and dog, "Peggy," are appearing at private homes and clubs in New York and presenting clown entrees for society affairs.

PHYLLIS DARLING is working club dates around Los Angeles while her hus-

band, Red Rumbell, is convalescing in Veterans Hospital, Sawtelle. Former has bought a new trailer.

GEORGE P. GASON (Shorty, the sail-maker), with Dan Rice Circus last season, is in a tarpaulin repair shop on the Produce Market, Atlanta, Ga. Will be with Parker & Watts this year.

AGAIN WE SAY, thousands of dollars are wasted on dumps down alleys and abandoned railroad yards.

TOM McLENDON and wife, tattooed artists, will be with Harry Lewiston on the Conklin Shows. Mac says he trouped with Lewiston on John Robinson and Sells-Floto circuses and 101 Ranch Show.

GREAT PUSNER will again present his aerial spiral ball act at St. Louis Police Circus. Spiral tower, hung 50 feet in air to the girders, received a number of comments last year.

DEXTER FELLOWS Tent, Circus Saints and Sinners, will hold the postponed Warden Lewis E. Lewis luncheon (Laves will be the Fall Guy) at Hotel Commodore, New York City, January 20.

JOE HAWORTH, adjuster on Walter L. Main Circus last season, recently spent several days in Macon, Ga. Joe is a circus man who keeps busy summer and winter.

EVEN TWO there apparently will be two new railroad shows on the road, there seems to be less talk of early "shot out" contracts than usual.

WALTER FORBISH, ahead of circuses and minstrel shows for years, has ventured into the coin machine field. He was in Cincinnati last week and visited The Billboard.

BILL SANDS advises that Cold Madison, wild animal trainer, who is planning a long delayed comeback, contracted from New York to Camden to visit his cousins, the Four Knudocks, of French

Casino fame, when they played the Stanley Brydon 9 with Hal Kemp and orchestra. Was entertained by the gang.

CARL BAUER, former circus executive, has been seated as councilman at large at Canton, O., his home city. His term is for two years. Bauer for many years was with Ringling-Barnum, Gollmar Bros. and other shows.

CLIFF McDOUGALL writes: "Noah Beery Jr. was guest star at testimonial dinner at State College, Fresno, Calif., January 8. Was given on account of Fresno football players winning State championship. Am handling personal appearance."

IT IS predicted that the inactivity of Ray Marsh Brydon in circus business will not be for long. He built up a loyal organization and persevered even when much older and more experienced circus executives found tough sledding.

GEORGE E. ROBERT'S circus unit is booked at Ben Franklin Hotel, Philadelphia, opening January 27. In unit are Horace Laird and clowns; Major Novack; Robert's dog, monkeys, ponies and dogs; Bump and Bumps, comedy act; Bill Lewis, comedy bicycle act. Robert is booked in Toyland at Snellenberg Store, Philadelphia, for next holiday season.

G. J. MADISON informs that James Reynolds, formerly an elephant trainer with Ringling Bros., Al G. Barnes and Cole Bros.' shows, was seriously lacerated by an asphalt while walking in downtown section of Los Angeles. Reynolds is engaged as seal trainer with Barnes show.

ECONOMIC history shows that panics occur when credit has reached the breaking point and banks are practically out of money. It is interesting to note now that credit is still readily obtainable and banks are constantly announcing they have more money on hand than customers.

MICHAEL BYRON advises that E. P. Douglas, teeterboard catcher, late of the Bell Troupe, is no longer with the Seven English Macks and that James O'Donnell is now in the act. The act is with the Brown & LaVella Hollywood Sketch Book Revue show, which was on the Alka-Seltzer program. Others with revue are

Wayman and Mack, Milo and Marlow, Bill Outhrie, Delores Norton, Three Byrons and Bob Vaughn. Show is managed by R. Patrick Sutton.

Performers' Club

By CHRIS CORNALLA

CHICAGO, Jan. 22.—Here is some good news for members of the club. The other day we were more or less deluged with architects and remodelers who were giving estimates on remodeling the clubhouse. From the looks of things the clubrooms when remodeled will be something of grandeur and beauty. It is about time Midwest performers show pride in their club and support these modern community ideas.

Took a peep at the rehearsal hall today and saw Pat Lavolo and Company on the slack wire; Three Collegians, knock-about comedy act; Nick Bolla Revue; Antalek Troupe, high perch act, and Busch Sisters.

New arrivals at the club: Lawrence Flowers Troupe, Takata Trio, Nick Machedon and Rixford and Emerling.

Jack and Judy Sherman, dancers, and Emil and Evelyn, teeterboard act, are playing night clubs.

Reichert, the giant, will leave for Cleveland immediately after playing convention at the Palmer House closing January 26.

"May we again remind fellow members to write or call for their mail. It doesn't take long to accumulate and in a short period congests the mail boxes.

Costumes by LeFebvre For Detroit Shrine Show

DETROIT, Jan. 22.—Costumes for the spec of the annual Shrine Circus have been designed by Clemence LeFebvre, who has just completed a designing job for the Scarab Ball to be held here shortly.

A new public-address system is being installed in the Coliseum, which is much more powerful and has more speakers. Special electric installation is being made to enable the use of higher powered lights in the ring.

The Corral

By ROWDY WADDY

TWO RODEOS, one at Casa Grande, Ariz., the other at Palm Springs, Calif., are being held this week, January 29-30.

WONDER WHAT'S happened to John A. Stryker's writin' stick? Not much news from him lately.

HAVEN'T HEARD from those well-known singers of cowboy songs, Powder Elver Jack and Kittle Lee, for some time. What's doin'?

LET'S HAVE MORE of those short news notes on where the boys and girls are wintering. That type of note always makes for interesting reading.

J. B. HUNNBARD'S Rodeo String Band is reported to have clicked handily at a special engagement at the Biltmore Pool, Miami, last week.

FORT WORTH, Tex., fans are looking forward to another thrilling show and record attendance at this year's rodeo, which will be held in connection with the Southwestern Exposition and Fat Stock Show there.

IT'S A LITTLE MORE THAN five years ago that Judge Maxwell McNutt, recently re-elected president of the Rodeo Association of America, was inducted into the office of judge of Superior Court, San Mateo, Calif., at Redwood City.

GRACE SPARKS, secretary of the Prescott (Ariz.) Frontier Days since 1910, was one of the oldest delegates in point of rodeo promotion service to attend the recent Rodeo Association of America convention in Ogden, Utah.

CHIEF KEYS, who had the Wild West Concert with Russell Bros.' Circus last season, reports that he is now a deputy sheriff in Choctaw County, Okla. Says he plans to return to the big tops in the spring, however.

MRS. ERNA RUDYNOFF and Lon Rudolph, after touring several European countries in quest of new material, are now in Yurich, Germany, where they are presenting their horse act.

C. B. PAUL JR., general manager of the New York State Rodeo Association and president of the Rochester (N. Y.) Rodeo Association, has been named manager of the rodeo to be held soon in the new hockey arena in Cleveland, O., under the direction of Al Sulphin, president of the Cleveland Hockey Club. Col. Jim Eskew will direct the arena.

ROWDY WAS PLEASED to learn that the recent Rodeo Association of America convention brought about the decision to call rodeos "contests" and not "shows" and to urge all persons in anyway associated with rodeos use that title, a plan advocated for many, many years by Guy Wedeck and Tex Austin. So take your cue, you contest committee, and advertise your doings accordingly.

LULU BELLE DAVIS, of the rodeo company bearing her name, was presented a set of silver spurs and a silver belt buckle by her friends at a New Year's Eve party at the show's quarters in Lebanon, Mo. Those enjoying the festivities, according to Jack Davis, included Tiger Bill, Marge Snyder, Leon Snyder, Frank Solosky, Glen Tidwell and Nancy Young.

K. P. (RED) LYON has been contracted to provide the riding and bucking steers and horses for the Spring Rodeo and Calf Show, which, according to T. N. Carewell, secretary-manager, will inaugurate Texas' spring season event, which is sponsored by the West Texas Fair Association, will be held in the arena at Abilene, Tex., which was constructed at a reported expenditure of \$5,000.

BOB CALEN, trick roper and radio entertainer, seen annually at the rodeo held in connection with the Southwestern Exposition and Fat Stock Show, Fort Worth, Tex., is conducting a special nightly broadcast over Station WBAP for the purpose of advertising the forthcoming event. As is his custom each year, Calen is conducting the extra programs in addition to his regular early morning broadcast.

THE COWBOY TURTLE ASSOCIATION on January 8, the final day of the



JANET MAY, talented aerialist, who set a remarkable record at the Medinah Shrine Circus in Chicago recently by doing 225 consecutive one-arm planges. Photo by H. A. Atwell.

Rodeo Association of America convention in Ogden, Utah, adopted a resolution expressing its gratitude to Maxwell McNutt, RAA president; to Fred S. McCargar, secretary, for his sincere efforts in behalf of the Turtle Association, and to directors and members of the RAA for their hospitality at the recent convention. The resolution was signed by Everett Bowman, president of the turtles, and Dick Truit, Bural Mulkey, Hughie Long, Everett Shaw and Eddie Curtis, directors.

MARY KEENE, 23-year-old cowgirl, and Hank Keenan, clown rider, are reported out of danger at a Birmingham hospital following injuries sustained recently when appearing with Mill Hinkle's Texas Rangers' Rodeo in that city. Miss Keene sustained bruises and possible internal injuries when her bronk rolled on her. Keenan was thrown while riding backwards on a steer and then gored while floored. He suffered fractures of several ribs. Favored by good weather, the four-day event drew about 18,000. About 225 performers participated.

Model Builders' Activities

ST. JOSEPH, Mich., Jan. 22.—Fire swept the quarters and shops of the large miniature truck circus owned and built by Charles N. Sateja, Camden, N. J., and destroyed much of the equipment last month. Sateja suffered severe burns in endeavoring to save some of the show. He has already started to rebuild. Osborn Scheenitz, Long Branch, N. J., visited Sateja two days before the fire. Also had a fine write-up in his local paper about his miniature circus.

Captain Terrell M. Jacobs, while at the Shrine Circus, Chicago, was visited by George H. Graf, Peru, Ind.; Charles H. Bennett, Berwyn, Ill., and John R. Shepard, Chicago. They also saw the performance. Captain and Mrs. Jacobs and Frank J. Walter, Houston, Tex., visited Shepard and his Hale Bros.' Circus. Many CPA visited the Jacobses.

H. Frank Fellows, owner of the Springfield Wagon Works, and his draftsman recently visited George H. Graf at his home in Peru. They looked over his many fine model circus wagons and discussed wagon design and construction.

William R. Brinley has moved to Meriden, Conn., and has built new quarters for his circus, which will accommodate 35 cars. The Bluch Landolt Tent CPA recently met at his home and looked over his circus.

Kenneth Auldrett, Littleton, N. H., recently visited with Jerry Bangs and Larry Tripp, of R-R. He is adding much new equipment to his circus.

John R. Shepard visited Charles H. Bennett and saw the excellent wagons recently added to his H-W Circus. Shepard was visited by J. S. Critchfield, of Downie Bros.' Circus, who viewed Hale Bros.

George H. Graf gave Bert Backstein some of his baggage stock and Gordon M. Potter a dining department wagon with much equipment loaded on it.

Bert Backstein, Decatur, Ill., recently was at the fairgrounds, Springfield. He reports the only sign of the Tim Mc-

Coy Wild West that he was able to find were eight steers.

Anyone desiring information about the Circus Model Builders and Owners' Association should write the secretary-treasurer, John R. Shepard, 440 North Parkside avenue, Chicago, Ill.

Bills in Paris

PARIS, Jan. 17.—Cirque Medrano is presenting a weak bill largely made up of acts better suited to the vaude stage than to the circus ring. Smash hit scored by Elroy, armless wonder, who not only uses his feet as dexterously as a normal person uses his hands but is also a remarkable contortionist and a real showman.

Fritz Barton also clicks solidly with daring evolutions on trapeze, climaxed by knee and heel catches. Comedy honors go to Germain Aeros, a souce comic, with routine of sensational "bumps" and excellent work on a rickety slack-wire rigging.

Three Bonos are given feature billing, but their comedy gags are all copies of old acts, and best part of their number is their tumbling. Four Paxaria are amateurish in hand-to-hand bits and mediocre in accordion playing. Suzette and Teddy Cassier do a weird dance and contortion routine atop a piano which doesn't even merit amateur rating.

Alto and Yette offer a novelty balancing act which is clean and nice but lacks punch. Miss Dora gets by with modest contortion act. Straasburger animals, presented in same numbers as on preceding program. Clown bits by Alex and Porto, Recorder and Bouillot and Tony live up the show.

Two Cromwells, aerial, are at Cirque d'Elver. Two Najaros, equilibrista; Yctos, contortionists, and Jacky Lupacu, juggler, are at the Petit-Casino. The Circus, acro comics, are at the European. Grock, clown, opened four weeks' run at the Moulin Rouge last week.

IABP&B Locals Elect

PHILADELPHIA, Jan. 22.—The Billers' Alliance, Local No. 4, recently elected the following officers: Jess Gilmore, president; Howard Spayd, vice-president; Harry Lohrman, business agent; Ike Rathner, recording secretary; Edw. Ebling, financial secretary; James Gregg, treasurer; Rex Paydon, sergeant at arms; Joe Hawley and Tom Love, delegates to Central Labor Council.

HARRISBURG, Pa., Jan. 22.—Following are the officers of Local No. 26 for this year: John P. Whitney, president; Edward S. Rupp, secretary-treasurer; Edwin Pitt, business agent; Vance Kinter, Steven Kuzenic, trustees. The Senate Theater is being built on Market Square and will employ two men.

Old-Time Showmen

By CHARLES BERNARD

Have you ever had occasion to buy advertising space for traveling shows in the large-circulation newspapers of such cities as Cleveland, St. Louis and Denver? If so, you can realize how the bank roll melts away when two or three of the prominent circuses have opposition that necessitates using display of large advertisements and at frequent intervals.

Early in the season of 1903 St. Louis newspapers enjoyed one of those advertising battles in which three different railroad transported tent shows were using columns of display space to advertise their respective full-week engagements, all to take place between April 15 and May 10. The competing shows in this advertising battle were the Luella Forepaugh-Fish Wild West, the Adam Forepaugh & Sells Bros.' Combined Shows and the Ringling Bros.' World's Greatest Shows. In the Sunday, April 19, 1903, issue of St. Louis Post-Dispatch the Luella Forepaugh-Fish Wild West Show had a 10-inch display, two columns wide, including a five-inch two-column cut, announcing two performances daily at Handlen Park, Laclede and Grand avenue, Sunday, April 18, to Sunday night, April 20; general admission 25 cents. In same issue of The Post-Dispatch Adam Forepaugh & Sells Bros.' Combined Shows had a 15-inch display, three columns wide, including three cuts of feature acts. They were located at Vandeventer and Laclede avenue grounds for two performances each day, Monday, April 20, to Sunday, April 28, with street (See OLD-TIME SHOWMEN on page 87)

15 Years Ago

(From The Billboard Dated January 27, 1923)

Gentry Bros.' Famous Shows, under management of Ben Austin and J. D. Newman, was sold to James Patterson, owner of the Patterson Trained Animal Circus. Sale included 15 cars, good will and title. Steve Batty, animal trainer with Sparks Circus, who was badly injured by a leopard January 11, was recuperating in a Macon (Ga.) hospital. . . . Murray A. Pennock returned to Chicago after a hurried business trip to Cincinnati and Eastern points. . . . Jerry Mugivan, Bert Bowers and Fred B. Hutchinson were visiting in Cincinnati.

Frank Forrest and Odaleks, dancer, of Sells-Photo Circus, were vacationing at their home in Los Angeles after an eight-week vaude tour. . . . Two Irwins were presenting their head-balancing, trapeze and slack-wire acts at indoor circus dates. . . . Harley Hubbard, of the Haag Circus, was visiting in Guthrie, Okla. . . . Bessie Smith, of Wheeler Bros. Circus, was confined in Tours Infirmary, New Orleans, after undergoing an operation. . . . Graham Bros., former acrobats, were conducting a luncheon at Evansville, Wis.

Ed Shaw signed with the Great Cooper Bros.' Shows as general agent, while Charles Smith and John Cowland signed with the billposters' brigade on the same organization. . . . John Nelson, musician with Ringling Bros. for several years, was tramping with Kigging's Vaudeville Show in Northern Wisconsin. . . . Latham and Rubye were filling vaude dates on the Pacific Coast.

G. W. Kristie was wintering at his home in Victoria, Va., after his third season ahead of the Keystone Show. . . . Sioux City Billposters' Union, Local No. 23, elected the following for 1933: W. T. O'Brien, president; R. M. Bailey, vice-president; Roy Butler, secretary; Fred Webster, business agent, and Frank O'Leary, Steve Mason and Dewey Preston, trustees.

Plenty Activity At H-W Quarters

PERU, Ind., Jan. 23.—There is much activity at North Peru railway shops and quarters of Hagenbeck-Wallace Circus. Big building is filled to capacity with Pullmans, stocks, tractors, dens and cages.

Manager Howard Y. Bary has contracted many of the best known artists and mechanics. "Everything new but the name," is Bary's slogan, and he stated that 40-car train will be practically all white-enameled coaches, trimmed in gold leaf, with stocks and baggage cars aluminum and red and gold lettered. Two Pullmans recently purchased from Erie Railroad have been rebuilt into employees' sleepers under direction of Carl Ahbert.

All menage cages, dens and prop wagons are being rebuilt under direction of Mr. Bary. Six parade wagons were completed past week. In the shops are White Beeson, Tobe Finn, Bert Myers, Frank Seiger, Bert Gregg and William Britton. P. L. Pastors is day and Buck Weaver night fireman; George (Scotty) McDougle in charge of tool room. Waxy Black has harness shop going.

George (Uncle George) Bourque is chef, assisted by Richard Ginkelbaugh, L. D. Summers, Jack and L. Oakley, Tenor McCloud, William Lewis and William Thomas.

H-W units at farm in bull and cat barn are in mid-season form with Cheerful Gardner, superintendent of bulls, assisted by Hurley Woodson, Lou Clayton, George French, Johnny Reilly, Harry Brown, James Russell and Bert Mossman. Russell is recovering from injuries sustained at Chicago Shrine date when he was picked up and tossed around by Mabel.

Capt. Terrell Jacobs is breaking new cuts. Is assisted by Roy Chronister, John Helliott, Jack Beatty, Johnny Ritchie, William Long, William McCune, Alford Bary, Floyd Bevinas, Walter Bayer, Wilford Champion, Jack Breenahan, Matt Marcus, Harold Kauffman and John Wood.

Enna Jettick Adds to Acts

Augmented bill booked for full season by pilot of Cayuga Amusement Co.

NEW YORK, Jan. 22.—William B. Haefner, president of Cayuga Amusement Company, operator of Enna Jettick Park, Auburn, N. Y., conferred this week with the George A. Hamid office and contracted his full schedule of free acts for the coming season.

After coming out of the five-hour huddle with Mr. Hamid, President Haefner announced that he was personally satisfied that he had signed a contract that calls for the most sweeping display of spectacular circus and novelty attractions that have ever been presented in Enna Jettick. Park has been noted for its lavish attention to outdoor-indoor branches of entertainment used consistently during the past.

Mr. Haefner was accompanied by a party of three whom he hosted this week at legit shows, night clubs, concerts, broadcasts and pix houses. He will disclose the full layout of acts bought as soon as he returns to Auburn.

Lauerman Joins Campbell In NAAPPB Insurance Plan

CHICAGO, Jan. 22.—John Logan Campbell, Baltimore, as national broker representative of the National Association of Amusement Parks, Pools and Beaches, reports he has concluded arrangements whereby George H. Lauerman, Lauerman Bros., Inc., Chicago, has joined forces with him for future writing of public liability insurance under the special public liability insurance plan of the NAAPPB.

Mr. Campbell and Mr. Lauerman, thru many years of handling amusement park public liability insurance business, are known to the industry thruout the country.

Officers of the NAAPPB look forward to improved premium volume and resultant benefits under the special plan.

Pa. Beach, Under Yarger, Is To Be Rebuilt for 1938

NORTHUMBERLAND, Pa., Jan. 22.—Sandy Beach, two miles south of here, will be rebuilt for the 1938 season, said Manager W. D. Yarger. The spot has not been operated since the 1936 season, when it was inundated by flood waters of the Susquehanna River. There is no space for rides but other pay attractions and concessions will be installed, it is said.

Construction will include new water devices, bathhouses, concession stands and set stage. Large picnic and parking grounds will be provided and a sound system will be used for advertising. A good season is anticipated by Manager Yarger.

Lake Resort Operator Weds

CHATTANOOGA, Tenn., Jan. 22.—Mrs. Minette Elmer Dixon, whose marriage to Wade H. Farrar, Chattanooga realtor, on Christmas has been announced, is operator of Lake Winnepessukah, Rossville, Ga., and with the death of her former husband, the late Carl O. Dixon, about six years ago, she took over active management of the resort. Under her direction bathhouses have been enlarged and many new attractions and concessions added. A big 1938 program is planned. Ceremony in home of the bride was performed by Rev. J. B. Smith, Newman Springs Methodist Episcopal Church.

Seaboard Landmark To Pass

FAR ROCKAWAY, L. I., N. Y., Jan. 22.—Ostend Baths, a landmark of the ocean front many years, is to be publicly sold for tax arrears of more than \$130,875, under a ruling handed down by Supreme Court Justice Wenzel. Property includes almost 500 bathhouses, two pools, two gyms, hotel and annex. In former years the baths were among the most successful financially of any on the Eastern seaboard.



JOHN K. MATHESON, whose appointment as general manager of Pacific Coast Amusement Company has been announced, the company operating Happyland in Hastings Park, Vancouver, B. C., under lease from Vancouver Exhibition Association. In amusement business since 1918, he has been active in management of the park and exhibition a number of years.

Ohio Concessioners Join In Jap Boycott Movement

CANTON, O., Jan. 22.—Majority of Eastern Ohio major amusement parks have joined a movement to boycott Japanese merchandise and novelties and to use American-made wares in concessions. Operators, it was learned, are taking the initiative, desiring to have their parks rid of Japanese novelties before next season.

K. O. Take, one of the largest concessioners, who for 20 years has operated in Moyer Lake Park here, always giving Japanese-made wares and novelties as prizes, has turned down products of his countrymen and will give away only American-made merchandise, it is said. Several other concessioners with many games in parks hereabouts say they realize that American-made merchandise will cost much more than Japanese novelties and are giving much thought to how to make their games pay more revenue, as overhead will be upped sharply.

Zimny Training in Funland

MIAMI, Jan. 22.—Zimny, legless swimmer, who swam from Albany to New York and contemplates swimming from Havana to Miami, will train in Funland Park here for his next attempt. He has chartered three boats to guide him thru the shark-infested waters, and a national radio tie-up and sponsorship have been arranged. Miami newspapers are playing him up and through visit him in the park. Another cold spell, the third to hit Miami this winter, is affecting show biz.

Mini Operators to Coast

DETROIT, Jan. 22.—Mr. and Mrs. Phillip J. Martin, who operated the miniature railroad in Jefferson Beach Amusement Park last season, have gone to California. They were planning to dispose of their equipment, altho a son, Raymond Martin, was planning construction of a new modernistic type of miniature railway. It is reported they are planning a permanent move to California.

SAN FRANCISCO, Jan. 22.—An increased number of parties by out-of-towners at the Cliff House, which adjoins Playland-at-the-Beach, marked last week. Rain has cut attendance on the midway, with all outdoor rides being under wraps during inclement weather.

New York Club Meeting February 4

Final open meeting of the recently organized National Showmen's Association has been postponed from Thursday, February 3, to Friday, February 4. George A. Hamid, president, announces that session will open at 7 p.m. at the Piccadilly Hotel in New York, and that everybody connected with show business is welcome. Future meetings will be restricted to members.

Matheson New Happyland Pilot

Vancouver amusement zone being developed by Pacific Coast Company heads

VANCOUVER, B. C., Jan. 22.—President L. C. Thomas and directors of Pacific Coast Amusement Company announced appointment of John K. Matheson as general manager of the company and he has assumed his duties. Other appointments made are James Robertson, plant superintendent, and Marion Ross, treasurer. Directorate consists of, in addition to Mr. Thomas, W. O. Banfield, secretary; J. E. Beck, B. F. Cope and W. O. Marble.

Company operates in Hastings Park under lease from Vancouver Exhibition Association. Campaign of intensive development has started in all branches of the plant to provide high-class amusement thruout the year.

"Happyland, as an amusement park de luxe, will cater to visitors and residents alike," said Manager Matheson.

Special arrangements for societies' and children's parties will be made and it is planned to organize a two-week Mardi Gras and carnival. Regular dance season will open on March 1, with Happyland Orchestra.

Beach Club for Va. Spot

PORTRESS MONROE, Va., Jan. 22.—Plans for construction of a \$4,000 beach club at the Chamberlin Hotel have been announced, structure to circle end of the outdoor pool built last year and to extend to Hampton Roads shore line, with cabanas, deck chair and a dance pavilion.

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 Pools" before the annual meeting of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, on November 30.

(Continued from last week.)

Let me illustrate. Notoriously the Supreme Court of Illinois was back of the Illinois Certiorari Act, which greatly reduced the Justices' labor by making it discretionary with them whether to take or refuse to take cases for review. The constitutionality of the act was questioned on the ground that under the Illinois Constitution they could review only by writ of error, not by writ of certiorari. The court sustained the Illinois Certiorari Act, not by writ of certiorari, but by writ of error, on the ground that under that act they did not review, that is, adjudicate a case, but only decided whether to review, and then, if they did decide to pass on the case, issued the constitutional writ of error and on that, and only on that, adjudicated the case. Then a little later they held that denial of a writ of certiorari is an adjudication of the involved case. No mental gymnastics, only the human interest can explain these two utterly inconsistent decisions.

Justice Know Rides

Take the so-called Insular cases. We acquired the Philippine Islands. The Constitution of the United States contemplates only States and Territories of the United States. But if the Philippines were a territory of the United States, then Philippine sugar would come in free of duty. By a 5 to 4 decision, the U. S. (See LIABILITY OF ON opposite page.)

How Otto Wells Carries On for Ocean View, Va.

NORFOLK, Va., Jan. 22.—A big 1938 season for his Ocean View Amusement Park is foreseen by General Manager Otto Wells, who was subject of a recent lengthy illustrated special article in The Norfolk Ledger-Dispatch.

He is devoting his entire time to development of Ocean View and has made many improvements recently, undaunted by destruction of the park several times



OTTO WELLS

by floods. The article goes at length into the noted theatrical empire founded by his brother, the late Jake Wells, and long held by them.

Land Given for Drive

"Thru the generosity of Otto Wells, Ocean Drive from Ocean View to Virginia Beach was made possible," says the writer, Jay Lewis. "As a result of arrangements by which he gave the city, among other things a right of way 100 feet wide thru his property, more than \$400,000 was sunk in improvements.

"New equipment for the amusement park reached a total of \$172,383. And meanwhile the depression had made itself felt. Otto Wells never admitted it but the empire of the Wells Amusement Company was no more. His holdings consisted only of Ocean View Amusement Park and Pinewild, but he never ceased his endeavors to make them both a credit to the community. Quiet, reserved but indomitable, he kept up the fight against adverse fortune with undiminished fortitude and calm determination.

"In the face of adversity caused by the hurricane of August 18, 1933, he was not wholly cast down and The Ledger-Dispatch editorially commented upon it.

Has Optimism for '38

"Certainly," observed The Ledger-Dispatch, "the whole community hopes that Mr. Wells has not been so heavily struck that he will not proceed to restore his entire Ocean View resort, hotel and amusement park and eventually reap his just reward. If ever a man, by his whole life and career, merited success, that man is Otto Wells."

"All who know Otto Wells subscribe to that sentiment. And it is with the very best wishes for even greater success that his optimistic views for the 1938 season are received in all parts of the city, business and residential. For Otto Wells is a citizen who deserves well of his community, in the opinion of all who know him."

Eiffel Tower's Record Year

PARIS, Jan. 17.—As a result of Paris International Exposition the Eiffel Tower was visited by 210,000 persons during 1937, against 260,000 in the preceding year. Receipts for 1937 were 8,000,000 francs (\$386,686.00), as compared with 1,855,000 francs (\$109,117.84) during 1936.

COLUMBUS, O.—Plans for expansion of municipal zoo are being developed following appointment by the mayor of four members to the city zoo commission and their confirmation by city council. Action is latest step in the new administration set-up for the zoo, launched on December 13 when council placed management in a commission to cooperate with a new zoological association.

The Pool Whirl

By NAT A. TOR

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

Early Openings

While it may be a little premature to talk about opening dates of outdoor swim tanks for next summer, there was talk last week that a great many pools were to schedule inaugurals a week and two weeks earlier this year. Usual date for pool openings, especially in the East, has been on May 15 or May 25.

However, it appears that many operators feel that with any sort of a weather break they might be able to open around May 8 and some even talk about a May 1 opening. The latter unquestionably will remain just so much talk because it will be too cool in all sections above the Mason-Dixon line for May Day outdoor swimming, but that an earlier opening in general is being considered is good news. Too many outdoor tanks wait until Decoration Day to start the season. Granted that the public doesn't actually start swimming until that time, there is no reason squadrons shouldn't open the middle of May. In that way, if weather breaks right, each tank will be ready to accommodate early swimmers. Because so many plunges don't open until May 30 there are many establishments which actually do not have staffs running smoothly until the Fourth of July. And in a seasonal business, where time is such an element, it seems a foolhardy policy.

So let's have more talk about early openings this year. Let's make the middle of May the official regular opening date, practiced by all, instead of looking upon it as the exception, done by a few.

New Swim Suits

Reports from winter swimming fronts down Miami way indicate that latex bathing suits will be all the rage. As is known, the style was created last year, but it didn't capture the popularity it is expected to entice this year. First we had cotton suits, then woolen, and not so long ago the rubber bathing suit for m'lady was all the rage. Silk suits have always been in popular favor with expert swimmers, especially those who participate in competition. Latex material, they say, is what has been used in women's corsets. The corset biz being what it has for these past few years, one presumes manufacturers in this field decided to do something about it. And hence a new swim-suit style.

Horatio Alger Story

Two summers ago when this department sponsored a world's championship high-diving contest one of the contestants was an unassuming lad named Frank Cushing. He entered as the "Flying Cob." He had never done any tank high diving prior to that. He was merely an amateur stunt man. While he had done some amateur bridge jumps and practiced diligently for the contest, he didn't fare so well. The rest of the divers, at the request of Sol Solomon and Ken Blake, clipped in and gave the "Flying Cob" 25 bucks as a consolation prize. Following the meet he joined Blake and worked as his clown. Today Cushing has a troupe of his own and writes from Sulphur Springs, Fla.:

"Just a few lines to let you know how I am making out. I have been wintering here and breaking in some new acts. Will open my season by putting on a thrill show for the Veterans of Foreign Wars and will have more acts than the Tampa Fair. Show includes Marjorie Bailey, Sky Lady, Bob Harris, contortionist and his side for life; Charles Seligist's flying act and Helen Adams, single trapeze. I am now doing a 100-foot fire dive and motorcycle crash and jump, working with Buddy Dunn, high diver. I bought a new truck with a specially built body to help in transporting equipment."

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Slowly but surely the bathing pavilion of old, with its simple wooden bathhouses, rubber-matted runways and floors, is giving way to a new type of place, the modern luxuriously appointed beach club, steeped in high swank.

At some of the beach clubs there are bands supplying music, provision for serving cocktails, facilities for bridge, handball, tennis, miniature golf and a

multitude of other games. Then there are up-to-the-minute lounging rooms and libraries.

Contrast this with the bathing pavilion, with its complete absence of everything except the aroma that goes with any dressing room. The bathing pavilion field has probably changed least of all beach fixtures and chiefly because of the scarcity of any great number of operators with foresight and courage to embrace the new, up until this point, when change is the keynote of progress.

ROCKAWAY BEACH: The Moses plan to raze all property 200 feet north of the Boardwalk, between Beach 100th and Beach 73d streets, to make room for a vehicular parkway advanced several steps with presentation of the proposal to legislators at the capitol in Albany.

The plan, which calls for expenditure of more than \$10,000,000, will spell the doom of more than half of all amusement properties in the Rockaways and, according to Moses, "will place commercialized amusements in a position of secondary importance."

A surprising feature of the plan is that its sponsor hopes to have it functioning, so far as the local project is concerned, within the next few months. First it was thought that he would not put it in operation for two or three years. Now it looks as tho he wants results before the World's Fair gets under way.

LONG BEACH: Latest departures: Phil Quinn, Mr. and Mrs. Timmy Marks and Davis Johnson, all amusement colonizers.

LIABILITY OF—

(Continued from opposite page)

Supreme Court invented a Dodgem of its own and held the Philippines to be dependency! What, think you, the decision would have been if those five judges had been free-traders rather than protective tariff men? Justice Cordozo could never have written the opinion in *Murphy vs. Steepchase Amusement Company, Inc.*, 250 N. Y. 479, had he never known Whips, Dodgema and even Aerostats or had he been so fossilized as to be constitutionally opposed to such amusements.

You, my friends, are in lines of business which recurrently challenge your attention to the operation of our courts. Yours is thereby the greater responsibility to view the courts with a wisely critical eye, and so doing to bear ever in mind that judges are not gods, but mere humans, like you and me. We vainly fought a great war to make the world safe for democracy. We are now engaged in a greater struggle, a battle to make democracy work for the world and so make the world safe to live in. One menace to democracy is not so much the courts or the judges (they still are to a degree responsive to public opinion) but our own misapprehal and misapprehension, hence indifference about both. The judges are your servants not gods, and you should hold them always accountable and responsive to you and to your needs. Three independent branches of government. Twiddle and rubbish! You can make an automobile run on three interdependent wheels, but not on 4 or 40 independent wheels.

"New occasions teach new duties; Time makes ancient good uncouth; They must upward still, and onward, who would keep abreast of Truth; Lo, before us gleams her camp-fires! We ourselves must Pilgrims be, Launch our Mayflower, and steer boldly thru the desperate winter sea, Nor attempt the Future's portal with the Past's blood-rusted key."

Owners and Responsibility

To quote Robert E. Cushman, professor of government at Cornell University: "It is well to remember that the 'fathers' who framed the Constitution were no more competent to manage their affairs than we are to manage ours," and that today we are engaged in fitting and applying the Constitution of 1787 to "concrete problems and situations beyond the wildest imagination of the founding fathers." We are sailing the ever-living and now turbulent waters of progress. Let us each do our little all to keep abreast of truth, to hear His voice, the voice of truth to all ages, and follow Him; nor fear to use keys of our own invention merely because they must be made to fit our modern Yale locks; they also must be fitted to meet locks of our own present-day problems.

(Continued next week)

RACINE, Wis.—Tony Pluhar, keeper of Racine Zoo, is nursing a Russian brown bear cub, which its two-year-old mother spurned, on a bottle. The zoo now has 13 bears.

American Recreational Equipment Association

By R. S. UZZELL

No finer tribute has ever been paid to a living park manager than the one in *The Norfolk Ledger-Dispatch* of December 17, covering the long career of that sterling character, Otto Wells, of Norfolk. He has built himself so strongly into the good will of his home city that he has become an institution. A reputation that money simply cannot buy. To stick thru all adversities and win builds the reputation that binds friendships with bands of steel. His community just cannot and will not let him down.

To write a biographical sketch of such a man is only a pleasure. Here is a modest and retiring member of our national organization whose worth to us has as yet not been fully appreciated. May Otto Wells and Ocean View continue to live and prosper again.

N. E. Meet in March

Harry E. Tudor is quite likely to manage important interests at the Glasgow, Scotland, Exposition this year. He assures us it will not interfere with his return to the States for 1939 to become a citizen here. We can promise ourselves the real story of the exposition if Harry is domiciled there for the duration of the fair.

The New England park men's meeting is scheduled this year at the Manger Hotel, Boston, on March 15. The later date has been chosen because of the inclemency of February weather in New England. Arch E. Clair, program chairman, is preparing a live schedule to meet the spirit of the day. That he will come thru is taken for granted. All program chairmen of any of our affiliated organizations welcome suggestions. Arch is no exception. Send them along.

Funds for Museum

Fred W. Pearce was in New York from Detroit last week to attend the Motor Boat Show and, incidentally, talked with the writer about raising some money for the American Museum of Public Recreation. As our new president, Fred takes his responsibility seriously, and wants to pull more than his weight in the boat. He, with George A. Hamid and A. Brady McSwigan, are a trio determined to produce results for our museum. Let us hope that their enthusiasm becomes contagious among all who know them in the outdoor amusement field.

New England up to January 18 had three times the snow fall of all of the previous winter. Winter sports are at their peak and promise to exceed any previous year in their organized development.

As the Paris Exposition will not continue thru the coming summer there will be a demolition and removal. Perhaps some of the concessioners will go to Glasgow this year. It is contrary to the expectations of many concessioners, who had hoped for another year before moving after all the grief of getting ready for 1937.

We are always loath to deal in rumors, but one with possibilities is that Sam Gumpert, now free from circus life, may take the pilot house of Luna Park, Coney Island, N. Y. He knows his Coney Island and can put new life in this once-famed resort if anyone can do it. He can get a following among those whom he has known so many years in the park business.

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IDEAL BEACH RESORT AT WAWASEE LAKE, ROUTE 3, SYRACUSE, IND.
Write for description. J. W. KRIEG.

BIGELOW FIELD and AMUSEMENT PARK
At Grand Rapids, Mich., with the Grand Stand, Bleachers, Large Field, Powerful Lights and Loud Speaker, is open for Field and Stage Attractions of merit for 1938. E. B. BLETNY, Genl., 23 Sunnyside, Grand Rapids, Mich.

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MOST POPULAR SUMMER DANCE PAVILION, BATHING BEACH AND RECREATION CENTER ON EASTERN SHORE OF LAKE MICHIGAN

Two Buildings on Beach with 11,000 Dance Floor, 50,000 Rafter Deck, 250-room Bath House, Restaurant, Scooter and Drive Shop with Soda Fountain, Grocery Store and Ping Pong and Pool Tables, and numerous other Concessions, all completely equipped and ready to open. There are also four furnished Resort Apartments. No competition allowed due to exclusive franchise by resort association of over 200 Cottages. Provider supplies and amusements for adjacent State Park with annual attendance of 1,700,000. Also draws from local area with population of 500,000. Wonderful opportunity for large summer season profits. Owns all, must sell. Write for particulars.

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CONVENTION TURNOUTS BIG

Michigan Tilt in State Aid Demanded at Meet in Detroit

Cut of \$50,000 in racing fund deplored and return to fund distribution by agricultural department favored—Chapman is re-elected president for 14th year

DETROIT, Jan. 22.—Interest in the 26th annual convention of Michigan Association of Fairs on Tuesday and Wednesday in the Fort Shelby Hotel centered largely in financial operations of fairs, with premiums, increase of money for race purses and more satisfactory distribution of funds from Detroit race track between the State and county fairs sharing the spotlight. Registration was 365, somewhat over last year's figures, with about 300 at the banquet, with 257 paid tickets. Thirty-eight fairs were represented, including practically every large fair in the State and probably 100 per cent of the dues-paying membership of the association.

Business session on the closing morning had attendance of over 100.

Officers, re-elected unanimously on Wednesday, are Fred A. Chapman, Ionia, president; Frank A. Bradish, Adrian; Robert P. Buckley, Bad Axe; Arnel Engstrom, Traverse City; William F. Jahnke, Saginaw; Mrs. Harvey A. Walcott, Marne, vice-presidents, and Chester M. Howell, Goshenaw, secretary-treasurer.

This marks the 14th consecutive year for Mr. Chapman as president. Mr. Bradish tried to withdraw, upon the ground that he was retiring as Adrian fair secretary this year, but was not permitted to by vote of the convention. A spirited contest between Detroit and Grand Rapids for the 1939 convention ended in a vote for Detroit, 16 to 4, after invitations from the mayors and other

(See MICHIGAN TILT on page 45)

Breitenstein Will Manage Volusia Annual in De Land

DE LAND, Fla., Jan. 22.—The 1938 Volusia County Fair here will be managed by Bill Breitenstein, Lake Helen, Fla., widely known fair, publicity and auto-race man. Volusia Agricultural Fair Association, Inc., re-elected Harold Neville president, William M. Alexander was retained as executive secretary, Walter Glazau was named secretary and James V. Doyle treasurer.

Over 100 per cent increase in premiums over last year will be made, and citrus, agriculture, home demonstration, 4-H Club and educational departments will be increased. Manager Breitenstein said there would be a midway of proportionate size.

Since the 1937 fair there has been \$19,000 spent in improvements on the plant, which has 10 buildings in good repair, rehabilitated steel and cement grand stand, half-mile track and spacious grounds. Plant is county owned. Auto races will be staged on closing day.



JACK M. SUCKSTORFF, secretary of Rocky Mountain Association of Fairs and secretary-manager of Richland County Fair, Sidney, Mont. He has been given a new three-year contract by Richland County Fair commissioners, having been highly successful in directing the annual during the past four years.

Maine Meeting Makes Move To Legalize Beano

SKOWHEGAN, Me., Jan. 22.—Maine Association of Agricultural Fairs in 26th annual meeting here in the Masonic Temple on Wednesday instructed its legislative committee to work for legalization of Beano games at fairs and so that churches and other organizations can operate without difficulty.

Secretary E. G. Williams, Elus Hill Fair, who made the motion, declared Beano is profitable to county fairs and entertaining to patrons. He said town and county officials have differed as to how Beano should be operated, sometimes putting concessioners to much unnecessary trouble. State department of agriculture will co-operate for legalization of the game, said Commissioner F. P. Washburn. Committee was instructed to secure legislation to license Beano operators, if necessary, to keep the game under control.

There was large attendance of horse owners, drivers, attractions men and ox-

(See MAINE MEETING on page 68)

MAFA Guards Mutuels Exemption Period; Regular Annual Is Defined

BOSTON, Jan. 22.—Eighteenth annual meeting of Massachusetts Agricultural Fairs Association in the Brunswick Hotel here on Thursday and Friday, in conjunction with Vermont Agricultural Fairs Association, Grange and community fairs representatives and poultry leaders, concentrated interest on pending legislative matters affecting the fair industry throughout the State.

Between 250 and 300 fair men present adopted a resolution submitted by Milton Danziger, assistant general manager of Eastern States Exposition, Springfield, definitely opposing any changes in the pari-mutuel betting fair-exemption period from August 15 to September 30. MAFA voted unanimously to oppose any law that might change the arrangement whereby no pari-mutuel machines are allowed to operate on any race track during that period except at recognized annual agricultural fairs and expositions.

Assembly also adopted a resolution not to recognize a fair as an agricultural fair unless it has been in existence for at least the last three consecutive years. Fair must also have complete okeh of the State Department of Agriculture.

At Friday morning's session it was decided to scrap the old legislative commit-



WILLIAM T. MARRIOTT, Baraboo, new president of Wisconsin Association of Fairs, has also been re-elected for the 19th year as secretary of Sauk County Fair, which is in good financial condition, having had a 1937 profit of about \$1,500. Regarding the recent Wisconsin Supreme Court decision apparently affecting State aid for fairs, President Marriott declared, "It will be necessary for us to make a test case in Wisconsin Supreme Court, but we feel sure that we are not going to lose our State aid."

B-C Record St. Paul Biz

CHICAGO, Jan. 22.—In 1938 Barnes-Carruthers Fair Booking Association established what is claimed to be an all-time booking record at the Minnesota county fairs convention, St. Paul. That record topped this year before one of the greatest rushes of buyers in the company's history. At conclusion of business in St. Paul Barnes-Carruthers had signed 26 contracts. President M. H. Barnes, who personally supervised the sales force, said, "We are proud of this splendid record and I am gratified beyond words."

tee, which has been representing MAFA at the Massachusetts Statehouse, and to substitute a State relations committee. New committee will assume responsibilities of all committees that in the past have had anything to do with legislative matters. Committee will be appointed at a later date by the incoming president.

Leon A. Stevnes, Cummington, replaced Frank H. Kingman, Brockton, as president. Samuel T. Sheard, Sturbridge, was elevated from second vice-president to first. Warren V. Bodurtha, Blandford, was stepped up to second vice-presidency, and Robert P. Trask, Topsfield, was elected third vice-president.

A. W. Lombard, Boston, re-elected secretary, reported that attendance was practically on a par with last year's splendid showing and that indications point to increased interest in the organization's future annual meetings. The entire delegation enjoyed an excellent banquet and ball Thursday night in the hotel. A show assembled by Paul Denish, Boston representative of George A. Hamid, Inc., and music by George W. Ventry's Stetson Radio Band entertained guests. Details of the meeting and banquet will appear in the next issue of The Billboard.

New York Club Meeting February 4

Final open meeting of the recently organized National Showmen's Association has been postponed from Thursday, February 3, to Friday, February 4. George A. Hamid, president, announces that session will open at 7 p.m. at the Piccadilly Hotel in New York, and that everybody connected with show business is welcome. Future meetings will be restricted to members.

Show Tax Hit By Georgians

Augusta meet protests attraction levy—State funds asked to swell premiums

AUGUSTA, Ga., Jan. 22.—Adopting resolutions calling for relief to agricultural fairs from oppressive taxation and applying for State appropriation of funds to supplement premium lists and other awards, annual meeting of the Association of Georgia Fairs was well attended in the Hotel Richmond here on January 13 and 14. Resolutions included an appeal to the Legislature for repeal of the tax law providing for a \$25 levy on each attraction.

Delegates contended this threatened extinction of a number of fairs, State aid was requested in a resolution for funds to encourage agricultural and livestock farmers by fairs. Macon was mentioned in a resolution as permanent meeting place of the association, due to its central location, and while permanency of the resolution was debated and left open Macon was selected as the 1939 meeting place.

Officers elected are Felix Jenkins, president; R. L. Sumner Jr., O. P. Johnson, vice-presidents, and E. Ross Jordan, Macon, secretary-treasurer. Mike Benton, Atlanta, was elected chairman of directors, with L. C. Summers, E. Ross Jordan, I. V. Hume, Felix Jenkins, R. L. Sumner Jr., R. E. Rountree and O. P. Johnson.

Dr. Milton P. Jarnigan, director of animal husbandry, University of Georgia, at the opening session stressed the op-

(See SHOW TAX HIT on page 49)

Engel Has Building Plans For Chattanooga Tri-State

CHATTANOOGA, Tenn., Jan. 22.—Erection of permanent buildings in Warner Park for Tri-State Fair is planned by Joe Engel, president of the fair association, if he can secure a five-year contract. President of Chattanooga Baseball Club and former scout for the Washington Senators, he will operate the fair this year, having taken over when J. A. Darnaby did not apply for renewal of his contract.

Construction of a large exhibit building in which athletic events could be staged is one of the building proposals. Mr. Engel said he would contact farmers, merchants and manufacturers in an effort to make the 1938 fair more pretentious.

Race track has been reconditioned, barns enlarged and a number of trailers are keeping horses there. Tri-State Harness Racing Association, formed here, plans to have at least eight days of racing during the year.

Salvaging Plant of Fiesta

FORT WORTH, Tex., Jan. 22.—Liquidation of Frontier Fiesta Association and return of grounds and buildings on the location, Arlington Heights, to the city has begun. A committee to work out a division of property will seek to save buildings and equipment that the city can use and salvage what it can to reimburse stockholders in the Fiesta association. Bondholders received no money in return for what they put up to finance the show. It is said, but most of them, local business men, are said to be satisfied with increased business brought thru the Fiesta last summer.

Sloan Starts in Tampa

CHICAGO, Jan. 22.—John A. Sloan, president of the Racing Corporation of America, said that the RCA has been awarded contracts to stage auto races at All-Iowa Fair, Cedar Rapids, and South Dakota State Fair, Huron. He will be in Tampa for opening day of Florida Fair and Gasparilla Carnival, where he will direct races and inaugurate the 1938 race season.

Concessions Go At World's Fair

NEW YORK, Jan. 22.—New York World's Fair opened its concession selling campaign last week by signing a contract with the Coca-Cola Company. C-C will operate 29 carbonated drink stands within the grounds and will have exclusive on all such beverages.

A contract for 30 cigar, cigaret and candy stands will be awarded shortly to Faber, Coe & Gregg, President Grover Whalen said. Other contracts are being prepared for operation of 45 citrus fruit stands, 40 sandwich and chili con carne stands, 38 root beer stands, 25 pop-corn stands, 20 ice cream stands, 15 frozen custard stands, 10 milk stands and 5 frozen malted milk stands.

President Whalen said that there would be about 850 concession stands in all, giving employment to nearly 4,500, and will yield at least \$40,000,000.

Building Program Is On for Pueblo

PUEBLO, Colo., Jan. 22.—Directors and manager of Colorado State Fair here, who predict 1938 will be a banner year in the fair's history, are in the midst of an extensive building program. New auditorium, of concrete and stone, will be completed before the fair, and new tarpaulin stables have been finished. During the summer construction will be started on an administration building, two exhibit buildings and some smaller buildings, all to be of stone and concrete, to be completed in 1939.

Report to Ray H. Talbot, former lieutenant governor and president of the State fair commission; George Hoffmann and George Lorton, other members, and Frank H. Means, manager, in his third year, showed the fair had the largest profit in its history in 1937.

Afternoon grand-stand attractions will include a rodeo, furnished by Leo J. Cremer, and harness and running races. Night attractions will be the rodeo, free acts and fireworks. Carnival attractions will be by Western States Shows, which played the fair in 1935 and 1937.

Hawaii Plans G. G. Display

SAN FRANCISCO, Jan. 22.—Hawaii is planning a \$300,000 display at the 1939 Golden Gate International Exposition, a proposal to bring the Royal Hawaiian Band and a troupe of singers and musicians being considered. Several thousand mining men will participate in a celebration here on February 12 and 13 at dedication of the Hall of Mineral Empire. Entries for naming the 40-acre fun zone are piling up at contest headquarters at the rate of 7,500 a day. Committee has received about 70,000 suggested names. Expo offers \$1,000 for the best name.

SILSBEE, Tex.—Percy Bailey was elected president of Hardin County Fair Association, succeeding E. M. Frewitt; I. P. Daniel, R. B. Millon, vice-presidents; Fred Weathersby, secretary-treasurer.

COUSHATTA, La.—O. P. Ogilvie Jr. was elected president of Red River Parish Fair Association. R. G. Adcock was re-elected vice-president and W. W. Tyler is new secretary-treasurer.

Pappy Traube

NEW YORK, Jan. 22.—Announcing the birth of his daughter, Madeleine Ruth, at Polyclinic Hospital here on January 15, Leonard Traube, publicity dispenser and promotion exec of the George A. Hamid office, wired the following message to the New York office of The Billboard:

THE BILLBOARD FAMILY: MOTHER-IN-LAW OF FUTURE PRESIDENT DOING FAMOUSLY AT MISTER POLYCLINIC'S BLESSED EVENT RESERVATION STOP FIRST UTTERANCE WAS "IF IT'S A GEORGE HAMID ACT YOU'VE GOT SOMETHING THERE" ("REGARDS TO THE WORLD'S FOREMOST AMUSEMENT WEEKLY") POUNDAGE COMMUTATION PLAN FIVE FIFTEEN.

PAPPY TRAUBE.

"Pappy" is doing nicely, too.



J. P. MOON, Newberry, re-elected president of South Carolina Association of Fairs at annual meeting in Columbia last week, has headed the body since its organization nine years ago and last fall rounded out his 15th year as secretary-manager of Newberry County Fair. On September 1 he began his 15th year as secretary of Newberry Chamber of Commerce.

Minn. Registration Heavy

ST. PAUL, Jan. 22.—There was large attendance at the annual meeting of Minnesota Federation of County Fairs in the Lowry Hotel here on January 12 and 13 of attractions concerns' representatives and visitors.

Included were Dee Lang Shows, Dee Lang, Barnes-Carruthers, M. H. Barnes, Fred Kressmann, Rube Liebman, Gertrude Avery, Station WHO, Raynell's Attractions; Regalia Manufacturing Corporation, T. P. Echeleboerfer; Lew Rosenthal Attractions, Lew Rosenthal, Milton Stultz, Vince Marquee; Ernie Young Attractions, Ernie Young; Northwestern Amusement Company, Jule Miller, Leo Semb, Eddie Russell; Thearle-Duffield Fireworks Company, Frank P. and Jack Duffield; Fairy-Little Shows, Noble C. Fairly, Phil Little; Charles Coos, automobiles; Dixon's Mule Derby, A. P. Dixon; Williams & Lee, Mr. and Mrs. Billy Williams; Lawson Attractions, Al Lawson, Mr. and Mrs. Howard; Royal American Shows, C. J. Sedlmayr; Beck-

mann & Geroy Shows, J. C. McCaffery; Hennies Bros. Shows, R. L. Lohmar; William Bassinet & Sons Shows, Lowell Bazinet; Thrill Day Shows, Mr. and Mrs. C. W. Hlack; Reynolds & Wells United Shows; Gold Medal Shows, Oscar Bloom; Beatrix Arts Attractions; Performers Consolidated Attractions, Toby Wells, Bert Clinton; WLS, Earl Kurtze; Goldie's Attractions; George Yahr Amusement Company; Frisk Greater Shows; All-American Exposition Shows; Rocco Midway Amusement Company; Bombshell Shows, Art B. Thomas; Raney Amusement Company; Arrowhead Fireworks Company, Les Westman; Jay Gould's Million-Dollar Spectacle, Jay Gould; Minnesota Balloon and Novelty Company, Arthur E. Anderson; E. G. Staats & Company, Van A. Olson; Howard Amusement Company; Interstate Fireworks Company, William Reader; Irene De Mars Agency; Swain's Service; Harbiter Sound System, A. L. Hartzler; Garrett Sound System; Palm's Fireworks; Great Olympic Shows; J. Lloyd Sheldon, Walt Klustson, stunt drivers; West Bros. Shows; Collins Enterprises, Billie J. Collins; Adams Rodeo, George Adams; Goodman Wonder Shows, Max Goodman, Milt Morris; World of Mirth Shows, Max Linderman; EDLE Sound Service, Bert Wick; Globe Foster Company, Sunny Herbet, Bill Williams; Central Printing Company, Jack Aulet; A. R. Corey, J. P. Mullen, Iowa State Fair; Joy Roberts, Spencer (Ia.) publicity man; WCCO, Alycia Bennett; Ralph E. Annon, Wisconsin State Fair; Ray Kennedy, Frank Winkley, stunt men; Jack Myers, Cresco, Ia.

New Salina Grounds Ready

SALINA, Kan., Jan. 22.—New fairgrounds, completed at a cost of over \$250,000, will be used for the first time for the 1938 Salina Free Fair, sponsored by the Lions' Club, which has conducted for the past three years one of the largest 4-H Club exhibitions in the country. There will be auto races, thrill shows and free acts, and a contract has been awarded to the Mighty Sheepley Midway, which will be first carnival to use the grounds. A half-mile track, with grand stand seating 2,500 and portable bleachers for 4,000 more, will be moved from the football field to the track, said Secretary H. N. Eiler.

ASHEBORO, N. C.—Randolph Fair Association elected Waldo Check secretary-manager. T. B. Bulla was renamed president and W. B. Millikan was elected vice-president.

Kansas Annuals in Best Condition In Years, Is Report to Delegates

TOPEKA, Kan., Jan. 22.—Fairs of Kansas are in the best condition in years, reported George Harman, Valley Falls, secretary-treasurer of the State Association of Kansas Fairs, at the annual meeting here on January 11 and 12, attended by more than 100 delegates representing about 75 of the 90 recognized Kansas fairs. He said the fairs are doing more constructive work in promoting good agriculture, paying more attention to vocational education, soil conservation and similar movements.

R. M. Sawhill, Glasco, was elected president, succeeding G. B. Wooddell, Winfield. Roy W. Reed, Lola, was named vice-president, succeeding Leon Harms, Hillsboro, and Mr. Harman was re-elected for his 15th term. Four new directors were added to the board and eight were re-elected. New members are Mr. Reed; C. P. Ashcraft, Hillsboro; Harry S. Fish, La Crosse; George Vinay, Murdock. Re-elected were Maurice W. Jencks, Topeka; H. C. Lathrop, Blue Rapids; George Dietrich, Richmond; W. P. Boyer, Coffeyville; G. B. Wooddell, Winfield; Bert C. Fisher, Morganville; J. W. Kuska, Colby, and President Sawhill.

Support of a campaign to interest more Kansas boys and girls in dairy industry was asked by Dr. W. H. Riddell, Kansas State College dairy department, in his talk on Suggestions to Improve County Fairs. Blindweed, principal pest on Kansas farms, came in for attention when T. D. Yost, State weed supervisor, asked fair officials to use more exhibits showing it and demonstrating methods of its eradication.

An open forum on How To Increase Interest in Local Fairs resulted in a suggestion that more prizes be offered for exhibits by entire schools. Other speakers and subjects at the sessions in the

Hotel Jayhawk included S. M. Mitchell, secretary of Kansas State Fair, Hutchinson. Importance of County Fairs to State Fairs; W. G. Fink, chairman of State tax commission, Sales Tax on Admissions to Fairs; Maurice W. Jencks, secretary-manager of Kansas Free Fair, Topeka, Personal Observations of the Highland Stock Show and Fair of Scotland. At the annual banquet on night of January 11 on the hotel roof garden Mr. Jencks was in charge of arrangements and floor show which followed.

Plan Test Case On Stoppage of Wis. State Aid

MADISON, Wis., Jan. 22.—Following the State Supreme Court decision invalidating the Wisconsin Development Authority Act, Secretary of State Theodore Dammann notified 16 Wisconsin organizations and officials of every county fair on January 17 that they will no longer receive their usual State appropriations.

The decision, Mr. Dammann declared, "has created grave doubts as to validity of the State appropriation" to organizations involved. "Therefore we shall be unable to make further payments until the questions which have arisen can be determined by the court."

It is estimated that a total of \$300,000 annually due these patriotic, agricultural and educational organizations is involved.

Vancouver Improvements On

VANCOUVER, B. C., Jan. 22.—Improvements involving expenditure of nearly \$15,000 are in progress on Vancouver Exhibition grounds, Hastings Park. Program includes filling a ravine to permit erection of three barns for 152 horses, reconstruction of three barns for 500 horses, extension of grand stand by 50 feet to increase seating by 700 to 800, enlargement of the inclosure to double capacity and construction of a restaurant to seat 200. Cost of work is being borne by S. W. Randall, representing racing associations in the city, under agreement with Vancouver Exhibition Association.

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The Dates	The Places	The Events	Our Representatives
Jan. 24 and 25	John Marshall Hotel Richmond, Va.	Virginia Assn. of Fairs	George A. Hamid M. B. Howard
Jan. 26 and 27	Yorketown Hotel York, Pa.	Pennsylvania State Assn. of Co. Fairs	George A. Hamid Frank Cervone

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Moon, Hughes and Mitchell Are Renamed To Head S. C. State Body

COLUMBIA, S. C., Jan. 22.—Officers and board members of South Carolina Association of Fairs were re-elected at the annual meeting on Tuesday in the Jefferson Hotel, attended by representatives of 20 fairs and about 25 attraction representatives. President J. P. Moon, Newberry, head of the organization since its inception, was renamed. J. M. Hughes, Orangeburg, was re-elected vice-president, and J. A. Mitchell, Anderson, re-elected secretary-treasurer. Board members renamed are Paul V. Moore, secretary of the State fair, Columbia, chairman; J. C. Brown, Sumter; J. P. Felder, Paxton; J. M. Prampton, Charleston, and E. P. Sallenger, Florence. The association deferred setting dates for county fairs in 1938, a schedule to be mapped later by a committee appointed by the president. State Superintendent of Education James H. Hope

described the educational value of fairs to school children and others, and Louie I. Landrum, extension department, Winthrop College, Rock Hill, and A. H. Ward, district agent for Clemson College extension service, Aiken, sketched worth of fairs to their respective departments, terming them "show windows of the extension service."

Mr. Moore spoke on *Carn Concession Abuses of Other Years Be Controlled? The Trend of the Modern Carnival* was the subject of addresses by L. Harvey Cann, World of Miris Shows, which played the 1937 State fair here, and William O. Fleming, director general of Johnny J. Jones Exposition. A banquet in the ballroom brought the convention to a close.

Attraction and equipment representatives included W. C. Kaus, Kaus Exposition Shows; Thomas Kirk, Fair Publishing Company; J. A. Franklin, Regalia Manufacturing Company; M. B. Howard, George A. Hamid, Inc.; Paul Hotturo; Yates D. Smith, Smith's Band; Eiva McCullister, National Booking Company; P. A. Conway, United States Fireworks Company; Jammie Graves, Gus Sun Exchange; J. J. Page, R. E. Savage, J. J. Page Shows; William Heppeling, William C. Fleming, Tom Allen, Tom Sharkey, Johnny J. Jones Exposition; Matthew J. Riley, Rudy Bros., Shows; William M. Brees, Ideal Exposition Shows; J. A. Tierman; Sam Lawrence, C. D. Grump, Sam Lawrence Shows; Herbert Wiggins, Smith's Greater Atlantic Shows; H. S. Koeller, John Wilson, Koeller Amplifying Service; Eric B. Hyde, Eric B. Hyde Shows; John Bullock, Bullock's Shows; John M. Sheesley, Mighty Sheesley Midway; J. M. Rafferty, Rafferty Shows.

Fair Grounds

NEWARK, O.—A movement has been started to petition the Legislature to return to Licking County Fair board the right to hold the fair on the Newark grounds where it was held for 86 consecutive years until 1932, when the property was converted into a State park because of historic grounds there. Ohio Fair Managers' Association pledged support to the board.

COUSHATTA, La.—Red River Parish Fair Association voted that admission charges to the 1938 fair will be cut to 10 cents, with children free on all days. Authorization was given to erect a Negro building on the grounds to house exhibits.

DOVER, O.—After paying \$600 on 1935 and 1936 bills the 1937 fair had net profit of \$1,180.35, according to annual report of Tuscarawas County Agricultural Society. Expenditures totaled \$15,495.27, biggest items being \$4,623.25 for Junior 4-H Club premiums and \$3,100 harness race purses.

COLUMBUS, O.—In hope of avoiding curtailment of interest in Ohio Junior State Fair, the State board of agriculture is co-operating with the junior fair advisory committee in plans for greatly improved accommodations for exhibits. County extension agents have said that members of 4-H Clubs, Future Farmers of America and others would refuse to enter exhibits until more adequate facilities are provided. Junior advisory board favors construction of three buildings, to be included in a proposed five-year program at an expenditure of about \$750,000 in State funds to be matched by WPA funds.

SYRACUSE —Altho formal announcement is still withheld by Dr. Albert L. Brown, director of New York State Fair, certainty of a two-week fair in 1938 was made more definite when Grand Circuit stewards assigned racing dates to Syracuse, leaving Indianapolis without competition. Finances are believed to be holding up final announcement, because the governor's budget, revealed two weeks ago, allowed only about the same money as for last year's one-week fair.

SHERMAN, Tex.—Plans for a dairy show at the 1938 Red River Valley Fair were placed in the hands of a committee headed by C. O. Teddie.

Fair Meetings

Texas Association of Fairs, January 28 and 29, Adolphus Hotel, Dallas. J. C. Watson, secretary, Graham.

Oregon Fairs Association, January 28 and 29, Imperial Hotel, Portland. H. H. Chindgren, president, Molalla.

Association of Tennessee Fairs, February 1, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Illinois Association of Agricultural Fairs, February 3 and 4, St. Nicholas Hotel, Springfield. A. W. Gruns, secretary, Brees.

Louisiana State Association of Fairs, February 11, Auditorium, Southwest Louisiana Institute, Lafayette. R. S. Vickers, secretary, Donaldsonville.

New York State Association of County Agricultural Societies, February 15, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine.

counting on premium funds and other points of State aid.

Discussion on 4-H Club Work of Our Fairs was led by George Landsburg, Saginaw, with talks by Mr. Jablons, Mrs. Walcott; Ray J. Bushey, Alpena; Frank H. Rathburg, Inlay City, and Arnell Engstrom, Traverse City. President Chapman commented, "Every fair is imbued with the ideal of promoting 4-H work. In Iowa we have decided to give them nine more booths."

At the banquet, E. W. Delano, Allegan fair secretary, who was toastmaster, paid tribute to the late Gov. Fred W. Green, who had been toastmaster many times until his death over a year ago. At the speakers' table were Mr. Adams, H. F. Reves, *The Billboard*, Detroit; Sam J. Levy, Barnes-Carruthers; Frank N. Isbey, manager of Michigan State Fair; Frank A. Picard, chairman Michigan Unemployment Compensation Commission; John B. Strange, State director of agriculture; Norman Hill, secretary to Gov. Frank Murphy; Lawrence O'Neill, deputy director of agriculture; Mr. Carlton; Robert Terry, *The Horseman*, and George Slaughter, vice-president, Michigan Standard Bred Horse Association. Commissioner Strange gave official greetings from his department.

Regalia Manufacturing Company's cup for greatest attendance, in relation to distance traveled and rating of officers, was awarded to Jackson, with 12 in attendance, other fairs in order being Charlotte, Northville and Milford.

Acts included Ballard and Ray, skating team; Prosper and Maret, balancing, and Al Miller, cornet and sax solo, thru Barnes-Carruthers; Woodward Sisters and Reader, instrumental trio, thru Theatre-Duffield; Barren and Emerson, comedy juggling and magic, from WIS; George Mack, monologist, and Helen Moon, castanet dance, from Ray Conlin office, and Five Sensations, skate act, from United Booking Association. Melodettes, all-girl band, from the Lueders office, furnished music, and Sam J. Levy was emcee. About 100 attended an opening party Monday night in American Legion Hall, a block from the hotel, at which Henry H. Lueders, United Booking Association, was host.

For Agricultural Funds

Session on Wednesday opened with an address by State Fair Manager Isbey, who confirmed reports of a 15-day fair in 1938 and predicted it would take first rank in the nation in attendance. He touched upon the new policy of charging for exhibit space for agricultural implements, no-pass policy, strong attempt he is making to recover use of 100 acres, including the grand stand, now leased to Detroit Racing Association, and the controversial relation of the State to the county fairs.

Letter topic brought considerable debate and a discussion of distribution of State funds, all received from the racing fund at present, for fairs. Sentiment among the secretaries seemed to run in many cases to the view that the State Fair was depriving county fairs of funds in the distribution, while Manager Isbey pointed out that the entire funds came from property owned by the State Fair, and, as he believes, unfairly leased to private interests for racing. President Chapman said fair men had supported the original bill allowing distribution from the racing fund to avoid having to go to the Legislature every year for funds, but that the racing lease was not publicly contemplated at that time, it being assumed the State would manage the race track.

A resolution was unanimously adopted favoring continued distribution of funds

by the department of agriculture, which is not provided for by law but by gubernatorial assignment. Another resolution, reciting evidence of a financial crisis that will require increased State aid in raising 1938 premium money, recommended securing assistance of necessary State agencies, as was done last year, to receive the additional amount.

Attractions Representatives

Among visitors were: Len P. Thomson, former Michigan commissioner of agriculture; Emma Atkins, secretary, and Cecil Stobbs, manager, Leanington (Ont.) Fair; Joseph L. Brickner, secretary, Ottawa (O.) Fair; Abner K. Kline, president Heart of America Showman's Club; F. L. Mack, Northwestern Shows; George Prescott Jr., former secretary of Michigan State Fair; Carl Helpenstiel, advertising.

Representatives of amusement interests included: George V. Adams, Adams Rodeo; J. Borgl, P. F. Corban, American Fireworks Company; William J. Goutermout, Felix Bley, P. E. Gooding, Gooding Greater Shows; George H. Brown, secretary Michigan Showmen's Association; Harry B. Lessinger, A. D. Michele, Hudson Fireworks Company; B. Ward Beam; John Berardo, Joe Gaccavello Jr., Columbus Imperial Fireworks Company; W. C. Christiansen, Christiansen Ice Cream Company; W. H. Harvey, Donaldson Lithographing Company; Jimmie Van Cise, Jack Duffield, P. P. Duffield, Theatrical Duffield Fireworks Company; J. H. Duane, John H. Duane Shows; Bert Bryden, Jack Dickstein, Dickstein Revues; Ray Eggleston, E. G. Stock and Company; Herbert Finnell, novelties; John and Crawford Francis, Greater Exposition Shows; Eleanor Gotsendner, Gantry Jumping horses; Sunny Bernet, Globe Poster Corporation; Gus Sun, Gus Sun Jr., W. C. Senior, Virginia Senior, Jack Dickstein, Val Campbell, Tommy Harris, Gus Sun Booking Agency; John P. Reid, William G. Dumas, Happyland Shows; Capt. R. V. Ritz, Ritz Hill Riders; L. E. Holt, R. P. Smith, Illinois Fireworks Company; Edward A. Hook, Imperial Shows; Al Miller, Sam J. Levy, Barnes-Carruthers Fair Booking Association; W. S. Myers, concessions; H. M. Carlsen, National Sound, Inc.; James W. France, National Sound Service; John Northon, Clare Race Track Levelers; Bernie Mendelson, O. Henry Tent and Awning Company; Peter and Rocco Vitale, P. A. Audino, Ohio Display Fireworks Company; St and Fannie Otis, St and Abner, A. H. Sutton, Frank Prystas, Fair Publishing House; Earl W. Kuntze, Station WLS; C. L. (Jack) Raum, Baum's Circus; A. E. Selden, "The Stratosphere Man"; Ned E. Torto, Wisconsin De Luxe Corporation; Louis Margolis, Charles Ziegler, Benny Bernard, Tri-State Shows; Henry H. Lueders, Coren Lueders, Lester Culvin, Jack Figaro, United Booking Association; Walter L. Reschler, United Fireworks Manufacturing Company; Ernie L. Wade, W. G. Wade Shows; LeRoy Weer, Weer Shows; Bert E. Thomas, Al Byrnes, J. P. Porcheddu, Mrs. B. Thomas, World's Fireworks Display Company; Frank Miller, Billy Malone, World of Pleasure Shows; Paul E. Wolf Jr., Wolf Tent and Awning Company; Camille LaVilla, Ethel Robinson, Ernie Young Productions.

Sidelights on Session

Harry B. Kesley, Hillsdale secretary, thought he took the honors aquiring ladies of the party at the banquet, while Andy Adams was banished to the "stag" head table in lonely glory, but Andy got greetings from the Melodettes, all-girl band, to compensate and turn the tables.

Chet Howell was so faithful to his secretarial duties that he almost went without eating at the banquet, dropping in for a minute at a time to get a bite.

Warm greetings were exchanged by George Prescott Jr., former manager of the State Fair, and Frank Isbey, present manager, at the banquet.

Norman Hill, secretary to Governor Murphy, got the award for comedy when he unintentionally referred to the "serious talk to be inflicted on you" by Frank A. Picard in his own brief speech.

The Billboard owes Michigan showmen an apology for late distribution at the meeting. Evidently the express company didn't believe they meant it when convention dates were moved ahead a day.

George and Lily Garden, old-time vaude act, were doing their bit Tuesday night, with xylophone, George furnishing music on the accordion for several dancing parties in the hotel corridor.

Frank A. Picard disclosed his career as a showman. He formerly did a dance number with his sister, 40 years ago, and later was in acrobatic troupes with his brothers, the Flying Picards or Picards.

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A Column About Bingo in the

WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

"The 1937 Legislature changed the allocation of racing funds from \$100,000 to \$50,000 and gave the \$50,000 that rightfully belonged to the county fairs to Michigan State Fair. As president of Michigan Association of Fairs, I protested against this discrimination against the county fairs. The money to pay premiums comes out of the profits of a fair and our county fairs need this State assistance to encourage breeders and exhibitors to show."

Jackson Is Cup Winner

Secretary Howell's report showed an association balance of \$313.25 as against \$260.40 a year ago.

A. C. Carlton, Michigan chief of fairs, in charge of fair funds and activities, presented his annual report on work done during 1937, including full ac-

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

BROOM HOCKEY, introduced by Norwood (O.) Rink Club members, has created such interest among skaters that a league of 12 boys' and four girls' teams has been organized. The fast, exciting plays create much laughter, due to sliding collisions and off-side skating that is necessary to play broom hockey on skates, says Secretary August A. Flaig. Skate-step contests, conducted since September, of seven different steps, are about completed and final couple winners will receive wrist watch awards. Turn waltz-step award winners will be announced on January 30. Novelty party on January 17 was attended by 1,300 Norwood Roller Club members. "Find Your Partner" and "Butterfly Gathering" games featured, created much enthusiasm. Winners received special awards. Secretary Flaig reports having mailed 4,852 cards for the January meeting and by the next meeting in February enrollment will be over 5,000. Juvenile Norwood Roller Club, meeting every Saturday afternoon and organized two months ago, has 963 members 12 years old and under, and they are being taught correct skating by senior Norwood Club members.

"I EXPERIENCE considerable difficulty in finding suitable pieces for use in roller skating," writes Manager Ted Deewes, Lorelei Rink, St. Louis. "The following records are popular in our rink: La Gelondrina, Victor, 25,410A;

Will You Remember?, Victor, 25,444A; Waltz You Saved for Me, Victor, 24,428B; Beautiful Ohio, Victor, 26,872B; Three o'Clock in the Morning, Victor, 21,508A; Good Night, Sweetheart, Victor, 25,018B; Dime, Bluebird, B5,736B; Margie, Melotone, 7-03-63; Jolly German, Melotone, M13,338; Muskrat Rumble, Decca, 525B. I would like very much to see published lists of favorites in other rinks."

THREE WHIRLING BEES, Betty, Buddy and Bob, exhibition skaters, have been booked for Midwestern fairs by Irving Grossman, WHO Artists' Bureau.

GORDON WOOLLEY'S new rink, South State street, Salt Lake City, is going over big. He is installing new carpets in the lobby. Gus Harris, assisting Mr. Woolley, is giving free lessons. Salt Lake City has two rinks, Woolley's and Temple Rink, formerly Woolley's but now under different management.

MEMBERSHIP in Riverside Roller Aces Club, Hiverside Rink, Indianapolis, has greatly increased since its inception a year ago, reports R. Woods.

FOUR SKATING RYLES, roller skaters, are at the Royal Cinema in Amsterdam.

JAMAICA (L. I.) ROLLER SKATE-LAND is doing big night biz, with capacity on Saturdays. Just prior to being transformed into a rink the building housed a walkathon that lasted more than two months. Spot intends to go strong for exploitation.

INTEREST in skating is increasing in Kansas City, Mo., as a result of a speed match between four-man teams of Kansas City El Torreon Rink and St. Louis Chrystal Rink in a five-mile sprint. Kansas Citizens, Frank Bussey, Walter Murphy, Don Loar and Don Flannery, won the first match in St. Louis against Ray Greenlich, Delmar Beck, Clair Raftery and Charles Hill. Bussey, timed over the route in 14 minutes 23 seconds, won first honors. Will Israel coaches the Kansas City skaters and Harold Brewer the St. Louisans. Frank Stone refereed the first match and is slated to do the job at the next meeting. El Torreon Rink is in use nightly and large crowds are being drawn. Another Kansas City rink receiving excellent patronage is The Wings, on the extreme east side, which is becoming popular with high-school students especially.

NEWELL H. CLAYTON, Salt Lake City, celebrated his 91st birthday anniversary by roller skating. This veteran has enjoyed skating the greater part of his life and goes nearly every week to Woolley's Skating Rink there. He attributes his good health to roller skating. His little granddaughter, Ann Haws, goes with him.

MOVING pictures were made of roller skaters in Winland Auditorium Rink, East Liverpool, O., recently and later will be shown at a theater there, footage 800 feet, reports William Booth, official greeter of the rink. When Dick Dillon, owner-manager of Winland Auditorium, arranged for the film to be shown in the rink on two Sunday nights, the answer was that the S. R. O. sign hung out. Picture shows skating of the two-step, trio, couple and drop back, featuring waltzing on roller skates and the grand march. Scenes also were taken of the beginners' section and staff of instructors. When the theater gets the picture Winland Auditorium is in for some good publicity.

CINCINNATI championship turn-step contest was won by Roy Hitzner and Lora Panchev in Sefferino's Rollerodrome on January 16. While number of entries did not equal that of the straight-step contest, about 20 couples participated and the affair drew large attendance. Winning couple scored over 700 points. In addition to receiving beautiful medals they will be sent to Detroit Arena Gardens Rink to demonstrate the turn-step numbers. In young George Moore Captain Sefferino has developed a speed skater who promises to be a second Malcolm Carey or Roland Cloni. No handicapping given him seems to prevent him from passing over the tape well in front. He competes nightly in one-mile free-for-all events, which at times consist of 50 or more skaters, and starts from the rail, while his competitors are placed sometimes a distance of one-third of a mile in the lead. This does not seem to bother him and he gradually works his way thru and, with a grand final burst of speed, lands in first place, Moore. If he competes in the coming

national championship, will be hard to beat. Floor Manager E. M. Moor reports having visited Coliseum Rink, Dayton, O., on January 17 and spent a pleasant evening with Manager Harold Coese. Between 300 and 300 skaters were on the floor. Music is by a very good colored orchestra. Hammond organ, cornet, trombone and drums. Cornetist was a member of Cab Calloway's Band last summer. Rink is small but presents a well-balanced program, which is heartily enjoyed by patrons. A wire from Vic Brown, Newark, N. J., to William Sefferino states that the couple sent there to demonstrate dance steps were well received and that his skaters are enthusiastic over them. While in Newark a request came from Fred Freeman, Boston, for their appearance and they will proceed there after appearing in Mincola, N. Y.

WONDER ROLLER RINK, Detroit, of which Carl Couyoumjian is proprietor, was visited on January 12 by 14 skaters from Clawson (Mich.) Roller Rink, of which Johnny Stone is proprietor. Wonder Rink returned the compliment on January 19 and on January 26 when 30 club members skated in the Clawson rink.

BERGERON & MULLINS' Roller Rink has been opened at Loney Acres, near Renton, Wash. Mr. Bergeron is operating another rink in Juanita, Wash., considered one of the finest in the district. New rink near Renton, south of Seattle, with a floor 120 by 90 feet, is equipped with new skates and has an orchestra. Crowds flocked to the opening.

"WE DO NOT understand why certain operators continue to cut prices in their endeavor to get business from competitors," writes E. M. Moor, floor manager of Sefferino's Rollerodrome, Cincinnati. "With the public clamoring for roller skating, it seems this is a very poor policy to pursue and only tends to lower the prestige of the sport. We recently heard of a case where the ridiculous price of 15 cents was offered two children at Saturday afternoon sessions. It is a well-known fact that equipment is more roughly used at these sessions and this procedure would indicate that the operator does not care much what shape his skates are in, and at the price mentioned his bills for parts must not be given much consideration."

Dance Organization

By CYRIL BEASTALL

DERBY, England.—I read with great interest the account of the meeting of the Roller Skating Rink Operators' Association of the United States in the December 25 issue of *The Billboard*. It is pleasing to learn that a roller dance committee has been formed and that a national championship for this branch of our sport will be promoted in the near future.

It is to be hoped that the problem of standardization of roller dances throughout the United States will be dealt with as quickly as possible, for this is most necessary if satisfactory judging of a championship is to be carried out.

One also hopes to see the early inauguration of roller dance tests as we have them in England. The coming of such tests would make the work of standardization much easier.

The new American association has certainly "got a move on" in the right direction. The task of real national organization is indeed a colossal one, but I predict a great future for rollers in the United States now that organization is in the hands of such a proven, capable group of workers for the best interests of our sport.

I received between December 1 and January 5 420 letters from American roller dance and figure enthusiasts from nearly every State of the Union anxious to have data on advanced dances and figures. Surely there is great scope for enterprising rink operators to foster this wide interest in fancy skating.

I noted the resolution to place a ban on metal rollers. In Europe many of our fancy skaters have changed from aluminum to wood in recent years, but a big percentage still prefer aluminum rollers because of their smooth-running qualities. Fiber is very popular over here with hockey boys and girls, and many of them now use maple rollers. There are still many more steel rollers in use here than fiber on rink skates.

SHOW TAX HIT

(Continued from page 46)
portunity fairs have to develop State resources. Paul M. Conaway, publicity director Georgia State Fair, Macon, told of rapid strides the State Fair has made with a planned publicity program and how newspaper appropriations have been increased because of results. Importance of radio and use of newspaper pictures was pointed out. Bright McConnell, Richmond County farm agent, on *The Part Agriculture Plays With Fairs*, spoke for more and better fairs.

At a banquet Thursday night orchestra and floor show were furnished thru courtesy of Johnny J. Jones Exposition. Mike Benton, president of Southeastern Fair, on *The Place of Agricultural Fairs in Georgia's Growth*, pointed out that outstanding expositions have greatly helped to stimulate interest in county and local events. He praised the high type of entertainment being provided by midways, declaring it now the most pleasing and satisfactory in the history of fairs. George A. Hamid, New York, "addressed" the dinner in a special message brought by electrical recording. This was responded to by Mr. Benton in both a humorous and sincere vein. The record was promptly played back to those in attendance and received a big hand for the novelty of the stunt. Friday morning's session was addressed by R. L. Sumner Jr. on *Managing a Fair Through Civic Organizations* and O. S. Chapman, Sandersville, on *Applying Business Methods to County Fairs*.

Some Contracts Made

Attraction concerns represented were George A. Hamid, Inc., M. B. Howard, Ohio Display Fireworks Company, Tony Vitale, Triangle Printer and Printing Company, Jake Shapiro, United Fireworks Company, Frank Melville's Attractions, Regalia Manufacturing Company, Fair Publishing House, Johnny J. Jones Exposition, William C. Fleming, Ralph G. Lockett, J. C. (Tommy) Thomas, Tom M. Allen, Dave Traugott, Harold Padock, J. J. Page Exposition Shows, J. I. Page, Mr. and Mrs. R. E. Bayge, Chris Jernigan, Spot Bassinger, Model Shows, Mr. and Mrs. W. R. Harris, Mr. and Mrs. Tom Terrill, West's World's Wonder Shows, Nell Berk, Glick's Ideal Exposition Shows, William M. Bress, Kaus United Shows, W. O. Kaus, L. J. Heib Shows, L. J. Heib, Joe J. Fontana, Barfield's Cosmopolitan Shows, Mr. and Mrs. C. E. Barfield, Eric B. Hyde Shows, Mr. and Mrs. Harry Barnish, Mighty Shoesley Midway, John M. Shoesley.

While most carnival managers were reticent regarding bookings, it was announced that Johnny J. Jones Exposition would play the State Fair, Macon, and Exchange Club Fair, Augusta. Model Shows contracted Swainsboro Fair and Rubin & Cherry Exposition Columbus Fair.

W. R. Harris, owner and general manager of the Model Shows, wintering in Macon, which joined the association, suggested that plans be made for a dance to follow next year's banquet and this was agreed upon.

Johnny J. Jones Exposition occupied the hotel Green Room, which proved a popular gathering place.

John M. Shoesley, who surprised and pleased all with his appearance, closed a deal for a ride with W. R. Harris, Model Shows, it was said.

Highlight of surprises was the playing of a record made by Roeller Amplifying System in Raleigh of a conversation by George Hamid, Max Lindermann and Charles A. Somma. The record was made without their knowledge and brought much laughter to listeners.



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Michigan Showmen Elect And Have a Very Big Party

Louis Margolis, president—other officers are Harry Stahl, Glenn Wade, Mack McMillan, Louis Rosenthal and George Brown—fine entertainment program—700 there

DETROIT, Jan. 22.—The Michigan Showmen's Association held a combined annual party and election on Monday night at the Detroit Hotel. The election superseded the results previously announced, which were invalid due to their being held on the wrong date. According to retiring president, Leo Lipka: "Our constitution states that the election must be held the day before the opening of the State Fair Association meeting, which would be January 17. We therefore held a second election and 68 votes were cast." Results of the new election are:

President, Louis Margolis, of the Ziegler Shows; first vice-president, Harry Stahl, superintendent of Eastwood Amusement Park; second vice-president, Glenn Wade, W. O. Wade Shows; third vice-president, Mack McMillan, IATSE treasurer, Louis Rosenthal, supply house proprietor and secretary, George Brown, Eastwood Park concessioner, Rosenthal and Brown were re-elected without opposition.

The new board of directors are Les Davis, Pop Baker, Frankie Hamilton. (See MICHIGAN SHOWMEN on page 59)

The Mettlers Design A New Pony Track

LAWRENCEBURG, Ind., Jan. 22.—Joe and Gene Mettler, of this city, have designed a new style pony ride for carnivals according to R. A. Mettler in a recent statement.

It is described as a Children's Spontaneous Pony Riding School, featuring ponies of all nations. Each pony to be in the trappings that are the style used in the country they represent. There will be a cow-pony from the Argentine, English hunter and an Abyssinian donkey be decked with many bridle pieces and dazzling cloth.

This riding track will be circular, the space in the center of the track fence (See THE METTLERS DESIGN page 59)

Clint & Clark Book Harry Froboess Act

LAKE CITY, Pa., Jan. 22.—Harry Froboess, European awaying pole aerialist, has signed to present his act as a free attraction with the Clint & Clark United Shows he stated here last Sunday, and the contract calls for the season of 1938, starting with the shows opening in April.

Froboess came from France and made his first American appearance last season. He had bookings from March until December and appeared for Dodson's World's Fair Shows and Barnes-Carruthers Fair Booking Association, besides (See CLINT & CLARK on page 59)



MRS. NORLE C. FAIRLY, wife of the associate owner and manager of the Fairly & Little Shows, a prominent motorized carnival of the Western sector. Viola, as her legion of friends call her, has long been prominent in outdoor show circles and is one of the leaders in the activities of the Ladies' Auxiliary of the Heart of America Showmen's Club, Kansas City, Mo.

Jones Staff Set for '38

Phillips puts Fleming in full authority—Jones Jr. assistant director

AUGUSTA, Ga., Jan. 22.—E. Lawrence Phillips arrived here this week from the executive offices of the Johnny J. Jones Exposition, Washington, D. C., and soon (See JONES STAFF on page 59)

Sedlmayr Books Royal American For Class-A Canada Exhibitions

WINNIPEG, Man., Jan. 22.—Carl J. Sedlmayr, general manager of the Royal American Shows, of Tampa, Fla., personally represented his midway at the annual meeting of the Western Canada Association of Exhibitions, held in this city this week.

Following the conclave, Sedlmayr announced the following Class-A bookings as Brandon, Calgary, Edmonton, Saska-



THOMAS W. KELLEY, who has long since won his spurs as an outstanding side showman in the realm of carnivals. He started as a trainmaster in 1912. Since then he has been with Wortham & Allen, S. W. Brundage, C. A. Wortham, World at Home, Harry Pollock, Zedman & Follie, Rubin & Cherry, William Glick, Boyd & Linderman, Royal American and Bernardi Greater shows. Since 1936 he has been with the World of Mirth Shows presenting a side show that has improved with each succeeding season. He is of few words, carefully planned action and is noted for the attention he pays to the welfare of those he employs and the show he happens to be associated with.

toon and Regina, making the fifth consecutive year that the Royal American organization has been so honored. He also signed up the Winnipeg Exhibition and the Canadian Lakehead Exhibition, Fort William, Ont. These are also repeat dates.

Several other major carnivals were also represented at this meeting by their managers and general agents.

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

By STARR DeBELLE

Lugg-Off, Fla.

Week ended January 15, 1938.

Dear Red Onion:

On Monday, January 10, if the show had had a band it would have played *Hail! Hail! the Gang's All Here!* at the main gate and would have thus opened the midway for the 1938 tour. But the much-publicized "We will carry a band this season" didn't materialize, due to the bosses' buying new sound equipment. Nevertheless the Merry-Go-Round organ did grind out *East Side, West Side*, a new music roll that arrived in the last shipment. (When?)

The Ballyhoo Bros.' Shows were contracted to furnish the midway, the gate and the exhibit tent for the Sand Flea County Fair at the above-mentioned city, Lugg-Off, Fla., which marked the beginning of their long string of bona fide winter fairs. During the setting up of the show the name of the spot was reversed to Lugg-On due to the soft sifting sand, every piece of show property had to be carried from the hard road to location on the backs of our workmen. But before the week was over the name ran true to form by lugging off the lot by beetlers who could not see it our way.

Coming direct from winter quarters, the midway made a beautiful appearance. The show's exhibit top was well filled with WPA quilts and agricultural exhibits, but at the last minute the office found out that the sheet writers had promoted all of the wire display chicken coops to carry on the back of their cars. Not knowing their present location, the poultry exhibit was called off. Monday was just opening day with no patrons expected so when none appeared the office wasn't disappointed.

Tuesday a fair crowd but nothing to brag about. The side show and our girl show wanted it all and started bucking ballys. Hour after hour they fought with the crowd running from one to the other. The Reine having the best go from the start and proved that flesh is stronger than freaks. Then the side-show manager sneaked over and sprinkled a bottle of buddha dukem on the girl show bally that scattered their tip and kept them away. Wednesday was a blank and to top it all off the back steps to the hotel were sawed off and carried away. Some blamed the hotel manager and others eyed with suspicion the new "head-on-step illusion" that

Press Agents Heat It Up

Outdoor Press Club out for members — Willis, Dads-well spur activity

MIAMI, Jan. 22.—Macon E. Willis, traveling representative for the Outdoor Press Club formed recently at Tampa, announced here Tuesday that he would soon confer with other officers of the organization at headquarters, Tampa Terrace Hotel, relative to a membership drive which he plans to handle. This work will be in conjunction with his regular duties as general and press rep— (See PRESS AGENTS on page 59)

Walton de Pellaton Joins White City

LOS ANGELES, Jan. 22.—Walton de Pellaton announced here Monday that he accepted the position as secretary of the White City Shows following his resignation from Hilderbrand's United Shows. He took up his duties at quarters here recently.

Work of making ready for the new season has started under the direction (See WALTON DE PELLATON page 59)

Hale Re-Signed by B. & G. for Press

SAN ANTONIO, Jan. 22.—Fred Beckmann and Barney S. Gerety, owners and managers of the shows bearing their name, announce that they have re-signed Walter Hale to handle the press and radio for 1938. Hale, who is at (See HALE RE-SIGNED on page 59)

Cetlin & Wilson Shows Book Many Return Dates

GREENSBORO, N. C., Jan. 22.—John W. Wilson and Isay Cetlin, executive heads of the Cetlin & Wilson Shows, announced here upon their return from several fair meetings that they secured contracts for the midways for a formidable list of fairs.

At the Raleigh, N. C., meeting they booked the New Jersey State Fair, Trenton; Stanley County Fair, Albemarle; Rowan County Fair, Salisbury; Greater Greensboro Fair, Greensboro, and Rocky Mount Fair, Rocky Mount, N. C. Many of these are repeat dates from last season and former ones.

Matthew J. Riley Does Some Bookings for Endy

MIAMI, Jan. 22.—Frazier McDewitt, secretary of Beaufort County Fair, Washington, N. C., signed contracts with Matthew J. Riley for the appearance of Endy Bros.' Shows at the fair, Little Washington, for '38.

Secretary McDewitt states that several permanent buildings will be erected on the new fairgrounds that are owned by the local American Legion post, sponsor of this annual event.

Riley, general agent of the shows, announces also that contracts have been signed for Goldsboro and Warrington (N. C.) fairs.

suddenly appeared on the illusion show bally stand.

Thursday, billed as double-feature night, gave the midway its best crowd. Event No. 1, a public wedding, gave the sword swallower a life-time cook and wash fixture for his house trailer. Event No. 2 was the feeding of our 10 lions. Thirty pounds of choice beef was fed. This was well attended by showmen with it and those wintering in Florida. When the feeding was over a pool of water three feet deep lay in front of the arena caused by trouper's mouths watering.

Friday the midway heat started smoldering, which soon blazed into a big timber fire that left the midway clear of all "sticks." Saturday was Lugg-Off Day. When the natives failed to show up we celebrated by lugging off all the equipment and the show moved on. MAJOR PRIVILEGE

New York Club Meeting February 4

Final open meeting of the recently organized National Showmen's Association has been postponed from Thursday, February 3, to Friday, February 4. George A. Hamid, president, announces that session will open at 7 p.m. at the Piccadilly Hotel in New York, and that everybody connected with show business is welcome. Future meetings will be restricted to members.

Ritter's PONY-CYCLE is Hit of the Year---Brings Big Profits



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FLASH—Lusse Bros., well-known Philadelphia exporters, have just sold a Pony-Cycle to Blackpool Pleasure Beach, Blackpool, Eng.

Line o' Two of News

DARLINGTON, Wis., Jan. 22.—Leland C. White, secretary of fairs, announced here this week that the Ellman Shows had been awarded contracts to furnish midway for the Green County Fair, Monroe, Wis., and the Lafayette County Fair, Darlington, Wis.

CINCINNATI, Jan. 22.—The Billboard received a wire from J. W. Conklin Thursday from Winnipeg, Man., stating that the Conklin Shows had been awarded the same circuit of Western Canada exhibitions the shows played last season.

BALTIMORE, Jan. 22.—Harry J. Bowen announced here this week that M. L. Daiger, of the Maryland State Fair, Timonium, had engaged John T. McCallin to direct the midway for the '38 event, making the second year in this capacity. The fair will operate for 12 days, Bowen also stated.

CRYSTAL RIVER, Fla., Jan. 22.—Warren J. Buntz, general manager of the Crystal Exposition Shows, has engaged Doc Felmet as agent for the season. This to make his fourth. Charles Staunko announced here this week.

LAWRENCEBURG, Ind., Jan. 22.—

Richard De Carlo, well-known circus musician, will be with Mettler's Band on the Royal Exposition Shows the coming season. He is wintering in Macon, Ga., R. A. Mettler announced here Monday.

AUGUSTA, Ga., Jan. 22.—William M. Breeze, general agent Ideal Exposition Shows, was a business visitor in this city this week.

AUGUSTA, Ga., Jan. 22.—K. F. Brownie Smith, general manager Smith's Greater Atlantic Shows, following his recent illness has recovered and is now active in the direction of his shows' activities. Karl F. Smith Jr., business manager, is in full charge winter-quarters work.

FORT MYERS, Fla., Jan. 22.—Mr. and Mrs. M. G. Dodson, of Dodson's Shows, and Mr. and Mrs. Jack Basille, of the Speedy Midway, are here for a vacation. Mr. and Mrs. C. G. Dodson and daughter, Ruby, are in Tampa for rest and recreation and will remain until after the Florida Fair and Gasparilla.

SALISBURY, N. C., Jan. 22.—William Purchase arrived here recently and took up his duties as superintendent of winter quarters for the Ideal Exposition Shows, which are under the general management of William Glick.

VENICE, Calif., Jan. 22.—Mr. and Mrs. John Branson, of the Johnny J. Jones Exposition, who have been here this winter on vacation, will leave for Augusta, Ga., at an early date to take up their work on this show in connection with the coming season.

CUSSETA, Ga., Jan. 22.—Bill Pop Dyer announced here Wednesday that he will launch a new carnival for season 1938. It will be titled Belle of Kentucky Shows and will open early in April in Arkansas.

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The Proven Ride that pays BIG and CERTAIN money to Auspices and gets you back.

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FREAK TO FEATURE

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Salaries guaranteed. Will send tickets. Would like to hear from acts that have worked for us in the past four years.

HAL COMPTON, Georgian Hotel, Seattle, Wash.

DETROIT, Jan. 22.—A new carnival will open here in April under the title of the Midwest Attractions. Staff will be: Al Laito, general manager; Harry Mills, general agent, and John Quinna, concession manager.

MUSKOGEE, Okla., Jan. 22.—Joe Hamilton, former concessioner and last season special agent for the Bob Hurst Carnival, is in the Veterans' Hospital in this city but gradually recovering from a nervous disorder.

SPRINGFIELD, Mo., Jan. 22.—Noble C. Fairly and Phil Little, of the Fairly & Little Shows, announce fair bookings for Spencer and Davenport, Ia.; La Crosse and Chippawa Falls, Wis., and Albert Lea, Minn.

BUFFALO, N. Y., Jan. 22.—Phil Hamburg, veteran carnival and fairground showman and concessioner, is sick at his home here and has been for the past 10 weeks, according to a statement issued by himself here this week.

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Formerly Allentown, Pa.,
Now With CHUCK SAUTER, Selling
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"WORLD OF RUMBLE SHOWS"
WORK. Do not worry.—**WADLEY TIF.**

PADDLE WHEELS are coming back.
VALDOSTA, Ga.—Read every issue of The Billboard.—**MARY BELL.**

WE EXPECT any week now to hear of Ballyhoo Bros., circulating out of Florida.

WONDER where Joe Dobish and his Motordome are booked this season.

ALMA, Mich.—Was Big Eli Wheel foreman last season for Stewart Wachter. Now driving a truck.—**HARRY MARTIN.**

AKRON, O.—Send us biographical blanks to be filled out.—**WILL AND AVIS FERNS.**

WONDER **WHATEVER** became of Leo M. Bistany and his Mohawk Valley and Orange State shows.

son with Monkey Speedway.—**LAWRENCE HOFFMAN.**

GENTLEMEN OF THE PRESS! Many are probably asking when Dick Collins and Carleton Collins are going to report their press connections for season '38.

BREVITY IN TITLES counts for a lot: Examples: Eric B. Hyde Shows, Art Lewis Shows, Ben Williams Shows, State Fair Shows and several others.

SEVERAL PEOPLE seem to be interested in the activities of Marie and Berny Smucker's Royal Palm Shows. In Cuba or going, Marie?

CHICAGO.—Wish The Billboard and everyone in show business a prosperous '38 season. Still with and for it.—**VINCE McCABE.**

WASHINGTON, D. C.—Am Big Eli Wheel operator and will be back on the road this season, playing around this city.—**ROBERT LITTLE.**

DICK KELLER, Motordrome owner and



THIS IS A SCENE TAKEN WHEN THE NEW OUTDOOR PRESS CLUB WAS FORMED in Tampa, Fla. Jack E. Dadszell, president, is shown going over details of the club's plan to stage a big annual banquet and convention at headquarters, the Tampa Terrace Hotel, winter of 1938-39, with Walter Hale, vice-president. Dadszell is press director of the Royal American Shows and Hale heads the publicity department for the Beckmann & Gerety Shows. This photo was made in Dadszell's office in Tampa, which this winter became a rendezvous for stalling publicity experts. The new press club has attracted quite a large following of members from the circus, carnival, fair, radio and auto racing circles.

C. H. TOTHILL is beginning to organize his attractions for the season at his headquarters in New York State.

WINNIPEG, Man., Can.—Kindest regards to The Billboard staff.—**CARL J. SEDLMAYER.**

Every member of a showmen's organization cannot be the president and board of directors the same year.—**Unkle Jerk.**

ART AND MARY ANN ALEXANDER are busy at the winter quarters of the Blue Ribbon Shows. They are a great couple.

QUITE A FEW who claim to have a carnival do not seem to have a letterhead. Seems that the least they could do is to get one.

MIKE GRAVIS says he has offers to go back in the cookhouse business with a carnival in the East. Well, go ahead, Mike!

DETROIT.—Still playing schoolhouses for the winter. Will be at my hotel here until the carnival season opens.—**JOHN ELLIS.**

Again we say get a letterhead if you are in the carnival business and expect to stay.—**Wadley Tif.**

BERLIN, Pa.—With Keystone Shows last season. Will be with same this season.

with shooting wild ducks and quail in the Valdosta, Ga., sector.

IP OWNERS of motorized carnivals want to give all the profits to filling stations for gasoline to make long jumps that is their business.—**UNKLE JERK.**

GAMDEN, O.—Elsie Von Ritter is now owner of a night club here. Will be with a Ten-in-One show this season.—**GEORGIE SPEARS JR.**

DETROIT.—Now at Empress Theater here. Will be back with the F. A. Short Ranchland Revue the coming season doing comedy.—**T. J. ELMER TILTON.**

ST. MARYS, O.—Arrived here January 11 for a two weeks' visit with my parents. Go from here to Syracuse, N. Y., and then to Southern Georgia for an early season opening.—**FLOYD SHEARS.**

DANIA, Fla.—Mrs. Rosetta Bizzell Goddard and children are spending the winter with her parents, Mr. and Mrs. Frank Bizzell, at Pompano, Fla. Plenty of good fishing, says Rosetta.—**FRANK BIZZELL.**

Met a man in Georgia recently who said he was ahead of a carnival last season but he did not say how much.—**Sassy Glee.**

KANSAS CITY, Mo.—No kidding, am really getting a route of fairs for the Mighty Shoosley Midway and with no

laydowns. Believe it or not. Great meeting at Topeka, Kan.—**BILL RICE.**

FRANK SWAIN, ice-cream concessioner and The Billboard agent on the Broadway Shows of America last season, is wintering with relatives in Port Huron, Mich.

SHANESVILLE, Pa.—Am owner and manager of Mac's Dog and Monkey Show. Signed to go with Dodson's World's Fair Shows this season.—**JOSEPH F. MOLAUGHLIN.**

MARION, Ky.—Been with J. J. Page Shows. Home here operating a service station. My sister works in a cafe near by. Best wishes to The Billboard.—**JAMES A. YORK.**

BEVERLY WHITE, well-known and efficient press agent, is still making Chicago his headquarters. We presume we will hear of his connection for this season.

WILL WRIGHT.—Let us have some news direct from you regarding Wright's Golden State Shows and your activities in general. How do the prospects for this season look?

MORNING TONIC (Immanuel Kant). Two things fill the mind with over-riding wonder and reverence; the starry heavens above and the moral idea within.—From *The News and Observer*, Raleigh, N. C.

HONOLULU, T. H.—Enjoying the tour with E. K. Fernandez Shows and The Billboard each week immensely. We have been on the beach at Waikiki.—**ROSE WESTLAKE AND CHUCK GAMMON.**

SALAMANCA, N. Y.—Wintering here and weather is quite cold. Will be The Billboard agent and mail man on the Keystone Shows this season and will also operate two concessions.—**FLOYD SMITH.**

FLINT, Mich.—Abner is making a trip around this country. Will be in Detroit for the fair men's meeting and will try to get some news from the Michigan Showmen's Association Auxiliary.—**MRS. ABNER (VIRGINIA) KLINE.**

SAN DIEGO, Calif.—Have placed my side show with Slebrand Bros. for '38 season. Have complete new 120-foot top, banner line and banners. Signed "Ming Tot," Chinese sex oddity, for the annex.—**R. LAWRENCE LALONDE.**

More Than One Fat Girl Does Not Frighten These Showmen

Beckmann & Gerety Shows and Rubin & Cherry Exposition are now making arrangements to have "congresses of fat people" on their organizations. They evidently think that the idea to have more than one fat girl in a show for exhibition purposes is not a bad bit of showmanship. The fact that there have been shows with six fat girls in them before does not seem to frighten Fred Beckmann, Barney S. Gerety nor Rubin Gruberg. There is no doubt that both organizations will have fat girl shows on a most elaborate scale and they will probably have fat shows that will be talked about by showmen and patronized liberally by the public regardless of what one single fat girl showman does or thinks. So Beckmann, Gerety and Rubin have endorsed Red Onion's suggestion for more than one girl fat girl shows.

TORONTO.—Am with the Bingo Supply Company. Leaving here for Miami for a vacation. Now I hope to have time to read The Billboard from cover to cover instead of only the Bingo Business column.—**F. W. HIRD.**

ROY E. LUDINGTON, general manager of Crafts 20 Big Shows, is back in harness at the show's quarters following a nice vacation. He is now one of the busiest showmen on the Pacific Coast and is looking forward to a good season.

C. GUY DODSON and Melvin G. Dodson have a good policy for the booking of Dodson's World's Fair Shows. They have an idea that may become the trend for a lot of carnivals. Moral: Book from City Hall.

MOST EVERYONE who attended the fair meeting at Indianapolis, recently, wore a badge of some kind. So Mike Rosen, prominent concessioner, put on one as representing Ballyhoo Bros.' Shows, as proxy for Ster DeStelle.

SAN ANTONIO.—When things got started around the Beckmann & Gerety



ME. AND MRS. JAMES R. PATTERSON, who were married at Paola, Kan., January 1. The pony is Tiny Mite, who was with the Great Patterson Shows and is now 26 years old. Photo was taken by Abner K. Kline in front of the mansion on the Patterson farms, Paola.

Shows headquarters I will endeavor to keep those interested supplied with legitimate show news such as we have to offer.—EDGAR NEVILLE.

PETERSBURG, Va.—Had a very enjoyable stay here with my mother during the holidays. Back to Augusta, Ga., to meet W. C. Fleming and resume work in the interest of the Johnny J. Jones Exposition.—RALPH LOCKETT.

HOT SPRINGS, Ark.—Count Ziano, who finished season '37 with the Buckeye State Shows, will be with it in '38. He will again present his Gully Gully Coo shows and is now at the show's winter quarters in Mississippi.—JOE GALLER.

MIAMI.—We are vacationing here. Will return to Pittsburgh some time in February to start work in preparation for opening of the show bearing the Blumenthal title. Will again play the Pittsburgh district.—MR. AND MRS. AL BLUMENTHAL.

COLUMBIA, S. C.—My good friend Billie Breece and myself talked over old times while here at the fair men's meeting. Big crowd of fair and carnival people on hand. Business was big for some of them.—W. R. HARRIS.

HIGH POINT, N. C.—In reply to the query as to who is The Billboard agent with Carl J. Lauther's Museum, will say: It is none other than Iola, who with Elsie Sirk and Lala Cools, were the first half and halves in the business.—SAILOR JOE SIMMONS.

GREENSBORO, N. C.—I endorse Hewitt's bits of logic contained in his article, "Vaudeville Under Auspices," in recent issue of The Billboard. Signed up to go with James E. Strates, a real showman and a real fellow.—HARVEY D. GROVES.

PATTERSON, Mo.—Back home after playing 17 dates in schoolhouses. Did very good at most of them. Pelkin-the-Magician, formerly with Kings United Shows, is playing dates in Missouri. Mrs. Collins and myself will again be with a carnival.—L. E. COLLINS.

WATERFORD, Conn.—We are enjoying our "smallest home in the world," which we had built here on wheels. Had a good season with the Art Lewis Shows in '37, thanks to the good management. Our house is open to the public while in quarters.—JOBBER MIDGETS.

BIRMINGHAM, Ala.—Lots of showfolk wintering here. Among them Mr. and Mrs. W. I. Reynolds, Mr. and Mrs. Joe Miller and Mrs. Alexandria Franklin and the writer, who are living in the Ensey section of the city. All predict a big 1938 season.—KENNETH FRANKLIN.

KANSAS CITY, Mo.—Been here since the Heart of America Showmen's Club banquet and ball, which was truly a grand success. Will go to winter quarters February 1 and will report on the activities of the Fairly & Little Shows.—MRS. NOBLE C. FAIRLY.

CHILLICOTHE, O.—I believe Red Onion is for a bang-up clean and honest carnival. Modern Midway Shows, under management of Dick O'Brien and Fred

Oullin, will be 100 per cent that way. As press agent for them, I will endeavor to be truthful in all matter for publication.—DOC WADDELL.

ST. PETERSBURG, Fla.—Feeling better and back at the bar after being in the hospital with influenza. Bert Rosenberger, Louise Gold and Fred Reckless visited the fair at Largo and report business good. Royal American Shows there and none can compare with it. I leave here March 1 for Akron, O.—TIMOTHY GREEN.

C. F. ZEIGER took hold of the executive reins of the Pacific Coast Showmen's Association with the right plan and frame of mind. ABNER K. KLINE also took hold of the Heart of America Showmen's Club in the proper manner, too. J. C. McCAPPERY needs no introduction regarding the Showmen's League of America.

JAMES A. GALLOWAY thinks Pontiac, Mich., is ripe for a clean carnival, adding: "Has three shoe factories running good, a cheese factory and two dairies, besides rich farm land. Good crops last year and plenty of snow now, which should make prospects good for the coming summer. Good show lot on outskirts of town, three railroads (one at gate) and three hard roads leading into town."

ALICE MELVILLE (Mrs. Earl Strout), prominent show woman and independent producer, is working on a new idea for a show. She will not let out the title nor details regarding it until she has perfected the entire idea and production. Cannot blame her for wanting to keep it a secret, because if she told it now, and it was good, there would be countless imitators. Too bad, but true. She is with the Fairly & Little Shows.

LOS ANGELES.—Anna John Budd and Hal Compton will have the side show on the American United Shows this season thru the Northwest, altho Budd will not be with the show. Due to a two-year contract with Arthur Greenhalgh, Budd sails February 1 on S. S. Maraposa from Los Angeles for Australia. For past four years Budd and Compton had the side show with the West Coast Shows. This season Joe Giacy, a well-known Pacific Coast showman, will have it with this show.—A. J. BUDD.

CLASS LIGHT TOWERS: Some carnival owner is going to have them. Royal American Shows started the light tower idea and now every show of any size has or wants them. Who will lead the field with Glass Light Towers?

CHARLESTON, S. C.—Have recovered from the automobile accident that I met with October 17. It happened while en route from Sumter, S. C., to Scranton, S. C., where the R. H. Work Shows were playing. Was taken to a hospital at Sumter, where I spent two weeks. Then I went to Charleston, where I had sent the show to winter, and was confined to my hotel room for another week. Am anxious to get started for season 1938, to which I am looking forward with great interest.—R. H. WORK.

GREENSBORO, N. C.—Mrs. I. Cetlin, Mrs. John W. Wilson, George Hirschberg



J. L. LANDES AND C. G. BUTON, owner-general manager and general agent, respectively, of the J. L. Landes Shows. Photo was taken by Floyd Newell during the recent Heart of America Showmen's Club convention in Kansas City, Mo.

and L. C. Miller are now in Miami enjoying the sunshine. "We are painting and building here and actually have 10 men at work," says John W. Wilson, manager Cetlin & Wilson Shows. "We will build a chrome-plated front with indirect lighting for our new attraction, titled the Teletvion Girl. It will be designed to represent a giant radio and will be 70-feet long. Issy Cetlin and I are behaving ourselves while the boss ladies are away."

Doc Hall Checks Up on Carnivals Around Los Angeles

LOS ANGELES, Jan. 15.—Today it was 80 degrees, so we decided to take a ride and visit some winter quarters and see with my own eyes if activities were going on as reported. Therefore I dug up Frank Babcock, of the Babcock Shows, and we started out. First one we visited was Hilderbrand's United Shows at Alhambra. There we found 10 men tearing into the equipment as if they had to open the next day. George Coe, manager, was also into it with both hands and did not even have his cane with him. That alone proved that he was busy.

Next was Archie Clark's quarters in Los Angeles, where we found 10 men working but not a sign of the boss, Archie Clark. His foreman, Swede Wilson, said Archie and Mrs. Clark were still at Gillman Hot Springs, Calif.

Next door and there, lo and behold, was the quarters of Will Wright's Golden State Shows, and here some eight men were as busy as bees. Will was not around, on a trip.

Then we went to the quarters of the White City Shows, 12 men were very busy there with Ted Cory, the manager, right in the middle directing. Seemed like he was doing a very good job of it.

Climbing back into the car we drove to Inglewood to the quarters of Steffens Superior Shows. Five men were busy there, and the owner, Charlie Steffens, was in overalls just as busy. Equipment looked like it was ready for the road right then.

From here we decided to drive to San Bernardino, where the Crafts show properties are, and on arrival we counted 35 men hard at it. We also counted 28 trucks and all big ones, 30 and 33 feet long. Of course Crafts has three different units. Crafts manager, Roy Ludington, was here, there and everywhere, but took time out to do a little entertaining.

We then decided to call it a day well spent and started for home. On our way in Babcock said, "Doc, we will now visit my quarters," which we did, and believe it or not, not a human was around. Frank, I guess, saw the surprised look on my face and laughingly said, "My show will not open until the last of April, so why work now?"

Then on in and up to the PCSA club-rooms and ran into my friend, C. F. Zeiger, who told me that he had just returned from his quarters at Phoenix, Ariz., and while there he started men to work. There are several other outfits to visit.

CINCINNATI.—T. E. Daniel, of the Broadway Shows of America, has been making this city his home since the close of last season. He lists himself as general utility man, doing general, special and press agent's work, in addition to being the shows' billposter, if necessary. He rates J. P. Denbert, of the shows, as a good showman and one of the finest men he ever worked for. In a recent visit to The Billboard office he stated that a ride unit of the Broadway organization would open the middle of March in the Cincinnati district.

DOUG COUDEN and wife (Douglas and Lola), carnival novelty performers, are playing vaudeville dates around Los

Angeles and recently played the old Hip with their juggling and accordion act. "It might be interesting to know that this house has the record of being the only theater in the country which has run vaude continuously for over 30 years," Couden writes. "Plenty of show people around here, but the Pike at Long Beach looks like a carnival midway what with representatives from the various outfits milling around. When Frank K. Forest made the first opening of his museum the day we were down there was a wild rush to the ticket box. Jack Lee's Dope Show was packing them in."

MIAMI.—Max Kimerer, of Rubin & Cherry Exposition, is floor manager and announcer at the Biscayne Fronton or Hi-Li games this winter. Andy Taylor, of the same organization, is bartender. Babe Taylor is enjoying fishing in the Gulf Stream at least twice a week and he gets some big ones too.—ANDY TAYLOR.

J. W. CONKLIN could write a very interesting story of his observations relating to outdoor show business he made while on his trip to Europe last year if he had the time to do so. However, he is very busy with work in connection with the coming season for the Conklin Shows and assembling the midway for the Canadian National Exhibition.

AUGUSTA, Ga.—Up to my neck in work here getting the "Big One" ready for the coming season. Plan to give out a list of the new attractions within a couple of weeks. Weather has been a little cool for these parts. Ralph Lockett and myself send best wishes to A. C. (See OUR MIDWAY on page 55)

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AUBER K. KLINE, Factory Rep. LUSSE BROS., LTD., Blackpool, England. European Suppliers.

When Writing to Advertisers Mention The Billboard.

There Are No Sausage Trees in Florida!

By WALTER K. SIBLEY

MIAMI—It seems a shame to have to leave this garden spot of the world so early in the season, but one must eat, and the widely advertised sausage tree here is merely to look at. No one is permitted to pluck the fruit and eat it, so I ran off to other parts where plucking is permitted. . . . La Paloma Club is still functioning and apparently doing a good business. . . . Eddie Lippmann, Eddy Bros' Carnival manager, arrived for a short stay. . . . Rex Billings, of Belmont Park, Montreal, is buying a large tract adjoining his home, which he will develop. . . . Dave B. Endy returned from the fair meeting at Raleigh. . . . John M. Sheesley left to build up his bookings. . . . Police circus will be staged by Bob Morton in the open air this year in the new stadium. . . . Attended funeral services for David Sklower, many years a concessioner with major carnivals. . . . Mrs. Eph Gettman is cleverly managing the hotel and restaurant left her by her late husband.

Dead end, South Beach at Miami Beach. . . . Mrs. Faber, concessioner of the Rockaways, New York, opened a new hotel. She built and sold one last year. . . . More night clubs here than in New York. All the operators seem to be sitting around waiting for something to happen. . . . Max Adams leased his hotel, The Anabelle, and is just twiddling his fingers waiting for something to turn up.

The Aquarium ship is resplendent in a new coat of white paint and seems to be getting some money. . . . Bill Bartlett returned from a trip to Havana. . . . A. T. Wright, former general agent, is manufacturing and selling a proprietary medicine in Miami. . . . Dave B. Stock and the Mrs. Stock, accompanied by the ex-Mrs. Maxwell Kane, arrived and will stay at the beach for the balance of season. Dave booked his rides again with Goodman Wonder Show. . . . Joe Rowan has contracted with Max Goodman to be the special agent of the show. . . . Mrs. Bertha Melville is dicker with Rex Billings in relation to Miller-Melville Stratosphere in Belmont Park. . . . Cliff Wilson reluctantly left his beautiful Miami Beach home to join

the Royal American Shows, where he has a number of attractions. Mrs. Wilson will stay home this season and mind the house. . . . Max Kimmmerer is the emcee at the Jal-Alai at the Biscayne Fronton. . . . Mrs. Ralph Endy is rapidly recovering from a major operation, as is Mrs. Benny Wetes. . . . Mrs. Oscar V. Babcock is gradually recovering from a serious spinal fracture received in an auto accident. . . . Mrs. William J. Tucker is resting here, letting Bill do all the work. . . . Leonard Smith and his frau trekked to Key West to open in Filbert's Park. . . . Dr. Steve Mills and Mrs. Mills are seen daily at the races. . . . J. Frank Hatch, he of the silvery tath, has not been very much in evidence lately. He spends most of his time with his stockbrokers at the beach.

Off over the Tamiami for Tampa: Hardly a day passes but what a car slithers into the Tamiami Canal. The canal runs for upwards of 100 miles alongside the roadway on the north side. The road itself is in fine condition, very smooth and no crossroads, yet one must be careful. A right-hand skid or slip and into the canal you go, so take it easy. . . . Five hundred Seminoles in all Florida, so they say. If they keep on building Seminole villages along the Tamiami they will have to develop a new crop of Indians, probably by the route of prizes for large families.

Art Lewis Shows played a "fair" date at Bowling Green, Fla. Specially constructed permanent building filled to the brim with exhibits, mostly citrus fruits, then the carnival hooked on. Fine looking little show. Plenty of rides, everything in good shape. Lewis in the North, but talked with F. Perry Maroney, Manager L. B. Lamb and Irish Jack Lynch. . . . Royal Palm Shows played Bradenton, Fla. Same kind of a set-up as the Lewis Shows, but instead of the permanent building to house the exhibits, tents are used. Barney Smuckler, the manager, said business satisfactory under poor weather conditions. Eddie Madigan has the cookhouse. Looks fine. Business okeh, says Eddie. Moxie Brenner on the lot vacationing, taking in all the Florida fairs. Al Burt, rotund and jolly, put show in this spot. Mrs. Maxie Smuckler, in charge of office, gave writer a hearty welcome. . . . At Gibsonton, Fla., visited with Eddie LeMay. Eddie is an ex-cookhouse man, who got smart and now has a fine camp and night spot in this village, patronized mostly by show people, of which there must be 50 housed here. Eddie is off the road permanently and is happy and contented, as is Mrs. LeMay.

At Tampa ran into the winter quarters of Royal American and almost knocked over Harry Illions, busily engaged getting his riding devices in shape for the season. Harry has a new motif for his wagons—red, white and blue diagonal stripes across the bodies, a la air mail design. Very striking. Cliff Wilson drove up in his snooty Scooter and says, "I'm going over to Largo, why not come along. Seems like only yesterday I furnished the attractions for the first Largo Fair. This is my first return since that time. Quite a fair, made so by the Royal American Shows that furnished the amusements. Elmer C. Velare, Nat Miller, Agent Samuel Gluskin, Fred Fansher, Rudy Illions, Cliff Wilson and your humble scribe all talked at once. . . . Back to Tampa to stay till after the Gasparilla.



DANNY EVANS AND CHARLES C. KENT are seen here standing on the deck of a rowboat following a day's fishing on the Mosakka River, near Venice, Fla., recently. The boat was about to dock at the lodge with passengers and fish. Evans and Kent are in the concession business.

Bill Harris, who came up to Paola, Kan., for a visit with their mother and sister there. Both the boys were in the band on the Great Patterson Shows, but now have their own orchestras in Dallas.

Mrs. C. W. (Louise) Parker and her daughters, Gertrude and Lucille, as well as the third generation, Louise Allen, a granddaughter, drive the 37 miles from Leavenworth, Kan., to the Ladies' Auxiliary meetings every Friday night. Mrs. Parker always has some interesting message for the girls and takes her title of "Mother of the HASO" seriously.

Moxie Hanley came up to the Friday meeting of the auxiliary as one of a committee bringing greetings and a promise of co-operation from the men's club. He also brought a good number of prints made from candid camera shots taken the night of the New Year's banquet and ball. They were looked over and admired, and then Moxie said, "Keep any pictures you are in with my compliments." In the scramble that followed I feel sure Moxie was not thanked but we did all appreciate his generosity.

Until you have heard Dave Stevens tell the story of his enlistment and initiation into the navy, with Koster gestures and dialect, you have missed a keen sketch of real character comedy.

PLINT, Mich.—Was fortunate enough to be in Chicago Thursday evening, January 13, so I could attend the regular meeting of the Chicago Ladies' Auxiliary. It was a social meeting and played progressive bunco. There were about 20 prizes, so almost everyone received a prize, mine being a pair of silk dollies. Mrs. Leah Brumlove, the new president, was a charming hostess and her entertaining committee all did their parts well. Had an interesting talk with a visitor, Mrs. William Wenzel, whose husband was advance man on the old Frank C. Bostock show. We had mutual friends, the J. T. Porter family, of Kansas City, who with their daughter, Naomi, were on that same Bostock show with Mr. and Mrs. Wenzel.

After the ladies' meeting I was taken over to the men's clubrooms. This was my first visit there. Joe Streibich showed me all around and then the men had served a cold buffet lunch we were invited to partake. With Mrs. Lew Keller, Mrs. Al Latio, Mrs. Joe Streibich, Mrs. Lucille Pope and Mrs. Mike Rosen I spent a pleasant hour with Charlie Hall seeing that we had all we could eat and drink. I was considerably impressed with the league clubrooms, they are comfortably furnished and have a place for all kinds of entertainment for the members. The room where the meetings are held is large and roomy enough for even the large membership to have ample room. That old register is a gold mine of memories and an autograph collector could find some priceless signatures.

Had dinner with L. Clifton Kelly, who is a permanent guest at the Sherman Hotel. He tells me that all rumors that he is about to be married are false and absurd.

Spent Sunday, January 16, in Toledo. Had a long visit at the home of Al and Mattie Wagner. The home is a new, very

El Paso

EL PASO, Tex., Jan. 22.—Verne Newcombe left this week for Phoenix, Ariz., to attend the race meet and to start promotion of midget auto races at the Arizona State Fairgrounds. Races will be promoted by Newcombe and Walter Neghetti, of Phoenix.

Mr. and Mrs. Mel H. Vaught, owners of State Fair Shows, were in Tulsa, Okla., for the fair meeting this week.

Roy E. Stein, press agent for T. J. Tidwell Shows, visited Carlsbad Caverns and the Tidwell quarters in Sweetwater, Tex., en route to his home, Ada, Okla.

Josh Kitchens is in town planning an international walkathon in Juarez, Mex., just across the international line from El Paso. Endurance contests are prohibited in El Paso.

Mr. and Mrs. Harry Rogers, of the C. F. Zeiger Shows, and Mr. and Mrs. Bill Davis, of the Reiser Shows, visited in El Paso, en route to Phoenix, Ariz., to join their shows.

Jerry Doyle, chairman of the ways and means committee of the Phoenix, Ariz., White Shrine, visited Verne Newcombe last week. Doyle is interested in outdoor entertainments for the Shrine.

Morris Thirman has a new truck for his photo concession nearly completed. Will be with the C. F. Zeiger Shows.

Milo Anthony's side show is touring West Texas towns.

William J. Collins' The Drunkard Company left for Palm Springs, Calif., after four weeks in El Paso.

Mr. and Mrs. G. O. Dupuis have downtown headquarters for the third annual El Maida Shrine Circus, which will be a Pollock Bros.' Circus date. Show opens in Liberty Hall Monday night.

Thomas White, ride operator, and Whitey Brooks, visited here this week.

Paul Lowe, owner of Silver State Shows, announced bookings at Cheyenne, Wyo., Portales, Clovis, Roswell, Santa Fe and Gallup, N. M. Cheyenne date will be only carnival in Cheyenne before the annual rodeo celebration. Santa Fe date is for only carnival in New Mexico capital for the season. Equipment of the show which was at the Sun Carnival is in storage here. Rest is in Clovis.

Miami

MIAMI, Jan. 22.—Al Carsky, candy man from Royal American Shows, visited on business accompanied by Morris Kaplan. Both returned to the show.

Jack Maxwell and family arrived to spend the winter. Jack will do his magic act in night clubs.

Jimmie Bonnie, of coin machine fame, is resting a while.

Many of carnival folk left to join the Royal American and Art Lewis shows.

Jean Belasco, press agent of Funland, is considering buying "Bad Penny," the "famous" race horse of Matthew J. Riley.

Frost Winters, the man who "lives" in a cake of ice, is drawing big crowds at Funland. Newsreels showing his arrival, and the beauties at Roney Plaza opening the block of ice with blow torches, is showing at all the movie theaters here.

Eddie's Lucky and other concessioners at Miami Beach have opened their season.

Loyis Chase, former manager of the Christy Bros.' Circus, is still connected with the Malone brothers property.

Doc Duncan, of Horse Shoe Grill, closed his place and when he reopens he will have it made over like a big top.

Jimmie Vair's restaurant is headquarters for showmen. The most prominent book displayed there is The Billboard.

Around Miami, the boys are waiting for the publication of Starr DeBelle's book.

modern one, but the Wagner hospitality is just the same. Al is getting around fine on crutches after his foot operation and Mattie is a good and patient nurse. Mary and Joe Everett came in while we were there, they have a home in Toledo now but were on the Patterson Shows long about '14. Joe Preston Everett was the right-hand man for Johnnie J. Bejano, then operating the famous Jungeland, but the last 10 years has been with Edison Electric Company in an executive position. This is another case of a carnival boy making good in big business.

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 30 cards, \$5.25; 50 cards, \$8; 75 cards, \$9.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$14.50; 250 cards, \$17.50; 300 cards, \$20; Remaining cards sold \$5.00 per 100.

Set of 30 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—put up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 1/2 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 6 1/2 x 7. Thin cards with as used in theaters, etc. They are marked or punched in playing and they discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, 50c.

Automatic Bingo Shaker, real class, \$12.50
Lapboards, white cards, 2 1/2 x 14, Per C. . . . 1.50
Shaping Bingo Cards on same, Extra, per C. . . . 1.50
Bingo Card Markers, in strips, 25,000 for 1.50
Send for two sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.
19 W. Jackson Blvd. Chicago

PACIFIC COAST SHOWS

WANTED—Blind, Grand Shows, Ride Help that can drive Trucks, Concessions, Man to run Cook House, postmaster.
JAMES BARBER,
1102 85th, N. W., Seattle, Wash.

Merry-Go-Round Tops

Caterpillar Turntable, Ferris Wheel Seat Covers, are 40 percent. Tents all sizes. Bicycles coated on application.
ANDERSON TENT & AWNING CO.,
Fair Street, Northampton, Mass.

SIDE SHOW WANTED

COMPLETE OUTFIT FURNISHED.
FRANK ZORDA—Write or Visit.
FRANK WEST
West's World's Wonder Shows,
Norfolk, Va.

Hither and Thither Among Showfolk

By VIRGINIA KLINE

KANSAS CITY—Ranks of the showfolk thinned as the cold weather bit and sent many of them south and west. Mr. and Mrs. R. E. Haney left for an extended trip, going first to San Antonio. Dave and Sally Stevens left for Florida by train but shipped their car ahead so they could have it on their arrival there.

Jimmie Patterson came back in town with his bride after a honeymoon in Hot Springs, Ark. They are "at home" in their apartment.

Had a visit with J. H. and Tilly Johnson at their fine new hotel and bathhouse in Rosedale, Kan.

Had a surprise visit with Lester and

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Jan. 22.—Within the last few days we received a communication from Graves H. Perry, supervisor of field agents, operating out of the office of Ernest K. James, State tax commissioner of the State of West Virginia at Charleston, which we believe will be of interest to the members of our association and others as well.

Since the communication is vital to the interests of our membership, we quote same.

Perry writes: "This department will appreciate your using the following information in an early issue of The Billboard in the hope that all carnivals expecting to exhibit in the State of West Virginia will hereby be notified of the requirements of our license laws and fees for carnivals, which are as follows: 1. Rides \$10 per week. 2. Shows \$5 per week. 3. Legitimate concessions actually selling merchandise, \$5 per week. 4. Concessions of any and all types operating games of skill or chance, \$10 per day. 5. The fees for exhibiting at bona fide county agricultural fairs are the same excepting concessions, which are all \$5 per week."

Laws To Be Enforced

The license laws regulating the exhibiting of carnivals, circuses and other tent shows will be rigidly enforced.

Your co-operation in seeing that this information reaches the members of your association will be greatly appreciated by this department.

Due to the fact that we have been appointed deputy corporation counsel for the city of Rochester and will assume the duties of that office within a few days, we desire at this time to announce the appointment of our former law partner, Hyman G. Gould, as assistant general counsel, who will carry on the office duties of the association. The activities of the association will go on as heretofore without change or interruption and we invite the membership to avail themselves of the facilities of the association as in the past.

Detroit

DETROIT, Jan. 22.—William G. Dumas, partner in the Happyland Shows, leaves next week after visiting his home town, Detroit, for the fair meeting, leaving his partner, John F. Reid, in command here. Dumas goes back to Oibenton, Fla., where other members of the Happyland organization are wintering.

E. V. Ritz expects a record of 10 years in the same territory for his Motordrome this season. He was five years with the W. G. Wade Shows. This will be his fifth season with Happyland Shows.

Red Ace, of the team of Ace and King, is back in Detroit visiting homefolk and contacting local show business. He recalls the Casa Madrid on the Honnies Bros. Shows. His partner, Johnny King, is in Kansas City.

Nosey-the-Cop (Albert Towle), veteran Detroit clown, is arranging a St. Valentine Day party for the AFL Local 25, State, County and Municipal Employees. Nosey has become a known figure in indoor events during the winter season.

Predictions of a return of good business to the miniature shooting gallery in this area were confidently made this week by Thomas W. Erban, operator of the Urban Rifle Range.

Baltimore

BALTIMORE, Jan. 22.—Harry Bowen, Cho-Cho, clown, has finished his 11th season at one of the largest department stores in Baltimore. Bowen was the right-hand man in the office of the Baltimore Theatrical Exchange.

Kavanagh and Raymond have been playing night spots in and around town.

John T. McCaslin and Norman Stevens are holding their own in local bookings. Buddy Jacks, the dancer, and wife, a singer, are playing here. William Ghok, of the Ideal Exposition Shows, is wintering here; also Baby Lillian, fat girl; Tracy Brothers; Johnny Eek, the half-boy, and Charles Buellis, rice writer.

Henry Herrman, who many of the old-timers will remember from Herrman's Park, passed away last month. John T.

McCaslin was manager of this park for 18 consecutive years.

Baltimore Theatrical Exchange booked 28 shows New Year's Eve and had only one disappointment.

National Theatrical Agency split, Roy Berger opening his own office, Jean Savage opening her own dancing school and Leonard Trout retaining the original office.

Claw and pinball machines are working all over Maryland, having been licensed by the last Legislature. — HARRY J. BOWEN.

Baker Organizing a Carnival in Winnipeg

WINNIPEG, Man., Jan. 22.—Tom Baker announced here last week that he is now organizing the Red River Shows here under his management for the season of '38, with J. Mattel as treasurer.

In speaking of his new venture, Baker said to a reporter for The Billboard: "For the past two years have been with Conklin Shows operating hoop-las and ball games. The Conklins are fine people to be with. However, I am taking out my own carnival this season and am turning my games on the Conklin Shows over to my brother-in-law and sister, Bonnie Macdonald and Mrs. Avis Macdonald, who will operate them this season."

Loos Adds More Fairs To His '38 Bookings

LAREDO, Tex., Jan. 22.—The Greater United Shows presented by J. George Loos have been awarded midway contracts for the free fairs at Columbus, Cherryvale and Burlington, Kan., also the fairs at Holdenville and Wewoka, Okla.

The shows are now making active preparations for the opening of the season here at the 40th annual George Washington Birthday celebration in February. The Human Bullet and Dr. Carver's High Diving Horses have been added to the free attraction program for this event by Loos.

Eating Tacks Indoors Is Bad for Redcloud!

ST. JOHN, N. B., Jan. 22.—For the second time within a month, Jack Redcloud, of Toronto, a professional swallower of glass, tacks, pins and razor blades, with tent shows, and theaters in winter season, was found unconscious. First, it was on a Halifax, N. S., sidewalk, soon after finishing his act in a local theater. He was operated on as an emergency case. He was out of the hospital only a few days when he appeared in Truro, N. S., and said he was broke. He inserted advertising in a local daily saying he was trying to return to Toronto and would present a one-man show in a local hall that night. The hall was jammed with paid customers.

Immediately after completing his act, which included pecking up needles with his eyes and pulling men across the stage with his hair, as well as the eating of foreign substances, Redcloud vanished.

About 24 hours later he was picked up on the roadside about 12 miles west of Truro by a passing motorist and brought into the Truro Hospital for treatment. Case was diagnosed as acute indigestion. Redcloud was suffering severe pains in the midregion. He was watched for several days for complications and then discharged and he took to the road again.

Despite his agonizing experiences Redcloud refuses to retire from glass, tack and metal eating. He hopes to eat his way back to Toronto, and then, after a long rest, to take to the lots again. His downfall is caused by being forced too much indoors by the rigorous north-eastern winter, he claims. He has never had any unfavorable reaction when doing his freak act on the carnival lots and midways because of there being plenty of fresh air available, he avers.

OUR MIDWAY—

(Continued from page 53)
Hartmann and Claude R. Ellis.—W. O. FLEMING.

LAKE CITY, S. C.—Past season lot superintendent and electrician with Stanley Bros. Shows and formerly in same capacities with Pan-American and Krause Greater Shows. Bought a restaurant here, which town was the closing date last season for Stanley Bros. Business is very good and I manage to keep

HI-DE-HO Fun House and Ride Combined.

Loads on 24-Ft. Trailer.



RIDEE - O

rides

SPILLMAN'S Auto Cars & Tracks

Rides that pay big dividends.
Wire or write.

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

WANTED J. R. EDWARDS SHOWS. WANTED

Now Booking for 1938 Season—Legitimate Concessions of all kinds. No coupon stores or G Wheels.
Can place new Tilt-a-Whirl.
Phil Phillips wants Acts for Ten-in-One, Illusion, Hillbilly, Hawaiian and Geek Shows.
Address all mail to J. R. EDWARDS SHOWS, 233 N. Buckeye St., Wooster, O.

seven people busy. Outdoor again when the time arrives.—P. W. PAULI.

RICHMOND, Va.—Mrs. Cobb and myself have been at our hunting lodge in Northern Michigan since December 5 fishing thru holes in the ice and hunting. We stopped in Warren, Pa., where I checked over a carload of material for repairs to be used on the World of Mirth Shows' train. Work of completely overhauling the train has started. Am again trainmaster for these shows.—WALLACE A. COBB.

SOAPY GLUE is getting to be the net proceeds of a bum mentality. He went in a saloon recently and got lit up. He upset his glass of liquor and explained to the bartender that the accident happened when he turned around to talk to himself, but he denied he turned it over.—Tillie Few Clothes.

REYNOLDSVILLE, Pa.—We have heard that several people have been informed that Joe Payne has the exclusive on wheels and Ike Faust exclusive on coupon concessions with Bantlys All-American Shows this season. This is not correct, as the Bantlys understand Joe Payne will again be on the staff of the Marks Shows, with which he has been associated for the past few years.—MRS. HERMAN BANTLY.

JEAN BELASCO, press agent Andy Bros. Shows, reports from Miami as follows: "Altho not confirmed, there is a rumor going the rounds that Matthew J. Riley has dispensed with his automobile and is making fair meetings on horse back. Probably riding his alleged race horse, Bad Penny. Duke Brownell walked into Funland Park office as I was taking care of General Agent Riley with the above and insisted on his best wishes to The Billboard."

HARRISONBURG, Va.—Mrs. Jimmie (Hattie) Pardice was admitted to the Buckingham Memorial Hospital January 18 for a serious operation. Dr. Wright operated on her January 15 and pronounced it successful. While she is a very sick woman she has shown improvement each day since. Hattie has a great number of friends in show business. She and Jimmie have been with Christ United, Harry Copping, Herman Bantly, Cettin & Wilson and Mighty Sheesley carnivals. Last season she had charge of Mrs. John M. Sheesley's ball game.—G. N. ANDREWS.

BIRD WHEELS: In the past many bird wheel operators made fortunes by putting out canaries, parakeets and parrots with cages. They put them out on paddle wheels that were numbered and they gave out a bird and cage at every turn of the wheel. Bill James and Billy Perch were leaders in the bird-wheel line in their day. BIRD WHEELS THAT GIVE OUT BIRDS ARE COMING BACK. The days of the laydown gyp wheels are over. This statement is no bull. GET IN LINE WITH PROGRESS. Remember those who put out ducks, turkeys and chickens? They got dough.

TARBORO, N. C.—The North Carolina fair men's meeting at Raleigh was the best I have ever seen during all the years

WANT MORE REVENUE

for YOUR ORGANIZATION?

Read "BINGO BUSINESS"

A Column About Bingo in the WHOLESALE MERCHANDISE

Department THIS WEEK AND EVERY WEEK

PAN AMERICAN SHOWS

BOOKING 1938 SEASON.
Attractions, Shows, Rides, Concessions.
217 West Barness St., Pico Bluff, Ark.

Minor Model Shows

Now booking Shows, Rides and all kinds of Concessions for the 1938 season. Cook Horses, Bingo, Pop-Corn, Candy Apples, Custard, Ball Games. Address R. H. MINER, 161 Chambers St., Phillipsburg, N. J.

I have been attending them. There was more co-operation among the secretaries than ever before. As usual there were more carnivals represented than there are fairs in the State and competition was strong. Art Lewis and I contracted eight fairs in the State. Lewis came here with me and went quail hunting. He bagged the allotted number of 10 in less than three hours and he shot left-handed. I drove him to Raleigh and he boarded a plane and went to New York to attend the Eastern showmen's meeting. He will probably meet me again at the Virginia fair meeting, Richmond. I worked hard at Raleigh and let some of the agents know that I still live in North Carolina.—JACK V. LYLES.

OUR MIDWAY received a wooden postcard from San Francisco advertising a popular restaurant in that city, signed by Carl E. Holt, Art Graner, John Alexander, Pollitt, Harry E. Dixon and Mike Krokos. This restaurant features Kansas City corn-fed meats and cooks steaks over a charcoal fire. This food and style are ideal for those who patronize carnival cookhouses. Some have been known to order a New York cut sirloin steak at \$2.50 a throw. On the face of this card is printed, "Winchell says: That if you are in a hurry don't waste your time in a first-class restaurant. A beanyery will do as well. An orchid cannot be grown over night, neither can a culinary masterpiece be produced in five minutes. One dissatisfied customer can do your restaurant more harm than the praises of a thousand others can do. So if a man has a tough steak don't give him a sharp knife, give him another steak."

Moral: Carnival cookhouse men should pay some attention to what Walter Winchell has said about restaurants and steaks.

Rubin & Cherry

ATLANTA, Jan. 23.—We do not sing that old Scotch song The Campbells Are Coming around here, we say, "The Carnivals Are Coming," as most every day brings in one or more. Gus Woodall, manager shows' dining car, came in from Galveston, Tex., where he spent part of the winter. Mrs. Nat Workman, wife of general superintendent, after spending the holidays at her home in Texas returned to quarters. C. A. Mercer, who was the first man to build the Walters rig, is looking after the construction of eight towers for lighting the midway. His wife, who is a daughter of Charles Jessop, of Connersville, Ind., is with him. An inspection of quarters reveals that the work is going along nicely. Superintendent Workman and his men have laid out the material for the two new modernistic fronts, in construction, to replace the ones used last season on the posing and girl shows. Eddie Marconi is in charge of the paint department with three assistants and is presenting some new ideas in modernistic design. George Rinehart, who operated dining halls at the Southeastern Fair and others, opened a new cafe next to a hotel here. George is one of the best known cookhouse men in the business and knows the kind of service to hand out. It is headquarters for all the carnival folk as he is giving 24-hour service. The caravan of trailers will start this way after the close of the Florida fairs, included in the parade will be housecars belonging to Max Kimerer and Arthur Sharpe. Lieutenant Lester Potter, formerly censor of amusements at the Michigan State Fair, stopped off a short time en route to visit Joe Redding at his home in West Palm Beach, Fla. We hear some remarkable stories about the fish some of the boys are taking out of Florida waters, mostly from Joe and Arthur. Mrs. Alma Gloeckner, who is connected with the show, left for a visit in Florida. FRANK S. REED.

B. & V.

GARFIELD, N. J., Jan. 21.—Manager Van Vliet announces that the Lasher diving act has been contracted as free attraction for the season. James Lasher, in charge of act, has three girl exhibition divers and a clown diver. Special posters have been ordered to advertise the act. Carl Mills booked Ten-in-One, which will have a new front with neon lights and a 110-foot banner line. A new entrance marquee will be constructed. Due to size of show this season light plants will not be used and show will have a transformer built on a truck. Queenie Van Vliet will again handle the office as secretary. K. F. Christ will be lot superintendent. Nick Green was a visitor. Placed three concessions and left for Florida. QUEENIE VAN VLIET.

Modern Midway

FORREST CITY, Ark., Jan. 22.—Quarters flashy. Early day Frank C. Bostock and Frank W. Gaskill ideas adopted. On all approaches large signs tell visitors, transients passing and townsfolk: "Modern Midway Shows making ready for '38 season. To meet public demand for cleanliness. Nothing to shock adult or child. Visitors welcome." At night, electric and neon lights render signs readable. Whitey Emerson and Charlie Howard are in charge of construction. Howard will be chief electrician. Working force to be increased in February. General Agent Fred Cullin in and out. General Manager O'Brien to Dallas, Tex., and other fair meetings. Show will carry a concert band. Visitors: Don C. Hall and Clara Crocker Hall, of McKana, Ill., well-known Wild West characters, stopped en route to Mississippi City, Miss., where on January 18 they celebrated their golden wedding anniversary. Married at Crocker's Landing, Wis., January 18, 1868. O'Brien & Cullin showfolk promoted town band to concert Mr. and Mrs. Hall and banqueted them. S. T. Jessop, president U. S. Tent and Awning Company, order for some tops placed. Charles L. Hollowell, Little Rock, Ark., promoter and Ludington, Mich., hotel man. Warren Wright, Blytheville, Ark., Harold English and wife, Lamar, Mo., who this year will count money for Strates Shows. Harry Bosch and wife, operators Bosch & Byers Shows. Louis Cutler, concessioner. Doc Tyree and wife, frozen custard machine operators. Mention deserving of Christmas and New Year's at quarters. Santa Claus visited with gifts and turkey dinner Christmas Day. New Year's Eve ob-

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

served with old-time watch meeting, led by Rev. E. D. Butt, Episcopal rector from Tennessee. At Chillsrothe, O., the writer held remembrance service for Owen A. Brady, carnival general agent, who died in National Elks Home, Bedford, Va. DOC WADDELL.

Wallace Bros.

MOBILE, Ala., Jan. 15.—Saw and hammer crews are now going full blast in quarters and painters are busy on show fronts and rides. No gold leaf is being used, but Sherwin-Williams containers are in evidence everywhere. Artist James Hayden is applying a modern decorative motif to the Merry-Go-Round and all rides will go thru the paint shop before the new season opens. Boss Carpenter Edward Logan and assistants are building new ticket boxes for all attractions and all will have a standard color scheme. A monkey speedway and a jungle show will be new features. Manager E. E. Farrow left for a 10-day business trip to Mississippi. Leona-Lee joined A. H. Murphy's winter show at Bay Minnette, Ala. Will return in time for Mardi Gras carnival here. Adam Erbe works every Saturday and Sunday with C. D. Scott's winter unit on Mobile lots. The writer has been busy here, there and everywhere in the interest of an early spring route. Visitors: A. C. Bradley, Walter

wonderful Christmas dinner was enjoyed by the writer and wife at the home of Mr. and Mrs. Page at Johnson City, Tenn., having returned in the company of Page. Roy Fann was host to an even dozen around the table at quarters, had turkey and all the trimmings. The boys that worked the storeroom show found their employment shortlived, as it folded after Christmas. Word from Frank and Dot Earl is that they will again be with the show. Dot had a bad spell of illness during the holidays; however getting on okeh now. J. J. Page will make fair meetings in Georgia, South Carolina and Tennessee.

R. E. SAVAGE.

Crafts

SAN BERNARDINO, Calif., Jan. 15.—With balmy weather the past few weeks great strides have been made on all outdoor work, which comprises painting of rolling stock, rough carpenter work, steam cleaning of motors and erection of steel rides. All canvas has been hung in the left of the show building and will be taken down for the once over by canvasmen prior to being assorted for the various attractions. Quarters have been going full blast since January 3 and following men are registered on Treasurer Tommy J. Myers' pay roll: W. J. Boyd, Alf Maier, Meek Doman, Roger Warren,



A GROUP OF HAPPY SHOWFOLK, members of the Stoneman Playland Shows. They had just finished their Christmas feast when this photo was taken at quarters, Ridgeland, S. C. The dinner was prepared by the women of the show and served in the open air amid the popping of fire crackers, which reminded them of the Fourth of July instead of Christmas, says Joe Scott, who furnished the photo. Left to right, Mrs. Joe Stoneman, Mrs. Evelyn Check, Joe Stoneman, Iaska Croft, Mike Damon, Iva Scott and Joe Scott. The dog is Easter Stoneman, mascot of the show.

L. Main Circus; Rhoda F. Royal; I. J. Croutcher, New Orleans; John Thompson and C. D. Scott. WALTER B. FOX.

J. J. Page

AUGUSTA, Ga., Jan. 22.—Owner Page returned to quarters and advised Superintendent Fann that he will augment the present crew, so as to rush to completion the work already mapped out. At the same time he issued orders to build two 80-foot fronts, also to enlarge two 40-foot fronts to sixties, so as to bring all the fronts to a uniform size. Office trailer will be dismantled and rebuilt, with more space being the main objective. An order has been placed for a shipment of monkeys to enlarge the monkeytown show. This show will be housed under a new green tent. Minstrel and Ten-in-One shows will also be housed under new tents. All show banners have been readied to ship to factory to be repaired, repainted and retouched. Included is an order for 12 new banners. Word from the Montgomerys up Pennsylvania way is to the effect that they would be in quarters in a few weeks to start work of repainting and repairing their rides. Montgomery has been busy most of the winter in his workshop and especially building new electrical apparatuses for the Big Eli Wheels and Tilt-a-Whirl. Trevor Montgomery, who handles the artistry end of the rides, has some new ideas of a modernistic trend for the Tilt-a-Whirl. A

Otto J. Mals, C. L. Hickman, Jack Schell, William Harris, N. Boleus, Andrew Spaeth, W. L. MacCormick, Homer Reis, Hubert Van Sickle, Joe Duran, Roy Meyers, W. P. Hanna, C. F. Hanna, Harold Lear, Sam Hinson, W. Cooper, Pat Murphy, Orville Hatfield, Frank Kempf, George Bryant, J. B. Van Sickle, T. J. Moyers, P. Kitchener, Steve Kessler, Nick Spaeth, Johnny Gilliland, Ed Bliss, C. L. Turner, George Hafer, George Black, J. J. Murphy, W. R. Haley, Sammy Caldwell, P. O. Davis, William Dennheart. These men are employed on different rides and attractions during the show season and have spent the short winter season working in quarters account of the early opening of Crafts 20 Big Shows this year. Phil Williams and E. Pickles Pleard have been busy with the advance dates, while O. N. Crafts and the writer flew in Crafts' plane to close a couple of early spring dates recently. James Lynch is getting cookhouse, grab stands and confectionery booths in shape. Karl Miller is building 125-foot open-style monkey circus. He recently purchased 40 monkeys, one female chimpanzee, a troupe of performing dogs and six shetlands for his attraction. Miller, with his wife, Avon Gayles, will also operate the It Scree. Billy Boselle, pit show mascot, has contracted for the Twenty-in-One. C. L. Crawford arrived and is rebuilding the silodrome to accommodate a small racing car and fighting lion. Professor Ed Kanthe and brother, Dick Kanthe, with their wives, are due soon

to assemble their athletic arena paraphernalia. Much credit is due the Kanthes for the way they handle their attractions in order to comply with the California State Athletic Commission's ruling, which practically bars athletic shows of contest nature.

ROY E. LUDINGTON.

Gruberg's

MONTGOMERY, Ala., Jan. 22.—Work is progressing very nicely. Jack Hewitt, shows' electrician, with assistance of Bob Holmes has worked over completely the shows' electrical equipment and transformer trailer. Cotton Rogers has five men working on some of the rides. Charles Wright, Merry-Go-Round foreman, with two men has completed overhauling this ride. Gus Klamer arrived and after storing his riding devices and house trailer proceeded with his family for a sojourn in Wisconsin. J. C. Roberson returned and again assumed duties as the shows' official carpenter.

Visitors: Mrs. Rubin Gruberg, Walter Levina and Princess Lola. Writer was confined to his trailer for several days due to a very severe attack of gastritis but is up and around again.

WILLIAM SYLVIN.

Smith's

AUGUSTA, Ga., Jan. 22.—Everybody working hard to get in shape for coming season. W. N. Clay painting new fronts, also banners. Mr. and Mrs. K. P. Brownie Smith Sr. arrived to see that all work gets under way. Mr. and Mrs. K. P. Smith Jr. and daughter are at quarters getting ready for opening. Dutch Berger wiring all rides and the show fronts. Show will have all new wiring, new show fronts with plenty of lights. Peggy Ewell and her big snake is going with the show again this season, making it her fifth consecutive season. Frank Smith is getting his Chairplane in shape. Mr. and Mrs. William Hulseborn arrived from Boston. Writer to be let man. BILL HUTCHENS.

Bantly's

REYNOLDSVILLE, Pa., Jan. 22.—Work started in quarters with 13 men painting, building and repairing. Mal Fleming visited again. Bennie Smith and wife, Nettie, visited and made arrangements for the coming season, and Leo Smith, Bennie's brother, all smiles. Writer and Manager Bantly, also Harry Copping, are on road most of the time looking. Plans are being made for new lighting effects. Bill Cogley stopped on his way to New York. Mrs. Bantly is over her illness and is up and about again. Harry Copping, pinchock champ de luxe, still looking for players. Max Kirkland left for a visit to his folk in Alabama. Bill Whitmore now substituting as bartender in the Imperial Hotel. Herman Bantly, Harry Copping and writer stage Lamberger-eating contest each night. HARRY E. WILSON.

Goodman

CHICAGO, Jan. 22.—The hammer and saw are singing a merry tune at quarters of Goodman Wonder Show, Little Rock, Ark. Those who know canvas and its necessary attributes are throwing many a worth-while media. Assembly call sounded January 3, when those away from quarters preceding two months stepped into traces and began the haul to bring the show to the firing line of spring in the best of shape. U. Grant Chandler, business manager and right-hand man for Max Goodman, in generalissimo of the army of constructors. All properties of the last season that are worth while are being revamped and stored for the opening of construction on new attractions. There is a maze of detail and the early getaway already has proved more than timely. Max Goodman, who repaid himself with the regiment of showfolk at Hot Springs in the fall, rejuvenated further in a trip to Florida. When 1938 made its initial bow he laid aside recreation and swung into line for a busy mid and late winter swing around the circle of fair conventions. He, with Milton M. Morris, attended the Wisconsin State meeting and then hied on to the Minnesota convalescence. He has not as yet announced his staff for 1938. Grant Chandler, however, is the "mainstay" one on the job thus far. Goodman Show family finds itself more conveniently located in quarters this year than last with street car service right to the doors. Mrs. Grant Chandler

directs the culinary department in quarters. Reported by an executive of the show.

Crowley's

AUSTIN, Tex., Jan. 15.—New neon main entrance arch was received and erected and is a work of art. With 730 lights this arch will be a blaze of light. Entire arch is packed in five 14-foot crates. Bud Valler and Sammy George will arrive soon. Art Hassen booked two concessions, as has Leo Carrier. Harry Sommerville, from Baker-Lockwood, getting orders for new canvas. Topsy will be new this season. G. C. Crowley and V. McLemore attended Kansas fair meeting, Topeka. New starback seats, stage and lighting for Deal Street Circus has been finished. Writer received a letter from Roy G. Valentine, whose troupe, Flying Valentines, is wintering in Houston, Tex., after closing at the thrill circus at San Antonio. Victor A. Drum, formerly of Chappell and Drum, will do his single new act, high contortion. George Cabbell, special agent, is a grandpa now. Fred Webster and writer made a trip to San Antonio. Oswald Reiche and Clyde Graham, formerly of the McMahon Shows, had a narrow escape from death when their truck was hit by a train at Kyle, Tex. Both are daily visitors at quarters. Their truck was demolished. **GEORGE WEBB.**

Sheesley

SAVANNAH, Ga., Jan. 22.—Lew and Kay Weiss, girl show promoters, stopped over on their way from New York to Miami. Kay spent holidays with her mother. Frank Arone, front man for John D. Sheesley Jr., wintering in Chattanooga, Tenn. Herme and Grace List are at Atlanta making home-made fudge. Jack Baedle, bingo and ride man, purchased a baby Octopus and truck to haul it. J. E. Hendershot is attending fair meetings. E. O. May will be special agent this season. He and Mrs. May are in Miami taking life easy in a new trailer they purchased. W. H. Hill Rice is making contracts in the Middle West. Ma and Pa Sherman, who were with Al Benson's Side Show this last season, are at Oneonta, N. Y. Charles Schweitzer, the promoter, will open February 21 with an indoor circus under auspices of the Labor Council. **WARD (DAD) DUNBAR.**

CARNIVAL MANAGERS—Something New

Who Not Have a "WATER-PROOF MIDWAY?" The finest and most elaborate canopy ever built. It covers three sides of a square. Front side 154 ft. 8 in. beautiful Estimation at each corner. Wings on each side 115 ft. 4 in. long. Fifteen-foot side walls. Canopy 45 feet deep. Lovely Area in center. 84 ft. wide. 115 ft. long. Large enough to house all concessions. Shows, etc., and fits in center Area. For average size Carnival. 499 good Stakes, over 200 Poles, truck load of brand-new Ropes. Positively the best. To one time. Is a beautiful orange and green. Make no more. For more info. Add \$2,000 cash for quick sale. Wire or write.

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Season 1938-41. Those holding contracts Chicago World's Fair, etc., send terms, photo, specify what you do, age, size, weight and give information to other midgets. Write to: **PAUL ALVAREZ**, 1550 Broadway, Suite 401, New York City.

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6000 WHIP FOREMAN AND FERRIS WHEEL FOREMAN. Do not misrepresent your qualifications. **CHAS. OLIVER**, 1417 Gesslan Street, St. Louis, Mo.

MODEL SHOWS, INC.

Covering Downtown Location, Two Saturdays, Last Week in March. **WANT Foreman and Ride Help for Caterpillar, Tilt-Up Wheel, Liberty Loop and Loop-o-Plaza.** Will finance top over new barrel show. **WANT** capable People including Manager for Side Show. **WANT** Free Art to feature. **FOR SALE OR TRADE**—Grab load complete, built on trailer. Write **W. R. HARRIS, Manager, Box 469, Mason, Ga.**

P. J. SPERONI SHOWS

NOW BOOKING FOR THE 1938 SEASON. **Peter J. Speroni** wants Agents for Ball Games, String Game and Spinner, Corn Game Operator, also Book Man. If you don't stay where in the store don't answer. Address: **Rock Falls, Ill.**

DARE-DEVIL OLIVER

WORLD'S PREMIER HIGH DIVER **AT LIBERTY** Write for Particulars. **LOWE'S CAMP, St. Petersburg, Fla.**

BARKER SHOWS

WANTED—Cockhouse, Corn Game and all Stock Concessions. Place Athletic, Girl and our Grand Shows with our act. Have complete outfit for Five-in-One and Guck Shows. For sale Newly Framed Cockhouse. Same can be booked on show. Those who write before write again, mail enclosed. Kelly and Harper write. **MRS. STELLA BARKER**, Box 224, Charleston, W. Va.

chased a baby Octopus and truck to haul it. J. E. Hendershot is attending fair meetings. E. O. May will be special agent this season. He and Mrs. May are in Miami taking life easy in a new trailer they purchased. W. H. Hill Rice is making contracts in the Middle West. Ma and Pa Sherman, who were with Al Benson's Side Show this last season, are at Oneonta, N. Y. Charles Schweitzer, the promoter, will open February 21 with an indoor circus under auspices of the Labor Council. **WARD (DAD) DUNBAR.**

Franks

VALDOSTA, Ga., Jan. 22.—Franks Shows' quarters are a beehive of industry, the writer observed recently upon his return from a booking trip. Several new painted and decorated fronts seen ready. Jimmy Thomas will have athletic, nudist colony and girl show; George Wasserman, minstrel show; office, Ten-in-One; George Haverstick, pennyland; S. H. Dowdy, cockhouse and grab stand; Harry Vartanian, corn game and diggers; Lester McGee, concessions. Visitors: Mr. and Mrs. W. R. Harris, of Model Shows; Mr. and Mrs. Irvin Kaw, Mr. and Mrs. Fred Newman, Mr. and Mrs. James Braden; Mr. and Mrs. Ernest Marohl, of County Fair Attractions, and Mr. and Mrs. David Wise. Manager W. E. Franks stated that five new semi-trailers will be part of the office-owned equipment. **R. H. LESLEY.**

Zimdars

JACKSON, Tenn., Jan. 22.—Work is progressing. Show will be spick and span, with better fronts and more lights. Manager Harry H. Zimdars says show still needs more lights. Frank Waldron has his cockhouse booked again. He is busy with two helpers building a new one with chrome plate trimming and neon. He received a new top from the Anchor Supply Company and also bought a new Federal truck. C. R. Crysell and wife came in. Crysell started rebuilding four concessions. Mr. and Mrs. P. B. Bousard and son came in and started to rebuild two concessions. Four Flying Valentines have been engaged as a free act. Consists of one man and three women. Zimdars bought a new panel International truck to be used as a billposters' car in advance. Weather has been very good and work is farther ahead than it was last year at this same time. Visitors: Mr. and Mrs. Lee Moss; Mr. and Mrs. Doc Tyree, who are wintering in Hot Springs, Ark.; Mr. and Mrs. Harry Burke, of Harry Burke Shows, who drove in as they are visiting Mrs. Burke's folk at Paris, Tenn.; Mr. and Mrs. Max Wilson and Mr. and Mrs. Neil Woods, who drove in from Arkansas. Everybody on show is looking forward to one of the best seasons the show ever had. **CHARLES SEEP.**

Crystal

CRYSTAL RIVER, Fla., Jan. 22.—New canvas for the minstrel show, cockhouse and marquee have been ordered from Disc. John Bunts and Harry Benjamin placed order for corn-game top with Anchor Supply Company. Manager W. J. Bunts ordered a new sound truck which will be delivered at Camden, S. C. Work at quarters will begin February 25. Visitors: Mr. and Mrs. Percy Martin and Mr. and Mrs. Charles Allen. **CHARLES STAUNKO.**

Reading's

NASHVILLE, Tenn., Jan. 22.—The shows are now preparing for the 26th annual tour. Quarters are in charge of George H. Curtis, show electrician. Manager W. J. Williams and wife returned from Florida and are now busy on a booking tour. E. Z. Reading is still in Florida recovering from an auto accident which occurred December 8. **GEORGE H. CURTIS.**

Dee Lang

ST. LOUIS, Jan. 22.—Dee Lang, writer; John Sweeney and Barney Williams, of Dee Lang Shows, attended the Minnesota fair secretaries meeting at St. Paul. Large crowds were on hand, with nearly every fair secretary in the State present. Conditions the past year warranted this attendance and interest, as most of the fairs closed on the black side of the ledger. Several contracts were closed. The writer signed them at 11 below zero. At quarters Master Mechanic Waughn is finishing three elaborate show fronts for girl show, minstrels and monkey land. Chromium plate is liberally used on this work. **ELMER BROWN.**

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 Fair Secretaries and Committees get in touch with us at once if interested in booking with an organization carrying only attractions of merit, modern rides and legitimate concessions.
 Want to hear from Showmen with or without outfits. Can Use one more Flat Ride. Will buy or book. Concessions all open except Corn Game and Ball Games. Want Ride Foreman for Ferris Wheel, M-G-R, Tilt, Octopus. Will sell for cash Little Beauty Allison Marshall in good condition. Address **C. A. HOOK, 1215 Pratt Blvd., Chicago, Ill.**

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 ACTS OF ALL DESCRIPTIONS SUITABLE FOR BEST INDOOR AND FAIR DATES IN THE SOUTH.
 Sober, reliable Promoters, Banner and Space Salesmen, Billposter with car.
 WANT TO BUY 10 or more Sections Circus Blues. Must be cheap and in good condition. Indoor Opening, Farmville, N. C., Week February 25; South Hill, Va., Smithfield, Warren-ton, Oxford, Roanoke Rapids, all N. C., to follow. CAN USE LEGITIMATE CONCESSIONS AT LEGITIMATE RATES. All Acts send photos and lowest terms first letter. All address **A. J. GREY, Farmville, N. C.**

GREAT SUTTON SHOWS
 WANT General Agent: Cotton Ellis, answer. Want Special Agent that has Sound Car. Will sell exclusive on Cook House, Corn Game and Photo Gallery. Will furnish tents and panel fronts for shows. Want 10-in-1, Girl Show, Snake Show and Geck Show. Will book Kid Auto Ride, Pony Track, Drive-It-Yourself Cars. For Sale—Minstrel Tent, 30x60 and 20x70. Cheap for cash. Address **Osceola, Ark.**

PEERLESS EXPOSITION
 WANTS FOR SPRING OPENING NEAR PITTSBURGH, THE FIRST WEEK IN MAY.
 RIDES—Loop-o-Plaza, Octopus or any Novelty Ride. WILL BUY OR BOOK THE Wheel. Must be in A-1 condition. WANT Organized Minstrel Show with Band, Freaks and Comedians for Circus Side Show. **Calvinized Girls for All-Girl Shows.** CAN USE Platform or Walk-Turn Show. Will furnish outfit for same. CAN USE one more sensational Free Act. Concessions all open except Bingo, Popcorn and Cook House. **Whimsy? Yes. Must throw out book.** No racket. Good opening for Ferris Arcade and Mag Gallery. Long and Short Range Shooting Gallery, Ball Game, String Game or any Legitimate Concessions write. **Larry Lane** wants Cook House Help. **Charlie Knight** writes. **FOR SALE**—Kabinet or Circus (Bask Ball) Tops, complete with Poles, Stakes, etc., in A-1 condition: 1 40x60, with 2 20" Middle Pieces; 1 40' Round Top, with 2 20" Middle Pieces; 1 60x60, with 2 30" Middle. Also several others. Write or wire **JOE GRAMER, Hotel Carr, 323 Penn Ave., Pittsburgh, Pa.**

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 OPENS IN APRIL IN WASHINGTON
 WANT SHOWS: Illusion, Hawaiian or Musical Revue, Ten-in-One, Snake, Monkey, Mechanical Shows, Walk-Thru or Fun House.
 WANT TO BOOK OCTOPUS OR TILT-A-WHIRL.
 Want Legitimate Concessions of All Kinds: Lead Gallery, Photos, American Palmistry, Cook House, Pitch-Tilt-U-Win, Blower, Novelties, Penny Arcade.
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Both Sets in first-class condition, with flash, ready to operate.

FRANK B. HILDEBRAND, New Bern, N. C.
General Delivery, P. 5.—Interested in buying first-class Cook House.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Jan. 22.—President J. C. McCaffery presided at the meeting of the 20th. With him at the table were First Vice-President Joe Rogers, Secretary Joe Streblich, Past President Sam J. Levy and Past President C. H. Fisher.

Routine matter was dispensed and committee reports show real co-operation with prospects for a very successful year.

Membership committee still going strong and presented applications of Archie L. Putnam, James P. Madigan and Charles W. Green. These are credited to Fred H. Krossmann and Ned Toeti, both of whom are striving for a gold life membership card.

Ways and means committee is busy formulating plans to co-operate with the Cemetery Fund and Showmen's Home committees in their 1938 campaign for funds.

Message from Past President J. W. Conklin expressed regrets at not being with us, but hopes to be in during the week-end.

Relief and funeral committees brought and news of the death of our beloved Brother Harry Coddington, who passed away at the American Hospital on the 19th after a lingering illness of a year. Harry has been one of the stand-bys of the League for years and a general feeling of mourning prevails among the brothers. Interment was at Showmen's Rest on the 22d. Messages of regret have been received from Rube Liebman, Michigan Showmen's Association, Hennies Bros. Shows, A. L. Rosman, A. R. Gohn, Lou Leonard, Beckmann & Gerety and Conklin Shows. Thus the League has lost a lovable member whose entire life was wrapped up in the good he could do for the League. Gone but will never be forgotten.

Brother Walter F. Driver, true to his (See SHOWMEN'S LEAGUE on page 65)

Detroit Spotlight For Two Shows

Berger's "Motor City" and Krause's "World of Pleasure" now organizing

DETROIT, Jan. 22.—A new carnival organization to be titled the Motor City Shows was announced Wednesday by Louis J. Berger, veteran carnival operator, in a statement to The Billboard. Berger, who was a partner in the North-western Shows with P. L. Flack last season, will be partner with Vic Horowitz, well-known concession man, in the Motor City organization.

Berger said that the carnival will open on Detroit lots in April and will play in this territory for the season. Sponsored dates, chiefly under auspices, will be played almost exclusively. Berger further announced.

DETROIT, Jan. 22.—The former Krause Amusement Company is going out this season under a new title as the World of Pleasure Shows, under the direct management of Frank Miller, who has been actively associated with the management of the shows, founded some 30 years ago by the late Aunt Mammie Krause, for several seasons.

Billy Malone, formerly agent for the W. O. Wade Shows, is transferring his allegiance to the World of Pleasure organization and will be general agent. He is now in Detroit planning activities for the winter season and readying equipment for opening.

The concessions will continue to be managed by McIntyre and McElroy, as in recent seasons, under a unique arrangement whereby the sponsoring organization runs the games and beer garden.

The shows will open on Detroit lots in March, with grand opening the first week of May, management stated.

Art Lewis

Bowling Green, Fla. Week ended January 15. Auspices, Hardee County Strawberry Festival. Weather, cool. Business, good.

Second week of season proved a winner for the Art Lewis Attractions. Largest attendance in history of Hardee County Strawberry Festival gave show a packed and jammed midway nightly. Day play light, with the exceptions of Children's Day and Saturday. Midway was well (See ART LEWIS on page 65)

15 Years Ago

(From The Billboard Dated January 27, 1923)

More than 250 members attended the highly successful fifth anniversary birthday party of the Ladies' Auxiliary of the Showmen's League of America in the League's clubrooms January 20. . . . C. W. (Billy) Marcus, widely known general agent, signed a contract to handle the advance of the Brown & Dyer Shows. . . . Charles P. Watmuff was named general agent of the Great Patterson Shows for 1923. . . . A. D. (Red) Murray and wife were vacationing with Mr. and Mrs. Frank Miller at Greenville, S. C. . . . A. C. Boucher, of Beasley-Boucher Shows, was wintering in San Francisco. . . . Joe (Pop-em-in) Lytell was taking things easy in DeSoto Park, Tampa, Fla. . . . Johnny Bullock, riding device man and concessioner with Billy Clark's Broadway Shows, visited The Billboard office, Cincinnati, from his home in Nashville, Tenn.

Roma Roberts (Happy Roma), fat girl of Kelley King Shows, and her husband were wintering in Indianapolis. . . . B. C. Stokes, well-known bandman, was seriously ill with pneumonia at his home in Mount Carmel, Ill. . . . Gene R. Milton again signed to manage the side show on T. A. Wolfe's Superior Shows. . . . Rex M. Ingram was busy framing attractions for 1923 at quarters in North Wilkesboro, N. C. . . . After closing with the Dominion Exposition Shows, James and Ozella Edwards were playing picture houses with two novelty acts thru Montana, Wyoming and Nebraska. . . . William McAtee and wife, of the S. W. Brundage Shows, were wintering at their home in Ellsworth, Kan.

Fingerhut's Concert Band was engaged for the 1923 season by Ziedman & Poille Shows. . . . B. B. Baster was putting in the winter in Toledo at his old trade, repairing typewriters. . . . Jack Bartlett, special agent in 1922 with Segrist & Shon Shows, was on the front door of the Rialto Theater, Chicago. . . . T. A. Wolfe, owner of Wolfe's Superior Shows, was visiting in Chicago. . . . W. X. MacCollin closed negotiations with Con T. Kennedy Shows to become general press representative for the 1923 season. . . . Rubin Gruberg and J. C. Simpson stopped off in Chicago for a day's visit while en route to the Western Canada Fair Association meeting in Calgary, Alberta, Canada.



Heart of America Showmen's Club

Reid Hotel, 1001 Broadway

KANSAS CITY, Jan. 22.—Abner E. Kline, president of the Heart of America Showmen's Club for '38, has been in show business since 1914 and is at present factory representative for the Eyerly Aircraft Corporation and has been with this company since 1934. Kline promises to devote a great deal of his time to the work of the club and assures the members that he will do everything possible to put the club ahead, altho he admits he is following a president that had done a great deal in the short time of one year. Kline has been promised the support of the entire membership of the club.

Other officers are W. L. Mellor, first vice-president; Art Brainerd, second vice-president; Toney Martone, third vice-president; Harry Alshuler, treasurer; G. C. McOinnis, secretary.

Each year there are three members of the board of directors elected and three automatically go off. The three new members on the board are Noble C. Fairly, R. E. Haney and Neal Walters.

The outgoing president, Jack Huback, will be presented with a gold life membership card and has the good wishes and praise of the entire membership for the outstanding work of 1937 that he accomplished.

The membership drive closed when Benny Hyman conceded first place to Harry Alshuler, this being the second consecutive year Alshuler has won first place. J. L. Landes finished in third place, and the 150 new members fell a little short of 1938.

Eddy Liggett was the only member in a hospital during the holiday week (See HEART OF AMERICA on page 65)

WANTED

Fun on the Farm

Built on Wagon. Must be in good condition. State lowest cash price.

EGBERT, Billboard, New York.

AT LIBERTY MENTAL ACT

For Museums. We do a good Act and give Private Readings after the Act. Fully capable of getting money. Address

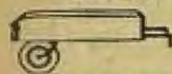
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C. W. NAILL SHOWS

OPENING AROUND APRIL 15. Will sell exclusive on Corn Plains.

C. W. NAILL SHOWS, Monroe, La.
417 Layton Avenue.

AMERICA'S HANDIEST LIGHT TRAILER



Backs as easy as it goes forward. Capacity 800 lbs. Preferred by operators for lightness and the many advantages over other and heavier types.

ECONOMY TRAILER CO., Sedan, Kan.

HARRIS-TRAILERS, Troy, Ohio

DISTRIBUTORS

COVERED WAGON TRAILERS

New 1938 Models, New and Used 37 and 36 Trailers in Stock.
Factory and Salesrooms
623 S. Clay St.

THERE ARE "SCORES" OF REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

The Showmen's League to the outdoor show world combines the qualities of all the best service clubs, and it is The Red Cross of outdoor showmen. Become a member.

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

Eighth Anniversary of Missouri Show Women's Club Celebrated

ST. LOUIS, Jan. 22.—The eighth anniversary of the Missouri Show Women's Club was celebrated January 19 with a banquet at the American Hotel here. The affair was pronounced the most successful anniversary in the history of the club.

Grace Goss, who was in charge of the decorations, had the tables beautifully fixed, with the club colors, pink and green, predominating and dainty reminders of the recent Silver Skates Carnival as place cards. At the speakers' table were President Norma Lang, Secretary Clea Jacobson, Treasurer Florence Parker, Chaplain Daley Davis; Viola Fairly, toastmistress; Mary Francis, representing the Pacific Coast Auxiliary; Helen B. Smith, treasurer of the Kansas City Auxiliary, and Grace Goss, representing the Ladies' Auxiliary of Chicago.

After the benediction by Chaplain Davis, President Lang introduced the toastmistress, Mrs. Fairly, who took charge. She first paid tribute to all mothers, especially the club mother, Mrs. Mayetta Vaughan. She then read the birthday letter from Mrs. Vaughan. A huge birthday cake was the gift of Mayetta Vaughan. As Mrs. Fairly lighted the eight candles on the cake eight members contributed some memory of each year. Each officer of the club was presented with a gift by Toastmistress Fairly and the three visiting representatives of the three auxiliaries received a cottage of gardenias.

Gift to Membership Winner

Grace Goss received the gift given each

year to the winner of the membership drive. Elizabeth Yearout, secretary of the Ladies' Auxiliary in Kansas City, in a speech thanked the St. Louis Club for the flowers and telegrams sent to the recent installation dinner in Kansas City. Flowers were received from the International Association of Showmen, the Ladies' Auxiliary of the Pacific Coast League, Ladies' Auxiliary of Kansas City and Mrs. Judith Solomon, who was unable to attend. Grace Goss presented Viola Fairly with a bouquet of tea roses in appreciation from the club. It was resolved to take all flowers to the sickroom of the loved member Helen Feldman.

Telegrams of congratulations were received from the Ladies' Auxiliaries of Kansas City, Los Angeles and Chicago, the International Association of Showmen, the Hyde Park Brewing Company, Dee Lang, Mabel Pierson, Myrtle Duncan, Millicent Navarro, Earl E. Riebe and the club mascot, Betty McKee. The Hyde Park Brewery delivered to the clubrooms a gift of 10 cases of beer.

Out-of-town members present included Margaret Haney, Hattie Hawk, Helen B. Smith, Elizabeth Yearout, Viola Fairly, Jane Pearson, Virginia Laughlin, and Miriam Tenney, niece of Mrs. Mary Francis. Others present were Daley Davis, Florence Parker, Norma Lang, Clea Jacobson, Grace Goss, Mary Francis, Ruby Francis, Peggy Smith, Millicent Todd, Gertrude Lang, Irene Burke, Mildred Laird, Nell Allen and Kathleen Riebe. The program was closed with a talk by Toastmistress Fairly.

JONES STAFF

(Continued from page 50)
 after announced the names and positions of the operating staff of the Jones organization for season 1938, as follows:
 William C. Fleming, director general; Johnny J. Jones Jr., assistant director; Tom M. Allen, manager; James C. Simpson, general agent and traffic manager; J. C. Tommy Thomas, special representative; Ralph G. Lockett, secretary; Arthur Atherton, treasurer; Starr DeBelle, general press representative and radio programer, and Dr. W. Timothy Needham, medical director.

Commenting on matters relating to the executive staff of the New Johnny J. Jones Exposition, Inc., Phillips said to a reporter for *The Billboard*: "William C. Fleming, of Buffalo, N. Y., accepted the position as director general. The selection of the remaining staff members was done by Fleming upon his own initiative and authority, using his own judgment in selecting this staff, which in all probability will remain as at the present time.

"I want to add a word in appreciation of the efficient and loyal services of James C. Simpson, general agent, who in the past as well as the present has alone carried the burden of assembling, in my estimation, very splendid routes. I am more than satisfied with the results that have accrued from his service, his work has exceeded my expectations."

PRESS AGENTS

(Continued from page 50)
 representative for the Mammoth Marine Hippodrome, No. 1 unit of the Pacific Whaling Company, of which M. C. Hutten is president and general manager.

"My show opens in Southern Georgia January 29," Willis said, "and will cover a greater part of the United States during the '38 season. I shall endeavor to personally call upon all in the towns visited who are active in publicity work of an outdoor amusement nature.

"The Outdoor Press Club should prove of real value to every press agent, since it is our intention to establish a clearing house that should often provide employment for members who happen to be at liberty. The \$1 yearly fee will entitle members to all privileges, which will be many from both a social and business standpoint."

Dadwell Gets Members

At Tampa President Jack E. Dadwell has found time to list many new members. He suggests that interested press agents should write Treasurer Frank Winchell, who will forward details as to the organization's aims and policies with an application blank.

"Only by mass membership can we accomplish our general purpose, which is to better outdoor amusement publicity work, and we want a solid representation from the circus, carnival, fair and radio fields," Dadwell stated.

Secretary Starr De Belle, reporting from Eustis, Fla., said:

"I believe the time has come when we of the press should organize. Not merely another Pen and Pencil Club, but an organization that will support its members to the hilt. I am busy signing up my friends. It is indeed pleasant to feel the refinement and culture that my new secretarial post gives me. The fact that I was ever associated with the High-Binder Bros.' Greater Out of Hock Show now seems only another of my ever-increasing dreams!" Reported by Walter Hale.

MICHIGAN SHOWMEN

(Continued from page 50)
 George E. Harris, Harry Wish, Red Sobol and Sam Wilson.

Installation of officers will be held next Monday, January 24, at the clubrooms.

Lippa Makes Statement

Summarizing the situation of the club, Lippa said, in an interview:
 "I have made frequent pleas with our entire membership for harmony. All our clubroom furniture is paid for at the end of our first year of operation. We owe no bills and we have about \$1,000 in the treasury.

"We maintain open headquarters the year around, with a paid custodian to see that the boys are taken care of. The keynote of our installation will be harmony.

"The association has taken care of numerous showmen needing medical aid and hospitalization. One man was given better accommodations in a city hospital thru our efforts. Another was given a needed pair of glasses. Flowers have

been sent to sick and bereaved members. We have even gone outside the association in a few instances to help show-folk.

"For the future I can visualize the time when we will own our own clubhouse."

"An amendment to the by-laws is being proposed to make retiring presidents automatically chairmen of the board of directors the following year and to make them permanent members of the board to secure any future administration the services of a council of experienced advisers, much as a national administration has its council of 'elder statesmen.' President Lippa, who was first president of the association, is setting a precedent that no president can succeed himself by refusing to run a second time."

Party Well Attended

At the party on Monday 700 persons attended. Numerous showmen, including fair secretaries, in town for the State convention, attended the meeting. Among those noted were K. G. and Babe Harkoot, Toledo; Roscoe Wade, Adrian, Mich.; William Schwartz, Chicago; Doc Lacky, Bay City; Ben Jones, Kansas City, and others, including Circuit Judge William Cody, of Detroit.

A floor show of high-class acts was provided, largely thru the Jack Dickstein Agency, and included Helen and Holmes, ballroom team; Dixon Sisters, harmony and dance; Shirley Ruhl, waltz on toe, presented by courtesy of Sheriff Thomas C. Wilcox; Florenza, acrobatic bolero, voted the sensation of the evening; and Terry Moore, singer.

Gene Youngblood officiated as master of ceremonies, with Harry Wish, of Eastwood Park, as his capable stooge. Much credit for the entertainment went to Betty Bryden and her all-girl orchestra, who played the long show without even the advantage of a rehearsal.

WALTON DE PELLATON

(Continued from page 50)
 of the owner-managers, Mr. and Mrs. C. F. Corey, and the opening date has been set for next month on a suburban location in this city. The Coreys are living in an ocean-front apartment at Venice, Calif., and commute to Los Angeles daily.

Staff: C. F. Corey, general manager; Mrs. C. F. Corey, treasurer; Walton de Pellaton, secretary; Arthur Hockwell, general agent, and Claude R. Renner, special agent.

In speaking of his new connection, de Pellaton said: "In selecting this organization I feel that mutual benefits will accrue. The show will be enlarged and will operate behind a pay gate with music and sensational acts."

CLINT & CLARK

(Continued from page 50)
 18 weeks of independent bookings at fairs, parks and celebrations.
 This act, according to its active owner, is presented on a patented rigging that uses only one set of guy wires, with the upper section of 85 feet a swaying pole, unsupported other than at the base atop the major rigging.

HALE RE-SIGNED

(Continued from page 50)
 present vacationing at Miami, will report at winter quarters early next month and begin preparation of press material. He will also supervise the making of electrical transcriptions to be used over approximately 25 radio stations during the coming season.

Reckmann and Gerety also report that quite a large crew of workmen have been added to the winter-quarters staff and that building and painting operations have already begun.

THE METTLERS DESIGN

(Continued from page 50)
 will be used for the presentation of a miniature circus featuring Master Gene, one of the youngest animal trainers, as he is only seven. The program will be acts that are intended to interest and hold child patrons of the riding school.

The Mettler brothers are rated as experienced horsemen and come from a pony ranch where there are more than 100 pony brood mares. The Shetland stallion, Patches, has been broke by Master Gene to do a full routine of manage, according to Mettler. The track has been booked with the Royal Exposition Shows, which are under the management of Bert Rosenberger.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
 (Communications to 25-27 Opera Place, Cincinnati, O.)

Circus Again Aids Sarasota's Pageant

SARASOTA, Fla., Jan. 22.—Pageant of Sara de Sota, annual winter festival here, announced Dr. Joe G. Landess, president of Sarasota Junior Chamber of Commerce, will again be staged under Junior Chamber auspices. A companion event will be Sarasota County Agricultural Fair.

Officials of Ringling Bros.-Barnum & Bailey Circus have again promised full co-operation to the Jaycees in fair and pageant. General Manager Carl T. Hathaway, who was brought to Sarasota by John Ringling in 1925 to stage the first Orange Blossom Festival in the State, has offered to extend his personal services as well as facilities of the circus to assure success of the event.

Last year the circus staged an old-time circus parade on final night of the pageant, witnessed by 40,000. It also provided three large tents for exhibits and bleacher seats for spectators at presentation of a dramatized version of the Legend of Sara de Sota, highlight of the pageant.

A feature of the 1938 pageant will be the International Froglympics, a frog-jumping contest to be staged on Main street. Entries have been received from a number of big league ballplayers who winter here. Other features will include a baby parade, street dancing and a ball where the king and queen of the pageant will be crowned.

El Paso Reservations Early

EL PASO, Tex., Jan. 22.—About 2,500 tickets for the 1938 Sun Bowl football game, feature of annual Southwestern Sun Carnival, have already been reserved, officials said. They plan stadium additions to seat 25,000. Dr. C. M. Hendricks, director general of the event; Dr. R. B. Homan Jr., games chairman, and Vertie Newcombe, manager of amusements and concessions, are planning a Mexican fishing trip.

Shorts

DE PERE (Wis.) Post, American Legion, in charge of the Annual Legion Celebration, elected to the committee in charge Leo H. Martin, president, and Clarence E. Riley, secretary. Other members are W. S. Klaus, secretary of the fair association, superintendent of privileges, and Fred M. Smith, general manager.

ANNUAL Georgia County Maple Festival, Chardon, O., will include midway, pageant depicting the county's early history and other features, said E. L. Maurer, president.

AN INDOOR CIRCUS will be sponsored by Columbus (O.) Pepper Club early in spring, announced Chairman Sid R. Phillips.

AN IORIO fireworks production, featuring an Orange Blossoms Spectacle, will be presented at Cocoa (Fla.) Orange Jubilee, announced Jubilee Manager James P. McMillan.

Carnival To Be Sponsored For Parents and Teachers

KANSAS CITY, Kan., Jan. 22.—City council of Parents and Teachers will sponsor a six-day carnival in the spring in Bethany Park here to raise money for council expenses. Use of a carnival will mark the first time this organization has used that type entertainment, in previous years it having sponsored a one-week picnic in Fairyland Park, Kansas City, Mo.

Carnival will be booked by W. H. (Harry) Duncan, former manager of Fairyland Park and active member of the Heart of America Showmen's Club. He said that the J. L. Landess Shows probably will be chosen for the engagement. Bethany Park is owned by city.

Mr. Duncan said the show will move to North Kansas City, Mo., for a similar run, sponsored by the Merchants' Association and Chamber of Commerce.

Ingram Savannah Director

SAVANNAH, Ga., Jan. 22.—Indoor circus, to be sponsored here by Trades and Labor Assembly in Municipal Auditorium, will have a big clown revue with 15 or more taking part. Howard Ingram, of Mighty Sheesley Midway, will be director of the show. Ward (Dad) Dunbar is on the staff. Lewis Garfinkle, manager of the Auditorium, is advancing many ideas. Charles Schweitzer, who is handling publicity, is of the staff of the Mighty Sheesley Midway. Assembly has 2,300 members and a majority are selling tickets. Circus office is in the heart of the business district.

WANTED

GOOD, CLEAN CARNIVAL
 For
 AMERICAN LEGION CONVENTION
 and
 FOURTH OF JULY CELEBRATION,
 July 1-2-4-5,
AKRON, NEW YORK
 Write or wire to ONCE
 R. E. EMERDORFER, Akron, N. Y.

CARNIVAL WANTED

RIDES, SHOWS, GAMES, ETC.

Week of June 6, at Avon, Pa. On Reading Railroad and U.S. Route 422. 50,000 people to draw from. Three acres to set up on. Write,
 E. J. KLIRE, Avon Community Assn., Inc., Avon, Lebanon Co., Pa.

**WANT MORE REVENUE
 for
 YOUR ORGANIZATION?
 Read
 "BINGO BUSINESS"
 A Column About Bingo in the
 WHOLESALE MERCHANDISE
 Department
 THIS WEEK and EVERY WEEK**

TOBACCO FESTIVAL

September 1st, 2nd, 3rd, 4th, 5th. Drawing 30,000 people from thirty counties of West Kentucky and Tennessee. Opportunity for several Rides and Free Acts. Write,
TOBACCO FESTIVAL CORPORATION,
 R. S. Gregory, Managing Director, Princeton, Ky.

OZARK SUMMIT EXPOSITION

MANSFIELD, MO., WANTS

FREE ACTS — UP-TO-DATE CARNIVAL
 With 8 or 10 Good Rides and Same Number Shows
 Fourth Annual Exposition, August 3-4-5-6.
 W. C. CODAY, Secretary.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

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



ABOVE—Shell Barrett, working out the details of the chain-store bingo set-up for J. C. Harlacker Company, guards the beautiful floor and bridge lamps to a group of happy winners in the H. C. Bohack Rainbow Market at Metropolitan and Flushing avenues, Brooklyn.

AT LEFT—\$1 1/2 "11" circular distributed by the Bohack chain's own staff of house-to-house distributors announcing second of series of free bingos.

BELOW—Part of the crowd of 1,500 eager women who packed the Bohack Rainbow Market in Brooklyn for the first of the free bingos.

Another MAMMOTH FREE BINGO PARTY

-FRIDAY NIGHT-
JANUARY 7th . . . at 7:30 P.M.

In stores in surrounding markets, we are giving another FREE BINGO PARTY at this market on Friday Night, January 7th at 7:30 P.M. Bring the enclosed BINGO CARD with you. Games will promptly start at 7:30 and will be played in the most beautiful manner. MAMMOTH BRIDGE LAMPS, PRIZES will be awarded. This is a new circular BINGO and as soon as BINGO is completed upon any card, the holder should call out "BINGO" loudly and clearly. The numbers will then be checked, and if found correct, the prize will be awarded. ADULTS ONLY . . . no children permitted to play. . . . Come with the family . . . and tell your friends, too!

AT THIS MARKET ONLY
RAINBOW Self Service - Metropolitan & Flushing Aves.



DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

James Wilson, a former New York City assistant district attorney, delivered an address last week in which he attacked anti-gambling laws as unenforceable. Speaking at a Luncheon of the Advertising Men's Post of the American Legion at the Advertising Club, Wilson cited bingo, guessing contests and puzzle con-

tests as ways in which the movies, the press and the radio have used the universal gambling instinct.

"Business has harnessed gambling and has turned it into a useful product," he said. "New York City and the laws of our State can take a lesson from the cleverness of business men in harnessing gambling for their purposes."

Wilson, who likened the failure of gambling laws to the failure of prohibition, said that in Special Sessions last year there were 18,831 convictions in the numbers game alone. The city got \$400,000 in fines, but this was more than offset by the cost of caring for the prisoners, \$1.10 per man per day, he said.

One of the prisoners was a Negro arrested because he bet a nickel, splitting it to make a 1-cent bet and two 2-cent bets on three numbers. Wilson said (See DEALS on page 62)

STORE BINGO!

H. C. Bohack Chain Adopts Game To Get Housewives Into Stores

Tests conducted by J. C. Harlacker for chains show business increase in bingo stores—firm holds "ex" on McMahon copyrighted 3,000-card combination

NEW YORK, Jan. 22.—Chain grocery stores and markets have adopted bingo and are using the game as a sales promotion stunt with great success. J. C. Harlacker Company, running the games for the H. C. Bohack chain of more than 600 stores and markets, reports an average attendance of 1,500 women at each of the 11 test games run in the past month and a business increase for the stores of roughly \$1,000 per week when two games have been run in a store. Harlacker, who holds the exclusive license to operate the games with the copyrighted McMahon 3,000 Series Card Combinations, is planning to offer bingo eventually to stores all over the country. As a matter of fact, it is rumored that at present negotiations are under way to conduct the games for one of several large chains in New England.

Bohack games have been run in the regular way; that is, similar to the way the game has been conducted in churches, lodges, etc., for the past several years. Store manager distributes cards to all customers coming into the store during any given week. Card bears announcement of date on which game is to be run and there is no charge whatsoever to play.

Supplementing work of store manager is the vast amount of promotional matter in the form of circulars, throw-aways, etc., distributed by the Bohack chain, house-to-house in the neighborhood surrounding the store. This promotional matter calls attention to the game and invites potential customers to stop in at the store and get their card for participation in the game.

Ten merchandise prizes, all similar at any one bingo, are awarded to the winners of 10 games played. Prizes include floor and bridge lamps, clocks, hampers, silverware and blankets. Indication of how the idea has caught on with the customers is fact that store managers get requests for information, both verbal and written, asking when next game will be held.

Great Mdse. Outlet

Bingo in chain stores shapes up as possibly the greatest merchandise outlet ever discovered as can readily be seen from the number of stores in certain chains and basing a rough estimate of merchandise moved on an average of 10 prizes per bingo.

Bohack chain, for instance, with 600 stores, would move 6,000 pieces of merchandise per week if each store played the game only once a week. Twice a week, as is planned, would result in distribution of 12,000 pieces of merchandise.

Other larger chains offer even greater possibilities. The Grand Union chain, for instance, with 12,000 stores, would be responsible for the distribution of 120,000 pieces of merchandise in a week if one game were played and 240,000 pieces if two games were run. And it doesn't take an Einstein to figure out the tremendous job of merchandise distribution which would result if the Atlantic and Pacific stores took up the game. This chain has more than 15,000 stores scattered all over the country.

Idea Not New

Bingo in stores, of course, is not a new idea. It has been tried before in a small way in various parts of the country, but has never proved very successful. Belief is that operators with limited finances are not in a position to put the idea across and that it must be worked on a gigantic scale to pay either the store

or the operator.

Shell Barrett, operating the games for Harlacker, reports running into a number of handicaps and "bugs" which had to be ironed out before the set-up could be considered perfect. What these are (See STORE BINGO on page 65)

Regular Features Elsewhere

"Bingo Business," "Direct Sales Stuff," the editorial "Pro Ops, What Now?" and other features of the Wholesale Merchandise Department, which appear regularly on this page, will be found in the outdoor section of this issue, space permitting.

Detroit Nixes Big Dough Bingo Prizes

DETROIT, Jan. 22.—Detroit and Michigan joined the list of territories where restrictions on bingo were placed in effect by Roman Catholic authorities when Archbishop Edward Mooney issued a statement at a meeting of pastors at the Sacred Heart Seminary last Tuesday.

Ban is not absolute, but applies primarily to large cash prizes, which are barred, although smaller prizes—undefined—may still be given. Such games may not be advertised in large signs on or around churches and church grounds, pastors were further advised, and they were advised not to allow the parties to interfere either with their spiritual activities or the raising of money in the usual ways.

Mooney's action followed the fining of a priest at Sarnia, Ont., 85 miles from Detroit, for conducting a keno game at a church bazaar, although this town, of course, is not in the Detroit province.

A Series of Articles "HOW TO CONDUCT GROUP BINGO PARTIES SUCCESSFULLY"

By E. S. LOWE

Will Begin in an Early Issue of
THE BILLBOARD

Watch for It!

New Items

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

Cleaning Combo

Every woman who has to do her own house cleaning is a ready prospect for the New Art Cleaner now being offered by Artmoore Company, Inc. Here is a brand-new duster, sweeper and mop combined in one. When using the cleaner hands are never put in the water. The soft, resilient head is cleaned by dipping into soapy water and pulling the self-wringing lever. All metal parts are chromium plated.

Chieftain

"Chieftain," the sensational numerical clock introduced by the Pennwood Company, gives promise of becoming an extremely popular item with salesboard and Bingo operators and premium users generally. Pennwood line includes more than 60 different models to satisfy re-

quirements of both class and mass trade. Clocks are silent, durable and beautiful. Designed in the modern manner, they are built of matched woods, attractive metals, rich leathers, lustrous mirrors and mellow plastics. Each houses an identical Pennwood movement—simple, reliable, accurate. The clocks are electric and self-starting and tell time the correct way; for example, 8:40 and not 20 minutes to 9.

Turn Signal

Salesmen should find that "Turn Signal," new safety device, will have widespread sales appeal to all motorists. Item does away with the necessity of hand signaling for turns and stops. Turn signal attaches to inside of rear window and is controlled by button on dash. American Signal Works sells the item.

Ciggie Mentholator

Mayo Products Company has a new ingenious device for mentholating cigars, pipes and cigars. This specialty item should appeal to every smoker. Mayo Mentholator is about the size of a cigaret and can be placed in cigaret package, humidor, jar or any other tobacco container.

Fog-Lite

Kristee Products Company is offering agents and salesmen a new fog-lite invention. Product is made from new transparent substance which fits over lens, giving amber fog-penetrating light. No tool needed to install and folds up into car pocket when not in use. Easy to demonstrate to prospects and should get good results.

No-Tro Cord

No-Tro Electric Appliance Corporation has a new "Wrist Action" cord and plug which should appeal to housewives. This new electric iron cord swings freely in any direction, ends kinking and twisting, prevents broken wires and keeps cord out of way.

Fyr-Fyter Extinguisher

For distributors seeking a fast-action product the Fyr-Fyter Company is selling a fire extinguisher with auto or truck bracket for mounting on steering post. Effective handy instrument which all autos, trucks, busses and trailers should have.

Traveling Clocks

Agents and salesmen will find the Traveling Clocks made by H. Sochard Company a first-rate item. It's a smart compact clock in leather zipper case and has a 30-hour guaranteed movement.

Attention Operators!

"DUMMY DAN"
The Ventriloquist Man
FULL 22 INCHES HIGH
\$27.00 Doz.
\$2.50 Each

Let this sensational board item make quite money for you! He's the genuine "Dummy Dan"—sport suit and all!

Send for illustrated Price List Today!

GELLMAN BROS. 409 North Fourth St., MINNEAPOLIS, MINN.

HERE ARE REAL NEW CHARMS!

NEWSPAPER CARTOON CHARACTERS EXCLUSIVE WITH N. SHURE CO.
Something Different — Finished in Colors. Don't confuse with cheap charms being offered.

B11N78—Orphan Annie
B11N79—Sandy
B11N80—Moon Mullins
B11N81—Uncle Willie
B11N82—Kayo
B11N83—Harold Teen
B11N84—Uncle Walt

Other Charms from 68c to 75c per gross.

PER GROSS 80c



Novelty Drinking Glasses—Another Hit!

Peek-A-Boos. Novelty Drinking Glasses. Each glass bears an artistic reproduction of a Demure Girl in a colorful costume. Turn the glass around and the costume drops away, revealing her in nature's own.

6 Distinctive Styles.
Shipping Weight, 1/2 Dozen 5 Pounds—1 Dozen 6 Pounds.
Be sure to include transportation charges with order.

Packed 6 Assorted in Box
B1N101—Per Gross.....\$21.00 Per Dozen.....\$1.85



ENESCO Razor Blade Sharpener
It's Hot. A Real Profit Maker. For single or double edge blades. Size 2 1/2 x 1 1/2 inches. Made of good quality abrasive. Each in flashy tuck box.

B4C334 Per Gross \$3.00



N. SHURE CO. ADAMS and WELLS STS. CHICAGO, ILL.



PRIZES
for your Merchandise Games
A wide assortment of inexpensive Aluminum and Copper Gift Items—flashy for display!

Cigarette Servers Humidifiers
Ash Trays Glow Lamps

Ask Your Nearest Jobber!

WEST BEND ALUMINUM CO.
DEPT. 631, WEST BEND, WIS.

69c EACH
No. B101—Case Metal, Assorted Colors. Snap or Tilt Picture. 1 1/2 x 1 1/2 in.

TEN FOR \$6.50
Send for New 1937 Catalog.

ROHDE-SPENCER CO., Wholesale Dept. 223-225 W. Madison St., Chicago.



Sell VALENTINES
Share in the Profits.
Comics are in BIG demand

X3405—Comic Valentines, 144 Designs, Size 7x10 inches, printed 4 colors on heavy stock. 1 complete assortment to the printed envelope. Packed 3 Gross in 1/2 doz. size. 10-Gross Lots, Gross (Postage Extra) 40c

PER GROSS (Postpaid), 55c.
Complete Price List Upon Request.
Deposit Is Required on All C. O. D. Orders.

LEVIN BROTHERS
TERRE HAUTE, INDIANA

LATEST STYLE FUR COATS
NEW LOW PRICE!
Placed Seal semi-fitted, pure shavers, Johnnie collar, etc.

Sizes 16 to 42. Write for latest price list of complete Fur Coat line.

M. SEIDEL & SON, Balance 313 W. 20th St., R. T. C. G. O. D.

\$10.00

1/2 Doz. post.

BINGO JOBBERS ATTENTION!!

JUST OFF THE PRESS — 1500 SERIES — 7 COLORS SPECIAL GAME CARDS
A SERIES OF 1500 GAME CARDS IN LOTS OF 42 SETS. PER SET.....**99c**

These Game Cards are packed 14 Sets to a Carton (2 Sets Each of 7 Colors). Cards are Printed on Fine Quality Paper, and are Perfect in Printing and Accurate in Every Detail.


SEND FOR OUR CONFIDENTIAL JOBBERS' PRICE LIST ON COMPLETE LINE OF BINGO SUPPLIES AND EQUIPMENT.
C. O. D. to Non-rated Concerns. 25% Deposit.

HOLSON PRODUCTS
889 BROADWAY Bingo Specialists NEW YORK, N. Y.

CADILLAC PRESENTS! THE NEW ELECTRIC SHAVER

DESIGNED BY CADILLAC CRAFTSMEN TO MEET THE MOST EXACTING REQUIREMENTS OF THE FASTIDIOUS. CADILLAC HAS ACHIEVED THE PERFECTION OTHERS HAVE ATTEMPTED. THIS SHAVER HAS BEEN ADVERTISED TO RETAIL AT \$15.00. OUR COST TO PROSPECTIVE DISTRIBUTORS IS \$5.50 EACH. SEND EXPRESS OR POSTAL MONEY ORDER TODAY FOR SAMPLE. MONEY REFUNDED IF NOT ENTIRELY SATISFIED.

CADILLAC ELECTRIC RAZOR CO., 5736 Twelfth St., DETROIT, MICH.



LOOK! IF YOU HAVE NOT RECEIVED OUR LATEST CATALOG NO 937, CONTAINING 180 PAGES OF LATEST AND FASTEST SELLING ITEMS AT THE LOWEST POSSIBLE PRICES, WRITE TODAY. Be sure to mention your line of business

MIDWEST MERCHANDISE CO.
1006-OB BROADWAY, KANSAS CITY, MO.

HOT OFF THE PRESS!
THE NEW 1938 CHAMPION CATALOG

- Lowest Prices—Items for LIVE Wagonmen—Pitchmen—Streetmen—Home and Office Carriers.
- Sizzling Merchandise. Also Salesboards, Premiums, Notions, Lotions, Perfumes, Carded Goods, Blades, Soaps, Ballons, Etc., Clocks.
- Write for Catalog and FREE SAMPLE CASE OFFER—Right Now!

CHAMPION SPECIALTY CO., 814-B CENTRAL ST., KANSAS CITY, MO.

PIPES BLEND
BRIAR
NELO-BOWL
12 Pipes on Attractive Display Card. \$1.10 per Card, only \$1.00 only

12 Cards, only \$11.75. 25% Deposit on C. O. D.

The Last "Word" in Your Letter to Advertisers, "Billboard".

HOW THE LUCKY RABBIT FOOT IS MANUFACTURED

by J. E. BREWER

All rabbit feet are imported and come from Tame Rabbits. No American or wild rabbit feet are used. Feet are cured 3 to 4 years and each foot is thoroughly cleaned, sterilized and packed in camphor.

We are extremely careful in the selection of the rabbit feet we offer for sale and reject every one which is not 100% perfect in every way.

HOWEVER, ONE OF MY COMPETITORS bought up a large lot of rejected rabbit feet which I had sold for fertilizer. This same firm has copied my sales cards, made a reprint of all my private drawings and is selling these rejected rabbit feet on cards with key chains. We tell you this so that you can use your own judgment when purchasing. BEWARE OF IMITATIONS!

PRICES FOR THE NEW SEASON ARE AS FOLLOWS

RABBIT FEET
With Beautiful Cap and Extra Ring on Top,
\$25.00
Per 1000

LUCKY KEY CHAIN
With Rabbit Foot (Bearded Chain).
\$35.00
Per 1000

MYSTIC KEY CHAIN
With Rabbit Foot (Horsehoe Chain).
\$40.00
Per 1000

ANY OF THE ABOVE ITEMS CAN BE HAD ON SELF-SELLING CARDS

One or 12 on a Card at \$5.00 per Thousand Extra.



SPECIAL PRICES FOR QUANTITY USERS

MYSTIC KEY CHAIN

Your Ad can be put around and top of caps in lots of 5,000—no extra charge.

Samples 10c Each

25% with Order, Balance C. O. D. SEE YOUR JOBBER—OR WRITE DIRECT.

J. E. BREWER, 230 W. 26th St., New York, N. Y.

SEE OUR NEW DECALS

Anyone From 6 to 96 CAN APPLY Them to Glasses



MAKE REAL PROFITS "NAUGHTIES"

Are Riding High. Quick Turnover. THE REAL HIT OF TODAY.

Naughties are IT. From the back—well, that's a bit different—daisy colored girls do the trick, and this set of "backback girls" are it. Lay-Tite DECALS are new, distinctive type gives reality to the figures.

We make all types of DECALS for Trucks, Industrial, Toys, etc. (Ten days to two week delivery). We Solve Your DECAL Problems. FELT PENNANTS—ALL KINDS.

THE LAY-TITE CO.,

1455 So. Michigan Ave., CHICAGO, ILL. (Phone: Calumet 5211.)

A NEW MONEY MAKER

JUST OUT! New Metal Changeable Signs (with 140 letters, figures). Sticks to windows, mirrors, showrooms, etc. Merchants grab 35 at 50c. Costs you only 15c. Great business can use 3 or more. Write for FREE particulars at once!

SPECIAL TIME SAVING OFFER. To save you valuable time we will ship 6 SIGNS with 240 Letters for only \$1.00 Money Order. A-D-A-LINE SIGN CO., 721 S. Dearborn, Chicago, Ill.



\$100.00 PER WEEK Guaranteed!

or we cheerfully refund your money. Our sign can be up to 400 per cent profit with the new Lay-Tite sign system. Business reports from year to year with no additional investment, an unlimited field. Great demand. Good open territories. Pleasant work among high class business men. A money maker without equal for you. Get full facts today. M. W. M. Co. Dept. 28 Aurora, Missouri

NOTES from SUPPLY HOUSES

Jacob Holtz, New York premium house, beginning with the new year, has enlarged its bingo, bazaar and carnival merchandise line and is receiving a healthy response for its efforts in display. Firm also has a new catalog on the press which is scheduled for release in the spring. Company is an old established house and enjoys a fine reputation in the premium field.

J. E. Brewer has given his rabbit feet a new twist by adding varicolored caps to the line. Caps can be inscribed with a firm's advertising message—inscription, also in color.

Brewer is extremely careful in selecting the type of rabbit foot used by him and rejects every foot which is not 100 per cent perfect. He only uses feet which come from tame rabbits.

Acme Metal Products Company has taken over the entire building at the same address and is installing additional machinery to meet increased demand for its products. Carl Fischer, of this firm, is looking forward to a big year in 1938, and advance orders already on hand are bigger than they ever have been so early in the season. Company manufactures a complete line of household gadgets for demonstrators, including garnishing sets, rotary mincers, safety graters, etc.

V. & R. Manufacturing Company is manufacturing and selling what is said to be one of the most valuable accessories for radio ever put on the market. It's small in size and aids in nationwide and international reception. Cannot harm any set and is quickly installed. Eliminates static and noise, improves volume and sensitivity.

DEALS

(Continued from page 60)

that with the judges of Special Sessions looking on he gave the Negro a seized pair of dice and told him he'd roll him for the verdict. He said he told the Negro:

"You'll get just as much justice from this roll of the dice as you would from the bench for the petty crime you have committed." And the Negro prisoner, said Wilson, rolled a seven and went free. After applauding Wilson's speech the Legionnaires held their usual weekly 25-cent-a-chance lottery.

Now we are not trying to get ourselves involved in a controversy on gambling. But a layman can't help wonder at times what makes a law body arrive at some of its conclusions. It is all right to place a bet on a horse, but it's all wrong to buy a ticket in a lottery. It just doesn't make sense.

Master Distributing Corporation is now established at its new address, and Murray Potruch, president, says he is all set to do a big job in 1938 on his new movie-camera deal.

Operators are still interested in the Packard Lektro-Shaver if the response the Lloyd Distributing Company received from its last ad is any indication. Electric shavers were among the most popular items on a card last year and should continue strong this year. Especially so because the manufacturer of these products is planning to continue his extensive advertising programs in national consumer publications.

Ralph A. Freundlich is now on an extended business trip which will take him as far as California. He is expected back in New York about January 26. His Dummy Dan is so popular, according to reports, that wherever he stops orders for this ventriloquist doll are literally forced upon him. No recession here.

Max Bressler, of Paris Bend and Novelty Company, spent a few weeks in New York recently and his stay was a hectic one. From morning until night it was a continuous stream of visitors at his hotel and he had his hands full trying to give each caller some attention. Practically every manufacturer's representative in the local area dropped in to see

him, and when he left for Chicago he had placed sizable orders for merchandise with all of them. Among his accomplishments was the tying up of Charlie McCarthy on an exclusive arrangement for the salesboard trade.

Salesboards are being called upon by more candy manufacturers than ever during the present Valentine Day sales campaign, according to reports from board makers, with 100 and 600-hole boards seemingly the current favorites.

Come on, boys. Let's hear from you.

Happy landing.

WATCH THE 1938 CLOCK LEADER—PENNWOOD'S CHIEFTAIN

RETAILS FOR **\$4.95**

EASTER RABBITS

SEE US FOR THE Most Complete Line of Comic Costumed **PUSH RABBITS**

38 STYLES AND SIZES
Pirates—Sailors—Spanish—Cowboys—Mr. & Mrs. Peter, etc.

Write for Complete Listing on Our Profit-Making Deals—**WILLIE TALK—VENTRILQUIST—NUDIES CLASS.**

PREMIUMS—SALESBOARDS.
WIS. DELUXE CORP.
1900-12 No. 3rd, Milwaukee.

TIES 1938 CATALOG READY

Send for FREE Copy and Sample Swatches.

HERCULES NECKWEAR MFG. CO.
772 Vermont St. Dept. 811 Brooklyn, N. Y.

SVENGALI MAGIC DECKS

Here is the finest Svengali Deck ever manufactured. Made of new cards, bridge size, all die cut. Cost, \$3.25; Gross, \$38.50. Sample, Postpaid, 35 Cents. Catalog of 300 Magic, Joke Novelties, Party Goods Free.

S. S. ADAMS CO., Aubury Park, N. J.

WEAR CLASSY SUITS and MAKE BIG MONEY!

Big Free Suit and Gift Offer

Let us tell you how you can get your own Suit FREE and make big money with the Famous Jay Rose line. Make \$8.00 to \$5.00 net profit on each sale in addition to many bonuses, under the FREE SUIT OFFER.

NO EXTRA CHARGE FOR SPORT STYLES

New Fall line of all-wool materials, snappy patterns, latest novelty fashions, easy to sell at special low prices. No experience. Complete instructions. Write for Free Suit and Gift Offer and Big Money Line.

JAY ROSE & CO.
Our 27th Year.
Making Fine Clothes.
Dept. B-1, 330 S. Wells St., Chicago, Ill.

OUR SLOGAN FOR OVER 22 YEARS

We Are "NEVER UNDERSOLD"

... has given us a tremendous following ... NOW ... We challenge every Buyer ... so make us prove it.

Get our 190-page Catalog free. Exceptional Values in Razor Blades, Toiletries, Novelties, Novels, Gifts, Salesboards and Decals. Send ALL ORDERS to NEW YORK Only.

MILLS SALES CO.
Our Only Mailing Address: 901 Broadway, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALES

REMINGTON
PENS • PENCILS • COMBOS



ZIP! ONE FULL—IT'S FULL!
JOHN F. SULLIVAN
NEW YORK CITY.
425 Broadway.

RINGS
Cameo and Whitestone, Highest Grade Rhodium Plated



Gold Fash. Send \$2 for 20 samples of popular styles.
OLYMPIC SEED CO., 307 8th Ave., New York City
Also Showing Latest Styles in Crystal-Rainbow and Specialty Jewelry. Send \$2.00 for Line No. 24 of Pearls, Crowns, Bracelets and Items for Engraving.

UNDERWOOD



PLUNGERS—Special \$18.00 PER GNO.
PENS • PENCILS • COMBOS

GRODIN PEN CO., 308 Broadway, New York City.

JOBBER'S DEALERS IN NOVELTIES & GIFTSWARES seeking a direct buying source that will insure you the "World's Best Values", write at once for latest price list.

MONARCH IMPORT CORPORATION
574 Broadway, New York, N. Y.

ELGIN & WALTHAM
WRIST WATCHES \$3.95
In New Cases.

Send for Circular, showing the Biggest Bargains in Wrist Watches and unmounted Diamonds in the country.

H. SPARBER & CO.
106 North 7th Street, St. Louis, Mo.
We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.



SOUTHERN PEN CO.
Manufacturers Since 1913.

16 N. Union St., Petersburg, Va.
Send \$1.00 for Samples, Prompt Shipments.

REX HONES
Now Less Than 3c Each
\$4.25 a Gross



Send \$1.00, Bal. C. O. D., Plus Postage.
Each Hone in fancy silver finish, a real fast cutting abrasive disc of good quality. Wonderful demonstration for Pitchmen. Hone men are cleaning up. GET QUICK! REH-HONES, MFRS., 1500 West Madison, BR-1, Chicago, Ill.

CHEWING GUM 22¢ BOX
Retail for \$1.00.

Each box holds 20 Full Size 50 Packs of Factory Fresh Gum! Science Dictates Boxes help you to get quick 100% to 200% profits. No one distributes—get started! Send \$10 for sample box (prepaid) FREE! Write to: AMERICAN CHEWING PRODUCTS CORP., 40 and 60 Pleasant Ave., Newark, N. J.

No. 1 Outfit. Strop 1 3/4 in. \$12.00 per Gr.



Sample 25c. See Our New Items.

RADIO STROPPER CO.
SANDWICH, ILLINOIS

Comic Cards, Novelties

VALENTINE, ST. PATRICK'S, Flappers, Lovers, Bachelors—Candy Items, Lady Bachelors, PENCILS—10 in 1 TOE, SAMPLE 10c; 2 Beam on Display Card, \$1.00. Fun Cards, 20 SAMPLES and Catalog, 10c. Complete Line, 50c. Write to: ARTFORM COMPANY, 1710 Underhill Avenue, New York.

MED. MEN OPPORTUNITY

The G.P.L. Quality Preparations. A complete medicine show, private label and office special line. Immediate service. Unbeatable prices. Wholesale rebates on request.

GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
127 E. Spring St., Columbus, O.

NEW!
GENUINE HARD RUBBER COMBS.
They Are a Regular Mortgage-Raising Seller. You will find them to be the best selling article you have ever handled. You cannot lack if you are not satisfied. Send for Price List.

LENA GALLOTTO
248 7th Street, Leominster, Mass.

For PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

B. J. DALEY . . . after a long silence, tells from New York. "This is my first visit here in 20 years and I've noticed that many changes have been made in that time. What interested me most, however, was the high-type of men in the pitch profession here. All are kind and friendly. Al Siegle's pitch store at 42d street and Broadway is, I believe, one of the most modern and beautifully equipped auditoriums I have ever seen. The men comprising the lecture staff are really proficient pitch artists. Charlie Friedman, director and manager of the store, isn't a pitchman, but from personal observation I believe he could make as good a pitch as any man on his staff. Al Siegle is still the same fine gentler person. His new store at Fulton and Broadway is also tops in its line and is playing to good business. Friedman and Siegle have shown me what real business men in our ranks can do when they really want to accomplish something.

HOW FAR CAN YOU travel on jackpot money? We always were under the impression that cash is what buys the gas.

WHAT DO YOU SAY . . . boys and girls? How does the new year look to you?

WHY NOT LET . . . the writer have some of those fun pipes sprung at hot-stove meetings?

REMEMBER WHEN . . . the hot discussions between pitchmen used to be remunerative crowd attractors?

PIDO KERR . . . blew into Los Angeles last week after a successful two-week engagement in Grant's store, Sacramento, Calif.

PITCHMEN'S SAYINGS: "It was an honest-to-goodness Larry McGee,"—Charlie Courtaux.

SAM BLUESTEIN . . . wigwags from New Orleans that he worked pennants and novelties at the Sugar Bowl football game there New Year's Day to a blank. He adds that he would like to read pipes from Red McCoy and Sleepy Downey.

HOW'S ABOUT . . . some pipes, you department-store demonstrators? You'd be surprised to learn how little time it takes to pen a pipe. At any rate it's worthy of a try, isn't it?

PUEBLO, COLO. . . . used to be a good spot for some in Pitchmen. How many of the boys are dolls' their stuff in that sector this winter?

PAUL E. MAPLES . . . secretary of the L. P. Stanton Medicine Museum, reports that the organization opened in Idabel, Okla., last week in an uptown store location to good business. Show's line-up, according to Paul, is the same. It includes Dr. L. P. Stanton, owner; Tom King, Dr. Lowell, Allen, Buster Talley and wife, Viola. Maples adds that they are always glad to see any of the boys traveling that way and that the city reader there is \$1 per day, with no State nor county license.

WHY DO SO many of us think only in terms of today, believing that tomorrow will take care of itself?

HERBERT JOHNSTONE . . . in answers from Sacramento, Calif., in answer to some of the inquiries made by his Eastern friends about Western conditions: "Eddie St. Mathews and I arrived in Los Angeles late in November and found too many of the pitch fraternity on hand, so we migrated north to Fresno, Calif. Business there was fair and there were about 20 pitchmen on the ground, including Charles Kittridge, Ed Steele, Paul Reeves, Shorty Walker, Carl Beck, Nellie and Dutch Hendricks, Johnny Hicks, George and Eddie Smith, and Smithy, of jam fame. I plan to return to Fresno and remain there until

the bluebirds fly north. Eddie St. Mathews is happily married now and is residing in Oakland, Calif. So I've lost my pal, which all goes to prove that the fair sex always wins. Here's a word to med workers. California now has a \$25-per-year reader. Four stores are being operated in Los Angeles and one in Sacramento. Doc Smith is in Fresno, so the med workers have friendly territory in which to work in the winter. Why fight snowballs, Dr. Victor Lund? Where is Johnny Vogt, Frank DeGraw, Jimmy Miller, Al Rice, Benny Price, Gus Anderson, Sam Coe, Harry Weber, Morris Davidson and Carl Carpenter? There has been a few rainy days to date, but the winter has been swell, with no cold weather."

YOU ARE THE ONES who benefit most by doing your best to make your profession popular.

"AM DOWN HERE . . . on my Christmas holiday sojourn after working ties in Baltimore's new 5 and 10-cent store to swell business," sky-rockets E. L. (Eddie) Klehl from Charlottesville, Va. Shops in Baltimore are poor, with G. & E. and B. & O. nearly closed. There is, however, a spot open on Baltimore and Howard streets there. See Doc Sloan and you can work for 25 per cent. Shops have been "dimed" plenty, but give 'em merchandise and you can always get a quarter. Swede Swanson will join me here soon."

"NOW IN OUR . . . 29th week of continuous operation under canvas," blasts Rictan, "Barnum of the sticks," from Nahanta, Ga., which also marks the 16th consecutive new stand that the organization has made. "Concerning business," writes the Barnum, "we have no complaint to make. This is our fifth winter in Georgia and we know what to expect. Each of our personnel of 11 is with it and for it and all are happy."

HARRY HOWARD . . . veteran showman and pitchman, is still confined in Dyersburg, Tenn., where he has been seriously ill for the past year. He is anxious to read letters from friends in the profession.

GREG will kill any type of business. Give the other fellow a chance.

JOE MULLINS . . . producer and director of Doc Compton's Ta-Co Medicine Company, links from the unit's quarters in Austin, Tex., that the organization has been completely renovated and will open its season about February 1. Joe adds that members of the show enjoyed a big turkey dinner at Doc's home New Year's Day.

DO ANY OF YOU . . . participate in mulligan spreads any more? We haven't had a word about these feeds for a long time.

ANDY MELFORD . . . is reported to be working pens in Fall River, Mass., to fair business.

EDDIE BRECKENRIDGE . . . that he has contracted to work the Hum-a-Phone concession at Ocean Park Pier there until the fair season opens.

CHICK AND DOROTHEA TOWNSEND are reported to be working Winston-Salem, N. C., to an okeh business.

JUST HOPING will get us nowhere. Success demands that we give out with that old energy and action.

"AM VISITING . . . a son here whom I haven't seen in 25 years," scribbles M. L. (Blacky) Cummings from San Jose, Calif. "Plan to head for Texas and the South soon. Have made about four pitches since arriving in California, as the towns here are hard to work, unlike those in Kentucky and the Southern States. Worked Hollister and Gilroy on a Saturday recently, but there was very little

BACK TO LIFE
A NATURAL IF THERE EVER WAS ONE.
THE FAMOUS "CACKLING HEN"



Made in U. S. A.
Mechanically Perfect—Resists Cackling Sound—Guaranteed Quality. Tube Made of Heavy Cardboard. Beautifully Lithographed in 6 Colors of Farm Scenes. Hen is Made of Composition with Painted Red Beak.

DOZEN \$1.25 **GROSS \$14.40**
Sample, Postpaid, 25c.
SPECIALS FOR SOUTHERN FAIRS AND MARDI-GRAS.

No. 2301—MECH. O. U. DOG, Dozen, . . . \$1.75
No. 3001—POOCH GLOVE HARD DOG, . . . 2.25
Batter, . . . 2.00
We carry Complete Line of Badge Board Novelties—Latest Comic Buttons, Dolls—Cans—and Specialty Items.

SEND FOR NEW LOW PRICE LIST.
25% Deposit with Order, Balance C. O. D.
GOLDFARB NOV. CO.
20 W. 23rd St., New York City.

Coupon Workers

Cross sales are sweeping the country. Send \$1.00 for a assorted samples. Large stock. Orders shipped same day received.

BENSON SPECIALTY CO.
Minneapolis, Minn.

NEW HOT SELLER
AMBER
FOG-LITE



MAKES HEADLAMPS PIERCE FOG
DISCOVERED! Strange new substance that turns headlamps into AMBER FOG-LITES. Put on at first sign of bad weather. Pierces fog, snow, sleet and rain. Prevents "blind driving." Turns glare, best accident protection. Helps save life, property. Low priced. Gripping demonstration. Agents wanted everywhere. Phenomenal profits.

SAMPLE OFFER . . . Samples sent on trial to first person in each locality who writes. No charge. Get details. Be first—and in your name TODAY.
The Kristee Products Co., Dept. 903, Akron, Ohio.

PHOTO MOUNTS
DIRECT FROM THE FACTORY

Mountings from 1 1/2 x 2 up to the largest sizes. Sparkling new designs, surprisingly moderate prices and rush service. Write us for illustrated circular. . . . Miniature samples 25 cents, postpaid.

THE GROSS PHOTO SUPPLY CO.
1305-12 W. BANCROFT ST., TOLEDO, OHIO

PLUNGER PENS, \$20.00 PER GROSS.
Don't Buy Your Pens Until You See Our Samples.

No. 6—MOTTLED PLUNGER . . . \$20.00
No. 4—PEARL PLUNGER . . . 25.00
No. 8—MARBLE GORK PLUNGER . . . 25.00
No. 6—PEARL PLUNGER . . . 25.00
All 4 Samples, Prepaid, 75c.

BENSON PEN CO. 347 Plymouth Bldg., Minneapolis, Minn.



4-in-1 WITH GLASS CUTTER.
MAKE MORE SALES WITH THIS BIG TOOL.

Needles are going strong! Sample 25c. Wood Frames for the Needles, Sample 25c.

E. P. FITZPATRICK,
551 N. Van Buren St., Wilmington, Del.

The only Pen just like a Stacker. Is another Stacker. THE PEN THAT SENDS YOU TO THE BANK.

PLUNGER—COMBINATIONS—SETS



JAS. KELLEY, The Fountain Pen King,
447 D'Way, N. Y. CITY, 60, 180 W. Adams St., 784 Mission St., San Francisco, Calif.

MUST SACRIFICE SUCCESSFULLY ESTABLISHED WHOLESALE MERCHANDISE BUSINESS!

Without a doubt, somewhere there must be an experienced merchandise man who has been waiting for just such an opportunity...

\$10,000 to \$15,000 Cash Required

Write for appointment, at which time I will gladly explain in full detail the why and wherefore of this unusual proposition.

WORK JEWELRY SALES—THEY'RE BIG

A promoter's dream come true! that's how tremendous ring sales and cross pendant sales are right now. Write for Catalog No. 21 showing newest styles in CROSSES WHITESTONE RINGS GAMED RINGS ENGRAVING ITEMS HARRY PAKULA & COMPANY CHICAGO, ILL.

PITCHMEN

Here is the winter item that you need. Sell "I. C." Eyeglass Cleaner, the new liquid cleaner that not only cleans the glasses, but leaves a protective film that prevents fogging and steaming.

ing for Mayesville, Ky., to work the tobacco markets there.

YOU MUST DO the coaxing now. These days are over when easy money beckoned to you. EDGAR H. (DOC) KELLEY... of Doc and Ma Show fame, fogs thru from Gales Ferry, Conn., that the show is in the barn permanently.

DR. L. P. STANTON... of the medicine museum bearing his name, blasts from Idaho, Okla., that he would like to read pipes from White Holliman, Duke Doebber and Madaline Ragan.

HERE'S ANOTHER... "do you remember" from Doc George M. Reed, of Columbus, O. "Boys," pens Reed, "do you remember back in 1928 when Pat Goodman, George Hughes and the writer split time in Youngstown, O.?"

ROY AND FLO CHILDERS... info from Frank, Pa., that they have opened a dancing school and confectionery store there and the spots are keeping them plenty busy this winter.

FRANK X. MURPHY... letters from La Fayette, Ind., that he and St Ullman enjoyed good business at the Farm Week held at Purdue University there last week.

DON'T ALWAYS be concerned with making more pitches than the other fellow. Make them intelligently and you won't have to worry about garnering the real dough.

DICK CLARESON... of bones and strops fame, penells from Springfield, O.: "Found conditions in Alabama, Mississippi and Tennessee very bad. Street locations are hard to find, and Tennessee has an almost prohibitive reader."

REAL ENERGY, ambition and enterprise is difficult to stop. Remember, you can't beat a spirit that won't acknowledge defeat.

Pitchdom Five Years Ago

Ed Bailey and his med layout were getting lucrative tips in Oswego, N. Y., despite the depression. Jerry Bassell was wintering in Kearney, Neb. Sydney Wolf, of Boston, was vacationing in New York after a successful season with pen demonstrations in Springfield, Mass. E. D. Kirkhoven was sojourning in Helena, Ark. Gene Golin was in Greenville, Tex., recuperating from a severe cold which laid him low during the holiday season.

MEMORIES: Do you remember when the employees of the Fisher Body Company in Flint, Mich., used to lay on the grass lawn and give every pitchman making the plant the Bronx cheer?

A. B. (ZIP) HIBLER... Pitchdom's poet philosopher, cracks from Los Angeles: "About the only advantage in being out here is that the sun shines every day and a fellow doesn't have to kick the snowballs around."

THINGS WE NEVER HEAR: "Let's be sane about this pitch profession. You know as well as I do that the pitchman cannot be legislated out of existence."

"NOTICED A PIPE... in a recent issue wherein a Tom Kennedy and wife were reported to be working the forms in an Indianapolis chain store," writes Tom Kennedy from Providence, R. I.

is rather confusing to have two with the same name in the profession. About two years ago I was working sharpshooters in a chain store in Morgantown, W. Va., when this other Tom Kennedy wired the chain-store superintendent at Pittsburgh about bookings.

FAMOUS LAST WORDS: Boy, what a spot that was and I failed to order steak.

"STILL IN THE BARN... but rarin' to go," crackles Hot-Shot Austin from Mansfield, La. "Am feeling fine and just waiting for spring. Haven't seen many of the boys and girls passing thru these parts."

HOW MANY OF YOU plan to work only the smaller towns and sticks next summer?

SET THE DIALS... and tune in on Texas Tommy, Broadcasting from San Antonio, he says: "Buffalo Cody, Chief Sweetwater and I have been enjoying good business in this neck of the woods."

CHARLES W. (HOG) THOMAS... and L. O. Thomas report that they are working Western Kansas to very little money. They write that prospects for future trade sales look good but believe they will head for the South.

LIKE ANY OTHER business Pitchdom has a code of ethics. Why not stick to it?

"READ A RECENT PIPE... in which the writer stated that the readers were unreasonably and some of the towns closed in the Rio Grande Valley," scribbles K. Max Smith from Piqua, O.

ALTHO THEY WERE never considered for money getters, we know some workers who have coupled hard plugging with new ideas with their profession.

IS YOUR NAME... in the Letter List this issue? Bet you haven't even looked for it.

VERY OFTEN... Bill receives a query from a pitchman as to why his passport was n. g. Can it be possible that the fellow has fallen into one of the worst habits a pitchman can acquire—that is, taking in too much territory in statements made during his talk?

TRIPPO OPININGS: Measure the effectiveness of your pitch by the size of your take.

JEAN A. HOLZER... in a recent issue wherein a Tom Kennedy and wife were reported to be working the forms in an Indianapolis chain store," writes Tom Kennedy from Providence, R. I.

FUR COATS \$10.00 All Sizes to 44. \$20.00 Deposit. Balance C. O. D. Money refunded within 3 days if not satisfied. AGENTS MAKE MONEY SELLING. Very Popular Bingo Prizes. WAYNE FUR CO. 8704 Linwood Ave. Detroit

PAPERMEN New Proposition. Everyone a Prospect. These now working getting top money. Good in United States and Canada. Write or wire for details to National League of Sportsmen Brown Thomson Bldg., Hartford, Conn.

ELGIN & WALTHAM REBUILT WATCHES \$1.75 7 Jewel, 18 Size, in S. M. Engraved Cases, 21 Send for Price List. Money Back If Not Satisfied. CRESCENT CITY BELL CO. 113 N. Broadway, St. Louis, Mo.

money in evidence. I've found Texas, Mississippi, Missouri, Arkansas, Alabama and Georgia and Kentucky much better than Southern Arizona, New Mexico and California. The grind artists get by, but it seems they don't want high pitchmen. Blocking traffic is their excuse. Would like to read pipes from Bob Smith, Al West and some of the boys working the Southern States."

SAM BERMAN... scribes that he is now in Battle Creek after a successful invasion of Northern Michigan. He advises that shops in Grand Rapids and Muskegon are working three days a week and that all doorway spots are open. Sam says he plans to go to Saginaw, Mich., soon and will report the conditions there in his next pipe. He adds that he is anxious to read a pipe from Art Engle.

A WELCOME VISITOR... to the pipes desk last week was Frenchy Thibaut, who advised that he was head-



Hartmann's Broadcast

AN EDITORIAL in a recent issue of The Press and Standard, a weekly newspaper published at Walterboro, S. C., would have one believe that crookedness and lewdness ran rampant on midway at fairs in South Carolina in 1937. The editorial is too long to reprint here, but we shall quote excerpts from it, as follows: "Truly it does seem that the day of the old-fashioned carnival with its 'strong joints' should be over. This year they were even more objectionable than formerly. In addition to the crooked machines which fleeced the gulleless and the young and unsophisticated, there were undue shows in which all kinds of shameless poses were taken. The show 'fronts' were most suggestive and depicted lewdness in its crudest aspects. These were allowed to operate at Columbia during the State Fair, were allowed unmolested at Orangeburg Fair, and the same type were seen at the Colleton County Fair, and we presume at every fair in the State.

"We should like to see the State Fair and the other big fairs start off banning all these games of chance, these gambling devices, and then see all the small fairs follow suit. That is the only way to save the fairs. Let us get to the point where the agricultural exhibits, the handicraft and the educational exhibits will mean the whole show, and not have these demoralizing exhibitions of gambling and lewdness."

If the fair men of South Carolina are guilty of the accusations made in this lambasting editorial they are digging the graves for their fairs. On the other hand, if they do not tolerate crooked games and lewdness, they should show their resentment and demand a public apology from W. W. Smoak, editor and manager of The Press and Standard.

Fairs being educational institutions, midways thereat should be conducted in a dignified way and nothing permitted that will offend the fair-going public. Games of chance operated legitimately with a small charge to play and merchandise as prizes will never offend—they are what the public wants and add greatly to the carnival spirit. If the fairs in South Carolina ever get to the point, as the editorial suggests, where the agricultural exhibits, the handicraft and the educational exhibits will mean the whole show, there won't be any because patronage would be far from sufficient to support them. Only those experienced in the fair business know how vital the midway is in their financial success.

IT SEEMS strange that we didn't hear of Casey Jones and his dancing chickens getting an offer to go into show business as a result of the publicity they received in the Chicago newspapers January 7. Maybe it's not too late yet. Anyway, Casey Jones, not the engineer, but a colored minstrel, was arrested on charges of disorderly conduct and cruelty to animals. When he appeared in the East Chicago avenue court with his pets named Sally Rand, Mae West, Big Girl and Little Girl, he gave such a convincing demonstration of how fond he was of the birds that he was freed by Judge Samuel Heller.

The story was humorously told in

The Chicago Tribune of January 7, accompanied in the same issue with a picture of the minstrel standing before the judge with one chicken perched on his hat-covered head and three in his hands. The story, headed "A Mae West Dances Big Apple and Casey Waltzes Out of Court," reads as follows:

"Casey Jones, 67 years old, colored minstrel man of 3225 South State street, depended on his four educated chickens to free him of charges of disorderly conduct and cruelty to animals yesterday, and they did. Appearing before Judge Samuel Heller in the Chicago Avenue Municipal Court, Jones turned to his chickens and told them to show the court what they could do.

"Your honor, I raised these chickens myself, and I love them and am kind to them. I taught them all their tricks," Jones said.

"Whereupon Mae West, as he calls one of his hens, danced the Big Apple and trucked and strutted before the court. The others (Good-Looking Lady; her son, Baby Lady, and another rooster, Gold Mine) joined in the performance, hopping over bars and thru hoops, wiggling their toes and fluttering their feathers to swing rhythm from Jones' harmonica. They had spent the night in a cell with their master after he was arrested at North Clark street and Diversey parkway by Hudson avenue police."

STORE BINGO

(Continued from page 60)

Barrett would not state, but it is to be assumed that they are in a measure, at least, responsible for the lack of the store games' success on earlier occasions.

Harlocker Company, however, is confident that it has worked out the majority of "bugs" and that it will not be long before the conducting of bingo games in stores will be run on a strictly scientific basis and one which is sure to pay both the operator and stores.

HEART OF AMERICA

(Continued from page 58)

and he has been a very sick man. Doctors called for volunteers to give blood transfusion and Ray Hansen and Mack Findley each furnished blood for their brother Eddy. Those that volunteered were Earl Knauft, Sam Benjamin, Morris Venting and Owen Dauphine.

Ladies' Auxiliary

The auxiliary held its regular business meeting last Friday, with 20 present. A letter from Betsy Castle from Los Angeles was read and she sent in the following new members: Mrs. Ted Metz, Ruth Korte, Evelyn Archer, Lucille Delaport, Frances M. Leverett, and dues from five of the old members, which was quite an addition to our membership.

As Myrtle Duncan, the president, announced at the last meeting she was offering a prize of \$10 for the one securing the most new members for the coming year, it looks like we are off to a good start.

Lettie White was confined to her bed for a few days with a bad cold.

Mrs. Billy Wilcox reported that her husband had been operated on at Wadsworth, Kan., but was getting along nicely.

The St. Louis club had its installation of officers on January 19 and invited the Kansas City members to attend. Those going were Myrtle Duncan, Helen B. Smith, Elizabeth Yearout, Hattie Hawk, Viola Fairly and Margaret Haney.

Thru an oversight on the part of the writer it was not mentioned that flowers from the Chicago ladies' auxiliary were received at our annual luncheon December 30.—HELEN BRAINERD SMITH.

SHOWMEN'S LEAGUE

(Continued from page 58)

promise, was on hand for the meeting. Walter is just convalescing after a recent illness and all were pleased to have him present.

Other welcome visitors included Brothers R. L. Lohmar and Louis Schlossberg, who have not been in for some time.

Resolution has been passed amending by-laws so that the Showmen's Home committee may be a set committee until December 1, 1940.

Brothers Theo Schlemmer and Tom Rankine both still confined at the American Hospital. Brothers Colonel Owens and Bob Miller confined at home. Late reports tell us that Brother Jack Fuller, who is in the hospital at San Antonio, is resting as well as can be expected.

Brother Sam Feinberg is doing relief committee work in his case.

Vern McCreavey, in town on business, was a caller at the rooms. Brother A. Obadal in town for the coin machine convention. Brothers Dave Tenyson and John O'Shea both busy at the same affair.

Brother E. Walter Evans, of The Billboard, a welcome caller at the rooms. Frank B. Joerling was too busy to get over but sent his regrets. Brother Whitey Lehrter suggests a roll of honor for those who have received gold life membership cards in the drive. A nice thought and will receive consideration.

Brother Walter F. Driver has been appointed chairman of the annual spring show. Date has not yet been set, but will be announced at next meeting.

Ladies' Auxiliary

Thursday, January 20, was celebrated in magnificent style in honor of Ladies' Auxiliary of the S.L.A. 20th anniversary. Chairman of arrangements was Frances Keller, secretary. Bunco was played and prizes awarded to each table. It was a rather exciting event and one well to be remembered.

The following attended: President Leah M. Brumleve, Blanche Latta, Hattie Latta, Cora Yeldham, Edith Streibich, Mary Levine, Marion Ward, Elizabeth Ernst, Fannie Patton, Mildred Barton, Mrs. Robert Miller, Clara Hollie Barker, Mrs. Ida Chase, Fhobe Carsky, Frances Keller, Maude Geiler, Rose Page and niece, Joyce; Lucille Pope, Mrs. M. Doolan, Minnie Murdoch, Cleora Helmer, Mrs. Ora Miller, Pearl McGlynn, Mrs. Bert Clinton, Maude Hanson, Mrs. L. Rollo, Mrs. Anna Young and Catherine Wenzel.

Thursday, January 27, will be the regular bi-weekly meeting.

Members deeply regret to learn of the death of beloved brother showman, Harry Coddington. He will be sincerely missed.

Mrs. Ida Chase and Mrs. Robert Miller paid visits to Brothers Tom Rankine and Theo Schlemmer, confined to American Hospital.—ELSIE MILLER.

ART LEWIS

(Continued from page 58)

Isid out on a large level track of land with nothing crowded. Each attraction located to good financial returns. Not a bad location on the lot. Midway equipment glistened with new paint and made a beautiful showing. Rides: Merry-Go-Round, Skooter, twin Big Mill Wheels, dual Loop-o-Planes, two kiddie rides, Auto Speedway, Octopus, Whipl, Tilt-a-Whirl and Ride-o-O. Shows: B. L. Lamb's Side Show, Speedy Palmer's Motordrome, Mamma Lee's Snake Show, Jungle Monster Show, Chamber's Monkey Circus, Funhouse, Hawaiian Nights Revue, Minstrel Show, Sawas Marie, Fat girl, Egyptian Mummies and Glass House. Staff: Art Lewis, owner; L. B. (Barney) Lamb, manager; F. Percy Morency, treasurer; Al Rogers, general superintendent, and Starr DeBelle, special and press agent. General Representative Jack V. Lyles is coming along with bookings. Owner Lewis is spending winter in and out of New York and is due in Florida in near future.

Visitors during past two weeks, Eustis, Fla.: Mrs. Ray Snyder (Maw Shep) and Princess Marguerite, two children and husband drove on lot to give show the once over. Bowling Green: Jake and Elsie Bixendine, Bill Martin, Pease Hoffman, Jack and Maize Montague and Mrs. Jack Maise. Death of Uncle Bob Sweeney a shock to his many friends on Lewis midway. Mrs. F. Percy Morency, Mr. and Mrs. Harry Ruben and Jack Santos attended the funeral services held at Kissimmee, Fla. STARR DeBELLE.

Waddell Honored on Eve of Departure To Preach and Praise

CHILICOTHE, O., Jan. 22.—Show-folk, headed by Dode Fisk, Adam Gilger and M. W. Westlake, Columbus; Byron Spauln and family, Adelphi, and George Conner and Parson (Young Doc) Waddell, Chillicothe, honored veteran Doc Waddell with a farewell surprise in his winter parsonage here last Sunday.

Reason: Waddell leaves soon for winter quarters of new amusement enterprise, framing and building, at Forrest City, Ark., titled Modern Midway Shows, personally presented by Dick O'Brien and Fred Cullum, the former general manager; latter, general agent.

Waddell will officiate as chaplain and publicity engineer for the newborn show. Says he: "More offers of position came to me this year than ever. I chose to east anchor with O'Brien and Cullum for the outstanding reason that they are for a 100 per cent clean midway. I

Your Wit Parade

By W. ROY MILLER

A GOOD FRONT HOLDS HIM BACK
"Which one of the fat ladies is your wife?"
"Well, she's so FAT and I'm so NEAR-SIGHTED that I can't get close enough to see which one she is."

STRANGE FOLKS
The bald-headed man who had hair tattooed on his head and then developed dandruff.

THE EYES HAD IT
Curious: "How do you girls account for being Siamese Twins?"
One Twin: "Our mother had plural-see when we were born."

AND THE MATCH WON'T FEEL PUT-OUT
Sidewalk Sydney: "—and I'm giving away absolutely free one box of matches with every cigar lighter sold."
Cop: "What's the matter—don't the lighters work?"
Sidewalk Sydney: "Sure! But did you ever try to scratch your ear with a cigar lighter?"

A PATIENT ACTOR
Director: "How's the new extra? Does he act well?"
Asst. Director: "Yes, but I STILL think he's sick."

All good little monkeys hang by their tails so they'll end up in heaven.

GUESS SADDLE HOLD 'EM
He: "Hey! You can't run around here in a pair of shorts and a brassiere!"
She: "Say, who's the bareback rider—me or the horse?"

A MAJOR BOWES-QUET TO HIM
Patshot (at shooting gallery): "What's wrong with that bell? I hit it six times and it didn't ring!"
Operator: "You must be a good amateur—no gong."

WE USE OURS FOR A DOOR-STOP
Boy (at museum): "Mister, what kind of an animal is that skinny one there?"
Mister: "That, my boy, is the wolf that was at my door. He finally starved to death so I mounted him."

THRU THE 'EARS TO COME
Reporter: "When did you discover you could make a living as a freak?"
Famous One: "When I went to scratch my ears and found I didn't have any."

PIPES
(Continued from opposite page)
a fair-to-middlin' business. Would like to read a pipe from Vic Demski and Doc Heller. The Billboard seems to be getting better and better."

CLOSE OBSERVATION . . . why will quickly teach a "late arrival" why an old head makes a good passport where the former would have failed. Don't take the attitude that you know it all, because in the end you'll probably be glad to listen to an old head.

FOOLISH CLAIMS and deliberate misrepresentations may make a few extra dollars today, but the spot where these claims are made is usually killed for the future.

MARTY DURKIN'S . . . cafe in Los Angeles seems to have become the mecca of the boys working that territory.

Know Dick O'Brien, have tramped with him, his middle name is cleanliness. Richard C. Smut and indecencies will not be permitted under his banner. I consider it a high honor to be on the staff of the Modern Midway Shows."

CONVENTIONS

ALABAMA Birmingham—O. A. R. of Ala. Apr. 23. M. D. ...

LAKE CHARLES—Knights Templar. Apr. 25. A. Davis, New Orleans. ...

NEW YORK Albany—State Assn. Co. Agr. Soc. Feb. 15. G. W. Harrison, 121 N. Pine ave. ...

Denison—Order of Elks. May 1. H. L. Willis. Houston—Order of Odd Fellows. March 31. ...

Coming Events

These dates are for a five-week period. ALABAMA Birmingham—National Home Show. Feb. 14-19. ...

In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups: American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templars, Junior Order United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Woodmen of the World, Masons, Moose, Knights of Columbus, Hallelujah Societies, Farmers Home Organizations, Live-Stock Associations, Poultry Breeders, Boards of Agriculture, Florist groups, Patrons of Husbandry, State Granges, Firemen and Outdoor Advertising Associations.

MINNESOTA

Duluth-Peod Show, Feb. 20-23. George E. Bagan, Albert Lea, Minn.
St. Paul-St. Paul Winter Sports Carnival, Jan. 29-Feb. 6. Martin J. Kelly, First Natl. Bank Bldg.

MISSOURI

Kansas City-Better Homes, Bldg. Expo. & Flower Show, Feb. 19-26. W. C. Clifford, 709 Natl. Fidelity Life Bldg.
Kansas City-Arabi Shrine Circus, Municipal Auditorium, Feb. 18-24. Julius C. Shapiro.

NEW HAMPSHIRE

Concord-Poultry Show, Feb. 8-11. R. C. Bradley, Durham, N. H.

NEW YORK

New York-Intl. Heating & Ventilating Expo., Grand Central Palace, Jan. 24-28. Charles F. Roth.
New York-National Sportmen's Show, Grand Central Palace, Feb. 18-26. A. C. Rau, 247 Park St. Bldg., Boston.

NORTH CAROLINA

Raleigh-Nazareth Orphanas Indoor Circus, Week of Feb. 7. Y. Sherwood Upchurch, Hotel Bland.

OHIO

Cincinnati-Cincinnati Sportmen's Show at Music Hall, Jan. 26-Feb. 4. Address Secy., 330 Chamber of Commerce Bldg.
Cincinnati-Croitto Circus, Feb. 21-March 8. Wm. Schmidt, Stabler Hotel.

OREGON

Portland-Winter Sports Carnival, Feb. 11-12. Assn. East Side Commercial Club.

PENNSYLVANIA

Philadelphia-Motor Boat & Sportmen's Show of Phila., Jan. 22-29. P. H. Bates, 1104 Fox Bldg.
Philadelphia-National Home Show, Feb. 18-26. F. D. & O. E. McDonald, 1209 Architects Bldg.

TEXAS

El Paso-S. Western Live Stock Show, Feb. 19-22. W. B. Foster, 523 U. S. Courthouse.
El Paso-Mardi Gras, Feb. 25-March 1. Gus A. Amundsen, Chamber of Commerce.
Houston-Police Circus, Expo. Hall, Jan. 21-Feb. 6. Sidney Belmont, St. Louis, Mo.

WASHINGTON

Spokane-Winter Sports Carnival, Feb. 19-23. Jr. Chamber of Commerce.
Vancouver-Ont.-National Sports & Boat Show, Edna Park, Feb. 5-12. Elwood A. Hughes.

CALIFORNIA

Imperial-Imperial Co. Fair, March 5-13. D. V. Stewart.
Imperial-Mid-Winter County Fair, Feb. 4-6. Wallace P. Rozze, San Bernardino-National Orange Show, March 17-27. William Starke, South San Francisco-Interstate Jr. Live-Stock & Baby Beef Show, Apr. 10-14. Z. W. Stephens.

CUBA

Havana-Government Fair, Rancho Boyeros, Jan. 30-Feb. 20.

FLORIDA

De Land-Valusia Co. Fair, Feb. 23-27. Bill MacFadden.
Fort Myers-Lee Co. Fair, Feb. 8-12. Melbourne-Indian River Co. Fruit Festival & Fair Assn., Feb. 28-March 5. C. B. McNairy.
Orlando-Central Florida Expo., Feb. 14-19. Crawford T. Bickford.
Palm City-Pia. Strawberry Festival, Feb. 22-26. H. H. Hunt.
Hawkins-Florida Tomato Festival, Apr. 27-30. George D. Buchanan.
Sarasota-Seminole Co. Agri. Fair, Jan. 24-29. Jack A. Purcell.
Sarasota-Sarasota Co. Fair Assn., Probable dates, Feb. 31-28. W. T. Simpson.
Tampa-Florida State Fair, Jan. 25-Feb. 6. E. T. Strieder.
Vero Beach-Indian River Co. Fruit Festival, Jan. 31-Feb. 5. B. H. Phillips.

NORTH DAKOTA

Valley City-Winter Fair, March 9-11.

TEXAS

El Paso-Southwestern Live Stock & Agrl. Assn., Feb. 19-23. W. B. Foster.
 Ft. Worth-Southwestern Expo. & Fair Stock Show, March 11-20. John B. Davis.
Houston-Houston Fair Stock Show & Live Stock Expo., Feb. 26-March 6. W. O. Cox.

PUERTO RICO

San Juan-Ponce de Leon Fair, Feb. 22-March 6.

Dog Shows

These Dates Are for a Five-Week Period
CALIFORNIA
Pasadena-Feb. 12-13. Jack Bradshaw, 1814 S. Grand ave., Los Angeles.
San Bernardino-Feb. 27. Jack Bradshaw, 1814 S. Grand ave., Los Angeles.
San Francisco-Jan. 29-29. Alex Wolfen, 443 Front St.
CONNECTICUT
New Haven-Feb. 19. Maude Greene, Box 340.
MARYLAND
Baltimore-Jan. 28-29. Foley, Inc., 3009 Randolph st., Baltimore, Pa.
MASSACHUSETTS
Boston-Feb. 21-22. T. D. Smith, 68 Devonshire st.
NEW YORK
Buffalo-Feb. 26-27. Foley, Inc., 3009 Randolph st., Philadelphia, Pa.

New York-Feb. 9. Foley, Inc., 3009 Randolph st., Philadelphia, Pa.
New York-Feb. 10-12. J. C. Hoagland, 291 Fourth ave.
New York-Feb. 12. Rebl. R. Griffing, R. 29, Mountlake, N. J.
Niagara Falls-Feb. 23. Arthur T. Makin, Canton-March 16-17.
Cincinnati-Feb. 24. W. L. Hardensburg, 7908 Joseph st., Mt. Healthy, O.

OLD-TIME SHOWMEN

(Continued from page 43)
parade announced for Monday at 9 a.m. General admission 50 cents; reserved numbered chairs at \$1, including admission.

Ringling Bros.' World's Greatest Shows announced their coming to St. Louis for an engagement of one week commencing Monday, May 4, 1938, in Handlan Park. The Ringling Bros.' display advertisement was two full columns; was placed on same page of The Post-Dispatch of Sunday, April 19, as the Forepaugh & Sells Bros., advertising and in adjoining column. Out of the five Ringling heads and two other single-column cuts were used in the display of closely set descriptive matter amounting in detail the many featured attractions. Their spectacle, Jerusalem and the Crusades, was given four-inch double-column display including a special cut. Among the performers given specific mention were the 61-horse act, led by "Silver King," the dancing stallion; the Famous Dellar Troupe of European acrobats; the Six Aerial Posters; the Five Flying Fishers; Frank Smith, the Upside-down wonder; Captain Webb's two troupes of acting seals and sea lions. Three miles of parade splendor was promised as the free street display.

In the triple-column 15-inch display in The Post-Dispatch for the Adam Forepaugh & Sells Bros. Combined Shows there were many outstanding acts announced to appear in the show's program. Those given special mention were the Famous Eddy Family; Minting, the Marvel; the Six Lowandes in equestrian arts; Diavolo's loop-the-loop on a bicycle, Baker's detachment of Roosevelt Rough Riders, the Aurora Zouaves, Jackson Family cycling septet, the Five LaCarners as high-wire champions. Under the title head of the advertisement mentioned the names of J. A. Balloy, W. W. Cole, Lewis Sells and Peter Sells were given as sobe owners.

Royal American Not To Move Quarters From Tampa to Miami

TAMPA, Fla., Jan. 22.—Florida West Coast newspapers have been giving considerable publicity to reports that Royal American Shows intend to quit this city as winter quarters to become a permanent amusement park in Miami.

The rumor grew out of a mandamus suit filed by counsel for Sedlmayr and Velare brothers in the Florida Supreme Court seeking to restrain the State comptroller from collecting daily traveling show license fees for operation of attractions of this organization at Miami.

Under provisions of the Florida statute traveling shows are required to pay \$75 a day license for each attraction and device. Concessions, pitches and blow-offs, each come under special headings at a stipulated additional fee. The statute was adopted by the Florida Legislature at its last bi-annual session.

Permanent amusement organizations, on the other hand, operate under a license fee comparable with motion picture theaters.

While formal announcement has not been authorized, Miami newspapers claim Sedlmayr and Velare brothers purchased a tract of land on Flagler street for construction of a permanent park. It was asserted that Royal American Shows would occupy the site, moving its personnel of 1,200 and equipment now housed in Tampa, provided equitable tax and licensing arrangements could be obtained.

Tampa Papers Publish Statement

Tampa newspapers, on the other hand, published statements authorized by Jack E. Dadswell, public relations counsel for Royal American Shows, saying: "Royal American Shows annually purchase a number of new devices. Unable to dispose of those which have been transported over the fair circuit we play these occupy a lot of space in our quarters here and we want to put them to work. These are the parcels of equipment that will be used at the Miami showgrounds together with permanent

The advertising for the Luella Forepaugh-Fish Wild West Shows was descriptive in a general way. It promised 40 Sioux and other Indians, 40 cowboys, 20 U. S. Cavalrymen, 20 Cossacks and Arabs, 10 English Dragons, 20 cowgirls, 10 Roosevelt Rough Riders, Mexican lariat throwers, a reproduction of General Custer's Last Fight. "The Demon Rider" was advertised as "The Wild West Sensation of the Century" and as the "Mysterious Horseman." No names of owners or managers of the show were given in the advertising other than as named in the title.

At the same time these circus and Wild West organizations were publishing announcement of their exhibitions in St. Louis. President Theodore Roosevelt was having his vacation among the wonders of Yellowstone Park and on a trip to the Upper Geyser Basin. In the same issue of St. Louis Post-Dispatch with the circus advertising a feature story was published on the pleasures and ventures of the President on his vacation.

ROUTES

(Continued from page 33)
You Can't Take It With You: (Coal) Cincinnati 23-Feb. 5.
You Can't Take It With You: (Technical High School) Omaha, Neb., 26; (Municipal Aud.) Kansas City, Mo., 27-29.

MISCELLANEOUS

Birch, Magellan: Burlington, N. C., 26; Durham 27; Raleigh 28; Dunn 31; Goldsboro Feb. 1; 31; Cove 2; Clinton 3; Hamlet 4; Brown, Evans, Magician: Taylor, Wis., 26; Arcadia 27; La Crosse 28.
Crowley Show: Croiland, Ga., 24-29.
Daniel, B. A. Magician: Monroe City, Ind., 26; Jasper 27; Westland 28-29; Lenoir, N. C., 31; Mooreville Feb. 1; Hamlet 4.
DeGee, Magician: Murray City, O., 24-Feb. 5.
Dressen's Circus Capers: Milton, Fla., 26; Crestview 27; Debutat Springs 28-29; Chipley 31; Marianna Feb. 1-3; Greenville 3; Dehan, Ala., 4-5.
Fra Diavolo, Magician: Lawrenceburg, Ky., 26; Mt. Sterling 27; Flemingburg 28; Mayeville 29.
King Show: Coward, S. C., 24-29.
Kortz' World's Fair Museum: Minneapolis, Minn., 24-Feb. 5.
La Vell Show: Croiland, Ga., 24-29.
Lewis, Harry K., Hollywood Varieties: Phoenix, Ariz., Feb. 1-3.
McNally Variety show: Upper Fairmount, Md., 24-29.
Marquis Co.: Vassar, Mich., 26; Mayville 27; Brown City 28-29; Davison 31; Algonac Feb. 1; Richmond 2; Cass City 3-4.

Miller, A. H. Show; Morgan, Ga., 24-29.
New Orleans Minstrel: Birmingham, Ala., 24-29; Wylan 29; Marvel 31; Tuscaloosa Feb. 1-9.
Oodins on Parade: Birmingham, Ala., 24-29.
Rickett's Show: Britton, Ga., 24-28; Mershon 27-29; Coffee 31-Feb. 2; Bakley 2-5.
Sisseton Jack (Spish): Ray City, Ga., 24-29.
Walker Family Show: Edith, Ga., 24-29.
World's Fair Museum: Mobile, Ala., 24-29.

CARNIVAL

(Routes are for current week when no are given. In some instances possibly mailing points are listed.)

Blue Ridge: Irwinton, Ga.
Crafts 20 Big (Fair) India, Calif., Feb. 2-6.
Dorostr: Navy Yard, S. C.
Dyer's Greater: Palahatche, Miss.
Great Southern: Robertson, Ala.
Lewis, Art. (Fair): Sanford, Fla.
Southern Attr.: Jacksonville, Ga.
Royal American: (Fair) Tampa, Fla., 25-Feb. 5.
Texas Kidd: Taft, Tex.
Tip Top: Hoboken, Ga.; Nabaria 31-Feb. 4.

CIRCUS AND WILD WEST

Davenport, Orrin: Lansing, Mich., 24-29; Grand Rapids 31-Feb. 5.
Folsch Bros.: El Paso, Tex., 24-29.
WPA Federal: (Bronx Coliseum) New York, N. Y., 29-30; Feb. 1-4.

Vet Canadian Sees Honored

WINNIPEGO, Jan. 22.—F. W. Kemp, Edmonton, Alta., was named president of Western Canada Association of Exhibitions (Class A Circuit) at its annual convention in the Royal Alexandra Hotel here on Monday and Tuesday. John East, Saskatoon, Sask., is vice-president, and S. W. Johns, Saskatoon, secretary-treasurer.

Members honored two veterans of the body, E. L. Richardson, past president, Calgary, and D. T. Ederkin, Regina, Sask. Presentations were made to Mr. Richardson, who is the association's oldest member in point of service, having joined in 1911, and Mr. Ederkin, who joined in 1913.

For Western Canada Fair Association (Class B Circuit) Conklin's All-Canadian Shows received the midway contract, while Lou Rosenthal will supply attractions with J. W. Conklin, who is to furnish Hoaglan's Hippodrome.

C. E. Grobb, Portage La Prairie, Man., veteran member, who has done much for Western Canadian fairs, was named honorary life president, while his fellow townsman, Joseph Trimble, is president. First vice-president is W. J. Cowan, Yorkton, Sask., and second vice-president is R. S. Gillespie, Red Deer, Alta. Third vice-president is P. T. Graves, Prince Albert, Sask.

The association did not forget its secretary, Keith Stewart, Portage La Prairie, retiring President S. E. Heckbert, Vermillion, Alta., assisted by Mr. Cowan, presented Mr. Stewart with a silver tea service in recognition of his meritorious service.

Start a POTATO CHIP BUSINESS In Your KITCHEN!
Make Big Money
Buy potatoes for 2c a lb.
Make sensational "Goldenrod" Potato Chips and sell for 35c a lb.
Ideal business for men or women in spare or full time.
Full treatment, best complete equipment. No experience needed.
I show you how to get started in selling all you make. I tell you how to make profit fast day. All information, pictures, prices and terms sent free. Send a postal card for Free Facts on this big "House Business" Opportunity.
FOOD CHIPS, A. H. CHINE CORP., 325 W. Wacker, Dept. D-121-C, Chicago.

LORD'S PRAYER PENNY MACHINES
Newest Sensation
With four disc, Lord's Prayer, Ten Commandments, Gratification of Christ, American Legion, Newest invention, biggest money maker, it's a knock-out.
Big assortment engravings, \$1.50 per 100. Broadsides, 7 1/2c each. Send 25c for booklet, 5c engravings made on GENUINE U. S. pennies showing Lincoln head on back.
L. S. PERFECTION MFG. CO., 208 South Dearborn Street, Chicago, Ill.

INSURANCE
CIRCUS, RIDES, TRUCKS, CARNIVALS.
Showman's Insurance Man.
CHARLES A. LENZ
Winter Quarters General Delivery, St. Petersburg, Fla.
Permanent Address, Chicago, Ill.
440 Insurance Exchange Bldg., Chicago, Ill.



New York's Showmen's Club

NEW YORK, Jan. 22.—Those skeptics who predicted that New York could never support an outdoor showmen's organization are beginning to quietly take to the silent side. In less than two months and with only four meetings, the National Showmen's Association has established itself so solidly throughout the East that there isn't a one chance in a thousand of the club failing. NSA has proved that Eastern showmen can be organized along Showmen's League lines.

From a group of less than 30 men who first met late in December, a club of more than 250 paid-up or partly paid-up members has been developed. Applications are coming into the Pico-cadilly Hotel so rapidly that Secretary Arthur Hill and his assistants are fairly going mad with the detailed work entailed. And it is safe, we feel, to predict that by the time the winter fair meetings are completed, NSA will boast a roster of approximately 600 leaders in circus, carnival, fair, park and allied fields. That is only the beginning and when the shows come home in the fall we will wager our bottom dollar that the membership is double 600. The club is a natural.

What we like about NSA is the manner in which benevolent and service features of the club have been predominant. Social activity is an essential part of every organization, but in many instances too much emphasis on fun features and not enough on services has spelled doom for entire organizations. Show people have the ability to enjoy themselves at will and oftentimes organized fun and pastime loses its appeal as months roll on. A club must offer more than a banquet and comfortable meeting and leisure rooms. Especially a club in New York.

So the benevolent aspect of NSA is being rapidly formulated, chiefly thru the splendid efforts of President George A. Hamid; Max Hofman, attorney, and Jacob Cohen, M. D. It will be a long pull probably before New York can offer the cemetery and hospitalization facilities on a par with Chicago's Showmen's League—but these men will do it. There's little doubt about that.

An example of what is happening in the Pico-cadilly Hotel these days can be gained from a recent statement made by Rubin Gruberg after he had attended his first NSA meeting. "Never have I seen such a display of enthusiasm as evidenced here tonight. With this sort of ambition to succeed and with the leadership you have selected, the club is bound to go on to great and lasting heights."

Los Angeles

LOS ANGELES, Jan. 22.—It is getting near time for the opening of several carnivals wintering in and around this city. There has been a lot of hustling by the general agents for spots.

Crafts Shows will open in February at Indio. Golden State Shows will open at San Diego.

A delegation from Crafts Shows, Roy E. Ludington, William Loece, Jack O'Leary and William Hobday, have a suite engaged at San Francisco for meeting of the fair association.

Pierre Oullette, general agent of Hilderbrand's Shows, is in town. Owner O. H. Hilderbrand and Manager E. W. Cee are having the usual pre-season get-together meetings at the quarters.

At the quarters Fred Stewart has a force on repair, rebuild and paint jobs.

A new attractive lighting system is being worked out.

Force at the Clark Shows is working full time. This show will go out much enlarged and with a lot of attention being given to put a lot of eye appeal in the trucks and lot set-up. Archie Clark is at quarters daily. General Agent Al Fisher is out and stated he had the show booked for quite a period.

Arthur Hockwald, general agent of the White City Shows, is in daily conference with Manager C. F. Corey.

Carl Miller is building a front for his new show that he will have in addition to the Aron Gayle II Revue with the Crafts Shows. Billy Borselle, who will have the side show, is having new banner line and panel front made.

Joe DeMouchelle will be on the advance of Wright's Golden State Shows. Mr. and Mrs. Will Wright left for San Francisco.

Frank W. Babcock will have the rides repaired and repainted.

Milt Runkle has a force getting the equipment of the United Shows ready for early opening.

Ben H. Martin, of Martin's Shows, is also getting ready for an early opening. E. Pickard is on the advance of Crafts' enterprises.

Frank Ward will be with the C. F. Zeiger Shows.

Joe Glacey has contracted the side show with the W. C. Spike Huggins West Coast Shows.

C. F. Zeiger left for trip to Arizona. Says quarters' force has the show about ready. This show will again be on rails.

Edwin Tait, of Churchill & Tait, came in from Manila, P. I., completing a two-year trip in the Orient. Played all important spots in Straits Settlement. He reported big business at Singapore. War in the Far East, he stated, somewhat disarranged plans of the enterprises operated by his company. He plans to stay in the States indefinitely.

Wallace O'Connor will have the side shows with Clark's Shows.

Mr. and Mrs. Elmer Hanscom are in town awaiting the opening of the Crafts Shows.

Arthur Greenbalgh will have a large party to sail for New Zealand in early February. He stated his firm will have the feature shows at the Sydney Royal event.

Locally with fine weather all the outdoor amusements have done an exceptional winter business. California Zoo Park played to the largest week-end crowds this winter season in its history. New capital available makes possible many long-planned improvements, and Manager William Richards said the zoo was doing very well and has had many animal studio rentals.

Ross R. Davis stated that the Lincoln City Park and Griffith Park, where he has rides and concessions, have drawn unusually large winter crowds.

Joe Diehl Jr. reports the Kiddie Park as doing large week-end business.

John R. Ward, of the Ward Beach Shows, has a force at work getting ready the many shows that he will operate on Venice and Ocean Park piers.

Harry Hargraves is adding to his list of attractions at the beaches for the coming season.

Mike McAndrews will have concessions at the beaches.

M. E. Arthur, aside from his attractions with the Krekos-Leece West Coast Amusement Company, will have three shows with the Wright's Golden State Shows coming season. Rudy Jacobs will handle the shows owned by Arthur that will be with Wright. Zack Hargis will have the Outlaw Show at one of the beach resorts.

Ted and Mario Le Forn will be with the White City Shows.

John Lester, of London, England, operator of shows, is looking over Southern California resorts with idea of locating here permanently.

Ernest Pickering, from Mission Beach, is in for a short stay.

O. H. Steffens' Shows are ready for opening, playing suburban spots.

Vanguard Is Big For Virginia Meet

RICHMOND, Va., Jan. 22.—Fair men, showmen and free-act representatives flocked into the John Marshall Hotel here for the Virginia fair meeting, opening on Monday. It looked like a record attendance.

Among arrivals are Frank West, Neil Berk, West's World's Wonder Shows; Max Linderman, Frank Bergen, Ralph Smith, Charles Kidder, L. Harvey Cann,

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Jan. 22.—Large crowds

gather each Monday night for the meetings, there being 114 members present at roll call. President C. F. Zeiger presided, with the following officers present at roll call of officers: First Vice-President Harry Hargraves, Second Vice-President Ted Le Forn, Third Vice-President Mark T. Kirkendall, Treasurer Ross R. Davis and Secretary H. C. Rawlings. Preceding the business procedure lights were lowered and silent tribute paid our late brother William Greterex. In connection with this there was a splendid exhibition of brotherly feeling. Greterex, ill in local hospital, required a blood transfusion. Joe De Mouchelle, H. Hanewinkle and Roy Barnett volunteered, however, without avail. For this the men mentioned received a vote of appreciation for the spirit of showmanship and brotherly feeling shown.

Usual business procedure was reading and approval of minutes of preceding meeting. Auditing and approval of bills by John M. Miller and ordering them paid. There were three reinstatements.

Deviating from the usual business routine, President Zeiger had Claude Barie tell the assemblage about the coming annual High Jinks, to be held January 28 at the Rathskeller Hall on West Washington street. There will be floor show, a carnival and circus set-up and dancing. It was announced that there would be the introduction of notable personages of the civic life and of the stage and screen lent interest to the event. Barie asked the gathering to subscribe for tickets. The response was most generous, there being over 1,000 allotted in the few minutes. President Zeiger asked a large attendance. The profits go to the cemetery and sick and relief funds.

There were no important reports from chairmen of the standing committees. Matter of the membership drive was taken up and a decision was made to stagger the drive, in that there would be a month on and a month off. First offer for prizes came from President Zeiger, a life membership being the first prize. A five, three, two and one-year membership in order. There will be other prizes to be announced later.

John Lester, just in from London, England, a guest of the evening, called upon and made an interesting talk on the amusement business on the other side. In connection with the drive for new members there were several talks made particularly stressing the great advantage that comes to those who are members of a showmen's organization. Harry Hargraves pointed out that in these times of organization of those in the amusement business it was plain good sense to affiliate with a showmen's organization, PCSA, long established, whose achievements in the interest of members is the greatest asset in selling this organization only on its merits.

Weekly award went to Frank Ward. It was omitted that Frank Downie was the donor of the refreshments for the meeting of January 10. President Zeiger donated lunch and refreshments for Monday night meeting.

Phil Williams, who had been given a check for services in auditing the books of the organization, turned the check back as donation to the lunch and refreshment fund.

World of Mirth Shows; John M. Sheesley, Mighty Sheesley Midway; John Marks, William Kerr, Marks Shows; Max Gruberg, World's Exposition Shows; Jack V. Lyles, Art Lewis Shows; William Breece, Ideal Shows; James E. Strates, Strates Shows; Matthew J. Riley, David E. Endy, Endy Bros.' Shows; Sam Lawrence, Sam Lawrence Shows; Harry Hamish, Eric B. Hyde Shows; Harry Heller, Acme Shows; James Rafferty, Rafferty Shows.

George A. Hamid arrived, accompanied by Mrs. Hamid; also Frank Melville, National Booking Corporation; John Serpica, Wade Morton, Serpica Fireworks Company. Banquet Monday night will be elaborate, with Governor Price of Virginia principal speaker. As usual, Virginia State Fair, Charles A. Somma, president, will entertain at luncheon on Monday. Banquet amusement program was arranged under Mr. Hamid's direction.

Increased Attendance At Winter Haven Festival

WINTER HAVEN, Fla., Jan. 22.—Royal American Shows are playing to the largest crowds in the history of their five annual visits to Florida Orange Festival here this week.

Attendance has topped all previous events in this city, according to executives. Grosses have not fully kept pace with the increase in attendance as a result of the lowest citrus prices in several years and retarded tourist activity. Executives call it spotty because of the tremendous night activity and lack of daytime patronage. Weather has been so hot in daytime, however, that very little activity is apparent even in the downtown business sections of this and near-by cities and communities.

Marjorie Kemp's Thrill Arena, Dick Best's Living Freaks and Raynell's Chee Paree have shown substantial increases in five days over last year's six-day total. It is believed the rides also will roll up record-breaking totals for the week.

Mr. and Mrs. P. T. Strieder and daughter, Elizabeth, visited the midway Thursday night.

MAINE MEETING

(Continued from page 46)

hibitors. After address of welcome by Senator Francis E. Friend, president of Skowhegan Fair, Commissioner Washburn, Augusta, invited the association to join the State department of agriculture in a joint meeting annually for better understanding of needs of fairs. Invitation will be given consideration soon.

Officers elected are: President, Senator Friend, Skowhegan; vice - presidents, Samuel Woodard, Brunswick; E. M. McKinley, Union; secretary, J. S. Butler, Lewiston; treasurer, F. W. Hill, Bangor. It was voted to hold the 1939 meeting in Bangor in January.

Attractions concerns and shows represented included George A. Hamid, Inc.; Paul N. Denish, Boston; Joseph Hughes, New York; Beacon Exchange, Mrs. Eleanor Leonard, Fireworks firms present: American Fireworks Company, Rockland Fireworks Company, Pearl Fireworks Company, Ben Williams Shows, Coleman Bros.' Shows, Pine Tree Shows and Dick's Paramount Shows, New York. Carnival representatives reported signed contracts at the meeting and fireworks men all did business. Hamid office reported five contracts and Beacon Exchange two.

Banquet Is Largest

Legislative committee named for 1938 comprises John N. Blanchard, Wilton; H. W. Kitchin, Presque Isle; H. O. Peley, Skowhegan. State Comptroller H. N. Runnells spoke, and horsemen, owners and drivers aired troubles and appealed to fair management for more equitable division of race purses. H. C. Buzzell, Belfast, spoke for the horsemen. Roger Duncan, Hartford, Conn., secretary of National Trotting Association, gave horsemen encouragement, as did Walter Moore, Harrisburg, Pa., and Frank G. Trott, Boston. Horsemen attending adopted a resolution opposing dog racing and running horse races in Maine and for legalized part-mutuels only in harness racing. Resolutions were adopted on the passing during the past year of several prominent horsemen.

Governor Barrows, detained in Washington at a meeting of governors of New England, was represented by Attorney-General Franz Burkett, Portland. Ex-Governor Brann, given a big reception, complimented management of Maine fairs. Four group meetings were provided over by Will L. Davis, Rutland, Vt.; Commissioner Washburn, Mr. Kitchin, and W. O. Hutton, industrial agent of Maine Central Railroad, Portland.

The meeting was declared the most interesting since organization in 1912. Afternoon attendance was 248. Starting Judges Glenn W. Rublee, Rutland, Vt., and Warren Wood, Chatham, N. Y., also were speakers.

Banquet at night was the most elaborate ever staged by the association, attended by 478, and many had to return to hotels for dinner because of lack of space in the banquet hall. Turkey and lobster were on the menu. Entertainment was furnished by George A. Hamid, Inc., and Beacon Exchange. The hall was decorated by Lakewood Theater scenic artist for the occasion with panels of life-sized horses, cattle, sheep, swine and dogs. Pictures depicting the 1888 Skowhegan Fair grounds and the new plant of 1938 were unveiled to great applause.

Line o' Two of News

LIVINGSTON, Mont., Jan. 22.—Don M. Brashers, general agent Silver State Shows, announced here yesterday that he closed midway contracts for Bi-State Free Fair, Cheyenne, N. M.; Livingston Foundry, Livingston, Mont.; Chanute Fair, Chanute, Kan., and a spring date in Cheyenne, Wyo., under the Veterans of Foreign Wars.

MACON, Ga., Jan. 22.—W. R. Harris, manager of the Model Shows, a flat-car organization, announced here Thursday that he engaged Carl Mack as press agent for the season.

AUBURN, Ala., Jan. 22.—Chris M. Smith stated here Tuesday that his plans for the coming season are about completed excepting a few minor details to be settled. The new connection may involve the revival of the once famous Smith Greater Shows' title and organization, Smith further stated. Walter S. Fox, general agent, visited Smith last week-end.

BLOXI, Miss., Jan. 22.—Robert Hughey, general manager Hughey Bros. Shows, stated here today that he had engaged W. E. Billy Bowen as general agent and that Bowen's additional duties will be that of assistant to the management.

TAMPA, Jan. 22.—Paul Goudsberry closed contract here Thursday to present his Ten-in-One show with Clint & Clark Shows for the season. He will also have a single pit attraction, he stated to a reporter for The Billboard.

Bernard Critically Ill

SAVANNAH, Ga., Jan. 22.—Charles Bernard, veteran circus man, has been critically ill for two weeks and at present is very low.

CIRCUS BILLERS

(Continued from page 3)
 circuses were contracted. Current agreement covers almost 700 men. As soon as pending negotiations with several unaligned shows are completed Abernathy will leave for a month upon doctor's orders, to recover from his recent pneumonia attack. In his absence Assistant National President C. C. Garnett of Los Angeles will handle official IABBD business. Officers elected here this week by IABBD Pittsburgh local, all but two incumbents, are: President, Harry Ford, succeeding James Wright; secretary-treasurer, William Nicholson; business agent, Leo Abernathy; assistant business agent, Thomas F. Rogers; sergeant-at-arms, Herman Bohrkaste. Board of trustees: Al Pinkel, Raymond Shields and Clyde Cubbison. Executive board: Al Marks and Joseph Blice, succeeding George Germeyer.

3-YEAR TERM

(Continued from page 3)
 William B. Hirsch, E. Walter Evans and Max Linderman. At this week's meeting one of the loyal brothers of the league pledged \$100 to start the ball rolling but modestly asked that his name be withheld from publication. As a sign of good faith he already has donated \$25 of the pledged sum. It is intended to hold a meeting of those members of the committee who will be in Tampa during the fair and to at that time arrange for a meeting of the entire committee at an early date. In a statement to The Billboard Secretary Joseph L. Streiblich said: "The Showmen's Home will be the backbone of all fund-raising campaigns of the Showmen's League during the season 1938, as all members have expressed the wish that the Showmen's Home become a reality as soon as possible."

ADMISSION TAXES

(Continued from page 3)
 Some upon millions" of dollars into the coffers of radio companies with no special tax being imposed. "Every night in the year, he said, "hundreds of thousands of spectators are admitted to theaters and other broadcasting stations for the purpose of witnessing public broadcasts; admission is free and no tax paid to the government." He insisted that the existing exemption up to 41 cents prevents the government from collecting any sizable tax on admission to motion picture theaters since the bulk of ad-

mission in that industry falls below that price.

Wants Exemption Increased

Walter Vincent, following Brady and Weinberger, in speaking before the committee asked that Congress increase the present exemption for movies to 50 cents. He cited statistics prepared by Pete Wood that if the exemption were to be increased motion picture houses in Columbus alone would increase their gross by a half million dollars. Wood's brief contended that the government would be repaid in the form of higher income tax payments from the benefited theaters. Vincent pointed out that if the exemption were increased the theater management could then charge slightly higher admission prices. The public would be protected, he said, by competitive conditions and by the economic standard of each community.

The last to speak for the show world was Melvin D. Hildreth, who in 12 minutes directed the committee's attention to the fact that the circus was the entertainment of the masses. He cited the tradition of the circus and that it was essentially an American institution and that circuses have to bear heavy transportation costs, have to pay income taxes, Social Security taxes, local license fees and have a multitude of expense items not faced by other phases of the entertainment field. An attentive committee heard him ask for exemption of taxes on circus passes and for exemption up to 75 cents on general admission, which would permit a tax free blue seat. Upon questioning by Committee Chairman Doughton, Hildreth stated that a substantial tax return would be made on the reserved seats sold, which comprises approximately 70 per cent of circus tent capacity.

FINAL CURTAIN

(Continued from page 3)
 for 11 years employed at the old Opera House, Providence, R. I., December 29 at his home in Cranston, R. I., after a two months' illness. Burial in Fall River, Mass. Survived by his widow and daughter.

VEDDER—Fannie, actress, at her home in Brooklyn, after a lingering illness. She played vaudeville for many years with her sister, Lillie, billed as Foy and the Vedder Sisters. Also played in legit shows and burlesque. She appeared in Joe Laurie's vaudeville unit, Memory Lane. Survived by her son, James Flynn, and three sisters, Sadie, Dobbie and Lillie. Services were held January 22 in New York and burial was in the Catholic Actors' Guild plot, Calvary Cemetery, Brooklyn. She was a member of the Actors' Fund, the NVA, the Catholic Actors' Guild and the Theatrical Legion.

WAMSLEY—Mrs. Myrtle May, 53, former singer for WHB and KMBC, Kansas City, Mo., at her home in that city January 15 after an illness of two weeks. Survived by husband, Fred Wamsley. Services January 15 from Elyar Chapel, Kansas City.

WILBUR—Maud Daniel, 65, one of America's early woman impresarios, January 13 in Huntington Park, Calif., of a heart attack. She was born in Cincinnati October 30, 1872, and at an early age joined the Wilbur Opera Company. With her marriage to Wilbur she assumed the company's management and during her career trained such personalities as Suste Kirwin, Pauline Hall, Della Fox, Anna McLaughlin and Master Gabriel, who for many years starred in Buster Brown. For a time she managed the cabaret department of the Western Vaudeville Circuit and later as manager of a theatrical troupe brought into prominence such players as Eddie Quillan and his brothers and sister, Carol Chapelle, night club entertainer; Jack Easton, actor, and June and Louise (Gypsy Rose Lee) Hovick. Burial in Inglewood, Calif.

WILBY—Margaret Paula, former wife of Frank D. (Cy) Perkins, outdoor showman, in Crawford W. Long Hospital, Atlanta, December 23. Survived by her son, Donald James Perkins, and her mother, Mrs. L. Blanche Wilby.

Marriages

BORSELINE-MORRIS—Jerry Borseline, nonpro, and June Morris, daughter of Claud Morris, Metro-Goldwyn-Mayer office manager, Kansas City, Mo., in St. James Church in that city January 11.
 BRAGIOTTI-CLOW—Mario Braggiotti, pianist, and Mary Melvin Clow, at Lake Forest, Ill., recently.
 CIGCO-TROPP—John Cigco and Eleanor Tropp, entertainer, both of

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Pittsburgh, in Cumberland, Md., January 10.

CURTIS-DE FEE—Billy Curtis, member of a traveling group of misdeeds, and Lois De Fee, a former showgirl, in Miami January 18.

DAVIS-SAUERBERGER—Lawrence Davies, Pittsburgh, and Martha Sauerberger, Carrick (Pa.) dancer, known professionally as Deeds Dale, in Washington, Pa., December 8. It has just been revealed.

DUNN-GRAHAM—Tom Dunn, employee of the Los Angeles Health Department, and Frances Graham, Shreveport, La., in the Kingside Cafe, the former city, December 27.

PARINO-LAMBERT—Charles Parino, director of the Cirque Helvetia, French tent circus, and Elsie Lambert, daughter of the owner of Lambert's menagerie show, in Port-Lanouvelle, France, recently.

PARRAB-DIXON—Wade H. Parrar, Chattanooga realtor, and Minette Heener Dixon, operator of Lake Winnepesaukee Park, Rossville, Ga., in the former city Christmas Day.

FULKERSIN-BASSFORD—Walter Fulkersin, acedion artist, and Evelyn Bassford, nonpro, January 29 in New York.

HARPER-DEMILLE—Joseph W. Harper, Hollywood publisher, and Cecilia B. DeMille, daughter of Cecil B. DeMille, motion picture producer, in Kansas City, Mo., January 21.

JONES-VOGEL—Francis E. Jones, assistant concertmaster of the St. Louis Symphony Orchestra, and Laura Vogel, in Union, Mo., January 14.

MORTON-GILMOUR—John M. Morton, amusement promoter, and Adella Gilmour, of Sydney, Australia, January 20 at the Royal Hawaiian Hotel, Honolulu, Hawaii.

ROTHROCK-NOLAN—Frank W. Rothrock and Mary Ann Nolan, cashier at the Fox Theater, Stevens Point, Wis., in that city January 17.

SHANNON-BEST—Paul Shannon, radio actor over Station WWSW, Pittsburgh, and June Elizabeth Best, Crafton, Pa., in the former city January 22.

WILSON-TREME—Bill Wilson and Mrs. Leslie Trene, in Mexico December 15.

Births

A daughter to Mr. and Mrs. Eddie Hees, operator of the Plaza Cafe, Pittsburgh, in Mercy Hospital, that city, January 17.

A 7½-pound son to Mr. and Mrs. P. E. Love in Jackson, Miss., recently. Father is with the Belle of Kentucky Show and mother is the daughter of Bill (Pop) Dyer.

A 7½-pound boy to Mr. and Mrs. Frank Pfaff in Philadelphia January 18. Father is chief engineer at WIP.

A daughter to Mr. and Mrs. John Ferro in Philadelphia January 15. Father is assistant to the president of the Arcadia-International Restaurant, Philly.

An eight-pound boy to Mr. and Mrs. Perry Lense January 16 in Philadelphia. Father is manager of the Diamond Theater, Philadelphia.

A six-pound daughter, Madeline Ruth, to Mr. and Mrs. Leonard Traube in Polyclinic Hospital, New York, January 15. Father is promotion and advertising manager for George A. Hamid, Inc., outdoor booking office and operating company.

A daughter, Lois Elizabeth, to Mr. and Mrs. Milton Allison in St. Luke's Hospital, Kansas City, Mo., recently. Father is publicity director at Station KMBC, that city.

A 7½-pound daughter to Mr. and Mrs. P. A. Blankenship in Hillman Hospital, Pratt City, Ala., January 11. Parents were with the P. H. Bee Shows the past season.

Twins, a 5½-pound boy and a five-pound girl, to Mr. and Mrs. Billy Curtis in Dallas January 18.

A five-pound girl to Mr. and Mrs. George Menard January 13 in Rockford, Ill. Father is chief announcer at Station WROK.

A son, Daniel Rink, to Mr. and Mrs. Dan Harris, in Stanton, Neb., January 10. Mother is the daughter of Mr. and Mrs. Rink Wright, for several years associated with Sells-Floto, Sparks and other circuses.

A 5½-pound daughter, Ave Maria, to Mr. and Mrs. Pete Pascente, in Chicago, January 14. Mother is Arts Libonati of the Libonati Trio.

Divorces

Peggy Murphy, night club singer, from Edward Murphy, in Milwaukee January 13.

Hugo Monaco, orchestra leader, from Mary Monaco, former singer with his band, in Columbus, O., January 13.

Mary Roney from Elmer Roney January 7. They formerly formed the dance team of Pat and Marilyn.

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Notes From the Crossroads

By NAT GREEN

WITH the passing of Harry Coddington last week the Showmen's League of America lost one of its staunchest and most active members who will be sorely missed. Altho Coddington spent only a small part of his life in show business, and then in but a minor capacity, he had the love of the show world in his heart to the end, and his greatest pleasure in life was doing a good turn for some unfortunate brother. No one will ever know how many brothers he cared for, because he was not one to broadcast his beneficences. When a brother lay ill or injured in American Hospital Harry never failed to call on him regularly to offer comfort and consolation, and each week at the meeting of the league he would give a detailed account of the progress being made by the sick. He also took a deep interest in Showmen's Rest and many times expressed a desire to be laid to rest there. Each spring he saw to it that everything was in perfect order at the burial ground and many times reached into his own pocket to pay for flags, wreaths and other decorations for the graves. Harry has passed on to join the shades of Buffalo Bill and others whose memory he loved. He asked for little here below but gave much according to his means.

concluded that if you intend to be a member you have to be able to "take it," for the ribbing is merciless. . . . Mrs. "Speed" Holman off to New York, then a jaunt to South America. . . . George Anderson, of The Tribune syndicate, will have a story in the March College Humor titled You Must Hope Gimmicks. . . . No, it's not an expose. . . . That big gorilla imported by the Hingling show promises to be a big feature—but Joe Donahue probably will keep at a safe distance after his experience at Sarasota. . . . John Sloan, auto-racing impresario, reports that his trip thru the South and Southwest was highly successful. . . . He has Memphis, Nashville and Sedalia as his major Southern dates. . . . Arthur Hopper back at the Crossroads after a sojourn in Florida and New York.

Missouri Show Women's Club

ST. LOUIS, Jan. 22.—Club's first meeting in its new quarters in the Maryland Hotel here was held January 13. The rooms are being lavishly furnished. Past Chaplain Mabel Pierson donated asphalt. Treasurer Florence Parker and Chaplain Daisy Davis gave tapestries and Grace Goss lamps and pictures. The club flag, the charter and the memorial list occupy honor places. A letter from Mrs. Kelley Castle, of Los Angeles, who represented the Missouri Show Women at the Pacific Coast ladies' auxiliary installation, was read. She offered a \$15 cash prize to the winner of the 1938 membership drive and she sent in applications for membership for Peggy Forstall, Lillian Murray Shepard, Clara Zeiger, Estelle C. Hanscombe and Ruth Koste. Mrs. Castle was given a rising vote of thanks for her splendid efforts in behalf of the club. Owing to so many other activities in January the club decided to postpone the dance until the regular February

Feb. 2 Correct Date of NSA Meeting

The information contained in the double-column boxes in the circus, carnival, fair and park departments of this issue that the next meeting of the National Showmen's Association was postponed from February 3 to February 4 is incorrect. The correct date is February 2 (Wednesday).

His memory will long be revered by the league!

The recent Northwest Airways plane crash that claimed the life of Nick Mamer at Poseman, Mont., brought back memories of the old flying circus days to Clarence W. Hinck. Back in those days—just after the World War—Hinck, Mamer, "Speed" Holman, Walter Bullock, Dick Grace and Elmer Hinck, all young dare-devils, organized as the Federated Flyers and barnstormed all over the Northwest putting on air shows. Many are the stories Hinck can tell of the daring stunts the boys pulled. Mamer, he says, was one of the steadiest pilots in the outfit. He joined Hinck in 1919, coming from the Panama Canal Zone, where he had been with the army signal corps. Dick Grace was the "bad boy" of the outfit, always cracking up ships. Finally Hinck told him he'd better go to Hollywood, where he would be paid for cracking 'em up, and he's still staging aerial battles over the cinema city. Only two of the crew are gone, "Speed" Holman and Mamer. Bullock is a Northwest Airlines pilot, Elmer Hinck is an instructor at World Chamberlain Field and Clarence is putting on thrill days at fairs thruout the Middle West.

date, when the eighth annual valentine party will be held on Saturday evening, February 12, at the German House, a new hall in South St. Louis.

After all the business was settled a few games were played, with Clea Jacobson, Grace Goss, Ruby Francis, Irene Burke and Gertrude Lang winning prizes. Grace Goss donated refreshments for the evening, and a sincere and thankful toast was drunk to the continued success of the club.—KATHLEEN RIEBE.

Concession Deadlines Set

N. Y. World Fair lists deadlines for 23 types of concessions—first is Feb. 1

NEW YORK, Jan. 22.—Schedule of deadline dates for application for World's Fair concessions was announced yesterday by the Fair Corporation. Concessions program involves \$50,000,000 and is divided into 23 divisions.

February 15 is the deadline for the following concessions: Root beer, pop corn, souvents, novelties, cans, guess-your-weight scales, official photography, frozen custard, coin scales, Dodgem or Scooter and Dodgem or Scooter Car.

By March 1 applications for the following must be filed: Ice cream, milk products.

March 15 set as the deadline for frozen custard, frozen malted milk, orange and similar drinks.

April 1 for salt water taffy, guide and view books, postcards, Octopus and Loop-o-Planes.

April 15 for pop-priced photos and automatic photos.

April 30 for boat rides on lakes.

May 15 for penny arcades, vending machines and penny crushers.

When details and specifications are finished on other concessions deadline dates will be announced. Coca-Cola Company already has a contract for carbonated beverages, and Faber, Coe and Gregg for cigars, cigarettes and candy. Hamburger and hot dog stand bids are returnable February 1.

Philadelphia

PHILADELPHIA, Jan. 22.—South Street Museum has this week Billy Cornell's Colored Revue; Jacob Gluck, mechanical man; Leo, sword and neon tube swallowing; Professor Needles, human pin-cushion, and Mme. Orva, mentalist. Dancing girls in annex.

Eighth Street Museum reports better business with the following: Madame Broderick and dog; Nalf Corey, comedy magic; Congo, South African bushman; Jack Garrison, glass blowing; Van, tattooed man; Poses Plastique and illusions. In annex following dancing girls, Phyllis Taylor, Louise Sisko, Vivian Krause, Marie Dufern, Victoria Morgan and Gladys Farrington. Victoria special feature.

Bob Morton made a flying visit for a day, on to New York and back to Miami.

WANTED Feb. 19 to 26 inclusive WANTED
FIRST ANNUAL INGLEWOOD SPRING FAIR
SPONSORED BY VETERANS OF FOREIGN WARS.
WILL BOOK HIGH-CLASS CARNIVAL COMPANY
CAN PLACE Ball Games, Boats, Photo Machine, Frozen Custard, Novelties, Stock Wheels, Cook House and any Legitimate Concessions.
Opening for Dancer, Content and Photo Man. Liberal propositions.
ON PLACE TWO SENSATIONAL FREE ACTS.
Address all communications to
RAY MARSHALL, Concession Manager, 167 N. Market St., Inglewood, Calif.
Johnnie Hicks and Frank Calahan vice.

SIEBRAND BROS. PICCADILLY CIRCUS AND CARNIVAL COMBINED
OPENING SAN DIEGO, CALIF., FEBRUARY 3
Want people in all lines. Want Ground and Aerial Circus Acts, Musicians for Band, Workmen for Rides and Truck Drivers. Can place Concessions that work for stock only. Shows that don't conflict. Address communications **SIEBRAND BROS.** SHOWS, 1980 Main, San Diego, Calif.

W. A. GIBBS SHOWS
OPENING EARLY IN APRIL.
WANT Shows of all kinds. Will furnish Toys and Transportation. Bird Show Barton wire. WANT Musical Shows People, after show, or will book organized Musical Show. WANT Agents for office stands. WILL BOOK Concessions except Cook House, Corn Games, Pigeons, Purses, Huggers, Scales, Fancy Pigeon, Blower, Hit and Miss. Others open. WILL BOOK Octopus or Tilt-a-Whirl and turnip transportation. Write **W. A. GIBBS**, Erie, Kan.

"Katy" Freight Rates Jacked Up

CINCINNATI, Jan. 22.—In the schedule of rates of the Missouri, Kansas & Texas Railroad, effective east of Denver to the Mississippi River and published in the last issue, only the 1937 freight rates and the passenger rates in effect in 1937 and this year were given. The exorbitant freight rates of the "Katy" for 1938 were unfortunately omitted. In the opinion of W. H. Rice, who furnished the figures, if the "Katy" rates go into general use it will be necessary for many carnivals to truck and use passenger baggage cars. The complete schedule of the "Katy" freight rates for 10 and 20-car shows for 1937 and 1938 and passenger baggage rates for this year follows:

Fr. '37	Fr. '38	Pass. '38
10 CARS (50 ml.) \$21.00	10 CARS (50 ml.) \$21.00	10 CARS (50 ml.) \$21.00
150 ml. \$319.20	150 ml. \$419.00	150 ml. \$319.00
(Over 200 ml.) \$27.70	(Over 200 ml.) \$47.00	(Over 200 ml.) \$27.70
20 CARS (100 ml.) \$41.70	20 CARS (100 ml.) \$41.70	20 CARS (100 ml.) \$41.70
150 ml. \$315.00	150 ml. \$415.00	150 ml. \$315.00
(100 ml.) \$41.70	(100 ml.) \$41.70	(100 ml.) \$41.70
(Over 200 ml.) \$27.70	(Over 200 ml.) \$27.70	(Over 200 ml.) \$27.70
\$2.00 ml.	\$2.00 ml.	\$2.00 ml.

Old Spillman Workers Back

NORTH TONAWANDA, N. Y., Jan. 22.—President George H. Cramer, Spillman Engineering Corporation, announced that the concern is calling back all of its old employees. "New business is being placed for Ridee-O rides and Auto Speedway cars, featuring 1938 improvements," he said. "Several major parks are to feature Spillman Auto Cars. The new creation, Hi-De-Ho, funhouse and ride combined, was immediately accepted in five weeks at close of the season it was operated on the World of Mirth Shows. Repeat business was beyond expectations."

South Texas Meet in Boerne

BOERNE, Tex., Jan. 22.—Annual meeting of South Texas Fair Circuit will be held in the city hall here on February 7, said Secretary George Kempen, Seguin.

DIRECT SALES
A Column for HOUSE-TO-HOUSE and STORE-TO-STORE SPECIALTY SALESMEN.
STUFF

By WALTER ALWYN-SCHMIDT
What's behind an advertisement in The Billboard? Well, I should say first of all: A man who has honestly worked to place on the market an article that can be sold. Second: An article that has been tested by direct salesmen and has been found satisfactory. Third: The continuous effort of the many experts from The Billboard who are out in the field, trying to discover novelties that can be sold by Direct Salesmen and to persuade their manufacturers to make them available to the direct-selling business. That goes for the advertisements and it also goes for the special column *New Items*, which you will find somewhere near this column. It may interest you to know that under *New Items* novelties are listed for your exclusive benefit, because we want Direct Salesmen to know what is new in the market.

Teamwork brings good results: First man goes out and calls on offices selling the boss a humidity meter. It's a nice thing to have on the wall and it does not cost a fortune. A week or so later his partner calls with an electric humidifier. Sales are fairly good.

Tommy Reeves writes that he is selling more strap-on-chain links since he has been offering only two at the start instead of the conventional six—three for such wheel—which he has offered before. Two straps are sufficient for any automobile to get out of a tough spot and will even carry a fellow thru a mild blizzard. Once the idea has taken root with your customer, it's always time to talk the full six. But you can make more sales by just offering two at the start.

How much does it cost you to make

Pro Ops, What Now? A Bingo Editorial

PART TWO

Last week we discussed the various factors responsible for the action to outlaw professional bingo operators in a number of territories throughout the country. We upbraided local merchants, who in the main, are behind such movements. We tried to point out how, with a change of attitude, these merchants could increase their business by co-operating with the pro bingo ops. But this week we're going to talk about the other side of the picture: **WHAT HAVE PRO OPERATORS DONE TO HURT THEMSELVES AND TO BRING ANTI-OP LEGISLATION DOWN ON THEIR HEADS?**



JOE USIDA
announcements of games to continue the games thru to their conclusions. Of course, this means that all the series of games which had been announced at the beginning of the season will continue right on until the beginning of summer . . . which is their regular closing time anyway.

However, that wasn't exactly what I had in mind when starting the above paragraph. What I wanted to say was that Bertha Kenyon has found a smart way of cutting down unproductive calls. She uses a reply postal card. On one half she asks whether her prospect has a can opener, whether she is satisfied with the one she has and whether she would like to have one free of charge. The other contains the customer's answer. If the customer says yes she calls on her and shows her the selection of kitchen helps which she is selling. She carries two can openers. One is small which she gives away. The other, a wall attachment, is sold at a low price as an account opener. She finds this a cheaper way of getting new customers than a mere cold call.

Only 10 weeks to spring cleaning. Have you anything to sell that women want around this time? Brushes, brooms, polishing fluids, cleaning powders, disinfectants, mops, rug shampoos? One or the other of these labor-saving items will come handy. This is a year where close attention to seasonal needs of your customers will pay good dividends. Give a thought, too, to gardening utensils. February is the month when gardening enthusiasts look over their seed catalogs. It makes them good prospects.

If you have any sales problem that puzzles you, refer it to this column. Maybe I can help you.
Eleanor Dirlam writes that she likes Direct Sales Stuff. Thanks, Eleanor, and plenty of good luck. The combination of articles you have selected is okeh and I feel that you can do well with them in offices and homes. You might work out some plan to reach older boys and girls. Much depends on the way you want to do business. My suggestion is that you look over some back issues of The Billboard. The column often brings good sales suggestions. Anyhow I will write you more fully soon.

Says Jap Jepsen, the supersalesman: "A little luck helps, but a little pluck gets you further."
BINGO BUSINESS
By JOHN CARY

BRONX BINGOS aren't too upset by D. A. Foley's order to shut down, since the district attorney has said it is okeh for those organizations who have made

The answer, as no one knows better than certain pro ops themselves, is plenty! It is the practice of going into a territory and promoting a church or an organization on the idea of running Bingo, then running up an insurmountable pile of bills and screaming—it is this practice which has done as much to outlaw ALL professional operators as anything the local merchants have done. The fly-by-nighter in the Bingo business as in any other business does the business more harm than all outside factors combined. And steps must be taken to curtail the activities of such promoters.

What these steps are to be is not our job to decide. The decision must be made and the steps must be taken by the legitimate bingo operators who are suffering from the activities of the fly-by-nighter.

We can do only this: Open our columns wide to the legitimate operator and print any suggestions he may have for meeting this problem. And, as all operators know, we will be more than glad to do this. Let us hear from you!

LUCKY BAG BINGO is the latest prize set-up, devised by the J. C. Harlicker Company. Instead of the usual merchandise prizes, at a lucky bag bingo 35 (or whatever number of games are played) ladies' handbags are awarded. Bags are advance models of the coming season's styles and are as attractive an assortment of pocketbooks as this reporter has ever seen. But here's the big feature of the game! Each bag contains an additional prize, such as a cigaret lighter, a lady's or man's watch or some other prize. Several spots where the new prize set-up has been tried report it a big favorite with all the women.

AS THIS IS BEING POUNDED out on the old Underwood Joe Beck is making final preparations for his mammoth Bingo for St. Aedan's Church, Jersey City, N. J. Last summer the organization drew 12,000 people to a monster party . . . and each of these people paid \$1 admission. But the prizes offered make the dollar price seem cheap. Expected attendance at tonight's party, too, is 10,000. And from what we know of the way Beck operates it will be 10,000.

DID YOU HEAR ABOUT the woman in Milwaukee who is suing St. Helen's Church for \$5,000 for injuries received while playing Bingo at a church game? A draft was coming in from a window beside the woman, a Mrs. Helen Netko, and someone got up and slammed it shut. A shade fell and struck her, inflicting a gash in her head. Moral: Keep everything around the premises in A-1 condition if you don't want something like this to happen at your Bingos.

GAME TWIST OF THE WEEK: Here's a honey! It's called ONE NUMBER SPECIAL. You know how many disappointed "ohs" and "ahs" arise from your

audience when a winner yells Bingo. Most of these "oh and ah's" are people who had just one number to go to get Bingo themselves. The One Number Special is designed for these people. At the end of any game you announce that all persons having just one number to go will receive cards to play a free game. This twist is one of the finest good will builders we have ever run across. It's the kind of a stunt that gets your game talked about favorably.

TRY IT SOME TIME, and what about new game twists which you yourself have used? Let us hear from you.

INVENTORY CLOSE-OUT
MEN'S HOSE—Made in U. S. A. Assorted Sizes. Doz. Pairs. 90c
HOUSE SLIPPERS—Cloth Top (25c Retail Value) Assorted Styles. Doz. Pairs. 65c
RAZOR BLADES—Double Edge. Packaged in Cells, Wrapped, 1000. \$2.40
SHOELACES—Imported, 27 in. 28c
SHOELACES—American Made, Black or Brown, 27 in. Gloss. 32c

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676 BROADWAY, NEW YORK, N. Y.

Try your LUCK with BRODI
the NEW "take a chance" GAME \$1 and \$1.50
It's more thrilling than midnight in Monte Carlo... more exciting than strip poker... and carries higher voltage than any other game you ever played. In fact, there's nothing like BRODI for keeping a party on its toes . . . or for passing an idle hour alone. Just press the levers... wheels spin... the windows show whether you win or lose. Get going with the crowd. Play BRODI. And buy yours today.
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SENSATIONAL FUR \$8.75 EACH COAT SALE!
Highest grade, genuine placed Seal. Great Coats, Fur Coats, Latest styles, Best Values, Glossy, Big Plush. All sizes, 16 to 42.
LIMITED QUANTITIES.
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Also Write Today for Free Price List Showing New Reduced Prices on Our Complete Fur Coat Line.
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VEST POCKET GAGS
That are SURE FITS—The Movie Girl, Discounted Milkmaid, You Dirty Dog, Where the \$8 Go, Etc. All 20c Each, or 1-25 per 100.
Comic Cartoon Books . . . 10 pages, Illustrated, 10 new ones, Per 100, 2.00.
Sand Cards, 25c Doz; Shimmie Dancers, 25c. Send \$1.00 for Samples of 25 Items.
T. R. PAYNE, 25 Cardinal Place, New York.

"STEPPIN' SAM"
THE BIG HIT OF THE COIN MACHINE SHOW!
THE ONLY THING THAT STOLE THE SHOW!
Sample Only \$1.00 Each
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Rush Your Order Today!
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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

THE 1938 SHOW

The 1938 Coin Machine Show, January 17 to 20, opened with many expressions of gloom here and there, especially from the oldtimers. But the atmosphere of the convention became definitely more optimistic toward the close.



WALTER W. HURD

Much of the gloom must have been psychological, for the exhibits revealed an immense array of machines and products from which operators in any territory could find a variety to maintain an established business. Perhaps a good cheer leader would have been a decided tonic thruout the convention. Some reports said the manufacturers themselves were too glum and that maybe they were worrying unnecessarily about general business conditions, taxes, wages and hours bills, etc. Before the convention ended, however, manufacturers were vying with each other to report optimistic sales and response from operators and distributors.

The 1938 convention necessarily met with a payout games hangover from the latter half of 1937. The legal surge which began last year had developed some high expectancies of "new and revolutionary" amusement devices that would have the earning power of games of chance and yet meet all legal requirements. It is evident that the rank and file of the trade was expecting too much, and that operators and distributors will have to adjust themselves to smaller profits in building a more stabilized business. Also, that manufacturers will have to build up their promotional departments to the point of steadily pushing the sales of high-grade machines over a long period rather than dropping a machine if it does not sell like wildfire. There are already some good examples of good promotion over a long period, including such devices as a baseball machine, a photographic machine, bowling games, etc.

Many expressions were heard that 1938 will be a crucial year. This is an interesting surmise of what the future may hold, but it should not be allowed to cripple the enthusiasm of the trade in general. Those who have been in the trade for a number of years realize that almost every year has had its crucial factors. The two crucial questions that are apparent at the present time are the maintaining of the present high standards in the music field and the finding of some popular substitute devices for the payout games.

Early statistical reports on the 1938 convention showed an approximate registration of 4,800 bona fide operators, jobbers and distributors. About 1,500 paid admissions were also recorded. These two figures do not include about 1,200 representatives and employees of exhibitors that were admitted. Banquet tickets reached a total of 2,650. Women and children who were guests of delegates are not included in the registration figures. Tentative estimates are that the figures are "about the same as last year."

Much interest always centers in the volume of business done by exhibitors during the convention. The only check available on gross sales is in the tickets issued for the prize drawing. Purchasers of equipment are given a ticket for each \$50 gross purchase placed with any exhibitor. Nearly 125,000 tickets were used and rough estimates place the gross sales at between \$5,000,000 and \$6,000,000. It will be noted that an order for as many as 50 phonographs runs into a big sum of money. Some of the entrants in the drawing for the grand prize had as many as 400 tickets.

A total of 102 firms had exhibits at the 1938 show. Of these, 25 firms were exhibitors of accessories and supplies used in connection with various types of machines. Accessories and supplies ranged all the way from phonograph records to

nuts for bulk vending machines. A total of 16 firms displayed novelties, premium items, salesboards and similar goods.

Types of Machines

A comparison of the types of machines shown in 1938 with those on display at the 1937 show may prove helpful. In checking on the types, variations and number of models shown each year, it is not possible to be accurate. But the analysis which we offer will be suggestive in many ways to both manufacturers and the trade and will also be a historical record for future comparisons. In listing the number of models exhibited, there are many variations which are hard to classify. Many manufacturers show identically the same machine in different colors and call each color a separate model. In this report an effort has been made to follow the manufacturer's own ideas as to the number of models. Hence, if anyone wishes to be more specific in the actual number of different machines shown, he may discount as much as 30 per cent from the general totals given in this report.

MUSIC MACHINES. Coin-operated phonographs clearly take first place in the coin machine industry by virtue of the quality, commercial value and generally high standards maintained by this division of the trade. All of the known manufacturers of automatic phonographs (with possibly two absentees) exhibited their latest creations at the 1938 show. The display of these machines in all their glory is a credit to the industry and the progressive spirit of the manufacturers is a considerable factor in maintaining the enthusiasm of the entire industry. The distributors and operators of music machines also contribute much to the general outlook of the industry.

Improvements in phonographs as shown related chiefly to improvements in design by making important use of modern illuminating effects. Many of these creations are really works of art, and when as and if the sale of record-changing phonographs to the home gets under way, the automatic phonograph industry will have set the pace for beauty of design. New models were shown which increase the number of records offered to the public; also smaller models were shown which offer price advantages to operators.

Great interest centered in the initial showing of a sound-on-film phonograph which brings to the coin machine industry one of the most advanced developments of the inventive world. The big question which the trade is asking relates to the mechanical perfection of the machine under conditions of coin operation. This is a question which will have to be answered by the experts and by operating tests. Firms offering phonograph accessories, records, etc., displayed at convention in greater numbers than ever before.

Twenty-two models of coin-operated phonographs were shown in 1937; while the number of models displayed in 1938 simmered down to possibly 18, altho two new firms entered the phonograph field. Music operators have asked for fewer changes of models. Music manufacturers show a willingness to consider the operator's side of the fence. Music operators met in a called meeting during the convention and discussed problems as well as tentative ideas for a national association.

VENDING MACHINES. Statistics are not available to show which has the greatest total commercial value—phonographs or vending machines. It is apparent at once that the music field is the most aggressive, but the vending machine field covers a wide variety of machines and has been showing steady growth for several years now. Cigaret vending machines lead the parade in the vending field. While no unusual developments in cigaret venders were apparent during the past year, these machines have been improved

steadily in design and appearance. There is also the probability of electric delivery machines within the near future. Twenty models of cigaret venders were shown in 1938, while there were 37 models in 1937. This decline in the number of models seems due to the absence this year of smaller venders and also the penny cigaret machines. A lot of attention is being given to improving the servicing facilities of the machines. Cigaret promotional machines entered the field during the last year also, but these will be considered separately.

Our check indicated a total of 52 models of the small bulk vending machines, a field which is almost an industry in itself. While these machines are small in comparison, the total aggregate of them and the immense amount of merchandise sold annually thru them is impressive. There was a time when the trade almost tended to ignore such machines, but they have profited considerably since repeal and are a real merchandising medium today. While we checked a total of 78 models of bulk venders in 1937, it is hardly possible to be accurate in listing the wide variety of the bulk venders. Great progress is being made in the wider usage of these venders, altho there was little change evident in the types of machines offered to operators.

Small vending machines not classified as bulk venders were shown in about 22 models, machines made for vending various items from postage stamps to matches, etc. Small machines for vending gum, mint rolls, etc., were shown in several attractive models. Of the total number of firms exhibiting at the 1938 show, 24 of them displayed some kind of vending machines. Noteworthy is the fact that firms formerly making games only now have a vending machine of some kind, and still others are rumored to be on the way. Special types of venders were shown for razor blades, lotions, cigars, bulk drink venders, a bottled drink vender, etc.

Sixteen candy bar venders, ranging from the small penny machine to selective candy bar machines, were on display this year. There has been a shortage of good candy bar vending machines in the trade for some years now, and hopes have been held that new and important machines would appear in this field. The 1938 show offered some machines for candy bars that may be the beginning of a revival in candy machines. Fair trade laws in several States have been a handicap to the spread of such venders.

POP-CORN MACHINES. Due to the unusual interest developed in recent months, pop-corn machines displayed at the 1938 show occupied an important place. Five firms displayed models of these machines, with a total of eight models on the floor. These machines had been absent for about four years. One model serves only to keep the popped corn hot and vend it upon deposit of a coin. Four firms displayed machines that automatically pop the corn and vend it upon the deposit of a coin. These firms all reported good business during the convention, altho many still held doubts as to the present success of the machines. Because of the future possibilities in the pop-corn machines, the entire trade holds a hopeful attitude toward them and wishes them well. One distributor who had placed an order for 100 machines said that the chemist and the electrical engineer can be depended upon to take care of any present defects. If manufacturers devote themselves to actual improvement and promotion of these machines, rather than fighting among themselves, pop-corn venders may be the big thing by 1939.

Amusement Machines

The whole field of amusement machines, ranging from the expensive consoles to the small counter devices, covers such a wide variety of machines that it is not easy to give each type the atten-

tion it deserves, or to make constructive comparisons with last year.

CONSOLES. At the 1937 show our check recorded 21 models of de luxe machines which included the console type. During the year the console machine has become a definite type and was exhibited in a total of 28 models. While the check is not accurate, the number of consoles on the market has more than doubled in a year. This means that the console machine, whatever its gaming principle, has become an important factor in the amusement machine field. It appears about to overshadow the payout table and is running close to the classic slot machine. There were seven consoles using the dice principle, six using roulette, 13 using a racing idea, and two high-grade novelty consoles.

The big increase in the number of the consoles, and their higher price, gave to the entire exhibit a trend toward more expensive appearance. Consoles will not be made in such large quantities and locations for such machines will be limited, but that they are an important part of the trade was indicated at the 1938 show.

It is probable that the payout table and the console will come to be regarded as in the same group. The payout table was exhibited in 32 models last year; at the 1938 show there were 14 models; so, already there are more consoles than payout models. The latter half of 1937 seemed to deal rather roughly with the payout tables. It should be noted, however, that two or three firms specializing in payout tables did not exhibit at the 1938 show. Their models would probably bring the total up to more than 20.

The modernized reel or bell machine was shown in 29 models in 1937; at the 1938 show there were 32 models. There is a tendency toward new symbols in these machines; otherwise, improvements are mostly matters of design. One games manufacturer entered the slot machine field during the year. The vast array of small counter devices using the spinning reel is hard to classify. Some 63 models were on display in 1937, while 41 were checked at the recent show. Small counter devices not using the spinning wheel were shown in 21 models. No new innovations in the counter devices using reels were noted. Such devices are growing in use as trade stimulators. Some innovations in counter machines without reels were shown, and the adaptation of electricity to these small machines may open up new fields.

PINBALL. The novelty pinball games that started the industry on its way in 1931 have now dropped to the place where only two manufacturers specialize in such games. Other firms have models but the total has dropped from top place in 1936 to 20 models at the 1937 show and 25 at the 1938 show. Improvements in pinball games seem to be in the use of illumination in the scoreboard and also moving targets or objects built into the blackboard. One duplex or double pinball table was on exhibit.

Target machines were shown in 23 models in 1937; at the 1938 show there were two of the electric ray models. Two rifle target ranges were displayed this year, when one was shown in 1937. The ranges using actual rifles have shown great refinements and may become a standard machine in the trade. Five models of bowling games were seen this year; this includes the roll-down principle also. Eight such machines were shown in 1937.

Two models of coin-operated billiard

Send for Circulars on these
BLUE RIBBON WINNERS

in the Console, Payout Table and Amusement Game Classes

BLUE RIBBON CONSOLE

KEENEY'S KENTUCKY CLUB
4 DIAL-7-Play \$10 ALL-CASH TOP AWARD

BLUE RIBBON PAYOUT TABLE

KEENEY'S DERBY CHAMP
3 SPINNING DIALS
7-Play — 1-Ball — \$7 Top Award

BLUE RIBBON "Free Games"

"FREE GAME" CONSOLE
"DARK HORSE"
2-Dial, 7-Play, LEGAL Console Game

"FREE RACES"

5-Ball, "LEGALIZED" Pin Game

BLUE RIBBON AMUSEMENT GAME

KEENEY'S SHINNY

"Shinny on Your Own Side"

5-4-3-2- or 1-Ball Amusement Game
NO HIGH SCORE — STRICTLY LEGAL

All of the Above Games In Production

J. H. KEENEY & CO.

"The House that Jack Built"

2001 S. CALUMET AVE., CHICAGO, ILLINOIS

The Only "Really New" Games for 1938



BEN D. PALASTRANT, Supreme Vending Company of New England, signs a check for machines at the 1938 Coin Machine Show.

truly amazing
VANAK

SLUG REJECTOR

Patented Check and Check Separator give extra protection. Individual checks available for each operator—no added income safeguard! See your jobber or write

A. DALKIN CO.
4311-13 Ravenswood Ave., Chicago.

WE MUST MAKE ROOM for SHOW PURCHASES

LOOK AT THESE PRICES

All Reconditioned & Guaranteed

CONSOLES

- 1 Ray's Track F. S., No. 3738... \$150.00
- 1 Alamo Downs... 35.00
- 1 Paces Races, No. 1940... 35.00
- 1 Rosemont... 35.00
- 1 Evans Roulette... 35.00
- 1 Keesey Paradise, New... 40.00
- 1 Gisco Paddle Wheel, New... 35.00

- 1 Peaches... 47.50
- 1 Pace-Finish... 35.00
- 2 Classics... 27.50
- 3 Golden Wheels... 32.50
- 1 Ball Park (Original Game)... 32.50
- 6 Carrom
- 1 Royal Race... 19.50
- 3 Heavyweights
- 4 Stoner Turf Champ... 20.50

15.00

- 2 Paddocks
- 3 Springtimes
- 4 Bumpalities
- 2 Spoolites
- 1 Milt McCoy
- 4 Nibbels
- 4 Roundup
- 2 Skippers
- 2 Serenades
- 1 Parson Bill
- 9 Mazurkas
- 2 Maple Lamps

- 4 Mazurkas (Original Games)... \$20.00

12.50

- 1 Challenger
- 2 Gallipoli Plugs
- 3 Multiple Daily Races
- 5 Daily Parties
- 3 Bally Derby
- 2 Red Balls
- 2 Alamos
- 3 Queen Mary
- 2 One Better
- 3 Falco's Fr., 6 Slots

24.50

- 1 Parson Race
- 2 Blue Birds
- 4 Snappy

9.50

- 1 Orb Stake
- 1 Wheel of Fortune
- 2 Parson Kaiter
- 4 Hi-De-Ho
- 7 Flickers
- 6 Ten Strikes
- 2 Lila-A-Pais
- 2 Mulliplays
- 1 Daily Limit
- 3 Bonus
- 3 Keesey Velvet
- 4 Rainbows
- 1 Winnow

7.50

- 4 Silver Cups
- 4 Jumbos
- 3 Sunshine Derbys
- 4 Orches

5.00

- 2 Stampedes
- 4 Baffle Balls
- 4 Kentucky Derby
- 2 Mystery Throes
- 4 Mammoth
- 7 DeLuzes
- 1 Hollywood
- 1 Big Richard
- 1 Pearl Harbor
- 6 Put 'N Take
- 1 Carlock
- 1 Auto Dart
- 6 Repeaters

NOVELTY GAMES

- 2 Bally Bumpers
- 1 Beporio
- 1 Mad Cap
- 2 Hold 'Em
- 1 Trap Shot
- 2 Liza Out
- 1 Panama
- 1 Excel
- 2 Red 'N Blue
- 1 Cross-Line
- 1 Bally Booster
- 4 Flashlites
- 1 Tic-A-Line
- 1 Pity Grand
- 1 Totallite
- 1 System

5.00

SLOTS

- 1 5c Mills B.F., Serial 305333... \$50.00
- 1 5c Mills B.F., Serial 307840... 50.00
- 1 25c Mills B.F., Serial 300577... 50.00

35.00

- 3 5c Galle Dadeys
- 3 5c Mills Rockota Prt.
- 2 20c Waiting Roulette
- 1 10c Waiting Roulette
- 1 5c Jennings Triple Jackpot
- 1 5c Mills Yellow Front

30.00

- 1 5c Mills Skycraper
- 1 5c Mills Wheelhead
- 2 5c Jennings D.J.P.
- 1 25c Mills Excitator G.A.
- 2 5c Waiting Gold Seal
- 1 5c Jennings D.J.P.
- 1 5c Pace Bantam
- 1 5c Galle Distator

25.00

- 1 25c Reliance
- 1 5c Pace Bantam
- 1 25c Waiting Goose-neck

15.00

- 1 5c Galle Sphinx
- 1 5c Jennings D.J.P.

10.00

- 1 5c Waiting Blue Seal
- 1 5c Mills Vender
- 1 5c Jennings Little Duke
- 1 25c Mills E.J.P.
- 1 5c Jennings D.J.P.

TERMS: 1/3 with Order, Balance C. O. D.

National Scale Co.
1415 WASH. AVE., S.
MINNEAPOLIS, MINN.

games were on display. These games are said to offer promise in many fields where pinball games may be held under too strict regulations. One golf game for putting practice was on display.

The digger or crane type of machine was shown in five models; its round counterpart was shown in two models. In 1937 there was a total of 13 machines in this group on display. Arcade machines showed a big increase and there are indications that some of these amusement devices may prove so popular on general locations that they may be taken from the arcade field to become best sellers for the amusement machine operator. The increase in the number of these machines ought to stimulate the opening of game rooms, arcades, etc. Eleven machines of the Arcade type were shown. The pick-up in these machines is said to be in answer to the call for legal games.

A tendency in the amusement field was seen this year to develop machines that cater to two players, or competitive play. Some of the consoles have that feature; even a slot machine has been built to cater to two players; one pinball game was in duplex style, and some of the new machines introducing larger rubber balls appeal to two players.

Horseshoe features appeared in a novel upright machine that vends a card and also talks. A big scale also was shown with the horseshoe vending feature as well as weight.

STIMULATORS. The small counter reel machines have been used for years as trade stimulators. The 1938 show revealed a number of new ideas in using high-grade machines as sales stimulators. These include a cigaret machine with symbols on the mirror; a combination slot machine or cigaret vender; a razor blade machine with variations in the color of the wrapper; a photograph that is convertible to use color symbols for awards, etc.

The tendency seems to be to develop stimulators in the high-grade field that will make use of cigarets as awards. This is a British idea which is likely to have many hazards before it becomes general in this country. British officials generally condone the giving of cigarets on various games of chance, and in time officials in this country are likely to do the same thing. The public is certain to be in favor of the idea because everybody smokes.

The important point, now that the idea is being pushed by the development of new machines, is to make sure that officials and the public clearly distinguish between machines that are sales stimulators rather than strictly vending or music machines. The sales stimulator idea is sure to increase during the year and manufacturers of music and vending machines might as well prepare themselves to correct misunderstandings. The sudden publicity flare in Chicago about "petty gambling" in connection with the humble peanut and gum vending machines indicates what may happen.

If the manufacturers of the new sales stimulator types of machines would keep their promotion and advertising on a high plane, the final result would help them and the entire industry. The fact that England accepts and uses such machines as sales stimulators should furnish a clue to the promotion of such machines in America.



AIRPOPS-IT BOOTH at the 1938 Coin Machine Show and the popcorn girl in attendance.

The New Rolling Game 8 SPOT

The HIT of the Show

An entirely new playing thrill with magnetic action.

3 New Scoring Systems Never Before Used.

The balls are suspended in mid-air when rolled to touch a white spot.

Entirely automatic and coin-operated for 5c play.

No moving parts to wear or get out of order

Legal for All States.

Trade Mark Reg. Pats. Pend.



Manufactured and Guaranteed by the 20-year-old organization which developed Skee-Ball and Skee-Roll.

SPECIFICATIONS

Length, 8' 6",
Height, 6",
Width, 22",
Weight, 250 Lbs.

AUTHORIZED DISTRIBUTORS FOR OHIO

EUREKA NOVELTY SALES CO.,
B. M. Y. NOVELTY SALES CO.,

3906 - 08 Carnegie Ave., CLEVELAND
5824 St. Claire Avenue, CLEVELAND

Coin chutes this year were not displayed with the prominence they were in 1937. Three firms made exhibits and the tendency is now to make chutes, slides, etc., that work easily for the player or customer as well as reject slugs efficiently. This is an important factor for several good machines have been handicapped by a slide, chute or knob that did not work easily for the customer. There was not as much discussion this year about slugs as in former years.

OPERATORS. Only one meeting of operators during the 1938 convention became a matter of news. This meeting was for music operators and was headed by the Philadelphia music group. The conventions have become more and more a time for fun and good fellowship. Whatever discussions about his business the operator may have takes the form of private conversations. Proper facilities for announcing meetings for operators have not been provided, and because of celebrations "the night before" it is hardly possible to secure even a fair attendance at an operators' meeting. The problem remains the same as in 1937, that the operator must be able to depend more and more upon the trade press for information and discussion of trade conditions.

Due to the fact that the 1938 displays indicated a very definite trend toward more expensive machines, an underlying question concerns what is happening to the small operator. Some very frankly stated that the small operator is rapidly falling by the wayside because he cannot compete in buying expensive equipment. Large operators are taking their place in the ranks of employers with a staff of people to handle the various phases of operating. An operator's association with 83 members reports that above 500 people are employed by these 83 operators.

If there is a tendency for the more expensive machines to eliminate the small operator, that creates a big opportunity for the bulk vending and small counter machine makers to absorb the smaller operators into their fields.

The American ideal is to protect the small fellow in all reasonable ways, so the industry should be prepared to as-

sert the fact that high taxes and too strict regulations on any type of coin machines tend to quickly put the small operator out of business, and perhaps on the relief rolls.

Many echoes of the 10th annual convention of the coin machine trade will be heard for weeks yet. This analysis is written almost immediately after the close of the convention and lacks the advantages of more time to spend in getting reactions from various divisions of the trade. It is based on a careful observance of things on the spot, coupled with long experience in trying to guess at what each annual convention means for the future of the trade.

SELLING OUT All Used Phonographs, Games and Slot Machines

- ROTARIES
- EVANS CALLOPING DOMINOS... \$ 57.50
- WURLITZER PHONOGRAPHS, P10 89.50
- WURLITZER PHONOGRAPHS, P312 123.50
- WURLITZER PHONOGRAPHS, 616 173.50
- SEEBURG SELECTOPHONES... 55.00
- ROCK-OLA WORLD SERIES (Like New) 124.50
- JENNINGS LITTLE DUKE SLOTS, 1c Play 14.50
- JENNINGS CHIEFS SLOTS, 5c (Like New) 45.00
- MILLS Q. T. SLOTS, 1c Play... 29.50
- MILLS BLUE FRONTS, 5c-10c Play (Light Cabinets) 55.00
- MILLS BLUE FRONTS, 5c-10c Play (Dark Cabinets) 39.50
- PAGE ALL-STAR COMET SLOTS, 5c-10c Play... 45.00

Terms: 1/3 Deposit With Order, Bal. C. O. D.

OHIO SPECIALTY CO.
129 W. Central Parkway, Cincinnati, O.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

New Keeney Games Score With Coinmen

CHICAGO, Jan. 22.—"It's all over but the shipping," says Ray Becker, sales manager of J. H. Keeney & Company. "And what a job that will be. We expected to 'go to town' so far as sales at our private showing of new Keeney games was concerned, but never did we dream that this preview would be as profitable as it was. We sold enough games to keep an ordinary working force busy for a long time to come. In order to fulfill delivery dates we have had to double up on production."

"A surprising and optimistic fact about these orders is the size," he continued. "It seems to me that the operators, jobbers and distributors who visited us at our plant are expecting a mad rush for games—games that are entirely new. Our Kentucky Club, a four-dial seven-play game with a \$10 top award of all cash, held many visitors spell-bound. Derby Champ, with its three spinning dials, set a dizzy pace. This game is a seven-play one-ball machine with a \$7 top award. Then there's our 'free game,' Dark Horse, a two-dial seven-play legal console, and Free Races, a legal five-ball pin game."

"In the amusement-game field we have Shiny, which evoked more 'body english' than I've seen for many moons. Shiny is a 5, 4, 3, 2 or 1-ball game with no high score, and it's strictly legal. I'm so enthused about the new Keeney games that I could easily go into a much longer discussion of them. But I'd rather not sound like I'm bragging," he concluded, "so I'll just let all those orders stand as mute evidence that I'm not alone in my high opinion of these new Keeney games."

Western Presents New Games to Ops

CHICAGO, Jan. 22.—According to Hugh Burras, sales manager for Western Equipment and Supply Company, the private showing of new Western games was one of the most successful shows it has ever held. As he put it, "Our own private show was a smash hit. For one thing we had more visitors than at any time in the past. And these visitors were not just curiosity seekers. They were bona fide operators, jobbers and distributors from all over the country who bought machines, and plenty of them. In addition to receiving a larger volume of orders, the size of each order placed was much larger than usual."

"We are confident that the new machines we exhibited will undoubtedly prove to be some of the biggest money makers of 1938," Burras continued,

"Each of these games had its share of glory at the show. There is Ak-Sar-Ben, a one-ball automatic in single coin play. Then Ak-Sar-Ben multiple, a six-way play one-ball automatic. Ak-Sar-Ben free game was intensely interesting to many operators, jobbers and distributors from territories where stringent rules are in effect, for this model is a legal type of amusement table that will meet every territory demand and requirement. Pontes free game, also designed for strict territories, held much attention."

"A brand-new idea in console machines was offered in Dewey Jr., namesake of the biggest money maker of three years ago," he concluded. "Golfmore, like our other amusement tables, may be operated in any territory. Another outstanding game of our show was Quinella, a new 1-ball automatic table available in single coin play, six-way multiple play and multiple selective seven-coin play, with three possible awards on every play. These are but a part of the fine selection Western is offering this year, and all of them are capable of earning real profits."

Genco Executive Praises Coin Show

CHICAGO, Jan. 22.—"Now that the Coin Machine Show is over we can begin to discuss it," stated Meyer Gensburg, official of Genco, Inc. "Personally," he went on, "I believe this show was the finest so far, at least as far as Genco is concerned. It seemed to me that there were more jobbers, distributors and operators present than ever before and a great deal of buying was done. There were a good number of new faces in the crowds of coinmen who thronged our booth. Coinmen from all parts of the nation visited us and viewed our new games. What games they are, too."

"To begin with," Gensburg continued, "our new Double Track is in a class by itself. It's the original two-in-one game. Double Track has two playing fields which permit two players to play at the same time. Within the dimensional backboard are moving horses in competitive racing. Double Track is a horse-race game with genuine horse-race appeal. It is made with both a single and double chute, thus both fields may be played with one coin or each field independently."

"Then there is Running Wild Jr.," he went on, "a high score bumper type junior game which may be operated as a junior table game or as a counter game. In addition to these two new hits we are offering many other new games with exceptional player appeal and earning possibilities, including Junior, Cargo and Ski-Hi, which are meeting with unusual success everywhere," Gensburg concluded.



AS PREDICTED EXHIBIT'S "BOBS"

Proved the Novelty Game Hit of the Coin Machine Show.

Ask anyone who attended the convention and they'll tell you "BOBS" is the finest 5-Ball Novelty Game on the market today.

Order from your jobber today — quick! Cash in with BOBS — a sure-fire proven money — maker — the most beautiful money-maker of them all.

\$79.50 TAX PAID

F. O. B. CHICAGO

DON'T DELAY! ORDER TODAY

EXHIBIT SUPPLY CO., 4222 W. Lake St., Chicago

ATLAS CONVENTION SPECIALS!

RECONDITIONED 1-BALL PAY TABLES

\$5.95 each

- BAFFLE BALL
- COCOANUTS
- DELUXE 45
- GOLD RUSH
- HI POCKETS
- KLONDIKE
- MYSTERY 3
- RAPID FIRE
- RODEO
- SHELL GAME
- STANDARD
- PUT 'N TAKE

\$9.95 each

- ROUNDUP
- DOUBLE HEADER
- BALLOT
- SUNSHINE DERBY

Write for Complete List of 250 Additional Reconditioned Pay Tables, Novelty Games, Consoles and Counter Machines!

RECONDITIONED NOVELTY BUMPER GAMES

- | | |
|------------------------------|-------------------------|
| Around the World ... \$22.50 | Long Beach ... \$31.50 |
| Bumper ... 14.05 | Stoner's Race ... 37.50 |
| Fireball ... 11.00 | Great Gun ... 22.50 |
| Homestretch ... 27.50 | Bookies ... 13.50 |
| | Shanty ... 10.50 |
| | Mercury ... 25.50 |

TERMS: 1/3 Deposit with Order, Balance C. O. D.

ATLAS NOVELTY CO.

MIAMI, FLA. CHICAGO, ILL. PITTSBURGH, PA.
1526 Flagler St. 2200 N. Western Ave. 1001 5th Ave.

EXTRA SPECIAL!!!

Brand New in Original Crates!

We Have 2 Brand-New Glass-Enclosed — So New They Cannot Be Advertised. Write for Names and Prices.

Chicoin Heads Rave About Show

CHICAGO, Jan. 22.—"Why shouldn't we be enthusiastic?" ask Sam Wolfberg and Sam Gensburg, of the Chicago Coin Machine Manufacturing Company. "Our new games proved to be some of the outstanding features of the whole Coin Machine Show. Take Chico Baseball for example—it's the newest, most fascinating baseball game ever built—the game that has no ball lift of any kind. Then there's our coinless Chico Baseball with remote control, the startling game with no coin chute and no ball lift that had operators, jobbers and distributors on edge from morning till night."

"In addition we have our games that have already proved their earning power. For instance, there's Mars, the game with the modernistic moving space ship in the actual depth backrack. And Dix, which has the target of ducks continuously rotating within the beautiful backrack. And Chico Derby, a game that is as popular today as when it was first in-

roduced. And many others with equally fine appeal.

"The orders received for these new games have swelled our volume to a new high point even for this time of the year," he concluded. "And if this is any indication of what to expect in the future I am convinced that 1938 will be one of the finest years the industry has ever known."

AUTOMATICS

\$5.00 Each

2 Round Ups	2 Double Score
2 Do Luxe "48"	1 Big Shot
1 Stop & Go	1 Same Ball
2 Bookies	2 Giants
1 Bookies	1 Pot 'N Take
1 Number	1 Marching
1 Credit	2 Jumbo
2 Pontes	

CALL NOVELTY CO. 3147 Laurel St. St. Louis, Mo.



GEORGE PONSER AND BERT LANE, of George Ponsler Company, and William (The Sphinx) Cohen, Silent Sales Company, snapped at the entrance to Keeney's private showing.

Candid Shots

Howard Kess, Newark (N. J.) distributor, made excellent use of his candid camera hobby during the 1938 Coin Machine Show. He brought his camera along and took hundreds of shots, from big executives to dancing girls, during the floor show. He will have an interesting historical collection of the trade as well as many amusing scenes.

Kess says he will share some of his candid shots with readers of *The Billboard* at an early date—for which we will all be grateful.

Rock-Ola Phonos Approved by Ops

CHICAGO, Jan. 22.—“Unanimously approved” describes the overwhelming reception given Rock-Ola's new phonographs at the big show recently, according to company officials, who report having heard such complimentary remarks from visitors concerning the Monarch-20 and the Windsor-20, as: “Neat job—not too much color, just enough.” “Nice tone in those instruments.” “Wait a minute, I want to see it play the record.” “Say, that's a phonograph that will fit into any surrounding,” etc.

George Graf, works manager, has stepped up production and has further increased his staff by 600 men to date because orders are said to be snowing the boys under. Jack Nelson, vice-president and general sales manager, promised no delays in orders, so every effort is being made to keep the phonographs moving from the factory to their destinations.

Irvin F. Webb, vice-president and manager of phonograph division, said: “We believe 1938 is going to be great for Rock-Ola operators. For years our phonographs have been splendid money makers. We thought we had something new in our streamline illuminated 20-record 1938 phonographs. After seeing the enthusiastic reaction at the show we knew it. Personally I feel that never has that blended tone been quite so glorious nor the cabinet quite so beautiful. Our open vision record compartment is always a popular feature because people like to watch the record lifted to position and played. Another thing, I've had a good many operators thank us for installing the new slip-proof coin chute as part of our regular equipment. The new Borealis light-up grill scored a hit too. At the show I watched people come up close to the machine and peer all around to see what made that unusual effect of moving streamers of light.”

Jack Nelson said: “It makes us all feel pretty good to know that the folks like our new phonographs. We've spared neither time nor money to give the industry something outstanding. Naturally we've kept the practical and popular features—such as the 20-record selection. But we've gone farther afield and added many new refinements which we think mark a new high to our past achievements in phonographs.”

Sheet-Music Leaders

(Week Ending January 22)

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

Position	Title
1	1. Bei Mir Bist Du Schoen
2	2. Rosalie
3	3. There's a Gold Mine in the Sky
4	4. True Confession
5	5. You're a Sweetheart
6	6. I Double Dare You
7	7. Once in a While
8	8. When the Organ Played "Oh, Promise Me"
9	9. Dippy Doodle
10	10. In the Still of the Night
11	11. Josephine
12	12. Ten Pretty Girls
13	13. Sweet Someone
14	14. Bob White
15	15. Sail Along, Silvery Moon



Phonograph Operators Hold Meeting at Chi Convention

Philadelphia association calls special meeting—New York, St. Louis, Pittsburgh and other ops attend session—benefits of organization are discussed by music men

CHICAGO, Jan. 22.—Under the leadership of the Philadelphia Music Operators' Association, a called meeting of music operators was held in the Crystal Room of the Hotel Sherman on the morning of January 19 during the 1938 Coin Machine Show. Music operators from New York, St. Louis and Pittsburgh were present in delegations and also took active part in the meeting. The purpose was to develop voluntary discussion of the problems of the music operator and thus stir up enthusiasm for a national organization of music operators. Frank Hammond, of Philadelphia, presided as chairman.

Frank F. Engel, of Philadelphia, was invited to address the group and explain some of the methods of organization in use in his city. He explained how he started in the music field nearly two years ago, only to find bitter cutthroat competition among operators. “I did not want to be in that kind of business, so I decided to see if some kind of organization would correct many of the abuses going on,” he said. The Philadelphia association holds weekly meetings, which are chiefly times for good fellowship as well as talking over common problems. A chance for operators to get acquainted with each other seems to be one of the most helpful things, Engel said.

Al Bloom, secretary of the New York music operators, spoke briefly of how the association had promoted friendships and constructive ideas. He said that two New York operators who were formerly bitter competitors had come to the convention together and were sleeping in the same bed at night during the convention.

M. C. Balansifer, president of the Missouri Phonograph Operators' Association, said that their organization just happened. “We have completely eliminated competition among members. We set our dues just high enough—\$1 per year per machine. A member of our association will not even leave a card in a fellow member's location. Social events make up a big part of our meetings and do much good in promoting business.”

The chairman of the meeting was

NACOMM Election

CHICAGO, Jan. 22.—At the annual meeting of the National Association of Coin-Operated Machine Manufacturers during the 1938 Coin Machine Show, which the organization conducts, all officers of the group were re-elected for 1938, with only one change. Ted M. Stoner, of the Stoner Corporation, was named a member of the board of directors.

The roster of officers for 1938 is O. D. Jennings, chairman of the board; A. E. Gebert, president; H. E. Capehart and David C. Rock-Ola, vice-presidents; D. W. Donohue, treasurer; C. S. Darling, secretary-manager. Directors: Ray T. Moloney, F. H. Parsons, N. Marshall Beeburg and Ted M. Stoner.

then asked to explain in detail some of the methods of work in Philadelphia. He said: “Our main object is to respect each other's locations. We keep a courtesy list, also a list of pull-outs. The courtesy list shows new locations or available locations. These may be reported by our collector who is on the job of developing new fields and new types of locations. These new locations are turned over to members in rotation. It has proved a valuable source of business for our members. We also have a minimum guaranteed take from loca-

Photographs

Illustrations appearing in this issue are made from photographs or electro-furnishings by advertisers or readers, and an attempt has been made to use all that were submitted if they conform to our requirements.

Pictures of exhibit booths or of machines are not used unless a person or persons appear in the picture. Exhibitors will please note this requirement in submitting pictures.

tions. This minimum is \$3 a week and the location makes up if below that. A commission of 50 per cent of intake over \$5 on the latest models of phonographs is paid. Older machines have a minimum take of \$4 and on machines two years old or more the minimum of \$3 is maintained. Membership dues are \$25 to join and labels cost about \$1 per year for each machine. The association co-operates fully with the liquor board, the liquor retailers' and the restaurateurs' associations, which has been of great aid.”

Jack Griffith, president of the National Phonographic Network, Inc., addressed the meeting to explain a new plan for furnishing records free to operators using their advertising system. The chairman stated that phonograph manufacturers had been invited to attend and speak to the operators, and that Homer E. Capehart, of the Wurlitzer Company, was present. Mr. Capehart spoke briefly, congratulating the operators on their work and predicted that “1938 will show a great improvement in operating conditions.”

The chairman then stated that the probable course toward a national organization would be to promote more active local organizations, such as those in New York, Philadelphia, St. Louis, etc., and later form a national combination. Many questions were asked from the floor about plans and methods for phonograph organizations.

Announcement

Dave Gottlieb, an active member of the Coin Machine Manufacturers' Association, Inc., says he will have an important announcement to make to the trade very soon.

He states that it will relate to the holding of future coin machine conventions and exhibitions. The CMMMA formerly sponsored and conducted the annual convention and exhibits prior to the NRA, he said.

1,200 Guests Attend Wurlitzer Banquet

CHICAGO, Jan. 22.—The elaborate entertainment program of the Rudolph Wurlitzer Company, which has become an annual event at the national conventions of the coin machine trade, reached its height at a banquet and floor show on the evening of January 18 in the Crystal Room of the Sherman Hotel. An approximate door check on guests who attended the affair estimated the number to be above 1,200.

The affair was given for the entertainment of customers of their firm and their guests. A delicious turkey dinner was served, and after a brief speech of welcome by Homer E. Capehart, Herbert T. Strong, famous authority on color and light effects, demonstrated some of the modern uses and possibilities in the uses of lighting effects. Due to the growing use of illumination in building automatic phonographs, the subject was of real interest to music operators.

The Wurlitzer firm also entertained its distributors and field men at a dinner on Sunday evening, just before the official opening of the 1938 Coin Machine Show the next day. The occasion was to explain policies and plans of the firm for the new year.

Correction

Thru an oversight the customary credit line to Leo Feist & Company, publishers of *Hot Lips*, was omitted from the Rudolph Wurlitzer Company's advertisement on the back cover of *The Billboard*, January 22, 1938. Credit is due the Feist company for its kind permission to reproduce part of the score of this popular hit song.

THE RUDOLPH WURLITZER CO.



THE OPERATORS' FRIENDS are these Rock-Ola service men. Left to right: Ray E. Smith, Arthur Roll, Harvey C. Holt, W. D. Wolski; below, A. William Cooper.

Club Managers Meet in Memphis

MEMPHIS, Jan. 22.—While the coin-operated machine industry was meeting in its annual convention in Chicago the Club Managers' Association of America convened here. Approximately 250 club managers were registered as delegates. With the increasing use of high-grade types of coin-operated machines in clubs, a growing mutual interest is expected to develop.

Similar interests were also seen in the fact that club managers are seeking repeal of the 10 per cent nuisance tax on club membership dues. Amusement games also pay a 10 per cent tax, which, added to various State and local taxes, makes the tax load in several sections rather heavy on operators of games.

Every State Gets Talkie Horoscope

CHICAGO, Jan. 22.—Rock-Ola's newest amusement machine, Talkie Horoscope, was dramatically presented to the public at the big show of the year. From the time the show was on until it closed Talkie Horoscope was a prime favorite, it is said. This new machine "talks" the future of any individual who puts a dime in the chute and then receives a printed individual horoscope giving

a reading of his future as indicated by the stars.

Jack Nelson, vice-president and general sales manager at Rock-Ola, commented: "We are really a little surprised at the crowds constantly around the display of machines. Actually there were lines of people listening to the speaker and then getting their printed horoscopes from the chute. The distributors and operators too are showing their enthusiasm over this new idea by saying it with orders.

"A check-up on orders received to date," Nelson continued, "reveals that every State in the Union will soon receive Talkie Horoscopes. Production on this machine was begun even before the show so that we would be in a position to ship orders as soon as they were received. There's no doubt that this machine will be one of the foremost hits of its kind. Lou Wolcher, San Francisco and Northern California distrib; J. D. Lazar and B. D. Lazar, of Pennsylvania; George H. Pickett, of Toronto, Canada, and many other prominent distributors have praised the machine and stated that it is a natural for drawing crowds and getting the money. It's a really new idea for fun and profit."

Prof. James M. Harvey, astrologer who cast the horoscopes, said, "During my few visits to the show I was gratified to see the interest people took in this new machine. I was asked on to the authenticity of these horoscopes and explained that each one was as carefully and scientifically worked out as possible."



FINE MUSICAL INSTRUMENTS
SINCE 1902

THE enthusiastic reception and acclaim accorded the new 1938 Seeburg Symphonolas justifies, indeed, the development of the outstanding features in these instruments.

The response of hundreds of music operators to Complete Cabinet Illumination, as incorporated in the Concert Grand, the Regal and the Gem, is highly gratifying and fully indicates the value of Seeburg's practical originality to the music industry.

Happy in the immediate success of Seeburg Symphonolas for 1938, officials and staff of the J. P. Seeburg Corporation are pleased to announce that production is now under full way. Deliveries will be made in the very near future.

Operators may obtain literature, illustrated in natural color, from an authorized Seeburg Distributor or from the factory offices.

The CONCERT GRAND The REGAL The GEM



J. P. SEEBURG Corporation

1500 DAYTON STREET
CHICAGO

The Week's Best Records

Selected by The Billboard From the Latest Recordings Released

That phonograph operators may be more selective in buying records The Billboard presents this special feature. Each week's popular dance and race records are heard, but only those with greatest play potentialities are listed.

SWEET MUSIC

GLEN GRAY
Decca 1597

Sweet As a Song (This sweet song is destined to hit paradesom, so don't be without it).
I Could Use a Dream (and you can use this, too, for the sweet music to match soft lights, especially when Kerry Sargent starts singing).

SWING MUSIC

LARRY CLINTON
Victor 25755

Military Madcaps (no trouble selling this stomperoo that can swing an army).
Shades of Hades (if you can picture hades as shady, it's where the hot ticks make hot music).

ANDY KIRK
Decca 1606

The Big Dipper (more sock stomping composed by Larry Clinton and beat out in hot style).
Bear Down (and that's exactly what Kirk's Clouds of Joy do for this swing hymnal).

INSTRUMENTAL and NOVELTY

BENNY GOODMAN
Victor 25751

Bel Mir Bist Du Schoen
Part 1 (Martha Tilton sings while the foursome swings).
Part 2 (this is the side that'll sell 'em, what with trumpeter Ziggy Elman tooting the Jewish wedding music).

RICHARD HIMBER
Victor 25754

The Parade of Bands
Part 1 (the hit parade maestro has the name bands on parade, beginning with Henry Busse, Wayne King and the Goodman Quartet).
Part 2 (Tommy Dorsey, Clyde McCoy follow, all in serious style until they let loose on Lombardo for the finish).

NICHOLAS BROTHERS
Decca 1604

Wrap Your Cares in Rhythm and Dance (these septa youngsters can sell on their name alone, one singing and the other tapping in spright tempos).
They Say He Ought To Dance (the pattern and tempo are the same, only the music setting has changed. Not a heated harlemese but in the classier style).

VOCAL

KATE SMITH
Victor 25752

Bel Mir Bist Du Schoen (having gotten the moon over the mountain Kate should have no trouble getting nickels in your phone with our new national anthem).
There's a Gold Mine in the Sky (her full voice with a choir background for this smooth ballad is a gold mine in itself).

ELLA FITZGERALD
Decca 1596

Bel Mir Bist Du Schoen (even if your phone is overstocked with Bel Mers, you must find place for this harlem swing-and-scat sing).
It's My Turn Now (a ballad that gets that harlem twist by this Chick Webb nightingale).

N. B.—Due to circumstances beyond our control the Brunswick and Vocalion releases did not arrive as yet to be considered in this week's analysis of the better recordings.

Coinography

By THE COINOGRAPHER

One of Bill Simmons' greatest passions is lots of sunshine. Which ties in neatly with Bill's work as district manager for the Rudolph Wurlitzer Company. His territory is the States of California, Arizona and Nevada. That's the section where, thru courtesy of the local Chamber of Commerce, the sun never stops shining.

Bill Simmons, whose formal title is W. E., makes his home in Hollywood, Calif. His office in the Hollywood Storage Building is the mecca for hundreds of Wurlitzer operators and, according to all reports, Bill certainly makes them feel at home.

This veteran boasts a total of 18 years of activity in the coin machine industry, holding down important posts with several firms and, since 1934, with the Rudolph Wurlitzer Company.

Lots of sunshine is only one of Bill's favorites. He also goes for big open fire places, complete with plenty of wood (already cut), dogs, good cigars, winding mountain roads, streams and lakes.

Speaking of lakes, we recollect that one of Bill's favorite hobbies is motor-boating with his vivacious wife, Claire,



BILL SIMMONS

aboard their cruiser, "Miss Simplex." Bill says life for him would be a lot pleasanter if there were no cats, rainy weather, card games and parrots in it. Take it for granted that he stays as far as possible away from all four.

MEN & MACHINES

Each year the annual convention is a gathering of MEN & MACHINES. But it is noticeable that the number of women who attend is increasing from year to year. Some of the prophets are saying that "the women" will take over the world by 1980 and run it to suit themselves. They may be taking over the coin machine conventions sooner than that. But for the present at least they form a cheerful part of the annual conventions, and manufacturers in greater numbers are using them in their booths to sell machines.

It would be impossible to give personal mention to all that deserve some kind of humorous mention. So our apologies to all those who do not get their names in the paper.

G. S. Pierce, president of the Wisconsin operators and phonograph men, was duly championed for the first time by Mrs. Pierce this year. But even at that he was looking for the warmest night spot "where he could take her and see a good show."

Ed Makus, of Milwaukee (Makus Sales Company), says *The Billboard* an unusual compliment: "When I first started in operating I read an article in your paper on how I should put 25 per cent of my earnings into new machines. I have built my business on that plan. My wife holds the stocking and I never know how much is in it. But that 25 per cent goes back into new machines."

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ROCK-OLA NO. 1... \$ 75.00 ROCK-OLA NO. 2... 80.00 ROCK-OLA RHYTHM... 125.00 KING... 125.00 MILLS DANCEMASTER... 35.50 SEEBURG SELECTOPHONE... 35.00 SEEBURG SYMPHONOLA (MODEL A)... 35.00 WURLITZER P-10... 59.50 WURLITZER P-12... 22.50 WURLITZER 412... 109.50 WURLITZER 400 (Late Model)... 135.00	DC CONVERTERS (New Janet) 92 and 110 Volts, 500 WATT'S \$ 35.00 DC CONVERTERS (300 Watt) \$ 41.50 PHONO COVERS (Patented and Waterproof) 10.00 PHOTOGRAPH STANDS (New) 10.00 PERMO POINT NEEDLES (100 Each) Lots of 10, Each 40 USED RECORDS, Per Cass... 1.00
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IDEAL NOVELTY CO. 1518 MARKET ST. ST. LOUIS MO.

"I notice you are more positive in your editorial statements and that you come closer to saying just what you mean."—Bill Rabkin, International Autoseco Reel Company.

J. F. Moran, one of the most devoted boosters of vending machines, was at the booth of the Rowe Manufacturing Company this year. He left the convention early to attend a tobacco convention. R. Z. (Zoroaster) Greene spent one of the busiest times of his life telling about Rowe machines at the 1938 show.

Curley Robinson, manager of the Associated Operators of Los Angeles County, took in the 1938 show and then rushed back to his family. (He never spends a Sunday way from them if possible.) His organization has 83 members and 500 people are in the employ of these operators.

Marty Rosen announced that he is now associated with the George Pomeroy Company, of New York.

Henry W. Seiden, Albany, N. Y., was busy telling operators about the ball gus made by the International Chewing Gum Company, of Cambridge, Mass. Al Livingston is head of the firm, which makes a business of catering to operators.

Vincent W. Taylor, inventor at work on a movie film that will stand the gaff in coin-operated movie machines, attended the 1938 convention to see what new ideas he could gain. He lives in Archbold, O.

About 80 columnen from Canada registered at the 1938 show. Among them were H. Louis, Sam Schwartz and Bert Pagen. They entertain a hope that the new tariff treaty between the U. S. and Canada may eventually lead to a lowering of tariffs on coin machines. Two columnen from Paris registered, also three from South Africa.

Hans Ulendorff, German trade representative, arrived in Chicago from a trip to Los Angeles just one day after the convention closed.

Robert W. Merriam, one of the original members and officers of the National Vending Machine Operators' Association of Chicago, now is in the jobbing business at 3015 47th street, Des Moines, under the name of Merriam Sales Company. His specialty is vending machines of all kinds and merchandise for vending in such machines. "We have sold several

hundred selective candy machines this fall and winter," Merriam says. Merriam attended the 1938 Coin Machine Show to greet many of his old friends.

A ruling passed by the convention committee just before the opening of the 1938 Coin Machine Show caused a lot of sniffing of noses. The rule says: "No objectionable lights, noises nor odors will be permitted in exhibitors' booths."

That reference to odors sent a lot of people scurrying about to know what "objectionable odors" might be intended. Some said it might refer to delegates who forget to wash their feet before coming to the convention. A suggestion was made to the committee that an award of \$5 be made to anyone furnishing proof of an "objectionable odor" on the exhibit floor.

According to *The Billboard* statistician, stop and go traffic reached an all-time high at the show. If it hadn't been for the efficient work of Andy Frain's ushers the aisles would have been tough to navigate at times. Those boys in blue kept the crowds on the move.

Bromo Quinine and Alka-Seltzer stocks climbed three points on the stock exchange while the coin boys were whooping things up. Wonder if the early-morning demand for them had anything to do with the rise. . . . Garbage collectors had to make several extra trips to carry away all the "dead soldiers" every day. They said the quality of liquor consumed by the columnen is unusually high—they should know. They see all the labels the days after the nights before.

"How old are you, Tom?" someone asked Tom Watling at the show. "Twenty-four," Tom replied. He's been 24 since Hector was a pup! As a matter of fact, Tom will celebrate his 50th year in the business in February. And is he going strong! When seen in the wee hours after the banquet he slyly whispered that he sends his sons to bed at 12, while he keeps kicking the old gong around till 4 or 5. Those boys of his are softies alongside of him. Incidentally, a lot of interest has been shown in his firm's new O. K. Front Vender and the new 5-pull Bell. The latter takes either 5 cents or 25 cents. When a quarter is inserted the machine will (See MEN & MACHINES on page 82)

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ELECTRO-BALL CO., Inc. Dallas

Five Best Record Sellers for Week Ending Jan. 24

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	87343—"Whistle While You Work" and "With a Smile and a Song." Shep Fields Rippling Rhythm Orchestra.	8037—"Bel Mir Blat Du Schoen" and "I Double Dare You." Music in Russ Morgan Manner.	25693—"Dipsy Doodle" and "Who?" Tommy Dorsey Orchestra.	3508—"Bel Mir Blat Du Schoen" and "Two Dreams Got Together." Dolly Dawn Dawn Patrol.
2	87344—"Bel Mir Blat Du Schoen" and "The Big Dipper." Jerry Blaine Stream Line Rhythm.	8048—"Sweet as a Song" and "Half Moon on the Hudson." Horace Heidt Alemite Brigadiers.	25728—"I Can't Get Started" and "The Prisoner's Song." Bunny Berigan Orchestra.	3700—"Rosalie" and "Why Should I Care?" Swing and Sway with Sammy Kaye.
3	87376—"Sleepy Time Gal" and "Webb's Blues." Freddy Martin Orchestra.	8040—"Error in the News" and "College Widow." Hudson-DeLange Orchestra.	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 Sammy Kaye.
4	87228—"Snake Charmer" and "Dipsy Doodle." Jerry Blaine Stream Line Rhythm.	8041—"Every Day's a Holiday" and "Sweet Stranger." Glenn Miller Orchestra.	25740—"I Double Dare You" and "Two Dreams Got Together." Larry Clinton Orchestra.	3910—"There's a Gold Mine in the Sky" and "Thanks for the Memory." Isham Jones Orchestra.
5	87155—"Goodnight Angel" and "There's a New Moon Over the Old Mill." Shep Fields Rippling Rhythm Orchestra.	8038—"Jubilee" and "Can't It?" Harry James Orchestra.	25749—"Every Day's a Holiday" and "Neglected." Fats Waller Rhythm.	3874—"You're a Sweetheart" and "Let's Fitch a Little Wool." Dolly Dawn Dawn Patrol.

MERCHANDISE MACHINES

Merchandise for Bulk Venders

By W. R. GREINER
Advertising Manager Northwestern Corp.

The vast scope of the bulk vending industry makes this a most attractive and lucrative business. The number and variety of products suitable for vending purposes are constantly increasing, thereby making possible a steadily enlarging income for the operators. A wide variety of popular nuts are vendable and the selection of candies that can be used in most machines is unlimited. Gum is as old as the vending machine itself and its popularity has been greatly stimulated by means of prize offers and new shapes.

Peanuts, such as redevins, Spanish and blanched jumbo splits, have been used longer in vending machines than any other kind of nut. They are cheap, universally popular and all good sellers. They have also been made into a confection with hard candy coating in several varieties known as Boston Baked Beans, burnt peanuts and Rainbow peanuts. Chocolate-coated peanuts are also very familiar to the operator.

Nuts and Confections

Every up-to-date operator knows of the tremendous popularity now being enjoyed by pistachio nuts. Because they are imported from Turkey and Syria they are more expensive than other nuts. Their particularly delicious flavor, however, makes them irresistible, and once a person has commenced eating them it is hard to stop. Pistachios are probably the fastest selling product available for merchandising machines today.

Pecans, broken cashew nuts, as well as a mixed assortment of all popular nuts are also well liked. Cashews must be vended in broken pieces, because when whole they are too large to pass thru the merchandise wheel. They, too, are imported.

In candies the supply is limitless. Chocolate-coated raisins, malted milk balls, gumdrops, after-dinner mints, breath pellets and all kinds and descriptions of candies are available for use in vending machines. One must consider the season of the year when selecting these products, because soft confections like gumdrops or those with chocolate coating cannot be dispensed in warm weather.

Some confection factories make a specialty of mixing different confections suitable for both summer and winter use. Hard candies are always popular. Certain varieties are available in different color combinations for various holiday seasons of the year. For instance, at Halloween operators have used a mixture of black and orange jelly beans very successfully.

Some operators realize the value of color appeal in their merchandise, while others scarcely give it a thought. As an example, if you are using all red or all white pistachios try mixing some of each. The result is a most attractive display and a boost to your sales. An occasional change in your merchandise both in kind and color is most effective. You will naturally enjoy greater profit

from your business if you vary the merchandise rather than leave the same thing in the machine month after month. That is, unless the location has specifically asked for a particular item. The display you set up is your means of advertising and selling the goods. Will you make it talk for you or will it become just another vending machine?

Use Proper Merchandise

The knowledge of what to put in a certain location comes with experience. We all know that salted nuts are popular in taverns, on bars or wherever beer is sold. They are a year-round product. Candy is liked by everyone, and especially by children. Confections receive their greatest sale in locations where there are a number of girls, such as factories or office buildings.

The general practice for a beginner is to experiment for a few weeks with one product and another. It won't take long to learn what the best sellers are. Then, too, the location owner usually offers some good suggestions as to what type of merchandise will go best in his establishment.

Charms Stimulate Play

Many operators have found that mixing small bone and celluloid charms with their merchandise is a means of increasing sales from the machines tremendously. These trinkets vend thru the merchandise wheel without difficulty and can be used with any product. Numerous people have started a fad of collecting these small charms and lucky pieces and are constantly searching for different types of characters. Some of the stories operators tell are very amusing; such as seeing fellows and girls actually empty a machine in order to secure a particular charm that caught the girl friend's fancy. There is no doubt that these little novelties have stimulated vending machine sales to an unbelievable extent and no operator should hesitate to give them a thorough trial.

Toy Pack Vs. Charms

There are two different types of toy assortments on the market. One is called the toy pack, the other a charm pack. The toy pack consists of numerous metal trinkets with only a few of the bone and celluloid charms. It is intended mostly for children who must have some sort of reward with every purchase. The charms are packed in gross lots and are by far the most popular. Usually about two or three dozen toys are placed in a five-pound compartment. Some are placed next to the glass, others are mixed thruout the merchandise. They combine well with any merchandise, but pistachios and hard-shelled candies, including Boston Baked Beans and Rainbow peanuts, are preferred.

Gum, as you know, is still a steady profit earner. Altho ball gum is undoubtedly the best known, the new peanut-shaped pellet gum has recently commanded much favor. Pellet gum is about the size of Spanish peanuts. It is available in six flavors, assorted or straight colors, and sells at approximately 27 cents per pound. It averages 635 pellets per pound, so when dispensed at the rate of six or seven for a penny they bring in a good profit. The ball gum costs about 15 cents a box of 100 pieces, which is equal to a pound. Some operators vend it at the rate of one ball per penny, one ball for the first penny, two balls for second. A special merchandise wheel is available which vends ball gum one ball for 1 cent, two balls for 1 cent, one ball for the first cent and two balls for the second cent.

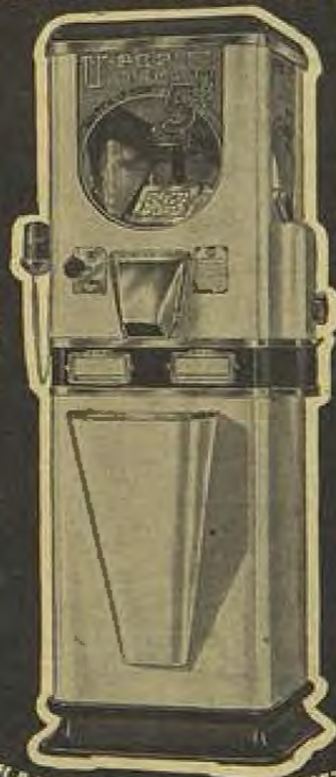
The systems of giving prizes are numerous. In some instances odd-

A NEW PAGE IN COIN-MACHINE-SHOW HISTORY

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EQUIPPED WITH A.B.T. SLUG REJECTOR—ELIMINATES ALL SLUG EVILS

Operators will vividly remember the 1938 Coin Machine Show in years to come. They will recall the anxiety with which they approached the New Year . . . knowing that the shadow of obsolescence and legal restrictions was overhead. One great hope burned brightly . . . yet seemed distant to many operators—the new LEGITIMATE Corn Popping business. . . They came, they investigated, they selected. . . Think of the enthusiasm U-POP-IT must have created among these many operators to cause them to order this GUARANTEED automatic corn popper and vendor in sample lots of 100! They KNEW, when they saw it deliver bag after bag of perfect delicious hot popcorn, that it meant a permanent, steadily-increasing income for them, with future financial independence and security!

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2-Compartments—Will vend all kinds of nuts and candies together with toys. Removable merchandise compartment. Finished in a beautiful red with black trim.



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Write for Details.
To Vender—Capacity 10 lbs.
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7-Col. Cap. 200 Packages \$59.50
SPECIAL PRICE

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3222 N. Halsted Street, Chicago

colored balls are used in the compartment with other balls. The person securing one of these odd colors is entitled to a candy bar. Sometimes numbered balls are used whereby those securing lucky numbers win prizes as on a salesboard.

Most operators work on a 50 per cent gross profit basis, out of which overhead expenses, depreciation and net profits are figured. The remaining 50 per cent is divided between the cost of merchandise and commission to proprietors. If you pay a 25 per cent commission 25 per cent is figured for merchandise. It is considered by practically everyone connected with this business that a 20 per cent commission is sufficient. You then can either give a slightly larger portion or keep an extra 5 per cent in the gross profits.

Determining Portions

To obtain this working business and determine the correct portion to vend first weigh out a few ounces of the merchandise to find the number of pieces to the pound. There are 616 Boston Baked Beans to the pound, 624 Jumbo peanuts, 1,280 Spanish peanuts, etc. Take Spanish peanuts, which cost 10 cents per pound, for example, selling them on a 25 per cent merchandising basis at 40 cents per pound. Divide the 40 cents into the number of nuts per pound, which is 1,280, and you will get a portion of around 34 nuts per penny. (On the same basis you can figure the portion of the other products which cannot be vend on a 25 per cent basis because of their cost—pistachios and pecans, for example.) The average count of pistachios is 650 to the pound. The usual portion is five or six for a penny. This brings in a sum of \$1 per pound. After taking 25 cents for commission you have a balance of 75 cents, the cost of the nuts is about 35 cents, leaving a gross profit of 40 cents per pound.

Small-size pecans average 750 per pound, and by giving six or seven per portion it will take in \$1.10 per pound. Similarly you will make a profit of about 42 cents. Altho these portions are smaller than the peanuts, most people realize the value and are satisfied. Some operators shy away from these nuts because of their greater cost. There is, however, a nice profit in them because of their rapid turnover.

Vending Mixed Nuts

Mixed nuts can be made most attractive and profitable. For instance, one pound of Spanish peanuts, one pound of Redskins, one pound of pecans, one pound of cashews and two pounds of Jumbo peanuts make a very nice mixture. The average cost is 18 cents per pound. Figuring in the same method, you will find that you can give portions of seven nuts, since they average approximately 500 pieces to the pound. The cost of the mixture can be regulated to any desired amount by adding or eliminating the most expensive nuts, such as pecans and cashews.

Cashew nuts are more easily figured

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THE FLORIDA SPECIAL GAME BUILT BY GENCO WAS
THE HIT OF THE SHOW. WE ARE READY TO DELIVER.

Lee D. Jones

P. S.—Nothing like this game has ever been offered.
Write us all about it.

BELOW COST!

SACRIFICE SALE

Beautiful, Brand New PEANUT VENDERS with 3-Lb. capacity for counters and booths. Chromium finish, equipped with high-grade lock. Large manufacturer must sell. Order Now—No C. O. Ds.

A. M. WALZER COMPANY
MINNEAPOLIS, MINN.

by the ounce than by the pieces per pound because they are broken into all-sized pieces. For example, cashew nuts costing 18 cents per pound figured at the 25 per cent basis could be sold at 64 cents per pound or one-fourth of an ounce per portion.

Adjusting Machine for Portion

After the correct portion to vend is determined it is a simple matter to adjust your machine to average this amount. Take the merchandise equalizing one portion and place it in one compartment of the merchandise wheel. Regulate the adjustment so that the merchandise will come just flush with the merchandise wheel and clear the resilient measuring device in the machine. This will average the desired portion.

A certain fixed sum must be figured for profit. In the face of rising prices the operator is justified in regulating the portions to maintain the same percentage of profit to which he is rightfully entitled. This can be done gradually so no one will notice the difference and your machine will always be paying the correct profit and giving value for the money received.

With this positive information we have given you, the beginner may go ahead with the assurance that he is starting off correctly. This information has been figured to a point to make it easy for those not acquainted with the operating of these machines. After one is launched into business he has the privilege of altering portions to suit locations or changing any suggestions we have made.

Attorney Says Charges Against Candy Vender Ops Unjustified

WASHINGTON, Jan. 22.—Sol Rosenblatt, New York attorney representing three vending machine companies, this week told the Federal Trade Commission that the government's charges of monopoly and restraint of trade against the three firms was unjustified and should be dismissed. The Sanitary Automatic Candy Corporation (New York), the Berio Vending Company (Philadelphia) and the Confection Cabinet Company (Newark), operators of candy vending machines located in movie houses, are accused by the Trade Commission of making exclusive contracts with the Hershey and Nestle chocolate

bar companies in order to prevent competing firms from obtaining these products.

Commission lawyers contend that the effect of these contracts is to convince theater owners that machines owned by the accused firms would sell more candy than others. Theater owners, the government contends, are convinced by the sales arguments and give the concessions to whichever of the three firms is operating in that territory. This is restraint of trade, the Trade Commission says, and is an unfair method of competition.

Rosenblatt told the Commission that both Hershey and Nestle make other types of chocolate bars which are sold to everybody in the trade. He said that the exclusive contract called for 11,000,000 bars of chocolate from the candy firms which were to be wrapped with the respondents own brand known as "ABC." The New York attorney said that people went into theaters to see a movie, not to buy a candy bar, and respondents' machines did not monopolize the candy trade. Once people are in the theater, if they want some candy they don't particularly care what kind of candy is in the machine, he said.

The Commission's complaint specifically charges the machine firms for:

"(a) To monopolize in the respondents Sanitary, Berio and Cabinet the sale of the products of the respondents Kohler (Nestle) and Hershey, for which products there is substantial public demand.

"(b) To unreasonably lessen, eliminate, restrain, stifle, hamper and suppress competition in the candy vending machine industry, and to deprive the purchasing and consuming public of advantages in prices, service and other considerations which they would receive and enjoy under conditions of normal and unobstructed, or free and fair competition in said trade and industry; and to otherwise operate as a restraint upon, and detriment to, the freedom of fair and legitimate competition in such trade and industry.

"(c) To substantially increase the cost of candy products with which competitors of respondents service or stock their vending machines, thereby eliminating the source of supply to the con-



A DISTRIBUTOR and his Popmatic pop-corn machines. Left to right: Frank Kenney, Rollin Stewart and Jack Lovelace.

BIG - BEAUTIFUL

Highly Polished Aluminum, baked on satin finish. Best buy on the market. Money back if not satisfied.

PRICE: \$3.50 with 3-Lb. Bowl, \$4.00 with 6-Lb. Bowl.

Sample, 50c Extra for Postage. Write for Quotations. Prices 25% With Order.

LITTLE NUT VENDOR CO., Lansing, Michigan

FREE! 1938 WHOLESALE CATALOG



Has 200 pages of World-Wide 2 x 4-copies, 4,000 salesmen's specialties, 16 selling plans, new creations, outstanding values — at rock-bottom wholesale prices. This catalog is FREE. Send for a copy Today.

SPORS CO.,
1-38 Erie St.,
La Center, Minn.

(See ATTORNEY SAYS on page 83)

THE HIT OF THE SHOW!

QUALITY—EFFICIENCY
 The proven principle of air popping gives maximum expansion to corn thus less corn gives greater bulk.

NO OIL ODOR
 Only the pleasant aroma of fresh popping corn your best salesman.

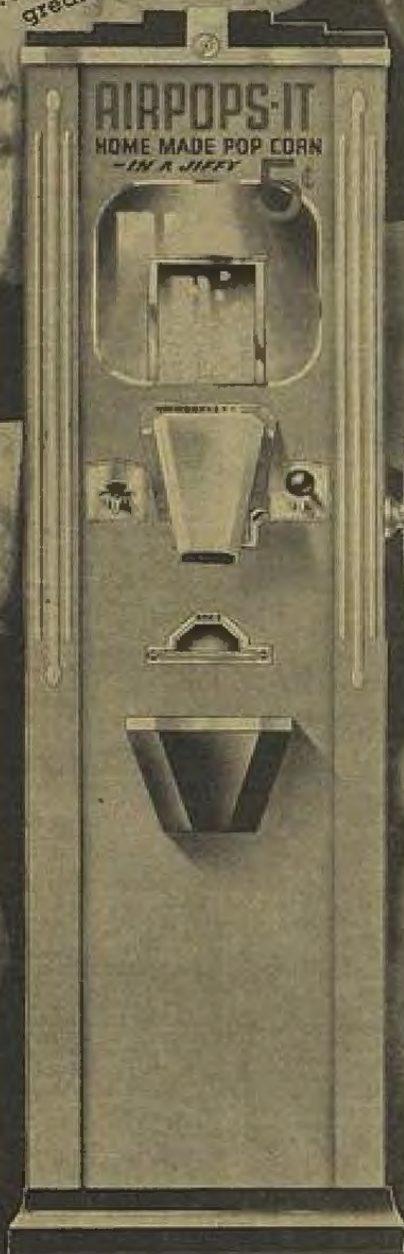
YOUR CHOICE
 Dispensed hot and fresh, like home-made popcorn—dry or seasoned to taste.

SANITARY
 Does not pop in oil no problem of greasy parts to keep clean.

LOW CURRENT COST
 The basic principle involved operates the AIRPOPS-IT on a few cents per day.

UNIFORM POPPING
 Regardless of number of sacks or outside temperatures, even popping is always assured.

FOOLPROOF
 No oil to carbonize from high temperatures proven basic engineering principles—no complicated gadgets.



A POPCORN VENDING MACHINE that proved to be a winner - opening new legal fields to operators at big profits. Be first to have them in your territory.

Price \$195.00 F. O. B. Chicago

Write For Literature

360 North Michigan Avenue - CHICAGO - CENTRAL 2340

"POPS WITH HOT AIR"

AIRPOPS-IT

INC.

★★★★★
**We are pleased
 to announce**

to all our Jobber and Operator friends that we have arranged for the most complete and diversified line of coin-operated equipment in all our history. These are the superior products of the leading manufacturers whom we represent including Amusement Games and Vending Machines of every type.

... the products of ...

- A. B. T. MFG. CO.
- CHICAGO COIN MACHINE MFG. CO.
- DAVAL MFG. CO.
- D. GOTTLIEB & CO.
- GENCO, INC.
- J. H. KEENEY & CO.
- MILLS NOVELTY CO.
- TRU-SHOT CORP.

"Bang-A-Deer" Rifle that Shoots Real Bullets

THE GEORGE PONSER ORGANIZATION

33 WEST 60th ST., NEW YORK CITY
 11-15 EAST RUNYON ST., NEWARK, N. J.
 1435 BEDFORD AVE., BROOKLYN, N. Y.
 900 NORTH FRANKLIN, PHILADELPHIA, PA.
 803 W. ADAMS ST., JACKSONVILLE, FLA.

**HEADQUARTERS
 FOR THE LEADING
 HITS OF THE SHOW**

- AK-SAR-BEN
- BIG PLAY
- DERBY CHAMP
- ★ DEWEY JR. ★
- GOLDFORE
- KENTUCKY CLUB
- QUINELLA

Immediate Delivery!
 "Service With a Smile!"

SAM MAY

336 N. Gay St.,
 Baltimore, Md.

**Production Steady
 On Tru-Shot Game**

DETROIT, Jan. 22.—Production is now steadily under way at the Tru-Shot Corporation on the new rifle game just released by that company and shown at the Chicago show for the first time, officials state. The new machines are being turned out at present at the rate of 25 to 30 models a day, it is said. The Tru-Shot Corporation is a subsidiary of the Steel Materials Corporation, well known as manufacturer of

**Atlas Execs Buy
 Used Games at Show**

CHICAGO, Jan. 22.—According to Morrie Ginsburg, head of the Chicago office of the Atlas Novelty Company, now is the time for operators to snap up some unbelievable bargains while the snapping is good. "We have a larger stock of excellent new and reconditioned machines than at any time in the history of our company," he maintains. "What with the Coin Machine Show and all the new games that were exhibited we were able to buy some outstanding bargains. A trip to our office will literally put you in a daze, for it looks more like a storage warehouse. And this holds true in Pittsburgh and Miami as well. "So far as we are concerned this year's Coin Machine Show was one of the most successful that we've ever experienced," he went on. "In addition to buying machines that we can sell at prices that make hairs stand on end, we were able to see many old friends who depend on Atlas Personal Service throughout the year."

automotive parts, steel stampings and chrome-ware utensils. This company has a large plant here on Gable avenue, equipped with modern machinery to manufacture and assemble the Tru-Shot. First reports received from the Chicago show indicated great interest on the part of distributors and operators in this new type of game. A new scene with winter background is available in addition to the fall hunting background displayed at the show on the first models.

The gun has a short barrel under the regular barrel which discharges the used shells inside the machine. The gun can be fired from any angle but it cannot be removed from the cabinet. Safety is further insured by the use of a low-velocity bullet. Powder is of a smokeless, odorless variety. Due to the safety of this machine public liability insurance runs less than a dollar a year, the officials of the company disclosed.



TOM WATLING, "the daddy of 'em all" and head of the Watling Manufacturing Company, had a grand time at the convention.

**Ops Ponder Pinball
 License in Syracuse**

SYRACUSE, N. Y., Jan. 22.—Determined to know just how Syracuse's much-discussed pinball machine license law is going to operate before they tie up big sums in the \$25-per-machine licenses, local coin machine operators are moving slowly in applying for permits. At the end of a week only 26 applications were handled at the city clerk's office out of more than 1,000 machines in town.

Threats of a police drive against the machines not yet licensed made thru newspaper stories failed to speed up applications perceptibly.

One point on which operators demand clarification is that which says a \$25 license and \$1 tag fee must be paid for each machine per year or any part of a year. Indications are that city officials will insist that no license or tags can be transferred. In other words, if a machine breaks down in two or three weeks and has to be returned to a factory, the machine replacing it must take out a new license at a \$25 cost. Since the number of machines going out of service in the course of a year is great, operators here estimate that they would be paying tax on nearly one-third more machines than they would have in operation at any one time.

Add to this the number of machines forced out of use because of necessity for changing to a new game to stimulate business and the license cost soars higher.

First application was filed by Thomas Cullivan, who asked a license for a single machine in order to look the new system over before going all the way. First application for an "amusement center" license, also at \$25, was Walter J. Dillon, downtown restaurant operator, who will use Cullivan's machine in the experiment to see how the law works, both for operators and location owners.

**Jennings Expects
 Big Year in 1938**

CHICAGO, Jan. 22.—"Judging by the crowds which thronged our booths at the show," declared W. J. Ryan, vice-president of O. D. Jennings & Company, "we are convinced that 1938 is going to be a banner year for us. Never before has our equipment been showered with so much attention as it was this year."

"Our remote control game, Super-charger, was a prime favorite of visiting coinmen. Our new X-V Ciga-Rola machine came in for its share of attention, too. You should have seen the dyed-in-the-wool fans go for our new de luxe payout, Pick-Em. This game is a seven-play race-horse game that gives odds from 3 to 1 to 40 to 1. The Triplex Chief Bell machine, as well as Banco, our multiple-play de luxe payout, and our regular line of Chief check machines all received loads of attention.

"The visiting horde of coinmen," Ryan concluded, "didn't come only to look, they did a great deal of buying, too; and we at Jennings are more than

satisfied with the share of orders we received."

ATTORNEY SAYS

(Continued from page 30)

suming public of products of equal quality and industry.

"(d) To place respondents in a position to persuade the proprietors and managements of theaters and public gathering places to permit the installation at location of their vending machines on such premises in lieu, or instead, of vending machines of competitors because of a public demand for respondents' products with the attendant result of obstructing, eliminating, oppressing, stifling and restricting competition in the location and installation of candy vending machines."

Named in the Trade Commission complaint were the Hershey Chocolate Corporation, Peter Galtier Kobler Swiss Chocolates Company (Nestle), Chocolate Sales Corporation (Hershey distributor); Lamont, Corliss & Company (Nestle distributor); Sanitary Automatic Candy Corporation, Berlo Vending Company and the Confection Cabinet Company.

In the oral argument for dismissal of the complaint, Sol Rosenblatt, former NRA deputy administrator for the movie industry, acted as counsel for the respondents, and John Daroy, attorney, appeared for the Trade Commission. The dismissal motion has been taken under advisement by the commissioners and decision will be announced at a later date.

MEN & MACHINES

(Continued from page 78)

take no other coin until the handle has been pulled five times.

Beverly Rosenthal, the "deer" gal of the show, brought back memories of Annie Oakley the way she rang up those bull's-eyes on Tru-Shot's Bang-a-Deer. She never had a gun in her hand before the convention rolled round, yet she all but shaved the whiskers off the deer targets every time she pulled the trigger. Did you notice, too, the way some of the coin machine sportsmen looked on with envy?

While we're discussing the female situation at the show, did you know that Mills' Dolly Flasher was Miss Chicago two years back? No wonder the Mills booth was so crowded all the time. Dolly was perpetually flashing that friendly smile of hers and seemed to be having the time of her life. No foolin', when it comes to wearing a formal evening gown she's hard to beat—especially when she's all togged out in that old rose creation she wore on Wednesday.

For a fancy get-up none came close to Bee Peterson and M. Owens, the Airpops-It gals. Those white pop-corn skirts of theirs would make a hula dancer green with envy.

Ruth Robin helped spotlight attention on Ringo, while Bettie Gottlieb smiled graciously to all those who passed by the Lotion Dispenser Company's booth.

THE YEAR'S GREAT

World's Champ
 Sensational Winner
 NO. 10
 FREE

BRINGS \$7.00 — Costs You \$3.50

No. 10245. — Capitalize on the ever popular sport of boxing. Colorful cabinet draws attention. Has names of 76 famous boxers. Player draws name of his favorite boxer to see the prize he will win. Fun games, amusing, exciting. 70 names — 70 prizes worth 10c or more. Last name pulled receives a prize worth \$20 or more. At 10c a sale, brings in \$7.00. Taverns, restaurants, cigar stores, bowling alleys, pool rooms, club houses, hotels, resorts, dance halls are a few of your many prospects. Get behind this irresistible deal that is a knockout to sales resistance and fill your pockets with dollars.

NATIONAL TRADING CO.
 1-28 Erie St., La Crosse, Wis., or
 132 West 32nd St., New York, N. Y.

Exhibitors at 1938 Convention

The following firms had exhibits at the 1938 Coin Machine Show held in the Sherman Hotel, Chicago, January 17 to 29, 1938. Names of exhibitors, the products on display and attendants at the booths are given. If omissions have been made we will be glad to have notice of same. In some cases full information was not received from the firms exhibiting. This list may be filed by operators for reference purposes or our information service will be glad to reply to inquiries about machines, sources of supply, etc. Address Coin Machine Editor, The Billboard, 54 West Randolph street, Chicago.

A. B. T. MFG. CO., 715 N. Kedzie ave., Chicago. Products: Target Skill, scales, electric ray rifles, coin chutes. Represented by Norman C. Kalmar, Charles A. Melner, H. P. Masco, Walter Tratsch.

A. C. NOVELTY CO., Detroit, Mich. Product: A-C Multi-Bell machine. Represented by Fred G. Merrill, Arthur J. Caille, Arthur A. Caille, Harry E. Knapp.

ACME NOVELTY & MFG. CO., Chicago. Product: Salesboards. Represented by J. Morley, A. Seater, M. Jacobson, J. Field.

ACORN SHEET METAL WORKS, 625 W. Jackson Blvd., Chicago. Products: Metal stands and accessories. Represented by S. Goodman.

THE AD-LEE CO., 825 S. Wabash, Chicago. Products: 1-2-3 column bulk merchandising machines, 1-cent Hershey vander. Represented by J. W. Wirtzinger, J. D. Rynd.

ADVANCE MACHINE CO., 4641-47 Ravenswood ave., Chicago. Products: Candy, nut, gum, cigaret, sanitary napkin and other types merchandise vending machines. Represented by A. E. Gebert, J. Gill, P. C. Cook, Robert Marriam.

AIRPOPS-IT, INC., 360 N. Michigan ave., Chicago. Product: Pop corn vending machine. Represented by Arthur Newman, J. P. Heitinger, L. Harper, Hal Hall, Irvin Wilsey.

AMERICAN CHICLE CORP., 1322 Congress st., Chicago. Product: Five Star Ball Gum. Represented by W. L. Shade, H. Nielson.

AMERICAN PISTACHIO CORP., 201 N. Wells st., Chicago. Product: Edible nuts. Represented by S. Domin.

ATLAS NOVELTY COMPANY, 2260 N. Western ave., Chicago. Products: Used equipment. Represented by Eddie Ginsburg, Morrie Ginsburg, Irving Orlitz, Al Stern, Phil Greenberg, Art O'Mella.

AUTOMATIC AGE, Chicago. Product: Trade paper. Represented by H. L. Messer, A. W. Luchs, Florence Flakus, Harriet Schmicker.

AUTO-MATIC ALARM SYSTEM, Chicago. Product: Automobile alarm. Represented by Tom Hanlon, J. Schwartz, A. Schwartz, Mrs. A. Schwartz.

AUTOMATIC WORLD, Fort Worth,

Tex. Product: Trade paper. Represented by Tom Murray, J. Gaines, C. H. Coleman, C. Kallman.

BALLY MFG. CO., 2640 Belmont ave., Chicago. Products: Lincoln Fields, Skill Field, Life-a-Pax, Bal Rio, Grand Circuit, Bally Baskets, Bally Zephyr, Fonofilm, Bally's Bell, Bally's Racer, Main Event, Bally Reserve, Mitz, Dog House, Hot Vender, Mount Royal, Roulette, Blue Grass, Bally Zephyr Jr. Represented by Ray Moloney, Jim Buckley, George Moloney, George Jenkins, Herb Jones, John Christ, Jack Fitzgibbons, Lew Wolf, Tom Callahan, Archie Berger, Meyer Marcus, Ernest Marley, M. Y. Elum, V. Christopher, S. L. Stanley, J. Passanante, Al Hunter, Jack Moore, Paul Miller.

BEARSE MFG. CO., Chicago. Product: Mastercraft phonograph pad. Represented by A. C. Jacobsen, Jim Erickson.

BIRMINGHAM VENDING CO., Birmingham, Ala. Product: Imperial Billiard Table. Represented by Max Hurvich, Harry Hurvich, Joe Alken, Nathan Allen, Evelyn Lars.

BLOCK-MARBLE CO., Philadelphia, Pa. Products: Parts and supplies. Represented by Harry Block, Al Block, Byron Block, Louise Block.

J. M. BREGSTONE & CO., 538 S. Clark st., Chicago. Product: Color-Glow Radio. Represented by J. M. Bregstone, M. Cord, A. L. Addison.

BRUNSWICK RECORD CORP., 215 W. Ohio, Chicago. Products: Brunswick, Vocalion and Melotone records. Represented by L. W. Schneider, R. Ocan, H. Victor, W. Pugh, Jack Heen.

BUCKLEY MFG. CO., 2158 W. Washington Blvd., Chicago. Products: De Luxe diggers; consoles—Track Odds, Long Shot, Flaming Ivorys, Seven Bells, Riviera; Diamond Mine, Bones, Pay Day, counter games. Represented by P. J. Buckley, John Buckley, F. H. Parsons, L. E. Stivers, C. P. Irby, Marcus Reiners, E. H. Tennyson.

THE CAPELLART CORP., Ft. Wayne, Ind. Product: Orchestre phonograph. Represented by W. R. Hill, A. Booker, J. Yeager, J. M. Finalson.

CHICAGO COIN MACHINE MFG. CO., 1725 Diverseray Blvd., Chicago. Products: Chico Baseball, Mars, Dux. Represented by J. S. Wolberg, S. Genzburg, E. E. Levin.

CHICAGO LOCK CO., 2024 N. Racine ave., Chicago. Products: Locks, coin chutes. Represented by O. Blohm, L. B. Herrick.

CHURCHILL CABINET CO., 2119 Churchill st., Chicago. Product: Manufacturer of wood cabinets. Represented by O. Gullicksen, Spencer T. Gullicksen.

COAN-SLETTLELAND CO., INC., Madison, Wis. Product: Conveyor type candy bar vending machine. Represented by J. W. Coan, Ray Douglas, William Corrigan, D. M. Kelleher.

COIN MACHINE JOURNAL, Chicago. Product: Trade paper. Represented by

D. Dolling, Harvey Carr, Gordon Storm, Paul Blakley.

COIN MACHINE REVIEW, Los Angeles, Calif. Product: Trade paper. Represented by J. Anderson, D. Nyttens, Joan Jenkins, Virginia Brubell.

COLUMBUS VENDING CO., Columbus, O. Products: Bulk merchandise vending machines. Represented by R. T. Will, A. Yearling, P. H. Vogel, R. A. Vogel, J. D. Vogel.

A. DALKIN CO., 4311-13 Ravenswood ave., Chicago. Product: Vanak coin selector. Represented by V. J. Phillips, A. Kree, A. A. Dalkin, J. Broduski.

DAVAL MFG. CO., 325 N. Hoyne, Chicago. Products: Bumper Bowling, Chicago Express, Reel Spot, Bell Slide, Penny Pack, Daval Derby. Represented by William J. Shafran, A. S. Douglas, B. Douglas, D. Helfenbein, Ben Kulick, Bob Norman, A. Miller, W. Harrison, S. Mautner.

DUO-VEND SERVICE CORP., 35 E. Wacker dr., Chicago. Products: Bulk merchandising machines. Represented by S. Block, A. Knapp, H. Goldman.

ELECTRICAL PRODUCTS CORP., 6521 Russell st., Detroit, Mich. Products: Electropak, Adaptapak, Epco Bell Locks, Chetron Electro-Timer, coin-operated machines. Represented by A. B. Chertont, Harry Chertont, B. MacDougall, P. W. Olsen, Stanley Perry.

H. C. EVANS & CO., 1528 W. Adams st., Chicago. Products: Bang-Tails, Galloping Domino, Rollette Jr., Rollette Sr., Keeno, Halesah Special, Skillo, Evans Profit-Sharing Phonograph, By-a-Blade safety razor blade vender. Represented by R. W. Hood, Rex Shriver, J. H. McMahon, Robert Copeland, Roy Birkin, R. Sherman, L. Brand.

EXHIBIT SUPPLY CO., 4222 W. Lake st., Chicago, Ill. Products: Bobs, Basket Ball, Red Dog, Hi-Ball, Decimette console, Tanforan console, Shoot the Moon console, Love Tester, Personality Indicator, Disposition Register. Represented by Leo J. Kelly, Perc Smith, Bill DeSelm, Charles Katz, J. Frank Meyer.

PHILIP FLOVIN, INC., 255 Fifth ave., New York City. Products: Fitted cases, leather goods. Represented by S. E. Kneec.

JOHN GABEL MFG. CO., 1209 W. Lake st., Chicago. Product: Rainbow phonograph. Represented by Robert Gabel, M. E. Thiede, G. Bloomberg, C. J. Becker, H. Ohlson, H. Scheuemen, Harold Engdahl.

GAM SALES CO., Peoria, Ill. Products: Tally cards, tip cards, Barrel of Fun jar game. Represented by Phil Sax, Maurice Sax, Al Lepman, Eddie Peters, George Peters, S. Gordon, Dave Singer, Al Hornstein.

GAY GAMES, INC., Muncie, Ind. Products: Mechanical and electrical ticket vending devices, jar deals. Represented by T. B. Halliday, Smith Vriland, C. T. Parsley, R. A. Parsley, C. T. Palmore, P. O. Lunsford, Guy Noel, Fred Howard.

GEM CITY MACHINES CO., 1329 E.



DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built for 1c-5c-10c-25c Play
Made Only By

WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.

Est. 1880—Tel. COLUMBUS 2770.
Cable address "WATLINGITE," Chicago.

Third st., Dayton, O. Product: Es-Ki-Mo BuSe Range. Represented by Charles P. Glickson, P. E. Fuller, Ralph D. Schear, A. Spillman, P. Berner.

GENCO, Inc., 2621 N. Ashland ave., Chicago. Products: Double Track, Cargo, Ski-Hi, Junior. Represented by Myer Genzburg, L. W. Genzburg.

GENERAL ELECTRIC CO., Chicago, Ill. Product: Electric light bulbs. Represented by Frank Pollard, G. F. Prudeaux, A. A. Meyer.

JOHN N. GERMACK, 1248 E. Verne highway, Detroit, and 10 Hubert st., New York City. Represented by John N. Germack and Frank Germack.

GLOBE NOVELTY CO., 715 E. Adams st., Springfield, Ill. Products: Jar deals and salescards. Represented by B. Hackman, G. Shaheen.

D. GOTTlieb & CO., 2738 N. Paulina st., Chicago. Products: One-cent Grip Scale, Sluggo, Horeschoes, Multiple

(See EXHIBITORS on page 85)



A VIEW OF THE CROWD IN ONE END OF THE GRAND BALLROOM, SHERMAN HOTEL, CHICAGO, at the annual banquet during the 1938 Coin Machine Show. About 2,650 guests were present at the banquet, taking all the hotel facilities to hold them.

The ENTIRE INDUSTRY APPLAUDED

BALLY

NEW TREND GAMES!
THE SENSATIONS OF THE SHOW!
A GAME FOR EVERY LOCATION AND EVERY OPERATOR!

FONO FILM

"The Cathedral of Phonographs"
SOUND ON FILM

ROULETTE

The SIX CHUTER Sensation of the Show

GRAND CIRCUIT

Fast 5-Ball Automatic—8 Can Play—3 Can Win

LINCOLN FIELDS

Triple Dial—7 Selection Console With \$50.00 Gold Award

BALLY ENTRY

New Multiple Changing-Odds 1-Shot-All-Pockets Pay

BALLY ZEPHYR

Fast 5-Ball Novelty Pin Game

HOT VENDER

The Really PRACTICAL Pop-Corn Machine

BALLY ROLL, JR.

Bally's "TWO FISTED" Skill Game—Fast 9-Ball Play

JUNIOR BALLY ZEPHYR

4 or 5-Ball Play in a Low-Priced Counter Game

BALLY'S BELL

The Bell You'll Operate From Now On

MAIN EVENT

A 5-Ball Multiple Novelty Pin Game With Changing Odds

MOUNT ROYAL

The Console With Real Miniature Horses

BLUE GRASS

Realistic FLASH-O-GRAPH Horse Race Console

DOG HOUSE

Clever New Bally Console

BALLY RESERVE

New 5-Ball Novelty Bumper Game With All or Nothing Idea

BALLY'S BAL-RIO

Thrilling Multiple Console With Real Skill Appeal

BALLY RACER

2 Players—Legal Console

FINISH LINE

2-Ball Novelty Game With Animated Backboard

MITZI

Bally's Electric Bell

Write, Wire, Phone,— Rush Your Order Today!

FITZGIBBONS DISTRIBUTORS, INC.

453 WEST 47th ST., NEW YORK

362 MULBERRY ST., NEWARK, N. J.

2178 AMSTERDAM AVE., NEW YORK CITY

Gottlieb Reports On Two New Games

CHICAGO, Jan. 22.—Two new machines displayed by D. Gottlieb & Company at the 1938 Coin Machine Show are reported by the firm to have created unusual interest among members of the trade. They were Sluggo, a new 5-ball baseball machine, and Giant Grip Scale, a hand-grip tester.

D. Gottlieb, president, described Sluggo as having many exceptional features. It is a massively large game and looks like a big payout table. A giant back panel shows a light running the bases as the hits are made. Every run is totaled in illuminated numbers on the scoreboard on the back panel. The field shows a handsome baseball scene in action, and new mushroom-type bumper springs, barrel springs and coil springs provide animated playing action. Besides hits it is possible to make home runs. When a nickel is inserted in the mystery slot two discs on the back panel revolve and then stop. The upper disc shows the score that must be beat in order to win, the lower disc gives the name of the visiting team, which represents the odds according to the award card. An assortment of award cards is furnished with the machine. The extreme simplicity and easy accessibility of the mechanism brought considerable comment from show visitors.

Giant Grip Scale especially appealed to buyers because of its absolute legality. Few visitors could pass it up without having a try to test the strength of their grip. The machine is a handsome one in appearance, finished in cracked red duco with chrome trim and handles. A large dial shows not only the actual grip in figures, but also tells what men and women of various ages should be able to register. A bell rings at the top number, or it can be set by the operator to ring at any number. The tension is also adjustable to suit various location requirements. Cash box is built in and a unique button device in the rear quickly clears the chute of any obstruction. The machine is fitted with four suction cups so that it can be securely placed on any counter. A very practical metal stand is also available at slight extra charge.

"Both machines drew the crowds," said Gottlieb, "and buyers agreed that these were the hottest buys at the show." Purchases were heavy and in large quantities.

Multiple Races, their new console-type payout with the multiple play feature of multiplying payouts by the number of coins inserted, also created considerable interest, as did Horse Shoes, the new racing payout. Gottlieb's de luxe consoles, High Card and Derby Console, were also favorites.

"We were more than pleased with the results of the show," said Gottlieb in comment. "The Gottlieb games drew unusual interest from the visitors, and judging from the orders there are busy months ahead."

Superior Features Two Barrel Boards

CHICAGO, Jan. 22.—George D. Sax, president of Superior Products, Inc., re-

BANG!

Here We Go
SHOW SPECIALS

DERBY DAY	\$35.50
FLICKERS (like new)	13.95
PEERLESS	6.95
CAROMS	21.50
PREAKNESS	43.50
CLASSICS (like new)	32.50
FOTO FINISH (floor sample)	49.50
ROVERS	39.50
TURF CHAMPS	23.50
AIR DERBYS (like new) ..	37.50
GOLDEN WHEELS	32.50
ALL STARS	9.95
BALLY DERBYS	9.95

ALL THE
LATEST RELEASES
READY FOR DELIVERY

1/3 DEPOSIT

EUREKA

NOVELTY SALES, Inc.

3906-08 CARNEGIE AVE.
CLEVELAND, OHIO

ported special interest in the firm's Yellow Devils and Parlay barrel boards displayed at the 1938 Coin Machine Show.

"Parlay is one of the most unique salesboards ever devised," Sax stated, "and it met with instant approval by all who saw it. Horses that move when punched by lucky players is the big feature of the board."

"A tremendous business was chalked up at the show by Superior Products," Mr. Sax continued. "I sincerely believe that the coming year will be the greatest in history for Superior Products. Our friends are with us 100 per cent! 1938 can be the biggest year for operators as well if they will only see the advantages in merchandise such as we are featuring at present. Boards that pay out more than 50 per cent are to the advantage of the operator if he will only stop to realize that altho his immediate profit has been cut down, faster action and greater turnover will increase profits 100 per cent."



GROUP OF DEPARTMENT HEADS of N. G. Evans & Company taken at factory preview of new machines during the 1938 Coin Machine Show.

5 PORK BEANS 5
5 15 5 15
LARGE COMBINATION REVEALS THE FINAL PRIZE
1 5 1 5
ALL BEAN POT SEALS GO OUT
DE ADVANCE TO LUCKY DOUBLY FROM
THE STORE IN THIS SPOT TEXAS SHOW THE CARD THE CARD



NEW! PORK and BEANS

MR. OPERATOR:

Our new "Pork and Beans" card is entirely different from any jar deal that you have ever seen before. It is a Co Cether and a bigger profit-maker than ever. The pay-outs are large enough to interest all players. It is a proven winner on a 100 test locations. The deal takes in \$57.00, the average pay-out is \$26.50, and the average profit is \$30.50. Go after this Humdinger. Order a sample today.

Complete Sample, \$4.00.
Refills and Cards, \$24.00 Per Dozen, in Dozen Lots.
Complete Deals in Dozen Lots, \$36.00.

Wholesalers, jobbers and distributors write for quantity prices.

Your money back if you are not satisfied with our money-making deals.

GO GETTER JAR CO.

P. O. Box 691
TYLER, TEXAS

Federal tax paid and express prepaid.

EXHIBITORS

(Continued from page 83)

Races, Ill-Card, Derby Single, Derby Multiple. Represented by Dave Gottlieb, Nate Gottlieb, M. Reese, E. K. Ray, J. Schwartz, S. Simonson.

GREAT STATES MFG. CO., Kansas City, Mo. Products: Perfect-Pac Charm Deal, Selmor bulk merchandising machines. Represented by Meyer F. Sandhaus, A. E. Sandhaus, J. E. Chambers.

GROETCHEN TOOL CO., 126 N. Union st., Chicago. Products: Columbia, Sparks, Ginger, Royal-Flush, Zenphyr, Pok-o-Beel, \$1 Vender, Hi-Stroke, Dixie. Represented by R. Groetchen, K. Klein, A. Martec, A. Vordack.

GUARDIAN ELECTRIC MFG. CO., 1631 W. Walnut st., Chicago. Products: Dovy-Dend, service kits, replacement parts. Represented by J. J. Howell, William Rowell, Lee Howard, A. J. Sture.

HAWKEYE NOVELTY CO., 712 Park st., Des Moines, Ia. Product: Free Purton bulk merchandise vending machine. Represented by P. A. Wittern, M. D. Wellman, C. H. Robinson, I. E. Hubner.

ILLINOIS LOCK CO., 737 W. Jackson Blvd., Chicago. Products: Illinois and Duo locks, coin chutes. Represented by Ray K. Gray, R. M. McNeil, P. G. Ellerman, William Reilth.

INDEPENDENT LOCK CO., Fitchburg, Mass. Product: Lock manufacturers. Represented by B. S. Falk, H. J. Sherman, Sidney Falk.

INTERNATIONAL MUTEOSCOPE REEL CO., 516-20 W. 34th st., New York City.



FRED GREENAWALT, president of the Pennwood Company, Pittsburgh.

Products: Photomatic, Electric Traveling Crane, Rotomatic, Hockey, Open Doors, Punch-a-Bag. Represented by William Rabkin, G. Baron, F. Swan, Earl Winters.

JASPER BROKERAGE CO., 184 E. Erie st., Chicago. Products: Salesboard premiums. Represented by Lew Waskin, E. C. Jasper.

O. D. JENNINGS & CO., 4309 W. Lake st., Chicago. Products: Supercharger, Ciga-Rola Model XV, Pick-Em de Luxe payout, Triplex Chief, Bunco, Advertising scale, Junior scale, Chief bell machines. Represented by Bill Stoudt, Hyman Branson, W. J. Ryan, B. Perkins, G. F. Haley, F. Neilsen, P. White, P. Anderson, B. Burgeson, R. Volmer, P. Wiedel, B. Thomas, B. Hancock, F. Sturnagel, L. Wirth, A. P. Le Tourneau, A. Carmichael, N. Peterson.

JOHNSON PARE BOX CO., Chicago. Product: Coin counters. Represented by D. H. Herwitz.

LOTION DISPENSER CORP., Safety Bldg., Rock Island, Ill. Product: One-cent Jergens lotion vender. Represented by Sydney Katz, Joseph Katz, Bettie Gottlieb.

MALKIN-ILLION CORP., Newark, N. J. Products: Five-cent candy bar venders and 5-cent cigar vender. Represented by Frank Resnick, J. George, I. Gordon, S. M. Malkin, H. Malkin.

MASON & CO., 730 N. Franklin st., Chicago. Product: Mason's Dice Automat. Represented by H. R. Oelker, M. L. Wright.

MCCORMICK MACHINE CO., Greenville, N. C. Products: Slot guard, record carrying case, phonograph covers. Represented by L. B. McCormick, A. M. McCallum, M. McMullan.

MILLE NOVELTY CO., 4100 Fullerton ave., Chicago. Products: One-Two-Three, Big Race, Flasher, Clocker, Forward March, Rio, Track King, Cigaret vender, Zenphyr, phonograph, Studio phonograph, Mystery Bell, QT Bell, Future Play Vender, Golf Ball Vender, Club Bell, Country Club Bell, Kountor King. Represented by J. Mangin, V. Shay, Frank Lordere, Paul Schmidt, Bob Schwarz, Gus Quenera, Lester Block, John Ryan, C. Crabtree, C. Snyder.

NATIONAL MFRS., Inc., Canton, O. Products: Jar deals, tip cards. Represented by J. J. Bortele, F. J. Carnerie.

NATIONAL TRADING SYNDICATE, Chicago, Ill. Products: Trading Post and Captain Kidd's Bazaar merchandise grab bags. Represented by P. A. Moran and C. G. Westlake.

NATIONAL VENDERS, Inc., 5149 Natural Bridge rd., St. Louis, Mo. Products: National 9-30 Cigaret Vender, 9-30 Royale, 9-18 Candy Bar Vender. Represented by A. P. Diederick, M. Spira, L. Cantor, Ben W. Frey, A. A. Weidman, M. Auerback, C. A. Wettengel.

NORTHWESTERN CORP., Morris, Ill.

Products: De Luxe Tri Selector, Model 33 peanut venders, Standard Northwestern Merchandisers. Represented by W. E. Bolen, W. R. Greiner, Sam Strahl, John Olsen.

PALMANTIER-KING SALES CO., Canton, O. Product: Safes for bell machines. Represented by A. B. Palmantier.

PAN CONFECTION CO., 345 W. Erie st., Chicago. Products: Hard shell candies for vending machines. Represented by Willard Ziegfeld, Jim Pugh, Charles Oerlach.

PARIS BEAD & NOVELTY CO., 305 W. Adams st., Chicago. Products: Premiums, Charlie McCarthy doll, Chau-a-Luck lamp, digger and rotary merchandise. Represented by P. Zeller, H. Reuben, M. Bressler.

PARKER PRODUCTS CO., 20 N. Wacker dr., Chicago. Product: Mike questions and answers, trade stimulator. Represented by John Parker, Mortimer Parker.

PERMO PRODUCTS CO., 6415 Ravenswood ave., Chicago. Products: Permo Point needles for phonographs. Represented by Arthur J. Olsen, Ray Peterson, Sherman Pate, F. H. Falck, J. H. Hamilton, Roy Olsen.

PIESEN MFG. CO., Coney Island, N. Y. Products: Loop-It, 8-Spot. Represented by Hyman Wagner, Helen Hoffman.

PLAY-OLA MFG. CO., 1958 S. Troy st., Chicago. Products: Jar deals, salescards. Represented by C. F. Mayer, Harry Levine.

POPCORN ROBOT CO., 2187 W. Grand Blvd., Detroit. Product: Popcorn Robot corn-popping vender. Represented by W. R. Young, W. W. Bailey, W. A. Dodge, J. O. Goldmann, Russell Anger.

POPMATIC MFG. CO., 5147 Natural Bridge ave., St. Louis, Mo. Product: Popmatic automatic pop-corn vender. Represented by A. T. Gietz Jr., L. F. Hesp, S. Shankman, E. Greenbaum, Doris Chleum, Peter Brandt, J. R. Pieters, R. H. Stuart, B. B. Moseley, J. H. Rudolph, W. R. Gundersheimer.

RANEL, Inc., 325 N. Hoyne st., Chicago. Product: U-Pop-It automatic corn-popping vender. Represented by A. S. Douglas, D. Helfenbein, S. Mautner, A. Miller, W. Harrison, B. Douglas, Wm. J. Shafran, Ben Kulick, Bob Norman.

ROA-VICTOR MFG. CO., Camden, N. J. Products: Victor and Bluebird records. Represented by Ernest Hain, Jack Williams, Geo. Koch.

RICHARDS MFG. CO., 4819 Ravenswood ave., Chicago. Products: R-M Senior and R-M Junior coin chutes. Represented by R. B. (Dick) Wiggins, G. E. Poole, J. W. Meyers, A. R. Haas.

RINGO MFG. CO., 328 S. Jefferson ave., Chicago, Ill. Product: Ringo ring game. Represented by N. D. Robin, R. Robin, Miss R. Robin, H. L. Sime, M. W. Sheeter.

ROCK-OLA MFG. CO., 800 North Kedzie ave., Chicago. Products: Rock-o-Ball,

Coming

SKILL DERBY

A GAME OF SKILL

Legal Everywhere

STONER Corp.

AURORA, ILLINOIS

USED NOVELTY GAMES

Neck 'n Neck \$ 4.50	Dual Base \$1.610.00
Ball Fan ... 0.00	Sequence ... 8.00
Box Top ... 18.00	Parrot ... 17.00
Dayton ... 18.00	Revs Board ... 8.00
Chico Derby ... 17.00	Auto Derby ... 24.50
Roll Over ... 8.00	Ricochet ... 10.00

Eastern Distributors
Stoner Corp.
Ask Us About the New STONER Games!

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES

D. ROBBINS & CO. 1141-S DEKALB AVE. BROOKLYN, N.Y.

2 to 4 Vender for Nuts, Candies, Ball Gum, Etc.

1c and 15c Cigarette Venders.

A NEW TRADE STIMULATOR

BANK-IT

To Open Closed Territory

Throw 25 or more in your car and place them all in one day. BANK-IT is operated on a low rental basis.

HERE IS HOW IT WORKS

The player places a penny below the foul line and then snaps the coin against the bank and it rebounds. If it covers a spot and is within the circle, he wins the amount in trade indicated in that circle.

Sample \$2.50 F.O.B. Edgerton.

Write for quantity Prices

CHAPPELL ENGINEERING CO.

EDGERTON WISCONSIN

SIZE: 8"x16"x11" Thick. In Colors.

NO MORE CHISELING

POLISHED ALUMINUM SLOT GUARD COMPLETE WITH SCREWS. **\$1.00** EACH

CENTRAL DISTRIBUTING CO.
105 West Linwood, KANSAS CITY, MO.

THEY STOPPED - - - THEY LOOKED - - - THEY BOUGHT

THE PRONOUNCED HIT OF THE COIN MACHINE SHOW

SKILL BALL

SOMETHING ABSOLUTELY NEW IN THE CONSOLE TYPE BOWLING GAME—LEGAL EVERYWHERE—SKILL ONLY

"SKILL BALL" has all the fascination of Pool and Bowling Combined. More skill is required in playing than any game placed on the market in recent years. Can be set to play either 5, 7 or 9 Balls for 5c. This beautiful machine can be placed in thousands of locations where space would not permit the placing of bowling games.

NOTHING TO GET OUT OF ORDER

No contact points or motors. Entire mechanism is mechanical thruout.

MODERNISTIC STREAMLINE DESIGN IN 7 COLORS

Large white balls on green playing field. Automatic electrically lighted scoreboard on back.

Size 8 ft. long, 2 1/3 ft. wide.

Entire machine union made thruout and each machine carries AFL Union Label.

OPERATORS' PRICE \$229⁵⁰

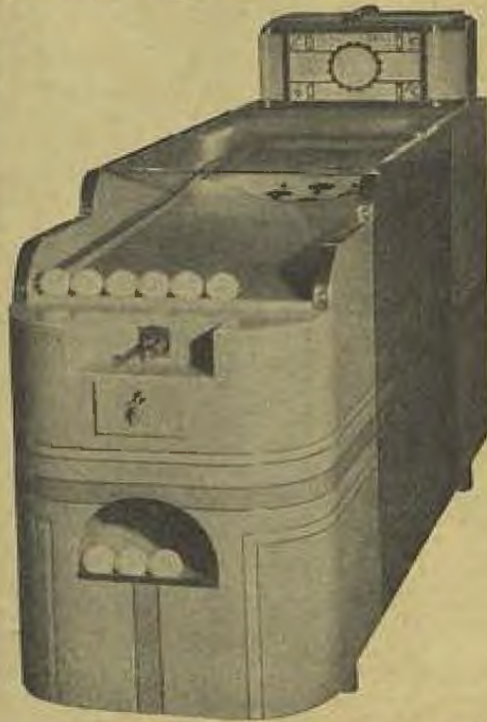
SEE YOUR LOCAL JOBBER OR DISTRIBUTOR AND BE FIRST IN YOUR TERRITORY

If he cannot supply you, get in touch with us immediately.

UNITED AMUSEMENT COMPANY

3410 MAIN STREET,

KANSAS CITY, MO.



Easy Numbers, Across the Board, Talkie Horoscope, Monarch 20 phonograph, Windsor 20 phonograph, Lobby scales, World Series, Park-o-Graf parking meter. Represented by Jack Nelson, I. F. Webb, N. L. Nelson, K. F. Boldt, A. Weimand, H. W. Carlson, A. A. Silberman, R. Dillon, W. Cooper, W. Wolski, W. E. Hall, R. Lindgren, J. Leonard, A. Rall, R. Smith, A. McClelland, G. Young, A. Koplo, L. Bielawa, F. Wiscoel, J. Sturin, J. Posek, H. Nathan, R. Sprchal, W. Gray, H. Holtz, W. Anderson, A. DeHaan, E. D. Boyce, D. Cole, A. Bannister.

ROWE MFG. CO., Bellefonte, N. J. Products: Rowe Royal cigaret vender, Rowe World's Fair, 5-cent gum mint venders. Represented by Maurice Jacobs, Walter Gilbert, Jack Kilner, Robt. Greene, John Moran, H. G. Cesterman.

J. P. SEEBURG CORP., 1810 Dayton St., Chicago. Products: Gem, Regal, Concert Grande Symphonola phonographs.

Represented by J. P. Seeburg, N. Marshall Seeburg, H. T. Roberts, Jerry Columbus, P. Skoglund, H. Berlin, D. Morgan, E. Holland, F. Merkle, E. Stern, R. Crawford, R. Otis, H. Kelley, S. Mendelsohn.

N. SHURE CO., 200 W. Adams St., Chicago. Products: Digger and rotary merchandise premiums, salesboard prizes. Represented by W. Rust, L. M. Shure, Sam Shure, Charles Tevenan, D. D. Davis, Maurice Davis.

SIMMONS COIN MACHINE CO., 4463 N. Lincoln Ave., Chicago. Product: Bulk merchandise vending machines. Represented by Allan O. Simmons, H. D. Hudson, E. Baumbart.

SNOOKERETTE CORP. OF ILL., 22 W. Monroe St., Chicago. Product: Snookerette. Represented by J. E. Art, Maurice L. Chyankus, Rae Rubin, H. C. Dransky, Miss Evelyn Esan.

STANDARD TRANSFORMER CORP., 850 Blackhawk St., Chicago. Product: Packs, rectifiers, transformers. Represented by J. Wells, M. Pugh, Miss R. Hodina.

STEWART-McGUIRE CO., 850 Empire State Bldg., New York City. Products: Cigaret venders, Coca-Cola vender, mer-

chandising machines including gum, candy, nuts and drink vender. Represented by H. Wyner, O. Feinberg, W. H. Mann, D. M. Firestone, L. L. Paul, H. R. Moeke, Jack Rose, Wally Sipple, V. Jarnett.

STONER CORP., Aurora, Ill. Products: Skill Derby, Parlez-vous, Look, Jo-Jo, Champ, Aces Wild. Represented by George Hanson, Ray Bushell, Harry Stoner, Ted Stoner, Clarence Adelsberg, R. Feldott, W. Bartlett, C. Knickerbocker, Fred Moxey.

SUPERIOR PRODUCTS, Inc., 14 N. Peoria, Chicago. Product: Salesboards. Represented by J. Phillips, F. J. Walther, A. C. Bindner, H. Schissel, D. F. Friedman, Fred Goldman, O. Goldman, Otto Goldman, Jack Katz, Jack Arnold.

TRIMOUNT COIN MACHINE CO., 1292 Washington St., Boston, Mass. Products: Snacks Detector model, Snacks 1-cent and 5-cent models, merchandise venders. Represented by David S. Bond, B. M. Bond, H. J. Fisher, H. Frumkin, E. Eves.

TRI-PUTT CO., 2021 Clybourn Ave., Chicago. Product: Tri-Putt Golf Game. Represented by T. O. Brown, F. W. Bruce, Jack Flehrer.

TRU SHOT CORP., 17210 Gable Ave., Detroit. Product: Bang-a-Deer Rifle Range. Represented by Paul Marienthal, Maurice Piessen, Jack Fink, Morey Kutzner, Ed Gorney, Miss Beverly Rosenthal. G-NED-PAK, Brooklyn, N. Y. Product: 4 to 16-column cigaret venders. Represented by A. Guza, L. W. Wilkins, M. Wiener, A. Gosch, B. Rossene, D. E. Vench, A. Herman, A. Price, M. Kushner, S. Horowitz.

UNITED AMUSEMENT CO., 3410 Main St., Kansas City, Mo. Product: K. C. Skill Ball. Represented by C. F. Hoese, Glad Eddy.

UNIVERSAL MFG. CO., Dept. B-85, 104 E. Eighth St., Kansas City, Mo. Products: Jar deals, Tally cards. Represented by Joseph Berkowitz, O. L. Roberts, Hyman Strieber.

THOMAS A. WALSH MFG. CO., 8 10th St., Omaha, Neb. Products: Salesboards. Represented by Dave La Mear, J. A. McGarrill, Chas. Greenleaf, Earl Egan.

WERTS NOVELTY CO., Muncie, Ind. Products: Jar deals, Tally cards. Represented by H. B. Kelley, R. L. Mefford, L. Smiley, J. M. Coates, A. B. Shilder, J. W. Buchanan, Fred Werts, O. E. Rath.

WHEELING NOVELTY CO., Wheeling, W. Va. Products: Jar deals, tip tickets. Represented by Ted Brayle, Chas. Horwits, W. Wright, G. Wright, Ted Selegman.

W. W. WILCOX MFG. CO., 564 W. Randolph St., Chicago. Products: Trade checks, name plates. Represented by Frank Goodman, Art Keevil.

RUDOLPH WURLITZER CO., North Tonawanda, N. Y. Products: Models 24, 24-A, 50 and 51 automatic phonograph. Representatives to be listed in later issue.

YANKEE DOODLE GUM CO., 431 N. Lincoln Ave., Chicago. Products: Ball gum and candy for bulk merchandisers. Represented by R. M. Lobell.

THE BILLBOARD, 25 Opera Pl., Cincinnati; 600 Woods Bldg., Randolph and Dearborn, Chicago; Palace Theater Bldg., 194 Broadway, New York City. Product: Weekly trade paper. Represented by E. Walter Evans, Jack Sloan, Clarence Latscha, W. D. Littleford, Frank Joeiling, Bill Sachs, Helene Palmer, Cliff Strom, Ella May Wionko, Joe Orleck, Nat Green, Maynard Reuter, Walter W. Hurd.

NO LIST RECEIVED from Calie Bros., Detroit.

WILL TRADE

200 LATE CHIEFS

FOR

WURLITZER P-12

" 312

" 412

ROCK-OLA 36's

DO RE MI

Write or Wire How Many You Have To Trade

GERBER & GLASS

914 DIVERSEY BLVD. CHICAGO

FOR SALE

Wurlitzer 5-key Ball, \$50 each, F.O.B. Buffalo. Quoting extra if required. State quantity of machines you can use.

H. L. BARBER

810 Liberty Bank Bldg., Buffalo, N. Y.



GREAT INTEREST SHOWN in pop-corn machines as shown by this view of U-Pop-It in Dezel-Ranel booth at 1938 Coin Machine Show.

MOST REVOLUTIONARY IDEA IN PHONOGRAPH HISTORY

Evans' PROFIT SHARING PHONOGRAPH

MUSIC

Plus PAYOUT

WITH REMOTE PAYOUT CONTROL

HELD SHOW-GOERS SPELLBOUND!

A NEW sensational phonograph with a new automatic payout feature that increases earnings 300%—and more!

For every coin deposited, 15 beautiful catalin tubes, mounted on the speaker grille, flash and flicker in dazzling colors. Then three of them come to rest. If it is on a winning color combination, machine automatically pays out from 2-1 to 40-1! At the same time the newest true-tone sound equipment faithfully reproduces the finest music.

Licensed under the DAILY PATENTS. Crystal pick-up, latest type full-range 15" speaker. Vol-

ume control to suit any location. Latest automatic record changing device.

Either music or payout may be operated alone or in combination. Available with or without ingenious Evans' Remote Payout Control. Equipped with famous Evans' Anti-Slug Coin Chute. Magnificent, custom-built cabinet, 31x24x50 inches.

Why be satisfied with small change? There's BIG money waiting for you.

Write for Evans' Franchise Plan—the biggest money maker in the phonograph business. Get the dope quick for your territory!



H. C. EVANS & CO. 1522 - 28 W. ADAMS ST. CHICAGO

Meyer Wolf Takes On Pop-Corn Vender

CHICAGO, Jan. 22.—Meyer Wolf, well-known distributor of Baltimore, was very much in evidence at the 1938 Coin Machine Show and expressed himself as being favorably impressed with the possibilities of several of the new games and vending machines on exhibition. "I received some very fine proposi-

tions for distributing machines in my territory," Wolf stated, "but I had already been favored with the distributorship of one of the new pop-corn machines. This machine strikes me as being the most desirable of all the pop-corn venders from the viewpoint of appearance, operation and mechanism. Since I have been allotted the States of Maryland and Delaware and the District of Columbia on this machine I will be kept so busy that I did not consider it possible to entertain any other propositions demanding my immediate attention."

IT'S NEW! IT'S HOT!
IT'S A WOW!
- THE BIG APPLE -
A NEW THIN HARLICH JACKPOT BOARD
IT'S GOT THAT EXTRA WALLOP THAT BUILDS PROFITS—FAST

No. 11043 1000 Holes
Takes in\$50.00
Average Payout...\$26.00
Av. Gross Profit...\$24.00
ORDER TODAY!
BE FIRST!

PRICE
\$2.50
EACH
PLUS 18% TAX



HARLICH MFG. CO. 1413 W. JACKSON BLVD. CHICAGO, ILLINOIS.

Gam Sales Heads Report Optimism

CHICAGO, Jan. 22.—Phil and Maurice Sax, heads of the Gam Sales Company of Peoria, reported good business from their display at the 1938 Coin Machine Show. The firm specializes in its copyrighted Barrel of Fun Jar deals. The brothers have built up a big business and report many new ideas for operators. "Many of our old friends stopped at our booth," they stated, "as well as new operators. We promise prompt shipment on the heavy orders received. We look for a big year in 1938 when sales will reach a new peak. We plan a big increase in production and have a large reserve stock on all the new deals exhibited at the show ready for shipment. In our many years of experience in the jar business we have found that there is

a large degree of loyalty in our customers. If you can show an operator how he will make more money, faster, with your merchandise you have a new friend. Since we are one of the largest in the business and since we are one of the pioneers we are not suffering from mushroom competition."

Sympathy

The coin machine trade extended sympathy to H. C. Pennypacker, sales manager of Superior Products Company, salusboard manufacturers, in his hour of grief. He received word on the last day of the 1938 Coin Machine Show that his mother had died that day. Pennypacker left immediately for Washington, D. C., where his mother lived. Many of his friends at the convention extended condolences before he left Chicago.



TAKEN AT KEENEY'S private showing. Top row, left to right: Jack London, S. C. Spierrier and I. H. Rothstein view Kentucky Club; Joe Abraham and J. T. Elum view Dark Horse. Bottom: Crowd watches Shiny Amusement game; Fred Bede and Charles Ewing view Derby Champ.

IT'S BALLY AGAIN!

Again, as in years past, it was the Bally line that sent operators, jobbers and distributors home with renewed faith in their business and assurance of a prosperous year ahead of them. Be sure you have complete details on the entire new Bally line, particularly the following stand-out sensations of the show.

FONO-FILM

Revolutionary sound-on-film phonograph . . . music like in the movies!

BALLY'S BELL

Revolutionary bell machine . . . actually two machines in one!

BALLY HOT-VENDER

Acclaimed as the really practical machine for profitable vending of popcorn, peanuts in shell and other hot confections.

BALLY ROULETTE

Almost human in the uncanny way it pays out on one or all of 8 separate coin chutes. Available for 5, 10, 25 or 50-cent play.

BALLY RESERVE

New 5-ball bumper novelty game with sensational "all-or-nothing" award idea.

And other new novelty tables, payout tables and consoles too numerous to mention. Just write for circulars on the COMPLETE BALLY LINE.

BALLY RACER

Strictly legal "new trend" amusement game for 2 PLAYERS . . . and one of the most beautiful machines at the show.

JUNIOR ZEPHYR

Fast 5-ball counter game with chrome play-field and "Wandering Thousand" score system.

BALLY ROLL, JR.

Legal amusement game with new "Touch-Test" skill feature.

LINCOLN FIELD

Triple-dial console with 7-selection coin head and \$50 Gold Award. Also available with Skill Feature (BALLY'S SKILL FIELD).

BALLY MANUFACTURING CO.
2640 BELMONT AVE., CHICAGO, ILLINOIS

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

ONE BALL AND SLOT BARGAINS

- RACING FORMS . . . \$32.50
- GOLDEN WHEELS . . . 32.50
- CLASSICS 27.50
- HEAVYWEIGHT . . . 19.50
- WINNER 19.50
- PREVIEW 16.50
- PREAKNESS 45.00

- JENNINGS CHIEF—
- Late Serial, 5-10-25 . \$34.50
- WAR EAGLES 32.50
- LION HEADS 29.50
- BLUE FRONTS 37.50
- BLUE FRONTS, S. J. . 44.50
- CHERRY BELLS 59.50

CONSOLES

- PACES RACES—
- 3800 Serials . . . \$129.50
- TRACK TIME 124.50
- FAVORITES 69.50
- FAST TRACK 39.50

PHONOGRAPHS

- WURLITZER P-10 . . \$69.50
- WURLITZER P-12 . . 89.50
- DANCE MASTER
- DE LUXE 69.50
- DO RE MI 89.50

1/3 DEPOSIT

100 A. B. T. SKILL TARGETS \$22.50

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

Annual Banquet Is Show Climax

CHICAGO, Jan. 22.—The annual banquet, as the climax in entertainment at the 1938 Coin Machine Show, occupied three big dining rooms in the Sherman Hotel on the evening of January 20. A total of 2,650 banquet tickets were sold for the event. The big floor show was the main event of the evening, the program having been arranged by Alpha Demaree, of the Consolidated Radio Artists. E. W. (Dick) Hood, president of H. C. Evans & Company, was chairman of the entertainment committee and drew upon his successful experience in exhibitions and other enterprises to help plan the evening.

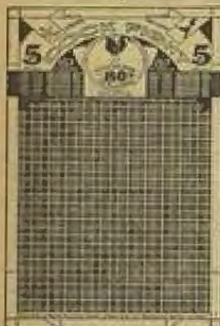
The floor show was generally acclaimed to be "the best floor show in the history of coin machine conventions." The huge crowd also kept better order during the program than had been apparent in many previous events of the kind.

Low Diamond and his orchestra furnished the music, and Freddie Stritt was

emcee. On the program were the following attractions: The Dorothy Byton Girls, the Mayfields and Virginia, Jess Liborati Trio, Sue Rousseau, Shea and Raymond, Mona Marie, Dottie Wahl, Bud Carille and Rosa, Madeline Gardiner, Johnny Senna, Russ Wilder Poursome, Six Lucky Boys, Faith Bacon, the Three Elites, Jean Mona, Willie Shooe and the Three Royal Whirlwinds.

Following the floor show the drawing for prizes offered was held in the Grand Ballroom. Operators were given a ticket for each \$50 purchase during the convention and the lucky winners were drawn from these tickets, about 125,000 of them, on the final evening. E. Cady, of Augusta, Ga., drew the grand prize of a new 1938 Buick car.

Other prizes were awarded to A. B. Chappell, Edenton, N. C., an RCA radio; Charles Ruff, Kent, O., an RCA radio; Hankin Music Company, Atlanta, a traveling bag; G. F. Stoll, Lincoln, Ill., a candid camera; William Cohen, Minneapolis, a desk set; George Thayer, Binghamton, N. Y., a watch, and L. M. Lowrey, Thomaston, Ala., a military brush set.



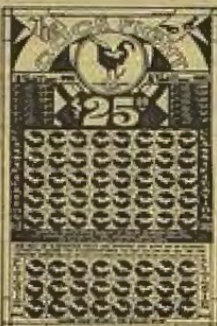
Yes! We Have New Boards, but "COCK FIGHT" Stopped Them Cold at the Show. Superior's "Cock Fight", 2280-Model, average Payout Board with accompanying Pay-out Card is ready for you! Lavish colors make this one even greater than all the rest! New ways to win, NO STEP-UP! Made in both thin and thick. Both 5c and 10c—larger profit.

5c DEAL.
Takes in 2280 @ 5c \$114.00
Pays Out (Average) 72.68
Profit (Average) \$ 41.32

10c DEAL.
Takes in 2280 @ 10c \$228.00
Pays Out (Average) 158.19
Profit (Average) \$ 72.81

Thin or Thick Board with castles, telephone wrapped.

SUPERIOR PRODUCTS, INC.
"World's Fastest Growing Salesboard Factory."
14 No. Peoria St., Dept. C, Chicago, Ill.



3000 TICKET MIDGET JARS
TAKING THE COUNTRY BY STORM.
3000 Tickets in each Jar. 1c Each. Takes in \$30.00.
PRICE, 33.00 EACH—40% Discount in Deter Lots.
Your Choice of Any of the Following Boards on Deal:

- CIGARETTE BOARD. Pays Out 100 Cigarettes.
- HAVE A DRINK BOARD. Pays Out \$15.00 Worth.
- BEER BOARD. Pays Out 100 Cans or Bottles.
- GASOLINE BOARD. Pays Out 50 Gallons.
- HAMBURGER BOARD. Pays Out 240 Hamburgers.
- GIVE A TAKE BOARD. Pays Out \$14.50.

Write for Prices on 3c Jars (2280 Tickets) and Sales Boards and Sales Board Deals.

Large Variety of Assorted Charms, 90c Gross, 25% Deposit With All Orders.

H. S. SPECIALTY CO., 1216 Broadway, KANSAS CITY, MO.

Bumper Bowling Proves Permanency

CHICAGO, Jan. 22.—"Bumper Bowling has definitely proved itself to be a permanent-type amusement game," according to Al Douglas, president of Daval Manufacturing Company. In commenting on the necessity of such a game for operators, "The game was introduced last year," continued Douglas, "and has grown more and more stable with time. We are producing more Bumper Bowling games now than ever before, and operators report that games on location for many months are actually taking in more money than in the beginning. There are many reasons for this widespread popularity.

"First," he went on, "this game is legal

where other table games are not. For the many locations where novelty games are not permitted Bumper Bowling is a real godsend. Proof of this statement can be found in Chicago. Nothing in the way of table games is allowed by authorities here. Yet many Bumper Bowling games can be seen on Chicago locations, such as the Sherman Hotel and a great number of taverns.

"The fact that the games do not utilize any sort of plunger and that balls are actually thrown by hand," he continued, "makes Bumper Bowling ideal for legally restricted localities. Furthermore the game has a double appeal in itself—the thrill of real bowling combined with fast action of giant bumper springs. Add to that the fact that Bumper Bowling is only six feet in length and you have a table game that simply can't be beat," Douglas concluded.



HERMAN S. BUDIN, Brooklyn, enrolls in the Big Pencil Club with Exhibit Supply Company. Standing by are Charles Katz (left) and Leo J. Kelly, of the Exhibit firm.



EVANS' MYSTERY MACHINE REVEALED!

BY-A-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 you back in the money! Here it is, ready to work 365 days a year for you. Operis hot spots and makes profits like you never dreamed possible!

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 vended from this machine may or may not be resold to the location for 10c to \$2 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 front, decorated with colored symbols of shaving implements, flashes lights which slit and skip. They come to rest on a combination that determines the wrapper of the blade which is dispensed in 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 assortments supplied by Evans only. Perfect performance unconditionally guaranteed when Evans merchandise is used!

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Running Wild, Mercury, Sensation of '37, Cross Line, Boo Men, Carnival, Home Stretch, Bumper, Electric Score Board, Re-Play, Ricochet, Kick-Go, Bull Pen, Equalizer, Daval Base Ball, Ny Way. Also Many Battery Games.

We Are Open 24 Hours a Day. Expert Repair on Monthly Ticket and Automatic Pay Out Machines. Parts for All Machines. Telephone 8-8881. Wire or Write. We Do Not Quote Price in Order to Protect Operators.

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413 Main St. Jacksonville, Fla.

- FLEETWOODS\$135.00
 - STABLES 100.00
 - HANDICAPPER 100.00
 - FAIRGROUNDS—
 - Late Model 95.00
- All Guaranteed Like New
1/3 Deposit

Marc - Coin Machine Co.
1211 East Third, Dayton, Ohio

- 3 EVANS BANGTAILS, Black Cabinet \$85.00 Ea.
 - 1 PACES R A D E Changed from 25 to 50 to 1 Top Pay 95.00
 - 1 EXHIBIT RACES, 7 Coin Head 55.50
 - 10 GOTTLIEB DAILY RACES 17.50 Ea.
 - 1 ROCK-OLA CREDIT 10.00
 - 1 BALLY ROVER 50.00
 - 1 BALLY DERBY 10.00 Ea.
 - 1 BALLY BELMONT 15.00 Ea.
 - 1 CAROM 25.00
 - 2 GOTTLIEB SUNSHINE DERBY 10.00 Ea.
 - 1 Play Automobile, Gold Rules, Stamped, Rubber, 5.00 Ea.
 - 1/3 Deposit, F. O. B. San Antonio.
- LORE STAR VENDING CO.,
280 Nolan Street, San Antonio, Tex.

U-Pop-It Draws Interested Crowds

CHICAGO, Jan. 22.—Executives of the Daval Manufacturing Company and its affiliate, Ranel, Inc., welcomed throngs of operators and interested spectators to view their machines displayed at the 1938 Coin Machine Show, they report. Attending the booth were A. S. Douglas, president; Ben L. Kulick, vice-president, and Bob Norman, sales promotion manager.

According to Douglas, "visitors to the exhibit showed great interest in the Bumper Bowling game and great enthusiasm was likewise stimulated by the Chicago Express table game, as well as the Bull Slide, 1938 Penny Pack, Real Spot and Daval Derby counter games. Quantity orders poured in for these various games. I. H. Rothstein, of Philadelphia, was a frequent visitor to the Daval-Ranel headquarters in the Bull Fight room of the Sherman Hotel and predicted a brilliant future for the U-Pop-It automatic corn popper and vender." In commenting on this, he said: "Progress waits for no man. Rather men wait for progress; and when a real chance to earn a steady income in a permanent and legitimate operating business presents itself to an operator, he doesn't hesitate if he is progressive-minded.

"The U-Pop-It machine is the outstanding development in coin machines," he added. "With many years of diversified coin machine experience as a basis for judgment, it is my opinion that U-Pop-It is a thoroughly perfected automatic corn-popping and vending machine, with respect to all features, including mechanical perfection, thorough engineering and designing, a minimum of cost and a maximum of profit to operators. Very significant is the fact that this machine is manufactured by a company known everywhere throughout the trade for its reputable dealings, integrity and quality of product."



GLOBE 1938 WINNER

SHIP-AHOY

TAKES IN 1500 HOLES
AVERAGE PAYOUT \$75.00
Price \$3.50, Plus 10% Tax.
Beautiful in Design and Color. A Splendid Money Maker.

GLOBE PRINTING CO.
1023-27 Race St., Philadelphia, Pa.
Send for Our Catalog.

THANK YOU

For your many orders for the "Imperial" Billiard Table and for your courtesy in awaiting delivery. We have increased production because of the orders taken at the Show and within a week we will be able to make immediate shipment of all new orders. You can order the "Imperial" today with full confidence of instant shipment.

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EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.
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KEYSTONE NOV. & MFG. CO. 25th and Huntingdon Sts. PHILADELPHIA, PA.

Advertise in The Billboard—You'll Be Satisfied With Results.

SURPRISE OF THE SHOW!

Outstanding Low Price Hits!

SLUGGER

5-BALL BASEBALL NOVELTY



IMMEDIATE DELIVERY
ON ALL MACHINES

The big Gottlieb-quality game at an unbelievable low price! Massive cabinet, 22"x44", Giant backboard, 22" 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



GIANT GRIP SCALE

ABSOLUTELY LEGAL

The little grip tester that "clicks" everywhere! Bell rings at top number or wherever set by operator. Tension adjustable, to suit location. Beautifully finished in crackled red duco, 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**

D. GOTTLIEB & CO., 2736-42 N. Paulina St., Chicago

Chicago Newspapers Make Varied Comments on Coin Machine Show

Each year the amount of news given to the annual coin machine exhibit and convention by Chicago newspapers is a point of great interest—and sometimes of serious concern. A few years ago the annual convention was a time of concern because of the possibility that a local newspaper might feature adverse publicity on the convention.

There seems to be a growing tendency to give more attention to the commercial aspects of the convention by Chicago newspapers, altho the human-interest theme still dominates, as that is the province of daily newspapers. For some reason Chicago's daily financial newspaper never seems to mention the coin machine convention, altho it is among the large conventions meeting in the city during the year.

Apparently the reporters of the various newspapers were given every courtesy by the convention management this year. This is mentioned because of the fact that the publicity committee for the 1938 Coin Machine Show voted at its only meeting, held in October, 1937, to keep the 1938 convention "secret" from the newspapers and also considered the matter of banning reporters from the convention floor (See *The Billboard*, October 23, 1937). Some of the larger manufacturers, who wanted publicity for their products, must have realized the short-sightedness of such a policy and brought about a change in the plans.

Two of Chicago's newspapers had been carrying anti-slot machine stories for three weeks before the 1938 convention, which had all the earmarks of an explosion timed to break while the convention was in session. If reporters had been banned from the convention one can only guess what might have happened. Yet it should be made a matter of record that a publicity committee for an annual convention actually considered banning reporters from the show.

Fortunately for the industry, it seems that reporters were treated cordially and that Chicago newspapers were generally

fair and also liberal in publicity of the 1938 show. Somewhat unexpectedly was the appearance of news concerning a drive against "gambling" connected with vending machines. It now seems that even the humble vending machine, so long considered free from the taint of gambling, may now have its own problems to face in that field.

Chicago Daily News

The *Chicago Daily News*, conservative daily, apparently gave the most liberal story to the convention, written by Gene Morgan, a staff writer. It follows:

"CHICAGO'S GIFT TO CULTURE HITS PARIS WITH BANG. Ou la la. The 'machine a pistolet!' It's the cause for all that shooting in Paris which doesn't break into the newspapers. And it's Chicago's gift to Paris culture. These days it is keeping Communists and 'Hooded Ones' at peace in nice warm taverns, shooting out the lights at the price of 10 shots for a franc.

"Chicago-made 'gun games' are flooding France and other parts of Europe amid war fever and revolt jitters. It was learned today with the opening of the 10th annual exhibit and convention of the coin machine industry at the Hotel Sherman. Never before have sales of pistol target games and slot machine shooting galleries reached such a high mark. In Africa mighty hunters are turning from the pleasure of potting lions in the bush to the thrills of blowing away at one of those Chicago sharp-shooter devices.

Revolutionists Reformed

"A monkey wrench was thrown into the Central America revolution industry, it was declared today, when shipments of gun games began arriving from their Chicago source. Banging away at mechanical squirrels at 10 shots for a peso beats assassinating generals, many patriots think.

"How Chicago firms turn out 92 per cent of the output of a \$20,000,000 industry was described today by leading manufacturers of coin machines. The

registration of makers and dealers from all parts of the country and from foreign lands was expected to near 10,000 before the end of the day.

"Peaceful pastimes are symbolized in the majority of exhibits. The new baseball games reveal tiny mankin pitchers which really pitch the ball to the catcher, which catches it unless the batter socks the woe cannon ball into an outfielder's bezzer. A talkie astrologer gives you a star reading in the human tongue. 'Minnie' golf is staging a comeback via the coin machine and offers the player every advantage of the once-popular midget sport excepting possibly fallen arches.

Corn Popped While You Wait

"For folks who think coin machines aren't exactly proper there's the pop-your-own pop-corn popper. Drop a nickel into the machine's hip pocket. First a handful of corn kernels appear. Instantly the bottom of glass-enclosed case becomes heated and the kernels start exploding like Shanghai's 1937 pineapple crop. Your pop corn popped, the machine salts and butters it before serving.

"Last year miniature Dizzy Deans were bright stars of the coin machine exhibition. This time Charlie McCarthy is all over the place, raising his voice with cigars and wearing the sort of suits that would be audible over the radio.

"But the life of a coin machine novelty is short lived, makers admit. Six months is aggravated longevity for a 'stunt' machine. That's why the world's most absent-minded man, who after having cast loose from his rubbers at the Sherman tried to light his stub pencil while striving to scribble notes with a cigaret, proved to be a coin machine inventor!"

The Chicago Tribune

The *Chicago Tribune*, which published an interesting survey of the commercial value of the coin machine manufacturing industry about two years ago, this year published the only picture concerning the convention—that of a parking meter on display. Two short items appeared in the news columns:

January 18—"NEWEST COIN-OPERATED MACHINES ARE DISPLAYED. New mechanical devices for entertainment and supplying merchandise were ex-

hibited yesterday at the opening of the 10th annual convention of the National Association of Coin-Operated Machine Manufacturers in the Hotel Sherman. Nearly 90 per cent of the machines used in this country and abroad are manufactured in Chicago. Six thousand visitors viewed the exhibits yesterday."

January 19—"7,000 ATTEND COIN MACHINE MAKERS' ANNUAL CONVENTION. More than 7,000 persons attended the second day's sessions yesterday of the 10th annual convention of the National Association of Coin-Operated Machine Manufacturers at the Hotel Sherman. Ninety per cent of such machines are manufactured in Chicago, where there is a \$10,000,000 plant investment with from 10,000 to 15,000 employed. The exhibits comprise a machine which will give a verbal horoscope, miniature golfing devices, small shooting galleries, pool tables, scales with rotating advertisements and all sorts of vending machines, including one that pops corn while you wait."

Herald Papers

The *Chicago Herald & Examiner* published a general news item, with a gentle jab at slots and payouts, and also a publicity story for a Chicago manufacturer on its financial page.

January 18—"SLOT MACHINES MAKE EVERYTHING EASY FOR 5 CENTS. Ladies and gentlemen, when you see a coin-operated machine during 1938 you pay your nickel and you get practically anything your little heart could wish for.

"The gentlemen of the National Association of Coin-Operated Machine Manufacturers, holding their convention at the Hotel Sherman, have taken care of that.

"Under the heading of practically anything you will find peanuts, pop corn, golf, pool, bowling, horoscopes, pops, peeps and—ah!—nickels.

Shooting Galleries

"There are other things such as music machines with fancy lighting, shooting galleries equipped with arms of near-regulation service type which are selling heavily in France and Germany, cigaret-vending machines, candy machines and those machines which give a thrill only as the balls weave in and out among the pins.

"But the most innocent, healthful and

ROULETTE

★ **Another Evans' Sensation!**
HIGH POWERED MONEY-MAKER
AT A REMARKABLE PRICE!

★ **BUILT BY MEN WHO KNOW**
HOW TO BUILD ROULETTES!
ABSOLUTELY FREE FROM BUGS!

Now for the first time, a practical reproduction of Monte Carlo's greatest game! Produced by Evans engineers, who built Galloping Dominos and originated console games! Long trail-blazing experience, 3 years of research and 6 months of actual operation enable Evans to present this marvel of precision-engineering!

up and roulette wheel and spinner light revolve in opposite directions with unusually attractive animated action. Then both come to rest on one winner. Odds from 20-1 to 40-1.

BEYOND COMPARISON!

Massive de luxe cabinet in beautiful black walnut, quilted maple trim, size 50" long, 22" wide, 38" high. Spinner-Light, Roulette Wheel and plate glass field brilliantly colored and lighted, a marvel of beauty! Perfect performance unconditionally guaranteed! SEE YOUR JOBBER OR WRITE, WIRE OR PHONE HAY-MARKET 7630.

MYSTERY ODDS! MULTIPLE PLAY!

Twin EVANS' Anti-Slug Coin Chutes permit a total of 38 selections, simply by turning 2 control knobs. As selected, each number lights on the field. When starter button is pressed, mystery odds come



H. C. EVANS & CO. 1522 - 28 W. ADAMS ST. CHICAGO

non-habit-forming of all the devices displayed are the good old slot machines, according to those who manufacture them. They have been designed to accommodate all coins.

"One novelty is a simulated pin table which rings up the familiar fruits and jags of like the now banished machines."

January 17—"ROCK-OLA WILL EXPAND PLANT. Plans to add approximately 1,500 men to the pay roll of the Rock-Ola Manufacturing Corporation during 1938 were announced Sunday by David C. Rockola, president, in connection with an expansion program which he predicted would double this year's sales. The company, with a plant at Kedzie and Chicago avenues, now employs 700 men and some time ago had 1,200 on its pay roll.

"The program was outlined at a meeting of 125 company representatives from various parts of the country, held in the Hotel La Salle, before whom Mr. Rockola presided:

"I believe every manufacturer should co-operate with President Roosevelt and Mayor Kelly in the effort to employ more men. Our expansion program, calling for the addition of more items for manufacture, will mean an increase in the pay roll of approximately \$120,000 a month.

"The volume of business done by the firm in 1937 amounted to almost \$5,000,000, but we expect to reach \$10,000,000 in 1938."

"The company manufactures bowling alleys, phonographs, robot baseball games and a variety of other items. The additional men will be employed gradually as production is increased, he explained."

Vending Machines

The Chicago Better Business Bureau mentioned vending machine promotion schemes in its regular advertisement on January 18, the second day of the campaign. (For a more complete discussion of the attitude of the Chicago Better Business Bureau toward vending machine promotion schemes, see The Billboard, December 11, 1937, and January 1, 1938).

The recent advertisement of the Bureau said in part:

"INCOME OR PROFIT—WHICH? In this mad haste to high pressure you to invest in his scheme, the disreputable carelessness promoter often confuses income with profit.

"Certain vending machine promotions recently circulated prospects virtually promising them a substantial 'profit' each month. No allowance for depreciation, or charging off the original price of the machine, had been made in their rosy calculations. Obviously, 'profits' promised was mere income—nothing more.

"Then vending machines came prominently into the news with a movement in the Chicago area to eliminate what is called 'petty gambling' in connection with vending machines.

The Chicago Daily News, January 21, 1938:

"MOVES TO STOP GAMBLING NEAR PUBLIC SCHOOLS. Public school authorities and associations of coin machine manufacturers and confectioners moved yesterday to eliminate gambling by pupils in gum and candy vending machines near schools.

"James B. McCahey, president of the board of education, said he has ordered his legal department to investigate ways and means of banning this practice. He expects the school lawyers to confer with Corporation Counsel Barnet Hodas.

"I believe we can eliminate this evil which has crept into candy stores and school supply stores," he declared. "It may be possible for the mayor to revoke the license of any store proprietor who uses candy machines equipped for gambling."

"A recent survey by a reporter disclosed that, near many elementary schools, stores have two or three machines, which lure pennies given children for their lunch and milk money, and install the gambling habit.

"These machines, obeying the letter if not the spirit of the law, return a piece of gum or inferior candy for every coin. For specially colored gum balls or candy bars, however, the winner may obtain 5 or 10 cents in trade. During lunch hour and recess the children flock to these stores to wager their pennies.

"This is a deplorable practice," said C. S. Darling, secretary of the National Association of Coin Machine Manufacturers. "Manufacturers of vending machines do not sell them for gambling.

"The manufacturer of course has no connection with the candy or gum used in the machine. That is purchased from another source."

"Max Burger, secretary of the National Confectioners' Association, joined Darling

in condemning store owners who permit gambling with vending machines. Both said an investigation would be made to determine how the practice can be abolished.

"Many stores buy colored candies or gum and mix them with the regular merchandise in the machines," said Burger. "Thus they make the machines gambling devices."

The Herald and Examiner, January 20: "WAGE GAMBLING MACHINE DRIVE. A drive against gum and candy vending machine gambling in the vicinity of public schools was being waged today as school officials enlisted the aid of parents, police and civic organizations.

"Salesboards in stores near the schools also have made inroads in pupils' lunch money, it was disclosed. Even the children of relief clients spend their pennies in the machines. Most of the devices 'pay out' in cheap candy or gum, with premiums as a lure. Specially marked confections which occasionally reward the petty gamblers serve as prizes."

The Chicago Evening American, January 21, published a somewhat liberal and humorous account by an "inquiring reporter":

"KID GAMBLERS—IF ANY—RESENT ADULT SNOOPERS. I found out one thing today. If Chicago school children are doing any gambling, they don't like any grown-up looking into the situation, even if that grown-up got out of short trousers not so long ago.

"I went out to the Nixon school at 2121 North Keeler avenue because parents complained that the kids were putting their lunch money in gambling machines.

"I found a gum machine which gives you a penny ball of gum every time, and if you are lucky you get a speckled ball which is worth a nickel or a gold one which is worth a quarter. I had two winners out of the six cents I spent.

"When I left the store a mob of kids followed me, hollering:

"'Stool pigeon!'"

"There were about 25 kids, but I fooled them. I walked, maybe a little fast, right over to the office of the school principal, Sherman L. Kell.

"He told me that no parents had complained to him and that all the storekeepers around had co-operated with him, even not selling candy after five

minutes before school begins so the children won't come to classes with their mouths full of candy or whatnot.

"Note to Boss—I wish you would send me out to investigate tough gangsters. It would be all right for a fellow to run from them. Walking away fast from those kids was, well a fellow's got to be a bit dignified. That's what you told me."

FLASH!!
LEE'S SPECTACULAR
TRADING POST DEAL

FREE
GENUINE
DIAMOND RING



Included with our usual list of dependable merchandise.

THIS is the first time in the history of this business such a spectacular item has been included in this type deal.

NO INCREASE
IN PRICE

Everybody else has raised their prices because everybody else has. There's no black... 130 Pull Tabs on front of cartons.

ten, numbered on back of each Tab to correspond to numbers on 130 sealed packages of merchandise in back of carton give everyone a prize for their money. Deal takes in \$13.00. Your price complete.

\$6.45

One FREE with Every 50 Ordered. TERMS: 1/3 Deposit with Order, Balance C. O. D. NOTE—You can save C. O. D. charges if you send full amount with order.

LEE MANUFACTURING CO.
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A GENCO GAME is a Guarantee of DEPENDABLE-PROFITABLE OPERATING!

DOUBLE TRACK

The 2-in-1 Novelty Game . . . 2 playing fields—2 players at one time! Moving horses in competitive racing within the Dimensional Backboard! Real horse-racing appeal monopolizes play on every location!

\$149.50 **\$159.50**

Single chute model for operation of both fields on a single coin. ★ Double chute model, permitting independent play on either field.

Prices Quoted F. O. B. Chicago



RUNNING WILD Jr.

A high score bumper type junior game for operation as counter or junior table game. Full size balls and bumper springs . . . Kicker action, Skill Lane Shots, Totalizer Backboard **\$42.50** F. O. B. Chicago. Legs, \$2.00 extra.

JUNIOR

Bumper Junior game. Full size balls and bumper springs—Totalizer Backboard—high score play! Fits any spot in your location!

\$39.50 F. O. B. Chicago. Legs, \$2.00 extra.

CARGO

It's different! First ball played subtracts from total of 10,000. Figure remaining lighted is seen to be equalled with remaining balls. Totalizer Backboard—Skill Track!

\$74.50 F. O. B. Chicago.

SKI-HI

Season's greatest sport thrill in back-board light-up action! Multi-Bump Cushion Bumpers—Bonus, Double, Combination Skill Tracks—Captive Balls! Progressive light-up scoring!

\$74.50 F. O. B. Chicago.

GENCO, INC. 2621 N. Ashland Ave., Chicago, Ill.

No Closed Territory with this Profit Maker

Sell and operate Trading Post in the 100% local salesboard deal. Amusing, fascinating, a riot of fun. B a 113 cent text in all locations. 130 pieces of great variety. Taxes in \$13.00. Retail 50 dealers at \$8-75. Net 24". Weight approx. 38 lbs. Order No. B19. Packed two in carton. Each, \$6.00.

25% Deposit on C. O. D. Orders.

JOSEPH HAGN CO.
"The World's Bargain House"

217-225 W. Madison St., Chicago, Ill.

FORCED TO SELL AND PRICED TO SELL QUICK

MILLS BONUS, 5c Play, Used 3 Weeks	\$80.00 Ea.
MILLS CHERRY BELLS, 5c Play, Used 3 Weeks	60.00 Ea.
MILLS BLUE FRONTS, 5c Play	45.00 Ea.
MILLS SILENT F. O. K. N., 5c Play	20.00 Ea.
MILLS WAR EAGLES, 5c Play	32.50 Ea.
300 WATLING BALL GUM VENDERS, 1c Play	15.00 Ea.
100 MILLS Q. T. S., 1c Play	20.00 Ea.
MILLS LOCK AND KEY	.50 Ea.
MINTS, Per Case	4.00
SAFE STANDS	5.00 Ea.
300 USED STEEL STANDS, at	1.00 Ea.

While They Last,
10 WATLING F. O. K. S., T. J. P., 5c Play

15.00 Ea.

D. & S. SALES CO.
1005 Broadway, Rockford, Ill.

Send your correspondence to advertisers by mentioning The Billboard.

A Progressive Industry

By WILLIAM GERSH
Director of Sales Promotion, Bryde, Richard & Pound, New York

After many years of close association with various phases of the coin machine business there is one trait of the industry that seems to stand out prominently as its chief characteristic—it's progressiveness.

Born of the depression, the industry has battled year after year to overcome countless obstacles as it continues to grow larger and larger. Optimists will recall that there were several times when pessimists predicted the end of the pin-game era, yet when the clouds looked darkest something always happened. A new idea, a new playing theme, always something sprung from the fertile minds of resourceful coinmen to send new life and enthusiasm coursing thru the veins of the industry. The bumper spring, electric light-up action, colorful back-board scoreboards and all the other innovations that the pin game has known since its inception stand as testimonials of the spirit of the men in the game and the progressiveness of the industry.

It is this same spirit which brought the automatic phonograph into being and fostered and nurtured its growth. Merchandising machines, of course, existed long before the pin-game era, but it was the new blood which entered the industry that changed it from a dormant to a vital growing industry that has brought about the vending machine masterpieces of today—machines that are beautiful to behold and embody the best of mechanical perfection.

Resourcefulness a Keynote

Entrusted with this progressiveness of the coin machine industry is a certain resourcefulness that has enabled it to adjust itself quickly to changing conditions. Bell vendors were the answer to certain operating difficulties in some territories as was the ticket-model one-ball machine in others. The comeback of the strictly amusement type of pin game in recent months as well as the advent of the pop-corn vender and deluxe merchandisers can also be attrib-

uted to the resourcefulness of the men in this business.

This trait, however, is evidenced in several other ways besides the mere production of new equipment. When operator cash became scarce during the past year due to territorial difficulties and the falling off of earnings, distributors and manufacturers were quick to lend a helping hand by unloosening credit bonds which gave ops a chance to increase their take by buying new equipment. This "pay as you go policy" not only proved to be the salvation of many operators but also kept the wheels of the industry turning all along the line.

Of course the music machine manufacturers were the first to extend credit to their clientele years ago. The high price of their machines made such a move imperative. Until lately, however, the majority of sales in other coin-operated fields were on a cash basis. With changing times, heads of the various companies were quick to recognize evident facts and lost no time to give operators of good repute the chance to replace outmoded equipment via the credit channel.

One other condition arose during 1937 which exemplifies the speed with which members of the industry adapt themselves to important situations. When the rising prices of payout games jumped the price of novelty games during the past year, coin machine men in England, France and other parts of Europe found it impossible to realize profit from new games after they paid the increased price plus the high duty. Many American distributors were quick to recognize in this situation a golden opportunity for the disposal of used games. As a result more used games began the long journey to foreign soils at a faster pace than new games had ever known. Prices of used equipment soared as foreign coinmen took on more and more used equipment. Thus a new outlet for coin machine equipment was found that was not only

profitable but had the added advantage of creating greater demands for new equipment on this side of the Atlantic.

High Morale

Of course the industry would never have reached its present size if it were not for the high morale of its members. Time and time again operating difficulties have buffeted and even decimated the ranks of the industry, but the moral fiber of the dyed-in-the-wool coinmen has always been as hearty as their machines are strong. The fight for improved conditions has been a continuous one being waged constantly on many fronts by operators, distributors and jobbers standing shoulder to shoulder in their battle to establish firmly the need for their machines and their right to exist. Due to this esprit de corps the industry has advanced steadily. At times progress was slow. Sometimes it was painful. Never, however, did the members give (See PROGRESSIVE INDUSTRY page 94)



LEO J. KELLY, Exhibitor Supply Company, displays medal for special services awarded him by Belmont Park Legion Post.

HERE THEY ARE! THE BEST GAMES!

EASTERN DISTRIBUTORS FOR **STONER'S PAY TABLES**

ACES WILD ★ SKILL DERBY ★ CHAMPS
BIGGEST PAY TABLE HITS AT THE SHOW

DISTRIBUTORS FOR

BALLY

NORTHWESTERN BULK VENDORS
WATLING SCALES

These Games and All the Latest Games
Displayed at the Chicago Coin Machine
Show Can Be Seen on Our Floor. Come
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ROYAL DISTRIBUTORS, INC. 54 ELIZABETH AVE.,
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The Perfect Short Range Shooting Gallery at
shoot-out prices. \$45.00, complete; 10 slightly
used Galleries, \$40.00, complete; 26 Mills War
Eagle Bells Six Machines, \$30.00 Each.

L. H. HOOKER NOVELTY COMPANY
ARNOLOS PARK, IA.

**Mystery Machine
At Evans' Preview**

CHICAGO, Jan. 22.—H. C. Evans & Company reported more than 150 people present at the unveiling of the new mystery machine at the factory on Sunday, January 16, just before the official opening of the 1938 Coin Machine Show. The entire line of machines for 1938 was on display.

Officials reported that admittance was by invitation only and distributors from Coast to Coast and from Canada to the Gulf responded and were there in force to get the first glimpse of the machine that caused so much comment during the past few months. B. W. (Dick) Hood, president of H. C. Evans & Company, personally welcomed the guests and was the perfect genial host. Refreshments were served, and the party, which began at noon, lasted until late at night.

The mystery machine, now officially known as By-a-Blade vender, received unanimous acclaim. Its trim streamline shape, handsome radiolike cabinet of black walnut and curly maple, the sloping front and the no crouch, no bend, no kink convenience drew much comment and admiration from the guests. But the unique features of the machine that make it as legal as a peanut vender yet as fast as a slot in every territory excited high enthusiasm. Distributors could see how important this new idea would be in their own territories and could easily understand why the factory capacity had been completely sold out two months before the game was announced.

It is a safety razor blade vender that delivers a super-quality double-edge blade, neatly packaged, for every 5 cents inserted in the slot. The blade is well worth a nickel, but the purchaser may receive extra value depending upon the color of the wrapper around his blade. The glass front of the machine is decorated with shaving symbols, such as

barber poles, mugs, brushes, razors, etc., behind which lights skip back and forth in a pleasing manner before the blade is delivered. Whatever combination of symbols the lights finally rest upon determines the color combination of the wrapper of the blade which the customer gets.

Another brand-new innovation to which the guests were treated was the new Evans profit-sharing phonograph. This remarkable machine combines the finest music that leading sound laboratories can provide with a unique payout idea based upon light play. A nickel starts the music and at the same time causes a play of lights in the catalin tubes mounted on the speaker grille. The lights come to rest on combinations of three colors. A number of these combinations pay a cash payout. The payout feature and the music do not interfere with each other in any way, and either one may be played independently of the other, or both may be operated in combination, depending upon territorial preferences. The machine is also adaptable to be used with the new Evans remote payout control, which is perfect for territories that prefer merchandise awards, as it enables the merchant to check the payouts due the players from behind his counter.

Hialeah Special, the twin-pin and spinner-light racing console recently introduced, was also the center of considerable interest. Its new circular field and fast double-playing action proved particularly appealing. This game is also adaptable for remote control and is said to be ideal for territories where only amusement games are permitted. A first peek at Roulette Sr. was also accorded the guests. This new Evans de luxe roulette permits up to 38 different numbers to be played at one time. It is probably the first game offering a combination of mystery and multiple play. The selection knobs are simply turned to the desired numbers and a coin inserted in chute, which lights up that number on the field. After selections have been made the starter button is pressed, which sets the roulette wheel and spinner light rotating in opposite directions. Both stop on the same number, which is the winner. In spite of its fascinating intricate action double chutes, double selection knobs and multiple mystery play, the game is absolutely free from bugs and unconditionally guaranteed to deliver perfect performance.

One. Two. Three

A NEW IDEA IN A PAYOUT MACHINE

"One—Two—Three" is probably the first real skill payout table ever developed. Its focal point of attention is its huge light box which houses three large illuminated reels, with characters in combinations similar to those on our standard Bells and Venders. All three of these reels may be advanced to desired points, making combinations which pay out according to the reward card. On the table itself are three series of bumpers, marked One—Two—Three. Any bumper marked One, on being struck by the ball, advances Number One Reel one notch. So also any bumper marked Two advances Number Two Reel one notch when struck, and Number Three reel is advanced in the same way. Player shoots to advance reels or to miss them entirely according to the combination he finds when he starts playing. The amusement is so varied, the action so interesting, and the rewards so frequent, One—Two—Three is now generally known as the biggest profit-maker of any table ever built. Made for 5c play with either Bell Fruit symbols or the interesting new tobacco symbols.

** They're fighting for elbow room to watch it, standing in line to play it. Is it any wonder that it stops other tables cold?*

MILLS NOVELTY COMPANY
4100 Fullerton Avenue, Chicago, Ill.



ECHOES OF DALLAS CENTENNIAL. Attending the preview given by H. C. Evans & Company, January 16, were, left to right: Johnny McMahon, B. W. (Dick) Hood, Danny Odum, Joe Rogers and Willard White.

NEW NOVELTY BASEBALL GAME SENSATION!

CHICO BASEBALL

IT'S NEW IN PLAY AND ACTION WITH NEW FEATURES FOR LONG LOCATION LIFE AND PROFITS

LIGHT-UP ACTION ON GIANT BACK-RACK--NEW BALL AND BUMPER ACTION ON THE FIELD!

Write for Complete Information Or See Your Jobber

NEW TYPE COMBINATION HOME RUN POST



CHICAGO COIN
MACHINE MANUFACTURING CO.
1725 DIVERSEY BLVD. CHICAGO ILL.

SCOTT-ADICKES CO., Ltd.
London, England, European Distributor.

GEORGE PONSER
Distributor for New York, New Jersey, Connecticut.

RUNS IN LIGHTS!
Each run registers progressively on the giant backboard.

LIGHT-UP DIAMOND!
Each base hit registers in lights on the diamond, advancing from 1st to 2nd to 3rd to Home as hits are made.

"HIT THE UMPIRE" REGISTER!
Lights up and remains lit when "Hit the Umpire" Post is hit. Player adds 2 runs to total.

STRIKE REGISTER!
Each time ball hits strike spring, strike registers in lights. 3rd strike automatically causes Out to light up on OUT REGISTER!

3 Outs end the game.

BASE HIT BUMPERS!
3 NEW TYPE COMBINATION HOME RUN POSTS!

Contact on bumpers registers single base hit—Contact on Post registers Home Run.

"HIT THE UMPIRE" POST!
Hit is registered when spring is hit. Player adds 2 runs to total when Post is hit.

STRIKE SPRINGS!
Only 2, placed at lower part of field.

COIN CHUTE-BALL RELEASE
No Ball Lift—just insert coin and play!



\$74.50
Per Field
F.O.B.
Chicago



BIG HITS

1500 HOLES 5c

A VERY FLASHY NUMBER

Takes In...\$60.00
Pays Out...\$30.00
and 300 Free Punches

PRICE \$358
Plus 10% Govt. Tax.

Write for Our Catalog of Money Making Boards.

AJAX MFG. CORP., 110-120 N. 4th St., Philadelphia, Pa.

PROGRESSIVE INDUSTRY

(Continued from page 92)

up. This indomitable courage coupled with the resourcefulness of the men who were able to adapt and invent new machines to meet changing operating conditions has carried the coin machine industry ever onward. The thousands and thousands of coin machines on locations today in all corners of the world stand as mute evidence of the fruits of their labors.

Since success has always served as a stimulant to whet their appetites for further achievements, members of the industry have never been content to rest on their laurels. They realize that the livelihood of countless people is invested in the industry. To halt the untiring forward march even for an instant would bring hardship and suffering to many. The men in the industry are proud of their record. Proud of the fact that in the darkest hours of the country's economic depression they were able to give steady employment to thousands of idle hands, to put food in the stomachs of countless hungry people, and to give security, prosperity and contentment to all who were identified, no matter how remotely, with the coin machine business.

And so today in the research departments of all the coin-machine manufacturers men are at work creating new equipment. They are busy transforming an idea into a workable plan and thence into a money-making instrument that will mean profit to all members of the industry. It is a well-known fact that for every machine produced there are countless ones that have been scrapped. Yet, upon those that have been junked have been built the successful machines that have carried the industry forward. New ideas are constantly being developed. Each successful machine is the father of some improvement and the ancestor of some later development. Each new product marks another forward step in the progress of the industry.

SALESBOARD OPERATORS

Read "DEALS"

A column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT.

A 1,200-hole board with six genuine feature-based terms containing prizes ranging from \$1.00 to \$5.00. Deal awards, cigarettes and seasonal prizes give this board more than fifty winners. Takes in \$60.00, pays out approximately \$30.00.

Sample \$9.75; Lots of 10 or More, \$3.50.
Deposit required on all orders.

H. G. PAYNE COMPANY

812-814 BROADWAY, NASHVILLE, TENN.

WURLITZER • P • \$84.50

412\$109.50 | 616\$169.50 | 716\$169.50 | 616A\$199.50
(In Lots of 10. Single Machines, \$5.00 Extra.)

ROCK-OLA—Late 1936 Model..\$89.50 | KEENEY BOWLETTES..\$49.50

RECONDITIONED CIGARETTE MACHINES—Rowe's, Stewart & McCulloch, National. ALL MACHINES GUARANTEED PERFECT CONDITION.

BABE KAUFMAN MUSIC, (CIRCLE 250 W. 54th St., N. Y. C. CORP. 6-1642)



BLANCHE ROMM, secretary to Harry Mosley, Mosley Vending Machine Exchange, Richmond, Va. attended the 1937 Coin Machine Show.

SUBSCRIBE TO THE BILLBOARD
Be Ahead of the Crowd

Operator Responsible
Who is most responsible for the success of the industry? To whom does the cross and palms of merit belong for

MAN! IT'S HERE!

Evans' HIALEAH

Special

WITH
PATENTED
**REMOTE
PAYOUT
CONTROL**

TWIN PIN-GAME AND SPINNER-LITE CONSOLE

Perfect for territory where only amusement games are permitted. A knockout combination of 1-Ball Pin Game and gripping Spinner-Lite Console! May be operated for payout, checks, ticket or amusement. Answers your problem of making top profits everywhere!



HIALEAH SPECIAL gives racing fans DOUBLE chances to win! First, by pin-ball play, matching selection indicated. If no hole is made, then FREE PLAY on Flasher-lite comes up and player may still win! Odds 2-1 to 40-1!!

EVANS REMOTE PAYOUT CONTROL Unit 16" wide, 8" long, 3" high may be placed anywhere. Registers payouts due player, so location owner need not leave his work. Available with button control for starting game, thus eliminating coin chute.

CHECK THESE OTHER GREAT NEW IDEAS: Locked payout drawer, accessible to location for repaying cash outlays or making change. EVANS' Patented Anti-Slug Chute, locks during play. (EVANS' 7-COIN HEAD AVAILABLE!) Moderne Console cabinet, 21" deep, 37" wide, 35" high; walnut and curly maple, self-illuminated and has own shadow box. Inclined 10-color playing field, protected by guard rail. SCORES OF OTHER FEATURES! EVANS' precision mechanism—performance unconditionally guaranteed!

*Legal
Everywhere!*

**ANOTHER
SHOW
WINNER**

SEE YOUR JOBBER, OR WRITE, WIRE OR PHONE HAYMARKET 7630

H. C. EVANS & CO. 1522-28 W. ADAMS ST. CHICAGO

the operator has constantly increased the market for coin-operated equipment. With his ears constantly attuned to the desires of the public, he frequently has been able to suggest ideas which put manufacturers on the right track in their quest to give the public the type of games they wanted.

Exhibiting the same resourcefulness to other members of the industry, the operator frequently has been able to find uses for equipment that created new locations in territories that were seemingly saturated. A striking example is that of a large operator who recently entered the cigaret vending field in a city which was reputed to be thoroughly covered with this type of equipment. This man turned a deaf ear to all warnings of saturation, for he was convinced that the potentialities of the territory had yet to be scratched.

His first move surprised many coin-men. He convinced the head of a chain of restaurants who had never handled

cigaretts because they permit no smoking in their dining rooms, that his firm was losing money because they overlooked the fact that many patrons purchase cigarettes on leaving a restaurant. By permitting him to install cigaret venders near the cashier's desk, the owner could realize a sizable profit. The result is obvious. The op procured a large number of first-class locations. This man didn't stop there, however. His next move was to contact owners of the larger and better apartment buildings and make arrangements with them for the installation of his machines in the lobbies of their buildings. Again he was successful in explaining the added convenience these machines would be for tenants. The move that turned the trick in some spots was his offer to build the machine into a special alcove and to color it so that it would harmonize with its surroundings.

By employing such streamlined sales methods, this operator alone placed an order for 1,000 cigaret machines. To purchase this number of machines a great amount of money was involved. Added to this original investment is the cost of merchandise, salaries of route men, cost of necessary stockrooms, etc. By the resourcefulness and go-gettiveness of this one man, thousands of dollars went into circulation, the scope of the industry was increased and scores of people benefited.

This is but one isolated example of the stellar role being enacted daily by thousands of operators the land over. Yet it is an example that reflects the qualities of the men who daily are doing their part to foster the growth of the coin machine business. With such men in the operating ranks, and with men born from the same stuff in the distributing and manufacturing ranks, the industry will continue to grow. Each obstacle will be but an inspiration to reach still greater heights. Depressions, recessions, no difficulty, in fact, whether it be economic, legal or technical, will stop it. This is one industry that doesn't fold up when the going is difficult. That's why it deserves the title of A Progressive Industry!



TWO MACHINES IN ONE

Cigarette and Ball Fruit Vender.

ZEPHYR \$18.75

TAX PAID

Buy the smartly streamlined ZEPHYR Cigarette Machine and receive free of charge extra "Fruit Roll" strips—thus getting the benefit of two machines for the price of one.

Engineers designed an entirely new Mechanism for this machine. Reels spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken.

Ball Gum Vender with visible display. Large Cigarette or Fruit symbols. 4 Reward Cards.

BALL GUM Case 100 (100 Pieces), \$12.00.
MINTS 100 Rolls, 75c. Case (1,000 Rolls), \$6.50.

SICKING MFG. CO. 1922 Freeman Ave., CINCINNATI, OHIO

BALLY'S

"SKILL FIELD"

"LINCOLN FIELD"

READY FOR DELIVERY

"RECONDITIONED GUARANTEED"

20 Turn Champs \$32.50	6 Western Free'w's \$15.00
7 Classics 24.50	7 Western Winners 15.00
15 Caroms 19.50	8 Double Header 10.00

PRICES F. O. B. BALTIMORE.
1/3 Deposit, Balance C. O. D.

SAVOY VENDING CO.
406-B W. FRANKLIN ST.
BALTIMORE, MD.

LADY LUCK

1200 Hole Form 4190

Takes In \$40.00
Pays Out 19.00
Price With Essel . . 1.46
Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Headings.

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS
Largest Board & Card House in the World
6320-32 Harvard Ave., Chicago, U. S. A.



Slug Visible Slotted Coin Counter

MR. OPERATOR—If you want to waste time, that is your business. If you want to save time, let this be your business. Our method of counting and listing coins is the answer. Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter being work of mechanical counter. Try a sample, \$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tuling discs.

WRAPPER TUBES, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes. Write for Big List Prices.

Accurate Coin Counter Co.
Pottsville, Pennsylvania

All the NEW MACHINES Shown in Chicago at Factory Prices

MILLS'

- One-Two-Three
- Big Race
- Dolly Flasher
- Kounter King
- Rio
- Track King
- All Mills
- Latest Slots

GOTTLIEB'S

- Slugger
- Giant Grip Scale

MASON'S

- Dice Automatic

WESTERN'S

- Ak-Sar-Ben
- Quinnella

BALLY'S

- Fono Film
- Main Event
- Mount Royal
- Blue Grass
- Dog House
- Bally Reserve
- Bal Rio
- Grand Circuit
- Mitzi
- Lincoln Fields
- Bally Entry
- Bally Zephyr
- Bally Roll, Jr.
- Roulette
- Bally Bell
- Bally Racer
- Finish Line

JENNINGS'

- Bunco
- Flicking Thru
- Pick 'Em
- Shur Win

DAVAL'S

- U-Pop-It
- Bumper Bowling

STONER'S

- Aces Wild
- Champs
- Jo-Jo
- Skill Derby
- Parlay-Voux

CHICAGO COIN'S

- Coinless Baseball

ROCKOLA'S

- Three Up
- Easy Numbers
- Across the Board
- Talkie Horoscope

BUCKLEY'S

- Riviera

EXHIBIT'S

- Dominette
- Basket Ball
- Wu-Hao

GENCO'S

- Double Track

EVANS'

- Hialeah
- Rolette
- By-A-Blade

Bargains in USED MACHINES

ORDER FROM THIS LIST • WIRE - WRITE OR PHONE
... GET ON OUR MAILING LIST AND SAVE MONEY...

1 Ball Automatics

	EACH
18 BALLY PRAKNESS	\$40.00
24 BALLY GOLDEN WHEELS	32.50
1 BALLY ALL STARS	8.75
0 BALLY ARLINGTONS	62.50
1 BALLY BELMONT	12.75
25 BALLY CLASSICS	15.75
18 BALLY CAROMS	22.75
4 BALLY DERSY	8.75
10 BALLY RACING FORMS	32.50
2 BALLY ROVERS	35.50
1 BALLY FAIRGROUNDS	25.00
3 DAVAL TRIPLE REELS	12.75
0 GOTTLIEB FOTO FINISH	40.50
0 JENNINGS DELUXE SPORTSMAN	37.50
1 MILLS DOUBLE HEADER	8.75
1 MILLS TYGON	13.50
5 MILLS POST TIME	42.50
2 PAMCO BEE JAY	5.75
2 PAMCO ROYAL RACES	12.75
3 PAMCO HEAVY WEIGHTS	24.75
1 STONER AIR RACES	25.50
0 STONER TURF CHAMPS	45.50
2 WESTERN PREVIEWS	12.75

Amusement Games

	EACH
2 BALLY AIR WAY	\$40.50
1 DAVAL SEQUENCE	0.00
2 MILLS FORWARD MARCH	40.50
3 MILLS TOURNAMENTS	35.50
1 NIP 'N TUCK	0.00
1 POKERINO	45.50
2 STONER DAYTONA	27.50
1 TRACK STARS	40.50
3 BALLY ROLL BREEZIE GAMES	40.50
1 KEENEY TARGET RAY GUN	45.50

Merchandise Venders— Like New

	EACH
14 NORTHWESTERN Model 33 Penny Nuts Venders, Porcelain Finish	8 1/2
0 Same as above, Lacquer Finish	6.25

11 NORTHWESTERN Model 33 Jr.

	EACH
Venders, Porcelain Finish	\$ 4.50
3 Same as above, Lacquer Finish	4.00
17 NORTHWESTERN DeLuxe Merchandise Venders	12.50
0 NORTHWESTERN Combination Penny-Nut Venders, Porcelain Finish	9.75
6 NORTHWESTERN Combination Penny-Nut Merchandise, Lacquer Finish	8.75
23 NORTHWESTERN Penny Merchandise, Porcelain Finish	6.00
0 Model "21" Columbus Venders	0.75
2 COLUMBUS Model "32" No. 1 Combination Venders	12.50
15 DUCK SOUP	1.00

Northwestern Vender Accessories

	EACH
12 No. 1 Brackets (one piece)	\$.45
0 No. 2 Brackets (two pieces)	.70
0 No. 1 DeLuxe Brackets (one piece)	.55
0 No. 2 DeLuxe Brackets (two pieces)	.75
0 Single Machine Stands	1.75
3 Two Machine Stands (for all machines except Tri-Selector)	2.35
3 Three Machine Stands (for all machines except DeLuxe and Tri-Selector)	2.45
6 DeLuxe Stands	4.50
0 Tri-Selector Stands	4.50

Automatic Phonographs

	EACH
16 MILLS DO-RE-MI Phonographs	\$ 19.50
24 MILLS DELUXE Dance Masters	54.00
17 MILLS REGULAR Dance Masters	33.50
1 MILLS STUDIO Phonograph	945.00
4 MILLS Model 801 Hi-Speed 8"	23.50
27 Model "K" SEEBORGs (like new)	209.50
24 Model 616 and 716 WURLITZERS	209.50
2 Model 310 WURLITZERS	185.50
11 Model 412 WURLITZERS	125.00
1 GABEL'S CHARME, 16 Records	143.50

1 ROCK-OLA REGULAR

	EACH
2 WESTERN ELECTRIC PIANOS	\$100.00
	15.00

Consoles

	EACH
7 BALLY RAYS TRACKS (check)	\$ 55.00
14 BALLY RAYS TRACKS (cash)	90.00
2 BALLY BELLS	49.50
0 BALLY CLUB HOUSE	140.50
0 EVANS GALLOPING DOMINGOS (50)	141.50
3 EVANS BANG WALKS (80)	151.50
1 EVANS KEENO (50)	40.50
2 1937 Brown Cabinet 25c PAGES RACES (like new)	245.00
11 1937 Brown Cabinet 5c PAGES RACES	195.00
14 Black Cabinet 5c PAGES RACES	134.50
1 MILLS 25c Golf Ball Vender	145.50

Miscellaneous

	EACH
17 DAVAL REEL SPOTS	\$14.50
12 JENNINGS GRAND STANDS	19.50
1 "GOOD FORTUNE" Automatic Pay- out Machine, 1c-5c play	9.00
1 JENNINGS Vender Scale	10.00
1 INTERNATIONAL Monoscope Mar- ning Picture Machine, 16 MM.	55.50
1 MILLS Dial Scale	15.00

Guaranteed Reconditioned Slot Bargains

	EACH
37 MILLS 5c Red Front Future Pay Mystery Side Venders, Serials over 420,000	\$89.50
6 MILLS 5c Blue Front Future Pay Mystery Outdoor Side Venders	89.50
21 MILLS 5c Blue Front Mystery Balls or Venders, with or without Gold Award	50.50
12 MILLS 5c War Eagle Mystery Balls or Venders	50.50

7 MILLS 5c Regular Payout War Eagle

	EACH
Balls or Venders	\$45.00
1 MILLS 5c Regular Golden Ball	35.50
1 MILLS 5c Grey Front Mystery Golden Ball or Vender	45.00
4 MILLS 5c Cherry Balls or Venders	77.50
24 MILLS 10c Blue Front Mystery Balls or Venders, with or without Gold Award	62.50
7 MILLS 10c War Eagle Mystery Balls or Venders	62.50
14 MILLS 10c War Eagle Balls or Ven- ders, Regular Payout	48.00
1 MILLS 25c Cherry Ball	32.50
12 MILLS 25c Blue Front Mystery Balls or Vender, with or without Gold Award	65.50
0 MILLS 25c War Eagle Mystery Balls or Venders	65.50
0 MILLS 25c War Eagle Balls or Ven- ders, Regular Payout	51.00
1 MILLS 1c Regular Golden Ball	31.50
0 MILLS 1c Blue Front Mystery Golden Balls or Venders	49.50
1 MATLING 5c Big Jackpot Mystery Front Vender	27.50

Accessories for Slot Machines

	EACH
10 Brand New Original Jennings JP Fronts for Today Venders	\$ 2.50
25 Original Mills Single Jackpot Fronts for Mills F.O.B. Venders	2.00
2 Pace Ball Dog Gates	14.00
15 Original Mills Single Jackpot Fronts for Mills Side Venders	2.00
37 Chicago Metal Safe Stands for Mills Machines	5.00
21 Jennings Safe Stands	6.00
7 Watling Safe Stands	5.50
Mills, assorted favors, per case	5.50
Adams Five Star Ball Gum, 1/2 Case of 50 Boxes	6.00
Or Full Case of 100 Boxes	11.75

The VENDING MACHINE CO.

THE SOUTH'S LARGEST DISTRIBUTORS FOR
THE WORLD'S LEADING MANUFACTURERS
OF COIN OPERATED DEVICES.

205-215 FRANKLIN ST.
FAYETTEVILLE, N. CAR.

CASH IN ON "Bang-a-Deer"

THE FIRST AND ONLY PRACTICAL COIN OPERATED SHOOTING RANGE

Absolutely
LEGAL

**Real Gun—Real Bullets—Moving Target,
Only a Few of the Highlights that Made
BANG-A-DEER the "Smash Hit" of the Coin Machine Show!**



NEW! DIFFERENT! A Complete Shooting Range in a Cabinet!—that's "BANG-A-DEER." Just ask anyone who attended the Chicago Coin Machine Show and you'll hear how America's leading Coin Machine Jobbers, Distributors and Operators flocked to the BANG-A-DEER exhibits, and how they stayed to try their skill again and again at this amazing NEW SHOOTING RANGE!

Wide-awake operators are already reaping a wonderful *Nickel Harvest*, in many parts of the country. Delighted, satisfied players fill "BANG-A-DEER" cash boxes with *Nickels Again and Again*. BANG-A-DEER'S 100% Player Appeal, Top Notch Mechanical Operation and amazing money earning possibilities are quickly bringing *Happy Days* to the whole coin machine business.

LOOK at these Amazing BANG-A-DEER FEATURES

- Opens Closed Locations
- 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 and key

SPECIFICATIONS

"BANG-A-DEER" takes up little room. Fits into space 2½ x 6½ ft. Packed in two handy cases for shipping. Full range can be set up and prepared for operation in a very short time. All working parts interchangeable. Handsome Cabinet, Chromium Trimmings add plenty of appeal and punch.

**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

NOTICE!
"Bang-a-Deer" Mechanism
fully protected by U. S. Pat-
ents. Foreign Patents Pending.

JENNINGS

SPRINGS A SURPRISE

AT THE 1938 SHOW



Remote control game and new model cigarette vendor acclaimed by operators visiting convention display as greatest ideas ever offered to revive dormant territories — unquestionably the big surprise of the 1938 show. Jennings also takes the lead in the deluxe payout and check machine field. All new Jennings machines prove sensational.

❖ CIGAROLA

Made in two models — Model V vends from one to ten packages of cigarettes — Player selects his brand.

Model XV, a dual action vender. For 15c player receives one package. If only 5c is deposited player may receive from one to ten packs — Actually vends packages of cigarettes — no coins or tokens.

❖ SUPER-CHARGER

Not a Coin Operated Machine

Figure this out — It's a pin table but not coin operated — just the machine to operate in closed territories — Has beautiful cabinet and colorful light up panel — Get all the facts now on this sensational new number.



REMOTE CONTROL



BUNCO— A fascinating new idea in consoles — Just the ticket for fast play — electrically operated with automatic payout — takes from one to four coins.



PICK-EM— A seven slot race horse game. A beauty for looks and a player appeal that stops them cold — Odds from 2 to 1 to 240 to 1 — Automatic payout — beautiful light up playing field and back board. Furnished with skill attachment.



TRIPLEX CHIEF— Plays 5-10 or 25 Cents — A sensational new idea in Bell machines — Player may deposit 5-10 or 25 cents — for 5 cents he gets one play — 10 cents, 2 plays and 25 cents, 5 plays — and Mister, does this "up" the play. It's the biggest improvement in bell machines in the last 20 years.

O. D. JENNINGS & CO.

4309 W. LAKE STREET
CHICAGO, ILLINOIS

OR '38—LASTING PROFITS WITH LONG LIFE MACHINES

Make More Money in '38 with
ROCK-OLA
 Equipment



Rock-Ola's Talkie ★ Horoscope
 Only Horoscope that talks. Takes only. Delivers printed horoscopes. Instant money-maker. Sold on RMC.



EASY NUMBERS Novelty Table
 First light-up game is built on the basis of the popular number game and played by all. Profits you.



1938 All-Electric Rock-O-Ball
 Rock-O-Ball draws steady play. All the time. More register with extra. The counter gives you check on.

Two Sensationally Beautiful
PHONOGRAPHS



Monarch 20

Simply Breath-taking! The dazzling streamline cabinet design, the glorious tone and the new "Borealis" light-up grill. The new slug-proof coin chute and many more new features mark Rock-Ola supremacy in the mighty Monarch 20 and the elegant Windsor 20.



Rock-Ola's 1938 "World Series"

There's no other game like "World Series." As exciting as big league baseball. You can get years of profit from it.



Rock-Ola's 1938 Pay Table

"Across the Board" is the one shot table for quick profits. Two games in one—two panels of symbols with each throw.



Rock-Ola's Lo-Boy Coin Scales

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