

RADIO — STAGE — NIGHT SPOTS — PICTURES — OUTDOOR

MARCH 12, 1938

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# The Billboard

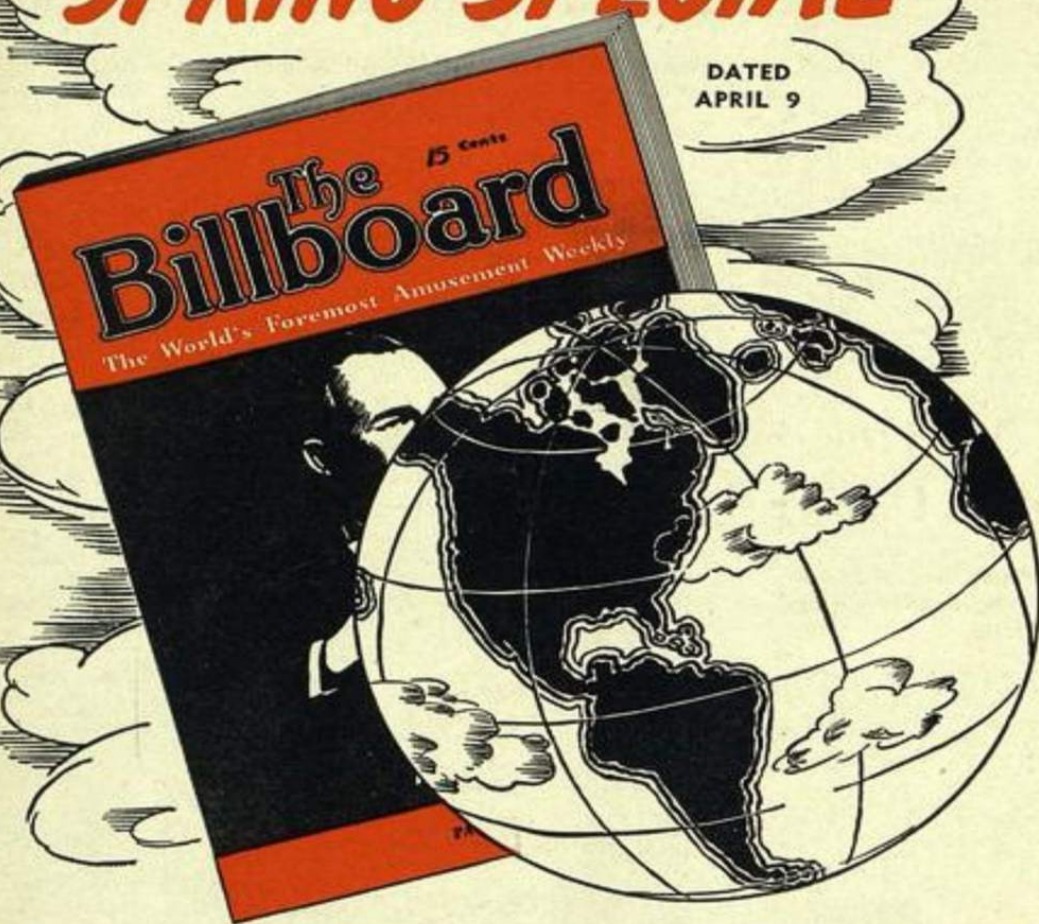
The World's Foremost Amusement Weekly



KENNY BAKER

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# The Billboard

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March 12,  
1938

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## L. A. SHOW BIZ LOSS HEAVY

### TMAT Frames New Demands

Seeks \$150, \$75 for aids,  
closed shop — company  
managers may ask same

NEW YORK, March 5.—When negotiations for new contracts get under way Monday, Theatrical Managers, Agents and Treasurers' Union will ask the League of New York Theaters for \$150 minimum for its senior press agents, \$75 for assistants and a closed shop. In return TMAT promises to keep the union open within general membership requisites, such as three years' experience within the past 10 years.

In keeping with its share-the-work (See **TMAT FRAMES** on page 8)

### Act's Suitability Not Up To Court; Booker Victor

CHICAGO, March 7.—On this page in last week's issue appeared an article headed "Act Shows for Judge To Decide Suitability," stating that the Municipal Court found for Paul Mix after his act was shown to enable the judge to decide its suitability for fair dates contracted by Barnes-Carruthers Fair Booking Association, Inc. The statement was erroneous, Attorney Harry P. Munns advises.

Munns says that the order of the court entered in the case, No. 2291965, entitled Paul Mix, doing business as Olive Miles and Company, v. Barnes-Carruthers Fair Booking Association, Inc., on February 25 was a finding for his client. "The judge," continues Munns, "did not ask to see the act to decide whether it was satisfactory or suitable, but the act did pose in costume for the benefit of a reporter connected with *The Chicago*

(See **ACT'S SUITABILITY** on page 68)

### Damage From Flood After 4-Day Rainfall Runs Into Thousands

Many enterprises suspend operations — streets impassable and transportation facilities seriously affected — several carnivals forced to change routes

LOS ANGELES, March 5.—Amusement enterprises of all sorts were more or less paralyzed this week from a four-day rainfall, one of the heaviest in this area in years (as much as 26 inches at Mount Wilson), resulting in about the worst flood conditions in Southern California since 1884. It is impossible to estimate the actual damage suffered by amusement people from the flood, but it is believed that it will run into thousands of dollars. It seems as though the largest loss for these people, however, was in the suspension or partial suspension of operations. Theaters and night clubs suffered thru inability of people to get to them. Many streets were impassable and transportation facilities were seriously affected.

Universal studios, near one of the bad spots, were forced to close down, but are now running on schedule. As a matter of fact all studios are now back on production.

Malibu Beach, film colony on the Pacific Ocean, was isolated. Flood waters forced Leo Carrillo, film actor, to leave his pretentious home in Santa Monica Canyon, and Clark Gable had to abandon his automobile in Beverly Hills and hitch-hike a ride home.

Because of the storm the annual awards banquet of the Academy of Motion Picture Arts and Sciences was postponed from Thursday night of this week to March 10, after it was ascertained many actors, directors, producers and technicians who had reservations were marooned by flood waters.

### Many Carnivals Affected

As flood waters begin to subside it comes to light that some 10 carnivals have been heavy losers as the result of the terrific downpour. Many had already opened their seasons. Others scheduled for this week's bow to the season were unable to go forward with their plans. Some managements under the circumstances might find it necessary to postpone their openings indefinitely.

White City Shows, at Monrovia, Calif., this week, were in the thick of the high waters and lost the entire week's showing. On this show the free-act rigging of Mario and LeFors was destroyed.

Among other carnivals in Greater Los Angeles that were affected by the raging waters were the Ben H. Martin Shows and 20th Century Shows, which found it impossible to exhibit.

Wright's Golden West Shows postponed their opening for this week, and Hilderbrand's Shows, also due for an early-season opening, were undecided on naming a definite date due to conditions resulting from the flood.

Crafts' Golden State Shows, due to open in San Diego, also announced postponement, probably indefinitely.

The schedule for carnivals in the Los Angeles and San Diego sectors is now contingent upon conditions after the waters have fully subsided and the rapidity with which the lots and highways are cleared of debris and dried out.

### Zoo and Pier Hit

California Zoo was caught in the flood and is reported to have lost many small animals and rare birds.

Venice being under water, amusements on Venice Pier were isolated from the city.

The winter quarters of Al G. Barnes-Sells-Photo and John Robinson Combined Circuses at Baldwin Park are inaccessible.

### Wants To Use His Name in Show Biz, So Robinson Sues

PERU, Ind., March 5.—John G. Robinson Jr., of Cincinnati, is seeking a declaratory judgment clarifying his legal right to use his name in the circus business thru a suit filed in Miami Circuit Court here late Thursday. The John Robinson Shows Company, Circus City Zoological Gardens, Inc.; Al G. Barnes Amusement Company and the Ringling interests are defendants. Service papers of the suit were served on Ralph Clawson, Don Harter and others here late yesterday.

It was stated by Robinson that a controversy has arisen whether he is entitled to use of the name John G. Robinson Circus and variations, and he asks that defendants be compelled to appear in court and state their claims to the name for use in show business. He further stated that defendants have threatened legal action if he uses the name and asks that the court enjoin them interfering with him in getting in circus business under his own name.

He wants to use one or more of following names: John G. Robinson Circus, New John G. Robinson Circus, John Robinson IV Circus, Famous John Robinson IV Circus or Famous Robinson Circus.

Reports have it that Robinson and several others are planning to present a circus under one of those names.

### FTP in Chicago Trims Pay Rolls

CHICAGO, March 5.—Federal Theater personnel here suffered another shake-up this week when some 13 in the legit department were let out by Regional Director Harry Minturn.

Orders from Washington forced Minturn's actions which trimmed the payroll call to skeleton proportions. Several others employed in the vaude units were also given their freedom.

### New Headquarters for National Showmen's Assn.

NEW YORK, March 5.—National Showmen's Association, newly formed social and benevolent organization, has leased 4,000 square feet of space on the sixth floor of the Palace Theater Building, 47th and Seventh avenue, to be used as a headquarters and clubrooms.

Suite, comprising several rooms, is being renovated and furnished and is expected to be available by April 1.

### Probe of Detroit Niteries Results in New Strict Laws

Bookers claim AFA version of conditions true in isolated cases only—police lukewarm on committal—curfew, age limit set—ban gambling and mixing

DETROIT, March 5.—Charges and countercharges resulted from the investigation into conditions in local night spots aired by Walter Ryan, local AFA representative. Conditions causing the most alarming attacks are evidently those prevalent in a small minority of spots, but chances are that innocent operators may suffer as a result of the exposes of unscrupulous club managers. Ryan, whose absence at the time of an informal hearing on the charges last week was criticized, wrote Police Commissioner Heinrich Pickert that he was out of town for about two weeks on AFA business.

Charges of gambling nights, strip dancing, police protection, etc., flew thickly this week, several of the charges rather palpably being astray, according to those familiar with the local situation. One local booker was accused of having her own band at such a gambling night, followed by a strip tease climax when the band in question had been playing for two years steadily at another night spot, as known by most Detroiters.

Strip tease accusations were answered by Police Censor Joseph Kollar, who said such incidents had not occurred in at least six months aside from private clubs where his men might not have been able to get in. One booker, Eleanor O'Rourke, of the Artists Service Bureau, said that such acts are being used in some clubs, but were booked by competing agencies. This was generally denied by other bookers.

About 100 complaints a week are received by Joseph F. O'Sullivan, State Superintendent of Private Employment Bureaus, but conditions were never seriously at fault when he has made his numerous personal investigations following such complaints. The bulk of complaints have been anonymous.

A whole series of new regulations, issued this week, provide that:

Dance floor space must be at least 400 square feet. Fire hazards, such as inflammable decorations, must be removed. Toilet and dressing-room facilities must be provided for entertainers, and toilet facilities for customers.

All spots, including private clubs, must be closed between 2 and 7 a.m. Exits must be kept clear. Patrons may not smoke while dancing. Disorderly persons, or any under the influence of (See **PROBE OF DETROIT** on page 8)

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# Midwest Hotels Find Talent, Music Good Business Builders

Big-city hotels want smart but not too ultra style—small-city spots prefer obvious entertainment—too much class dangerous—appearance most important

CHICAGO, March 5.—Hotel men at the Midwest Hotel Show, held at the Palmer House this week, voiced a definite need for talent as a stimulant for dining room trade. Representatives of over 20 hotels now using entertainment, ranging from elaborate floor shows to cocktail combinations, felt there is room for talent in the average spots both during prosperous and lean years. Commenting on the current business recession, Midwest operators expressed the feeling that a floor show or band will prove a good attraction in those times especially. Local

bookers servicing hotels have been busy lining up prospects. They claim hotel men are definitely interested in entertainment and are looking toward the future with optimism.

A check-up on the type of talent going over best in hotels both in large and small cities revealed that hotels in smaller cities felt that acts with too much class and those who are too technical in their work are seldom appreciated by their audiences and are, therefore, in little demand. An act in demand, according to statements, is not exactly one that is too corny but one whose work is of the more obvious type and one that entertains without demanding undue concentration.

While hotels in larger cities want smarter material, they, too, are not too receptive to ultra-ultra turns. A dance team, for example, should be well-trained and smooth in its work but does not especially have to be technically perfect. Managers claim that few of the customers can readily distinguish one trick from another or care to go into detail about the team's work. A foremost requisite is that the team, or any other act for that matter, make a smart and clean appearance and deliver an entertaining

## Excuse?

NEW YORK, March 5.—In spite of the tremendous popularity of the repertory of the New York State Federal Theater Project, its engagement at the Maxine Elliott Theater could not be extended beyond February 12 because the local project planned to open its *Prologue to Glory* at that house. *Prologue* is still in rehearsal. Its opening is now slated for "early in March."

performance.

Bookers, during their meetings with hotel reps, learned that hotel room audiences on the whole have increased in the last two years and have been trained to expect some kind of a show during the course of the evening. Referring to bands, the more danceable tunes an outfit can dish out the more in demand it will be by the hotels. In several cases, it was pointed out, bands who are admittedly inferior in playing show music have been engaged because of their smart dance music styles.

One of the year's most elaborate shows, featuring talent from local hotels and sponsored by the Illinois and Greater Chicago Hotel Associations, was presented at the Palmer House Tuesday before the convention. A number of acts, their bookers report, landed engagements following their showing. The affair closed Thursday at the Sherman Hotel.

## Measles Hit K. C. Grosses

KANSAS CITY, Mo., March 5.—Epidemic of measles among city's children is being felt by amusement enterprises here this week. In the first seven weeks of 1938 a total of 746 cases have been reported. At the same time last year there were only seven. Figures were released by Dr. Edwin H. Schorer, city health director. Film houses are hurt chiefly by the epidemic.

# Caravel Springs Comm'l Film

First release sponsored by Ipana—exhibitors get flat fee per showing

NEW YORK, March 5.—The most ambitious attempt yet to introduce commercial films to theaters has been launched by Caravel Distributing Corporation, which is releasing its first single-reeler in technicolor sponsored by Ipana Tooth Paste.

Short is pure entertainment, with a 10-second shot of an Ipana billboard ad being the only commercial angle involved. Exhibitors will be paid by Caravel a flat fee for each 2,000 seats per performance. Caravel in turn is offering its "guaranteed circulation" plan to advertisers, permitting the advertiser to pick the towns or areas best suited for his purposes. Ipana has an option for three more shorts with Caravel.

The first short, *Boy Meets Dog*, is an animated cartoon in comic-strip characters, with fine musical background provided by Nathaniel Shilkret's Orchestra and composer Frank Churchill. Voices of stars are dubbed in, giving the short high appeal. If the plan succeeds it may cut seriously into the income of radio, newspapers and periodicals.

## New Rooney-Timberg Unit

NEW YORK, March 5.—Lou Straus is readying a two-hour show to play one-day stands in city auditoriums and legit houses thruout the West. Cast includes Pat Rooney and Pat Rooney Jr., Herman Timberg and Herman Timberg Jr., Janet Reed, Ben Yost Octet and a line of girls. Possibility of Pitt D'Orsay joining the company. Will play two-a-day for three weeks in Pennsylvania; then goes to Chicago.

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# Possibilities

GLEANNED 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 FILMS

JANE ARCHER—young legit actress who showed to excellent advantage in a recent audition held by the American Theater Council. A cute youngster, she displayed splendid possibilities as a comedienne in an extraordinarily difficult bunk of Dorothy Parker dialog. Created an honest and believable character from burlesqued material, and showed swell sense of comedy in doing it. Appearance and ability rate her a screen test.

PETE MACK—performer and former RKO agent, well known for his wide dialectal talent. Had an air program once with a Dutch comedy band. Rates a try as a character comedian for films. Dialects, particularly Dutch coal-mine slovak, are superb, and his delivery is first rate.

## For RADIO

ELEANOR NEILSON—tall blond soprano now at the Crisis Cafe, New York. Has a finely trained singing voice of high quality, excellently handling a large repertoire of operetta, musical comedy and pop tunes.

Should have no trouble pleasing over the air.

## For LEGIT MUSICAL

MARGO AND NORTON—colored dance team, handsome in appearance and doing delicate, extremely graceful and accomplished work. Have a varied repertoire, running from typical Harlem swing stuff to languid tango and waitess. Currently featured at the Plantation Club, New York. They are sure to move on to bigger things. Made to order for a colored musical, and also rate a spot, with proper production, in a white revue.

## DRAMATIC

ELLEN MOORE—student at the American Academy of Dramatic Arts, who has appeared in a number of the student productions and displayed ability of definitely professional standards. Has a lovely voice and uses it to best advantage; a charming manner and a fine sense of both characters and stage effects. Intelligent, effective interpretations in widely differing parts indicate she deserves a pro chance.

## Concannon Celebrates

CHICAGO, March 5.—Myles Concannon, manager of the Roosevelt Theater here, celebrated his 20th anniversary with the Balaban & Katz Corporation. Theater employees, during a shindig tossed for Concannon, presented him with a humidor. Presentation made by "Babe" Cobb, assistant Roosevelt manager.

## KENNY BAKER (This Week's Cover Subject)

KENNY BAKER, singing personality of radio and motion pictures, was born in Monrovia, Calif., a little town just 20 miles from Hollywood, but grew up and got his education in Long Beach. From the beginning it was music that interested Baker. As a boy he practiced long hours on the violin, but transferred his ambitions to singing by the time he attended Long Beach High School and joined the glee club there.

Encouraged by his teachers, he began to cultivate his voice and worked summers to earn money for vocal lessons. In 1930 he entered the national Atwater Kent radio auditions and finished second in the Long Beach district. This setback to his ambitions only spurred him on to more practice and study. Soon he received his first professional engagement, singing over a Long Beach station. He also began working as a background singer and later landed a job as soloist at the Billmore Bowl.

Another radio contest—Eddy Duchin's Texaco trials—had a happier ending for Baker. He won first prize and was signed to sing at the famous Coconut Grove. The same year he signed a personal contract with Mervyn LeRoy for screen work and was spotted in Jack Benny's air show. Sponsored by Benny, Kenny Baker soon gained national attention. His radio popularity brought stardom in the films and he was featured in "Mr. Dedda Takes the Air," "52d Street" and "The Golden Follies." His next picture is the forthcoming RKO-Radio production "Radio City Revels."

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By GEORGE SPELVIN

A LOCAL benefit promoter had the acts sign their cab fares as "salaries" last week in order to evade the Theater Authority's edict that benefit talent must be paid. . . . Jack Kramer, AFA organizer, was socked by four men recently while trying to organize a Sunnyside, L. I., club; he's recovered and again making the rounds. . . . Local burlesque managers are in the hoping stage again, with licenses coming up for renewal in April; odds are that License Commissioner Paul Moss will okch the houses now open—but still minus the burlesque tag. . . . When Cab Calloway starts his theater trek next week, after turning the Cotton Club honors over to Duke Ellington, he won't get his long-awaited opportunity to flash his wardrobe of powder blue and azure tie and tails; stub sellers out of town remember the Sultan of Sca! best when he used to front his band in an all-white dress suit—and in booking the band they've stipulated that he leave the rainbow dress at home and covet for the buyers in snow-white regalia. . . . According to Pat Carney, of the Burlesque Artists' Association, a survey made about 15 years ago indicated that about 50 per cent of the stagehands were disappointed actors. . . . Could this be the underlying complex on the IA's threatened attempt to take over performer jurisdiction?

The Washington's Birthday band battle at the Roseland Ballroom between Count Basie and Don Redman may be the first such colored competition to take place on Broadway, but the contests have been stand-bys in Harlem for 15 years or more. They're often used by up-and-coming Negro bands as a way of getting recognition; Basie, who flashed on the swing horizon last April, has in the past two months battled Chick Webb, Lucky Millinder and Redman. Colored weeklies like The Pittsburgh Courier consider the battles important enough to be given streamer stories, and in general treat them as the dailies do a heavyweight championship bout.

THE ALBUM: If you've eaten at the Palace Bar-Grill on 45th street you've tasted food prepared by Chef Larry Ryan, 42 years old, resident of Flatbush, Brooklyn, and a former manager of RKO theaters. His experience in theater managing, tho, doesn't get in the way of his food preparing—nor does his piloting of airplanes, a pastime in which he still indulges extensively. Larry started with RKO in the booking department under Sam Tishman, and later became manager of the Cameo on 42d street. He also managed a house in Port Washington, L. I., for the Century Circuit, and was assistant manager of the Hipp when that mammoth theater ran RKO vaude. He became a chef when he left show business, and has been at the Palace for three months. As for his flying experience, he's been an aviator for 20 years, and is a captain of the U. S. Army Air Corps in the Active Reserve Squad. He saw service in the World War with the American Division—the Escadrille No. 3 outfit—and he still operates and pilots his own Aero-Marine Klemm machine from Bennett Field, either for student instruction or under charter to private parties. He is married and has four children, three girls and one boy. One girl, Louise, is at Lafayette Business College in Richmond, Va. Larry Jr. is at the Virginia Military Institute. The other two girls, Lari and Gwen, are at home.

Dorothy Bryant, former executive secretary of Chorus Equity, now getting the sun in South America, postcards from Chile—and in Spanish. . . . The "Snow White" film is a break for midgets; many of them have landed jobs impersonating the dwarfs as lobby ballyhoo, with Billy Jackson booking quite a few of them. . . . If you go to Norway don't be surprised if you run into a gravediggers' trade paper, no less; the boys got together and started one, which also solicits ads; the lads tell prospects that if they don't advertise "mono of us gravediggers will buy your product"—but what happens when they approach a shovel manufacturer? . . . Sid Piermont's knowledge of baseball and track statistics is so good that he's consulted on all disputes—and his word is taken as law. . . . Most band leaders, like Ray Noble, Oscar Bradley, Phil Harris, etc., when they get on a radio commercial turn into comics; but band leader Joe Rines reverses the procedure. . . . He used to do an Italian dialect comedy routine on the Keith Time years ago.

Most people—including song pluggers—look at song pluggers as prime unfortunates. But one exception is Charlie Ross, of Paramount (formerly Popular) Music. A couple of years ago Charlie was in the retail jewelry business in a store near the Brill Building and there he got the itch to plug songs. He almost had a job lined up when he got himself into an auto accident in which he nearly lost his life—and when he recovered his jewelry job was gone. So, somehow or other, he got a job with Isham Jones Music, starting in cold as a song pluggers, as tough an assignment as any man could want. But Charlie loved it. Today he's in the music biz for keeps and as happy as all-get-out.

AROUND THE TOWN: Have you noticed that the Chock Full o' Nuts shops no longer feature nuts? In fact, many of them sell no nuts at all—just fruit drinks, hot dogs and cheese sandwiches. . . . There's a patron of Loew's State who attends each new show and takes candid camera shots—always sending Manager Al Rosen a set of the snaps complimentary. As a result Rosen has a remarkable photo record of his vaude bills. . . . The arctic weather last Monday dented the line-up of vaude martyrs who stand around the Palace Building, but the sudden rush of spring two days later saw them all back on the Beach. . . . Around another town: The swing storm when Benny Goodman played the Paramount here was repeated when the clary king played the Earle in Philly. It's said that high-school kids waited in line all night, sleeping against the wall with alarm clocks in their pockets to wake them in time for the b.o. opening. The crowds were so thick in the early dawn that when the real push began, around 9 a.m., two of the worshippers were pushed thru a store window and spent the first show in a hospital.

Marlo and Floria, dance team, haven't had a non-dance day since they teamed together; even when they're laying off they rehearse at least a couple of hours—every single day. . . . Alice Cornett, swing songstress on CBS' "Song Shop," is coming right along; she's been handed four songs on each stanza, plus comedy lines. . . . The Donald Gibbess (she's June Havoc) entertain party guests with a miniature golf drive machine that registers the strength of your drive when you swat a metal ball. . . . The grind-and-bump gals got some serious competition when The Billboard's Paul Denis was pulled out by line kids at the Park Central for "The Big Apple"; not content with showing up rival newspaper men who were afraid to get on the floor, Denis did bumps that would have knocked a burly comic into the wings.

There were plenty of titters over a picture in Radio Guide showing Howard Phillips and Nan Wynn, CBS singers, stepping out of a pool. According to the caption they'd been in for a dip—but close observation shows that the last, stepping out after the alleged dip, is wearing every-day high-heeled shoes—while the pent on the ladder is exiting from a pool that has no water in it.

TO KEEP THE RECORDS STRAIGHT: Monday (28) Nick Kenny, in his Daily Mirror column, lauded Jack Jenney as an orchestra leader heard on some 17 or such radio shows—while the fact is that the alleged maestro is ace trombone player on that many or more stanzas. And Kenny muffed the really interesting fact that Jenney, as a member of the orchestra, makes more money in toto than most of the  
(See BROADWAY BEAT on page 27)

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M. J. DEININGER, Manager

## GINGINNATI

<p><b>QUALITY STOCK TICKETS</b></p> <p>ONE ROLL... \$ .50 FIVE ROLLS... 2.00 TEN ROLLS... 3.50 FIFTY ROLLS... 15.00 ROLLS 2,000 EACH.</p> <p>Double Coupons, Double Price.</p> <p>No. C. O. D. Orders Size: Single Tix., 1x2".</p>	<p>YOU NEED HAVE NO DOUBT OR WORRY IF YOU ORDER YOUR</p> <h1>TICKETS</h1> <p>FROM US.</p> <p>Nationally Known for Promptness and Accuracy. We Work on That.</p> <p>THE TOLEDO TICKET CO., Toledo, O., U. S. A.</p>	<p><b>SPECIAL PRINTED</b></p> <p>10,000... \$ 6.95 30,000... 9.85 50,000... 12.75 100,000... 20.00 1,000,000... 150.50</p> <p>Double Coupons, Double Price.</p>
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# CHAIN BUSINESS HOLDING UP

## Recession Takes Slight Piece From Web Billings; Spot Down

NEW YORK, March 5.—Recessions noted in various advertising media do not appear to have affected radio broadcasting, especially network billings, to any great degree. As usual at this time of the year, advertisers are starting to leave the networks, but list to be shown herewith has the predominance of such accounts. Advertisers with seasonal products who usually quit radio for the spring and summer. However, spot business, it is claimed, is not doing as well, especially outside of New York. Advertising agencies and station representatives say activity in spot is subnormal for this time of the year.

One factor which cannot yet be determined is the trend spring and summer network business will take. Solicitation, of course, is more active than before, but sales reps of the web site. It is too early in the year to tell which way the biz will blow. Usual spot and hot-weather advertisers are expected to come thru as they have before, however. Concerning local business, managers questioned at the recent Washington NAB Convention stated that grosses were off slightly as against last year, but never more than 5 per cent.

Considering the time of the year, the departures from NBC are well balanced by new business and renewals. NBC is losing the Diamond Salt account March 27, using a 13-station chain. American Rolling Mills goes off the same day, with 24 stations. Both accounts always go off this time of year. Modern Food Process planned to quit radio, then stuck to a two-station link. Thomas Cook Travel Bureau, ending March 6, always stop around now. Packers Tar Soap, leaving March 23 and Ralston Purina, with the Tom Mix show, are two others that usually blow now. Loss of Packard, Horlick's Malted Milk, a group of American banks, and one of the Campana Italian Balm shows is, however, unseasonal. Packard had 62 stations on its chain, the banks 21, Packers 23 and Ralston 22. A Midwestern account, H. Rendrick, using network radio for 26 weeks, is also going off.

### Late Renewals

Other than renewals previously announced, NBC has Allis-Chalmers Farm Implements on a Midwestern hook-up; Nehi, soft-drink account, starting next week on 58 stations; the Glass Container Association on five stations and the six-time-a-week Liggett & Myers sports program. Last named account is using more than 60 stations, for a sizable hunk of biz.

CBS shows the usual seasonal goers-offers and additional departures. Wrigley Gum ends its Sunday night show soon, but keeps its daily spot. Texaco and Zenith go off in March. Carborundum Band, as usual, will shortly scum, as

will Vicks, Lehn & Fink, altho staying with *Mary Sothern* on transcriptions, ends its network stanzas for Pebecco, Lysol and Hinde's Hand Lotion. H. J. Heinz foods and Pontiac autos, latter with Kathryn Craven's daily show, also powder. Campbell's *Hollywood Hotel* may cut its network to the basic line-up for the summer.

In addition to Lever Brothers renewal, and others previously announced, CBS has the new *Brewers' Co-Operative Show* starting next week, glass container associations participating on this program. Griffin shoe account is also expected to come in.

Mutual has just signed *Listerine* for three stations with a detective story series. Accounts going off include the daily Hecker Cereal program, Elizabeth Arden with Eddy Duchin's Orchestra and Blue Coal, with *The Shadows*.

## Cite Foreign Ownership In WNEL License Probe

WASHINGTON, March 5.—Violation of the Federal Communications Act, in that Radio Station WNEL is owned by aliens, was charged before the communications commission in an oral argument by participating lawyers contesting the application of Juan Piza for another radio station in Puerto Rico. Pontaine C. Bradley, attorney for United Theaters, Inc., of San Juan, told the commission that Juan Piza should not be granted the license because the station license already obtained had been due to allegedly false statements. Bradley contended that Piza was not acting for himself, but was acting for the firm of Piza & Martinez, Inc., which consisted of Piza, B. Martinez Vela and Juan Martinez Vela. Last two named are not American citizens, according to the United States Attorney for the Puerto Rico District, but are instead Spanish citizens.

Piza's application, which had been recommended for granting by Examiner P. W. Seward, became the subject of increasing interest, and cursory investigation showed that the United States Attorney had communicated his charges to the FCC December 19, 1935. Elmer Pratt, Piza's attorney, told the commission that the charges had been the subject of a confidential investigation by the FCC staff and that Piza had been cleared of the charges. Neither the identity of the investigators nor the extent of their findings was told at the hearing. FCC officials state that the investigation had not been made a matter for the record.

## Syracuse Triple Play With TBT, Warners Get FCC Examiner Nix

WASHINGTON, March 5.—Examiner John P. Bramhall, of the Federal Communications Commission, this week in his report on three applications expressed doubt that a triple-play in radio finance constituted the financial requirements of the communications statute. In recommending denial of the application from the Citizens Broadcasting Corporation, Schenectady, N. Y., Bramhall's report revealed that the company had insufficient funds to build a broadcasting station. Deficiency was to be met by Trans-American Broadcasting and Television Corporation, which would, from time to time, exchange cash for stock up to \$95,000. But Trans-American doesn't have this much money, said Bramhall's report, and Trans-American in turn was to get the \$95,000 from Warner Brothers as a loan. Warners control TBT. Bramhall concluded that in addition to the cash going all-around the bases, the new station would only duplicate service already available to Schenectady.

Suggesting an alternative for the use of 1240 kc., Bramhall recommended that

### Class

NEW YORK, March 5.—WQXR, New York City high fidelity station, features its "class" and class audience, garnered by heavy accent on symphonic and classical music largely dominating its program schedules. Recently heard commercial went like this:

"Gee, I was going to propose to my sweetheart last night, but couldn't because she had a heavy cold." Then an announcer broke in, "Use Such and Such a product for colds, etc., etc., etc."

Transcribed.

## See Eventual Okeh Of Boylan Tax Bill

WASHINGTON, March 5.—Eventual passage of the Boylan Bill, which places a federal tax on the wattage of radio stations, is now foreseen by those in favor of the enactment. Principal reason is that reductions in governmental expenditures have not been achieved. First reports that Chairman McNinch, of the FCC, was heartily in favor of the Boylan measure have since been shown to be inaccurate. However, George Payne, of the FCC, has already come out for it. Belief is that the measure will go thru in revised form, with the fees levied on wattage to be reduced over the original tax proposal of \$1 up to 1,000 watts, \$2 up to 10,000 watts, and \$3 above 10,000 per annum.

Schedule now discussed has an outline of 50 cents for the first 1,000 watts, per watt; a \$1 rate for a bracket over 1,000 watts, yet to be determined, and \$2 per watt for the third and last bracket.

In addition to pointing out that other industries—such as tobacco, liquor and others—now pay federal taxes, it is claimed the Boylan Bill is court proof. It bears, it is advanced, a close resemblance to other bills which have held up in court. Boylan Bill aims at \$5,000,000 annual revenue.

Arguing against the bill and its comparison to other industries, especially liquor and cigarettes, broadcasters say almost all of those taxes are passed on to the public, but the wattage tax could not be.

## K. W. Husted Joins WLW

CINCINNATI, March 5.—K. Wallace Husted, former assistant general manager of WCCO, Minneapolis, has been appointed assistant sales manager in charge of the Western division at WLW. A former newspaper man, Husted has been in radio since 1927.

## Despite Floods, Shows Go On

LOS ANGELES, March 5.—Despite flood condition, all networks managed to air their major commercial productions from local stations. Had such transmission been impossible, National Broadcasting Company would have been the most seriously affected, as its three big Thursday shows originate here and the flood was at its height at that time.

Had these three, Rudy Vallee, MGM and Bing Crosby productions, been forced off, serious financial losses to webs and talent would have resulted. NBC engineers, however, made connections and effected a transmission which was fairly satisfactory. Columbia canceled several smaller Hollywood shows, including George McCall and *Hollywood Reporter* and *Hollywood Showstout*. Dint Doyle, radio columnist of *The New York Journal-American*, substituted for McCall on two hours' notice. Dance bands replaced the two other shots. Mutual had only a few sustaining shows and canceled those.

Fearful that MGM show would not go thru, Louis K. Sidney produced a "stand by" production with Eddie Cantor, Robert Ripley, Deanna Durbin and B. A. Rolfe's Orchestra in New York, but it was not necessary to air the emergency production.

Power failures put most stations off the air at different times and program schedules were disrupted. News bulletins were aired frequently to give listeners an idea of the disaster and relief measures. Radio amateurs as well as commercial radio broadcasters aided relief workers.

SHREVEPORT, La., March 5.—In addition to raising several hundred dollars in a relief fund, *The Shreveport Times* two broadcasters, KWKH and KTBS, have been remoting frequent airings from center of Red River floods in Arkansas. A survey of the high water scene at Fulton last Wednesday by the stations' engineers revealed that a sudden break in the levee would send a cascade of swirling water over that community, the broadcast version probably helping to save many lives.

## Searle Hikes Rates; KFAB Angles Farmers

LINCOLN, Neb., March 5.—Adjustments are being made in KPAB, KFOP and KOIL ad rates, according to Don Searle, general manager, with new rates to go into effect some time this month. Some of the prices go up and some go down, but Searle says the general average will be about 5 per cent increase.

Increased production costs, recent recognition of engineers' union demands and increased office salaries are reasons for more.

Searle says his plan is to make KOIL and KFOP the metropolitan stations, serving Omaha and Lincoln respectively, and KPAB will be pulled around into a "shirt-sleeve" station angled for the spacious agricultural territory fed by the 10,000-watt.

Jiggs Miller has been appointed program director for KPAB to carry out this plan. He replaces Lyle DeMoss, who went to WOW, Omaha, March 1 as production manager. Miller comes down from the Omaha KPAB studios.

Searle, altho headquarters in Omaha, spends about two days a week here.

## P&G Bunches Script Shows; Hour Period Begins May 30

NEW YORK, March 5.—Procter & Gamble's afternoon script shows will be bunched together in an hour period starting May 30. Soap manufacturer will replace General Mills *Gold Medal Hour*, from 1 to 2 p.m., with *Goldbergs*, *O'Neills*, *Ma Perkins*, *Road of Life* and *Kitty Keene*.

Chicago studios will continue to produce *Ma* and *Kitty*, while the New York studios produce the others.

General Mills had a similar group of different shows in the same time segment.

## WCTU Favors Ban On Beer Air Ads

WASHINGTON, March 5.—Pending legislation on prohibiting advertising of beer and alcoholic beverages over radio has been the subject of numerous petitions from local WCTU units all over the country.

Congress, as a whole is not much interested in either the bill introduced by Senator Johnson, of Colorado, or the one introduced by Representative Calkin, of New York. Federal Alcohol Administration has repeatedly urged Congress to give it power to regulate this type of advertising. Chairman Frank R. McNinch of Federal Communications Commission has urged broadcasters to voluntarily refrain from accepting beer and alcohol beverage accounts.

## Silver Show Sticks

NEW YORK, March 5.—Despite a nick in its ad budget, Onaida Silver has signed for renewals of its disc stanzas, *Silver Serenade*, effective April 4. Account is handled by B. B. D. & O.

# Talking Shop

By JERRY FRANKEN

## Tale of Woe

This story has just sifted down from Canada, where it's supposed to have happened recently.

A pitchman, working a Southeastern Canadian city, figured he might do a better business if, instead of making his pitch on the street or on high as is usual, he'd really go high and buy some minute spots on the air. In those minutes he'd deliver his regular spiel—he was selling fountain pens—and wind up by asking his listeners to send in 50 cents for a pen.

Business was terrific. By the time the story got here he was supposed to have sold not hundreds but thousands of pens. He had to rent an office and get two girls to help him in packing and addressing. It was lovely.

Then the pitchman started to figure things up. In his original calculations neither the girls nor the office were estimated nor taken into consideration, and his figures showed that he was losing two or three cents on every pen he sold. And the station insisted on holding to the contract.

## Tain't Right

It may be a rather late date to be getting around to it, but all I can say is that it's a shame. I mean about Stoopnagle and Budd having split. It ain't right.

However, the parting of the ways between Stoop (F. Chase Taylor) and Budd Hulick is not sad only because it means the end of one of the few comedy acts native to radio—and one of the best—but also because of the reason. That reason was recently brought out in one of Fred Allen's most inspired broadcasts, a take-off on the sock and mugging technique of other radio comics—quite successful comics, as a matter of public record. The Stoop's humor was not of the wallop-in-the-mush variety, but more akin to Allen's style with more nonsense. In my own opinion Allen is the No. 1 radio comic. Stoop and Budd rated next. And they couldn't be sold. Translated, that means their stuff was too good.

The pay-off comes in orders given script writers for Stoop's recent Paul Whiteman date. They were told not to write anything along the lines of his former work.

It's a fine thing.

## "Jungle Jim's" Spot

NEW YORK, March 5.—Two 15-minute discs of *Jungle Jim*, Hearst American Weekly feature, have been placed on 250 stations for airings starting April 1.

Reports that all Kings Features radio productions will be headquartered in

## No Censor

NEW YORK, March 5.—Any police club plans of the Legion of Decency have been definitely shelved by the reform body. Altho talk continued some time after the affair West that the Legion would seek to censor air shows as it inspects film productions, all such plans have been dropped. A spokesman declared that reports that the group would seek to censor Broadway plays and literature are without foundation and that films alone will continue to be watched.

## Johnstone at Biow To Replace Martin

NEW YORK, March 5.—Jack Johnstone, of the William Morris Agency, has been picked to fill the boots of Charlie Martin, of the Biow office. Martin has been signed by Universal Pictures to write and produce at a reputed price of \$1,000 per week and ends his radio agency connections with tonight's Philip Morris production.

Johnstone will write and produce Morris' two shows weekly. Plans for a contemplated third weekly stanza are still hanging fire. When Martin announced his resignation there was a mad scramble for the spot, and there had been talk of splitting the writing and producing job between two or more heads, but Johnstone set-up calls for a one-man scribbling-megaphoning unit.

## WOR Makes School Discs

NEW YORK, March 5.—A new string of 15-minute educational recordings is being prepared by WOR for distribution before the fall school term begins. Discs are intended for use in elementary schools and consist of dialog between a teacher and "an appealing character named Uncle Henry." Etiquette, astronomy, elementary science, art appreciation and nature study will be included.

An estimated 50,000 pupils listened in to WNYC's inaugural broadcast of educational programs this week. The city-owned station is co-operating with school officials by presenting plays and other school material. Plan attracted wide attention last year when a city-wide epidemic in Chicago closed schools and dramatized the educational role of radio.

Los Angeles office of Hearst Radio continue, tho no official statements have been made. Recent dropping of Kings Features radio department is seen by trade observers as an indication of concentration of Hearst radio activities in a single camp.

He also stated that a tax on broadcasting is one which involves many complex factors and told the committee that commission would be glad to advance adjustments upon a "scientifically" prepared tax bill.

## Newspaper Supports Bill

The Boylan tax has been supported by critics of the present administration of radio. One of the first to urge passage of the bill was Congressman W. D. McFarlane, of Texas. The powerful *New York Times* in a recent column-long editorial approved the principle of taxing radio broadcasting stations, which drew a letter from FCC Commissioner George Henry Payne, stating that the Boylan Bill, which is prepared in his office, was scientifically drawn and making the tax upon wattage was considerably more simple in its operation than its complex predecessors.

Proponents for the bill insist that the cost of FCC administration is not its purpose. It is designed to raise revenue for the General Treasury. Bill was drafted to parallel the National Firearms Act and the Harrison Narcotics Act, which have been tested in the courts. The Boylan Bill, they say, is an occupational tax, a type of tax which has been considered valued in common law since the days of King John. Revenue goal of the Boylan Bill amounts to a figure between \$5,000,000 and \$7,000,000. Cost of regulating the broadcasting industry is estimated at \$700,000.

# Air Briefs

New York By BENN HALL

**D**ON'T eat dem peas with your spoon, dummy; use your knife department. That was Emily Post eating cake with her fingers after an *Aunt Jenny* broadcast last week. The sweet was something of a surprise for the cast, and as no eating tools were available Emily Post and the actors sampled it au naturel. . . . Even in 1841 newspapers were fighting radio. A copy of an old ad for newspapers posted in the Frank Presbury office declares: "Don't depend upon your own lungs alone, use the lungs of the press."

Probably the only lawyer in the land who doubles as a double whistler is Bob McGimpsey. He's a Louisiana lawyer, who devotes part of his year to Blackstoning and part to radio in New York City. He also runs a cotton plantation and composes spirituals in what's left of his spare time. Nobody, including the telephone company, which in its way became curious and made a study of his vocal apparatus, understands how he accomplishes the double whistling, but there it is. . . . Meller-dramatics: At WNEW when a kidnap note was received, *Newshawks* and photographers piled in to o. o. the nefe. *Snatch* job gave WNEW and other stations some front-page breaks on the daffies.

**F**RANK CONRAD sporting a coat of tan since his trek to Florida for McCann-Erickson. . . . George Allen, who

resigned from J. Stirling Getchell last week, expected to announce his new position shortly. . . . More stations expected to be added to the list handled by a woman station rep. . . . That talk that Ruthrauff & Ryan would lose the Lever Bros. account was just that, talk. Just renewed on CBS. . . . House Jameson, of Casalcade and other shows, click-clicking candid shots for B. B. D. & O.

Ben Roche resting at home recuperating from an illness. . . . Margie Kennedy, of WOR's artists' bureau, doesn't like her new nickname, *Profess Cuddles*. . . . Jack Skinner quit CBS press department. . . . Henry Frankel, of WOR's artists' bureau, booked Sylvia Froos into Boston's Memorial, March 10. . . . Sol Meltzer, radio script writer, being handled by Mills Artists. . . . Pat Henry, formerly a warbler on Philly's WIP, now with WNEW. . . . Paul Kapp, of CBA, handling Art Egerman's *Swingtuplets*, who hail from WLW. . . . Marek Weber signed a nine months' renewal, effective April 4, for *Carnation Hour*. . . . Ferde Grofe preparing for his guest-conducting stint on the *Magic Key* show March 28. . . . Josephine Antoine, of the Met, has been inked by Victor Arden for two more shots on *Chester's Musical Moments*. . . . Rico Marcelli working with Tony Wons on a new program idea. Marcelli was maestro of Wons' sax show in Chi.

## Chicago By HAROLD HUMPHREY

**C**HANGE of heart on the part of agency A execs handling Zenith's telepathy show was the reason for the last-minute cancellation of Hal Kemp and ork from that spot last Sunday. Idea was to have Kemp play three tunes, but over a silent mike, to see if listeners could determine the order in which they were played by means of telepathic waves. Agency brainstorm was that Kemp would be happy to appear merely for the publicity involved, but musicians' chief, James Petrillo, told the boys they would have to receive scale. Agency could see it at that price, tho, so the show's own ork made the test. . . . Proposed convention of Hearst International Radio Sales heads and Hearst station managers, scheduled for this week in Chi, was postponed indefinitely.

**H**AL TOTTEN will cover the six-day bike races for NBC, which start Sunday at the Stadium. . . . George Biggans likes it so well in Arizona he has decided to stay a while longer before returning to his duties at WLS. . . . Horace Henderson's Ork at Swingland has introduced a new one called *The Ducky Wucky*, penned by three local lads, Martin Buccieri, Jack Lee and Frank LaVere, who hope to cash in on it by starting a new dance craze following the *Big Apple*. . . . NBC's Betty Winkler will take the flyer to Arizona this week for a rest.

Add freelance publicity agencies: Budd Mulloy, who resigned from N. W. Ayer & Son to open his own shop with David Kaplan. . . . One of two WHIP engineers, let out recently supposedly due to union affiliations, has been taken back and a week's salary refunded. . . . Patsy Montana getting ready to welcome a newcomer. . . . Pete Nelson, space buyer at Blackett-Sample-Hummert, who leaves there April 1, is still undecided on his future plans, but says he definitely doesn't want anything as confining as his present post.

## From All Around

**M**ERWYN LOVE authored the newest script show, *Marvel Hotel*, on KOAM, Pittsburg, Kan. Also doing the leading role of the general manager who "doubles" as proprietor, bellhop, maid, janitor and doorman. . . . Ed Shutz, WIL's commercial manager, wants bigger and better conventions and more of 'em. Collected plenty of autographs on the dotted line during a recent one when he also stopped off in several cities. Wants one a month. Bob Lewis, baritone at the same station, all better after a separation from his appendicitis.

**J**ANE PORTER, of KMOX, St. Louis, speaking on foods at St. Louis conventions and meetings. . . . Moyd Farr, KDYL's chief announcer, coaching the Salt Lake City spellers in effective speech, while Al Priddy has designed a three-wheeled auto. Ted Kimball, program director, apartment-shopping. Wedding bells to ring soon. . . . Leonard J. Howe has joined WHO's news gathering staff. He comes from WJBC, Bloomington, Ill. and formerly was with KFRU, Columbia, Mo. . . . Helen Watts Schreiber, food expert, who was "Prudence Penny" for *The N. Y. American*, will handle a full-hour broadcast for WHO every Saturday morning. Program will be called *May I Suggest?*

Buck Rasch, KRNT, and Jerry Smith, WHO, tied for first place as goddlers in the *Lower String Band Contest*. Two other KRNT-ers, Betty Jean and Zaida Scott, also capped prizes, second and third places. . . . Ralph Burpin, of WJSJ, Winston-Salem, N. C., as announcer. A new show is being built by John Roe for the Raleigh outlet. *Melody Boys* and organist Kipling Scott will handle the musical chores.

Margery Hood, who conducts the *Women in the News* program over WNBC, Detroit, is taking a leave of absence for five weeks. Will make a cruise of the Central American countries thru the Panama Canal and California. . . . Bill Mishler, announcer WWJ, to Florida on a three weeks' vacation.

# FCC Expresses Objection to Boylan Radio Wattage Tax

WASHINGTON, March 5.—The Federal Communications Commission in a letter from Chairman Frank R. McNinch to Congressman Doughton, of the House Ways and Means Committee, expressed objection to the Boylan tax on radio wattage. The letter said that: "The bill is apparently designed to produce revenue considerably in excess of the cost of administering the provisions of the communications act which deals with radio broadcast stations. Tax base prescribed in the bill, namely, the number of watts of authorized power which a station is licensed to use, does not represent an adequate or equitable basis for such a tax levy; nor is it equitable or proper to classify stations arbitrarily in three groups—those authorized to use less than 1,000 watts, those authorized to use between 1,000 and 10,000 watts and those authorized to use in excess of 10,000 watts—for the purpose of fixing the tax rate.

There is not consistent or logical justification for basing a tax on radio broadcasting stations solely on wattage, without regard to income, type of service, geographical coverage or other pertinent considerations."

The chairman's letter stressed that FCC's objection to the Boylan Bill should not be taken as objection to the principle of taxing the broadcasting industry, either for the purpose of reimbursing the government for the expense incident to the regulations of broadcasting stations or for general revenue purposes.

# Webs, AFRA Still Deep in Huddles

**Problem of wage scale main block to settlement—agency deal thru Four A**

NEW YORK, March 5.—Altho the American Federation of Radio Artists and networks and advertising agencies are still in conference, one or two points appear to have been settled. Main obstacle, however, insofar as sustaining shows on the chains are concerned, is the extremely knotty problem of the wage scale. There is no doubt the union and radio men will be talking for some time to come. Agency problem is even more difficult to solve, because of conflicting prices in the business now and the many centers of program origination.

AFRA had completed its wage scale, as proposed, some time ago, covering all types of productions under its jurisdiction. It is apparent, however, that one wage scale for the entire industry is not feasible. Outside of New York, Chicago and Hollywood, for instance, the scale might call for prohibitive raises. To level it off might, in some cases, call for cuts in the cities mentioned. Further, if AFRA instituted different wage scales in various cities, production from the higher cost cities would be dropped in favor of the lower salaried centers.

It is stated that the networks have agreed to grant certain working condition improvements which the union seeks. Principal factor is shorter rehearsals.

Current issue of the AFRA Bulletin, second published, lists negotiators. NBC has Mark Wood, vice-president; C. W. Fitch, business manager of the program department; Grandeur Prime, counsel, and Pat Kelly, chief announcer. CBS has Lawrence Lohman, vice-president; I. S. Becker, business manager of Columbia Artists; Joseph A. Burgess Jr., personnel manager; Sydney Kaye, counsel, and Joseph H. Ream, counsel. AFRA has Emily Holt, secretary; George Heller, associate secretary and treasurer; Henry Jaffe, counsel, and Raymond Jones, secretary of Chicago local and member of board of directors.

John Benson, president of the American Association of Advertising Agencies, is speaking for that group with AFRA. Contract agreed upon will be signed by the Four A's and member agencies.

SAN FRANCISCO, March 5.—Vic Connors, executive secretary of the American Federation of Radio Artists, returned during the week after launching new chapters in Denver, Tacoma, Portland and Salt Lake City, with stations in these cities expected in the fold shortly.

Local stations have been given proposed agreements, calling for alternative five-day, 40-hour week, or six-day, 36-hour week. Suggested salaries based on station wattage. Announcers, producers and actors are covered.

## In All of Us

NEW YORK, March 5.—Dinty Doyle, radio columnist of *The New York Journal-American*, subbed on the Old Gold show last week because of the California floods. George McCall, Coast chatterer, couldn't get thru. Dinty showed the thespian urge by doing an imitation of W. C. Fields. Wasn't bad, either.

## Coughlin Vs. Symph Gives WJR Headache

DETROIT, March 5.—The issue of Father Coughlin vs. the symphony had a few headaches for local station program makers until settlement was achieved this week. CBS Philharmonic symphony concerts on Sunday afternoon went along fine until Father Coughlin recently appeared on the air, unceremoniously ejecting the last half of the symphony program.

WJB, local CBS outlet, got plenty of squawks, but Manager Leo Fitzpatrick evidently was unable to do anything but retain the radio priest, WJR being known as Father Coughlin's original station.

Situation was solved this week when WTOL, new Toledo station, took to the air, and Fitzpatrick arranged for this station, otherwise without CBS affiliations, to take the symphony broadcast. Meanwhile WJR continues to give the first half of the symphony and the whole of the Coughlin broadcast, and music lovers will just have to do a bit of dialing.

## Engineers Form Group To Advise Sponsors

DETROIT, March 5.—Radio Listeners' Foundation has been formed as a non-profit corporation. Active incorporators are W. A. (Radio Jake) Jacoby, interference adjuster, and Richard E. Jones, radio engineer. Stated aims to promote "closer harmony between listener, sponsor and the broadcasting station and to promote better radio reception. Foundation is for the purpose of providing an organized voice for the listener so that the sponsor may be supplied with constructive criticism based entirely on the assumption that it is the intention of the sponsor to please the listener."

Organization has the backing of the Federation of Women's Clubs and the local president, Ruth Johnson, according to Jones. Mrs. Laurie Cerga, of the Federation of Women's Clubs, is secretary and treasurer.

## N. Y. Station Publicity Chart; WQXR Gains in Daily Breaks

NEW YORK, March 5.—Tabulations of New York stations' publicity breaks for the period starting January 23 and ending February 19 of this year reveal a number of highly interesting points. In keeping with the trend for the past year, all stations are off as against 1937, because of the folding of *The New York American* and *Brooklyn Times-Union*. This period, however, shows further declines, effective with February 12, when *The New York Sun* dropped the major portion of its Saturday afternoon radio page. Move stemmed from a retrenchment policy adopted by this paper.

A standout in the summary presented herewith is the spot held by WQXR, local high fidelity station which acquires most of its program listings by playing phono-

# Performing Rights Society Is Being Pondered by CSAMPPA

NEW YORK, March 5.—Latest group thinking of a performing rights society is the Colored Songwriters, Actors, Musicians and Professional People of America, whose slogan, printed on its letterhead, says "The Lord helps those who help themselves." Leading spirits already claim 2,700 song titles, including pop, spirituals, hymns and blues.

CSAMPPA is the second Negro theatrical society formed within a few months, the other being Negro Actors' Guild. The Guild, allege adherents of colored songwriters, is strictly for the more wealthy Negroes. Back of the letterhead lists organization's objects and purposes, including helping the Negro economically and taking him out of economic slavery. Goes on to say, "This is a new day—and a new Negro—so what!" Group's executive secretary is Perry

Bradford, Negro composer; Andy Ranzar is president; Willie Glenn, assistant secretary; Bud Harris, field secretary; Mercedes Gilbert, treasurer, and Dan Michaels, assistant treasurer. National advisory board includes some well-known names.

Group, which is making a terrific splash in the Negro press, is trying to get World's Fair authorities to put on a Negro show, *The Ole Plantation*.

## Four in Scramble For Denver Station

DENVER, March 5.—Entry of F. W. Meyer into the race for radio stations in Denver raises the number of applications from here before the Federal Communications Commission to four. Meyer, manager of KLZ, is applying for a permit to operate on 1310 kilocycles, with power of 250 watts day and 100 night. Mountain Top Trans-Radio Corporation, formed here last year, has applied for the same. Hearing on Mountain Top has been set for March 14.

Meyer stated the application for the permit is his personal venture and has no connection with KLZ or the Oklahoma Publishing Company, with which KLZ is affiliated. The Oklahoma Publishing Company, besides operating three radio stations—KLZ, Denver; WKY, Oklahoma City, and KVOR, Colorado Springs, owns two dailies in Oklahoma City.

Also before the commission are applications of KFEL-KVOD, Denver, for full-time operation. These stations are sharing time on the 920 band, which is asked for KFEL, with KVOD asking for full time on 630. Matter has been taken under advisement by the commission.

## T. Dorsey's Commersh From Philly Theater

PHILADELPHIA, March 5.—Audience at the Earle Theater will pay to hear commercial plugs when Tommy Dorsey plays here March 11 to 15. Dorsey files the Brown & Williamson banner for B. B. D. & O. and his radio broadcast, plugs and all, will be aired from the theater.

Other tentative bookings for Dorsey's bandmen include the Stanley, Pittsburgh, and Cleveland's Palace.

Stage show and pictures are run in conjunction with the broadcast, but local showmen are wondering how fans will react to paying and hearing plugs.

## New Negro Juve Show

DETROIT, March 5.—New juvenile sepiu radio revue, *Rhythm Plantation*, has been readied for the air by Mariatti-Schlesinger, local production organization. Revue has been in rehearsal for several months and is reported ready to take to the air now. Special audition was held Saturday for an invitational audience at the Brewster Center Auditorium.

A promotion brochure weighing close to 10 pounds and measuring 19 by 24 inches has been issued by WHN, New York. Station's *Original Amateur Hour* is boosted in the oversize job, which will be talked about by salesmen attempting to interest agencies in the amateur session. Describes history, stars and amateurs and tie-ups with the affiliated Loew theaters.

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Station	1936		1937	
	F.	C.	F.	C.
WABC	820	213	1,042	1,363
WJZ	673	189	859	1,186
WEAF	660	154	814	1,100
WOR	358	95	453	561
WMCA	311	113	424	586
WHN	144	37	181	292
WQXR	152	24	176	69
WNEW	120	46	168	217
WINS	54	33	87	159
WNYC	58	25	81	117
WEVD	65	7	72	54
WBXX	4	1	5	28
<b>Totals</b>	<b>3,420</b>	<b>934</b>	<b>4,360</b>	<b>5,708</b>

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## Shuberts Figure Radio Here To Stay; Sponsor Boston Quiz Show

### "Shubert Night School"

Reviewed Sunday, 6:30-7 p.m. Style—Questions and answers. Sponsor—Shubert Productions. Agency—Harry M. Frost Company. Station—WHDH (Boston).

Shuberts of the legitimate stage clan have broken down and gone into radio sponsorship of this twin-named Sunday show tagged *Night School* and *What's the Answer?*

Gag is on a professor-student pattern. Fred Garrigus, of the station staff, is the professor, and Ken Wilson (program director) as a melancholy assistant prof. Audience is the student assembly. Program is similar to Jim McWilliams' network show, only local is slow in comparison. Half-hour shot tallies eight rounds of queries. Porthoming or current Shubert offerings are plugged at opening and closing. Two winners are awarded ducats to the show. This may have its drawbacks.

Garrigus is okeh but for use of stock phrases. More originality in handling the show and more life will aid.

Extra attractions in the form of some of the Shubert shows' casts are spotted frequently. S. J. P.

### Virginia Rounds' Vox Pop

Reviewed Tuesday, 6:45-7 p.m. Style—Vox pop. Sponsor—Benson & Hedges. Agency—Paris & Peart. Station—WEEI (Boston).

This stanza of *Round the Town With Virginia Rounds* is the most intelligent tete-a-tete heard since Boston started to harbor a myriad of vox poppers.

Twice-weekly quarter-hour spot is sponsored by Virginia Rounds ciggies. Virginia Rounds is the name used by Elizabeth Hart, of WORL, who does the interviews. Locale each broadcast is scheduled for some gathering place of the town's smart people—niteries, hotels, etc. Last several have had their origination at the Hotel Statler, probably due to Edward R. Place, Statler p. a., one of four interviewed on the session caught. Intelligent conversation is a pleasure compared to the ordinary terse, giggly and uninteresting trash which obtains. Mrs. Nye Mayhew, frau of the orchestra leader now playing that hotel, and two other women were also good. S. J. P.

### "You, the Unseen Jury"

Reviewed Tuesday, 7:30-7:45 p.m. Style—Sketch. Sponsor—Morris Plan Industrial Bank of N. Y. Agency—Gotham Ad Company. Station—WEAF.

Attempt to pack an audience-jury show and bank plugs into this quarter-hour session impresses as a barely adequate job. Lack of any great suspense or dramatic punch in the unwrapping of the mystery weakened the show. Probably the limited time is partly to blame. It's difficult to get much dramatic build-up or suspense when time must be allowed to ask dialers to try to figure it out themselves and for the bank to take a bow.

Howard Warwick did the script. Productions need, on the whole, more punch. Roy Post, criminologist, featured.

Effective tie-in arranged with Schulte Cigar Stores. Chain places throwaways on its counters which tell the story up to the explanation, plug the bank and a weekly feature of Schulte's. B. H.

### "Answer"

Reviewed Friday, 7:30-8 p.m. Style—Question game. Sponsor—May-Stern Company. Station—WCAE (Pittsburgh).

A combination of Professor Quiz and Bingo, *Answer* is novel for having phone girls in studio audibly tallying listeners' scores as chatter background for announcer, who reads questions.

Formula tells would-be prize winners to jot down their home phone numbers then write answers to radioed question under numbers by alphabetical key given by announcer.

Program's merit is its tendency to interest even non-prize seekers thru familiar quiz pattern once it gets under way. Disadvantage that may prove greater than asset is lengthy, complicated explanation of rules that might

bewilder listeners. Prizes awarded as soon as wins are phoned in while program is in progress.

Evidently trying to catch attention of mass buyers, sponsor could well simplify the idea. M. F.

### "Romance and Rhythm"

Reviewed Thursday, 8:30-9 p.m. Style—Music. Sustaining over KDKA (Pittsburgh).

Sustaining spot for Maurice Spitalny's new KDKA studio orchestra that has already been sold for sponsorship beginning March 21, *Romance* is notable for smooth pop tunes that tend to be occasionally symphonic and for giving crooner Billy Sherman a break.

With a voice that femmes should rave over, Sherman weaves a vocally romantic spell that can stand on high solo ground with further development. Faye Parker adds some neat torching. M. F.

### "The Music Man"

Reviewed Tuesday, 1:30-1:45 p.m. Style—Piano recital. Sponsor—F. A. North Plano Company. Station—KYW (Philadelphia).

Karl Bonawitz, a leading organist and pianist in these parts, gives a pleasing performance each week direct from the showrooms of his piano-company sponsor. He plays a series of compositions from a different piano each broadcast, announcer plugging the song and the instrument at the same time. Numbers played are usually requests from listeners and range from classical to latest swing tunes. Program a natural for sponsors selling musical instruments.

Bill Lang announces. Program could have more listener interest with the introduction of a vocalist on certain song numbers, but evidently sponsor is afraid it would detract from the piano he's trying to sell. S. S.

### "Club Celebrity"

Reviewed Tuesday, 7:30-8 p.m. Style—Music and chatter (music on transcription). Sponsor—Oldsmobile Dealers of Allegheny County. Station—KQV (Pittsburgh).

*Club Celebrity* is an example of what can be done with transcriptions when a guy with imagination comments between numbers. Formula, developed by Station p. a. Joe Villella for sustainers and several sponsors over period of months, routes platter numbers between chatter that sets scene of broadcast as figurative night club. As supposed emcee, Villella introduces band, singing and instrumental discs, even announces celebrities at tables, culling names from city newspaper, political, industrial and miscellaneous list of big shots. Name mentions gain commentator and sponsor

favor from most of the ducks mentioned, who like to be considered top names. Biggest defect is repertoire of mediocre-to-lousy jokes that needs restocking. Corny applause record after numbers isn't much help either. Biggest merit, Villella's personable radio voice. Plugs are handled by staff announcer Ken Hilderbrand, who won medal last year as city's No. 1 mike man named by committee of theater people. M. F.

### "It Happened in Hollywood"

Reviewed Wednesday, 4-4:45 p.m. Style—Film chatter. Sustaining on WELI, New Haven, Conn.

A breezy discussion of Hollywood celebrities and near celebrities three times weekly, conducted by Vincent Palmieri, assisted by Muriel Kingsbury, Palmieri, formerly in publicity in the film capital, answers questions read by Miss Kingsbury. Information seekers' initials and name of city are mentioned only. Toward end of program Miss Kingsbury talks on dress styles of various flicker stars. Because of limited time, talk should be yanked, as it tends to slow up tempo considerably and distracts from the other part of program. S. A. L.

### "Musical Gazette"

Reviewed Sunday, 8:30-9 p.m. Style—Musical show. Sustaining on WABC (CBS network).

Competing with the powerful Chase & Sanborn stanza is no simple task, particularly for a production that impresses as being in the just-fair class. Columbia, however, cannot afford to shut the plant down, and so the hour must be filled. This isn't altogether easy for a production of any type, even one which might conceivably draw better on a less competitive spot.

Lyn Murray's *Musical Gazette* uses a newspaper office set-up as a foundation for the show. It's a newspaper devoted to the "sunny side" of life and strives to give all yarns a happy ending. Headlines, international news and features and "double features" introduce songs. It's an effective idea, but greater zing might be attained by more gags and not overstressing the fact that cheerfulness is sought. After all, even 12-year-olds get the idea after it's pounded in a few times.

Barry Wood solos in enjoyable style, while Nan Wynn, Lyn Murray, Four Clubmen, Kenneth Roberts and the Bob Sisters handled various "departments" and "assignments" on the daily. Talent good. B. H.

### WAAW's Two Managers

OMAHA, March 5.—Appointment of Frank Shopen and Walter Myers as co-managers of Radio Station WAAW, owned by the Omaha Grain Exchange, has been made by J. H. Weaver, exchange president. P. P. Manchester, exchange secretary, has been managing the station's affairs past few years. Myers is station's chief engineer and has been with WAAW over 13 years. Shopen has been with the station three years.

## Current Program Comment

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

Sticking straight to the fan formula, George McCall continues to dish out orthodox chatter about Hollywood titans on his *Screenscopes* show. A bit of sob sister stuff, news that Rudy Vallee's dancing teacher gave him up as a bad job because Vallee had "no sense of rhythm," plugs for amateurs found at Hollywood's Troc and answers to typical fan questions constituted a recent service. Answers are "dictated" to a gal, whose typewriter clicking backgrounds the session. Corn is still a major item in the American diet. On CBS.

Mutual has a sustaining feature in its *Medical Information Bureau* that combines public service with human interest. Despite the title it's no patent medicine peddling session, but a program arranged with the co-operation of several health and medical organizations. Aims to give public a knowledge of what's being done in medical world and, despite or maybe because of its occasional club-womanish handling, should attract the housewives. Recent talk dealt with the problem of crippled children and the

played the lead in this production, gave an excellent performance.

*Heinz Magazine of the Air* is a good radio show. It has a pleasant, warm and homey atmosphere without being saccharine. Altho Channing Pollock's philosophic addresses are offered as the highlight, the actual highlight is Mark Warnow's music. Orchestra plays light classics beautifully. Bill Adams handles commercials in a convincing and simple way, spels being worded to sound as tho he were actually talking about himself, his food tastes and the like. Clyde Barrie, baritone, did a nice job as guest singer.

It takes more than perseverance to sit thru 15 minutes of *Famous Fortunes* on WOR Tuesdays, 7:45 to 8 p.m. For biographical dramatic programs this one is most uninformative and undramatic. Episodes collected to portray the life of Andrew Carnegie were listless, unimportant items which couldn't reflect a superlative character in the steel magnate. Script event passed up the usual tense material in conflicts and struggles which befall any pioneer. Approach and text are rather immature when one realizes sponsor is appealing to an adult male audience. If anyone can get excited enough to participate in the 50-word contest on who is the most fortunate man in the world, it's the attraction of fairly high stakes that gets 'em.

Heavy doses of comedy on the Sabbath aren't likely to do much good to the Senator Fishface and Professor Pigeon-hole stanza with Norman Cloutier's bandmen. Boys have their own brand of comedy, and while it has moments of laughs, a good portion of it is forced and doesn't shape up well against other programs. Recent show had one bit which took place in a newspaper office and there was much ado about a gent who was reported dead but who was still alive. Special editions, editor mix-ups, as well as lines such as "the paper is read all over—it's printed in red ink" and didn't carry any sock. Fishface's tongue-twisting stanza likewise fell in to a draggish mood. There was a humorous idea in this session, but overplaying robbed it of much mirth. Some novelty warbling by Fishface was an easy highlight. Less dragging, greater variety of gags would probably do the trick. Cloutier's bandmen lend capable support, but were in a minor spot on the show.

Eddie Cantor's Texaco program on CBS Wednesdays depends, if its last Hollywood session is an indication, on an indiscriminating desire to hear showbiz names wrestle with terrible material on the air. Otherwise it's nothing but some stale gags delivered by Cantor, who is liked by some people. On program caught Joe E. Brown and Deanna Durbin did guest shots, with Brown injecting the only well-delivered lines on the stanza. Durbin, whose voice (over the air at least) is as thin and hard as a sliver of rock, was forced to do a tasteless song with Cantor in which she slobbered thanks on him for all he'd done for her. But the depths of smelly taste were reached at the finale, when Cantor was publicly presented with a testimonial from the Disabled American Veterans for promulgating sound Americanism. It seemed the testimonial could have been presented somewhere other than on a paid Cantor air show. Incidentally, the insanely loud studio laughter is another major annoyance. The cracks weren't that funny by a long shot. Cantor shifts sponsor to Camel cigarettes soon.

Dropping its expensive *Hollywood Parade* show, Lucky Strike has extended Kay Kyser's *Musical Klass* to one hour. Quiz of youngsters on their knowledge of maestros, band styles and jazz history by the genial and affable Kyser has proved to be a top stunt program. Is drawing a big volume of fan mail and is unquestionably building good will for the ciggy.

Padding of the Kyser quiz has, however, resulted in a slower, less lively entertainment than the more compact half-hour stint. Only half the program is given over to contestants. Other portion is done by the Kyser Band and vocalists, not strong enough musically to carry the brunt of such a show. Need larger instrumentation and better singers if *Klass* is going to continue on an hour-long schedule. Quiz is slowed up no end by frequent interruptions and band numbers. Better pacing is badly needed. Continuity also is extremely overwritten, ringing all possible changes, a la Jack Oakie, out of the campus metaphors.

# 802 BATTLES BAND BOOKERS

## Crosby and Barron Cases Put R-O'K, CRA on Union Carpet

Local union interrogates CRA on Blue Barron booking—trial board reserves its decision—R-O'K must answer Bob Crosby charges—agencies are not worried

NEW YORK, March 5.—Altho officials of the American Federation of Musicians have more than once gone on record that the big band agency represents the most ideal booking arrangement, the administration of Local 802 steps forward with divers views on the subject. It's not the little fellows after all that need stricter regimenting, according to Prexy Jack Rosenberg, it's the big boys, that are the bad boys. Referring to the big band agencies in terminology usually associated with unholy wedlock, Rosenberg has started to crack the whip. First to be called on the carpet, before the 802 trial board was Consolidated Radio Artists for interrogation on the Blue Barron booking at Hotel Edison here. Holding court Thursday, Stan Zuker and Ed Kirkeby were questioned and the decision of the board was held in abeyance.

Hearing, however, was outgrowth of Barron's own trip to the trial board, the maestro and his men getting socked with heavy fines. Charged with playing a recording session at Victor below the union scale, Barron was nicked \$600 and his men \$250 per. In addition, Barron was penalized another \$100 for failure to collect transportation in coming here from Cleveland.

Zuker, CRA general manager, came to Barron's defense, claiming that the band was not fully acquainted with the scale for recordings, thinking \$20 per man covered a four-hour session. Scale calls for three hours at that figure, with \$8 for the overtime hours. The union rejected the plea of ignorance, contending that Barron must have known the scale, as he recorded previously for Irving Mills. Fines will be appealed to the Federation and the tune will sound different then, said Zuker.

CRA interrogation involved salary and the charges on the Barron booking. Zuker advised that the books of Consolidated were open for perusal at any time the board felt there was anything wrong. Reserving any decision on the hearing, just what the board has up its sleeve is still a dark secret. "We have nothing to hide nor have we done anything that is wrong," said Zuker. "The Barron fine was based on a slight technicality. Our books showed that NBC collects for all the charges from the hotel direct and that the band is getting scale. There is hardly any logic in the union's action. It stands to reason that no organization would sacrifice the booking of 150 bands for the sake of one single booking."

Other sources indicated that the CRA interrogation was only a ruse to advise

local bookers that traveling bands are not welcome in New York territory and that the union will hound all outside bands locating here for the least little infraction.

### The Crosby Charges

Of a far more serious but related nature is the case involving Rockwell-O'Keefe on charges pressed by the Bob Crosby Band in connection with their corporate state as Gil Rodin-Bob Crosby, Inc. Formal complaint was made Thursday, the band's last day in New York. Following morning R-O'K received notification to appear before the 802 trial board. Date of hearing will be set later, possibly in May, as soon as the band returns to New York.

It has been watchful waiting, but strictly in a mud groove, since Crosby split with the office for Music Corporation of America generalship. Earlier in the week both parties met to effect a settlement, but it was no go, making things only more troublesome.

According to Max Aaroh, chairman of the trial board, the charges are of a most serious nature. R-O'K is charged with unfair dealings in violation of union laws, specifically that the band was charged exorbitant sums for booking trips made by "Corky" O'Keefe, R-O'K vice-prez, and other members of the corporation; that double commissions were collected on engagements; that the corporation books were kept and audited by the R-O'K attorney, Bernie Miller, who was made secretary of the band corporation; that its contract was inequitable and a slave binder, tying each man down for five years, with options for a similar period, to work exclusively for the office, and that the band had to pay for its own line charges

### Darn Clever, These Song Pluggers

BOSTON, March 5.—It was five minutes before program time for an important radio audition, and Dean Hudson found his ace trombonist had suddenly turned sick. Then who should walk in but Bob Harris, song-plugging for Shapiro-Bernstein. Informed of the situation, Bob dropped the armful of orchestrations and took command of the trombone situation, program and audition going thru on schedule.

The scene shifts. It's a week later. Now it's only minutes before Hudson is ready to take the air when trumpet player cuts his lip and is out of action. At this point in the story our hero again appears with arms full of tunes and is immediately pressed into service, this time transposing trumpet parts on his trusty trombone to the satisfaction of all concerned.

on broadcasts.

When apprised of the charges Tommy Rockwell, R-O'K prexy, and his associate, Mike Nidort, expressed a "so what" attitude. "It looks like the Crosby boys are mighty desperate," they said. "These charges, denied, are only mild compared with the original charges filed against us with Weber (AFM prexy), and at that time Weber gave a very mild verdict which was noncommittal and does not affect our original contract with the band."

"Even if these charges were true, and they are not, there's still nothing contrary to union regulations. O'Keefe is now in Florida, but no trips were charged against the band corporation. Nor was it ever charged for line fees. That Miller is secretary of the band corporation and our attorney is a coincidence and nothing more. Our contract with the band is strictly a business arrangement that's legal in every respect. And as for commissions, there's nothing in the union books that says we have done wrong as long as the boys get paid scale."

Whatever the outcome, the final note will not be sounded until June, when the AFM convenes in Tampa. "On the basis of these cases," opined Aaron, there will be many matters and recommendations for the next convention. On the face of it the situation is not a healthy or desirable one.

While Bert Henderson, assistant to Weber, reiterated his statement that the federation is very well satisfied with the set-up of the big band agencies, 802's Rosenberg fired back: "The federation must say it is responsible, otherwise it could not grant them license."

## Selling the Band

### Sheet Music Publicity

Paramount Music, Inc., which publishes most of the tunes spotted in Paramount filmicals, has inaugurated a policy that gives the alert band leader a chance to spread his name and fame around. On the outside page of their sheet music publications they are running stories of the name and semi-name maestro. Consists of a large caption across the top, picture of the leader and a lengthy history of the band. Story covers its style, development, outstanding soloists and instrumentation.

Publicity of this kind is more valuable than hit-or-miss newspaper breaks because it reaches the public most interested in dance music, the old and young alike who play it on the piano. Latter form the most faithful following for a band, buy its records, pay admissions and covets to hear it play.

The accent on radio has, within recent years, shoved sheet music into the background. But publicity of any kind isn't to be scorned, and it doesn't hurt to have your picture on the front cover of a piece of music that goes into homes all over the country and is seen by tens of thousands of people. A front-cover tie-up for sheet music can easily be negotiated by making an arrangement to introduce a new song. Of course, the big-

ger publishers prefer to tie up only with the name bands, but very often an indie will give a lesser known band a plug. Anyway, it doesn't hurt to try.

### Clothes Make the Band

Assuming a band has the right kind of music, appearance counts for a lot on a job. With spring and a new season in sight, band leaders should start shopping around now for spring and summer outfits for the boys. A new wardrobe helps a lot in giving the gates the added lift that keeps them in the running.

When playing a return engagement many maestros say it pays to invest in an extra outfit and give the customers a feeling of freshness.

Why do so many baton-wavers insist that their femme singers have a stupendous collection of gowns but never think of themselves and their musicians?

### Newspaper Display Advertising

The Hotel New Yorker splurged plenty on the Jimmy Dorsey opening last week. Took two-column spreads in all the dailies, laid out in newspaper style, announcing: "Jimmy Dorsey Comes to Town." More hotels and ballrooms should take a leaf out of the New Yorker's book and spend a little money telling the

## MPPA Plans To Add Front Men

NEW YORK, March 5.—Possibility that Music Publishers' Protective Association will hire a strong man to settle the internal squabbles of the music pubs is likely. Advantage of having an impartial authority to police unethical pubs, adjust copyright quarrels and in general act as a smoother-out in Tin Pan Alley was mulled by the leading publishers at the last meeting of MPPA. Many of them feel that unless the publishers tighten up their own organization and end the chaos in the music industry the Federal Trade Commission will really step in—but with an iron fist. The iron fist is what the pubs are afraid of.

Harry Fox, MPPA chief, admitted that the association was seriously considering the appointment of a strong man, but said nobody had yet been selected for the post. "It will probably be either a lawyer or somebody with a legal mind," he said. In this connection A. Walter Socolow, associate counsel of the National Association of Performing Artists, has often been mentioned as being in line for an MPPA job.

Chief argument for the appointment of a new high-priced MPPA exec is that Fox is at present heavily overworked. Has been concentrating on the transcription and synchronization licensing problems. Also the possibility that the publishers may decide to collect their record royalties thru MPPA under an agency-trusteeship agreement, which would mean more work for Fox. He has been auditing the books of record companies in an effort to satisfy the beefings of certain pubs who claim foul play.

## No Switching or Feuding for Kyser

CHICAGO, March 5.—Kay Kyser denies that he ever had any plans of seeking a release from his Music Corporation of America affiliation. He states that he is perfectly happy with his MCA contract and, with his present College of Musical Knowledge program, is doing better than at any time before. Rumor that he may go with Consolidated Radio Artists was started when he received a letter from that office informing him that CRA has a Class A spot for him in New York. Kyser says he refused the offer.

Kyser is now one of the busiest band leaders in the business, doing three floor shows nightly and 16 broadcasts weekly from the Blackhawk Cafe here in addition to his network show for the American Tobacco Company. Referring to the reported feud with leaders using the singing song-titles idea, he says that he is too busy to think about it and does not care whether or not he is given credit for being the first to use this novelty.

DETROIT, March 5.—Attendance at the Tree Ballroom here has shown a decided increase during the past few weeks, according to Job Milton, proprietor. Milton is optimistic about the improvement and outlook for the future. While the box office was about 15 per cent off during the fall, it is now only about 5 to 10 per cent off of normal attendance, and there is every reason to believe this will continue to improve.

world about their bands. It has been proved over and over again within the last two years that the public is conscious of dance music as never before and will come in droves to hear its favorite orks. Yet a spot which spends \$1,500 a week on a band won't shell out some more to build it up.

Especially when a band is breaking into a territory for the first time, flashy newspaper ads are a big help in drawing customers. Band leaders should call these facts to the attention of managers who are too conservative or unbusiness-like to advertise. When the spot is ready to advertise the leader should help the manager or advertising department to plan the layout. Many band leaders find it pays them to split the advertising cost with their hotel or ballroom.

## Sheet-Music Leaders

(Week Ending March 5)

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. Whistle While You Work
2	2. Thanks for the Memory
3	3. There's a Gold Mine in the Sky
4	4. Heigh Ho
5	5. I Double Dare You
6	6. A Cypsy Told Me So
7	7. Sweet as a Song
8	8. Disney Doodle
9	9. Goodnight, Angel
10	10. Tip-It
11	11. I Can Dream, Can't I?
12	12. Moon of Manakoora
13	13. Ten Pretty Girls
14	14. Rosalie
15	15. One Song

**Slicing the Sweeney**

BOSTON, March 5.—Local press agent, ballying a Hudson-DeLange tarp session, submitted a story to the Hub papers that Will Hudson received over 50 letters from persons named Mr. Sweeney thanking the composer for writing a compo about them yclept Mr. Sweeney's Learned To Swing. The yarn was planted, but the editor captioned it: TELL IT TO SWEENEY!

**Krupa Leaves B. G. To Start His Own Ork, MCA Handling**

PHILADELPHIA, March 5.—Benny Goodman and his showy skin-pounder, Gene Krupa, have come to the parting of the ways. Krupa, who for three years has been star of the Goodman cats with his terrific playing of the drums, is going into the band business for himself, he announced in the dressing room of the Earle Theater Thursday (3). Will form his own band as soon as his two weeks' notice is up.

It was reported that Benny has been irked by the kootches that Krupa has been taking, and the swing maestro feared that his drummer was stealing the spotlight and was reported as asking Krupa to let someone else share the plaudits. Krupa, it was said, resented this and on Wednesday told Benny he was thru.

Krupa, however, denied there was any professional discord or jealousy between the one-time Damon and Pythias combo. "I feel that I can make more money with my own band, that's all there's to it," he said. "In fact, Benny has promised to help me get my band started. A drummer can be a leader all right. Look at Abe Lyman, Phil Harris and Ben Pollock—all terrific drummers."

Krupa was a very subdued drummer boy at Thursday's performance, and despite the cries from the hip-cats of "We want Krupa," he refused to get to his usual hot self. Gene said he would play with the Goodman crew at the Hotel Pennsylvania in New York until his two weeks were up and then get going on his own band. He said he wouldn't try to take any of Goodman's bandmen away because it "wouldn't be ethical." Goodman refused to comment.

NEW YORK, March 5.—Opening of Benny Goodman at Hotel Pennsylvania last night (4) was without the services of drummer Gene Krupa. Subbing at the suit-cases was Lionel Hampton, vibro mainstay of the Goodman Quartet and Trio, marking the first time a colored musician worked with the entire band.

Goodman apparently released Krupa from the required fortnight notice and has already set Dave Tough to make the permanent replacement. Formerly with Tommy Dorsey, Tough has now tendered his two weeks' notice to Bunny Berigan. Arthur Michaud, personal rep for both Berigan and Dorsey, is plenty peeved over the raid.

Krupa, as a band leader, will be under Music Corporation of America guidance. Building and exploiting of the new band will be under the generalship of Willard Alexander, MCA exec responsible for the meteoric rise of Benny Goodman. That Krupa would step out on his own this spring was first reported in *The Billboard*, January 15 issue.

**No Place for Louie**

TORONTO, March 5.—Musicians this week sent Lawyer J. W. McMaster, solicitor to the Toronto Musical Protective Association, scurrying to the City Hall to object to the Anti-Noise By-Law, only to hear that their worst fears, that they wouldn't be allowed to practice, were wholly without foundation.

The city, they were told, was more concerned with street noises and sour radice than an honest musician's attempts to better his art or whatever he called it. Warning, however, was thrown in the direction of trumpeters by Noise Hater Lumsden Cummings.

"A trumpeter who opens the window when he is practicing should be hung," he told the lawyer. McMaster promised his musicians would tootle behind closed windows.

**Sweet Song Slips to Third as Double Dare Slides Into First**

Songs listed are those receiving 10 or more network plugs (WJZ, WEA, WABC) between 5 p.m.-1 a.m. week days, and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, March 3. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F." musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Plugs	Net	Ind.
Last Wk.	This Wk.				
2	1	I Double Dare You	Shapiro Bernstein	30	28
7	2	I Can Dream, Can't I? (M)	Marlo	27	36
1	3	Sweet as a Song (F)	Robbins	27	23
2	4	Thanks for the Memory (F)	Paramount	26	23
4	5	Whistle While You Work (F)	Berlin	24	14
13	5	Tipitin	Marks	24	9
5	6	You're a Sweetheart (F)	Robbins	22	21
9	6	It's Easter Said Than Done	Olman	22	16
7	6	The One I Love (F)	Feist	22	13
4	7	More Than Ever	Miller	21	22
12	7	You're an Education	Bemick	21	18
10	8	I See Your Face Before Me (M)	Crawford	19	27
7	9	Dipsy Doodle	Lincoln	18	17
11	10	Always and Always (F)	Feist	17	19
7	10	Goodnight, Sweet Dreams, Goodnight	Shapiro, Bernstein	17	8
7	11	It's Wonderful	Robbins	16	23
13	12	Please Be Kind	Harms	15	21
6	12	Love Is Here To Stay (F)	Chappell	15	17
8	12	Outside of Paradise (F)	Santley-Joyen	15	6
13	13	I Simply Adore You	Ager-Yellen	14	15
13	13	Old Apple Tree (F)	Witmark	14	11
13	13	In the Shade of the New Apple Tree (M)	Chappell	14	7
3	14	Goodnight, Angel (F)	Berlin	13	24
13	14	Romance in the Rain (F)	Red Star	13	2
12	14	At a Perfume Counter (M)	Donaldson	12	39
12	14	Sunday in the Park (M)	Mills	12	20
6	14	Just a Simple Melody (F)	Witmark	12	13
14	14	One Song (F)	Berlin	12	11
14	14	Moon of Manakooza (F)	Kalmar, Ruby	12	5
12	14	Tonight We Love (F)	Famous	12	3
8	15	Rosalie (F)	Chappell	11	21
12	15	Let's Sail to Dreamland	Spier	11	13
12	15	In the Still of the Night (F)	Chappell	11	10
12	15	Somebody's Thinking of You Tonight	Schuster-Miller	11	10
14	15	Taboo	Southern	11	5
11	15	Shack in Back of the Hills	Morris	11	0
10	16	Heigh Ho (F)	Berlin	10	10
14	16	On the Sunny Side of the Rockies (F)	Hollywood	10	3

**Review of Records**

**The Grand Larceny of Barron Makes Tom Mix a Tenderfoot**

By M. H. ORODENKER

Abbreviations: V-Victor; B-Brunswick; D-Decca; BL-Bluebird

**Revolvs**

With the general order of tripe turned out as tunes, little wonder is it then that the waxers must dig deep in the dusty racks for the listenable and whistleable songs to fill their quota. The way they wax these old grandies is not exactly the proper way to give respect to our elders, what with jam juice running riot in the grooves. But with the customary forgiveness, and many sides that should quickly be forgotten, there's enough on tap to rate a twinkle on the unwinding.

TOMMY DORSEY pipes a pipkin in the five genus for *Shine On, Harvest Moon*, the dandies really cutting fast 'n' snuff. But for the backing, simply ignore it. Mayhays we're only a sentimental old sot, but it's a sorry state of affairs for swing when they have to start messing round with the married man's reminder, *Oh, Promise Me* (V). Furthermore, their riffing was as listless as a four-bar banjo break in a bascooka band. In the least, the latter would be in good taste.

PATS WALLER gets his contrib to the Swing Symposium cut down to regulation size, merely lopping out the vocals for *Blue, Turning Grey Over You*, and *Honeysuckle Rose* (V). Nothing to make you sit up, but if you like the Waller hot for the hoof, it will make you get up for a session of shag.

For some unknown reason a HARRY ROY pressing of dubious worth gets shipped over here from England, offering stock and dried syncopation for *Shake Hands With a Millionaire* and *Old Man Moon* (D). Nor will the Ted Lewis-inspired vocal exercises make you feel happy if you're caught buying it.

ANDY KIRK must have dusted off the fly specks on his arrangements for *Poor Butterfly* and *Lover, Come Back to Me* (D). It's mostly Pha Terrell whining with the wordage. Let's hope the scores were turned back to the files.

**A Better Brand**

There's very little to choose between Bob Crosby, Red Norvo and Jimmy Dorsey. Dishing out the current pops, the fare is served with plenty seasoning.

Their rambles in rhythms are altogether delicious without swarming over the melodic fabrics. Arrangements are youthful and varied, side-stepping swing extremes. Unquestionably a sound procedure for maximum audience appeal.

And in such mood, with Mildred Bailey's fine flair for the easy filtering in neatly, RED NORVO cuts a foursome in *I Was Doing All Right, Love Is Here To Stay, Always and Always, It's Wonderful* (B); BOB CROSBY packing plenty of the musical meat for *Always and Always*, especially the 18-bar coda for the rhythmic release, *More Than Ever, It's Easter Said Than Done, In the Shade of the New Apple Tree* (D), and JIMMY DORSEY for *Love Is Here To Stay* and *I Was Doing All Right* (D), with an almighty dozen bars to take 'em out.

And running close to this class is one of the better BUNNY BERIGAN couplets for *Outside of Paradise* and *Serenade to the Stars* (V).

**The Theft of Barron**

Since megaphones started selling at a dime apiece and Vallee's time became everybody's time, stealing styles is hardly a new thing among tootlers. But BLUE BARRON assumes a dictatorship, sort of. Not satisfied with another maestro's success, he shows partiality or favor to none. He takes 'em all, Kay Kyser, Sammy Kaye, Horace Heidt and Guy Lombardo, to mention a few of the more brazen bites as cut for *At a Perfume Counter* and *Did An Angel Kiss You?* (BL). Fortunately, it's all stolen with professional eclat.

GUY LOMBARDO is lush with the customary Canadian richness for brother Carmen's new sob story, *In the Neighborhood of Heaven*. For the backing, *The Old Apple Tree* (V), the vocal threesome make sport of a hillbilly classic which is sock stuff for selling circles. FREDDY MARTIN establishes a restful musical mood with *My Day*, mating with a rhythmic rumba, *Memmy Song* (BL). JIMMY LIVINGSTON offers nothing more than the mill run stuff for *Somebody's Thinking of You Tonight* and

**Our New President?**

WATERTOWN, Wis., March 5.—Alton F. Ortner, ork leader and magician, has announced his candidacy for mayor at the April 5 election. Ortner is completing his first term as alderman of the first ward. He is director of the Casino Rhythm Kings and won the Southern Wisconsin Charleston dance championship at Oconomowoc, Wis., in 1926. He has toured the State as a magician under the stage name of "Nova the Mystic."

**Glaser Expands Colored Field, MCA Interested**

NEW YORK, March 5.—Expansion of the Rockwell-O'Keefe colored band department looks likely, with Joe Glaser having renewed his contract for another year. The terms allow Glaser a freer hand. On May 1 he moves out of the R-O-K offices into a separate suite of his own. "By then," he said, "I will have added at least four more colored bands—maybe six—to my line-up."

Who these six—or four—would be Glaser didn't indicate. In view of his close friendship with Moe Gale it seems possible that they may be Chick Webb, Teddy Hill and Erskine Hawkins, all Gale-managed bands. Altho the Gale-Glaser merger cooled suddenly two weeks ago, a booking agreement between the two offices is definitely in the wind. At present the Gale bands are being booked thru Consolidated Radio Artists.

Two other candidates for the Glaser roster are Earl Hines and Fletcher Henderson, also being booked by CRA. Hines and Henderson are agented by Ed Fox, who leases the Grand Terrace in Chicago from Glaser.

Meanwhile there is a strong possibility that Music Corporation of America may try to step out into the colored band field, which has become very lucrative since the rise of swing. Pointed out that MCA hired Harry Moses not only because he is a star one-night man, but because he is a colored band expert.

Rumor has it that MCA officials are considering the advisability of taking Teddy Wilson and Lionel Hampton away from Benny Goodman and building two entirely new bands around them. MCA is reported as being more anxious to build new colored bands than to buy or sign standard outfits. Believed that the Wilson-Hampton move will take place whenever MCA feels Goodman can get along without the quartet.

Only race band on MCA roster is Count Basie. Deals are in the wind to take in Pats Waller and effect a booking arrangement with Irving Mills for Cab Calloway and Duke Ellington.

Skating Down the Old Mill Stream (BL). Nor does DEAN HUDSON astound the cardrums with a listless *Aerie Laurie* and *Miami Dreams* (BL) that lacks clean cutting and rounded tootling.

**Shake the Shack**

For those that dote on the stompers, HUDSON-DeLANGE stands alone with fodder to make you lick yo' chops. There's plenty color in the variation for *Definition of Swing* and *Off Again, On Again* (B), which smacks of the *Stop, Look and Listen* school. BERT SHEPTEE and his Rhythm Octet, including such lights as Adrian Rollini and Frankie Newton, is well-meaning misplaced for the meaningless *Taming the Devil* and *The Aeroplane and the Bee* (B), both sides sounding like jaxology set to the Dominic Savino "burry" music once used to score the silent screen shadows.

Better treatment than the compo deserve is dished out by JIMMIE LUNCE-FORD for *Pigeon Walk* and the pop *I'm Laughing Up My Sleeve* (D). EDGAR HAYES fails to make it interesting for *Swingin' in the Promised Land*, a bit better on the backing when subdued for *Let's Love* (D), his black and white embellishments covering a multitude. It's the rough and ready, but far from ripe, barrelhousing for MIKE RILEY with *Cachita*, and *Oh, Dear! What Can the Matter Be?* (D). And LOUIE ARMSTRONG is per usual for his own compo, *Struttin' With Some Barbecue*, saving his voice for *Let That Be a Lesson to You* (D).

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**Orchestra Notes**

By M. H. ORODENKER

**Talk o' Town**

It's being whispered, but loud enough so that we can hear, that the HUDSON-DeLANGE partnership has come to the dehyphenating stage . . . that Will Hudson will confine his activities to composing and arranging . . . that Eddie DeLange will organize a new band for a Rockwell-O'Keefe banner. . . . HARRY LAWRENCE has left Mills Artists, returning to Associated Radio Artists to continue his band bookings . . . the music arrangers are still griping for a guild to protect their interests, only this time they are first seeking AFM sanction. . . . BILLIE HOLIDAY, now on her own, is slinging the songs at the Uptown House in Harlem. . . . SONNY (MCA) WERBLIN is back in town after a look-see on the Coast. . . . MAL HALLETT set for the summer at Playland, Rye, N. Y. . . . LARRY CLINTON follows the Glen Gray and Dorsey freres footsteps, opening the Glen Island Casino May 26 for his first location date.

**Coast Chatter**

HENRY KINO is packing baggage for a New York trip, his wife already arriving in the Big City for a Sir Stork visit . . . chalking up an eight-month term, a record contract for the Bal Tabarin, San Francisco, JACK WINSTON bows out this week, with HAL BREITSKY bringing in the boys. . . . HERBIE KAYE takes over the EDDY DUCHIN stand at the Coconut Grove, Los Angeles, on the 23d. . . . the town's Palomar gets TED PIO-RITO Wednesday (9) direct from the Beverly-Wiltshire Hotel. . . . LARRY KENT fills in at the hostelry until the 17th, when HARRY OWENS takes over the tootling. . . . FRANKIE TRUMBAUER makes his return to orkdom on the 17th, following in at the Biltmore Bowl, Los Angeles, JIMMIE GRIER bowing out.

**Southern Exposure**

FRED WARING takes his Pennsylvanians to the sandy yams territory for the next couple weeks . . . after their current week at the Orpheum, Memphis, they one-night thru the Carolinas until April 1 for a week at Loew's, Richmond, and then to the Capitol, Washington. . . . LES ROBINSON lingers at Child's Gingham Club, Miami . . . back from that summer resort, JACK WARDLAW is taking in the Tar Heel Club and collieth dates. . . . INA RAY HUTTON opens her extended Mason-Dixon trek this week in Bluefield, W. Va. . . . the blond bombshell is showing off a new coiffure to the Southern gentlemen, having eliminated her bangs according to the coiffure conformists at Mills Artists. . . . JACK DENNY has taken over the orking at Beverly Hills Country Club, Southgate, Ky. . . . EARL HINES promises to raise the roof when the rug cutters convene at the Temple Roof, Baton Rouge, La., April 18.

**Beachcombing on Broadway**

New Yorkers will have to wait 'til midsummer before they can swing and away with SAMMY KAYE . . . on leaving the Statler, Cleveland, next month, band will cash in on theaters and ballrooms before locating here . . . after that lengthy explanation and swell build-up, GEORGE OLSEN goes back on our word . . . makes way for ENRICO MADRIGUERA at La Conga on the 15th. . . . JIMMIE PATI is taking in a return trip to the Red Mill up in the Bronx . . . after three weeks of CAB CALLOWAY, starting Wednesday (9), Paramount Theater brings in GUY LOMBARD. . . . ORRIN TUCKER leaves Chicago's Edge-water Beach Hotel to take over the Royal Canadian capers at the Roosevelt. . . . ZINN ARTHUR, Roseland rhythm-pater, gets a Vocalion label at the waxworks, cutting their first impressions on Tuesday. . . . CHAUNCEY MOREHOUSE, featuring a battery of tymps, preema his band tomorrow at the Swing Club on Fordham road.

**Windy City Episodes**

There's talk of ROY ELDRIDGE forsaking the Chi cats for Broadway's Harlem . . . If and when, it'll be for beating out at the Kit Kat. . . . BOB CROSBY takes over the KAY KYSER tootling at the Blackhouse on the 30th . . . last time

in the Loop the Crosby cats congregated at the Congress Casino . . . Kyser, as previously pillared, entrains for New York to air his commercials from that point . . . possibility that the Kyser Kollege will continue on the Mutual web in addition to the new NBC term. . . . GRAY GORDON makes it for a monther, starting the 17th, at Merry Gardens terp tavern. . . . LOUIS ARMSTRONG winds up his Grand Terrace term on the first, with ANDY KIRK carrying on. . . . Satchmo takes to the theaters, starting at the Lyric, Indianapolis, where MIDGE WILLIAMS joins up with the band, supplanting the chanting of Bobby Caston.

**Penny Patter**

The Quaker City was really supercharged with swing stuff this past week, what with Benny Goodman, Larry Clinton, Bunny Berigan, Claude Hopkins and both Dorseys jiving the Brotherly Love territory within the same seven days . . . they're still telling how the swank stuff at the Arcadia, International, where Berigan located, turned mighty mellow when Tommy Dorsey and Gene Krupa inspired 22 minutes of jam-boree. . . . CLYFF HALL, trumpeting the tom-thumb at the Embassy Club, is being prepped for a Mills Artists builder-upper . . . Cliff formerly guided the ill-fated Del Regis Band. . . . LEO ZOLLO spurts out with a new synopated style at the Ben Franklin . . . blending "laughing interludes" with his music. . . . CLARENCE PUHRMAN is grabbing off all the ice carnival dates in this territory . . . and on the other side of the Keystone State the Pittsburgh lads are shouting hosannas for Mary Ruth Milan, wiling 'em with her warbling at the William Penn with the KING'S JESTERS. . . . HERMAN MIDDLEMAN takes six weeks out at the Nixon Restaurant, leaving on the 14th for a Pan-American cruise. . . . PRAN EICHLER fills the gap.

**Gotham Groove**

When DUKE ELLINGTON opens at the Cotton Club this week band will be minus the trumpeting of Arthur Whetsol . . . Wallace Jones replaces, making CHICK WEBB two cousins up on Le Duke, since saxer Johnny Hodges also springs from the same family tree. . . . Whetsol, a pioneer member of the band, steps aside because of a lingering illness. . . . COUNT BASIE starts a week next Sunday at the Savoy, with WILLIE BRYANT following for a monther of stompology. . . . HOT LIPS PAIGE bows out of Small's Paradise on the 29th. . . . Onyx Club gets another LUCKY MILLINDER alumnus, Tab Smith supplanting Pete Brown for the alto saxings. . . . Claude Thornhill decided to keep MAXINE SULLIVAN at that swing spot for another six months before attempting the bigger and better horizons.

**The Woolly West**

HENRY BUSSE leaves the Chez Paree, Chicago, next month for a Midwest shuffle . . . already set for the Coliseum, Great Bend, Kan., May 4, and three days later at the Milwaukee auditorium to headline a civic affair. . . . CRA cracks a second Statler hotel via the cocktail combos . . . the Romany Trio opens on the 14th at the Detroit hostelry. . . . JACK SHERR, recently closed at the Rice Hotel, Houston, opens Wednesday (9) for a four-weeker at the Broadmoor Country Club, Denver . . . the Phi Gamma Deltas at Indiana U. get BARNEY RAPP for their April 2 big appling . . . coming thru an Erskine Hawkins music battle without any scratches, Lantz's Merry-Go-Round, Dayton, O., has pitted DON PABLO against MIKE RILEY this week. . . . JACK KURTZE draws a hold-over ticket for his Rollickers at Hotel Rome, Omaha. . . . JOE PAGE brings his band to Painesville, O., for WICA air-casting . . . the Winter Garden, Piqua, O., gets RITA RIO for the 21st.

**Mainly the Main Stem**

The Waldorf-Astoria settles down to a somewhat softer pace for the Lenten period . . . MISCHA BORR handling the dinner session with dinner music . . . but not so for the New Yorker, hotel nabob Ralph Hitz celebrating his birthday with JIMMY DORSEY . . . all the music publishers were on tap to pay

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their respects . . . but when Dorsey took the air he favored mostly the Larry Clinton compos, what with the same booking office building the latter . . . and brother Tommy turned up later in the week, relaxing by sliding out a tasteful chorus of trombone corn for his Sentimental song . . . they'll be digging in Babylonian archives before the priority rights to the Put a Nickel in the Slot ditty is settled. . . . Jack Mills and Larry Spiers must now turn over the coveted brass ring to Leo Peist, who cataloged that title back in 1923. . . . JENO BAETAL carries on at Hotel Piccadilly for a second year, ushering in his new annum with the addition of Attilio Perry for the solo accordioning.

**Notes Off the Cuff**

LOU CLANCY bowed in this week at Henry Grady Hotel, Atlanta. . . . PEARL HEADRICK and her all-fem tootlers locate this week at Hotel Lawrence, Torrington, Conn. . . . MARIO DI POLO opened this week in the Pall Room of the Hotel Raleigh, Washington . . . after a string of one-nighters in Kentucky fields, ART MORGAN locates at the Topper Ballroom, Lexington . . . lingers 'til April 2, when he takes to the road for a three-week string lined up by Art Dahman, Morgan's partner and co-manager of the Topper terp tavern. . . . DEANNA DURBIN waxing her screen songs for Decca this week. . . . FRANKIE CARLE lingers at Club Edgewood, East Greenbush, N. Y. . . . and so we send our cuffs to the cleaners.

**Webb Lingers at Levaggi's**

BOSTON, March 5.—Being the first colored band to crash the barriers at Levaggi's Restaurant, Chick Webb meant big biz for Beantown's swank fork and spoon rest and had his monther renewed for a similar term. Ticket expires April 7 and there is already talk of keeping him until May 18, the upped asking price being the deciding factor. Following his current run Webb is slated for the variety houses, opening at the Hippodrome, Baltimore, marking the first colored booking for that house in over three years. Band has also been penciled for week stands at the Oriental, Chicago, and the Michigan, Detroit.

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By MAURICE ZOLOTOW

Carvel Craig

One of the newer outfits to come up recently from the Coast is Carvel Craig (Hotel Whitcomb, San Francisco, NBC). Ork has been working around Hollywood and San Diego for the past two years, unknown east of the Rockies.

Craig's music is polished and sophisticated, stemming from the Duchin-Reisman school, with tremulous violin and impressive piano bits getting the accent. The arrangements, altho at times lacking in crispness and rhythmic drive, are volute and interesting. Seem to have a comprehensive library, knocking off Latin melodies, fox-trots and waltzes with equal facility. Their treatment of the three-fourer Close was especially creamy. Band itself is well put together and plays with skillful musicianship.

Vocalist Maria Roberts tackled the lyrics in the same refined key as the musicians. She is a good soprano. Baritone Oliver Edwards is also on hand for singing.

Commercial value: Band has all the elements of success, but still needs more compactness in order to click. Should eventually be good for class hotel spots and radio commercials.

Jimmy Dorsey

Rather disappointing was Jimmy Dorsey's Manhattan bow last week (Hotel New Yorker, Mutual). When caught from Chicago several months ago the boys were really beating it out, but last Tuesday night they simply were not in the groove. They played listlessly, were uninspired and often out of tune. Trombone solo of *In the Still of the Night* showed pitifully inadequate musicianship. Loss of *Toots Comerata* on trumpet has been unfortunate. He gave Dorsey's music some of its best hot passages. Also in need of a shot of dynamics is the rhythm section. Band should be quickly taken in hand if it's not to die of malnutrition.

Chick Webb

Chick Webb has been rocking the roof of what used to be a quiet, conservative restaurant in the village of the Cabots and Lowell. (Levaggi's, Boston, NBC). Spot had always been played by oafy marshmallow orks. Now they get Webb's modulated hot, distinctive, driving arrangements, his tympanic virtuosity and the sensational warbling of Ella Fitzgerald.

Program caught was made up about half of hot standards and half of pop tunes, latter mostly handled by Ella. Best arrangements were *Don't Be That Way*, *Sugarfoot Stomp* and *I've Got a New Baby*. Announcements were very, very lcky; typical phrase, "The cats have gone barrelhouse." Which is certainly a new nadir for this kind of Martin-Blockheadery.

Commercial value: Band certainly confounded the critics by its surprising click at Levaggi's. Would be sock on a commercial if the sponsors could be induced

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A Song Plugger at Heart

NEW YORK, March 5.—Publisher Jack Mills received the following postcard from songwriter Harold Rome, now in Florida writing the score for a Max Gordon musical. Wish-you-were-here greetings read: "The greatest mistake of my life was not coming down here sooner. It's as balmy as Sunday in the park and I'm getting tall, fat and terrific lying on the beach. What good is love without a copper-colored pal? That's the only thing wrong with my day; nobody makes a pass at me."

Tomei Blackballs  
Jamming for Philly

PHILADELPHIA, March 5.—Jam sessions are strictly taboo in this town. That's the ukase issued Thursday by A. A. Tomei, prez of APM Local 77, after reports of jamming by visiting musicians at local night spots.

"I don't care what they call it now," Tomei declared, "but there's always been a strict union rule against free playing, and that's all jamming is. I'm going to see that it's cut out before it gets any headway here.

"If this crazy fad spreads, night club operators will be getting most of their entertainment gratis and the musicians will have only themselves to blame. You don't see a lawyer go into court and give a gratis spiel for a defendant who is being represented by another lawyer just because he wants to show off his stuff."

Tomei made this blast when he heard that Tommy Dorsey and Gene Krupa, Benny Goodman's drummer, had mounted the band stand at the Arcadia and jammed for the best part of an hour with Bunny Berigan's crew. The Arcadia patrons went wild. Nothing like it has ever been seen here.

"Sure the customers like it," Tomei said, "but musicians are cutting their own throats if they keep it up." The Sery union proxy said he would take action against Krupa and Dorsey.

"I don't know what penalties, if any, could be imposed on jamming musicians, but the union is sure going to nip this tendency in the bud," Tomei declared.

WFIL recently tried to get a union okeh for an air jam session but Tomei put thumbs down.

Hudson Locates at Murray's

BOSTON, March 5.—After setting a house attendance record Tuesday (1), Dean Hudson wound up a month term at the Normandie Ballroom Thursday. One-night it to Tuckahoe, N. Y., for a six-weeker at Murray's Restaurant, starting Monday. Solo ballroom stands include the Crystal, Lawrence, Mass.; Arcadia, Providence, and the Ritz, Bridgeport, Conn. Hudson gets a Mutual hook-up at Murray's.

to relax their prejudices against Negro bands.

Mike Riley

Still getting by on the rep he gained from cleffing *The Music Goes Round and Round*, Riley (Tranon Ballroom, Cleveland, NBC) has just an average band whose temperature is tepid. Arrangements are lusterless and solo work is unimpressive. Mike himself sounds off the beats on each tune, saying, "one-a-two" in a nutty style. Marlon Miller, the canary, does a good take-off on Ella Fitzgerald. Best bit of the show was Mike's latest wacky, *Oooh, Boom*.

Commercial value: Musically the band is out of any world, but has some commercial importance due to Riley's song-writing activities and ability to emcee. Strictly for ballrooms and theaters.

Ovie Alston

Outfit is a Harlem standard that has worked many of the uptown hot-spots but never played Broadway. Now at the Plantation, New York (WMCA). They are really hot and swing out in a jam-boree of improvisation. One of the best jam bands around town and worth a visit to Harlem.

Commercial value: A candidate for 52d street. Otherwise, small instrumentation prohibits any more extensive work. A possibility for recordings, coin machine specials, etc.

Smart Syncopators Click for  
Swank Spots in Chi and Philly

Lombardo best b.o. bet at Arcadia in Philly and Chi's Palmer House—Philly nabob assails lack of available names—Palmer House set for year

PHILADELPHIA, March 5.—Night club business could easily get out of the doldrums in Philly if New York and Hollywood let loose their strange-hold of big-name bands. That is the opinion of Arthur H. Padula, operator of the Arcadia-International and president of the Philadelphia Restaurant Owners' Association. Padula cited figures showing that business increased from 25 to 75 per cent and, in some cases, 100 per cent when name bands were the attraction. And despite the greater net profits were increased in more difficult to get the really top-notch orchestras, with most of them unable to move from New York and the Coast due to motion picture and radio contracts," Padula declared.

This week Padula is featuring Bunny Berigan's crew, and despite the fact that Berigan is not in the top bracket, business at the Arcadia jumped to \$18,000 for the week—a \$4,000 hike over the previous week when Leighton Noble was the attraction. And even tho the net left on Berigan and show went up about \$1,500, there was a pretty fat difference left on the black side of the ledger.

Guy Lombardo still holds the house record, having drawn \$28,000 worth of business into the club in one week last year. Rudy Vallee was runner-up with a \$22,000 draw; Ben Bernie clicked with \$19,000; Eddy Duchin, Hal Kemp and Buddy Rogers tied at \$18,000 for a week, and Berigan had \$16,000. Par for the house is about \$13,000.

CHICAGO, March 5.—Guy Lombardo holds the record of bands playing to most people and to the most profitable grosses at the Palmer House here since 1935, when Velox and Yolanda filled 35 weeks and rolled up a profit of \$65,000 to give the room an \$85,000 figure on the right side of the ledger for that 1935 year. With them appeared Shep

Fields, unknown at that time, who was leading a band carried by the dance team.

In 1936 Lombardo was the ace attraction in hotel's Empire Room, being largely responsible for the \$45,000 profit figure that year. Other bands that followed him in and also made money for the hotel were Ted Weems and Freddy Martin. Ace band attractions last year, judging by the grosses, were Wayne King and Eddy Duchin. They, according to the management, not only helped the room out of the red but also netted \$25,000 profit. Other bands in the room last year included George Hamilton, Ozzie Nelson, Little Jack Little, Dick Gasparre and Shep Fields.

Guy Lombardo, Wayne King and Eddy Duchin, respectively, the most profitable bands at the Empire Room in the last three years, are scheduled for return engagements this year. Management is of the opinion that the bands dishing out the smartest music are the best bets for their spot.

Duchin returns May 4; Velox and Yolanda, with a band backing, follow July 6; Guy Lombardo starts a term Labor Day, and Wayne King closes out the year for the Empire Room, opening early in November. Box-office bets all set by Music Corporation of America.

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George McKinnon, Boston Daily Record.

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# AEA Factions New Plays on Broadway

## Eye Election Reviewed by Eugene Burr

### Gaxton candidacy denied — possible Liberal-Conservative combine

NEW YORK, March 5.—Report that William Gaxton, Shepherd of the Lambs, would run for the presidency of Actors' Equity were denied yesterday by Gaxton, who labeled as unfounded the statement that members of the Lambs were getting up a petition in his support. Equity officials earlier had said the Gaxton candidacy was a possibility. Situation at Equity remains in status quo, with no candidate looming strongly.

Paul Dulzell, executive secretary of AEA and strong man of the conservatives, feels the factions within Equity ought to get together and agree on one candidate. Same thought was voiced last week by a leading Liberal. According to Dulzell, healing the Equity breach is not an impossibility and would be a decided move toward a stronger organization. Failure to do so will mean a very stormy time for the association. As indicated in last week's issue of *The Billboard*, consolidation of the voting strength of liberals and conservatives could dissipate the Screen Actors' Guild bugaboo.

Dulzell says he will not run himself, and would think of throwing his hat in the ring only on condition that the entire membership drafted him. Claims he stands for the organization as a whole, not for any particular group.

Question of taking the WPA Federal Theater people into the association as members is another tough one to crack. The non-professionals could exercise much power in the vote and would throw a lot of votes toward the liberals in the event of a split ticket. Granting membership would also bolster the Equity membership strength and vote in the Four A's considerably.

This week, conservative Equity men met at the Astor to confab on election plans. While some conservative and liberal leaders favor a united ticket, these old guards indicated strong opposition to the current administration heads. Another meeting is set for Friday (11).

Nominating committee is to be selected at a meeting March 18.

NEW YORK, March 5.—Meeting of Actors' Equity members at the Hotel Astor Friday passed a resolution not to take WPA Federal Theater Project "amateurs" into the association. Not known exactly how many amateurs there are, but estimates place number at 250. Reports on the Coffee-Pepper Bill were given.

### Feagin School Students Present "Stage Door"

NEW YORK, March 5.—Feagin School this week presented the Edna Ferber-George S. Kaufman success, *Stage Door*, at the Bayes Theater. *Stage Door*, for people who like the legitimate theater, is a warm play with plenty of emotional appeal. Feagin production is, of course, uneven, owing to the necessity of having to cast the show entirely with students, but the leads, fortunately, are in the hands of capable people.

Constance June Humphrey's Terry Handall has enough seriousness and intensity to make the role come alive. When she foregoes the flashpots of Hollywood for the tribulations of Broadway she appears to be in dead earnest. She speaks well, looks okeh and may get somewhere. Kermit Kegley's Keith Burgess, the left-wing playwright who succumbed to the capitalists, is one of the better portrayals, and so is Paul Buford's David Kingsley, the "man who came back."

Direction by John Roche could have been somewhat faster.

Paul Ackerman.

### WINDSOR

Beginning Wednesday Evening, March 2, 1938

### THERE'S ALWAYS A BREEZE

A comedy by Edward Caulfield. Staged by Harry Wagstaff Gribble. Setting designed by Frederick R. Fox, built by Brunton Studios and painted by Bergman Studios. Presented by Joseph M. Hyman and Irving Cooper.

Tommy Hammond.....	Leslie Barrett
Lita Hammond.....	Annie Baxter
Mrs. Weatherby.....	Cecilia Loftus
Carrie Hammond.....	Blanche Sweet
Julia Weatherby.....	Leona Powers
Oscar Jarvis.....	Curtis Cooksey
Ernest Hammond.....	William Lynn
Miss Walsh.....	Sara Floyd
First Detective.....	George Volk
Second Detective.....	Boris de Vadetsky
Harold O'Brien.....	Otto Hulett
Abe Sherman.....	Hume Cronyn
Inspector Marlin.....	Herbert Duffy
Asst. Dist. Atty. Roberts.....	Gordon Nelson
Lilly Jerome.....	Jeanne Hart
Mr. Buckman.....	Alexander Campbell
Marie.....	Rena Mitchell

The Entire Action Takes Place in the Living Room of the Hammond Home in the Suburbs.  
ACT I—About 9 o'clock. A Spring Evening.  
ACT II—Noon the Following Day. ACT III—Late Morning Three Days Later.

The difficulty of proving to the proper authorities that you're guilty of doing something that you've actually done is an amazing delight on both our civilization and our laws. The difficulty is actual enough (it happens that I can vouch for it) and it's also extremely funny—which makes it all the more a pity that Edward Caulfield, writing about it in *There's Always a Breeze*, didn't manage to make it funny at all.

He had everything in his favor, Messrs. Joseph M. Hyman and Irving Cooper, who presented the play Wednesday at the

Windsor Theater, gathered a truly excellent cast; and the cast, in turn, gathered the play together as tightly as possible. Mr. Caulfield gave them few funny lines, fewer funny situations, no excitement and a line-up of characters as nasty and uninteresting as any the stage has seen this season. All of which leaves a cast, even a truly excellent one, on a pretty rocky rostrum.

The play's about Ernest Hammond, mousy little bank cashier whose wife and two snobbish kids love him, but whose mother-in-law and sister-in-law, thinking of rich and lurid pasts, treat him as tho he were a fit subject for the gentle ministrations of a street cleaner. Ernest, a wistful soul, wants to be important—and when a murder occurs, involving a society playboy and a famous stage and screen star, he writes to the police and says he's the murderer.

Of course, no one believes him—and for an act he goes around the house, despised by family and gendarmes alike, gently murmuring that he's guilty. And then, as a second act curtain, it's discovered, much to everybody's surprise, that he's been telling the truth. Since he committed the deed to save the life of the actress he becomes a national hero, and his nasty family basks gleefully in the reflected light from the flash of his gun. But then it's discovered that he shot a pistol with a blank and someone else did the actual killing; poor little Ernest is again mousy and despised; and for a phony ending it's announced that the real murderer is going to claim that he had the blank and Ernest the bullet, so Ernest's a hero again. It all seems a bit like a combination of *Three Men on a Horse* and *The Playboy of the Western World*, excluding the best fea-

# From Out Front

By EUGENE BURR

It is pleasant to note that certain comments concerning the critics which appeared in this column a few weeks ago are borne out, in part at least, by no less a person than that lady Haroun-Al-Raschid of the Court of St. Franklin, that peripatetic personal envoy of the Powers that Be, that most popular of all the country's columnists, Mrs. Franklin Delano Roosevelt. Mrs. Roosevelt, in the course of her wanderings (all duly reported by herself in her accustomed niche in the nation's press), found herself no less than twice sitting before performance of the Max Gordon production of *Save Me the Walts*. This, of course, may have been because her protegee, Miss Roberts Jonay, has a tiny role in the piece—and it may also have been because she really liked the show. That she liked it, her column leaves no room for doubt. I liked it too, and that should put us into immediate sympathy, in the common defense of a beleaguered cause. From the looks of the daily reviews, it's almost a case of *Two Against the World*.

For, as I strongly suspected when I wrote my own review, the lads on the dailies panned the play pretty unmercifully because it failed to possess the satirical force, the world-upheaving power, the social or economic Aims that it never tried to possess. And in this case Mrs. Roosevelt joins me in my previous plea to the boys that they at least make some honest effort to judge each play on its own terms. It seems manifestly unfair to damn *Save Me the Walts* because it failed to reach Utopia on the left-hand path, when it purposely chose to trudge along the right-hand road that leads only to the land of comedy. And it is an example of unfairness that has been infinitely multiplied thruout the current season.

It has also been my much-attacked and probably quaint contention that there is still place in the theater for plays whose primary purpose is to amuse. In fact, I've occasionally hinted that it would be hard to find a purpose that, in the long run, reached a great deal higher—if you take the word "amuse" in its larger sense. And I've also suggested that, despite the opposing unanimity of the duly appointed play-judges, a large section of the general public might be inclined to agree with me.

Mrs. Roosevelt, in her column, insists that she is a very ordinary person—and it is precisely as a very ordinary person (and not as the wife of our present President) that I should like to quote her. Mrs. Roosevelt, then:

"They (the critics) seem to infer that because this play does not teach a great lesson or pick any particular people to pieces it is worthless as a play. I can only judge by myself and the people I have taken with me, and I still feel we had a pleasant evening. I am not a highbrow, just a very ordinary person with reactions such as I think many ordinary people have. I said in Washington this play was neither stirring nor uplifting, and I still think it gives one a pleasant, entertaining evening."

"Sometimes we need a pleasant evening, so why must we have all our plays in the same vein? Why can't the critics have standards for different types of plays and give us an idea of the kind of an evening we may have if we go to this play or that? Usually I want to be amused; then again I want to be stirred. But it is rather rare that you can find out what kind of a play you are going to see by reading any of the criticisms."

Thanks, Mrs. Roosevelt. The last point is particularly well taken. I was criticized for making it in my own biases against the boys, and I'm triply glad to be so strongly backed by a spotlighted and eloquent representative of the "very ordinary" public.

tures of both. The cast was hampered not only by Mr. Caulfield's play but also by the direction of Harry Wagstaff Gribble, which showed a devastating lack of pace and a general lackadaisicality. But such grand trouper as Cissie Loftus and Leona Powers did their splendid best, and not all there was to be gotten out of the proceedings. Blanche Sweet played with her usual sincerity and effect as the wife, and William Lynn (who'll probably be Irwin and nobody else for the remainder of his career) performed in his usual vein as Ernest. Others who helped were Hume Cronyn, Otto Hulett and Rena Mitchell.

The title seemed a bit obscure, particularly in view of the play's prevailing state of doldrums.

### 46TH STREET

Beginning Saturday Evening, February 26, 1938

### CENSORED

A "melodramatic comedy" by Conrad Seiler and Max Marcin. Staged by Max Marcin. Settings designed by Yellenti, with executor uncredited. Presented by A. H. Woods, Ltd.

Millicent Redmond.....	Marian Shockey
Arthur Redmond (Red).....	Frank Lovjoy
Charlie Thorpe (Tubby).....	Percy Kilbride
Robert Stewart.....	Bram Nozani
Babe Verona.....	Marjorie Peterson
Joe Verona.....	Don Costello
Smoke.....	Hubert Brown
Pike.....	Richard Bengali
Jerry.....	Dave Mallen
A German Soldier.....	Alvin Zobel
Claudette, a Pianist.....	Phyllis Cornell
Williams.....	Fred Sears
Evelle.....	Catherine Lovelace
Annette.....	Phyllis Holden
Teals.....	Edith Arnold
Beula.....	Alyce Litwyn
A Soldier.....	Matt Ammann
Miltz.....	Cloria Pierre
Samuel Blodgett.....	Ralph Holland
Block.....	Arthur Hughes
Shoen.....	Leon Stern
Wilbur Sweetwood.....	W. A. Burnell
Marguerite.....	Phyllis Hamilton
Court Clerk.....	Fred Sears
Prosecutor.....	Ryder Keane
Court Stenographer.....	Jack Nolan
Judge Cameron.....	Pierce Bentley
Defense Counsel.....	Hunter Calloway
Miss Clatterbuck.....	Carolyn Norton
Miss Ellice Folksome.....	Phyllis Dobson
Foreman of the Jury.....	Frank Andrews
Orderly.....	Edward Whitley

Girls in Tavern, Soldiers, Jurors, etc.

ACT I—Scene 1: Living Room in the Apartment of Arthur Redmond, New York City, September, 1937. Scene 2: Opening Night of the Play "Censored," by Arthur Redmond, A Trench in France, October, 1918. Scene 3: A Tavern in a Small French Town Behind the Lines. A Few Days Later. ACT II—A Courtroom, New York City. ACT III—A Trench in France, October, 1918.

Unless a falling memory errs even more than usual, unfortunate actors are now free, locally at least, from the danger of being carted from playhouse to hoosegow during or after a performance because they happen to be appearing in a play judged "salacious" by some dramatic critic on the police force; unless memory errs, they have been free from that danger ever since the passage of the Post Amendment to the Wales Law, some seven years ago. So the Conrad Seiler-Max Marcin chromo called *Censored*, presented by Al Woods at the 46th Street Theater last Saturday night, is at least seven years behind the times. As a matter of fact it's really further behind than that—about as far behind as Mr. Woods who, judging from his evident appraisal of scripts, is still in the *Getting Gertie's Garter* and *Up in Mabel's Room* era of 20 years ago. Not that *Censored* follows the outward form of those masterpieces of the cesspool theater, but just that its writing, construction, direction and general make-up have the same amazingly feeble-brained qualities.

*Censored* did have an idea—a couple of ideas—but what it did to them may be put down as intellectual mayhem. It seemed to want to attack both censorship and war—and to suggest an infallible remedy for the latter—all certainly laudable aims; but you really can't tell. For what Messrs. Seiler and Marcin have done is to present a bootlegger backing a play in order to lower his income tax—an idealistic anti-war play, by an ex-doubtough, that seeks to show the disgusting qualities of conflict. The first two scenes of that play-within-a-play are thereupon acted out at the 46th Street Theater, proving at any rate that Messrs. Seiler and Marcin's bootlegger had just as little managerial taste as Mr. Woods. In the middle of the second scene the cast is pinched by policemen who race down the aisles of the 46th Street.

A jury (in act two) convicts the author of writing a salacious play, but decides that it may be produced if it is



EUGENE BURR

rewritten by a Miss Clutterback (that name, and the fact that the judge mispronounces it Butterluck, should give you an idea of the "satirical" flights of which the authors are capable). Miss Clutterback is a follower of the sweet-and-light school of literature, and her rewrite job, called *Buttercup* and *Daisies*, complete with special programs handed out by the 46th Street ushers, constitutes the third act. It shows a trench with flowers and easy chairs and pretty sentiments, and is halted in mid-career by the original author, who at last gets a chance to explain his great idea to stop all wars. It is (hold your seats, literally as well as figuratively) for all the soldiers to go on a sit-down strike. That ends the play, the play-within-a-play and the customers' patience.

The unbelievable ineptitude of the authors is shown by the fact that they want their raid, thus robbing it of the element of surprise, whereas if they had started with the play-within-a-play they might have had a nice effect. It is also shown by the ridiculous, silly and painfully morose over-burlesque of the "Clutterback" version, which might have included some very pretty satire if there'd been any intelligence or ability to provide it. It is also shown in the awful writing—and in any other angle of the play you care to name.

Mr. Marcin, not content with perpetrating his collaboration, has also committed the direction—which leaves a large cast of players, some of them capable performers, constantly at loose ends in the midst of the unspeakable mess. If anyone at all manages to rise above the morass it's Frank Lovejoy, as the author of the original play; he at least gets himself an A for effort. The others act as tho they'd given up—and I for one don't blame them.

Mr. Woods certainly should have known better, for the play was presented on the Coast some two years ago by the Federal Theater Project, with Mr. Seiler listed as sole author. Come to think of it, that fact's an almost overwhelming argument for the use of enemies of the Federal Theater Project.

**HUDSON**

Beginning Tuesday Evening, March 1, 1938

**WHO'S WHO**

A revue conceived and staged by Leonard Sillman. Sketches by Everett Marcy, Leonard Sillman, James Shelton, Thomas McNight, Mort Lewis, John DeVries, Luther B. Davis, H. John Friedman, Lawrence Riley, Regs Ragland, Irwin Graham. Music by Baldwin Bergerson, James Shelton, Irvin Graham, Paul McGrane, Lew Kessler, Jaroslav Jezek. Lyrics by June Sillman, Irvin Graham, James Shelton, Neville Fossano, Al Sillman. Designs designed by Mercedes, built by T. S. McDonald Construction Company and painted by Center Studios. Costumes designed by Bill Livingston and executed by Brooks Costume Company. Dances staged by Lew Kessler, Chet O'Brien, Morgan Lewis. Musical arrangements by Richard Du Page, Heimy Kress, Hawley Aches, Chappie Willet. Technical supervision by Macklin Magley. Orchestra directed by Earl Busby. Presented by Elsa Maxwell and Leonard Sillman.

CAST—Imogene Coca, Regs Ragland, Lotte Goslar, Michael Loring, June Sillman, James Shelton, Mildred Todd, Jack and June Blair, Edna Russell, Joseph Beale, Leone Sousa, Peter Renwick, Elizabeth Wilde, Mara Alexander, Chet and Mort O'Brien, Beatrice Graham, Bowen Charleston, Kirk Flynn, Ray Clarke, Johnnie Tunsill, Bobby Johnson, Jimmy Hammer, Remi Martel, Jane and Jean Luther, Henrietta Boyd, Jeanne Bernier.

AND: Ruth Gruette, Chick Gagnon, Prudence Hayes, Vincent Gardiner, Claire Winston, Jody Gilbert, Ida Bildner, Betty Lind, Doris Ostroff, Ruth Ross, Ethel Selwyn.

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Performances to March 5, Inclusive.

Dramatic	Opened	Perf.
All That Glitters (Biltmore)	Jan. 19	— 55
Asphoropus 28 (Shubert)	Nov. 1	— 144
Busby's Born (Playhouse)	Jan. 25	— 54
Buttercup and Daisies (46th St.)	Dec. 16	54 515
Cherry Jones (Palmer)	Feb. 19	— 17
Commodore (46th St.)	Feb. 26	— 17
Father's Home (46th St.)	Dec. 27	— 77
Father's Miracle (Gold)	Nov. 17	— 124
Golden Boy (Bijou)	Nov. 4	— 143
Jeannette (Vanderbilt)	Nov. 2	— 41
Marty Madden (44th St.)	Oct. 27	— 151
Mercury Theater Rep	Nov. 11	— 159
National	Nov. 11	— 99
Julius Caesar	Nov. 11	— 99
The Showmaker's Holiday	Jan. 1	— 49
Money in the Cathedral (Hayes)	Feb. 16	— 22
Of Mice and Men (Music Box)	Nov. 23	— 110
On Borrowed Time (Louveau)	Nov. 29	— 37
Once in a Lifetime (Murray)	Feb. 19	— 34
Our Town (Morosini)	Feb. 19	— 39
Road to Nowhere (Cort)	May 4	— 335
Save Me the Waltz (Book)	Feb. 25	— 9
Shadow and Substance (Golden)	Jan. 26	— 47
Star-Wagon (The Apollo)	Sept. 29	— 253
Steak and God (Broadway)	Dec. 7	— 173
Toer's Always a Broome	Mar. 7	— 6
Yankee Road (Forrest)	Dec. 4	33 1812
Wine of Change (Gold)	Feb. 21	— 16
Yours and Mine (Broadway)	Dec. 20	56 601
Yoo Coo's Take It With You (Booth)	Dec. 14	56 525

Musical Comedy	Opened	Perf.
Between the Devil and the Deep Water (Imperial)	Dec. 22	— 86
Crests Will Blow (The Mercury)	Jan. 8	— 72
Hoodlum for Waltz (Winter Garden)	Dec. 1	— 110
It's a Wonderful Night (Abrin)	Nov. 2	— 143
Save Me the Waltz (Book)	Feb. 25	— 9
Who's Who (Hudson)	Mar. 1	— 7

stand for widespread unionism, adverse Supreme Court decisions, Wagner laws and other symptoms of labor-pains in the land; but it seems that they can't remain unmoved while the left wing romps off with pre-eminence in the field of intimate revues. Leonard Sillman, a young man who has previously presented a series of revuets that fringed upon the amateur—New Faces, they were called—seemed to realize that and cashed in on it by getting Elsa Maxwell, round lady overlord of the more sappy maunderings of the haute monde, to lend her name to the latest item in the series. Thanks to Miss Maxwell, he got a resplendent first-night audience—but he got little or nothing else.

In deference to the upper crust the name of this edition was changed from *New Faces* to *Who's Who* (the result being offered at the Hudson Theater Tuesday night), but it's the same old formula. That amazing sprite, Miss Imogene Coca, who lent life and interest to the previous editions, lends life and interest to this, and there's little else to report; some faces hitherto unseen in the purloins of the legitimate (at least as principals) make their appearances with varying effects; the material is, almost all of it, painfully and self-consciously "smart"—and the material is also, almost all of it, terrible. A couple of cute songs are about the only assets the performers are given to work with—plus one wryly nostalgic skit by a member of the cast—and what entertainment the evening provides is the result of the almost unaided exertions of the players. Some of them emerge nicely. But it is to be dolefully reported that the revolt of the bon ton, aided by professional talent, seems infinitely less professional than the efforts of the amateur members of the International Ladies' Garment Workers' Union in *Plus and Needles*. Pins and Needles, you see, takes an unfair advantage of *Who's Who*; Pins and Needles possesses wit.

Since the evening belongs primarily (almost exclusively, in fact) to the performers, we need notice only that James Shelton has provided a nice number in *I Dance Alone*, that Lew Kessler's *Rinky Tinky Men*, tho very reminiscent, has an engaging lift, that Baldwin Bergerson's *I Must Waltz* is, as presented, an amusing little piece, and that Regs Ragland, the show's chief comic, has performed an expert autopsy in *Why Vaseline Didn't Come Back*. In that highly commendable skit Mr. Ragland, who is a burlesque comic of note, has written and performs in a typical vaudeville act of the two-a-day's heyday. Crushing satire comes with the realiza-

tion that it really is typical—and Mr. Ragland bears out statements that I shouted very loudly in adjoining columns in the not so dear and very dead days when I had this and that to do with vaude. The rest of *Who's Who*'s material may be dismissed in one word—a word that the United States postal authorities don't like to see in publications that they transport.

There is entertainment in the evening, however, thanks to the performers, led by the above-mentioned Miss Coca and Mr. Ragland. Miss Coca, as I've remarked before, is a wistful and elfin sprite who simultaneously plumbs both comedy and pathos and who seems an odd and immensely droll combination of Beatrice Lillie and Jimmy Savo. Her comic artistry is tremendously appealing, and if she stopped confining her activities to Sillman productions also would, I am sure, shortly find herself one of America's greatest comedienne. As for Mr. Ragland, he brings from burlesque a style that has been immensely successful in that much-battered field and makes the customers like it. This customer liked it immensely even when it was in burlesque—and praise can't go much further than that.

Also very much an asset is Miss June Sillman, sister of the producer—a song saleslady who capitalizes her talents with expert showmanship and offers a few charming and completely captivating interludes. A dance team known at the moment as Jack and June Blair offers some engaging work; a couple of colored lads named Bobby Johnson and Jimmy Banner indulge in a nice session of hot Harlem hoofing; James Shelton and Mildred Todd do devastating and excellent burlesques of Lunt and Fontanne in an odoriferous skit; Lotte Goslar offers a couple of her dances (which are something that I can very easily do without); a former showgirl named Leone Sousa does very nicely with a raft of lines and serves as an admirable foil for Mr. Ragland in his vaudeville number; and various other young folk cavort, for the most part pleasingly. The cast really does all it can.

But the material stymies it. About midway thru the first half I remarked to the young lady next to me that the proceedings seemed remarkably like a variety show—and I was somewhat surprised, a bit later, to learn that Mr. Robert Coleman, of *The Mirror*, had made the selfsame remark in print. Since Mr. Coleman and I both went to Columbia, that would seem to be a rather scathing indictment of Columbia Variety Shows.

**MARTIN BECK**

Beginning Monday Evening, February 25, 1938.

**SAVE ME THE WALTZ**

A comedy by Katharine Dayton. Staged by Robert B. Sinclair. Settings designed by Jo Mielaner, built by T. S. McDonald Construction Company and painted by Triangle Scene Studios, Inc. Costumes designed by John Hamblen and executed by Eaves. Presented by Max Gordon (in association with Sam H. Harris).

- H. R. H. Prince Paul.....Lauren Gilbert
- H. R. H. Princess Claudine.....Jane Wyatt
- Kirsten.....Molly Pearson
- His Majesty, King Frederick IV.....Leo C. Carroll
- Her Majesty, Queen Elizabeth.....Mady Christians
- Stefan, a Footman.....Derek Fairman
- The Countess Zubovska.....Laura Hope Crews
- Von Bethmann, Secretary to the King.....Arthur Chatterton
- Jon Brusch.....John Emery
- Count von Stroganov.....Reginald Bach
- Dmitri, an Orderly.....George Macready
- H. R. H. Elfrida von Zedlitz-Weitzel.....Brenda Forbes
- Elmer Weitzel.....Fred Irving Lewis
- H. R. H. Prince George of Holstein-Gastrop.....Leslie Barrie
- The Chancellor of Holstein-Gastrop.....James Sealey
- Chapek, Secretary to Brusch.....Francis Pierlot
- Strook.....Arnold Korff
- Duce.....Hayden Rorke
- H. R. H. Princess Helene of Slogatz.....Martha Sleeper
- Brabant Women.....Mary Reeves, Mary Howes, Roberta Joyce.

ACT I—A Living Room in the Country Residence of the Royal Family of Jadovia. A Spring Morning. ACT II—The Same. That Evening After Dinner. ACT III—Scene 1: The Office of Jon Brusch. Formerly the Salle des Fetes, in the Town Palace. Morning About a Week Later. Scene 2: The Same. That Evening After Dinner.

It's probable that I'm just a romanticist—and therefore to be classed with mustache cups, bustles, sidewiskers and other annoying and faintly funny relics of a bygone era—but the fact remains that I managed to get a great deal of enjoyment out of Katharine Dayton's *Save Me the Waltz*, which Max Gordon (in association with Sam H. Harris) presented at the Martin Beck Monday night.

A part of that enjoyment, it's true, was due to the excellent and name-filled cast that Mr. Gordon assembled and to the typically lavish and tasteful Gordon production—but a part of it, and a good part, was due to the play. When I admit that the comedy had no purpose other than out-and-out entertainment—and when I further admit that it included a dictator in its cast of characters without using him as a focus for either heavy satire or husky-throated attack—you can see the depths of my romanticism. I fully realize that plays, in this enlightened day and age, must be filled with grim and serious purpose or else the realism that I confuse so hopelessly with plain nastiness or else the new-artliness that manifests itself in self-consciousness. I further realize that audiences are no longer supposed to go to the theater for so bourgeois and uninspired an aim as mere entertainment. Blushing profusely, I none the less admit that mere entertainment is often quite enough for me. Blushing even more profusely, I admit that I liked *Save Me the Waltz* a great deal.

And why not? It's the old Graustark formula, brought up to date by the presence of the dictator and placed in modern Jadovia. It is written with a great deal of charm; and it has all of the old ingredients lavishly provided by the author and Mr. Gordon. The trouble seems to be that Miss Dayton once collaborated with George S. Kaufman on *First Lady*—but you can't expect her to be a Broadway-wise-cracking satirist in all her plays. As a matter of fact, you can quite conceivably be glad she's not.

And, for that matter, she does indulge in a certain amount of gentle satire, aimed at the dictator who wants to regiment even the souls of the people, much to their disgust, and at a queen who was once her country's greatest romantic press agent and who wants to be again. Most of the play is a conflict between these two. The dictator, in need of money, wants Princess Claudine to make a favorable marriage; but he has to get the consent of the royal couple (living for years in enforced retirement). The doddering king, who likes cows and Sears-Roebuck catalogs, is easy; but the queen uses the marriage as a lever to place herself back in the city palace and the eye of an adoring populace. It's all very light and very amusing—and it is made even more amusing by the author's frequently indulged gift for writing witty, pungent and altogether delightful lines. The gently satirical approach to both the dictator and the queen, an approach that laughs indiscriminately and understandingly at both of them, seems charming. You don't have to sneer to be a satirist.

The coming marriage is complicated by the fact that the dictator, when he meets Princess Claudine, discovers that being a dictator may at times be less desirable than being a man. His ardor for the marriage cools, but he has to prepare to go thru with it because Claudine herself, in a fit of pique, insists. Thereafter he becomes thoroly human; he's even jealous; he even rescinds his order against waiters (put into effect to steel the people against their traditional romanticism) and goes around humming Straus. In an unfortunately weak act the marriage is thrown out by an alliance between the young prince and the princess of still another state, and Princess Claudine and her untasteful dictator waltz the final curtain down. I'm afraid I thought it was swell.

Certainly there can be no question concerning the cast, with Jane Wyatt, my favorite charm lady, coming back from the Gold Coast, a bit thinner than before but more charming and able than ever, to play Princess Claudine to a fare-thee-well; with John Emery brilliantly regaining the heights he trod when he first appeared on Broadway, and so playing the dictator with understanding, a sense of humor, a sure grasp of all the role's potentialities and constantly excellent effect; with Laura Hope Crews, that grand trouper, indulging in a long series of perfect readings as a lovely incidental countess; with Mady Christians being imperiously and imperially lovely and effective as the queen; with Leo G. Carroll bringing his sure comedy technique to the aid of the king; with Lauren Gilbert proving himself one of the most personable of our juveniles as the prince; with Reginald Bach helping immensely as the dictator's aid; with Arnold Korff, one of the greatest actors in America, making the small last-act role of a portrait painter stand out as one of the grandest things in the play, and with minor roles beautifully handled by George Macready, Francis (See NEW PLAY on opposite page)



**"A Yank at Oxford"**

TIME—101 minutes. (MGM) RELEASE DATE—January 29.  
PRODUCER—Michael Balcon.

**PLOT**—Fresh American athlete, with a scholarship at mythical Cardinal College of Oxford, incurs the enmity of Paul Beaumont, brother of the girl he falls for. Beaumont takes a rap for Sheridan, the American, in socking a proctor, but won't squeal. American makes it up later by reversing the rap taking. They become friends and stroke the crew to victory.

**CAST**—Robert Taylor, Lionel Barrymore, Maureen O'Sullivan, Vivien Leigh, Edmund Gwenn, Griffith Jones, C. V. France, Edward Rigby, Robert Coote and others. Taylor, in a difficult spot, is satisfactory, with excellent support from the British players—the film produced in England. Jones especially good, but Gwenn is bad. Barrymore as usual. Miss Leigh is excellent as the married college widow who gets Sheridan in a jam.

**DIRECTOR**—Jack Conway. Picture picks up in pace and attains a truly lovely quality of English college traditions. Usual sumptuous Metro production. Taylor well handled in a role hoped to live down criticisms lately leveled at him.

**AUTHORS**—Idea by John Monk Saunders, original by Leon Gordon, Sidney Gilliat and Michael Hogan; screen play by Malcolm Stuart Boylan, Walter Ferris and George Oppenheimer. A lot of writers, but a fairly obvious story, tailor-made—or Taylor-made (wow)—for a purpose.

**COMMENT**—Fairly pleasant affair, crudely handled insofar as making Sheridan a pain in the neck wisenheimer. Should be, however, especially strong for the lassies. Athletic shots palpably aimed at the lens.

**APPEAL**—Adult, with femininity the strong point. **EXPLOITATION**—Taylor. (Reviewed at the Capitol, New York.) Jerry Franken.

**"MAD ABOUT MUSIC"**

TIME—98 minutes at preview. (UNIV.) RELEASE DATE—March 4.  
PRODUCER—Joe Pasternak.

**PLOT**—A little girl, her father dead, attends a school in Switzerland and cannot brag of her parents as the other kids do, because her mother denies her to the world so as not to detract from her screen glamour. She fibs like a Trojan about a heroic mythical father and finally runs into blind alley with her lies. So she prevails upon a bachelor composer to masquerade as her father. They run away to Paris, he on business and she to catch a glimpse of her mother, and after a pathetic frustration mother and daughter come together and mother love surmounts ambition and pride. The sugary ending is completed with the bachelor falling for the mother.

**CAST**—Deanna Durbin, Herbert Marshall, Gail Patrick, Arthur Treacher, Charles Judels, William Frawley, Jackie Moran, Marcia Mae Jones and others. Sweetness of Miss Durbin's personality and voice enhanced in the role of the shuttle-cock orphan; Marshall is superlatively amusing and sympathetic as the emmeshed bachelor; Treacher overdoes his haughty curtness, but is otherwise excellent; Frawley is okeh as the press agent of the mother, played well enough by Miss Patrick, and Jackie Moran and Marcia Jones offer swell juve support.

**DIRECTOR**—Norman Taurog. An understanding piece of directing, clothing young Deanna's box-office appeal in a simple, plausible, human-interest yarn.

**AUTHORS**—Bruce Manning and Felix Jackson from an original yarn by Frederick Kohner and Marcella Burke. Lyrics by Harold Adamson, Jimmie McHugh.

**COMMENT**—Good, clean story that should help b. o. everywhere.  
**APPEAL**—A to Z.  
**EXPLOITATION**—Deanna Durbin. Nothing else is needed. (Reviewed in New York.) George Colson.

**"PRISON NURSE"**

(REPUBLIC)

TIME—67 minutes. RELEASE DATE—March 1, 1938.

**PLOT**—One of the three special nurses sent to check an epidemic of typhoid fever raging at a prison during flood season falls in love with a doctor serving time for a mercy killing. During a prison break the medico is abseamed. Being the only one to survive, he must take the rap. Discovery of diary kept by another inmate eventually comes to the rescue of the love birds.

**CAST**—Henry Wilcoxon, Marian Marsh, Bernadene Hayes, Ben Welden, Ray Mayer, John Arledge, Addison Richards, Frank Reicher, Minerva Urecal, Selma Jackson, Fred Kohler Jr. and Norman Willis.

**DIRECTOR**—James Cruze. He did all possible with low standard stuff.

**AUTHORS**—Original story by Adele B. Buffington, from a novel by Louis Berg, M. D. Screen play by Earl Felton and Sidney Salkow. Obviously, too many hands operating on the script.

**COMMENT**—Light on entertainment.

**APPEAL**—Strictly for the nabes.

**EXPLOITATION**—Romance of the medical profession; prison drama.

(Reviewed at the Criterion, New York.) Sylvia Weiss.

**"Sally, Irene and Mary"**

(20TH CENTURY-FOX)

TIME—86 minutes. RELEASE DATE—February 25.

**PLOT**—Manicurists Sally, Irene and Mary try to get into show biz. Their agent, Gabriel (Gabby) Green, gets dough from a divorcee stuck on Tommy Randall, Sally's friend, for a show, but it folds before opening because of the love clash. Finally divorcee and a screwy foreign baron are promoted to open a showboat starring the girls on promise respectively that Sally will marry the baron, Tommy the divorcee. What's supposed to be a gag marriage in show, however, links up permanently, with baron and divorcee getting together.

**CAST**—Alice Faye, Tony Martin, Fred Allen, Jimmy Durante, Joan Davis, Gregory Ratoff, Marjorie Weaver, Louise Hovick, Raymond Scott quintet, Brian Sisters and others. Miss Faye pleasant, but can't sing without labial contortions. Martin improved, but still couldn't graduate from a dramatic school. Allen is Grade A, but material is bad. Durante is Durante and mad as ever. Miss Weaver still in the awkward stage, with Miss Davis getting laughs by mugging and pratt falls. Ratoff atrocious. Miss Hovick okeh as clothes horse.

**DIRECTOR**—William A. Seiter. Poorly done backstage job, lagging thruout. Excellent number is the jazz minuet, with the Scott (Harry Warnow) quintet.

**AUTHORS**—Suggested by play by Edward Dowling and Cyrus Wood, screen play by Harry Tugend and Jack Yellen. Songs by Walter Bullock and Harold Spina, Harry Revel and Mack Gordon. Tugend and Yellen have done better.

**COMMENT**—Names will help the picture to moderate business. A disappointing Zanuck show, with a wealth of comedy material and talent wasted.

**APPEAL**—Family. **EXPLOITATION**—Cast names, the Allen radio reputation. (Reviewed at the Roxy, New York.) Jerry Franken.

**FTP Goes Harlem, Yiddish, Shavian in Latest Plays**

NEW YORK, March 5.—A mixed company of white and colored performers of the Federal Theater Project this Wednesday brought to the stage of the Lafayette Theater in Harlem William DuBois' *Hearts*, a play of the legendary Henri Christophe, the Black Napoleon, and the native rebellion incited by him against domination by the tyrannical French. Added import and box office were attached to the piece with the acquisition of Rex Ingram, noted colored character actor, for the lead role. Simply and stirringly told, resorting to

but one setting for the three acts and five scenes, the story content deals as much with the gradual development of reversion to type of a mulatto girl, all white in characteristics but philo-Haitian in sentiment, as it does with the heroics of Christophe. Thruout the play is marked with poignant depiction of sympathy for the native cause and the inner struggle of the girl, and a delightful painting of the supercilious foibles of the invading French.

Aside from the star role, handled adequately but somewhat over-forcibly by Ingram, distribution of acting honors has to be divided among at least 10 of the two-score characters. Outstanding performances were those of Elena Karam, as Odette; Alvin Childress, as Jacques; David Enton, as Duval; Louis Sharp, as Toussaint, and William Sharon, as Boucher.

The play was staged by Maurice Clark and was produced by James R. Ullman. Set designed by Perry Watkins and the costumes by James Cochrane.

Regardless of the acting and intrinsic merit of the piece, play should prove one of the more profitable undertakings of the project, production cost, outside of the unusually large cast, being comparatively low. George Colson.

CHICAGO, March 5.—The *Tailor Becomes a Storekeeper*, called by the author a three-act comedy and presented by the Yiddish Unit of the Federal Theater Project at the Great Northern Theater here, is a preposterous vehicle. It is a poor choice, since it is directed mostly for the Jewish-speaking patrons who still long to watch a play in Yiddish. The great majority still interested in Jewish legit want productions that are close to their heart, plays with true emotions and sincere messages.

The *Tailor Becomes a Storekeeper*, however, is a poor attempt to modernize the Jewish theater. Those posed and absurdly exaggerated postures of the cast thruout the play must have been a wild dream on the part of the "plastic movements" director, Nathan Vitznicky, to

attempt them before a mass Jewish audience. Those actions may arouse some discussions among manic surrealists, but they will bring only disgust to the Great Northern Theater patrons.

The plot itself, diffused by some ridiculous directorial touches, is in a bad shape. A shop-worn tailor decides to go into the delicatessen store business and has his wife fake a suicidal act to draw enough money from his relatives to make such a venture possible. After two acts of trials and tribulations he winds up a tailor again.

Direction handled by Adolph Gartner. David Yonover, Genevieve Gartner, Alex Amasia, David Schoenholtz and Regina August head a cast of over 50. Edward Wurtzbech leads a 16-piece orchestra. Sam Honigberg.

DETROIT, March 5.—Second production of the year for the WPA Federal Theater opened Tuesday night before a nearly packed house at Ira Kaplan's Cinema Theater. *Shaw's Arms and the Men*, a perennial Detroit favorite, was the vehicle, with Alma Brock, as Raina; Ray Rawlings, as Captain Bluntschli, and Edward Masson, as Sergius Saranoff. The play will run a week.

Future productions will include Lawrence Langer's *The Pursuit of Happiness*, opening April 5, and *The Locked Room*,

by Herbert Ashton Jr., regional director of the WPA Theater.

Ashton and his staff moved to Detroit Tuesday from Chicago, where he formerly had headquarters, and will direct activities of the WPA for 13 States from new quarters in the Insurance Exchange Building at Columbia and John R streets.

**NEW PLAY**

(Continued from opposite page)

Pierlot, Molly Pearson, Fred Irving Lewis and some of the others.

Robert B. Sinclair's direction stumbles somewhat over Miss Dayton's weak last act, losing its pace and failing to knit the loosely tangled skeins that the author provided.

It's almost certain that the play will be frowned upon by our determined intellectuals because it fails to possess any one of the weighty and important things that they'll insist should have been in it. But my dim wits can't understand why a play should be damned for lacking qualities that it never set out to possess. *Save Me the Walts* has no great depth; it has no scalding satire; it has no social point of view. It never intended to have—and I, for one, am grateful.

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# AFA OPENS CHORUS DRIVE

## Starts Work on Minimum Wages And Working Conditions Program

Granted jurisdiction by Four A's, which took it away from Chorus Equity—ends bitter fight—\$35 a week probable Class A nitery minimum—Four A's conditions

NEW YORK, March 5.—With the Four A decision Wednesday giving it jurisdiction over chorus people ending a bitter fight, the American Federation of Actors has called a meeting of its council for Monday night to prepare plans for unionizing the chorus in spots where the acts are already under AFA closed-shop contracts and also in spots yet to be organized. In addition the AFA will prepare to organize the chorus and acts under closed shops in local vaude and presentation houses. Indications as to the probable organizing

### "Waikiki" Providence Hit

PROVIDENCE, March 5.—Anton Scibilia's *Waikiki Nights* unit, playing *Fay's* here this week, promises to top the recent high scored by Ann Corio's new unit. Elmer Cleve, with Marilyn Keller and Professor Cheer, leave the unit June 21 for bookings in Australia, to be followed by Africa and England. George Cortello and his Hollywood Canine Mimics leave around July 1 for Sydney, opening a 10 weeks' route there.

### Jack Durant-Molly O'Day

CHICAGO, March 5.—Jack Durant, formerly of Mitchell and Durant, is doing a new act with his wife, Molly O'Day, of the movies. Following a three-day date in Wheeling, W. Va., he will come into the State-Lake here week of March 25.

### Crawford-Caskey With Hamp

CINCINNATI, March 5.—Miss Franklin Crawford and Joseph Caskey, ballroom team for the last three years under the MCA banner, have moved under the Rockwell-O'Keefe management to play the Hits chain of hotels as an added feature with the Johnny Hamp Orchestra. The team and the Hamp Ork close at the Netherland Plaza next Tuesday (8) and open the following night at the Book-Cadillac, Detroit, for a four-week stop. Crawford and Caskey played the Gibson Florentine Room here several months ago.

### Fetchit Unit Gets Dates

CHICAGO, March 5.—CRA is bringing Stepin Fetchit and the *Harlem Hit Parade* into this area, several dates already having been booked by Lou Lipstone, head B. & K. booker. Show has been spotted for short dates in South Bend, Ind.; Springfield, Peoria and Rockford, Ill., and Madison, Wis. Erskine Hawkins' Ork and four acts augment the revue.

### Clark Books One-Day Spots

CHICAGO, March 5.—Single vaude dates here will increase by two, starting March 12, when Sammy Clark, of the William Morris office, starts booking the Melrose, B. & K. house, Wednesdays, and the Des Plaines Theater, Des Plaines, Ill. Harry Balsaban house, Saturdays. Policy will be tested for an indefinite period.

### St. John Club Adds Cover

ST. JOHN, N. B., March 5.—Cover charges have been introduced at the Trading Post here, with afternoon charge per couple at 10 cents and at night 25 cents. Dancing every night to ork music and in the afternoons to canned music. Spch Saturday night there is a floor show. Ork is Charlie Williams and his Towntoppers.

### Units Set for Milwaukee

CHICAGO, March 5.—Eddie Weisfeldt, manager of the Riverside, Milwaukee, booked two units here last week. Benny Davis' show goes into the house week of March 18, with Dave Apollon's unit following week of April 1.

### Success Story!

CHICAGO, March 5.—The booking of Judy Garland as headliner of the Chicago Theater bill Friday recalls to mind her standing some two years ago when she was available with two other singing partners for \$250 a week. Act was then known as the Three Gumm Sisters. Her figure for the Chicago week is \$3,500 net.

### Ice Carnival for Hartford

HARTFORD, Conn., March 7.—State Theater here is closed today and tomorrow while an ice rink is erected on the stage for International Ice Carnival, which comes in for five days, en route from Harrisburg to Music Hall.

Blanche Calloway unit came in from Boston for Sunday only. Original intention was to attempt to operate stage show and picture program Monday and Tuesday in one.

### Dave Winnie Recovering

CHICAGO, March 5.—Dave Winnie, of Winnie and Dolly, rigging act, fractured his hip at the Kedzie Theater here recently when he fell during a performance. Will be out of circulation for the next four weeks.

### Freeport, Ill., Drops Vaude

CHICAGO, March 5.—Sunday vaude goes out of the Ratio, Freeport, Ill., tomorrow. House tried it for three months and claims that the one-day combo policy was not successful. John Benson booked it for the Great States chain.

## Joe Blames the Actors; They Just Ain't Loyal or Honest

By PAUL DENIS

Dear Paul Denis:

THIS is to notify you that I am filing suit against you for \$100,000. You libeled me when you printed those awful letters from Malsie.

I don't mind your printing Malsie's letters—that's your business—but you should have cut out those cracks about me, Joe Pursent, her agent.

She made a crack about my taking 20 per cent commission—well, how about the time when I loaned her two bucks when she was stranded in Scranton? And how about that high-class Elks' Club date when I only took 15 per cent? And the time I booked Malsie for \$40 for that Lake George roadhouse when I could have gotten Mae Gordon for \$30—and Mae is just as good as Malsie?

Now I'm not complaining, but it's not fair blaming the agents for everything! I'm a regular guy—when I booked the insurance men's beefsteak dinner, didn't I arrange for a free dinner for all the performers? And did I ever try to collect commission on the price of the dinner? No, sir!

Let me tell you something. The trouble with performers is that they ain't loyal to their agent. I pick up broken-down acts, build them up, staking them sometimes to meals and squaring their hotel bills—and then what happens? These same acts want bigger salaries just as soon as they get the wrinkles out of their belly. And, worse than that, if I don't give them all my dates and at top salaries they go to Moe Stenker—and you know what a chiseler he is. Why this Stenker guy booked the Legion ball last week and paid the acts only \$10 each. And I always paid the acts at least \$11 and sometimes \$13 for the same

show. Stenker pocketed \$200 on this show when he shouldn't have kept more than \$175—I know!

That's the trouble—disloyal performers and chiseling agents. Every agent competing against me is a chiseler—I'm the only fair and square guy in the whole State! Now what can I do when everybody's chiseling?

JUST to show how performers double-cross you, I originated the Five Kewpie Dolls, and where are they now?—working for Moe Stenker! Here I spend good money to land these very fat girls, then I train them, buy them costumes and music, pay their meals and hotel (they ate like elephants) and then just when I'm going to open them at the Golden Grill for \$200 a week (which is the most the spot ever paid an act) they leave me to work for Moe! And why? Just because Moe offered them \$210 a week and told them they were the most beautiful stout girls in the world.

Flattery did it. I'm too honest to flatter my acts!

Now take Finkelstein's Tigers. Finkelstein was starving. He was calling up the zoo to take his cats because he can't feed them. So I loan Finkelstein money, get the cats out of hook and then book the act into the Tivoli Theater at a terrific salary (and I'm only getting 15 per cent commission, too). So when I see Finkelstein for my commission he laughs right in my face and says he'll have his cats tear me up if I don't scam out of the theater. Now you see what I get for being a gentleman? Maybe I'd be richer if I was a chiseler like Moe Stenker?

JOE PURSENT.

P.S.—I just booked Princess Minnie Ha Ha, who does terrific Indian nude dancing, into the Low Down Club. She's sensational and Mr. Cosentino, the club owner, is crying for her to stay another four weeks. But we want more money (\$80 a week and not a cent under is my holdover price).

Give me a mention in *The Billboard* and if you do I might withdraw that libel suit.

J. P.

## Vaude Units Play Niteries

Fill in layoffs profitably—night clubs like them—add a cover charge

CANTON, O., March 5.—Unit shows with from 25 to 35 people are finding Eastern Ohio night clubs profitable and are eliminating a lot of grief for club operators who have been able most of the time to contract only mediocre talent for their floor shows thru agencies.

The units, which have been playing movie houses in Eastern Ohio, usually two days to a full week, have been accepting night club bookings hereabouts instead of laying off when no immediate theater bookings were available.

The unit works no harder than it does in a picture house, the percentage take is just as good if not better, as some of the big clubs and jumps are short. Usually when a club has a unit it adds 25 and 35 cents cover charge, which is equivalent to the theater admission.

Gray Wolf night club, near Youngstown, has packed the spot with *The Swing Show of 1938, Hits and Bits of 1938 and Talk of the Town*. The Embassy Club here enjoyed good business when it played the *Artists and Models* unit, and the same was true when this troupe took over the floor show spots at the Merry-Go-Round Club, Akron. The Torch Club, near here, reports better business with vaude units, because they are organized and presentation is smoother than new shows assembled at the start of each week.

### Hodge's Tavern, Binghamton

Steve Hodge is presenting at his Tavern for this and next week Bas Samuels, known for a generation as the "Blue Streak of Vaudeville" and now called the "Blue Streak of Song." Miss Samuels has a repertoire of fast songs, among them *Speed and Time Marches On*, both cleverly executed.

Throughout the evening's entertainment she emcees and appears often in song and characterizations.

She is assisted by Mildred Law, a clever little tap dancer who does a number of turns, and also Ginger Connors, employed here for several months.

The Tavern orchestra furnishes music for the show and dancing.

G. H. Barlow.

### Palmists in Texas Spots

FORT WORTH, March 5.—Two local night spots are featuring palmists as part of the entertainment. Olga Sandusky, recently at Chez Maurice, Dallas, is at Jack Horner's Gingham Inn, while Lita LeMay is at the Texas Hotel. Texas Hotel's Den, with augmented floor show, now on three times daily instead of two, features Don and Shirley, Loyce and Lyman, Joaquin Grill's Orchestra and Miss LeMay.

### Ft. Smith Club Burns

FORT SMITH, Ark., March 5.—Fire destroyed the Elms Club here Tuesday, causing damage estimated at \$12,000. Jack Gentry, owner, said loss was partly insured and that he plans to rebuild at once.

### Tit for Tat

KANSAS CITY, Mo., March 5.—The tables are turned at Dante's Club here. Known for its female impersonators, Dante's is offering Billie Gilbert, who is going big as a masculine mimic. It's the first time a femme has been on the bill in that role, altho the spot has long featured femme spers.

# Mexico Seeks U.S. Dumb Act

### 4 Mexico City vaude houses open—Mex producers sign Earl Taylor unit

CHICAGO, March 5.—There's no recession in Old Mexico when it comes to flesh entertainment, according to A. Castro, booking agent, who came into town this week with Mexican producers Carlos M. Ortega and Francisco Benites. Purpose of their trip was to line up a couple of American units and, incidentally, to try to talk Mae West into including Mexico City in her current personal appearance itinerary. Miss West just finished a week at the Palace here, and if she has an open date on her tour before returning to the Coast for picture work the Mexico City date may fall.

Castro says the flesh houses in Mexico City (there are four now) do land-office biz and, altho he has booked several acts from the States, most of the bills are native or Spanish-speaking talent. Chief handicap for Yankee acts is the lingo, sight and pantomime stuff being the only forte for the no-savvy vaude artist. Also, acts going into the land of the Tortilla must post a bond of 250 pesos (about \$60) with the Mexican government before crossing the border. This is to insure their return to this country. When acts re-enter the United States the bond is returned, providing, of course, the government did not have to use it to ship them out. Booking agents, however, usually foot the costs of bonds, passports, etc.

Only deal closed by Castro so far was with the Gus Sun office here, which will book Earl Taylor's *Continental Varieties* into the Alameda Theater, Mexico City, May 1.

# Reopen Walton Roof With Belle Baker

PHILADELPHIA, March 5.—Jack Lynch is readying the Walton Roof for a gala opening March 23, with a big show headed by Belle Baker. Lynch recently resigned as manager of the Cafe Marguery.

He is spending more than \$40,000 in renovating the roof. He leased the roof from the hotel at a reported \$12,000 a year and will run independent of the hotel.

A new dine and dance spot, Otrard Cafe, and run by Dan Hartman and Rubin Geib, opened in North Philly Wednesday.

# Ex-Vander Destroyed

HUDSON, N. Y., March 5.—The Playhouse, former vaude house, was destroyed by fire of undetermined origin February 28. Damage, estimated by Fire Chief Louis Sacco, runs between \$50,000 and \$75,000.

# Night Club Management

### News and Angles on Night Club Operation

By GEORGE COLSON

#### Phone at the Tables

FOR that extra service, so indispensable to the more carefully operated hotel room or cabaret, is the idea, not exactly a new one but recently installed at and enthusiastically embraced by the patrons of the Casino-on-the-Park, Essex House, New York, of being able to make telephone calls direct from each table.

Without any fuss or disturbance a telephone can be plugged in for either incoming or outgoing calls. The multitude of conveniences that this innovation affords do not have to be enumerated. The service is brought to the attention of the patron by a neat little table card.

#### Patrons' Singing Stunt

NOVEL and amusing is the wrinkle resorted to by the Radio City Rainbow Grill, New York, to liven up "off" hours between dance or show sessions.

# Feinstein Sets Us Straight

NEW YORK, March 5.—The following letter was received from Simon S. Feinstein, local attorney:

"In your issue of March 3 there erroneously appeared an article relative to the removal of my name from the stationery of the Negro Actors' Guild of America.

"Please be advised that the same was erroneously omitted and that my relationship with said organization is as pleasant as from its very inception. I am still counsel to the Guild for a period as confined in the By-Laws."

# Units in Demand For Chicago Areas

CHICAGO, March 5.—There is increased vaude activity in the Great States and Public houses in and around this area, booked by Lou Lipstone, of Balaban & Katz. Units are in demand by theaters which pick up occasional flesh attractions.

First show into the Orpheum, Omaha, since New Year's goes in week of March 11, headed by Benny Meroff's Band. Ruth Petty and Finky Lee are in that unit. Meroff precedes that date tomorrow with one-day appearance at the Coronado, Rockford, Ill., engaging in a *Battle of Swing* with Frankie Masters' Ork.

Lipstone is picking up a new WLS Barn Dance unit March 13 and will book it in several of the chain houses, including those in Danville, Bloomington and Marian, Ill.

# Len Henrich Opens Spot

PINE RIVER, Wis., March 5.—Len Henrich has opened his new night spot here. Opening night's music was furnished by Dude Trantow's Orchestra and Le Roy's Rhythm Artists.

# New York:

EDDIE DAVIS returned to Leon and Eddie's this week. . . . At the Versailles, GRACIE BARRIE replaces Gertrude Niesen. . . . ADELAIDE MOFFETT will open a return engagement at the Ambassador March 16.

Bad break that for the HARRIS AND SHORE dance team, Sylvia Shore fractured her ankle during the dinner show at the St. Regis last Monday and will be out of the running indefinitely. Plucky gal did her entire routine that show on a busted bone. They have been replaced by MARIO AND FLORIA, who are making their third return appearance there. . . . MANOR AND MIGNONNE, one of the newer dance teams, are going into a Washington, D. C., hotel this week. Team is handled by Henry Herman and have just completed a South American tour. . . . KEN AND ROY PAIGE made a Warner short. . . . MILDRED FENTON has been held over at Leon and Eddie's

# Group Advertising Gets Attention

EFFORTS to bring back the bizarre popularity of the "Village" has resulted not only in concerted civic action by the Greenwich Village Restaurateurs' Association, New York, but also in a unified drive for attention thru daily paper advertising.

Cuts of individual spots connected with the association are run under one inclusive Greenwich Village banner and are grouped around a paid blurb for one of the eateries or clubs. Space allotted for the blurb is being rotated regularly among the member spots.

# Vaude Appeal Still Strong

### Massachusetts took in 19 grand half gross on paid WPA shows in 19 months

BOSTON, March 5.—Nineteen-month period of the Massachusetts Federal Theater Vaudeville Division ailed WPA coffers by \$19,750.75 During the period from July 23, 1936, to date, thruout the State, 125,192 persons attended 288 vaude performances which were presented for the purpose of raising funds for charitable usage by fraternal, military organizations and civic bodies.

An approximate like amount, performances presented on a basic average of 50 per cent for each sponsor, was realized for the various orgs participating with the FT in stage productions.

Figures, compiled by Matthew Ott, vaudeville supervisor, and supervisors of bookings, Frank Sullivan and Walter Burke, are significant in that the project paid for itself in part. This was oked by State Director John B. Mack and Assistant State Director Thomas D. Senna Sr.

Proving that there was and is a demand for diversissement by thousands during one of the most trying periods in the history of the nation, 777,445 persons attended 2,755 free PTVD performances presented at hospitals, neighborhood school centers, orphanages, home for the aged and infirm, governmental and municipally maintained institutions and at gatherings of public and quasi-public bodies outdoors and in during this season.

for an additional three weeks. . . . BETH HARRIS, dancer, just closed an engagement at Rudy's Rail.

# Chicago:

JEAN MONA is playing a return engagement at the Chez Paree. Recently filled eight weeks there. . . . BOB EDWARDS, dancer, is putting together a cafe unit which will probably break in in a Milwaukee spot within a week. . . . GARRON AND BENNETT opened a return engagement at the Bismarck Hotel Tuesday. . . . JERRY AND TURK are back in town, this time at the Yacht Club.

. . . . THE DUANOS have left for Cincinnati, where they opened a two-week engagement at the Gibson Hotel for MCA.

# Here and There:

SHEILA BARRETT heads the current floor show at Beverly Hills Country Club, Southgate, Ky. . . . HOWARD FULLER and sister are set for two weeks at Hotel Philadelphian, Philadelphia. MARTIN AND MARVEL, with Gus Howard as emcee, are being held over at the Northwood Inn, Detroit. Ruth Denna, singer, is also on the bill. . . . VALLEY AND LEE go to Kelly's, Cincinnati, this week, to be followed by a run at Alms Hotel, that city. . . . ALICE GLOVER and Walter LaMae, in their 10th week at Hotel Statler, Cleveland, are being held until March 13. . . . RUTH M. BRINCK, accordionist, for the last month at the Fountain Square Hotel, Cincinnati, has accepted a return engagement at the Ventura Hotel, Ashland, Ky. . . . TWO SHADES OF BLUE (Ted Phillips and Grey Pascal) opened for Consolidated at Hotel Lorraine, Madison, Wis., February 24. . . . SID WARD is in his eighth week at Ye Olde Tavern, Fort Wayne, Ind. . . . DON TRANGER is in Chicago after 15 weeks at Berghoff (See CLUB TALENT on page 73)

# An Unenviable Record

LONDON, Feb. 22.—Buck and Chic and Company, cowboy flash act just returned to England, have the unenviable record of losing two consecutive engagements thru fires.

Act suffered loss of costumes and settings in their sixth day at the Vox, Bukarest, Bulgaria. Buck and Chic managed to fill in a quick booking at the newly opened Lirico, Milan, Italy, but fire broke out and destroyed the building after the opening performance.

Act opened this week at the Palace, Blackpool, but so far the theater hasn't burned down. Buck and Chic took out heavy insurance, however.

# Penn FTP Unit Drew 260,000 in Two Years

PITTSBURGH, March 5.—Federal Theater Project vaude unit, *Stepping Star*, has yielded to 259,924 people in Western Pennsylvania since launched, February, 1936. Performing in community institutions, PTP has presented 678 shows within 35 miles of city, 100 of them with paid admission.

Company uses 15 principals, six chorines and eight-piece band. Four shows weekly, with net take at box office used for traveling expenses and costumes. Admish, which began year after unit was begun as straight vaude show, have been in effect for all performances since, except benefits given for charity. Usual split is 50 per cent of b. o. for unit. Troupers get \$85 month.

# Winnipeg House Drops Pix for Film Names

CHICAGO, March 5.—New policy is being tried out this week in the Playhouse Theater, Winnipeg, Can., booked by Dick Hoffman here. House, reopened recently with five acts and pictures, is switching to two-a-night starting tonight, with matinee Wednesdays and Saturdays. Bills will be headed by headliners in talking skits.

Initial bill headed by James Dunn, with Ramon Novarro and Marjorie Rambeau, former movie notables, set to follow. Three and four acts will augment each attraction, offered at a 75-cent top.

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# Night Club Reviews

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## Iridium Room, St. Regis Hotel, New York

This ultra dining room catering to the leisure class is presenting entertainment that is just right. There is Emil Coleman's fine orchestra in its third season; smooth dancers, Mario and Floria, in a third return engagement, and Continental singer, Vanda Mara, along with the band's vocalists.

What the entertainment lacks in quantity it more than makes up in quality. Coleman's music is perfect for this glittering, mirrored room teeming with dignified stiff shirt fronts and evening gowns. Not having a relief band, Coleman's 12-men combo plays everything and pleases everybody. Their style is smooth and sugary, with the three violins, the guitar and accordion dominating, and Coleman's fine piano work leading the way. Attractive Lois Elliman does the canarying, displaying a pleasing style, while Alex Morrison, young and handsome tenor, also lends his voice to the mike on the choruses.

Miss Mara, a tall, attention-winning brown-haired contralto, gets her audience easily with her skillful delivery. Offered a French ditty, an American ballad and then a Viennese waltz tune, impressing with her expression and poise.

Mario and Floria, young and handsome team, are on to a reception—being quite a favorite among the smart set—and win close attention and applause with their liquid movements, wide variety of lifts and spins, and their highly distinctive style. Truly different, they impressed from their opening *Claire de Lune* number, a delicate waltz, to their airy, frolicsome closer, *Alexander's Ragtime Band*. Miss Floria's sequin gown, molded to her body, did much to enhance their dancing.

Dinner is \$3.50 and there's a \$2.50 cover (\$3 Saturdays) for supper. The room is open for luncheon, when Jules Lande's ensemble entertains.

The Mallett Room is also running entertainment, featuring Mill Monti, Joyce Cole and Jasha Nazarenko. The Iridium Room closes May 4 and the Viennese Roof opens the next day.

Paul Denis.

## College Inn, Sherman Hotel, Chicago

Novelty is the essence of most College Inn shows, and the new *Circus Revue* is no exception. While it lacks the customary speed of Inn shows, a number of novel ideas, well presented, cloak the draggy moments.

Also, for the first time in many months, the floor show gets more build-up than the band. Reason, of course, is that the new musical attraction is not as prominent as some of its predecessors.

Louis Panico and an augmented band are getting the break on the band stand. Panico, originator of *Wabash Blues*, still dishes that tune out with silky smoothness on his muted trumpet and ably leads the hour show. His dance music is rather brassy, altho not displeasing.

Show features Willie and Eugene Howard, who are still at their best doing former year stand-bys. Why Willie insists on singing aside from occasions in his comedy assignments is a puzzle, however. During their initial appearance, particularly when they recall hit tunes, Willie goes straight with his pipes and it is not altogether soothing to the ears. The work here should fall on Eugene's shoulders, who carries a song more ably. Boys are spotted thrice in the revue, with the *Quartet From Rigoletto* still the applause winner.

Joe Wallace, in a loud-clothed outfit, makes a colorful speller for the affair. He is in the spirit of the thing all the way.

Side show scene is the opening sight, the Boots McKenna Girls parading as freaks. Stadler and Rose augment the spectacle with their familiar Mickey and Mouse dance novelty that is rich in individuality.

Ginger and Dorothy Rogers follow the Howards with a new strut they call the *Funda Waffla*, a take-off of the animal's walking habits. It is a cute routine and nice to watch. The McKenna line, 12 shapely bundles of personality, return after an erk number and another Howard session, with a beautifully costumed ballet to *Blue Danube*. Kids make an eye-appealing picture in tutterly outfits.

Bob Bromley, dext. works a couple of

marionettes with extreme cleverness. First a Negro tapper, producing amazingly natural action, and then a concert pianist who is strung thru a number of funny bits.

Stadler and Rose return with their *Rag Doll* dance and again display their ability as acro artists. Howards do their sock routine next to closing, with the girls in gay '90 costumes, in a zestful *In Old Chicago* number. The Inn's stock feature, the *Apple Dance*, is still retained and follows the finale. Some of the customers get a big kick letting loose with the kids on the floor.

Karl Marx, clown, here in his 17th month, has extra duties in the opening side show number. Myrus, mentalist, continues as table entertainer.

No cover or minimum for dinner. A \$1.50 minimum for supper, a reasonable figure.

Sam Hontigberg.

## Terrace Room, Hotel New Yorker, New York

With swing bands solidly entrenched in downtown hotels, Goodman returning to the Pennsylvania and Norvo lingering at the Commodore, Ralph Hits meets the competition by bringing in Jimmy Dorsey to follow the Glen Gray stay.

Opening night (Tuesday) didn't bring the moppets out, but with Dorsey a stickler for the swing tradition, the wide-pants clan should wend their way here in droves. Band was not at its best when caught, the boys yet to get the feel of things. But the possibilities are obvious. Build-up is going to Jimmy Dorsey as a sax star, not to confuse his clarinet prestige with that gained by Goodman. Band is best on their special of the stompy songs, enhanced by sepien June Richmond, whose tonnage is on the heavyweight side but her ton-salling strictly in a Harlem scat groove. For the smoother stuff, Bob Eberle pipes the moon-June songs.

While Goodman and Norvo carry it alone at their respective emporiums, a floor divertimento is added here. After all, not everybody is swing-nutty and this is a large room to fill, what with tariffs being in the upper register. And still cashing in on the ice show popularity, Billy Burton's ice show draws a holdover ticket.

An eye-spectacle that's really eye-filling, the cavorting on skates on the raised platform is something to occupy your attention. Charles Uksla delights with human top spinning in an exhibition of free skating, later teaming with Miss Vida for a terp trick on the sharp blades to a rumba routine. For the ballroomatics on ice, Ronny Roberts and Jerry Farley out a neat figure. Roberts singles to test his acros and comes out on top. Alfred Trenkler adds a comedy touch with an eccentric drunk dance. Miss Farley, with DeLores Ziegfeld, Mary Judels and Bobbie Dorree make a cute foursome to cut capers in line formation. The *Big Apple* on ice makes a fetching finale.

Less than 25 minutes of ice skating, but plenty show is packed in those fleeting minutes, making for a welcome change of pace for the Dorsey swing-eroo.

M. H. Orodener.

## Continental Room, Stevens Hotel, Chicago

After a four-month trial to put the mammoth Boulevard Room on a paying basis, Manager Otto Eitel ordered his staff into the Continental Room again. Plans to use the smaller spot during Lent only, altho it's probable that it will permanently house the hotel's entertainment policy should it manage to turn in even fairly profitable grosses.

Floor show budget has been trimmed considerably. Lent's purse strings loosened for only two acts, booked by Lucille Ballantine, of Leo Salkin's office. More of an interlude, really, repeated thrice nightly between Sterling Young's dance sessions.

Cary Gould, young vocalist, sings arrangements of pop tunes sweetly. Her leading asset is an eye-catching appearance, which is more than okeh for night spots and smart hotel rooms.

Wally and Vernon Stapleton, ballroom tap team, do smooth and classy work. Some of their ideas projected in their musical comedy routines are neat and out of the ordinary. Team is young and its work refreshing.

The vocal contingent in the erk opens the bill with a novelty ditty, *The Frog*

*Song*. The tenoring of Gil Dagmash, band's guitarist, is pleasing, while Donna Lee, blond songstress, continues with reserved swing versions of new tunes.

Band is still short on show music, but is gradually improving. Boys had not played a show before opening here several weeks ago.

Tom Montgomery, assistant advertising manager, now handling the press work.

Sam Hontigberg.

## Manhattan Room, Hotel Pennsylvania, New York

What might easily have been constructed to appear as a football rally marked the return of Benny Goodman and his swing-saints to the Pennsylvania. Opening night (Friday) was more like a carnival of youth, drinking in the swing vitamins and worshipping at the citadel of clarinets.

It's the same brand of Goodman swing-ology known to young and old alike, only better appreciated by the adolescents. At least, in its reverential aspects. The only new note, rather a lost chord, was the absence of genial Gene Krupa for the drum beats. (Differences between the teacher and his pupil are aired in the news columns.) And until the substitution is made, Davis Tough coming in next week, Lionel Hampton does the filling in.

Better known to the fans for his vibration hamstrings with the Goodman quartet and trio, Hampton makes it easy to forget Krupa. Musically, at least, there is a marked improvement, the coordination between the rhythm instrumentalists bringing this brand of swing a step nearer to perfection.

Until Tough comes in, the trio and quartet interludes are sidetracked. But to appease the hunger of the fans, weaned on jam rehash, there's the three-some of Goodman on clarinet, Hampton at the vibes and Teddy Wilson at the piano box for the mild beatings. Martha Tilton is still on tap for the tonalling, more easier on the optics than the ear.

M. H. Orodener.

## 2 O'Clock Club, Baltimore

Sam Lampe is proving beyond doubt that the public wants flesh, and the bigger the names the better. Crowds constantly here are the proof. Policy has been to feature at least one or two names weekly and, altho they were lacking in this week's bill, a healthy crowd was still on hand.

Alfredo and Dolores get the show off to a good start with a torrid rumba. No attempt at grace is made, but their rapid and exciting movements mark them high. Encore with a tango in which Alfredo puts to good advantage three suggestive actions his partner's squirming gyrations.

A line of six shapely Chester Doherty girls in unique abbreviated costumes is not only easy on the eye but performs with snappy precision. Particularly impressive was their *Dance of Musketeers*, clever fencing routine.

Jean Vickers, fan dancer, handles her turn in fine fashion, much to the delight of the male patrons. A gorgeous brunet with body beautiful, she operates fans in quick and sure manner. In addition she need not take a back seat for dancing. Black fans lend an effective contrast for the white background.

Jan Murray carries on as emcee and, while quick at the trigger, lacks sally in singing and dancing. He attempts neither, altho any attempt at singing would have been excusable because of a heavy cold. His quick wit and snappy retorts stand him in good stead.

Mary Burton, dynamic blonde, is featured. Bubbling with personality, Miss Burton sings several pop ballads with gusto. Her rich tones ring thru the club clear as a bell, even tho she keeps good distance from the mike. Displaying versatility by an imitation of Fannie Brice, she proves her ability to sell a song.

Show runs to the excellent accompaniment of Mill Lyons and orchestra. Lyons' Band also dishes up sweet and hot rhythms for the dancers. Two floor presentations are given nightly. Minimum of \$1 week nights and \$1.50 week-end preerals.

Booking agent is Will Weber, of New York.

Phil Lehman.

## Brown Derby, Boston

With Walter Donahue as emcee and Scott and Douglas, ballroom team, this Derby show is one of the better layouts. Semi-cellar nitery is proprietorship by New England's only femme night club producer, attractive Kitty Brando.

Donahue rates high brackets when it comes to versatility. Lad is well

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NOW PLAYING RETURN ENGAGEMENT  
**CHEZ PAREE CHICAGO**  
Thanks to Mike Fritzel and Joe Jacobson.

**Theodore and Deresha**  
5th Week  
**RAINBOW GRILL**  
RCA Bldg., N. Y.  
With thanks to Mr. John Roy

groomed, impeccable in dress, has a voice and clicks out nifty tapology. Effort includes warbling *Down With Love*, a tap workout and tap instruction.

Headed for the heights and approaching the smartness of top-notch dance teams is Scott and Douglas, faves here. They do two tango rumbas and later appear in a zesty Alabama type of swiny cakewalk. Costumes aid materially, splendid rendition.

Rose Rayner, brunet soprano with nice quality and fair volume, pleased with a couple of standard tunes, the best being *Smoke Gets in Your Eyes*. Mary Lou and Shirley, from the line, take the spotlight for a tap stint. Blonde and brunet are shapely and their routine okeh.

Lynne Borne, diminutive brunet torch songstress, is only so-so on the piping. Less giggling and more rhythmic grace would help.

Line (9) appears three times but small space cramps its style. Their production finale to *The Shade of the New Apple Tree*, warbled by Donahue, features Scott and Douglas. *Sidney J. Paine.*

**Broadway Cocktail Room, Hotel Astor, New York**

For the past three months now Sande Williams and his outfit have been playing at the Astor's Broadway Cocktail Room. Latter is a nicely decorated spot, with comfort one of the principal themes. Most of the chairs are of arm-chair type, upholstered, and figure to make another reason why it's tough for the customers to leave. Lighting is equally restful and pleasant.

Altho only four pieces, the Williams set-up, with a good hotel background, keeps things constantly on the go with little repetition. This is an achievement for a small group. Each of the quartet handles vocals, as well as three of them chiming in for harmony trios. Other, in these cases, is Jack Gardner, who works the Steinways. Matters are livened by comedy numbers, mostly done by the large Mr. Gardner, whose personality gets them over handily.

Lee Hasberg Harlan and Vincent Tarr are the two other members of the group. The four play a total of 17 instruments among them, avoiding repetition in the playing of numbers. Outfit is a first-grade one, especially for this type of spot. *Jerry Franken.*

**Savoy Hotel, London**

Complete change of program this week and all three entries are American. It's the first showing in England of Betty and Freddy Roberts, personable and showmanly dancers whose work is

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unusually versatile. Routines range from Viennese waltzes to Spanish and Mexican quick-fire numbers that culminate in tricky spins and whirls. Girl, pleasing blonde, has a stunning wardrobe and is graceful, while the man is of good appearance.

Marie Hollis, easily the best control dancer to play this spot, is back and once more a sensation. She has a knack of changing her tempo without detracting from the rhythm of her performance.

Wilkie and Ray, two boys who teamed up in Europe, have got together a bright comedy acrobatic routine that is evenly balanced and strong both in tricks and in comedy. They fit in nicely in one of the best line-ups booked by Eric Wohlhelm into the Savoy. *Bert Ross.*

**The Races, Omaha**

Three acts, a popular emcee and two beautiful vocalists with Johnny Carroll's Ork furnish the entertainment at this out-in-the-county spot.

The Dietrichs, eye-catching blonde and brunet billed as Day and Night, open with a semi-classical tap that drew a fair hand. They return for a slow number which builds into a fast routine. Good hand.

Mary Welch, youthful hooper, does a novelty tap on a stool, dressed as Minnie Mouse. Returns in smart mannish outfit, giving chance to see her face and figure, and brings down best applause. Edna Louise, blonde in the first act, sings *Someone Like You* with fair results.

The Gastons, rough-and-tumble apache act, has the female half in the front line tables most of the time for plenty of laughs and also drew big hand for burlesque of ballet.

Ken Leslie does a swell emcee, filling in between acts with spicy jokes and songs. Wilma Lee, throaty blues singer, and Jane Brewer, club stand-by, do well as vocalists with orchestra.

Three shows nightly. *John A. Scott.*

**Trocabaret, London**

Two show-stoppers, both American, in this week's program at this popular London niterie.

Fred Duprez, monologist and emcee, came from America as far back as 1913 and for delivery and wit he has never been beaten in England. Altho still in his prime, his appearance in niteries and in vaude is few and far between. In this line-up he is amazingly successful and has the patrons yelling out loud at his quick-fire barrage of smart and topical wisecracks.

Nella Goodelle, personality songstress of stunning appearance and gifted with corking pipes, is an easy winner with a routine of well-chosen numbers. Is forced to encore and still has difficulty in making her getaway.

Radio Revelers have a smart and tuneful act and do well with their rhythmic numbers.

D'Alba, a young girl with obvious talents and good showmanship, mystifies with a peach of a thought-reading act that is fast and interesting thruout.

Cyril Footcher, typically English comedian and monologist, does well on an early repeat, while Adam and his Troc Orchestra look after the musical end with good results. *Bert Ross.*

**Statler Hotel Terrace Room, Cleveland**

Making his first American appearance here this week, Kuda Bux, European mentalist, aroused more than average interest. Bux is billed as "The Man With the X-Ray Eyes." For three years he has been appearing in England, coming here after a week in Montreal.

His performance, as witnessed Tuesday night, proved a rather crude version of Dr. Harlan Tarbell's *Seeing With the Finger Tips*, made popular by that performer during the last 10 years. Blind- (See NIGHT CLUB on page 72)

**TO WHOM IT MAY CONCERN**

The piano book which disappeared from the band stand at the Hotel Plaza's Persian Room, New York, last week, contained 17 individual compositions especially arranged for the professional performances of VELOZ and YOLANDA.

Among these were five original, unpublished compositions, which were written and copyrighted by Frank Veloz.

This is formal notification that public performance of any of these original compositions, without the written consent of Frank Veloz, will be prosecuted to the fullest extent of the law.

(Signed) VELOZ AND YOLANDA



**ONDREA AND MICHEL**

"DANCE MOODS OF THE HOUR"

NOW PLAYING YACHT CLUB, CHICAGO

**DOROTHY KING**

Featuring Her "DANSE RUSSE" Now Playing Empire Room PALMER HOUSE, CHICAGO

**MAURICE and BETTY**

YOUTH PERSONALITY SPELLS. Tops in Adagio, Ballroom and Acrobatic Dancing. Current at the Merry-Go-Round, Newark, N. J. Direction: BERT JONAS, Casino Thea. Bldg., New York City.

**MARIO & FLORIA**

THE UTMOST IN DANCING 3RD RETURN ENGAGEMENT, IRIDIUM ROOM ST. REGIS HOTEL, N. Y. Indefinitely || Dir.—Music Corp. of America

**Barbara Parks**

"Statuesque Goddess of Song"

## Music Hall, New York

A pretty awful picture, *Bringing Up Baby* (RKO-Radio) is on the screen and patrons must look to the stage show and other supplementary numbers for their entertainment.

The stage show this week is labeled *Winter Cruise* and is produced by Leon Leonidoff, with Bruno Macé settings and Marco Montedoro and Willa Van costumes. Using a film trial or to introduce the four numbers, it opens with a Greece scene. Here the ballet is grouped at the base of an ancient huge vase, with live figures in the frieze. It is a stunning sight and essentially pictorial rather than entertaining. The second is a Morocco scene, utilizing a colorful set and Bonnie Bradley, with the Six Danwills winning applause with their leaps, tumbles and spectacular acrobatics and teeterboard stunts.

*Italy* is the third scene and the set suggests the Colosseum by moonlight. Robert Weede's tenor voice rings out in tavern songs while the glee club (as peasants) join in. The last scene is called *The Captain's Gale* and is spectacularly staged—the symphony orchestra coming up from the pit and being rolled over the stage and lifted into position while background scenery merges quickly to produce the effect of an ocean liner with its orchestra on deck. The Kimmis, man and woman, work high up from trapezes, rings and other perches. It's sensational stuff that impresses here just as much as in a circus. The Rockettes handle the finale, doing their sure-fire precision work.

Erno Rapee directs the overture dedicated to George Gershwin and composed of Gershwin hits. It is a lively performance, with Dick Leibert's grand organ joining in on the finish. All in all, the show is fine—except for the picture. *Paul Denis.*

## Loew's State, New York

(Reviewed Thursday Evening, March 3)

House back to four acts this week with the strong *Hurricane*. Looks like a better than average week. No outstanding name headlines, but each of the acts is top-notch on its own.

Opener has Keene Twins, Vic and Lamarr, two girls and two boys, in spirited tap and acrobatics. Boys feature unison and rhythm tap mixed with a little acro, and the girls shine in acro, tumbling and

strong-arm stuff, all dished out in rapid order. Act is a natural as a curtain raiser, possessing speed, novelty and eight appeal.

Sweet exponent of sugary swing, blond Sylvia Pross has no trouble exciting the patrons to show-stop pitch. She impresses as having plenty on the ball and knowing how to get it over. Her voice has a wide range that is put to good advantage with appropriate arrangements and possesses expression and sweetness. Her numbers included *Getting Some Fun Out of Life, I've Got My Heart Set on You* and *I Wanna Make Rhythm*.

Act ace of its type for these many years, Buck and Bubbles, spotted right, still sit pretty securely at the top of the heap. Their dancing, spoofing, singing and general showmanship are a strong combination offered in inimitable style.

The nutty Milt Britton outfit closes the bill (as if anything could follow them), dispensing the same screwball nonsense that has always been identified with them. Two pieces of business have been added—new to this reviewer, anyway—that add to the aggregate of laughs. One is the opening bit where some of the boys, in lettered jerseys, spell out a bouquet for themselves. The other is the introduction of a burro among the numberless props. The outfit still features Jack Powell as chief zany and imitator nonpareil, and the torrid swing-singing of Sybil Kaye. Jaffa does a tricky bit of fiddling that sounds unnaturally birdlike.

Full house last show opening night. *George Colson.*

## Majestic, Paterson, N. J.

(Reviewed Wednesday Evening, Mar. 3)

This independent house has been using flesh-film for four years, enjoying the advantage of no vaude competition from Paterson's other eight theaters. With an 850 capacity, Managers Jack and A. Louis Ginsberg have been able to meet and average weekly \$3,000 overhead by offering five acts of vaude or a revue, along with a Western and a feature picture at 40 cents top.

The bill reviewed included Stuart and

# Vaudeville Reviews

Martin, Mike Ballero, Le Beau and Louise, the Five Step Sisters and the Manchuro Duo.

The Oriental couple set a high standard for the show with a perch act that deserved a better reception than it got. Female half of the team monopolizes the aerial stunts, while her partner swings dishes of water at the end of a cable, without spilling a drop.

It takes a few so-so comedy bits to get Le Beau and Louise warmed up to the crux of their act—rope tricks. More dueting with the hemp would be to the couple's advantage.

Lively bit of impersonation came on next with Mike Ballero giving lots for the money. Starts off as Fred Allen and maintains a lively pace of chatter to mimic guests such as Franklin D. Roosevelt, a Japanese ambassador, Ed G. Robinson, Ned Sparks and others. Swell job on the *Shadow* for an encore.

Five Step Sisters divide flash act into three parts. First three youngsters manage to brighten up some standard tap routines by fast hoofing. A fourth, specializing in acrobatics, climaxes her solo with a complete back bend and walk. The last of the quintet confines herself to Russian knee steps on toes.

Stuart and Martin emcee the hour with a diversified sprinkling of gags, warbling and strumming on the guitar and uke. They do justice to a punch line and know how to pull the surprises.

Audience sat on its hands all evening. Blame that on the late show on an Ash Wednesday. *Public Hero No. 1* and *Rangers Roused-Up* made up the pit bill. House booked by Edward Sherman, of New York. *Stylis Weiss.*

## Royal Theater, Dublin

(Week of February 21)

Largest and most important place of amusement in the Irish Free State uses from four to six acts, playing three times daily, with entire changes of program weekly. By using acts with films, the house is immune from entertainment tax under Irish law. Show is booked by Foster's.

Three Bultonos, English comedy acrobats, are a satisfactory opener. "Youth Marches On," English dance flash, scores well with a miscellany of tap. Act is plenty fast and holds some good individual numbers.

Charlie Wood, Continental juggler atop a unicycle, does a Boy Poy type of act. Offers some good and difficult tricks, but is a bit lacking in showmanship.

Ray Vaughn, American xylophonist, works efficiently and with good showmanship and rates high both as musician and entertainer.

Harre, Le Baron Trio, American adagio and acrobatic dancers, have an excellent offering of thrills and artistry. Their act is polished and classy.

Business is poor at the afternoon and evening sessions but builds up for the final performance. *Bert Ross.*

## Palace, Chicago

(Reviewed Friday Afternoon, March 4)

*Snow White and the Seven Dwarfs* finally arrived on the Palace screen, and the accompanying stage bill, of necessity a brief one, is appropriate as a subordinate to the Walt Disney cartoon. Opening show played to a near capacity house and the advance ballyhoo for the novelty should bring them in in droves for the next three or four weeks.

Only three acts and a Chester Hale line of 24 girls on hand at first show opening day, with entire affair taking up 35 minutes. Monroe Brothers, tramp spring mat artists, opened and piled up some laughs with their bits of nonsense between acro tricks. Boys did a clean turn and should prove heavy favorites with the kiddies.

Sara Ann McCabe, attractive soprano, stayed on for two numbers, and off stage warbled for the initial Hale line number. Has improved in delivery since her last appearance here and impressed with her clear tone quality in a light operatic selection.

The 24 kids follow with a novel fan scheme, their various poses and manipulations of the feathered fans resulting in striking flower designs.

Gil Lamb is next to closing with his eccentric dance turns, his lanky physical make-up permitting odd and laugh-provoking postures. Working with him is Tommy Sanford, harmonica player,

who corncobs thru a trio of stock tunes with proper relish. Gil's swallowed harmonica bit is funny.

The girls close with a *Rhapsody in Rhythm* spectacle, impressive with unison tap and kick work. Make a colorful sight in brief royal costumes and nifty hats. *Sam Hontigberg.*

## State-Lake, Chicago

(Reviewed Friday Afternoon, March 4)

House band is on the stage for the first half, with Verne Buck, leader, handling the emcee job. The Shalleys, pantomimic comedy duo, open with nonsensical bits that are clean and amusing. Man, in tramp get-up, has a good closing with his rocking-table trick.

Johnny Bryant, whistler, follows with his familiar session of bird imitations and straight song whistling. Now that he has added more talk to his act, more comedy would give his turn variety.

Clifford and Marion do their old comedy turn, now lagging thru some raw gags and gestures. Woman is funny and versatile, letting out with a soprano voice and bury impersonations of film notables.

Howe line follows with a stock mass tap routine that must be getting monotonous to the regular patrons. It is a very familiar sight by now.

Al Verdi and Dolores, musical comedy act, still carry on with the same routine that's been characteristic of the turn for years. While the playfulness on Verdi's "Jola is still good, he can use some fresh lines to bring it more up to date.

Ramon Navarro and his sister, Carmen, are featured in the closing session. Fans still remember the former screen hero, judging by the impressive entrance band. He makes a pleasing and youthful appearance, and the gracefulness in his delivery is an admirable quality in his act. However, too many Latin selections that are more in the humorous rather than romantic vein tend to disappoint his followers. Should use more English, his accent being rather charming, and go in for heart-throb warbling. Sister assists with a couple of native dances. Finale brings Navarro back to sing his memorable *Pagan Love Song*, while the house line in the background furnishes suitable atmosphere.

On screen Lewis Stone in *You're Young Only Once* (Metro). House fair second show opening day.

*Sam Hontigberg.*

## Fox, Kansas City

(Reviewed Tuesday Evening, March 1)

Five entertaining turns are offered here this week in addition to the regular house acts and pit music by Judy Conrad's Orchestra.

Monroe and Grant, trampoline specialists, have an easy time getting laughs as they hop and bounce about on their truck-bed just as they've done for years. It's a fast-paced offering and rated the best hand at show caught. One bow.

Chester and Duley were only fair with a hillbilly routine, but the audience seemed to enjoy it. Next was Sarah Ann McCabe, soprano, whose high-pitched pipes were handled in a pleasing manner. Unusual showmanship on her part changed her act from one of mediocre rating to one which really is different. She's a swell looker, too.

Whistling is easy for Johnny Bryant, personable and clean-cut youth who flashed his ability neatly here with several pop selections.

Val Williams' appearance with the Adorables, dance line, was satisfactory if not outstanding. But the highlight of the bill, as is beginning to be a weekly occurrence, is the vocal style of Lester Harding, local boy, whose baritone voice on *Thanks for the Memory* showed excellent diction, range and quality. Kid has swell poise and appearance, combined with heart interest for femme

FIRST TIME ON BROADWAY!  
**KEENE TWINS**  
**VIC and LAMARR**  
 INTERNATIONAL FAVORITES  
 APPEARING THIS WEEK  
 ★ LOEW'S STATE, N. Y. ★  
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★ DORN BROTHERS & ★  
**SISTER MARY**

Just Finished Three Successful Weeks at  
**YACHT CLUB - NEW YORK**  
 and  
**LOEW'S STATE THEATRE**  
 NEW YORK.  
 Week of March 4th  
**MICHIGAN THEATRE,**  
 DETROIT, MICH.

Next in the cavalcade of sockos are the Dorn Brothers and their sister, Mary. Much younger and with plenty of coming on the ball, the harmonizing of this trio recalls Keller Sisters and Lynch at their best. Clean looking are these youngsters and shock-full of talent. The girl has a pair of knees that were made for the mike. The vocal blend is perfect, and when they start blasting away with their impersonations (which thankfully are honest-to-the-hecked) their clock is definite. Plenty will be heard from this trio before long.—SUGAR (Billboard issue of 3-5-38).

**MARGIE KNAPP**  
 CO-ED OF SONG  
 WEEK OF MARCH 4, MICHIGAN THEATRE  
 Detroit, Mich.  
 On Tour With  
**BENNY DAVIS' "STARDUST REVUE"**

Princess and Baby  
**YVONNE**  
 "PSYCHIC WONDERS"  
 A NEW YORK OFFICE with DOC. M. IRVING  
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**BELL'S HAWAIIAN FOLLIES**  
 Now Playing Illinois and Indiana  
 Mgt. Bob Hicks, Pa.  
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patrons. Harding has everything and should be a swell bet for a class solo act. Films or name band attraction. Took two bows.

The Admirables were best with a military drum bit. Costumes clever and each is a beauty. Harlan Christie's ensembling still passable, but it's becoming tiresome here after so many months. The Conrad Band is shaky on set accompaniments at times and appears listless in the pit or on stage, where it doubles often. But Gregory Haines still blows a sweet trombone and Don Tiff's piano is the best, as are his many special arrangements, so the band could be worse.

Business good at show caught. Pic, International Settlement, just fair.  
Dave Dexter Jr.

**Paris Bills**

(Week of February 20)

Elyane Cella, attractive pop singer, heads a varied and entertaining bill at the Bobino. Usual crooners and warblers include Nico and Carlo, Gilles and Poulot. Novelty acts include Three Woltings, trapeze; D'Anselmi, ventriloquist; Patrieta and Collins, acrobatic dancers; the Bacos, teeterboard tumblers; Miami Trio, adagio dancers; Sherkot, mimic, and Ginrok's Dogs.

European bill is top-heavy with singers. Among them are George Fleateau, Lyne Clevers, Ded Rysel and Renee Dyane. Novelty acts are Tom Jersey, shadowgraphs; Jim and Joe, acrobats; and Trineras Trio, Spanish dancers.

Good bill at the Petit-Casino includes Doumer-Mital, adagio quartet; Josselyn, singer; Chazel, juggler; Two Preddys, bike, and Cartie, illusionist.

Jean Tranchant, pop songwriter, and four fem pianists are at the Paramount. Georgitis, singing comedian; Zaza and Gallia, equilibrists, and the Sybarts,

**Big Show for Convention**

NEW YORK, March 5.—Amalgamated Clothing Convention expects to top all expense records for an entertainment bill when it stages its convention in Atlantic City May 9 to 15. Talent thus far scheduled for the conclave includes Jackie Beekman, Eddie Cantor, Jose Iturbi and the New York Philharmonic Orchestra, William J. Madden and his Traymore Hotel Band, Sonny James' Orchestra and Alex Bartha and his Steel Pier musicians.

dancers, are at the Alhambra. The Fratellini trio of clowns are at the Casino Montparnasse. The Descamps, comedy bar act, are at the Cigale. T. W.

**O'Connor Named RKO Theater Mgr.**

NEW YORK, March 5.—Affirming speculations of the probable successor of Nate J. Blumberg, erstwhile vice-president and general manager of RKO theaters, who resigned January 1 to become head of Universal Pictures, John J. O'Connor was appointed heir to Blumberg's post yesterday by Leo Spitz, president of RKO.

O'Connor has been chief booker for the circuit and its affiliations for the past 17 years and has been with it since 1919. Present extent of the circuit that becomes O'Connor's domain numbers 110 theaters.

**Vaude Fades in Brussels**

BRUSSELS, Feb. 28.—The Varietes, ace vaude spot, switched to revue last week, with a sepien troupe, *The Black*

*Berries*, slated for a long run.

Only vaude house now operating is the Ancienne Belgique, offering small bill featuring Two Schenks, hand-to-hand, and Pon Pon, clever pooch.

**Vaudeville Notes**

STARNES AND ANAVAN just completed two short subject films for Mentone Productions. One, with James Barton, is the *Quartette Adagio*. Second, with Block and Sully, is *Teem Waltz*.

... COLLINS AND STONE, J. C. Pippen, Lita Grey Chaplin, James Barton and Block and Sully are being cast in new two-reelers for the Nu Atlas Productions to be released thru RKO and Universal. ... WILL FYFFE has been signed to a long-term contract by Gaumont in England on the strength of his performance in *To the Victor*. ... MASSACHUSETTS Legislature rejected measure to authorize Sunday dance performances. ... LOUIS ARMSTRONG has been set by the Rockwell-O'Keefe office for Satchmo's first appearance at the State, New York, March 24. Salary will be \$6,500. ... STEPIN PETCHIT and the *Harlem Hit Parade* have been set by CRA for a string of theater dates on tour that will keep the outfit on the road well into April. Unit features Eskine Hawkins' Band, Johnson and Grider and Harold Thomas. ... Another colored unit with CAB GALLOWAY, Avis Andrews, Stump and Stumpy and the Six Cotton Club Boys, has been set for 15 consecutive vaude weeks, starting immediately after the present show's run at the Cotton Club, New York. ... FLETCHER HENDERSON and ork play the Rivoli Theater, Muncie, Ind., April 16. Set by CRA.

DON (WINTERMUTE) STEWART, of Wilkes-Barre, Pa., is touring with an English revue headed by Renee Husted in South Africa. ... PRINCE AND PRINCESS SELANDIA, Scandinavian dance team, return to Europe May 1 after a six-month stay here. ... SENATOR FORD states he is doing his last performance at the Oriental, Chicago, this week, contemplating a different line of business.

JUDY GARLAND, making a personal appearance at Loew's State, Providence, February 17 to 24, was the first stage attraction at that house in three years.

**TA After Hotels In Chicago Area**

CHICAGO, March 5.—Theater Authority, Inc., in its first attempt here to curb hotel managements from sending their acts to work unauthorized benefits and other affairs using free talent, met opposition from Frank Bering, of the Sherman Hotel, who usually engages acts to work in the College Inn show and double on bills staged by other organizations in the hotel.

Bering contends that he employs talent for a given number of performances and all of them do not have to be given in the College Inn, the hotel's nitery. TA is reported objecting to that plan, claiming that the acts should not give extra shows in upstairs rooms.

Most of the other hotels using entertainment at some time or other have been using their shows for outside engagements. It is TA's intention to stop ops from using acts in self-labeled benefit shows. Boys in the know are of the opinion that TA is up against a hard rock, as it has jurisdiction over unionized talent only, and the strength of the American Federation of Actors here is not too sound at present.

When the TA, thru its executive secretary, Alan Corelli, attempted to collect its customary 15 per cent from the sponsors of the annual *Night of Stars* pre-Christmas show last year, it met with strenuous opposition from James Petrillo, head of the musicians' union, and Mayor Edward Kelly. It was generally admitted then that TA's failure to collect or stop acts from appearing in the show was due to the lack of organization among the performers. TA has since appointed Max Halperin, local agent, to represent the benefit clearing house in this area.

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**Reviews of Units**

**Sollie Child's Parisian Follies Unit**

(Reviewed at the Grand Theater, Natchez, Miss., Monday, February 28)

Not much can be said about this second unit to play the Saenger Circuit. Only worth-while acts are Slim Williams and the Martinez Brothers. The rest fill up the space between their numbers.

Opening has the line of nine fair-looking maidens trying to sing Broadway's *Gone With the Wind*. Girls are not bad to look at, but should not try to sing. They also furnish background for a poor hop and skip affair of Lee and Adele, dancers.

Martinez Brothers really have something on the ball. These two boys are outstanding in every trick they pull, especially their hand-to-hand and head-to-head balancing. "Tess" Russell, femme imp, with a Ten Nights in a Barroom bit, is very clever. Working with a marionette, act goes big with the kiddies.

A rope number by the line, costumed to show off their legs, features fair-looking blond Lillian Lucier, who is fair at dancing, but not singing. Ward and Vokes are two pretty good deadpans but their knockabout has been seen here before.

Lillian Lucier and the line in a Spanish routine are followed by Slim Williams. A natural for any show, he is one of the finest black-face comics ever seen. His harmonica bit is a wow.

Ward and Vokes work with the line in a modern dance in old-fashioned dresses, just before the finale.

As a whole, unit is not so good.  
Harold M. Cese.

**Brown-Skin Models**

(Reviewed Thursday Morning, March 3, of the Irving Theater, Wilkes-Barre, Pa.)

Vaude shows, revived here five weeks ago after a two-year lapse, continue to pack the house. *Brown-Skin Models* is current this week with *City Girl* on the screen. S. R. O. sign out for first two shows.

All-Negro cast got off to a fast start with a number by the dancing "models" to the music of Al Stewart and his Harlem Band. Rector trio aided with their tapping and harmonizing.

Alto Oates was impressive with her group of torch songs. Fay Canty, singer, and the chorus gave a swell version of the *Big Apple*.

Feature is Kid Hackett, drummer in the band. In addition to his percussion antics, he renders an eccentric dance which earned him an encore.

Hit of the show was crippled Jesse James, booked as "world's only crutch dancer." Decked in white evening clothes and using white crutches, he opened with a fine whistling selection and then went into an eccentric tap and afro number, which kept the patrons spellbound. He came back for three encores.

Baritone Charlie Banks offered several selections and the Three Gobs, comedy trio, gave three skits. Milton Miller.

**Chicago Follies**

(Reviewed Friday Evening, February 25, at Columbia Theater, Alliance, O.)

Assembled by Col. Ches Davis, veteran producer, unit runs smoothly, tho only two weeks old. Much attention paid to staging and scenery. Not a pretentious flash, but revue has possibilities. Running time 50 minutes.

Show's opener, Udell Triplets, are young and good-looking gals who know how to sing and dance. Voices blend well and their fast and difficult tap dancing gets the bill off to an excellent start.

The Littlejohns, standard turn working in Europe for some time, before a drop of dazzling rhinestones, toddle about the stage on large rhinestone balls juggling dumb-bells, axes, etc. For a sock close they tap in perfect unison on the balls.

Marvin and Boone, pair of youngsters who are easy to look at, are able ballroom dancers. Their best is a Harlem routine.

Davis, with another oldtimer, Burt Southern, entertain for several minutes with black-face hokum.

Udell Triplets come on again, garbed in natty white linen suits, to croon several numbers in a manner that gets the best applause of the show. Phil Lopez, another act of the old school, is sure-fire. Does a swell juggling routine with a lot of comedy.

Prairie Homesteaders, heard over WLS, Chicago, are four lads who can stng and play modern hillbilly tunes to perfection. Their instrumental work is better than the average for troupes of this type.

Bill Berlin leads a five-piece pit band. Rex McConnell.

**BOB DUPONT**

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**R K O THEATRES**

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Radio City, New York

## Managers Eye Republic's Experiment With "Drunkard"

NEW YORK, March 5.—One of the healthiest signs of burlesque is an exhibit this week at the Republic. It is a burlesque show with a condensed version of *The Drunkard* spotted midway in the production. It's an experiment somewhat bold and badly needed by burlesque if it is to pull itself out of an apparently hopeless humdrum routine. Dave Bell and other Republic execs deserve the thanks of the business for their experiment.

Besides *The Drunkard*, is a well-rounded, smooth burlesque show. A good trio of comics, Jake Fields, Fred Binder and Jack Rosen, take plenty of laughs with the reciting poetry, auto ride, Jake's family bits and others. Occasional twists here and there lend a certain amount of freshness to the numbers, which are well aided by straight man Floyd Halliday, warbler Stanley Simmonds, and strippers who also read lines.

On the stripping front are gorgeous Marie Cord and reddish-haired, tantalizing Joan Dare, who, despite a tendency towards excessive beef, delivers a bump with zest. Also reads lines very well and aids the bits considerably. Barbara Doane, who smiles as she peels, keeps the boys anxious and sells herself well. Newcomer Doris O'Grady, blonde and passing fair in looks and frame, lacks deftness in the art of peeling. Her attempts as a talking woman, too, are amateurish and weaken the production. More training is probably the answer. Lucille Dixon goes thru several good numbers to a nice hand.

Production, staged by Fred and Violet O'Brien, is colorful and shows skill in staging. A nautical number which opens and an international galley of beauties are okeh, while another number done with Simmonds' piping of *Girl of My Dreams* is nicely costumed and quite colorful. Nine chorines and six showgirls in the line.

*Drunkard* production, thoroly burlesqued, is a good job. It isn't tops in its line, but it was adequate for a burlesque audience. Burlesquers, with the assistance of several outsiders, did themselves well. Taking all honors is villain James X. Francis, who leered, stormed and sneered with proper villainous, much to the delight of the cash customers. Women are not everything that could be desired, but get by.

Credit to the management and cast for attempting something new. This change should be watched by operators thruout the country—maybe it will suggest what's needed to aid burlesque. Only the box office can give the final verdict, but it's a healthy sign in a business that's been in a rut for years. *Senn Hall.*

### Old Howard, Boston

(Reviewed Tuesday Afternoon, March 1)

A seasoned burly performer like Mike Sacks, and a trio of strippers with waistlines that Hollywood envies, comprise enough entertainment to put this *Ivory Hirst Smart Set* show on safe ground.

Full-stage production number sets are a sight to sore eyes after seeing so much of the dog-eared scenery of late. It's the first time in years that the Howard boards have held up a line of 20 at one time—14 road girls and six house. More uniformity on the routines, however, would greatly aid them. As it strikes now, a spotted few perform their dances correctly. But, anyway, it's good to see so many kids filling out the stage.

Sacks is headline comedian, teamed with Alice Kennedy as a splendid foil. Duo have two sketches. At the Piano and *The Tennis Game*. Latter is a laugh provoking double entendre bit. *Miss Ken-*

## CHORUS GIRLS - MUSICIANS

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nyedy feeds Sacks the McCoy stuff in good fashion, and Sacks, without offense, gives out to the audience's delight. The Piano business harbors on the pattern of a vaude turn. Sacks as the hen-pecked ivory tickler, instrumentally heckled by the ork, is sure-fire. He fingers a nice keyboard and his parody to *Soway Boy* clicks.

Low Devine, comedian with a slight lisp, gives the customers a good taste of double entendre, which could be muffed somewhat. Nevertheless, the audience went for his business—hook, line and sinker.

Trio of undrapers are headlined by red-haired, devastating Margie Hart, who vocals okeh. Charmaine, beautiful blond charmer, is virtually penches and cream walking the boards for a nifty undress. Diane Johnson is another blond lass of consequential strip. Pipes are average.

Kahloah, hip swinger, is hot stuff and gives the male and female customers a run for their money. She's got the business down to an expert degree. Wind-up freak bit of upbraiding her upper diaphragm like boiling lava created mild amazement.

Norman and Blake, septa tapsters, get going slow, but they develop into mighty good tapping, with the challenging department rating honors over their union stuff. Duo is greatly aided by high-class wardrobe. Off to a quickening hand.

Ruth Brown, cute blonde, is the show's dapper, and okeh, even as a straight. Sam Gould is vocalist and Jack Lamont a capable straight, handling virtually all the sketches. In the *In Old Mexico* number he warbles a good baritone to *El Gaucho*.

Most effective production number is the harem line *Serpentine Ballet*, introing Kahloah. Show runs 120 minutes. Business to the tune of a packed house. *Sidney J. Peine.*

## Talent Set by N. Y. Bookers

NEW YORK, March 5.—Phil Rosenberg booked Countess Nadja and Joy St. Clair into Washington's Gayety, as added attractions for week of March 8, while Diane Rowland goes into Boston's Howard, week of March 14. Carlton and Miller opened at the Bijou, Philly, March 4, and Mac Dennison opens there March 11. Wade and Wade go to the Penny one-nighters week of March 7, and Miss St. Louis does likewise week of March 14. Harry (Hello Jake) Fields and Doris, dancer, opened at the Republic March 4. Sherry Britton is slated to open at the 43d street spot March 11.

Opening with a revamped Hirst show at the Hudson, Union City, March 8, are Max Purman, George Murray, Jack Diamond, Elaine Owens, Ethel DeVaux, Alma Malben, Bert Saunders, Dorothy DeHaven and Richard Dana. Mickey Walker is added attraction.

Nat Morton has spotted Heidi in Keith's, Portland, Me., with a unit. Opens March 6. Steve Mills, Harry Levine and Fred Walter open at Boston's Columbia March 14.

Dave Cohn office places Tiny Fuller, Nora Ford and Betty DuVal at the Star March 4. Al-Ling Poo opened at Philly's Shubert March 4.

## New Casino Policy Winning Fem Patrons

PITTSBURGH, March 5.—Altho business has dropped to "just fair" at the Casino, women's trade has increased almost one-third since adoption of new big-cast policy and original productions, George Jaffe informed this week.

Heartened by trade drawn by Mildred Harris Chaplin, Jaffe will use "names" by playing Frank Wallace, Mae West's ex, next week. Is also planning to import Ann Corio and Peggy Garcia.

HOUSTON, March 5.—Dot Lane and Nat Mercy are in stock at the Ritz Theater here. Miss Lane is producing chorus numbers and doing specialties, while Mercy is first comic. This is their 11th week and biz is good. Little Joe Seidler is manager of the company, which includes 18 people.

## Miccio To Pay Off; People's Gets Okeh

NEW YORK, March 5.—Tony Miccio has secured a renewal of the People's license with the understanding that debts to performers will be paid in full. The Irving Place will remain shuttered because of a recent fire and no license renewal has been requested. Licenses expire, however, in April, when renewals must be made for the new license year which commences in May.

Because of charges of non-payment of salaries or alleged payoffs in I O U's against Miccio, his license fate was in doubt. License Commissioner Paul Moss declared that the renewal of license to the Bowers spot was done to aid performers in collecting debts from Miccio. Squawks against his payoffs had been made to Moss, as well as other officials.

Irving Place, it is understood, was badly damaged by the fire and its future is still in doubt. It is not likely, however, that the theater will reopen this season.

## Concession Men Elect New Officers for 1938

NEW YORK, March 5.—Theatrical Concession Managers' Association elected the following officers for 1938 at a recent meeting: President, Eddie Ross (Republic Theater); vice-president, Nat Libes (Empire, Newark); treasurer, Julius Reiss (National, New York); and secretary, Sid Kramer (Star, Brooklyn). Meetings are held every other Tuesday at the Claridge, and out-of-town members are requested to keep in touch with the secretary.

A. G. (Bozo) Baugh, J. A. Brown, Murray Cohen, Luntz Davis, Peaches Joyce, Zenda Dickens and Jake Bennett are at Minsky's Miami Beach Music Hall, Morris Gordon, who has been laid up with stomach trouble, is recuperating in a New York hospital.

## Minnie's Gayety To Remove the Shutters

CHICAGO, March 5.—Seen in Chicago this week was Harry Hirsch, who reopens his Minneapolis Gayety March 18. Ada Leonard will be the feature attraction. George Jaffe, Casino, Pittsburgh, operator, stopped here on way to vacation at Hot Springs. Dewey Michaels, manager of Palace, Buffalo, was another visitor. On his way to the Culver (Ind.) Academy to see his son.

Gem has dropped burly in favor of double features. Milt Schuster has placed Nona Martin, Peanut Bohn and Thelma White at the Casino, Toronto; Lillian Law at the Rialto, Chicago, and Dorothy Henry at the Gayety, Cincinnati.

## Worcester Drops Burly

WORCESTER, Mass., March 5.—Worcester Theater is dropping burlesque productions, but will probably remain open as a picture house. Hopes had been held that the theater would be able to remain open longer than this, but spotty business and annual Lent reaction caused it to drop flesh shows.

## MCA Unit Line-Ups

CHICAGO, March 5.—Revamped casts of two MCA band and act units have been announced by Eddie Elkort. Augmenting Shep Fields' Ork show, now in its second week at the Chicago and going into the Fox, Detroit, Friday, are the Three Nonchalants, Ruth and Billy Ambrose and Bob DuPont. Going with Buddy Rogers and his outfit, opening at the Circle, Indianapolis, Friday, are Patsy Marr, Diane Denise, Joe and Jane McKenna and Frank Payne.

## Big Apple Revue by D'Carlo

PITTSBURGH, March 5.—A five-act *Big Apple Revue*, with a 12-people cast, is being formed by Don D'Carlo to counteract lull in cafe bookings. D'Carlo says there are club dates seeking singles and teams. There has been slight increase in banquet bookings, says Larry Kenneth, secretary of the Entertainment Managers' Association.

## What's Needed?

The series of letters on *What's Wrong With Burlesque* will be found on *The Forum* page in succeeding issues of *The Billboard*. Ideas and suggestions are invited.

## Briskman Sails To Europe; Notes

### New York:

SAMUEL BRISKMAN sails next week for a six-week stay in London. . . . SAM M. MARKS, former musician in the late Sam Puterman's burly house orks, is now a chiroprapist in Washington Heights. . . . JOHN GRANT called from Casino, Toronto, by Abbott and Costello to write scripts for latter's air programs. . . . BOO LAVON, who recently extra-acted one week in Worcester, closed later on the Hirst Circuit and opened at the Shubert, Philly. . . . DORAL DINA DESHON, recovered from illness which forced her to quit the Ari Lewis show in Fort Myers, Fla., opens April 20 in Johnstown, Pa., with her own show on the Clyde United Shows.

### Who's Who

IRVING BENSON, new comic a la Bobby Morris, has teamed up with Jack Kelly, straight. Both at People's, where Bernie Miller is a new baritone juve; Jean Delmar has a new white plastic-painted dance novelty; Fay Kay, her protégée, is a new blues singer for the trailers, and Virginia Wilson and Ann Kane are doubling between showgirl ranks and strip principals. . . . MAC BARON, Ann Smith and Buster Phillips open People's principals. . . . GEORGIA SOTHERN now at Leon and Eddie's nitery. . . . ED AND PANSY DALY, of Reading, Pa., are mourning the loss of Ace Boy, their Alredale pet, which died recently.

### Sandra Now Franceska

RAYMONDS AND ADLER introduced Screens on a Thursday night hypo at the Star, Brooklyn, last week. . . . SANDRA, dancer, has changed her moniker to Franceska. . . . TINY FULLER, comic, has returned to the Star, Brooklyn, from a lengthy stay on the Coast. . . . LOUISE WRIGHT, dancer, is at the Star, Brooklyn. . . . MARIE CORD, Jo Ann Dare and Harry (Hello Jake) Fields are new at the Republic. . . . Exit were Frances McAvoy, who went to the Columbia, Boston; Lillian Harrison and Al Pharr. . . . NORA FORD, after two years at the 606 Club, Chicago, has returned east and opened at the Star, Brooklyn, March 4. . . . JOEY FAYE and Bert Grant have left the Ann Corio unit, former to rejoin *Noom Service*, scheduled for an eight-week run at the Locust, Philly, and the latter to go to the Casino, Toronto. . . . Millie Johnson, out in Los Angeles, helped parents celebrate their 25th wedding anniversary last week.

### Markovich Man Back

PEGGY REYNOLDS, Mary Joyce, Jean Mode, Phil Silvers and Chet Atland new principals at the Eltinge for eighth anniversary week. Exits were Love Astrid, who went to the Bijou, Philly; Maxine DuShon, to the Shubert, Philly; thence to Toronto; Harry J. Conley, Marianne and Danny Morton. . . . SOLLY MAGDOFF, one of concessioner Markovich's experts, back from the now closed Embassy, Rochester. . . . UNO.

## From All Over:

BOB ALDA stricken with pneumonia in Boston and his Columbia opening canceled. . . . MANNY HERTZIG to Florida for a vacation. . . . LOS ANGELES spots understood to have escaped the flood, despite damage done to radio and picture industries. . . . MRS. BENNY (WOP) MOORE and son going to a Boston hospital.

LAWRENCE HAGER, well-known quartet and straight man, is confined at General Hospital, Cincinnati, with peritonitis, which set in following an appendectomy March 3. His condition is serious.

## Bookers Turn P. A.'s To Save Own Clubs

CHICAGO, March 5.—Bookers of smaller clubs, eager to have their accounts continue floor shows, are going to bat for those spots by turning press agents. The boys claim that the operators, with little experience in show business, do not realize the value of exploitation, especially in those times when the trade is none too healthy.

A couple of the bookers admit that they have been successful in keeping several spots from folding or eliminating talent. They have been instrumental in renovating those spots, advertising with larger ads and securing the better acts.



# Thru Sugar's Domino

WITH the possible exception of Tom Phillips' bang-up job in organizing the Burlesque Artists' Association we do not know of a better performance in quick and efficient organization in recent years than that which has characterized George Hamid's leadership of the National Showmen's Association. The NSA has not even passed the six-month mark and it has already amassed a comfortable reserve, a healthy membership and the enthusiastic co-operation and contributions of time and money from really important men in the amusement industry. Organized for the purpose of providing a common meeting place for showmen, insuring mutual benefits and making possible concerted action on matters that concern the welfare of the show business, the NSA had as its charter members men connected with the outdoor branch of amusements. So great has been the enthusiasm and so wisely have the leaders acted in building the basic structure that all indications point towards the NSA embracing in its scope not only the outdoor branch of amusements but all showdom. It has tremendous advantages such as leadership that is unchallenged as to honesty, sincerity and unselfishness of purpose as well as the distinction of being the only benevolent organization of show business in the East that invites into its membership roster showmen and show people of all branches. In other words, the NSA is not restricted in its membership scope to crafts, branches and status in the labor set-up from the standpoint of employer and employee.



E. E. SUGARMAN

At its next meeting, to be held March 24 at a place to be announced later, the NSA will feature a program devoted to exploiting indoor notables on its membership roster and welcoming into its ranks new members from legit, night club, vaudeville and film branches. All interested in the possibilities of this organization are being encouraged to attend. It would be well for performers in all branches as well as managers, agents, producers, etc., to look in at this meeting if only as an indication of their interest in a group that seeks to bring all show people under one banner, working for the common good and giving heed always to the appeals of their kind who are sick, old, indigent and otherwise distressed.

Sam Grisman, successful legit producer and theater operator; Billy Rose, the latter-day Phineas T. Barnum, and Alan Corelli, the Theater Authority's peppy little secretary, have already joined the procession of indoor show people to the NSA. They are on the right track and they will be followed by many others as the fame of the NSA continues to grow. There should be no line of demarcation so far as mutual interest is concerned between the indoor and outdoor branches. This, in fact, was the theme of Rose's maiden speech when he was inducted into the NSA several weeks ago. The successful conduct of organizations such as the NSA will bring about the wiping out entirely of such artificial lines as have been drawn between the two really interlocked divisions of our business.

IT HAS been some time since this old die-hard has donated space in this pillar to an unadulterated discussion of vaudeville as it was, is and might some day be again. The motivating factor in this week's revisit to old stamping grounds is the trend noted lately towards balanced programs in film theaters. For the benefit of those who don't know the accepted definition of a balanced program is one that is built around a single feature and is garnished with shorts, novelties, newsreels containing more clips than running time permits on double-feature bills, etc. The indie among film producers are kicking like the dickens because single-feature bills kill their markets but this trend represents a very definite hope for the revival of stage shows in theaters large enough and equipped to stand the gaff. More times than not the single feature booking policy has served as the preliminary step to vaude tries. Enterprising bookers and acts on wildcatting jaunts should take advantage of the present trend and concentrate their selling activity on operators who are eschewing double features, giveaways and other devices that have been used in recent years to stuff film programs and entice customers.

Another few remarks on late trends in the theater business. Even the most antagonistic operators—that is, those who had lost all faith in stage shows as business stimulators—are now singing a somewhat different tune. These gentles are mumbling today that they would seriously entertain a proposition to restore stage shows if they felt that it is possible to obtain a steady flow of attractions. They have heard the echoes of Hollywood's cries that the stage-show industry is dead because of the nonexistence of a proving ground. They are all wrong, of course. For the simple reason that they go far afield to pick daisies when the flowers are growing in their own backyards. There is a very fertile proving ground today. It exists in the cafes and in the very cafes that will assume greater importance as time passes from the standpoint of their opposition to theaters. When cafes began springing up after Repeal the theater men were not in the least alarmed. They looked upon them as a passing fancy, figuring that the public will soon tire of them and return in great hordes to the theaters. This has not happened. What has happened—as we have frequently pointed out here—is that the acts that survived the vaude decline have found new sources of work in cafes and that the field of after-dark entertainment is more fertile today than it has ever been in our times, both as a bush league for new and promising talent and as a field that manages to reward unusual talent with steady work and good money.

If enterprising showmen would devote their talent and resources to re-creating opportunities in the theater field their efforts will be well rewarded. Powerful organizations such as the Music Corporation of America have reopened theaters to orchestras and the same job can be done for acts. Once the word is out that theaters are in the market for talent the talent factories will start working double time all over again. The raw material is there. All that is needed is good salesmanship and finished products that carry out the promises made by the salesmen.

# As I See It

By DAVE VINE

**BEN BERNIE** tells me that he and Walter Winchell will make another picture and, altho he is not allowed to tell the plot, he is at liberty to reveal the finish. The last scene, according to Ben, takes place in Florida and he (Bernie) throws Winchell to the alligators. The surprise finish is—the alligators throw Walter back again.

**DALE JACKSON** is writing the Pick and Pat scripts. . . . Suggested slogan for Hy Gardner's breezy *Brooklyn Eagle* column: "Gar'nering in the News." . . . That clever little 6-year-old Sugar Nicholas is making a Mentone short with Lita Grey Chaplin. . . . Lovely Winni Shaw tells me, "I don't mind doing a benefit for any worthy charity or for theatrical groups. It's all those others that get me down. For instance, why should actors put on shows for politicians, firemen and policemen? Can you, in your wildest dreams, imagine them putting on an affair and giving the money to actors?" CAN YOU IMAGINE IT? . . .

**JACK OSTERMAN**. . . . I caught you singing *I Got That Old Feeling* and I really thought you had lost a gal. You were so convincing that I looked to see if I had lost mine (but there was none with me). It would be wise for some of the present lot of singers to watch and listen to you do a number. They might learn something.

**IF I HAD MY WAY**. . . . I'd tell Hollywood not to wait until famous people die before they do a picture of their lives. It would be nice to know the interesting life story of great people while they are still alive—or must we wait until people pass on before we praise them? Oh, yes, I know the man won't give his consent. Well, if his family can give the okeh after he is gone, why can't they give it while he is with us? . . . I'd take all those lemonade stands, shooting galleries, hamburger stands and medicine men off Broadway. If they must stay they might as well put in a Shoot-the-Chutes and Scenic Railway at Times Square and charge an admission. . . . I'd make all those European countries give back the colonies they have taken from each other and then maybe they would pipe down. The way the dictators are grabbing countries now it looks like they want to see who is the greatest Seizer of them all. . . . Of course, I can't do all these things, but I would, s'elp me—IF I HAD MY WAY!

**I WASN'T THERE**. . . . In Hollywood where I read Bob Burns was mobbed by a crowd of autograph hunters and hero worshippers who knocked his bazooka out of his hands, stepping on it in their anxiety to shake his hand. . . . BUT I WAS THERE. . . . back stage at the Fox Theater, Brooklyn, two years ago when Mrs. Randolph Hearst ran her annual Christmas Basket Benefit. As at most big benefits the small acts were unnoticed (they very rarely get a chance to appear), the preference being given to the stars. This night was no exception. Bob Burns got there early, hoping there would be a chance for him to do his act; but while he sat and sat all he heard was, "Oh, here is Jimmy Durante, get him right on. Here is Cantor, Jessel, Jolson, etc., get them right on." Hours later, when the show was almost over and it was apparent that there was little chance of his ever getting on, he said to Eddie Garr in that slow drawl of his, "Boy, it must be a great feeling to be a big star. I wonder if I'll ever have that feeling?" As he was leaving the stage door the crowd pushed him, knocking his bazooka out of his hand and stepped on it in their anxiety, but this time they were pushing to get by him and to the stars. It really happened. I was there. They pushed me, too—AND THEY STILL ARE.

# Chicago Chat

By NAT GREEN

**MIDLAND MEDLEY**: "It's funny what you can see when you haven't got a gun" runs an old saw. Making the rounds in this rough and ready Crossroads called Chicago we bump into the amusing, amazing and ambiguous, Mae West, who has just completed a terrific week at the RKO Palace, might be set down by the unknowing as a raucous roisterer. Yet the last time we met her, which was at a stagehands' ball at the Coliseum some six years ago with Marilyn Miller and Pauline Frederick, Mae was the quietest and most demure gal at the ball.

Lunching with Eddie Cantor last week between trains there was an interruption as a press photographer tried to figure how he wanted Eddie to pose. "Have you any ideas?" the photog inquired. "If I have," Eddie replied, "I'll use them on my broadcast."

As Rubino and his manager passed thru a hotel lobby Able Tavin, midget impresario, rushed over to me and asked if he might be introduced to the maestro. "He'd make a swell concert attraction for the Ringling show," Able opined. Imagine propositioning Rubino for a circus job. Still, stranger things have happened.

Dining in the Celtic Room of the Sherman we called attention of our side-kick to the studied boredom registered by Willie and Eugene Howard at an adjoining table. "You'd be bored too," she replied, "if you had to repeat the same jokes every night for 20 years."

Belle Baker, making her local night club debut at Chez Parée last fall, was noticeably nervous. As she returned to take a bow after her first appearance she slipped on the stair and sat down kerplunk. But she covered up beautifully. "You know I'm a bit nervous tonight," she said after she had picked herself up and walked to the mike. "You see, I've just been married."

Eight years ago backstage at the State-Lake, Jess Libonati said to me: "If bookings don't pick up I'll be running a filling station in six months." He's still playing the xylophone and keeping reasonably busy. Things are not so tough for the fellow who really has something.

One of the classics of local press agency was the fried gardenia breakfast, the brilliant brainstorm conceived by Fritz Blocki during the first Century of Progress year to publicize the exotic Faith Bacon. The "breakfast" was served at 4 o'clock in the afternoon in Faith's apartment, the piece de resistance being fried gardenias garnished with bacon. Yes, I was there—and have never been able to live down participating in such foolery.

Eddie Cantor's career as a columnist will commence next September when his "Ida" column starts in about 50 newspapers. . . . It will take more than Spearmint gum to cure the headaches caused by Wrigley's Double Everything air show. . . . But we're glad that the Andrews Sisters, who are swell, are getting a break on a new show. . . . Wonder if there's any slang word that wasn't originated by Winchell. . . . Society note: "Mel-Mel," second baby giant panda at Brookfield Zoo, will make her debut in June. . . . My My! . . . A new high in something or other was reached the other night when the story of the "Dixie Wash" was broadcast on Edgar A. Guest's *It Can Be Done* program.

## Van Arnam Show Debuts March 21

OPA LOCKA, Fla., March 5.—John R. Van Arnam's Radio Pummakers, in quarters here (10 miles north of Miami) since December 1, preparing for the 1938 tent show, which in the new season at Dania, Fla., March 21. Warren L. Warren, show's general agent, has traveled many miles of Florida roads in recent weeks, arranging the route. Parts of Florida have suffered from cold weather in recent weeks, but, on the whole, conditions are o.k.

Many showfolks who have visited Miami this winter have been visitors at the Van Arnam quarters. Mr. and Mrs. Billy Wehle, of Billroy's Comedians, were visitors last Sunday, accompanied by their agent, Don Palmer. Wehle surprised 'em all with his reduced waistline, the result of a diet. Lester Haberkorn and Carl Denton, former minstrelites, also visited the Van Arnam headquarters several times recently. They have been frequent visitors to the Hialeah race course in Miami and are reported to be doing o.k. in picking the hangtalls.

Manager John R. Van Arnam reports that he will have an all-new show this season and that he expects to tour as far north as Maine. **BETTY O'BRIEN.**

## Roysters Plan April Opening

HICKORY, N. C., March 5.—Dick and Josephine Royster will close with the "SeaBee" Hayworth Players next Saturday and will hit out immediately for their winter quarters at Keyville, Va., where their equipment is stored. They plan to reopen their Dick Royster Tent Show for another swing of their established Virginia territory early in April. New trucks, canvas and a sound car will be added this season, Royster reports.

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Wants Dramatic People with Specialties; also Piano and Calypso Players. Must be sober and reliable. No harshness and head after joining. Salary paid by law. State ad. Whisker and Bottom. "Time are you?" Write T. J. REYNOLDS, Box 178, Miami Pleasant, W. Va.

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## What Are Your Plans?

What with the 1938 tent-show season already in the wings, ready to make its bow, *The Billboard* is anxious to hear from all show managers and performers regarding their plans for the new season. This is your page, so let's have your cooperation in making it as valuable and interesting as possible. In sending news to this page it isn't necessary to write a long letter; a postcard will do. Make it a habit to keep the repertoire editor informed of your activity throughout the season. Start now!

## Hayworth Players Set On Three New N. C. Spots

HIGH POINT, N. C., March 5.—"SeaBee" Hayworth Players have opened three new Wilby-Kinney houses in North Carolina. Additions are the Carolina Theater, Burlington, Wednesday; Imperial, Greensboro, Thursday, and the Carolina, Asheville, Friday.

Company still holds forth at the circuit's Paramount, Hickory, Saturdays, and the Liberty, North Wilkesboro, Mondays, and soon will move into the Broadhurst here for a Tuesday night, thus giving the troupe a seven-day week. All are salary dates with the exception of North Wilkesboro.

The Hayworth organization was set in the W.-K. stands for four weeks, with options, by M. S. Hill, district manager, with headquarters in Greensboro.

## Maddens Plan Larger Cast

LAKE CITY, Ia., March 5.—Mr. and Mrs. William Madden, managers of the Madden-Stillman Players, have returned to their home here after a vacation in Southern California. Several days were spent in Kansas City, Mo., on business on the return trip. They were accompanied by Lois, Dale and William Jr. Preparations are being made for their ninth season under canvas in Iowa, with plans for a larger cast this season than heretofore.

## Caylor's End Vacation To Resume Minn. Circle

MADEIRA, Minn., March 5.—Mr. and Mrs. John Caylor, who have been operating a circle stock with headquarters here, have returned from a vacation trip to Kansas City, Mo., and Southern Texas. Side trips were made to visit the Harley Sadler and the Morgan-Hopkins shows.

The Caylor's will reopen their show immediately with the same cast used prior to their recent closing. Roster will include John Caylor, manager; Myra Caylor, Lumier Hampl, Elmo Maize, Robert Bayley, Octavia Powell and Amber Wight.

## Billroy Briefs

VALDOSTA, Ga., March 5.—Mr. and Mrs. J. C. Bisbee, who have piloted their own show, Bisbee's Comedians, through the South and Midwest for many years, dropped in on us last Saturday for a short visit en route from Miami to company's quarters some place in Tennessee, where they will look after preparation of their equipment for an early-spring opening. Mr. and Mrs. Possum Gill were also recent visitors.

Jack Cameron arrived Sunday night from Dayton, O., "cheaters" and all. He will hold down the job of assistant boss canvasser under Eddie Mellon.

The writer is flattered. Under the "Briefs" headed Martinsburg, W. Va., May 18, 1935, appears the following: "Puny pun of the week: 'The Scots' national anthem, *Let the Rest of the World Go Buy.*'" Dave Vine used it last week in his "As I See It."

JOHN D. FINCH.

## Norma Ginnivan Readying

DAYTON, O., March 5.—Norma Ginnivan, of the tent show bearing her name, will leave her home here soon for her show's winter quarters in Payette, O., where she will supervise the work of readying her equipment and lining up her cast for the canvas season. She has set the opening for early in May. A new concession trailer has been added to the show's rolling stock. A number of the members of the company make Payette their home.

## Kansas City Jottings

KANSAS CITY, Mo., March 5.—Mr. and Mrs. Joe Chenoweth are recent arrivals here. They came in from Western Kansas.

Harry Dunbar's Comedians are now circling out of Burlington, Kan.

Warren's Comedians are making arrangements for an early opening under canvas in Louisiana. Troupe has been playing an Oklahoma circle.

Monte Montrose has terminated his engagement at the Reno Theater, Oklahoma City, to join the Morgan-Helvey Show in Texas.

Cliff Keith was spotted on the main drag here this week.

Billy and Minnie Neff, former Midwest rep folks, are now with the Federal Theater Players in Los Angeles.

Mrs. Cleve Terhune (Grace Biehl), who has been ill for the past two weeks in an Independence (Mo.) sanitarium, has been released. She is recovering rapidly.

Toby Young's Comedians, playing three-night stands in the South, are working northward toward their regular spring territory.

Fred (Toby) Wilson is being featured in comedy roles at the Reno Theater, Oklahoma City.

Thayer Roberts, with the McWhirter Players, circling in North Carolina, has signed as director for the Original Floating Theater for the coming season.

Mr. and Mrs. Jimmie Griffin, who have been at home in Arkansas all winter, will be seen with a Midwest tent opry this season.

Fred and Lilyan Pool, after playing five weeks in Kansas high schools with their educational feature, returned to the village this week.

Glenn and Sylvia Phillips, former rep folks, are playing night spots here. Lowery-Slout Players, after circling for 23 weeks in Michigan, are slated to close March 12. Deck Caldwell, co-partner with Slout, has signed with Christy Obrecht for the summer, as has Evelyn Easter.

Walter Price has left here to join Charles Whitechurch Players, circling in Northern Missouri.

Charles Archer and Billy Bemick are recent arrivals here after closing with the Golden Rod Showboat.

Roster of the Town Hall Players, circling in Wisconsin, includes Bernie Collier, manager; Dot Collier, Earl McNellis, Eddie Jason, Leo Reeths and Joan Erickson.

Eva Mae Burns and Jack and Grace Bell have signed with the Snodgrass circle, which opens soon in Illinois.

Greg Rouleau has signed with Norma Ginnivan for the canvas season.

Letama Corey will be back with the Ward Hatchers this season.

## Rep Ripples

LEE M. CUNNINGHAM, former repertoire man, is doing a character impersonation turn in night clubs in the Boston area.

THE CURRIERS, of the Currier Family Show, who have been off the road for the past year, are readying a small show to play Maine and Eastern Canada.

LESTER AL SMITH, veteran tent show and stock manager and performer, is now head man of the Federal Theater Project in Syracuse, N. Y.

MRS. RICHARD HENDERSON, whose late husband launched the Henderson Stock Company in 1898 and operated it until his death a few years ago, is now residing in Mason, Mich., where she has a lovely home, an apartment and business interests. She still retains a yearning for the road, however.

MR. AND MRS. HAYDEN COLE are wintering in Hopkinsville, Ky., and working night spots in the surrounding territory. They will troupe the coming season with the Roe Nero Show, which opens in the spring in Alabama.

HARRY S. WEATHERBY, who has been vacationing at his home in Woodbury, N. J., since closing with the Hunter-Pfeiffer Showboat Players several months ago, is en route to join the Milt Tolbert Show in Alabama.

BILLY WEHLE promises that if we catch his Billroy's Comedians the coming season we'll find ourselves gazing at the finest, largest and most spectacular attraction of its kind ever launched under canvas.

GRETCHEN NORRIS, acrobatic dancer, now playing the Patio Grill in the Roosevelt Hotel, Jacksonville, Fla., will be back with the Milt Tolbert Ladies White show the coming season.

CAL AND BONNIE WEST have closed with Nelson & West's *High, Wide and Handsome* to rejoin Billroy's Comedians for the new season. George B. Hill and Helene La Prez took their places on the Nelson & West show.

AL PITCAITHLEY is still playing night clubs in the Cleveland area but reports that work is getting scarce in that area due to many spots dropping their floor fare. He expects to be back out under canvas in the spring.

VIC VITCHNER, drummer, joins the "SeaBee" Hayworth troupe at Hickory, N. C., next Saturday (12), replacing Dick Royster.

ALICE RICHEY and Company celebrated their 100th week on the road for General Electric at Jackson, Miss., the week of February 20. At Greenwood, Miss., last week Robert Butler, his son, Robert Jr., and Albert Kazi, magician with the troupe, did considerable flying in Ted Pepper's new Waco plane, which he turned over to the boys during their stay in the city. All of the boys are pilots.

## Bryant Plans College Tour

PITTSBURGH, March 5.—Billy Bryant, showboat impresario, is seriously considering playing a string of colleges and universities with his own version of *Hamlet*, following his troupe's engagement with that vehicle for New York University at the Washington Square Theater, Greenwich Village, New York, in the fall. Bryant is here this week for Point Pleasant, W. Va., to put the finishing touches to the Bryant Showboat, which recently has been completely renovated and which begins its 38th season early in April.

## J. Doug Morgan Dies

SAN ANGELO, Tex., March 5.—J. Doug Morgan, one of the pioneers in the tent repertoire field, died of a heart attack here Thursday while en route with his wife to the show's quarters in Jacksonville, Fla. Further details in Final Curtain, this issue.

Harry Owens, former director with Golden Rod Showboat, is in his home in Arlington, Ill., convalescing from a recent illness.

## KC Symp Is Short On Cash But Plenty Tall on the Culture

KANSAS CITY, Mo., March 5.—Karl Krueger's Kansas City Philharmonic Orchestra, which completed its fifth season last night in Municipal Auditorium, made 55 appearances and played before 125,000 persons since the season opened last fall. Figures were released by W. M. Symon, executive manager, who at the same time announced Krueger had been signed to conduct the unit for the next three years.

Orchestra, which was formed in the midst of the depression chiefly to give employment to city's legit musicians, operates on an annual budget of \$185,000.

Of the appearances made this year the Kaycee longhairs played out of the city 24 times, including once in Chicago. The series went into the red to the tune of \$2,500, but underwriters figure "prestige" and "culture" angles were worth the loss. Not an outstanding unit musically, as many local residents are forced to believe, the Krueger system reflected the fact on numerous occasions that the Philharmonic was formed merely as a means of giving local union fiddlers scrapers and horn tooters a chance to pocket home-town cash legitimately.

## Detroit Hums With Bookers in Action

DETROIT, March 5.—Bernard Besman, cork booker for American Attractions, left the office this week for a swing around Michigan, Ohio, Wisconsin, Indiana, Illinois and Pennsylvania to line up the summer spots for band bookings. Will be away for four weeks, expecting to bring back calls for the summer resorts, parks and dance halls. Besman will also scout for a "protege" band, planning to "adopt" a band for ballying into the top money class. Current AA bookings include Irwin Oakes at the Trianon, Charlie Laxon at the Mayfair and one-nighters for Doc Ballivar, Milt Bernie and Lyman Barrow.

Juan Ursulescu, head of Musical Artists' Bureau, has set Johnny Braeman for the General Motors parties and dances.

Eastwood Amusement Park is getting ready for the new season. Regular summer schedule gets under way May 27, but ballroom unshutters April 16 for week-end terpsichore. Policy calls for name bands, opening attraction as yet not announced.

Grand Terrace Ballroom brings in Lowrey Clark next week to follow Henry Biagini. Set for a fortnight.

## Al Williamson Heads Fizdale's Chi Office

CHICAGO, March 7.—Al Williamson, who recently joined Tom Fizdale, Inc., was made vice-president in charge of the Midwest office today and will handle all accounts for the office in this territory. Newest addition to the Fizdale client list is Blackett-Sample-Hummert, which has turned over all the General Mills radio shows to the Chi branch for publishing.

## Campus Work Upped a Buck

LAWRENCE, Kan., March 5.—Union musicians in this town, home of the University of Kansas, will now receive \$8 for three hours of tooting. Change was made this week by Local No. 512, headed by Louis Kuhn, and it upped existing scale by \$1. Kuhn is also prominent here as an ork leader, his band playing many fraternity and sorority parties along with another led by Red Blackburn. Jobs are plentiful here, Kuhn reports, but two bands are just about all this town can handle.

## Clamp on Radio Gravy

OKLAHOMA CITY, March 5.—Musicians who grabbed off staff jobs at local radio stations are wrangling with their brother union members over the question of enforcing a one-job per man ruling. Petition is being circulated among musicians not affiliated with radio to spread the work around, aiming to keep the studio boys from doing any outside work.

## Power Dud Holds Show; Actors Use Flashlights

DES MOINES, March 5.—Power failure left Mason City in complete darkness for 45 minutes Tuesday night and the audience for You Can't Take It With You sat patiently and sang thru most of the wait. Finally members of the cast, accustoming themselves to the unusual circumstances, began the next act in semi-darkness as one member of the cast and an usher held flashlights which they directed on the person speaking lines.

Little excitement was occasioned even by the fact that a man in the audience suffered a heart attack and was taken from the theater to a hospital.

The cause of the power failure is not yet known.

## Teaching the Three R's in Swing Tempo

RIDGEWAY, Mo., March 5.—Swing music has gone a long way in the past three years, as evidenced by a course now being offered in the rural high school here by L. S. Barnes, 26-year-old teacher.

"The students hear swing music every night on the radio, and they dance to it almost as often in dance halls. Why shouldn't they be taught something about the subject, and the masters of its style?" mused the schoolmaster.

So Barnes, a graduate of the University of Indiana music department, obtained a phonograph and a stack of five wavings. His move made a smash hit with the moppets, for they heard Benny Goodman, Chick Webb, Tommy Dorsey and other top-notch purveyors of gut-bucket rhythm instead of the usual long lecture on Wagnerian operatic airs.

Barnes, who "kicked about" the nation with orchestras and jam outfits several years, went a step farther when he located a batch of 1921 Edison platters and alternated them on the machine with those of the 1938 idiom.

"Just to show the evolution of swing," said Barnes. Right now he is tops of all the teachers in the county.

## Silverberg Plans Legal Fight

LOS ANGELES, March 5.—Herbert T. Silverberg has organized a weekly legal digest service aimed to report all court decisions affecting show business. Materials will be culled from nation-wide survey of State and federal courts.

## BROADWAY BEAT

(Continued from page 5)

band leaders who give him the down beats. . . . The next morn (1) Kenny said that Lani McIntire, Hawaiian maestro at the Hotel Lexington, was "the first one to play Sweet Lullaby; as a matter of fact it was from McIntire that Bing Crosby first heard the song that he helped to make so popular in his picture *Waikiki Wedding*." But the fact is that Harry Owens was the first one to play Sweet Lullaby, Owens being the orchestra leader who wrote it. And it was Owens whom Crosby heard playing it when he first coveted it for his flicker. . . . Dan Walker, in his *Daily News* column of February 28, reported that Bessie Christenberry, former hat-check girl at El Morocco, is married. The name is Cushmanberry, Mr. Walker—and there's one Spelvin stooge who claims he'll take odds that the lady isn't spliced. . . . In reporting what he calls the biggest story in Hollywood, Sid Skolsky, of *The News*, refers to "the International Association of Theatrical Employees" and again to "the IAOTE." The abbreviation is IATSE and the name is International Alliance (not Association) of Theatrical Stage Employees and Motion Picture Machine Operators of the United States and Canada. That's a fine way to report the biggest story in Hollywood. . . . A great deal of money was spent on ads announcing the Jimmy Dorsey opening at the Hotel New Yorker, but the lad who did copy for them must have been a bit confused. The ad extolled Dorsey as "America's No. 1 Saxophonist" and then showed a cut on top with Jimmy mouthing the black stick. . . . *The Enquirer*, in a story on small-town boys who've made good, included Samuel Dickstein, Bainbridge Colby and Major Bowes. The first is from Moscow, the second from St. Louis and the third from San Francisco, three spots that will be interested to learn that *The Enquirer* rates them as small towns. . . . The erudite *New York Times Book Review* slipped up badly in its page one review of Thomas Mann's latest, *Joseph in Egypt*. Reviewer Agnes E. Meyer tried to show how Mann had developed from a "social outcast" in *Torino Kroger* to "an artist who lives solely for beauty" in *Death in Venice* to a socially conscious "intellectual leader" in *The Magic Mountain*—but she changed facts to fit her thesis. *The Magic Mountain* was published right after the war, about 10 years before *Death in Venice*. . . . And after that let one don't ever say that Mr. Spelvin doesn't get around—even to the dens of the intelligentists.

## Wanted -- LINIGER BROS.' TENT SHOW -- Wanted

Blackface Singing and Dancing, single or team. Change strong for week. Must do Singles and Doubles, play own music, up in all bits and Afterpieces. Have your own living accommodations. Long season. Salary sure; must be low. State all first letter. FOR SALE—Ten Sections 7-Tier Blues, 6 Sections Flats, 6 Sections Flat Reserves, 3 Steel Center Poles, Side-Quarter Poles, 35x60 Top, one end square, one end gable. Fulton makes; Walls and Poles, \$150.00. Sound on Film Features, \$15.00 each. WILL BUY Sound on Film Features and Comedies. What have you? PAUL W. LINIGER, Week March 14, Hobgood, N. C.

## Davis and Shefter Battle in Courts

NEW YORK, March 5.—Joe Davis, Inc., music pub., is suing Brunswick Record Company and Bert Shefter, pianist and composer. Case comes up in New York County Supreme Court for trial March 8. Suit hinges on waxing of two original Shefter tunes under Master (Irving Mills) supervision, without permission of Davis. Davis claims he has a five-year exclusive contract with Shefter, signed May 10, 1937, giving him the right to publish and control all Shefter tunes. Asks for an injunction against Brunswick and Shefter, an accounting of the profits of the disputed disc and damages. No sum has been named.

Peculiar angle to the case is that Shefter signed a personal management contract with Irving Mills last October. Shefter claims that his Davis contract called for him to part with 50 per cent of his earnings. Also claims that he lost a radio job because Davis never allowed him to play his own tunes. Shefter has instituted a countersuit against Davis for \$25,000. Davis, Inc., on the other hand, denies Shefter's statements, saying that the contract was strictly an exclusive song-publishing agreement.

Clarence Steinberg is the lawyer for Davis, and Robert Caidin is representing Shefter. The Brunswick lawyers have dug up an old Witmark case which they claim sets a precedent for their side in this case.

## Reading Manager Honored

READING, Pa., March 5.—Paul E. (Peg) Glase, manager of the Embassy Theater, was tendered a dinner February 24 by veteran theatrical people upon his completion of a quarter of a century in local show business. Two hundred and fifty guests, including performers who used to play his theater, attended the celebration. Special telephone hook-up permitted Frank L. Diefenderfer, head of musicians' union, to speak at the gathering from the Reading Hospital, where he is recovering from a recent accident.

## Foster Joins CBS Staff

NEW YORK, March 7.—Mike Foster, sports writer formerly with *The New York Journal American*, joined the Columbia Broadcasting press department this week. At the same time Pat O'Toole, with the chain about a year, quit to join Leading Attractions, talent agency. O'Toole's new office manages, among others, Edwin C. Hill and Adela Rogers St. John, to whom O'Toole is married.

## Copped Pix Piques Cops

PHILADELPHIA, March 5.—Here's one for the book: A couple of Philly flatfeet raided a South Philadelphia night spot after red-haired Catherine Regan put on a fan dance and, according to cops, did most of the dance sans fans.

Cops had the bright idea of taking Regan's picture to present in Magistrate's Court as evidence. Idea was swell, but someone at headquarters liked the picture so much that, when case came up, pix was strangely missing.

After warning the cops to get the photo, Magistrate Muhly waited nearly a week and finally discharged the fan-waver.

## American Academy Students Offer Maugham, Barry Plays

NEW YORK, March 5.—The senior students of the American Academy of Dramatic Arts went on to its 12th and 13th performances of the season this week, presenting Philip Barry's *Holiday* Tuesday afternoon and W. Somerset Maugham's *The Sacred Flame* yesterday afternoon, both at the Belasco. The general level was fair enough but certainly nothing sensational.

*Holiday* suffered chiefly because Belina Greenley, in the magnificent role of Linda, failed to catch the character's buoyant gallantry, failed to point up the lines for their heartbreaking, wise-cracking effects, and in general forgot to get under the skin of the girl. Paul Forrest, the Johnny Case, was far more successful; tho he was too insistently youthful for the role, he did manage to read most of the lines very nicely. Doing about the best work of the afternoon were Edward Barry and Ellen Moore, two of the class' most consistent and effective players, in the rich comedy roles of Nick and Susan Potter. George Hodel was a competent enough Ned, tho his constant tendency to slow the action was of little or no help; George Evers was more successful in appearance than in readings in the character role of the father; Jeanne Smith-Wilde made an acceptable the sometimes unsure Julia; Paton Price and Sue Phillips burlesqued Seton and Laura Cram amusingly enough, and Alan Dreesben and Iris Nelsen played the bits.

*The Sacred Flame* was notable chiefly for the excellent reading offered by Emory Heaton in the tremendously difficult first-act hysterics of Maurice and for the steady, assured and effective character work of Frances Kay as the mother. Excellent character work was also done by William Layton in the incidental character role of the doctor. Elnor Adams gave Stella an adequate reading; John Norton showed possibilities as a juvenile in the role of Colin but none as a leading man of Colin's type; George Humphrey was snowed under as the old major, and Laura Church appeared as the maid, Pearl Koufman, in the terrific part of Nurse Weyland, failed to suggest the one-line, fierce, intense righteousness of the woman, instead spreading the part and going heavily emotional in it, a process that was pretty painful at times.

There was no curtain raiser for *Holiday*. The first act of *Broken Dishes* was used ahead of *The Sacred Flame*, with June Thompson, Peggy Weston, Lorraine Wing, Jean Welch, Douglas Wakefield, Frederick Overman and Julien Benjamin in the cast. The Misses Thompson and Wing stood out.

Eugene Burr.

## Fed. Gov. Not Dropping ASCAP Anti-Trust Suit

WASHINGTON, March 5.—Indications that the Federal Government would drop its anti-trust case against the American Society of Composers, Authors and Publishers were denied this week by Wendell Burge, special assistant to Attorney-General Cummings, Department of Justice head. Belief that the suit was set for the ash can arose out of a letter sent to Senator Burton K. Wheeler, chairman of the Senate Interstate Commerce Commission, in which it was intimated that folding the case was under consideration.

Case of U. S. vs. ASCAP opened in 1935 in the Southern District of New York and was suspended on agreement of both sides that a stipulation be prepared as to what should be taken up.

# Magic

By BILL SACHS  
(Communications to Cincinnati Office)

LOS ANGELES Society of Magicians in the past month entertained three internationally known magi—Max Malini, who since has sailed for Honolulu; Frackson, who with his brother, Florance, recently arrived on the Coast from war-torn Spain, and Tenkal and Okina, Oriental mystics. . . . VANTINE AND CAZAN are in their second week at Casa Del Tonio, Tulsa, Okla., for MCA. . . . BILL BAIRD, after winding up at the Stevens Hotel, Chicago, has moved over to the Bismarck Hotel in the same village. He is doubling on General Motors shows from the latter spot. . . . PAUL ROSINI, slated to open with the new show at Beverly Hills County Club, Southgate, Ky., last week, was forced to beg off due to his being held over on an indefinite engagement at the 885 Club, Chicago. . . . GALI-GALI is on his third return engagement at the Palmer House in the Windy City. . . . "IN YOUR COLUMN of February 25," pens Mysterious Lawain from New Orleans, "Mr. Whitehouse states that we have not been playing schools in Louisiana, which is a slight error. We have been playing Louisiana schools for the last five weeks and they are playable, altho a little trouble is incurred because one has to apply and receive the okeh of the parish superintendent. I will agree with Mr. Whitehouse that magic is tough down here for club performers." . . . DE ROCROY, illusionist, is at the Casino Municipal in Cannes, France. . . . BIRCH THE MAGICIAN ran into a new kind of opposition at Clinton, N. C., recently. He had booked the high school, but on his arrival there found that the class sponsoring his appearance was also sponsoring a boxing tournament on the same night in the school gym. On top of it all the school kids failed to put out any of Birch's paper until a day or two before his playing date. Needless to say, Birch was not "very happy about the whole matter." . . . GEORGE BURKHART, who recently closed his traveling museum in Hartford, Conn., is making arrangements to begin his third tour of Newfoundland with his magic turn, augmented by a femme mentalist, a comedy juggler and a vent artist.

J. ELDER BLACKLEDGE is back in Indianapolis after a two weeks' lecture tour thru the East. In his audience at the American Women's Club, New York, were Mr. and Mrs. John Mulholland, John's mother, Mr. and Mrs. Leo Rullman, Dr. Harlan Tarbell, Herman Weber and James B. Pond. . . . BEARDAN, Dallas mystic, is working his csg routine on local dates. . . . DAVE MILLAR, until recently with Noel Lester's magic unit, was a visitor at the desk last Thursday (5). He is currently

emceeing Clyde Jordan's Artists and Models of 1938 at the Nine-Mile House, Cincinnati. . . . INCIDENTALLY, what has become of Noel Lester? When last heard of several months ago he was in Prisco. . . . JACK W. THOMAS is working steadily on school dates thru Southern Ohio, featuring the batching of live canaries out of the air, using eight birds. . . . SYL W. REILLY, Columbus (O.) magician and dealer in mysticism, is back at his desk after two weeks in bed with a bad case of la grippe. . . . KEYSTONE RING No. 29, IBM, at its 10th annual banquet in Harrisburg, Pa., February 26, installed the following officers: Fred Landrus, president; William Campbell, first vice-president; Charles Jones, second vice-president; Dr. William M. Endlich, secretary-treasurer. . . . JOHN BOOTH is in his seventh week at Webster Hall, Detroit. . . . PRINCE YOSE, mentalist-magician, has just concluded a fortnight's stand at Jimmie's Bar and Grill, Miami. . . . SHANDRA, now playing theater dates in the Central States, with Billy Barlow in advance and Happy Atwood managing, will return to the Wade Shows in the spring. . . . HUGHIE FITZ and Company will present their one-hour variety show, featuring magic, at the Children's Village, Dobbs Ferry, N. Y., March 16, with other dates in that area slated to follow. . . . FELIX HERRMANN, well known in New Orleans magic circles and nephew of Felix the Great, writes friends from New York that his legs, badly injured in a recent auto crash, are slowly mending but he expects to be up and about soon. . . . RHODE ISLAND Ring No. 44, IBM, at its recent annual meeting elected William Chatterly, president; William Baker, vice-president; John Davis, secretary-treasurer, and William Satchell, sergeant at arms. . . . FRED L. MAHER, ventriloquist, is keeping busy in the Detroit area these days, being one of the few acts of that type in the territory.

## Turn About

WHITE PLAINS, N. Y., March 5.—Federal Theater Project No. 1 of New York City has engineered a move which it had vehemently disapproved when it was on the receiving end. New York execs were steamed up a month ago when Charles Hopkins sought to introduce the repertory of the New York State Project in one of the city project theaters. Only after Mrs. Hallie Flanagan brought pressure to bear did Hopkins' group get a two-week stay.

High-pressure salesmen from New York's project have about-faced and got a circus group in here on Washington's Birthday, ignoring the existence of the Westchester County Federal Theater Project. In addition, the New Yorkers are trying to bring in a presentation of *The Mikado*. In effort to block intrusion the county group is enlisting support of all major organizations.

## Flesh Returning To Keith's, Boston

BOSTON, March 5.—Surprise comeback of flesh policy to the RKO Keith Theater after a switch to the RKO Keith Memorial January 6 due March 10. Both Keith houses will run on combo policy for present.

Keith Memorial has been chalking up house records with four weeks' stage show of Al Bernie, Vic Hyde, Georges Campno and Rosemary Dearing, with Snow White and the Seven Dwarfs the flicker.

Metropolitan Theater, according to reliable source, is slated for a comeback of flesh at summer's end. Keith Boston stage opener has Sibly Bowman, Monroe and Grant, Ray Saxe, Frieda Sullivan, Henry Dick and the Sinclair Six.

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

C. H. TODD was largely responsible for the success of the annual Daughters of America minstrel revue presented at City Auditorium, Canton, O., recently. Todd for many years has been producing minstrel and musical revues in Eastern Ohio and Western Pennsylvania.

PROF. WALTER BROWN LEONARD gives further information on Mrs. Billy DeBus, on whom we had an inquiry several weeks back. "The first Mrs. DeBus," writes the professor, "was a Miss Austin, of Walton, N. Y., who with her father and brother some years ago took out an Uncle Tom's Cabin show under canvas, making a parade feature of a mounted band. She died several years ago. Billy married again and is living in Newark Valley, N. Y., where he owns a residence; a theater, which he manages, and a service station, which he also looks after. He enjoys both health and prosperity."

H. S. PALMER reports that his J. C. Lincoln Minstrels are still meeting with good weather and good business in the Lone Star State. Show has been out all winter, with the exception of a few days around Christmas.

EMMETT McATEE, former Lawson White endman, directed and produced the minstrel show held February 22 by the Junior Chamber of Commerce, Mobile, Ala. McAtee held down the same job last year.

"THERE ARE A GOOD many minstrel men in the old city getting along in night clubs and on the Federal Theater Project," scribbles Kenneth (Doc) Haines from Syracuse, N. Y. Charlie Wright and Walter Avery, of the O'Brien and Van Arnam shows, are at the Martin Hotel. Col. Bill Bates is holding forth at the Seymour Hotel as chief clerk. Doc Witham and Senator Gilmore, both of minstrel fame, are also in the city. Marty Lynch, club juggler, and Eddie Bolton, acrobat, of the Van Arnam show, and myself, of the same outfit, are on the Federal Theater Project and doing okeh. Slip-Foot Clifton is expected back here soon from New York City."

ROBERT G. WING postals from Florida that he will launch another minstrel April 1, using his old title. Show, he says, will carry 35 people and will work under a new outfit, 50 by 80. Five trucks will transport the attraction.

## Ted Shawn Dancers Prepare for Tour

NEW YORK, March 5.—Ted Shawn, one of America's best known and greatest of the modern dancers, opened a series of five Sunday night performances at the Guild Theater last Sunday night preparatory to another cross-country tour, to be followed by a world tour next season.

He is working with his ensemble of men dancers, a group formed four years ago and which has already played 600 cities in this country and abroad. This is Shawn's 25th year as a professional dancer.

His opening performance, entitled *O Libertad*, is a loosely constructed American saga in three acts, the past, the present and the future expressed in modern movement. Using fine costuming, judicious lighting and welcome stretches of light and non-abstract dancing, the performance rounds out as a thoroughly entertaining evening. It successfully avoids the heavy and often harrowing non-entertainment qualities of most modern dance shows. The *Olympiad* number, for example, is such a frothy affair that it could well make a fine act for vaude or presentation theaters.

Shawn's dancers are Barton Mumaw, Frank Overless, Wilbur McCormack, Dennis Landers, Fred Hearn, Foster Fitz-Simmons, Frank Delmar and John Delmar, with Jess Meeker at the piano. They are a young, handsome lot who dance with superb masculine grace and agility. Paul Denis.

# Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

## Chi Coliseum Show Runs 3,840 Hours

CHICAGO, March 5.—Coliseum Walkathon, under the management of Sid Cohen, closed with a whirlwind finish Wednesday night after 3,840 hours. The S. R. O. sign was hung out frequently during the show's running. Jack Duval and Angle (Oger) Hanby copped the first honors. Billy Willis and Ruth Carroll took second money, with Jackie Richards finishing third.

Staff of the Coliseum show comprised, besides Cohen, Myrtle McMahon, secretary; Chic Snider, Eddie Snider, Jimmy Pittner and Austy Dowdell, emcees; Mom Breed, Mary Kabowski and Phyllis Tomlan, dietitians; Jean Cosentino and Jack Kelly, cashiers; Wells Sloniger and Moon Mullins, floor judges; Kaye Payton and Janice Watson, nurses, and Leon and Chuck Payton, trainers. Enskine Tate Orchestra furnished the music.

CURLY LINDER, chief emcee with the B. W. Johnson organization, drops a few lines to toss an orchid to those promoters who haven't given up the business as a thing of the past. "A double orchid," writes Curly, "to promoters who have intestinal fortitude enough to buck State laws and hunt loopholes to keep the business alive. Since so many organizations of the protective nature are springing up, I'm hoping someone will start one that produces marathoners like Tim Hammack, Buck and Billie LaMar, Porky Jacobs, Verna Parsons, Herbie O'Day and the others in the field who go on a fine to work for a promoter and not see how much they can chisel in 100 hours and then leave the promoter holding the bag."

WE'VE HAD SEVERAL inquiries recently on Cliff Reel, former walkie comedian. How about a line, Cliff, to let your friends know where you are and what you're doing?

JOE PICCINELLI, better known in endurance circles as Joe Pooch, answers Joan Burton's recent query regarding the longest endurance contest ever held with the following line from the Windy City: "The longest endurance contest without

treadmill or dynamite sprints was held at White City, Chicago, in 1930 or 1931. It went over nine months and was won by Kay Wise. The longest contest with treadmill and dynamite sprints was held at Arcadia Garden, Chicago, by Leo P. Seltzer in 1934. It went six months and 13 days, with Al Astro and Edna Gowacke the winners, and Mickie Gowas and Marion Kirk, second. The next was held at the Coliseum, Chicago, by Seltzer in 1935, floor-judged by myself. It ran six months and nine days and was won by Tim Murphy and Ruth Johnstone. And, now, about Edna Nowell, who claims to have broken the sprint record when she ran two hours, 37 minutes and 45 seconds. I know that Bill McDaniel and Opal Ferdig and Bob Turner and Gladys Maddox ran over three hours. Last summer I judged the Minneapolis show and on the last sprint I eliminated seven couples and three solos. The sprint lasted two hours 55 minutes, with Bob Turner and Gladys Maddox the winners, and Opal Ferdig and Ralph Allis, second. I can prove any of the above facts."

BLACKIE LATTESSA, who has been resting up in Springfield, Ill., preparatory to joining Ted Brown's show in Baltimore, pencils that Zeke Youngblood has a tremendous show in Springfield and reports that Slim Hansen, sourpuss, is fast learning how to be a real Simon Legree. He says, too, that Ernie, Squirrelly and Wiggles are keeping the crowds in the aisles with their screwy antics.

JUNIOR JACK KELLEY, the "All-American Nit Wit," following the close of the Chicago show, announced his retirement from the endurance field to return to his old job of electrician. Kelley spent 10 years in the endurance game. He is now working on a big dynamo installation job at Slippery Rock, Pa.

JACK (DEAD PAN) KELLY wants his friends to know that he isn't the Jack Kelly who recently has been writing the articles exposing the walkathon business for the papers.

LOU VERDI writes that he's now out of the endurance game and located in Escanaba, Mich.

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1251 S. W. 4th ST., MIAMI, FLA.

**BAKER**—Twelve-year-old son of Charles Baker, entertainer, February 10 in Omaha, Neb.

**BETTINI**—Gianni, 78, pioneer in the development of the phonograph, February 27 in San Remo, Italy. Bettini maintained a laboratory in New York and had recently been making television experiments. Survived by his widow, a son, Victor, and a daughter, Mrs. Simon Boko, of Cairo, Egypt.

**D'ANNUNZIO**—Gabriele, 75, colorful writer-soldier, March 1 in Lake Garda, Italy, from a cerebral hemorrhage. Novelist, poet and World War general who captured Fiume for Italy in 1920, D'Annunzio was also the author of many plays. In 1908 he wrote *The Dead City* for Sarah Bernhardt. His friendship with the great tragedienne, Eleonora Duse, inspired him to write *La Giacomina*, *La Gloria* and *Francesca da Rimini*. The latter was played with great success by Mrs. Duse in the United States.

**EVENSON**—Lillian Elizabeth Gordon, 61, wife of E. C. Evenson, former carnival manager and concessioner, February 9 of heart disease in Elmhurst, L. I., N. Y., after a long illness. She was born in Boston and early in her career appeared on the stage with Richard Mansfield, Lillian Russell and Julia Marlowe and in *Faust*, 1492 and *Miss New York Jr.* For a time she toured with Professor Bonnett's balloon ascension troupe, playing New England fairs, and later rode high school horses with the Walter L. Main Circus. In 1901 she married Evenson and in 1913, with the J. Frank Hatch Shows, they pioneered in the exploitation of kewpie dolls as a popular concession item. Survived by her husband. Services from Simm's Chapel, Corona, L. I. Burial in Greenwood Cemetery, Brooklyn.

**FERRIS**—Wiley, 75, at one time with Sun Bros.' Wagon Shows and later a clown with Sam Dock's Silver Bros.' Circus, March 2 at his home near Chester, Va. In his younger days he did a barrel-kicking act with his wife and son. Survived by his son and his former wife, Bural March 5.

**FRAZER**—Samuel, 38, proprietor of Paddock Bar, Detroit night club, March 1 at his home in that city. He operated Oriole Terrace in 1934 and during the World War was clarinetist in Sousa's Band. Survived by his widow, Leona; a son, Leonard; two brothers and three sisters. Burial in Clover Hill Park Cemetery, Detroit.

**FULTON**—Otho, 70, pioneer in facsimile broadcasting, February 28 of heart disease at his home in New York.

**GARD**—Samuel M., 74, father of Gilbert Gard, known professionally as Captain Rial La Gard, February 17 at his home in Decatur, Ill., after a long illness. Survived by his widow and seven children.

**GERNERT**—John, 80, musical associate of Victor Herbert, Ethelbert Nevin, McDowell, Paur, Gottschalk and Zitterbart and composer of music for shows in the '80s and '90s, February 25 in Pittsburgh of a gunshot wound. He was also a former theater musician and violin teacher.

## J. Doug Morgan

J. Doug Morgan, 55, a pioneer in the tent repertoire field and well known in outdoor show circles, died of a heart attack in his house trailer at San Angelo, Tex., March 3. Mr. and Mrs. Morgan were en route to their show's winter quarters in Jackson, Tex., and had stopped in San Angelo to visit the Harley Sadler players.

Morgan spent 33 years in the tent show business and for a number of years was leading man with various dramatic shows. At one time he had three tent shows operating at the same time. During the last several seasons he was partnered with Neal Helvey in the operation of the Morgan-Helvey motorized tent show. For many years Morgan toured his tent organizations by rail and was one of the first, if not the first, to motorize his show.

Morgan was a member of the Pacific Coast Showmen's League, the Masons and other fraternal organizations. Body was shipped to Jacksonville, Tex., for burial. Surviving are his widow; a son, J. Doug Jr., and a sister, Mary, of Long Beach, Calif.

# The Final Curtain

**GOETZ**—Edward Fleming, 56, for the past 12 years manager of Red Bridge Park, Chambersburg, Pa., February 18 at his home in that city after a five months' illness. He was born in Greencastle, Pa., and for many years was an employee of the Chambersburg Street Railway Company. He was a member of the Elks and Commercial clubs. Survived by his widow, Libby Pearl Goetz, and five children, Mrs. Gertrude Steinbaugh, Edward F. Jr., William T., Richard S. and Robert K. of Chambersburg; two sisters, Mrs. Samuel Diehl and Mrs. Robert Norman Diehl, and four brothers, Adam L., George E. and Harry T. of Greencastle, and Charles C. of Hagerstown, Md. Services February 21 and burial in Norland Cemetery, Chambersburg.

**KELLETT**—Dr. Herbert, veteran corn medicine pitchman, in City Hospital, St. Louis, February 27 from a complication of diseases. His widow, Lillian, survives.

**KOENIGSBERG**—Samuel, 79, violinist and former Denver theater orchestra conductor and charter member of the Denver Musicians' Union, recently at his home in that city after a short illness. He was for years conductor of the orchestra at the old People's Theater, Denver, retiring about 15 years ago. Survived by his widow, two sons and two daughters. Services and burial in Denver.

**LE ROUGE**—Gustave, 70, French playwright and composer, February 26 at his home in Paris.

**McLAREN**—Gertrude A., who with her husband, Morton A. McLaren, operated the bathing beach, lockers and refreshment stands at McLaren's Beach, Sand Cove, N. B., for the past 25 years, recently in West St. John. She had been ill two years. Survived by her husband, four brothers and three sisters. Burial in Greenwood Cemetery, Sand Cove.

**McKIVETT**—Owen, 50, manager of Warner's Venetian, State and Rialto theaters, Racine, Wis., February 26 in a Milwaukee hospital following a cerebral hemorrhage. Born in Beloit, Wis., McKivett joined Buffalo Bill's Wild West Show when 18, entering the theater business in Racine in 1913 after leaving the 101 Ranch show. Survived by his widow, son, brother and sister.

**McNEIL**—John Y., 59, former manager of the Strand Theater, Memphis, February 20 in Indianola, Miss., after illness of five years. Services and burial in Indianola February 21. Survived by a sister.

**MASON**—Mrs. Annie F., mother of Jay (Tex) Mason, tab and night club entertainer and grandmother of Jean and Jackie Mason, performers, February 23 at her home in Dallas after a long illness. She was well known to showfolk. Burial in Lawnhurst Cemetery, Dallas.

**NODDIN**—Charles D., accordionist and member of Canadian dance orchestras for 30 years, recently in St. John, N. B., after a short illness. Survived by his widow, four sons, a daughter, his father, two sisters and a brother.

**MORRELL**—Roberta J., infant daughter of Mr. and Mrs. Jack Morrell, February 24 in Mercy Hospital, Canton, O. Father is a Svengali worker. Services and burial in Cleveland.

**O'CONNELL**—Cora Neary, 34, former member of the John Tiller Dancing Girls, recently in Will Rogers Memorial Hospital, Saranac Lake, N. Y. She was born in England and came to this country 12 years ago. Survived by her husband, Joseph O'Connell. Burial in Kensico Cemetery, Kensico, N. Y.

**ORTON**—Elizabeth Hayes, 84, widow of Miles Orton, famous bareback rider and circus owner, recently in Rosedale, L. I., N. Y., of pneumonia. She was born in Guelph, Ont., and when a young woman moved to Michigan, where she met and married Orton. Mrs. Orton was the last of that old line of circus Ortons and was one of the oldest troupers on the road. Survived by four children, Norman, Myron, Iva and Gordon, last named a well-known equestrian and breaker of ring stock on the Ringling-Barnum Circus. First three are with the light-wire comedy act, the Four Ortons, in vaudeville. Mrs. Orton traveled with them thru England, Ireland, Scotland, France, Belgium, Germany, Samoa Islands, Aus-

tralia, New Zealand, Honolulu, Tahiti and South Africa. Interment in Gate of Heaven Cemetery, near White Plains, N. Y.

**WILLIAMS**—James E., 77, for 19 years president of the Tri-County Fair Association, Petersburg, W. Va., recently in Moorefield, W. Va.

**WOLTZ**—Bruce, for many years manager of the Bay Tree Hotel, Toronto, Ont., and well known to showfolk, in St. Michael Hospital, Toronto, February 23. Survived by his widow, Alice Lawless Woltz, and a daughter, Cecelia. Burial in Necropolis Cemetery, Toronto.

**YENCKEL**—Laura Helen, wife of Jack Yenckel, blind entertainer, February 14 in Hastings, Neb.

**YOUNG**—Max M., 42, head of theater firm operating the McKinley, State and Mozart theaters, Canton, O., February 24 in Miami of a heart attack. His widow, a daughter and three sisters survive. Body returned to Canton for services and burial in Hebrew Cemetery.

## Frederick Eugene Powell

Frederick Eugene Powell, 82, one of the best known American magicians, February 27 in a nursing home in New Haven, Conn. Born in Pennsylvania, Powell was professor of mathematics at the Military College of Pennsylvania, with magic as a hobby. In 1890 he gave up his teaching career to become a professional magician. He organized a magic show that featured his two original illusions, *She and Noah's Ark*. The show toured every part of the United States, Europe, South America, the West Indies, Hawaiian Islands, New Zealand and Australia.

He invented many spirit tricks which were used by the late Houdini and others. Powell was a member of practically every magicians' society of this and other countries. In 1930, following the death of Kellar the Great, the Society of American Magicians named him "the dean of American magicians."

Powell retired from active work after a flood at San Antonio destroyed his show properties in 1921. He gave his last performance before the SAM in June, 1937, at its annual meeting in New York.

Funeral services were held in New Haven March 1, while in New York the Parent Assembly of the SAM conducted a special service with appropriate ceremonies.

## Marriages

**ABDO-NEAL**—Jimmy Abdo, nonpro, and Florence Valentine Neal, former Ziegfeld dancer, in Omaha recently.

**CLARK-McOWEN**—Charles Clark, member of Tiny Little's Orchestra, and Edna Louise McOwen, daughter of R. J. McOwen, of the McOwen Stock Company, in Paulina, Ia., February 8.

**KOLBO-KIRK**—Jack Kolbo, treasurer of the Orpheum Theater, Omaha, and Arnetta Kirk, nonpro, in that city February 28.

**LIEBEN-GIRARD**—Oscar Lieben, former director of the Federal Theater, Omaha, and Melva Girard, actress, in First Presbyterian Church, that city, February 5.

## Coming Marriages

Jane Utrup, Rochester, N. Y., chorus girl, and Rene Ambray, nonpro, in Copenhagen, Denmark, soon.

## Births

A 8½-pound daughter, Gloria Willa, to Mr. and Mrs. George Pincus in Chicago March 3. Father is Chicago manager for Shapiro-Bernstein & Company, music publishers.

A daughter to Mr. and Mrs. Speedy Martin in Hurley Hospital, Flint, Mich., February 22. Father has been engaged in athletic show business thruout Ohio for the past five years.

A girl to Mr. and Mrs. Tony Mancuso in Pittsburgh February 23. Father is a member of the Nixon Cafe staff, that city.

An eight-pound daughter, George Ann, to Mr. and Mrs. George Puryear, motor-drome operators with the Western State Shows, in Breckridge Hospital, Austin, Tex., February 24.

A nine-pound son, David Edward, to Mr. and Mrs. James H. Short in Ambudge, Pa., February 28. Father was Ferris Wheel operator with the Endy Bros.' Shows the past season.

## Saranac Lake

By T. BODWELL

Marjorie E. Roy, who has been curing here for several months, left last week in fine condition. She headed for Asheville, N. C., where she will take up nursing.

Sylvia Abbott has returned to the Will Rogers Memorial Hospital from General Hospital, where she recently underwent a skin-pinch graft operation. She is coming along nicely.

Rose Clark, of Fitchburg, Mass., is the latest newcomer. She was formerly a member of the Three Radiettes, who played the RKO and Pantages circuits.

Lucille Schilsinger celebrated her birthday last week.

Ruby Hess responded favorably to the phrenic operation last week and is making excellent progress.

A welcoming dinner was given Dr. Morris Fishbein at the Will Rogers last week. Saranac Lake was represented by Dr. Jameson, president of the Saranac Lake Medical Association; Dr. Woodruff, surgeon; Dr. Vorwald, laboratory technician, and the Will Rogers staff, Dr. Fischel, Dr. Wilson, Dr. Marx and Mr. Plank.

Please check your health to avoid the cure and write to those you know in Saranac Lake.

## Salzburg Cancels Detroit One-Nighter

DETROIT, March 5.—Salzburg Opera Guild failed to open for a one-night stand Wednesday evening at the Masonic Temple—the first bloomer of this type here in several seasons. A box-office line-up followed, and money was refunded to customers. Production was to have been Mozart's *Così Fan Tutte*, sponsored by the Detroit Civic Opera Society.

Paul Groll, company manager for the 70 players, received a telegram from the train at Ann Arbor, en route here from Milwaukee, that the show was called off, but thought it was a practical joke. He found the cancellation was actual upon arrival at the hall.

Thaddeus Wronski, director of the local opera organization, was directly instrumental in calling off the show, claiming that he had wired Sol Hurok, New York manager of the Salzburg organization, that he planned to cancel on Monday. Hurok asked him to wait until his representative arrived on Wednesday. Wronski said he had no word from Hurok or his representative, and so decided to cancel because of an allegedly light ticket sale, resulting in considerable ill feeling at the box office.

## Rockefeller Center Walkout Ended

NEW YORK, March 5.—Electricians' strike against Rockefeller Center ended this week, with negotiations slated to begin within a few days. Strike was pulled by Local 3, International Brotherhood of Electrical Workers, whose members were returned to work. Cause of the fracas was the refusal of the Center management to recognize the local as bargaining agent after the State Labor Relations Board had decided it was. Failure to negotiate a contract in the near future will mean turning over the case to the New York State Board of Mediation.

Threats that the musicians' union would participate as a sympathy gesture toward the NBEW failed to materialize.

## Chi's First New Musical

CHICAGO, March 5.—Cole Porter's forthcoming *You Never Know*, scheduled to open here late next month, will give the local fans its first musical of the season. Tuneless, featuring Clifton Webb, Lupe Vélez and Libby Holman, is slated for a pre-Broadway engagement following a break-in date in Pittsburgh.

Sixth American Theater Society play will be *Father Malachy's Miracle*, to open at the Harris March 14.

ACTS, UNITS AND ATTRACTIONS

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

A

- A. B. C. Trio (El Chico) NYC, nc.
Ace Rodgers (Harlem Opera) NYC, t.
Adami, Dell (International Casino) NYC, nc.

B

- Baines, Pearl (Kit Kat) NYC, nc.
Bailey, Mildred (Commodore) NYC, h.
Ballard & Rae (Jefferson) St. Louis, h.

C

- Calgary Bros. (International Casino) NYC, nc.
California Yale Puppets (College Inn) Chi, nc.

D

- Dennis, Blackie (Bowdy) NYC, nc.
Denny, Florence (State Lane) Kansas City, Mo., nc.

E

- Eberle, Bob (New Yorker) NYC, h.
Elsie Tulo (Colosimo's) Chi, nc.

Route Department

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

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cave; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; r—road house; re—restaurant; s—showboat; t—theater.

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

- Constant, Constance (International Casino) NYC, nc.
Cott, Alleen (Greenwich Village Casino) NYC, nc.

D

- D'Arcy, Jean (McAlbin) NYC, h.
D'Artega (Buñolo) Madrid, t.

- Dennis, Blackie (Bowdy) NYC, nc.
Denny, Florence (State Lane) Kansas City, Mo., nc.

- Drew, Charlie (Lombard) Bari NYC, re.
Drew, Druzilla (Kit-Kat) NYC, nc.

- Dunn, Vera (Colosimo's) Chi, nc.
Duanes, The (Gibson) Cincinnati, h.

- Edwards, John (Kit Kat) NYC, nc.
Egan, Jim (Village) NYC, nc.

- Farrell, Bill (Place Egan's) NYC, nc.
Farrington, Red (Biltmore) NYC, h.

- Feld, Irving (Misses) NYC, h.
Fields, Shep & Band (Chicago) Chi, t.

- Flannery, Frank (Beverly) NYC, re.
Flannery, Frank (Beverly) NYC, re.

- Flannery, Frank (Beverly) NYC, re.
Flannery, Frank (Beverly) NYC, re.

- Flannery, Frank (Beverly) NYC, re.
Flannery, Frank (Beverly) NYC, re.

- Flying Whirls (Village Barn) NYC, nc.
Fryer, Herbert (Edgewater Beach Hotel) Chi, h.

- Frazee Sisters (Billy Rose's Casa Manana) NYC, nc.
Fred, Rhoda (Old Nash Tavern) NYC, c.

- Gale, Eddie (Inwood) NYC, nc.
Gale, Betty (Ceci's Cleveland) nc.

- Gamble, Toys (Club Alabam') Chi, nc.
Gardner & Kane (Village Barn) NYC, nc.

- Gary, Jack (Park Lane) NYC, h.
Gay, Maxine (Drake) Chi, h.

- Gay, Billy (Yacht Club) Chi, nc.
Gay, Bee Mo. & Co. (Roxie) NYC, t.

- Gray, Maxine (Drake) Chi, h.
Gray, Billy (Yacht Club) Chi, nc.

- Green, Bernet (Barrel of Fun) NYC, nc.
Green, Harry (Old Nash Tavern) NYC, c.

- Green, Miss (Paramount) NYC, t.
Gregory & Hays (Silver Cloud) Chi, nc.

- Grove, Don (Rudy's) NYC, nc.
Gryba & Brona (Colosimo's) Chi, nc.

- Gwynne, Jack (Adelphi) Phila, h.
Hackett, Janette & Twelve DeLorelles (Capitol) Washington, D. C., t.

- Hale, Chester, Carl (Palace) Chi, t.
Hall, Kiki (La Paloma) Miami, nc.

- Hammond, Earl P. (Kikimo Troupe (Ice Follies of 1937) Atlantic City, t.
Hammon, Joe & Accordimettes (Showboat) Cypress Hills, L. I., nc.

- Hammont, Hazel (Yacht Club) Chi, nc.
Harris, Audrey (Broadway Hofbrau) NYC, nc.

- Hart, Ann (Old Mill) NYC, c.
Harwood, Billie & Cliff Allen (Leon & Eddie's) NYC, nc.

- Hills & Herbert (Black Cat) NYC, nc.
Hilliard, Jack (Royale Follies) Chi, nc.

- Hobart, Fritz & Jean (Chicago) Chi, t.
Hughes, Lybeth (Biltmore) NYC, h.

- Hudson, Marie & Orch. (Carolina) Winston-Salem, N. C., 9; (Carolina) Greensboro 10; (Ambassador) Raleigh, S. C., 11, t.
Hyde, Vic (Memorial) Boston, t.

- Ice Ballet (Boston) Boston.
Idler's Trio (Rosevelt) Pittsburgh, Pa., h.

- Ingram, Dixie (Savoy-Piana) NYC, h.
International, The (Madison) NYC, h.

- Irving, Jack (Harry's New York Cabaret) Chi, nc.
Jacqueline, Mignac (International Casino) NYC, nc.

- Jakob, Ania (Royale Follies) Chi, nc.
Janus & Peiss (69th Club) Chi, nc.

- Jane of France (Janet of France) NYC, re.
Jany & Turk (Yacht Club) Chi, nc.

- Jenny, Mammy (Radio Franks) NYC, nc.
Johnson, Bill (Radio City Rainbow Grill) NYC, nc.

- Johnston, Mae (Cotton) NYC, nc.
Jones, Russ (New Yorker) NYC, h.

- Jones, Ray (Queen Mary) NYC, re.
Jones, Broadway (Le Mirage) NYC, nc.

- Kamm, Professor (Le Mirage) NYC, nc.
Kane, Alleen & Boys (Monte Carlo Bar Hotel) Chi, h.

- Kardas, Marie, Musicale (Lamplight Cafe) Evanston, Ind.
Kavanaugh, Stan (Billy Rose's Casa Manana) NYC, nc.

- Kaye, Johnny & Playboys (Market Tavern) St. Louis, Mo.
Keene Troupe, Vic & LaMar (State) NYC, t.

- Keowny, Jane (Royal Palm) Miami, nc.
Kelley & Margie (Black Cat) NYC, nc.

- Kenny, Billy (Cortez) St. Paul, Tex., h.
Kenny, Phyllis (Park Central) NYC, h.

- Kinsade, Ann (Mt. Royal) Montreal, h.
King, Dorothy (Palmer House) Chi, h.

- Kings, Four (Biltmore) NYC, h.
Kirkland, King 16 (Village Barn) NYC, nc.

Maddie & Ray (Colostomo's) Chl. no.  
 Mail, Paul (Colonial) Dayton, O. t.  
 Manhattan (Yumurt) NYC, no.  
 Manhattan Madcaps, Mike Loretta's (Fred-  
 die's) Cleveland, no.  
 Mann, Peggy (Village Barn) NYC, no.  
 Manning, Vince (El Morocco) Hartford, Conn.,  
 no.  
 Manning, Olla (Park Plaza) St. Louis, h.  
 Manolis (Russian Art) NYC, re.  
 Manyla & Zappelle (Chez Maurice) Montreal,  
 no.  
 Maple, Christmas (Congress Casino) Chl. h.  
 Maria, Vanda (St. Regis) NYC, h.  
 Marble, Phyllis & Evelyn (Rendezvous Villa)  
 Youngstown, O. no.  
 Marty Bros. & Beatrice (Earle) Washington,  
 D. C. t.  
 Martin, Paul (Bradford) Boston, h.  
 Martinez, Florida (Wivel) NYC, re.  
 Martinez, Los (Treadador) NYC, no.  
 Martin, Sid, & Madeline Killean (Capitol)  
 Washington, D. C. t.  
 Marquis, Three (La Marquise) NYC, no.  
 Mary, Patsey (Oleto) Indianapolis 4-10, t.  
 (Arcadia) Phila 11-17, no.  
 Marvin & Boone (Columbia) Alliance, O. t.  
 Max, Sam, & Tom Michaels (Shore Boat)  
 NYC, no.  
 Mathey, Nicholas (Russian Kretchma) NYC, re.  
 Martin & Marvel (Northwood Inn) Detroit, no.  
 Mason, Jack (Little Old New York) NYC, no.  
 Maslow, Dorothy (Century) Phila, no.  
 Maslow & Cordova (Palmer House) Chl. h.  
 Maurice & Maria (Barkley's) Flatbush,  
 Brooklyn, N. Y. no.  
 May, Bobby (International Casino) NYC, no.  
 Mayfield, Kathryn (Wilton) NYC, h.  
 Mayers Sisters (State Line) Kansas City, Mo.,  
 no.  
 Mediska & Michael (Rainbow Inn) NYC, re.  
 Medley & Dupree (Palace) Cleveland, t.  
 Mehan, Lou (Madison's) NYC, h.  
 Mele, Vi (Ritz-Carlton) NYC, h.  
 Melodrex (Victoria) NYC, h.  
 Mendat & RaNous (Piazza) El Paso, Tex., 9-  
 11, t; (Vernon) Vernon, Tex., 14, t.  
 Menen, George (McAlpin) NYC, h.  
 Michael, Miker (Russian Kretchma) NYC, re.  
 Mickey & Watson (Palace) Cleveland, t.  
 Milton, Billy (Radio City Rainbow Room)  
 NYC, no.  
 Minevitch's, Borrah, Harmondica Rascals  
 (Tower) Kansas City, Mo. t.  
 Minute Men, Three (Lexington) NYC, h.  
 Mish & Mack (Oriental) Chl. h.  
 Modic & Lenora (Chase) St. Louis, h.  
 Modett, Adelaide (Ambassador) NYC, h.  
 Monroe Bros. (Palace) Chl. t.  
 Mosen, Nena (Dimitri's Gaicho) NYC, no.  
 Most, Mel (St. Regis) NYC, h.  
 Mott, Ardith (Tampa Terrace) Tampa,  
 Fla. h.  
 Moore, Gale (Village Brewery) NYC, no.  
 Moore & Rovel (Palace) Cleveland, t.  
 Morales Bros. & Little Daisy (Joe's) Detroit,  
 no.  
 Morrill, Irene (Cavalier) NYC, no.  
 Morgan, Helen (State) Norfolk, Va., t.  
 Morgan, Stuart, Dancers (Billy Rose's Casa  
 Manana) NYC, no.  
 Morgan, Oscar (Radio Franks) NYC, no.  
 Morris & Terecia (Treadador) NYC, no.  
 Morris, Billy & Four Amer. Sweethearts  
 (Cooles Cafe) Wilkes-Barre, Pa., no.  
 Morris, Sammy (Old Roumanian) NYC, e.  
 Morris & Wingert (Bowers Music Hall) St.  
 Louis, re.  
 Morris, Kay (Casa Valencina) NYC, no.  
 Morse, Lee, & Bob Downey (Chez Ami)  
 Rochester, N. Y. no.  
 Moten, Bea (Southland) Boston, re.  
 Morton, Alvin (Club Misset) Chl. no.  
 Muriel, Mimi (Crystal) NYC, no.  
 Murook & Mayo (Arcade) Watertown,  
 N. Y., h.  
 Murphy, Jimmy (Travelers) Chlco, Calif., h.  
 Murphy, Dean (Roosvelt) New Orleans, h.  
 Myers, Timotee (German Casino) Chl. no.  
 Myras (College Inn) Chl. no.  
 Myrtle & Pacaud (International Casino) NYC,  
 no.  
**N**  
 N. T. G. Revue (Congress Casino) Chl. h.  
 Nadine & Charles (Chateau Lido) Daytonia  
 Beach, Fla., no.  
 Nadine & Charles (Chateau Lido) Daytonia  
 Beach, Fla., no.  
 Nash, Myra (Chez Maurice) Montreal, no.  
 Naturala, Three (Helden) Canton, O., h.  
 Nazarenko (St. Regis) NYC, h.  
 Ne Weil, Laurence (Harry's New York Cab-  
 arett) Chl. no.  
 Nelson & Marsh (28th Club) Milwaukee, no.  
 Newman, Doug (Statler) Boston, h.  
 Newton, Peggy (Hickory House) NYC, no.  
 Needley & Norman (Stubbins Vienna Room)  
 Boston, re.  
 Nicholas Bros. (Paragon) NYC, t.  
 Nielson, Etienne (Crystal) NYC, no.  
 Nissen, George (El Retiro) Mexico City, no.  
 Noma (Southland) Boston, no.  
 Norma (El Chico) NYC, no.  
 Nore, Kaye (28th Club) Milwaukee, no.  
 Nore, Lee (Triangle Gardens) Peoria, Ill., no.  
 Norris, Harriet (Club Alhambra) Chl. no.  
 Navarro, Ramon, & Sister Carmen (State-  
 Lake) Chl. t.  
 Novella, Two (Southland) Boston, no.  
**O**  
 O'Hara, Orsco (Hollywood) Phila, no.  
 O'Neil, Peggy (Cavalier) NYC, no.  
 O'Nolan, Leo (Yumurt) NYC, no.  
 Omar (El Morocco) Hartford, Conn., no.  
 Ortega, Roafia (Yumurt) NYC, no.  
 Oxford Boys (Riverdale) Milwaukee, t.  
**P**  
 Padula, Margaret (Gay '90s) NYC, no.  
 Painter, Dixie (Rose Boat) Chl. no.  
 Palmer & Doreen (McVane's) Buffalo, no.  
 Palmer Girls (Dutch Village) Toledo, no.  
 Pals, Dick (Old Mill) NYC, e.  
 Pape & Conchia (Royal) Columbus, Ga., 10-  
 12; (Capitol) Atlanta 13-15, t.  
 Parsh, Frank (Savoy-Plaza) NYC, h.  
 Parker, Al (Plantago Park) Miami Beach,  
 Fla., no.  
 Partrick, Tom (Billy Rose's Casa Manana)  
 NYC, no.  
 Payne, Frank (Bismarck) Chl. h.  
 Pearce, Al (Fox) Detroit, t.  
 Pedro, Pancho & Beto (El Tivoli) Dallas, no.  
 Pedro & Luis, Dothan, Ala.  
 Peders, Three (Hickory) NYC, no.  
 Perry, Diamond (El Al) Black Cat NYC, no.  
 Perry, Mitz (Wivel) NYC, re.  
 Persen, Ernie (Burr Hollow) Hollywood, no.  
 Peters, Lois (Park Rest) Newark, N. J., no.  
 Peters Sisters (Cotton) NYC, no.  
 Petty, Ruth (Chicago) Chl. t.  
 Phillips, Warren (Kaiser House) NYC, h.  
 Phillips & Kote (Earle) Washington, D. C., t.  
 Phillips, Dan & Betty (El-Hat) Chl. e.  
 Plantic, Texas (Torch Club) Cleveland, no.  
 Pliser & Earle (Congress Casino) Chl. h.  
 Powell, Jack (Palace) Cleveland, t.  
 Powell, Albert, & Co. (Tivoli) Melbourne,  
 Australia, Dec. 30-Mar. 13, t.  
 Powell, Eddie (Talk of the Town Club) Peoria,  
 Ill., no.  
 Powers & Joyce (Hollywood) Phila, no.  
 Presser, June & Cherry (Chez Parre) Chl. no.  
 Price, George (Royal Palm) Miami, no.  
 Procter's Tigers (Billy Rose's Casa Manana)  
 NYC, no.  
 Purer, Vic, Revue (Blackstone) Cleveland, no.  
**Q**  
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 Brother Rat (Loona St.) Phila.  
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 Evans, Maurice (Grand) Chl.  
 Father Malachy's Mirages (Nixon) Pittsburgh.  
 Hampden, Walter (Hartman) Columbus, O.,  
 9; (Memorial Aud.) Louisville, Ky., 15;  
 (English) Indianapolis, Ind., 11-12; (Ameri-  
 can) St. Louis 14-18.  
 Hayre, Helen (Lycium) Minneapolis 9-11;  
 (Music Hall) Kansas City 16-19.  
 Julius Caesar (Krieger) Chl.  
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 Spring Thaw (Playhouse) Providence, R. I.,  
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 Tobacco Road: (English) Indianapolis, Ind.,  
 7-10; (Cincinnati) O., 13-19.  
 Tonight at 8:30 (Royal Alexander) Toronto,  
 Can.  
 Women: The (Municipal Aud.) Kansas City,  
 Mo., 5-11; (Strine Aud.) Des Moines, Ia.,  
 12; (Lycium) Minneapolis, Minn., 14-16.  
 Yes, My Darling Daughter: (Porrett) Phila.  
 Yes, My Darling Daughter: (Temple) Bir-  
 mingham, Ala., 9; (City Hall Aud.) Mon-  
 tgomery, Ala., 10; (Embassy) Atlanta, Ga., 11-12.  
 You Can't Take It With You (Biltmore) Los  
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 (See ROUTES on page 68)

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 Dir. MILES INCALLS & JACK DAVIES.

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## Polack Draws in San Francisco; 45,000 Attend 12 Performances

SAN FRANCISCO, March 5.—Polack Bros. Circus closed a successful week here February 27, after giving 12 Scot-sponsored performances in Dreamland Auditorium. Attendance was around 45,000.

Irv Polack, owner, has had show on the road for a straight 45 weeks. Moving in one unit, 26 cars and trucks are in the van. Executive staff, with exception of Polack and Omer Kenyon, left with show, these two remaining here several days to complete business details.

Unit was in charge of Louis Stern, assistant manager; Jack Kichin, super-

intendent; Sam T. Polack, and Lee Manchell, director of special events.

Performances ran better than two hours and occupied one ring and two elevated platforms, with Jumbo, elephant, featured, Escalante Family, trapeze performers, scored. Marie and Pals, ponies and riding dogs, did better than the average routine. Other acts included Olympia Troupe of Flyers; Belle Wheeler Revue, domestic animals; the Harrisons, bicycle; Teft and Company, 45-foot perch performers, and Rube-Ennis, bumpers. "Spud" Redrick is bandmaster.

## Auspices for Art Mix Show

Opens at Orange, Tex., March 7—15 trucks—will play Western territory

ORANGE, Tex., March 5.—Art Mix Circus and Rodeo will open here March 7 under American Legion. Show will play strictly under auspices and an advance ticket sale will be conducted in all towns. Will move on 15 trucks. In addition to regular performance, an hour and half, Mix and Wild West entertainers will be in concert.

Show will cover Texas, New Mexico, Colorado, Wyoming, Montana, Washington and Oregon. Street parade will be given in mornings. Special film, showing Mix and horse, "Pal," will herald show's arrival. Manager Joe B. Webb has contracted a Mexican troupe, 16 people, which will be featured with Mix.

Big top will be an 80 with three 30s; menagerie, 60 with two 20s. Side show will have 15 acts; big show a 12-piece band.

Among personnel will be Tom Atkinson, superintendent; Edward Hiller, general agent; Marshall Edwards, Alonzo LaFalle, William E. Snyder, press agents; C. J. Lewis, J. W. King, promoters.

## Downie To Open At Macon in April

MACON, Ga., March 5.—Downie Bros. Circus repair shops are going full blast in preparation for an April opening. Charles Sparks is actively in charge. As usual show will open in the Central City lot under a local auspice.

Some of the animals, equipment and acts left this week for Miami, Fla., for the Hamid-Morton date. Charles Katz, assistant manager of Downie show, was in charge of the contingent.

CANTON, O., March 5.—Joe Hodgins' riding act (five people) has contracted with Downie Bros. Circus. The stock and props will be moved by Hodgins' own trucks. Both sons of the Hodgins will be with act during summer. Are now attending school at their home in Peru, Ind.

## Cole, McCoy Planning Early Pittsburgh Dates

PITTSBURGH, March 5.—Cole Bros. Circus and Col. Tim McCoy's Wild West Shows are planning early dates here, according to advance agents' trips into office of Leo Abernathy, president of the International Billers' Alliance. In city last week were P. N. Branson, contracting agent for McCoy's show, and C. W. Flinn, general agent.

Abernathy informed that Wallace Bros. Circus has signed two-year agreement with IABP&B. Barnett Bros. show, Wallace ally, is expected to operate under same pact.

### 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.

## Robinson Title Added to Barnes-Sells-Floto Show

SARASOTA, Fla., March 5.—It will be the Al G. Barnes-Sells-Floto and John Robinson Combined Circuses this year. This was announced here Wednesday following a conference of Ringling officials, when it was decided to revive the old Ringling-owned John Robinson title. John Ringling North announced the decision, pointing to the great publicity value of the Robinson title thruout the country.

### IABP&B Local No. 61 Elects

ATLANTIC CITY, March 5.—At recent meeting of Billers' Alliance, Local No. 61, following officers were elected: John Smith, president; David Byrne, vice-president; Russell Barr, business agent; Harry Hemles, recording secretary; Thomas Nace, treasurer; William Humphries, sergeant at arms; Nace, Richard Sholler, John Rempler, executive board. Clyde W. Anderson is a life member of local.

## Robinson Elephants Added to Robbins; 20 Bulls for Show

ROCHESTER, Ind., March 5.—The famous John Robinson Military Elephants will be one of the important features of Robbins Bros. Circus.

John Robinson, Cincinnati attorney, great grandson of the founder of the John Robinson Circus, was in Rochester yesterday and closed negotiations with Jess Adkins. The acquisition of these pachyderms will give the show more than 20 elephants, all of which will be in parade. Opening date will be April 20.

Hoot Gibson is due in quarters early next week and will complete framing his congress of cowboys and girls.

Charles Luckey, boss canvasman, is constructing a grand stand. There will be a total of 3,400 chairs on the front and back.

Joe Wallace, superintendent of baggage stock, has arrived and will be in charge



RODNEY HARRIS, who has directed the band on Downie Bros. Circus for the past 10 seasons, will have the band on Robbins Bros. Circus. He also will be The Billboard and mail agent.

## Garden Closed Shop May Hit R-B Press, Ticket Men

NEW YORK, March 5.—Ringling-Barnum press agents and ticket sellers may possibly be affected by results of negotiations now in progress between Theatrical Managers, Agents and Treasurers' union, an American Federation of Labor affiliate, and Madison Square Garden following a closed-shop agreement achieved by the union this week.

Altho ticket sellers are already members of TMAT, there is a possibility that they will be restricted from working the Garden engagement when show opens its annual run there early in April. Circus (See GARDEN CLOSED on page 43)

of the 110 head of draft horses.

Milt Robbins, side-show manager, is expected in quarters soon. F. O. Lowery will have charge of the annex band and minstrels.

Manny Malman, superintendent of candy stands, was a visitor last week.

Milt Carl, superintendent of cookhouse, is engaged in outfitting his department. One hundred and forty men are busy in quarters.

INDIANAPOLIS, March 5.—Articles of incorporation have been filed with the Indiana secretary of state by Robbins Bros. Circus, Inc., Rochester, Ind., formed to operate circuses and other amusement enterprises. Corporation has 1,000 shares of no par value capital stock and incorporators are F. E. Schortemeier, Robert K. Eby and Joseph G. Wood.



GEORGE W. SMITH, new manager of Ringling-Barnum Circus (left) confers at Sarasota winter quarters with John Ringling North (center) and William P. Dunn, Jr., secretary-treasurer of the show.

## Cole Adds Night Shift

Will begin canvas tour at Rochester, Ind., May 2—180 horses on farm

ROCHESTER, Ind., March 5.—Winter quarters activities of Cole Bros. Circus are at the peak. A night shift has been added in the wagon shops. Al Dean, in charge of cookhouse, is feeding 225 people. Show will inaugurate season at Chicago Stadium April 15, and canvas tour will start in Rochester May 2.

Manager Zack Terrell and wife are spending a short vacation in the South. Are due in quarters last of the month.

Jack Bigger, trainmaster, has completed steel flat cars with latest arch-bar type in compliance with new ruling of Master Car Builders' Association.

Henry Brown, superintendent of baggage stock, has 180 head of horses on show's farm at Akron, Ind., near by. Included are 24 horses purchased during winter for replacement purposes.

Ora O. Parks, general press agent, after several weeks in quarters, has transferred his activities to Chicago. J. D. Newman was a recent visitor.

### Animals to Shrine Shows

Three cars of elephants, ring stock, etc., was shipped to Shrine Circus in Minneapolis. Following the engagement there, they will go to the St. Paul Shrine Circus. Two cars of elephants, ring stock and hay-eating animals were shipped to Indianapolis for appearance at Shrine Circus.

Victor and Mme. Bedini, horse trainers, spent Thursday at quarters. They recently completed an engagement at Evansville, Ind., Shrine Circus. Vernon Beaver, contracting agent for Hagenbeck-Wallace Circus, also was a recent visitor. It was his first trip to show's winter home.

Last Saturday a huge dollar-day sale was sponsored by Rochester merchants, who arranged for more than 3,000 patrons to visit the animal barns.

M. Metcalf, South Bend, Ind., was a recent guest of Louis Scott, superintendent of electrical department.

George Cutshall, boss ticket seller, was in quarters Thursday. Recently returned from a vacation in California.

## Ira Watts on Trip; 18 Cages Finished

EMPORIA, Kan., March 5.—Ira M. Watts is making St. Louis, Terre Haute, Peru, Rochester and Cleveland in interest of Parker & Watts Circus. Forty men; under direction of Charles Brady and Red Monroe, are at quarters here, building and painting. They have 18 cages completed and are working on a big band wagon, shell type. Mechanical work is under direction of William Mitchell. Wardrobe room is under supervision of Mrs. Watts, who has six assistants. More than a hundred spec costumes are finished. Show will have opening and closing specs, to be produced by Bert Rickman, who also will be equestrian director.

Joe de Rosselli will be press agent back and have charge of reserved seat tickets. General Agent George Duvall has his staff lined up. Paper, all special, furnished by Central Show Print.

Watts, Duvall and de Rosselli attended Kansas City Shrine Circus.

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Watts, Duvall and de Rosselli attended Kansas City Shrine Circus.

### Early Opening for Heron

ALEXANDER CITY, Ala., March 5.—World Bros. Circus, managed last season by James Heron, is being spruced up in quarters here. Show will have an early opening. Show made a trip to the Pacific Coast last season and returned intact despite some terrific obstacles.

### Indoor Circus News

News of indoor circuses which do not travel as units will be found in the Sponsored Events Department of The Billboard during the winter.

# With the Circus Fans

By THE RINGMASTER

President MELVIN D. HILDEBRETH, W. M. BUCKENHAM, 116 Evans Bldg., Washington, D. C.  
Secretary THOMAS BARK, Norwich, Conn.  
(Conducted by WALTER HOHENADEL, Editor "The White Tops," (care Hohenadel Printing Company, Rockville, Ill.)

**ROCHELLE, Ill., March 5.**—Andrew Dykes, president of Dykes Lumber Company, has accepted chairmanship of a CFA Tent in New York City. He is co-operating with Miss Seymour, of New York City Museum, in connection with circus exhibit and it is expected that there will be an active organization there by time exhibition opens in April. On February 1 J. A. Wagner, of Des Moines, Ia., past president of the CFA, celebrated his 45th year as general manager of Des Moines Union Railway Company.

Northern Illinois and Southern Wisconsin Circus Fans are looking forward to Shrine Circus at Rockford, Ill., this month. Are planning to attend Saturday evening performance. Dave Jarrett, head of the Rockford Poster Advertising Company and former circus man, is again general chairman.

The editor of *White Tops* observed his 54th birthday anniversary February 27. For the occasion the boss of the Hohenadel household baked a large cake with a centerpiece of three elephants.

William H. Hommel, of Madison, Wis., has withdrawn his membership in the organization, as he will be with the McCoy show. John G. Robinson Jr., of Cincinnati, has also withdrawn temporarily, as he will have his elephants with Robbins Bros. Circus.

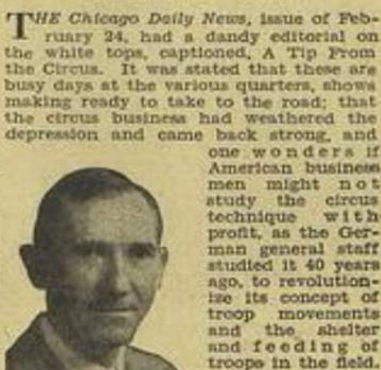
While on a recent visit to Chicago Karl K. Knecht, of Evansville, Ind., attended a session of Atwell Luncheon Club. He visited Brookfield Zoo and saw Su-Lin and sister, Mei-Mei, who arrived from China just a few days before Karl's visit.

*The Eastern Underwriter*, in issues of February 4 and February 25, had articles concerning Charles E. Davis, of Bluch Landolt Tent, Hartford, Conn. His hobby is elephants. He recently broadcast on Hobby Lobby program.

Wallenda Tent of CFA, Madison, Wis., sent a resolution to Seils-Sterling Circus expressing appreciation of courtesies shown its members.

# Sawdust and Spangles

By CHARLES WIRTH



CHARLES WIRTH

**THE Chicago Daily News**, issue of February 24, had a dandy editorial on the white tops, captioned, "A Tip From the Circus." It was stated that these are busy days at the various quarters, shows making ready to take to the road; that the circus business had weathered the depression and came back strong, and one wonders if American business men might not study the circus technique with profit, as the German general staff studied it 40 years ago, to revolutionize its concept of troop movements and the shelter and feeding of troops in the field.

Other interesting paragraphs in editorial follow:

"The best practical economists in the country today are the circus general agents and advance agents. It is their business to find the spots where people have money to spend, to route the show into these spots, and avoid the communities where money is tight. They do not await the dictum of some armchair economist who says conditions are going to be bad, and that consequently Podunk is not in the market for refrigerators, shoes, automobiles or circuses. The agent drops into Podunk in person.

"But," says the business man, "the circus is different."

"Yes, it is different. It is up against keener competition and greater hazards than most businesses could endure. Every day it has to contend with apparently insurmountable obstacles of production, transportation and weather conditions. Nearly every night it must tear down its gigantic plant, load it and transport it. Nearly every morning it must rebuild it on another lot miles away. The average business man may think he is beset with manifold difficulties. But he 'don't know nothin'' about difficulties unless he has been in the circus business.

"The circus business thrives because it is backed by an inviolable twofold tradition: Its first tenet is that the show must go on, regardless of conditions; its second, that business, like gold, is where you find it, and the circus knows where to look."

IN LAST week's issue, in this column, mention was made of circuses that will be on the road this season. It has come to our attention that Donald M. Campbell's One-Ring Circus will again be on tour.

## Plenty Activity At Gainesville

**GAINESVILLE, Tex., March 5.**—With the season's opening less than two months away activities of Gainesville Community Circus have been intensified.

Rehearsals have been shifted from Leonard Building to Fair Park auditorium, where Connors trio is putting 30 performers thru their routines. In poultry building Vern Brewer and Portis Sims are completing animal turns, including a three-horse Liberty act, seven-pony hitch, two dog, pony and monkey riding acts, high-diving dog and races.

Superintendent Alex Murrell has completed the star-back grand stand and has started a new spec wagon. Contract for new harness and plumes has been let, printing of 24-page souvenir program has been started and selection of pictorial paper and heralds is under way.

Carey C. Shell has started band rehearsals. Camilla Williams, dancing teacher, will soon begin routineing Oriental dance numbers for the spec. Jane Sims, Ora Ellen Bell and Helen Ryan will be featured dancers.

Making of spec covers for horses has started under direction of Mrs. Portis Sims, and Russell Teague, wardrobe superintendent, has placed order for spec wardrobe in Chicago.

Full page of rotogravure pictures of show and its performers was in *The Fort Worth Star-Telegram* February 27. Roy A. Stamps, general agent, is work-

ing on season's itinerary and is negotiating for dates at Wichita Falls, Childress and Plainview.

## Ketrow Buys Home at Opa Locka; Woods in Newsreels

**OPA LOCKA, Fla., March 5.**—William Ketrow, owner of Kay Woods' Circus, bought a home at Opa Locka and his family is here. Frank Ketrow, agent, was the last to arrive. He has been with a unit in the Carolinas.

All equipment of Kay show is being overhauled and repainted and will open latter part of April with all new canvas. It will not be enlarged. Russell Bookman completed new office car and ticket wagon. Show's animals, St. Kitchie, Mary Ellen and Bob Ketrow and Edith Bookman worked at Surf Side Club, Miami Beach.

Billie and Bryan Woods, of the Opa Locka Zoo, have been in the newsreels lately with their trained stock.

Beers-Barnes Circus is getting ready for tour. Charlie Beers, who underwent an operation in local hospital, is back on job. Last Sunday night Mrs. Charlie Beers and Ruth Barnes did wire act at Paramount Theater.

W. R. Henry, manager of Harris Bros. Circus, and Doc Hefferan are about ready to go to Nashville, Tenn., quarters. Harry Allen, who painted and lettered John R. Van Arnam's Radio Funmakers, will decorate the Harris show.

## West Working on Press Books

**YORK, S. C., March 5.**—Julien West, press agent back on Wallace Bros. Circus last season, has arrived at quarters and started work on new press books. Last year show had flashy array of new art and stories and its press department scored some notable hits.

## Cole, R-B Men in Canton

**CANTON, O., March 5.**—Clyde Willard, brigade manager of Cole Bros. Circus, was here this week squaring downtown locations for May 19. Ringling-Barnum contractors had lined up many locations here two weeks ago for a date in June.

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29th Season Opens at San Diego, Calif., Saturday, March 26th

All Persons Engaged Report at WINTER QUARTERS, MONDAY, MARCH 21, AT 10 A.M. Kindly Acknowledge This Call at Once by Mail, as Follows:

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Ticket Department—FRED SMITHE.  
Side Show Performers—ART WINDECKER.  
Pianos—DON COOKE.  
Candy Butchers, Etc.—CHESTER PELKE.  
Trainers—MIKE SHADY.  
Drivers and Tractor Drivers—JERRY VERSTEEG.  
Cook House Men—GEO. TIPTON.  
Trainers—JOHN HANLEY.  
Ring Show Grounds—MERLE BITTENOUR.  
Side Show Canvas—JERRY SCHANK.  
Big Top Canvas—W. H. CURTIS.  
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Winter Quarters, BALDWIN PARK, CALIF.

# Under the Marquee

By CIRCUS SOLLY

**JACOB B. JONES** is on his annual cruise to the West Indies.

**RAY MARSH BRYDON** recently visited friends in Macon, Ga.

**ED ARLINGTON** pens that he will return to the circus field.

**HENRY BLANK** will be band leader on Barney Bros.' Circus. Has been wintering in El Paso, Tex.

**GREAT RICARDO** was at Kansas City Shrine Circus with his high swaying pole act.

**BARKER BROS.' CIRCUS**, indoor unit, is playing thru Ohio. Is traveling by truck.

**THE ARENSGENS** (Barney and Jimmy), clowns and tight wire performers, are with Klein's Indoor Circus.

**DON BRUCE** will be back with Lewis Bros.' Circus as concert reserve ticket seller.

**TEXAS JOE CLARKE** writes that he and Helen left Steele, Mo., for Harris Bros.' quarters.

**PRINTERS' bills** have caused many headaches, but the showmen who are successful are firm believers in judicious advertising. One circus owner reckons that 25 per cent of the show's daily expense is allotted to the sales force, viz., the advance department.

**HAZEL KING** and Carl Bruce are breaking two 8 and one 12-horse Liberty acts for McCoy show.

**BILL BAILEY**, clown cop, pens that he will not be with Harris Bros.' Circus as previously mentioned.

**TIOE HALE**, trombonist, recently visited Lewis Bros.' quarters. Says he noticed several new trucks.

**ED RAYMOND** will return to Wallace Bros.' Circus as producing clown, his fifth consecutive season with R. W. Rogers.

**JAMES F. BAKER** and wife, Teresa Morales, wintering in Florida, will again be with Sells-Sterling Circus, third season with show.

**ERNIE WISWELL** and George Cook were at Frank Wirth's Jamaica Hospital Circus with their Fanny Ford act, assisted by Bob Cook.

**THE AERIAL** ballet number was a feature of Orrin Davenport's Cleveland Grotto Circus. Simultaneously in air were 48 acrobats.

**WALTER L. MAIN** and wife attended Grotto Circus, Cleveland, and in Walter's opinion was the best circus ever produced in a building.

**MELL KIDDIE CIRCUS** is doing good biz on Algiers Time. Show, now in Illinois, will go into Iowa, the Dakotas and Colorado after March 25.

**GEORGE E. FOSTER**, announcer, has

## George Hanneford Family

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## WANTED HUSTLING BUTCHERS

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Proven Contracted Payoffs for lease. Open estab.  
Long season. Address  
**HARRY DORAN,**  
5445 Race Avenue, Chicago, Ill.

been spending winter at Lagrange, Ga., with Jack Stille. Expects to troupe again.

**HAPPY KELLEMS** is working come-in at Minneapolis and St. Paul Shrine circuses, with Minert DeOrto, clown cop, also leading clown band.

**A MAN** worth watching—Ray W. Rogers, manager of Wallace Bros.' Circus. He is constantly improving his show, steadily enlarging, is energetic and capable and knows show business from the ground up. Has been quiet this winter but is understood to be planning a great show.

**HERBERT WEBER** will present his three-people tight-wire act with Barnes show. Act is now with G. O. Gray's Indoor Circus.

**BEN AUSTIN** is only acting manager of the Barnes show. Solly feels that Ralph Clawson might be made the regular manager.

**CHARLES A. (KID) KOSTER**, ahead of Brother Rat, says he expects to join Charles V. Turner, who has charge of opposition brigade on McCoy show.

**JACK ELKINS** will be with the McCoy Wild West in Side Show. Was formerly with Hagenbeck-Wallace and Al G. Barnes shows.

**DONALD M. CAMPBELL'S** One-Ring Circus opens near Yankton, S. D., April 30 and will have its own electric light plant and a mobile sound system of 35 watts.

**EMMETT KELLY**, Paul Jerome and other jpeys, names not given, landed in The Cleveland Plain Dealer art gravure section February 27. They were at Grotto Circus.

**DESPITE** many predictions to the contrary, Charles Sparks is going to be active again. He is reported in good health and in personal charge of preparations at his quarters in Macon, Ga.

**RUBY HUGHES**, rider and all-round performer, is returning to the white tops after two seasons' absence. She is in Macon, Ga., practicing at Downie Bros.' quarters.

**S. P. (BUD) WILLIAMS**, who was with the Buffalo Bill Wild West, is now business manager of the Wilkes-Barre, Pa., Barons Baseball Club of the Eastern League.

**PERFORMERS** who disappoint or break their contracts at the last minute wouldn't think it was "smart" or the right thing to do if managers gave them the same kind of treatment. Believe it or not, the Golden Rule is still the best way to conduct your business.

**CLIFTON (SI) SOWASHI** will have opposition brigade with Sells-Sterling Circus, using four men and one truck. Will be his fourth season on advance with show.

**NEAL JOHNSON**, novelty bag puncher, will be in Side Show of Harris Bros.' Circus; Leroy Thompson Trio of dwarf comedians will be in clown alley; Mark Anthony will do general clowning.

**HARRY SHELL**, band leader, was called to bedside of his mother at Des Moines. His wife, Billie, who recently underwent a major operation at Barnard Hospital, St. Louis, is doing nicely.

**AERIAL LAKES** will not be with Haag Bros.' Circus, as recently mentioned, but with Harris Bros.' Circus. Will present double traps, carrying perch, iron jaw and cloud swing. Special paper will be used for George Lake's one-arm swings.

**THEOBALD FORSTALL** had several attractive offers from shows (including carnivals) for this year, but with a boost in salary he will continue with Al G. Barnes-Sells-Flooto Circus, where he has been treasurer for nine years.

**TEDDY**, elephant, with Klay Bros.' Circus, has been at Opa Locks, Fla., Zoo, operated by Bryan and Billie Woods, and



—Photo Buckingham Studio, Inc.

**A RECENT PICTURE** of Arthur Simpson, veteran trouper, reading his favorite publication, *Simpson* has been in show business over 60 years. In the early '80s he was with the original Adam Forepaugh Circus as property man. Besides circuses he trouped with minstrel, musical comedy and "Uncle Tom's Cabin" shows. For years he has been reading *The Billboard* from cover to cover. He now resides in Washington, D. C.

with trainer, Al Moody, has been in several newsreels. Has also been at night spots around Miami.

**RODNEY HARRIS**, band leader of Robbins Bros.' Circus, is figuring on 20 men, on account of using two bands in parade (white). Clown band, also colored one, will be in parade. Rodney (See *UNDER THE MARQUEE* page 42)

## Gray Under Canvas After Indoor Dates

**GRAND FORKS, N. D., March 5.**—G. G. Gray's Circus unit is playing Shrine dates in the Northwest. After three more indoor dates, show will lay off two weeks and then go under canvas.

The program: Four Dainty Misses, aerialists; Wilbur's Dog and Pony Revue; Boers Brothers, acrobats; Weber Brothers and Chitita, tight wire; Six Jons, acrobats; Miss Ruby, walking upside down; the Rexfords, hand balancers; Boers Brothers, carrying perch; Misses Ruth, Helen and Mabel, aerialists; Charles Riley, one-hand balancing; clown band, directed by Abe Goldstein; Phil Escalante, wire; Five Cardiovas, barrel jumpers and gymnasts; Bill's elephants; clowns—Chris Cornales, Chick Dale, Harry Wobbel, Billy Morales, Frank Charro, Joe Landin, Frank Bernie, Boers Brothers and Goldstein.

Chick Dale is singing popular numbers with band when girls go cloud-swinging, also during swinging ladder number. Also sings in clown make-up over mike.

## Paris Bills

**PARIS, Feb. 28.**—Bob Matthews and his wife-walking lion, "King Tuffy," head bill at Cirque Medrano. Act is novel and cleverly presented. Harey and Merkey offer classy bar act, with lanky boy doing eccentric comedy and funny contortion bits. Lalage, only aerial act on bill, clicks with good Roman ring and rope tricks, climaxed by series of one-arm phlanges.

Freddy Trio apes the Lime Trio, but comedy member is good on "bumps." Christiane and Duroy offer burlesque Jances, which are no longer novel nor fresh. Mario Medini unsupported ladder trio held over from last bill. Good clown gags by Alex and Porto, Hes and Loyal, Boulicot and Recorder and Tony, Strasseburger horses, Montal Ballet and Royal China Troupe, plate spinners and acrobats, complete bill.

Three Woltings, trapeze; the Racoco, teeterboard leapers, and Ginrok's dogs are at the Bobino; Ghienel, juggler, and Two Freddy's, bike act, are at the Petit-Casino; Fratellini trio of clowns at the Casino Montparnasse; the Descape, comedy bar, at the Cigale; Zaza and Gallia, equilibrista, at the Alhambra; the Athenas, hand to hand, at the Lido.

## 15 Years Ago

(From The Billboard Dated March 10, 1923)

C. L. Alderfer Circus opened at Hotwell, La., February 17. L. N. Scott was general agent; Pearl Grinnell, side-show manager; Ebe Sawyer, band leader; Dave Inglehart, lot superintendent; Glen Hobs, boss hostler. . . . Lee Teller, magician, formerly with Barnes circus, was inside man on Snapp Bros.' (carnival) side show. . . . Alfred Wolfe, formerly auditor with Barnes show, forsook the white tops and has a public market at Palms, Calif. . . . Sparks' Circus took delivery on two carloads of new cages and wagons from Bode Wagon Company. . . . Russell (Punk) Ewing, former drummer with Ringling-Barnum Band, joined Nell O'Brien Minstrels. . . .

E. E. (Bob) Hickey again signed as press agent with John Robinson Circus. . . . Irene Montgomery (Ledgett) was contracted with Sells-Flooto Circus. . . . Henry Schmidt, formerly chief with Sun Bros.' Circus, was handling the culinary chores at Delta Chi House, Columbus, O. . . . Mazie Lunnette was appearing in her novelty aerial act over the Pull Time. . . . Billy Dick joined Christy Bros.' Circus as snake charmer after a vaudeville tour of Maine. . . . F. A. Cline and wife, Beatrice, formerly with Andrew Downie, joined Walter L. Main Circus for 1923. . . . C. W. (Red) Sells, with his pig, Major, was working the Food Show in Cincinnati. . . . A 9½-pound daughter to Mr. and Mrs. Pete Sun in Toledo, O., February 26.

T. S. and Lela Plank joined the John Robinson Circus at Montgomery, Ala. . . . Robert Emerick, formerly with Ringling-Barnum advance, was general advertising agent for Southern Enterprises, Inc., Memphis. . . . Billy Grant Family signed with Lowery Bros.' show for seventh consecutive time. . . . Stephen J. Block, clown, died at Reading, Pa., February 28 of pneumonia. . . . M. L. (Doc) Baker contracted side show with Woltz Bros.' Circus. . . . Martin Duo, aerialists, signed with Bob Morton Circus. . . . J. Harry Carrier left the circus field for the medicine business.

## Pick-Ups From Europe

**PARIS, Feb. 28.**—Tent season in France will be well under way by end of this week. Cirque Amar opened last week at Nice for three weeks' run. Cirque Pountier, with clowns, Alex and Porto, opens at Bordeaux March 6 for month stand. Cirque Pinder, with Marcel Thil, the boxer; Two Clerans, aerial, and animal numbers opens at Tours on Saturday.

Additional acts recently added to Cirque Demuyneq bill at Cirque Royal in Brussels are Althoff's horses; Carico, musical novelty; Five Racheles, clown; Jacquemyna, bike act, and Nais and Pipo, musical clowns. Two Schenks, equilibrista, and "Pon Pon," clever dog, are at Ancienne Belgique in Brussels. Kannan Bombay, bounding rope, is at the Forum, and Chadwick Trio, jugglers, are at the Palace in Liege.

Fisher's elephants, Merian's dogs and Four Phillips, jugglers, are at the Kuchlin in Basle. Bert Nagle and Company, acro coonies, and Marion and Irma, contortionists, are at the Corso in Zurich. Maximo, wire walker, and the Mongadors, jugglers, are the Variete in Prague.

## Workman Tent, CSSC, Has Frolic at Richmond

**RICHMOND, Va., March 5.**—W. W. Workman Tent, Circus Saints and Sinners' Club, held Grand Circus Costume Ball at John Marshall Hotel Roof Garden night of February 28. L. H. Muddin was ringmaster.

Among those present were Bill Homberg, Charles Weston, Charles Somms, Joe Kass, Fritz Sutterling, John Goodie, Eddie Rose, Jack Lyons, Charlie Woe, Pete Baugh, Jimmy Munn, Morgan Sheppard, Harry Moseley, Charles C. Bove, J. Cal Farmer, Clarence T. Riddick.

## H-W Opens April 17

**CHICAGO, March 5.**—According to present plans, Hagenbeck-Wallace Circus will open at Indianapolis under canvas April 17.

# The Corral

By ROWDY WADDY

WHO MADE THE West Texas Rodeo show in Abilene, Tex., March 1-3?

MUCH INTEREST is being centered on the rodeo which gets under way March 11 in Fort Worth, Tex.

SINCE THE 1938 rodeo season is now on its way let's band together and make it a successful and new year.

SI AND FANNY OTIS, rodeo rube clowns, and their trick mule, Elmer, are playing night club and theater dates in Terre Haute, Ind.

DID YOU READ the Letter List last week? Make a habit of perusing the list each week. There might be mail advertised for you.

HOW MANY OF you contestants participated in the First Annual Rodeo and Fat Show which closed in Houston March 6?

ROWDY RECEIVED some news from Vermont last week, but it was signed "Just a Hand." Don't be reticent about attaching your John Henrys to your communications.

THE CORRAL COLUMN always has and will continue to publish news notes from all in the Wild West and rodeo business. Send your communications direct to this department in Cincinnati.

LITTLE HANK KEERNAN writes from North Hollywood, Calif.: "Had a good 1937 season and am now busy attending school and learning several new

**WANTED 25 SALESMEN**  
PHONE MEN  
In Central States.  
Fraternal Program Experience.  
ED. AUSTIN  
245 Field Ave., Toledo, O.

## CIRCUS SUPPLY HOUSES



GET YOUR SHARE OF THE BUSINESS FROM THE NEW SHOWS ON THE ROAD THIS YEAR ADVERTISE IN

# The Billboard

MARCH 26 ISSUE WILL BE THE MONTHLY LIST NUMBER

Copy for the Circus Department must reach us by Friday, March 18.

APRIL 9 ISSUE

## ANNUAL SPRING SPECIAL

Copy for the Circus Department must reach us by Wednesday, March 20.

tricks. Looks as tho 1938 will be a bigger and better year."

NOBLE GATES, arena director and general rodeo chairman of the three-day Fourth Annual Round-Up to be held in Gillette, Wyo., this summer under American Legion auspices, will have Earl Burke, secretary, assisting him.

WILL ROGERS MEMORIAL RODEO, which will become an annual event in Colorado Springs, Colo., will have Arthur Perkins, of Alhambra, Calif., as manager of this year's show, according to President Spencer Penrose, of the Pike's Peak Polo Association sponsor.

BRUCE REYNOLDS will again assist Norman Sims and Kingsley Clawson with the Covered Wagon Days rodeo to be held in Salt Lake City. Reynolds, veteran advertising man, is well known in the West. He is also secretary of the Sons of Utah Pioneers' Luncheon Club.

A NEW BUCKING horse will be at the rodeo to be held in connection with the Southwestern Exposition and Fat Stock Show in Fort Worth, Tex. He has been named Slingin' Sam after Slingin' Sam Baugh, noted Texas footballer from Sweetwater, Tenn.

MAMIE FRANCIS and California Frank Harley, who recently moved their ranch and show headquarters to Azle, Tex., were among feature acts at the championship rodeo in Abilene, Tex., March 1-3. Other special acts included Dick Griffith and Pauline Nesbitt, trick riders, and John Lindsay, clown.

A SPECIAL COMMITTEE, President Murray C. Sells, Earl Thompson and Lyle Jeter, recently completed negotiations for a 10-year lease on a suitable plot of ground and arranged for extension of \$12,000 credit for the round-up, horse show and rodeo to be held in Glade-water, Tex. Money will be used to erect exhibits and administration buildings. Final agreement on dates and premium lists is expected soon.

CULLED FROM rodeo and Wild West doings published in *The Billboard* 10 years ago: Buck Spencer was playing vaudeville dates in St. Louis. . . . Floyd Shumaker and Peavine Slim Sutton were wintering with Texas Bud on his Onion Top Mountain Ranch near Lometa, Tex. . . . Ranger Captain Tom Hickman was selected as one of the three judges for the Southwestern Exposition and Fat Stock Show in Ft. Worth. . . . Guy Weadick, manager of the Calgary Stampede, was handling the secretarial duties of the Canadian Cowboy Contest Managers' Association. . . . Walter C. Godfrey was wintering in Chicago. . . . California Frank, Mamie Francis and Dick Shelton and wife were enjoying a two-week



C. W. WEBB, manager of Russell Bros. Circus, motorized, which will be practically the same size as last season but generally improved.

hunting and fishing expedition as guests of Col. Zack Miller and wife at Okeechobee, Fla.

CHARLES B. PAUL JR., organizer and president of the Rochester (N. Y.) Rodeo Association, Inc., and general manager of the New York State Rodeo Association, Inc., will handle the managerial reins at the rodeo to be held soon in the new Cleveland hockey arena, under Cleveland Hockey Club, Inc., auspices. He will assist Al Sutphin, hockey club president, who is also vice-president of the Braden-Sutphin Ink Company. Paul has engaged Col. Jim Eskew to direct arena activities and furnish stock for contest events. Included in the Colonel's line-up of feature acts are Monte Reger and the Reger youngsters, Roscoe Armstrong, Senor Valaquez, Ted Allen, Tom Hunt and the McLaughlin children.

COWBOY STANDING for the 1938 Grand Champion Cowboy title as announced (See *THE CORRAL* on page 68)

WPA Show at Orange, N. J. NEW YORK, March 5.—The WPA Federal Theater Circus remained idle most of the week, while performers rehearsed their acts and workmen repaired paraphernalia. Show opened at National Guard Armory in Orange, N. J., Friday night under auspices of Harold Sullivan, in charge of special promotion, has designed a new herald, reports Wendell J. Goodwin.

## Why Prejudice in Show Biz?

By JOE de ROSSELLI

ALTHO I have spent almost my whole life in the outdoor show business, not until the last few years have I given this question of prejudice a lot of thought. And I have yet to receive an intelligent answer from any showman to whom I put the question. It is not infrequently that one hears a carnival man say "circie" and "jerkie" or a circus man say "carnie house." Why people in the outdoor show business should express themselves that way about others in the same business, tho their lines of work may differ, is something which I cannot fathom.

Several years ago a man I had known for 15 or 20 years in the circus business came to an untimely end. He was without funds. A showman's organization was asked to aid in burying him. The man was not a member of the organization. It therefore was under no obligation to care for his remains, but some consideration was expected because the man had spent the major part of his life in show business. However, the reply that the then president of the organization gave was: "Oh, he is one of them circus guys—let them bury him." That remark was made publicly and was uncalled for. He could have refused in a gracious manner and that would have been the end of the matter. The man was finally buried and all bills were paid, thanks largely to S. L. Cronin and Mrs. Jerry Muggivan—God rest her soul!

A couple of years ago I was with a small motorized circus in charge of re-

served-seat sales. We were showing in a small town. A carnival was showing there also. The manager of the circus instructed me to put the carnival people on the back-side reserves and not in the grand-stand chairs, yet I had two sections of chairs unoccupied.

The past season I was with a carnival, associated with the show's regular press agent. The city editor of a certain paper was instructed by my associate not to accept any copy from me.

On the same show was an animal trainer whom I have known for 10 years. He got his start on a circus, where he was a sort of super-cage hand. When some young girls with a circus unit playing fairs passed by the attraction on which this man was working, he said over the loud-speaker: "Come on in—for circies and jerkies, too."

Circuses and carnivals playing the same towns could easily exchange courtesies, and it is very unreasonable to put carnival people on the back-side reserves when grand-stand chairs are vacant.

There, of course, are exceptions. I visited three circuses last year and at two of them the carnival people were placed in center-section seats. The other circus was too far away for many of the carnival people to visit. But a certain amount of coldness settled over a few of my old-time friends when I informed them that I was with a carnival.

Why can't there be a spirit of good-fellowship among outdoor show people (See *WHY PREJUDICE* on page 43)

**THE MIDWAY FLASH**  
*The Fabric With the*  
**Big Bands of Color**  
that  
**Put the Knockout Punch**  
into  
**YOUR Midway Flash**  
Write—Wire—Phone  
**BAKER - LOCKWOOD**  
17th and Central, Kansas City, Mo.  
AMERICA'S BIG TENT HOUSE  
Eastern Representative, A. E. CAMPFIELD,  
152 W. 42d St., New York City, N. Y.

## WRESTLER Wanted for Concert

One who knows what it's all about, a man who will go out and dig up a corner who has many local following and color and not depend on using a boy of props. Must be able to put on a show, heat up the tip and blow them off without starting a clam and getting kicked out of the arena. Want a man who is tough in the ring; not around the office wagon or cook house. To a man that can qualify will guarantee him he won't have to act as sign-man to the boss' dog.

**HARRIS BROS. CIRCUS**  
ARCADE STATION, NASHVILLE, TENN.

## WANTED IMMEDIATELY

Two experienced high-class Phone Men on Program and Tickets for Hamid-Morton Circus. Address **HARRY STEARNS** Grotto Circus Headquarters, New Haven, Conn.

## WANTED for NEWTON BROS.' 3-RING CIRCUS

Musicians for Side Show Band; Girls and Comedians for Minnie Show. . . . Yerna, good-looking dancer and other Side Show Acts. Musicians for Big Show Band, must be A-1. Write J. G. Kerlan, Band Leader. First-class Aerial and Ground Acts for Big Shows. A Contractor who knows how, Bill Powers and A-1 Brigade Agent. People in all departments write and make salaries consistent with times and you will stand a better chance to get employment. We have no time for correspondence, so tell it all in first letter addressed to Greenville, Alabama.

## WORKINGMEN

Experienced Class Workingmen, all departments, wanted to report to winter quarters at once. Cook House men and Bill O'Day, and anyone else who has worked with me, come on. **SAM MARRETTA, Gen. Supt., Circus Quarters, Cookeville, Tenn.**

## CIRCUS MUSICIANS

On all instruments wanted at once for **HARRIS BROS.' CIRCUS**, opening early in April. Best of accommodations, long season, pay wire and good Cook House. A-1 Callings. Young who can cut it circus style wanted. All must be able, experienced and steady. Apply to Bandmaster **FRANK P. REISER, Arcade Station, Nashville, Tenn.**

## WANTED - ACTS

FOR INDOOR CIRCUS, APRIL 7-9-9. GRAND RAPIDS. Also Phonemen for Tickets, Banners, Program. **J. G. PATTERSON, Reid Hotel, Grand Rapids, Mich.**

## FOR SALE—A WORTH-WHILE OFFER

All kinds of business, including Levitation Set in 10 minutes. Best and Green Flash Drops, Doll-House, Crystal Ball Ladder, Vanishing Lamp, Jap Box, Side Show Barrows, 1 lb. Truckload elaborate, complete Traveling Museum Equipment. Set up in 4 hours. Also 16-cylinder Cadillac Car, like new. Address **GEO. BURKHART, 232 VanBuren St., Brooklyn, N. Y.**

**RODEO CLEVELAND ARENA**  
3700 EUCLID AVE., CLEVELAND, OHIO  
**April 17th to 24th, Inc.**  
\$3,300 Guaranteed Entrance Fee Added.  
8 NIGHTS — 2 MATINEES  
MEN'S BRONCO RIDING (Saddle), \$840.00; Entry Fee, \$15.00.  
CALF HOPING, \$840.00; Entry Fee, \$15.00.  
STEER WRESTLING, \$840.00; Entry Fee, \$15.00.  
STEER AND BULLRIDING, \$580.00; Entry Fee, \$10.00.  
GIRLS' SADDLE BRONCO RIDING, \$400.00; Entry Fee, \$10.00.  
Day Shows Split 50-30-20. Entrance Fee Added as Final. Men's Split 40-30-20-10. Member Rodeo Association of America. Turtle Judge.  
Operated and Conducted by Cleveland Hockey, Inc., Al Sutphin, President. Address All Communications to **CHARLES B. PAUL, Jr., Mgr.** 500 E. Michigan St., Toledo, Ill. Price List Mailed Upon Request. **JIM ESKEW, Arena Director.**

# NAAPPB RENEWS RISK DRIVE

## Details of 1938 Plan Announced

Set-up being mailed to industry—many early reservations for exhibit space

CHICAGO, March 5.—Final meeting of the public liability insurance committee of the National Association of Amusement Parks, Pools and Beaches was held in the Hotel New Yorker, New York, on March 1 and 2. It was announced from offices of Executive Secretary A. R. Hodge in the Hotel Sherman here, President Harry C. Baker, of NAAPPB; John Logan Campbell, Baltimore, and George H. Lauberman, Chicago, the association's insurance representatives, and executives of the Associated Indemnity Corporation of California decided upon final details covering routine and operation of the insurance plan.

It was said these have mostly to do with co-operation between the brokers, secretary's office and insurance officials to facilitate prompt handling of inquiries and issuance of binders and policies. Office of Secretary Hodge is humming with activity, with copies of the first 1938 announcement to the industry going into the mails immediately after the meeting. The announcement was prepared by the committee in co-operation with President Baker and Secretary Hodge.

### Baker Sees Increase

President Baker, who has been on the road much of the time since his return east after the 1937 Chicago convention, believes future of the plan looks most hopeful. Great satisfaction created by two years of successful operation has given it much impetus and a 30 per cent increase in volume was had last year over 1936, he said, prophesying a much greater increase in 1938. He urges all operators to communicate immediately with Secretary Hodge, Suite 205, Hotel Sherman, Chicago, for full details so that there will be no last-minute rush in placing of coverage or necessary inspection of properties.

### Booking Space for 1938

Because of many applications for space received following the 1937 trade show, combined with those received since first of the year, executive committee of NAAPPB instructed Secretary Hodge to offer to last year's exhibitors a renewal of the same space and on same terms as 1937 so as to release sufficient space to accommodate newcomers.

The secretary's office this week wrote to all 1937 exhibitors and the report is that reservations to date are gratifying and justify assurance that the 1938 show will surpass its predecessors. New exhibitors appear to be the slogan, as exhibits arrangements committee and officials of AREA desire to afford convention delegates as extensive a trade show as possible, covering as wide a range of equipment and supplies as is available.

## Coney Steamer Season Set

CINCINNATI, March 5.—Clyde Trask and his orchestra will provide dance music on ballroom deck of Coney Island steamer, Island Queen, during its moonlight excursion season, starting on April 2, said Edward L. Schott, president and general manager of Coney Island, Inc. They also will provide music for free dancing during all-day sight-seeing excursions by the Island Queen, starting on April 3. Featured will be Betty Troilan, vocalist, and Johnny May, drummer and xylophone soloist. "Discovered" some years ago by Henry Fillmore, noted Cincinnati band leader, who featured him at band concerts while the boy was in knee pants. His father was Hughie May, noted musician and conductor.

SAN FRANCISCO, March 5.—Ed Scanlon, for 12 years in charge of donkey course at Golden Gate Park Playfield, retired yesterday at the age of 70. Other employees raised a fund and presented the "donkey man" with a pipe.

## Potters Bar Jap Goods

EAST LIVERPOOL, O., March 5.—National Brotherhood of Operative Potters will select an Ohio or West Virginia park, which has banned Japanese merchandise on games, for the annual reunion of 15,000 members and families in June. One of the largest picnics available in this area, it is object of keen competition among operators. Meyers Lake Park, Canton, O.; Idora Park, Youngstown, and Rock Springs Park, Chester, W. Va., are said to be under consideration. Idora was 1937 host.

## Development of Yankee Lake Is Planned in Ohio

YOUNGSTOWN, O., March 5.—Improvements to rejuvenate Yankee Lake, Brookfield, north of here, are planned this spring by Paul Jurko, owner and manager. The spot is said now to represent an investment of about \$250,000, depending largely on this steel district for patronage.

Ballroom, constructed in 1927 at a cost of \$40,000, will be redecorated. Present policy is dancing Saturday nights only. Modernistic lighting is being installed with other appointments and it is planned to operate nightly, starting late in May, with two to four-week stands for attractions and a name orchestra at least once a week through summer. A new ballroom entrance is planned, and a band stand will be reconstructed. A white ceiling, with revolving spotlights playing on it, will be a feature. Other structures are a large hotel, dining room, bathhouses and concession buildings.

Free acts will be used for the first time. Mr. Jurko announced appointment of Jack Ornsperger as manager of concessions and rides. Increase in number of cottages is planned and for the first time the management will compete with other resorts for picnics and industrial outings. Park had good business in 1936 and 1937, Mr. Jurko said.

## To The Billboard, Defender of Honor:

NEW YORK.—Fred L. Markey, of the Dodge Corporation, speaking (and writing, in his quaint New England way) in behalf of the New England Section or Division or Segment or Slice of the National Association of Amusement Parks, Pools and Beaches (this is the abbreviated title), of which he is secretary (accent on the last syllable, the "a" being a Sphinx, thus observing a quaint N. E. linguistic custom), has again felt constrained to libel my character, honor and talents, all of which I am asking "The World's Foremost" to defend.

Mr. Markey, whose memory is allegedly long, begs leave to recall, in various communications on the subject, that your humble and, by now, completely humiliated servant, attempted to play baseball at the summer meeting of the association last July in Crescent Park, Providence, R. I. I quote from one of the communications sent out as an encyclical to members of the N. E. cast: "Did Traube play baseball last summer? Perhaps I was sitting too far up in the bleachers or my colored glasses obliterated him on the diamond, or perhaps he rode the horse from the pony track, or perhaps he was swimming when the baseball game was going on, because I do not remember any outstanding playing on the field or any great activity at the bat.

### Sneaks in a Line

"He can, however, redeem himself by bringing his skates to the 10th annual meeting of New England Section, in the Manger Hotel, Boston, on March 15. Everything will be jammed into one day, instead of a day and a half or two days. (SEE TO THE BILLBOARD opposite page)

## Leaders in Industry Will Talk Shop at Annual Session of New England Section in Boston Hotel

EXETER, N. H., March 5.—Committees have been busy since January preparing for the 10th annual meeting of New England Section, National Association of Amusement Parks, Pools and Beaches, said Fred L. Markey, section secretary, from his office here. Sessions will be in the Manger Hotel, Boston, on March 15, this year's meet to be on one day, with registration starting at 10 a.m.

"The program committee, headed by Manager Arch E. Clair, Norumbega Park, Aburndale, Mass., has arranged a list of speakers and subjects sure to rival any former program," Secretary Markey declared.

Welcome will be by President Wallace St. Clair Jones, Boston; communications, Secretary Markey; *Highlights of the Chicago Convention*, President Harry C. Baker, of NAAPPB; *Good Housekeeping in Parks and Its Relation to Public Good* Will R. S. Uzzell; *Catering to the Traveler* Trade, Fred Fambler; *My Experience With Wild Animals in Our Park*, Leo Wise; *The Pace Is Set and We Must Follow*, Charles F. Keller; *The New York World's Fair*, George P. Smith Jr.; *Putting Showmanship Into Outdoor Amusements*, George A. Hamid; *Social Security*, Mr. Hassett, of the Social Security Board; *Games and Their Value in Amusement Parks*, Maurice Piezen; *What's New in Coin-Operated Machines*, William Rabkin; *Value of Radio Advertising*, Mr. McTearish, Yankee Network; *Movies*

*Showing Development of Hampton Beach*, Secretary James Tucker, Hampton Beach Chamber of Commerce; *How To Handle Accidents*, Mr. Cassidy, U. S. F. and G. Insurance Company.

Program meeting will begin immediately after luncheon, with executive session in late afternoon and banquet and entertainment at night.

## Flood Maroons Richwines

MECHANICSBURG, Pa., March 5.—Roy E. Richwine, operator of Williams Grove Park here, and Mrs. Richwine, on a tour, were marooned by flood water in Hot Springs National Park, Ark., according to word reaching friends.

FLYING HOWARDS report that Mrs. Howard tore a ligament while practicing and that Mr. Howard is doing stunt advertising for Curtis Ireland's Casino, Merritt Island, Cocoa, Fla. Trampoline on truck and Wimpy, high-diving dog, were at Eau Gallie (Fla.) Washington's Birthday Celebration.

ST. JOHN, N. B.—Mr. and Mrs. Bud Tippett, proprietors of Dominion Park on lower St. John River, four miles above here, have been spending the winter in their home in the park, being the only permanent residents there. Parts of previous winters were spent in a St. John hotel but this year the road has been open, due to light snowfall.

## Some of Officers and Speakers For N. E. Program on March 15



WALLACE ST. C. JONES



FRED L. MARKEY



MAURICE PIEZEN



WILLIAM RABKIN

# The Pool Whirl

By NAT A. TOR

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

## Free or Taxed Meets?

Publicly handouts from New York City indoor swim pools started me thinking whether it is advisable to have a spectators' charge for swim meets, staged as pool promotions, or to offer the competition as a free attraction. St. George indoor tank, Brooklyn, N. Y., called attention to the recent quadrangular swim and diving meet there, in which teams of St. George, Shelton and Park Central, Gotham, and People's Palace, Jersey City, participated. One of the features was a spectacular water ballet. In the notice, mention was prominent that there was no charge for admission to spectators' balcony. An item sent by London Terrace quadrome, on New York's lower West Side, ballyhooed a water carnival there last week, featuring individual and group performance of the Spence swimming family, wally, Leonard, Lucy and Mary, champion swimmers. Other performers were Buddy Carson, pro diver, John Zaberek, senior met diving titleholder; comedy team, George Cronin and Bill Marquette, and a water ballet. Admission was 50 cents.

Which pool was right—St. George, not charging spectators, or London Terrace, which did? Both tanks reported near capacity, but that doesn't enter into the discussion. My opinion is that pools should conduct competitive races as free attractions, using the events for publicity in the local papers as well as attracting prospective patrons. Swim pools are operated as places where one may swim and not merely to house swim meets, run as private sports promotions. Of course, this doesn't hold in big saltatoriums where there are permanent grand stands and national championships are staged. Then I think it right to charge admission. But it has been proved that swimming as a spectators' sport is a flop. But as a participants' sport it can be made a grand success.

Some pool operators find that swim meets entice additional biz, encouraging persons who ordinarily would not swim to do so and at the same time watch a swim contest. Swimming business can be built up but money

taken from mere spectators, all of whom may be friends of those swimming, is never enough to warrant an admission charge. Free admission to spectators creates good will and makes for future customers.

## Frisco Expo Tank

Operators of the Jantzen tank, Portland, Ore., turned thumbs down last week on a proposal by Golden Gate Exposition heads for sponsorship of a pool planned for the fair. It is said that \$135,000, estimated as cost of the pool, was considered too great an outlay by Jantzen officials. Plans reveal that the pool is designed primarily for pageantry to get off mammoth beauty parades and diving exhibitions. Bleachers would hold about 1,000. Pool would be 55 by 100 feet, stainless steel with transparent glass bottom from shallow end down to 8-foot level. It would be set above ground so that the public, entering thru a foyer, could see swimmers thru the glass bottom. The fair is understood to be seeking another sponsor.

## Turkish Bath Swimming

A fair-sized tank in New York City, one of the oldest but about which little has been generally known, is in the Ansonia Hotel, surrounded by Park Central, Park Vendome, Park Crescent and Topel pools in the vicinity. The tank is not open to the public. About 22 years old, it is now operated exclusively for fem patrons of turkish baths adjoining. Charlotte Olson, manager of the baths, said it is "the largest turkish-bath swimming tank in the country," which is another aquatic claim for the records. Operation for the public was attempted, but opposish of near-by pools proved too great, and it was found that swimmers in the pool interfered with operation of the baths.

## American Recreational Equipment Association

By R. S. UZZELL

That article in *The Saturday Evening Post* of February 19 on the mummy of John Wilkes Booth has added interest for our members when they are reminded that this mummy reposed for several weeks under the pagoda in Forest Park Highlands, St. Louis. A. W. Ketchum is still partly convinced, he says, that it is the body of John Wilkes Booth. Your author saw it with Manager Ketchum in Forest Park and must admit that it bears a remarkable similarity in many respects to the assassin of Abraham Lincoln.

We listened to the lecture and examined the body for the distinguishing marks and blemishes. We spent an evening at it and later Adrian W. sent me the book, which I read thoroly. At any rate, seeing the mummy and reading the book will make one wonder why the story has been so long in claiming attention. If for no other reason, the statute of limitation will run against the owners claiming successfully the \$100,000 reward offered by Congress for the assassin, dead or alive.

## Spring Signs Confused

Annual meeting of New England park men in the Manger Hotel, Boston, on March 15 has a better opportunity to draw a larger attendance than heretofore because of the later date chosen to avoid severe weather usually prevailing thru February in New England. Arch Clair will be on hand with a worth-while program. Wallace St. C. Jones is president this year, while that efficient Fred L. Markey is secretary. This trio can be depended upon for a program of value to the industry. Boston is surely centrally enough situated to make this meeting easily accessible to all members.

Nature, as well as animals, has been confused on signs of spring. Skunk cabbage is usually a harbinger of spring, but it went wrong this year in making an early appearance. February came in mildly but departed furiously and nipped all of the advanced vegetation. Further south the peach trees were set back by froth. Yet we prefer winter now, which should insure a mild April and a better May. All signs at times fail and appear to leave amusement men to tussle with the weather as best we can. Movies can condition their weather, but parks, situated as most of them are, out of doors, have to take it.

## N. Y. Fair Situation

Otto Wells was here from Norfolk, Va., but got back home in time to avoid New

York City's cold blasts. He is endeavoring to refinance his Ocean View Park in Norfolk. Two storms from the sea, each of which wrecked his park, were added calamities over and above the depression. The load is too much for one man to carry. His fine record of achievement is enough to assure any prospective investor that with reasonable financial assistance Otto Wells will make the grade. He does not take a dip in the surf every day as he did for several years. A little touch of rheumatism is the signal to desist.

The New York World's Fair situation is reported elsewhere in this issue by Roger Littleford Jr. Our committee is ready any time to meet with officials of the fair when they are ready to concede us some better terms on the contract. Committee of AREA for this exposition is composed of Harry C. Baker, Norman Bartlett, George H. Cramer, John R. Davies, George A. Hamid, James A. Donovan, Robert Lusse, W. F. Mangels, Maurice Plesien and R. S. Uzzell. President Hamid has the situation well analyzed and can answer any of their queries promptly. Anyone who knows George will confirm the opinion that he always talks straight at the mark.

## Long Island

By ALFRED FRIEDMAN

Chester R. Blakelock has been named executive secretary of Long Island State Park Commission, which, among others, supervises Jones Beach. He succeeds the late Benjamin Van Schaick and principal duties will be releasing of publicity for the park system.

ROCKAWAY BEACH: Chamber of Commerce is scattering publicity around the country to attract motor tourists during spring and summer. Thousands of pieces of literature have been shipped to other Chambers of Commerce for distribution. This policy will be only for 1938, as next year the World's Fair is expected to attend to the task of bringing in outsiders.

LONG BEACH: More than 80 per cent of concessions are rented, with about 10 per cent more scheduled for rental before another three or four weeks. A \$200,000 repair job on eroded piers of Long Beach Bridge over Reynold's Channel here is being pushed by Nassau engineers, who hope to have it ready for heavy summer traffic. Traffic is now being rerouted.

## With the Zoos

NEW ORLEANS—With special invitations in dailies and on street cars, Audubon Park Zoo during Mardi Gras was jammed with thousands of visitors. Band concerts and entertainment by seals and apes were added attractions. Superintendent Frank Neells reported addition of a paca and three indigo snakes to Central American exhibits.

MEMPHIS—Queen Mary, matriarch of 54 lions in Memphis Zoo since 1917, died, aged 24 years. Included in her offspring is a fourth generation.

HOUSTON—A 125-pound female brown bear was received in Herman Park Zoo from Wichita (Kan.) Zoo, bringing local bear population to five. Zookeeper Hans Nagel said Houston traded a Capuchin monkey, costl mundi, pair of Egyptian geese, a silky fowl, pair of Japanese brown geese and silver pheasant hen for bruiin. Cages of Russian and Texas bears now have shower baths.

LITTLE ROCK, Ark.—Elephant, six Shetland ponies and dromedary, sent on consignment for 90 days to Municipal Zoo by George E. Engesser, probably will stay in the zoo, as Superintendent W. R. Spratt utilizes Ruth, the elephant, as a money-maker to raise funds for the purchase price of the group. Ten cents a ride for youngsters has been too much for kids to resist and it looks as the Ruth may earn the needed \$2,600 for her purchase along with the ponies and camel. Pictures are being sold of kids on the elephant's back to swell the in-

come, Spratt said. Track is being built where the ponies are to be ridden.

## TO THE BILLBOARD

(Continued from opposite page)

as in the past, and Arch Clair says the program will be bigger, better and more fiery than ever. (Mr. Markey wants the last line sneaked in as a free ad, but we won't let him, will we?—L. T.)

"There is one thing that bothers me a bit. I am afraid there will be so much fire and heat that it will melt the ice in Boston Garden adjoining the hotel, so that he will not be able to give us a demonstration of his skating. I assume, if he plays baseball, he can also skate, or can he?"

## Dimples and Detractors

To paraphrase what Gene Fowler was wont to say when accosted by the Morris Plan Simon Legrees, mere executives of engineering companies and trade associates are much beneath the eloquence of my Spencerian (this means pen in case there are any children in the audience).

That skaterpischorean gal you read so much about only has deeper dimples than I have. I'd like to show up Mr. Markey and my other detractors by skating to the meeting—and I think I will. My boss swears on his honor he won't throw in any ringer like Skater Reynolds or Miss Pepp to assist me on my ball-bearing trek.

SONNY HYMSIE TRAUBE

## 3 NEW DEVICES

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

U-RIDE-EM  
Galloping Mechanical  
**CYCLE HORSES**  
PATENTED  
Operation during 1937 establishes  
The Public Want Cycle Horses

**DEATH VALLEY**  
The Walk-Thru Fun House  
with the Modern Front  
Humorous, Mysterious Stunts  
The Tilted Room  
The Camel Back Conveyor

Write for Details to  
**PHILADELPHIA TOBOGGAN CO.**  
Manufacturers and Builders  
AMUSEMENT DEVICES  
130 E. Duval St. Germantown, Phila., Pa.

## SEASIDE HEIGHTS POOL & CASINO ON THE BOARDWALK

Can use three or four Bidas; also legitimate Concessions and Attractions. Big crowds every day. Over 11,000,000 people to draw from. Largest and Finest POOL on Jersey Coast. Write or wire  
C. M. HEFELINGER, Manager,  
Seaside Heights, N. J.

## ROSE'S MIDGETS AVAILABLE FOR PARKS AND FAIRS

Biggest Little Show on Earth.  
MRS. IKE ROSE, Manager,  
461 Audubon Ave., New York City.

## PARK MANAGERS



## SECURE THE BEST

ATTRactions  
CONCESSIONS  
AND RIDES  
through  
ADVERTISING IN

## The Billboard

MARCH 26 ISSUE WILL BE THE MONTHLY LIST NUMBER

Copy for the Park Department must reach us by Friday, March 12.

APRIL 9 ISSUE

ANNUAL SPRING SPECIAL

Copy for the Park Department must reach us by Wednesday, March 30.



## Auto-SKOOTER-Water SHOWMEN

GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.

LUSSE BROS., INC.,

AUTO SKOOTER 2809 N. Fairhill St., Phila., Pa., U. S. A.  
LUSSE BROS., LTD., Central House, 41 Kingsway, London W. C. 2, England.



WATER SKOOTER.

# DEADLOCK ON W. F. TERMS

## AREA Takes "Hands-Off" Stand About Advising on Concessions

Little headway reported on contention that New York contract is one-sided and unfair to prospective participants but committee will continue negotiations

NEW YORK, March 5.—Until present contract stipulations and other difficulties facing concessioners at the New York World's Fair of 1939 are modified, executive committee of the American Recreational Equipment Association will assume a hands-off policy so far as offering advice to members interested in participating in the 1939 event. Meeting on February 24 in offices of R. S. Uzzell, the exec board instructed its World's Fair committee, appointed in December, 1935, to confer with fair officials and continue negotiations in an attempt to modify existing conditions facing prospective fair concessioners.

Committee members reported that as of February 24, 1935, 14 months before the fair's opening, they had made little headway toward convincing the fair heads of the contention that the present contract is entirely one-sided and unfair to prospective expo participants. AREA offices have been flooded with requests from members for fair information, most AREAites having filed one or more applications for rides and shows with the exposition.

Board members at the meeting included George A. Hamid, president; R. S. Uzzell, secretary; W. F. Mangels, Harry C. Baker and Maurice Piesen.

Concession department of the fair revealed this week that contracts will begin to be consummated on a large scale within the next three weeks or a month. Applications for many types of attractions have been narrowed to a minimum and bids are being let to the remaining as quickly as possible.

In some cases, it is understood, notifications of definite acceptance have been sent out. At present, however, the only known signed contract is with Dr. Frank Cooney, who will present an incubator show at the big event. He has been on Coney Island boardwalk several years with a similar attraction.

Fair officials advised that the standard contract for concession space is by no means iron-clad—that the unique nature of many attractions will naturally necessitate individuality in working agreements with the fair.

## Acts Array For Preview

Parade, a national broadcast and fireworks planned at N. Y. ceremonies

NEW YORK, March 5.—Extensive plans are being formulated by the New York World's Fair for the expo's big preview at Flushing Meadows on April 30.

Celebration, besides a parade, itinerary of which has not been settled, national hook-up broadcast of ceremonies on the grounds and a tremendous fireworks display, will consist of an elaborate assortment of free acts and added attractions.

John Krinsky, temporary head of the entertainment department, conferred with leading talent bookers this week and is understood to have arranged for an array of leading vaudeville and circus-type attractions. George A. Hamid, Inc., probably will be called upon to furnish several high acts and other numbers of a sensational nature.

DECATUR, Ind.—Numerous dates are anticipated by E. M. Miller, directing manager of American Association Speedways, he said from executive offices here, sanction of contest board of International Automobile Racing Association having been received for 25 drivers eligible for races booked at Marion County Fair, Marton, O., and Huron County Fair, Norwalk, O.

## Rehearing Ordered On Question of Aid By Wisconsin Court

MADISON, Wis., March 5.—A rehearing of its January decision in which it declared the Wisconsin Development Authority unconstitutional was ordered for April 15 by the State Supreme Court on March 1.

Notice declared that "private corporations receiving State aid which are so advised or deem themselves affected are invited to file briefs," indicating that the court wished to clarify the question of the effect of its decision on State aid to fair societies, fraternal and patriotic organizations.

## Vying for British Games

TORONTO, March 5.—City officials and sports heads are rallying behind Canadian National Exhibition's bid for the British Empire 1942 Games, already promised for Canada. Montreal, Vancouver and Calgary are also said to be dickered for the games. The CNE, which this year will drop its once big gate-getter, the marathon swim, plans boosting power boat events as main waterfront attraction.

## Anderson Starts Biz Tour

NEW YORK, March 5.—Ernest Anderson, attractions producer and designer, will leave this week for Philadelphia, en route to Greensboro, N. C., where he will start work on Bench Bentum's high-diving equipment. Act, which will appear with Cetlin & Wilson Shows this season, will be framed along novel lines, he said. From Greensboro he will go to Atlantic City to begin preparing a new show on Steel Pier. He was equestrian director of Frank Wirth's Jamaica (L. I.) Hospital Circus this week.

## Annuals in Iowa Show an Upswing In All Departments in '37 Season

DES MOINES, March 5.—Final reports of all fairs held in the State in 1937 show larger attendance, receipts and exhibits and more finishing with balances on hand than in 1936, according to a report compiled by A. B. Corey, secretary of Iowa State Fair board here. There were 79 county and district fairs as compared with 77 the previous year. Total receipts of the 79 fairs were \$756,575.72, \$27,567.33 more than in 1936. Principal gains were in outside gate admissions which totaled \$278,423.39, as against \$265,266.67 last year, and in miscellaneous receipts which climbed from \$88,168.32 in 1936 to \$100,178.45.

Expenses of all fairs were about \$30,000 larger in 1937, totaling \$675,376.48. Expenses for premiums were virtually the same as in 1936, but most fairs paid out substantially more for attractions. Total premiums, other than for speed, cost \$219,337.02, and total outlay for attractions was \$177,759.55.

Net result for the year shows 40 fairs



HARRISON J. YOUNG, Gonzales, new secretary-manager of South Louisiana State Fair, Donaldsonville, who succeeds R. S. Veckers, resigned after 25 years in the post. Elected mayor of Gonzales in 1936, Mr. Young was principal of Gonzales High School 10 years prior to the present session. He is a graduate of L. S. U. College of Agriculture and now is a fellow in the agronomy department, a hobby being plant pathology.

## Texas W. F. Plan Studied as Model For Other States

DALLAS, March 5.—George Jackson Byrnes, commissioner of the New York World's Fair, here last week to confer with Karl Hobbittzelle and Paul Wakefield, of the Texas commission, for participation in the New York expo, is studying the Texas commission's plans for organizing exhibits in New York and at Golden Gate Exposition, San Francisco, with a view to adopting the Texas set-up as a model for other States planning participation.

Texas commission is setting up a chartered corporation to manage the State's exhibits in New York and San Francisco and Mr. Hobbittzelle said \$500,000 had (See TEXAS W. F. PLAN on page 42)

## B-C Books Wisconsin State

CHICAGO, March 5.—Barnes-Carruthers Fair Booking Association has received a contract for band, revue and grand-stand acts for 1938 Wisconsin State Fair, Milwaukee. M. H. Barnes, president of Barnes-Carruthers, said fair bookings are substantially ahead of last year's.

making a profit of \$106,579.14, and 39 fairs showing a loss of \$25,473.90. The condition in which the fairs finished was, on a whole, more favorable than in 1936; 61 fairs completed the season with a balance on hand totaling \$71,114.82, whereas in 1936 54 fairs finished with a balance of \$71,173.34. In 1936 21 fairs showed a total overdraft of \$14,620.33; in 1937 18 fairs had an aggregate overdraft of \$12,174.80.

Boys and Girls' 4-H Club work received a larger aggregate amount of premiums than any other department. Of the total of \$219,337.02 in premiums paid for all classes of competition, 4-H Club premiums accounted for \$65,900.63. This compares with \$62,907.61 paid in 4-H Club awards in 1936. Premiums for virtually all other departments were about the same.

Iowa's better farming conditions were reflected in increased entries in practically all departments of 1937 county (See ANNUALS IN IOWA on page 42)

## G. G. Fun Zone To Have 'Umph,' Says Weddleton

SAN FRANCISCO, March 5.—Whatever they decide to call the fun zone at the 1939 Golden Gate International Exposition here, it will have "umph." In fact, Director of Concessions Frederick Weddleton is ready now to settle on "umph" as official name for the zone.

He figures that a third of all fun zone space has already been leased by concessioners. A veteran in outdoor amusements, high-batted interest in art and science at the expo leaves him cold.

"Concessions are the heart of any fair. Remember, all exhibit palaces will close at 10 p.m. The fun zone will remain open until 2 a.m.," he remarked. "Concession problems are subtle yet fundamental, he maintains, and people would rather eat peanuts from shells than purchase them ready-shelled. But none will be sold on Treasure Island. 'You can't,' Director Weddleton explained, 'all your profits would be used in cleaning up shells.'"

Uruguay is the 13th foreign nation to accept an invitation to participate, said President Leland W. Cutler.

Stella, nude painting that packed 'em in at the 1915 fair, has been booked for the expo by Director Harris Connick, who said he had authenticated his selection by secret process.

## Sun Bookings Are Numerous

SPRINGFIELD, O., March 5.—Some sort of record probably has been made by Gus Sun Booking Agency here, thinks General Manager Bob Shaw, who reports that in the past three weeks acts have been contracted for 1938 fairs in Mo-Leansboro, Lexington, Newton, Mt. Vernon, Arthur, Vienna, Warren and Marion, Ill.; Booneville, Corydon, Huntington, Goshen and Peru, Ind.; Chattanooga, Tenn.; Xenia, Owensville, Marion, Elyria, Urbana, Greenville and Wapakoneta, O.; Cadillac and Fowlerville, Mich.; Atlanta, Ga.; Pawn Grove, Pa., and Kingston, N. C.

## Young Signs Many New Ones

CHICAGO, March 5.—Reporting that Young Production and Management Company has contracted 27 fairs new on its lists this year, Ernie Young said that last week contracts for revues and acts were closed for fairs in Monroe and Cedarburg, Wis.; Canton, Ill., and Jackson, Mo.

## Good Canadian Season Seen

TORONTO, March 5.—A big season is foreseen by Canadian Vaudeville Exchange, operated by Garden Bros., who report contracts for fairs in Belleville, Lindsay, Cornwall, Welland, Napanee and Renfrew, Ont.; Quebec City and Charlottetown, P. E. I., for several indoor circus spring dates and two amusement parks for summer.

## Michaels Signs Contracts

KANSAS CITY, Mo., March 5.—J. C. Michaels, of J. C. Michaels Attractions and Big City Grand-stand Circuses, who has returned from a trip in Kansas, Colorado, Nebraska and Iowa, reports signing numerous grand-stand contracts and that the circuses, to carry special paper, have been sold for many Middle Western fairs.

## WHO Season Prospects Big

DES MOINES, Ia., March 5.—Biggest season for WHO Artists' Bureau fair booking department is in prospect, said Irving H. Grossman, manager. In addition to Iowa and Minnesota spots, Nebraska fairs are in for complete programs, including those in Mitchell, Ord, Kearney, Lexington, Seward, Aurora, Oakland, Arlington and Waterloo. Butler County Fair, Allison, Ia., and Grundy County Fair, Grundy Center, Ia., have purchased grand-stand attractions.



Notes From West Coast

By ROY E. LUDINGTON

**SAN FRANCISCO.**—Heavy rains the past month have caused fears regarding crops.

It is reported that board members of the State Fair, Sacramento, are entertaining new ideas regarding midway relocation.

Robert Muckler, appointed secretary-manager last year by Governor Merriam, made good in big way in his efforts to fill the chair left vacant by fairdom's Grand Old Man, Charles W. Falne. Tevis Falne, chip of the old block, is assistant manager, and what Tev doesn't know about State Fair work is hardly worth knowing, after having been practically reared on the grounds during his father's lengthy incumbency.

Among noted fair managers and assistants who attended the big annual fair meeting here were C. B. (Jack) Afflerbaugh and Ernest Middleton, Los Angeles County Fair, which drew more than 700,000 last fall in Pomona, Calif.; Ed Vollmann, Stockton, perennial Western Fairs Association president, always can be relied upon as a good authority to quote on modern fair work.

Bill Starke and Joe Wilson, San Bernardino Orange Show; D. V. Steward, Imperial Fair; Fred S. McCargar, Salinas Rodeo; Tom Dodge, Fresno; Jim Pettitt, Kings City, and W. Coburn Cook, Turlock, are men of executive ability when it comes to putting over big events.

**ST. PAUL.**—Two units of his Beaux Arts Springtime Frolics Revue will go out, said Producer-Manager Nick N. Goldie, who has Tommy Wentworth as show director and who plans six road revues next year. Fairs have been contracted in Phillips, Ladysmith and Iron River, Wis.; Madison and Garden City, Minn.; Rockwell City, Ia., and other places.

AMONG grand-stand acts at Central Florida Exposition, Orlando, on February 14-19, were Prince Nelson, Watkins' One-ling Circus, Gail Mertinor, Great Tarsan, Kelo Brothers, Jimmie and Gail, Sylvia and Her Pals, and Zucchini, cannon act, reports Irah J. Watkins.

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APRIL 9 ISSUE

ANNUAL SPRING SPECIAL

Copy for the Fair Department must reach us by Wednesday, March 30.

Grand-Stand Shows Revived For Annual in De Land, Fla.

**DE LAND, Fla., March 5.**—Volusia County Fair here on February 22-27 featured revival of grand-stand show, discontinued last year, and marked increase in exhibits. Seven large exposition halls were filled.

Daily program of acts included Jewel Sisters, Ben Benoi; Sandino, Asiatic Camel; Major, dog with human mind; Chief Yellow Thunder, Three Russells and Flying Siegrists.

Special days were Townsend Club Day, Tuesday, with Congressman Joe Hendricks, speaker; Thrill Day, Wednesday, featuring Flash Williams and His Thrill Drivers; Tourist Club Day, Thursday, with Irvin Davis, batwing flyer; Children's Day, Friday; Florida Cracker Day, Saturday, with public wedding, and Auto Race Day, Sunday. Royal Palm Shows were on the midway.

Jordan Opens Jax Office

**JACKSONVILLE, Fla., March 5.**—Preparing for the fifth annual Duval-Jacksonville Fair, E. Ross Jordan, general manager, has been here more than a month, since wind-up of affairs of the 1937 Georgia State Fair, Macon, of which he also is manager, and has opened offices. This is his fifth consecutive year as manager. Fair to emphasize educational achievements of Northeast Florida, will feature county, State, city and federal exhibits. Royal American Shows will again be on the midway. Fair advisory board is R. L. Milligan, chairman; A. S. Lawton, county agent; Herman G. Masters, John Richardson, Karl R. Timm, Clarence Ellis, A. S. Broward, City Commissioner Guy L. Simmons and Mr. Jordan.

County Offered Wis. Plant

**MADISON, Wis., March 5.**—Dane County Fair investigating committee on February 24 recommended to the county board that it purchase the fairgrounds and submit to a referendum vote the question of county operation. Report declared management willing to turn the fair over to the county with cost of \$2,500 for general indebtedness, \$19,500 mortgage against the property and appropriation of from \$10,000 to \$12,000, to be matched with WPA funds, for improving plant and advancing working capital to be repaid after the fair.

Lueders Bookings Increase

**DETROIT, March 5.**—Bookings are far ahead of last year at this time for United Booking Association, said Henry H. Lueders, who will put out two 50-people revues and two smaller revues. He reports 20 fairs booked in Michigan, Ohio and Indiana, a number of them using free acts. Mr. Lueders said he is looking for an exceptionally big season.

City Fees for G. G. Expo

**SAN FRANCISCO, March 5.**—Only special exemption legislation can forestall imposition of municipal license fees upon concessioners of the 1939 Golden Gate Exposition here, said Tax Collector E. F. Bryant. With enforcement of license ordinances part of his responsibility, he said the exposition would be considered "just another part of San Francisco."

Fair Grounds

**ODDEN, Utah.**—Erna J. Fjeldsted, secretary of the Chamber of Commerce and manager of Ogden Live-Stock Show, has accepted a position for two years as livestock show manager for the exposition in San Francisco. He staged Ogden's show eight years.

**FORT WORTH, Tex.**—Southwestern Exposition and Fat Stock Show here, said Manager John B. Davis, will have 6,000 animals ready for judges, entries exceeding by nearly 1,200 the number entered last year. Bill Hames Shows have been booked and will have free acts on the midway twice daily.

**EVERETT, Wash.**—Flip, slack-wire and high-diving dog, on February 20 presented its owner, C. Schroeder, with six bouncing puppies that are expected to be

added to the act. Schroeder has been playing school and theater dates the past winter with Rex, police dog, and Coronation Twins, Duke and Duchess, toy spitz dogs, and recently purchased a new trailer and props for the coming fair season.

**CANTON, O.**—Stark County Fair board here contracted with Dick Johns, Coshocton (O.) sportland operator, for his penny arcade under canvas for the 1938 fair, date to be Johns' first time here.

**KNOXVILLE, Ill.**—Knox County Fair, held here annually, advanced from 67th place in 1936 to seventh place in 1937 on a profit and loss basis, according to State report on Illinois county fairs, reported Secretary-Treasurer Hilding L. Johnson, who said plans are for enlargement this year, with a strong attraction program lined up.

**FORT WORTH, Tex.**—Last of structures on Frontier Fiesta grounds to be disposed of, including old-fashioned buildings on Sunset Trail, have been sold to a wrecking company for \$1,051 and will be removed within 30 days. Jumbo Building, being wrecked, and two block-houses at the entrance were sold to the company for \$5,000. Casa Manana, Pioneer Palace and West Texas Chamber of Commerce Building are now owned by the city.

**ALVIN, Tex.**—Brazoria County Fat Stock Show Association voted to establish permanent fairgrounds, a committee being named by President J. P. Law to pick a site and draw building plans for the 1938 event. Organization is soon to vote on whether the association should be changed to a county fair group in place of stock-show sponsors.

**HALL SUMMIT, La.**—Red River Parish Fair officials will add a baby show and school exhibit and beautify grounds with shrubbery.

Fair Elections

**LONDON, Ont.**—Western Fair board re-elected J. H. Saunders, president; W. R. Robertson, E. S. Little, vice-presidents; George S. Jewell, treasurer; W. D. Jackson, secretary.

**LANSING, Mich.**—Southern Michigan Fair and Racing Circuit at annual dinner meeting in the Hotel Olds on February 28 elected F. A. Bradish, Adrian, president; L. R. Schrader, Centerville, vice-president; H. B. Kelley, Hillsdale, secretary-treasurer; Andrew Adams, Litchfield, speed secretary.

**WHITE HALL, Pa.**—Directors of White Hall Fair elected: President, W. Evans Anderson; vice-president, Clarence M. Burns; secretary, H. Ross Almony; treasurer, John P. Mays.

**KNOXVILLE, Ill.**—Knox County Agricultural Board and Fair Association re-elected Dr. H. M. Rinehart, president; Harry Peterson, vice-president; Hilding L. Johnson, secretary-treasurer.

**TOPEKA.**—Directors of Kansas Free Fair here elected Deane E. Aokers, head of Kansas Power and Light Company, president of the fair, for which he has been active many years. G. L. Jordan, retiring president, will remain on the board of directors. Maurice W. Jencks was re-elected general manager and secretary and Olive Lane was reappointed publicity director for a year. Board voted to spend \$25,000 on improvements, work to start soon.

**ALVIN, Tex.**—Brazoria County Fat Stock Show Association re-elected Gerald Abbott, general manager; J. P. Law, president; O. B. Robinson, secretary-treasurer.

**TYLER, Tex.**—Texas Rose Festival directors elected R. L. Taylor, president; H. M. Eagle, M. L. Balch, vice-presidents; H. J. Bryant, treasurer; John Womble, secretary-manager.

**NATCHITOCHEES, La.**—Natchitoches Parish Fair Association elected Harold Kaffie, president; A. J. Buckley, vice-

president; S. B. Thornton, secretary-manager; Andrew J. Hargis, treasurer. Report for 1937 showed all expenses paid, including two new exhibit buildings and grounds improvements, with several hundred dollars' balance.

**AZLE, Tex.**—Azle Community Fair directors voted to enlarge to a tri-county, three-day fair, to include Tarrant, Parker and Wise counties, and re-elected Roger Hiett, chairman; H. L. Barber, finance chairman; Paris Ross, secretary.

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## Jencks Sees One in Scotland

By MAURICE W. JENCKS

Manager of Kansas Free Fair, Topeka, and Past President of IAFE

Members of the International Association of Fairs and Expositions who attended the convention in Toronto in 1934 will remember a very fine talk by Duncan Marshall, who was at that time minister of agriculture of Ontario. He mentioned the Highland and Agricultural Society of Scotland. He told how he had been impressed by the fine showing of cattle at their stock show when he was eight years old. His talk impressed me because he told of the Scotch people and their great desire to improve breeds of live stock. So when I was in Edinburgh last summer and read a story in the paper telling of the Highland and Agricultural Society show being held in Alloa, some 60 miles away, Mrs. Jencks and I took an early morning train to see this great live-stock exposition. Alloa is a small town of about 5,000 population, and the fair was four or five miles out of town on the estate of the Earl of Mar and Kellie, a descendant of a very wealthy Scottish family and president of the agricultural society.

In driving out from the town we realized more than at any time the beauty of rural Scotland, with its rolling hills covered with blue grass and foliage. As we approached the fairgrounds we were impressed by the marvelous setting of country life, beautiful trees, no roads and no walks, blue grass and luxuriant vegetation everywhere. It seemed like a place one might read about, but could never find. As we looked over on the side of a hill above the beautiful pasture land, where the fair was going on, we saw a marvelous house, a large stone castle, in fact, the home of the earl. I wondered how many owners of fine American estates would allow a fair to be given on their land, as this man was doing.

### Some Portable Buildings

The first thing I noticed on the grounds was that all buildings and fences, with one or two exceptions, were built of new lumber, not painted. I inquired of the president as to whether the show was held on his estate each year, and learned that it is moved from one town to another and not held in any one place two years in succession. Each year they build new exhibition buildings, fences, grand stand, cattle and horse barns, etc. The only buildings that are moved from year to year are the administration buildings, of a portable type that can be easily knocked down. The fair was held on a plot of about 80 acres. They had no race track, but in front of the newly built grand stand was a show ring and a small area set aside for the few attractions, which consisted of jumpers, children competing on ponies, four sheep dogs doing about the same as Mr. Pasco's dogs, only using four instead of two; several drills by the H. M. 4th and 7th Royal Dragoon Guards, accompanied by the H. M. 4th and 7th Royal Dragoon Guard Band. Music on different parts of the grounds was by the pipe band of Queen Victoria School. There was no carnival, not even a Merry-Go-Round. They parade the prize cattle at 1 p. m. and prize horses at 1:30. A horse-shoeing contest was a feature. Their fair was very different from ours, in that they had very little in the way of entertainment.

Mr. Hunter, a member of the board and fine type of Scotchman about 70 years old, escorted us. He said he liked King George immensely and that George and Elizabeth came to the show last year, at which time they represented King Edward, and stood by Mr. Hunter while he presented medals to those who had belonged to this society more than

25 years. He said King George spoke to everyone who was given a medal. He thinks he is very human and kind. The loyalty of the Scotch to the British government is most commendable. The king is always the patron of the fair.

### Exhibits Not on Par

All stockmen and people interested in agriculture, as well as the owners of large estates, belong to the Highland Society, organized in 1784, and it has been the history of this organization that memberships are kept up as long as people are interested in agriculture. Members are admitted to the showyard free on exhibiting their member's badge, which must be signed. They are allowed in unreserved grand-stand seats for one shilling and in reserved seats for two shillings. The public pays five shillings for grand-stand seats. I talked to some very plain Scotch farming people and was amazed at the loyalty they seemed to have toward this Highland show. It is evidently the only time in the year they all leave their homes for an outing.

In the live-stock barns I found very fine Shortborns, perhaps the best I have ever seen, splendid Angus, unusual Ayrshires and beautiful Highland cattle with long manes and tails and very wild eyes, also I was told they are not vicious. They had many fine Galloways, some White-Belted Galloways and a great many British Friesians. There were no Guernseys, no Jerseys and no Herefords. The Clydesdale horses were marvelous and the Scotch are very proud of them. There were many fine jumpers, an unusual show of Shetland ponies and they exhibit what they call a Highland Pony that I had never seen before. This pony is stocky, well-built and heavy. In fact, we wouldn't call it a pony but a small horse. Sheep exhibit was very large. Scotland is pretty well covered with sheep everywhere. They raise a world of black-faced mountain sheep, and as you cross Scotland you see thousands of them on either side of the railroad. They also have three or four other breeds, but the black-faced sheep seem to be the most outstanding. Other breeds were Cheviots, Border-Leicester, Half-Bred and Oxford Down and Suffolks. There was quite a showing of stocky, light cream-colored pigs. These were not heavy and large, as the ones we raise here.

I have never seen as many sheep dips exhibited or for sale as on that fairgrounds. They had a very good poultry show and a nice flower show. There were fine exhibits of machinery, automobiles and trucks. However, their agricultural exhibits were not on a par with ours. There were many weaving demonstrations and Scotch woollens were for sale by the yard. They had much space for educational exhibits from the College of Edinburgh and East of Scotland College of Agriculture. There were large exhibits of cobweb knitting, hand-made lace, home-spun yarn, linens, carpets and rugs. They made much over butter-making competitions, with dairy maids and dairymen from all over Scotland entered. Instead of I-H Clubs, they have Young Farmers' Clubs. In fact, they seemed to have everything that was manufactured, raised or made in Scotland. However, with the exception of Highland cattle and marvelous Clydesdale horses, I would say that our live-stock exhibits at our better fairs are on a par, if not better, than this one.

### Not for Entertainment

There were 40,000 people in attendance the day I was there, and they seemed to be intelligent looking and of very high type. Of course, in Scotland many of those large estates are still in the hands of the old families, who are greatly interested in seeing this fair carried on. Between 3:30 and 4 o'clock in the afternoon Mr. Hunter informed us that the directors and their wives were having tea in the administration building and that Mrs. Jencks and I were to go with him, which, of course, we did. As we gathered around a table and met these people, a Mr. Cowper announced that before we had tea we should all have a spot of Scotch. When the waiters brought in the liquor he arose to his feet and proposed a toast to the King of England, then to the President of the United States and after that to the visitors from America. He said he hoped the time would never come when Great

Britain and the United States would not stand side by side. We had a great visit and during the conversation I remarked that in going thru Belgium I saw many Belgian brood mares and colts, and that in Brussels I saw the most beautiful Belgian horses I had ever seen. This Mr. Cowper, who had told me he was living in the house in which he was born and built by his ancestors 400 years ago, arose to his feet and said: "Lad, don't talk about Belgians in a Clyde country; they can't take it." I said, "Why can't they take it?" He said, "They haven't a Clyde's foot. Now a Clyde's foot just fits in a large frying skillet. A Belgian's foot is too small."

I noticed there were no lights on the grounds and asked why. The answer was that the fair closed when it became dark, but it didn't get dark until about 10:45 at night, and they didn't need electric lights. I asked the board members why they had never adopted the American way of entertaining people who came to the fair and they said they considered it too much of a financial risk and that people who came to their fair were more interested in the agricultural society, developing agriculture and live stock than in being entertained. The society gets a large grant from the government which helps it to carry on, but I think they could improve the fair wonderfully by having two permanent grounds, say, one at Edinburgh on the West Coast and one at Glasgow on the East Coast. One thing that came to me was that the great majority came to the fair on railroads and many special trains were run each day from different sections. I liked the people, their manners and customs, the cities and country life in Scotland, and I am sure Americans going there will find more welcome, be more at home and happier than in any other country we visited.

### Horse-Pulling Meet Is Set

BELLEFONTAINE, O., March 5.—Secretary Ray Hennessy announced that annual meeting and banquet will be held in K. of C. Hall here on night of March 9 of the Horse-Pulling Association of Ohio, which has contests scheduled this year in Greenville, Tiffin, Lancaster, Marion, Van Wert, Montpelier, Wapakoneta, Columbus and Norwalk, O., and Goshen, Ind. World's championship will be sponsored in Troy, O., where similar events were staged the past three years.

### TEXAS W. F. PLANS

(Continued from page 40)  
been set aside for participation in the New York fair. He will name a committee to survey Texas resources for material for the exhibits. Mr. Byrnes said the New York management had set aside large space for a Texas exhibit, altho the Texas commission had not yet posted a guarantee.

Cullen F. Thomas, named a member of the New York World's Fair body last week by President Grover A. Whalen, was United States commissioner-general for the 1937 Pan-American Exposition and 1938 Texas Centennial Exposition here by appointment of President Roosevelt and also was president of Texas Centennial Commission, which planned the all-State celebrations.

### ANNUALS IN IOWA

(Continued from page 40)  
fairs, which attracted 32,036 exhibitors, including 10,588 competitors in live-stock departments. Largest entries were in cattle, 12,583 being shown; swine, 13,318; poultry, 10,643.

### Aid Important Factor

Admissions at outside gates and grand stands showed substantial gains over 1936. Attendance at the 79 fairs was nearly 90,000 greater than in 1936, climbing to 1,308,015. Total paid admissions were 47,000 above the previous year, amounting to 969,407. Day admissions totaled 228,753 as against 222,468 in 1936, and night grand-stand admissions were 236,768 compared with 205,235 in 1936.

State and county aid were important factors in maintaining many fairs on a successful basis. State aid due the 79 fairs totaled \$126,883.55 and county aid amounted to \$82,314.25. State appropriation for State aid to county and district fairs amounts to \$126,000 per year for this biennial period. Therefore, it will be necessary to provide this sum, reducing the amount to be paid in 1937 \$883.55. This represents \$19,650.15 more county aid than was received in the preceding year. Further support of many fairs by their individual counties is indicated by the report that 1938 county aid is expected to reach \$96,654.

### UNDER THE MARQUEE—

(Continued from page 36)

expects to use cathedral chimneys, tumpies, etc.

WALTER JENNIE found his seal, Buddy, sealed in a cake of ice in its tank morning of February 23. During the night temperature dropped below zero. With the aid of Mike Pyne, Buck Desmond, a block and tackle and several bow torches Buddy was finally freed and suffered no ill effects. The act was at Colonial Theater, Detroit.

MAURICE K. KARP, with Walter L. Main Circus last year, is practicing law in Detroit. States that he will be happy to be of service to any circus playing Michigan territory. His brother, Nate Leon, also with the Main Show, is at present in Detroit, lining up national ads.

RITA PREISSLER has succeeded Ruth Bertha as secretary to Leo Abernathy, president of the Billers' Alliance, Pittsburgh. Several weeks ago Miss Bertha informed Prexy Leo she wanted to quit. Reason—last June she eloped to Wellsburg, W. Va., and married Robert Powers, Pittsburgh scholastic basketball coach.

ORRIN DAVENPORT'S CIRCUS will be at New Armory, Rockford, Ill., middle of month under Shrine. Among acts will be Davenport riders, Magyar troupe, a Concello flying turn, Torelli's dogs and ponies and Hagenbeck-Wallace elephants. Irene Ledgett will work bulls and Fred will be announcer.

WORD comes from Marianna, Fla., that the widow and children of the late Ernest Haag will carry on his fame in an even larger, Mighty Haag Circus. The "Mighty" is a tradition in many States and the manner in which the show has been continued has proved gratifying to the legion of friends of its beloved founder.

STUART ROBERTS cards: "Roberts Trio, horizontal bars, worked Minneapolis Shrine Circus. Acts listed were the Machodon and Smiletta Brothers. This was one act (not two), while mine was the other. Machodon's rigging fell at opening show but no one seriously hurt. All three boys (Machodon, Smiletta, Kent) were able to continue. Cable parted while they were doing finish of swings on separate bars."

SOME circuses are going to have a hard time doing any repeat business in 1938 because they fooled the public. The late Al C. Field, the minstrel and a former circus clown, lived to see his attraction one of the greatest sure-fire draws in the theatrical business. A sellout everywhere. He tried to see how much and not how little he could give. He didn't cheat. Every year the show was really bigger and better. Not a good show one year and a cheap one the next to cash in on some easy money.

PAUL DELANEY, butcher, last season with Hagenbeck-Wallace Circus, underwent an appendix operation February 25 in St. Vincent's Hospital, Cleveland, and is reported slowly improving. He was stricken a day before opening of Cleveland Ghetto Circus after he had reported to Nick Carter, who handled concessions there. Performers and others identified with the Cleveland show contributed \$300 to a fund for operation and hospitalization, according to Carter.

EVERETT BLANSHAN, of Kingston, N. Y., writes: "With passing of local fairgrounds from private ownership to the city, it leaves circuses without a lot in city. It will be necessary for them to show just outside of limits, altho within 10 minutes' walk from old lot. There is a 12-acre lot in town of Uster where carnivals play. Should an circus plan showing here, it would be well for advance men to get in touch with me. Always willing to help my tent-show friends."

THE FOLLOWING paragraph, in part, appeared in The Chicago Daily Tribune February 22: "The only privately owned street in Chicago is Robbins terrace, a short, no-thorough-avenue, running between Clarendon avenue and Marine drive at 4300 North. There are three houses on the street, all owned by members of the Robbins family. Mrs. Nett W. Robbins, who died some years ago, was the widow of a circus man who had settled on the north shore when Eugene Field's house at Clarendon and Kenesaw was almost the only residence in the vicinity. A daughter of Mrs. Robbins, Mrs. China Robbins Logeman, occupies one of the three houses and her children the other two."

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**THIS WEEK AND EVERY WEEK**

# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

**ENTRIES** and room reservations are arriving at Sefferino's Rollerdom, Cincinnati, daily for the national amateur speed championships on April 2 and 3. Chicago Roller Skate Company has donated a cup for winner of the mile and *The Billboard* has presented a trophy for winner of the five-mile event. Indications are this will be the best attended amateur meet ever held. Since the meeting of the Roller Skating Rink Operators' Association of the United States in Cincinnati in December many have joined who have signified their intention of attending. An attractive souvenir program is in the making. Rollerdom floor will be refinished for the races and record time is expected. Many are coming to witness varied dance steps to be demonstrated by teams from all over the nation.

**DUO SPINNERS**, Woodie and Betty, appeared in Mealey Ballroom, Allentown, Pa., on February 22.

**MILLS' SKATELAND**, Geneva, O., recently leased from Walter L. Main, will be remodeled and enlarged, giving floor space 60 by 120 feet, reports L. G. Stone.

**FORMERLY** in the carnival field, Eddie Adams and brother, he reports, are building a large roller skating rink in Los Angeles.

**AFTER** closing at Leon and Eddie's, New York, to join Mae West's show in the Palace Theater, Chicago, Juanita and Her Girl Roller Skating Champions report that after closing of the tour they will sail for Rio de Janeiro, act being booked by the William Morris office.

**ROCKAWAY ARENA**, Edgemere, L. I., N. Y., under management of Seidman Bros., has installed a modern organ in an improvement program. Dancing on roller skates appears to be going over bigger than any other feature undertaken.

**MRS. YVONNE LATOURETTE**, from Mrs. Jeffries' Imperial Roller Rink, Portland, Ore., a visitor in Chicago recently, visited several rinks, as well as other points of interest. She is on a tour that will cover rinks in New York, Washington, Baltimore, New Orleans and Los Angeles.

**THREE ACES**, amateur roller skaters, who were a feature of Chicago's Madison Gardens anniversary party, are James Tabors, Jack Botterman and Juanita Williams. Their skating attracted much attention from skaters and spectators and it appeared that they are ready for a professional career.

**LEON VOLTERRA**, operator of Luna Park, Paris, opened an elaborately equipped roller-skating rink in a big

building adjoining the park on February 18. New type of three-wheel rubber-tired skates are used. Exhibitions and hockey alternate with sessions twice daily.

**LYONHURST ROLLERWAY**, Marlboro, Mass., which opened on March 2 under management of Daniel McNeice, has been refurbished and equipped with an electric organ. Sessions are held seven nights weekly with matinees on Sunday. Waltz classes will be held every Monday with Dr. Ernest Houde at the organ.

**DURING** a recent visit to the Chicago Roller Skate Company's plant, Harry Cobb, who successfully operates Lake Renwick Roller Rink near Plainfield, Ill., said he makes it a practice to clip the Rinks and Skaters pages from *The Billboard* and post them on the bulletin board in his rink. This has created great interest among patrons.

**ILLINOIS** amateur roller-skating championship races will be held on March 14-20 under RSROA amateur rules in Armory Rink, Chicago, first four winners of the three classes to be given medals. Those winning first and second places in Class A will be given free trips to Cincinnati and return for the national amateur speed championships. Skater winning first place also will receive a silver cup for Illinois State championship.

**PLAYLAND ROLLER RINK**, South Bend, Ind., inaugurated beginners' matinees on Wednesdays and waltz nights, under direction of Eddie Robbins, on Thursdays, reports Al Walsh. Saturday is gift night. Among recent visitors were Mr. and Mrs. O. D. Bryant and club members of Dowagiac (Mich.) Roller Rink; Mr. and Mrs. Tyler, owners of Goshen (Ind.) Rink; and Leo Jordan, owner of Central Boat Docks Rink, Benton Harbor, Mich.

**A SKATER** 20 years, D. D. O'Rourke, floor manager of Edward A. Kickham's Mission Beach (Calif.) Roller Rink, figures he has rolled out at least 129,320 miles. He estimates he has skated an average of four hours a day on 6,466 days of five-miles-an-hour traveling. He also estimates, according to an item in a San Diego newspaper, that even on a floor as large as that of Mission Beach Rink he would have had to circle the arena 1,681,160 times to make the 129,320 miles.

**AFTER** several weeks of racing, city roller champions in three divisions were named in Canton, O., competition sponsored by Jack Dalton Rink. Don Rose won men's Class A title with 37 points; Bob Cochran, 34; Al Ross, 28; John Adams, 16. Rose won the two-mile final in 8:40.4. Taking the final in 8:15.2 Wanda Vogt won the women's title with 38 points; Marvella Wheeler, 34; Florence Vogt, 22. Martin Kirsch led Class B men with 52, winning the two-mile in 7:17; Bob Petres, 25; Joe Gerber, 21; Fred Krach, 15. Free-for-all was won by Eugene Gibbs.

**ENTRY** blanks for the 1938 amateur roller championship meet for Michigan were distributed last week by Manager Fred Martin, Arena Gardens Rink, Detroit, where the event will be held on March 15-18, sanctioned by the Roller Skating Rink Operators' Association of the United States. Program will include specialty events nightly as well as races. All competitions, except skate dance, are open to members in good standing of all roller skate clubs in Michigan, registered with the RSROA. Skaters not affiliated must pay an entry fee. Skate dance contest is open to winners and runners-up of their own contests only and five dances must be skated.

**AVERAGE** weekly attendance in Riverview Roller Rink, Milwaukee, John P. Baumann, owner-manager, is now 6,000, reports William G. Christianson Jr., manager of Royal Rollers (Rusty, Lucky and Dusty), who have been playing club dates in that city. Situated on the Milwaukee River, the combination indoor and outdoor rink has 35,000 feet for winter skating and three glass chandeliers with changing colors effectively light the rink. In summer skaters pass without interruption to the 15,000-foot outdoor lantern-lit rink. Matinees are held on Saturdays and Sundays and beginners' classes weekly. Emil Corda has been organist during five of the rink's eight years of operation. Sessions are held six nights weekly.

**MADISON GARDENS RINK**, Chicago, celebrated its 30th anniversary on March

1. John C. McCormick, president and owner, assisted by Jack Schulten, manager, and 30 employees, handled 1,600 skaters from 7:30 p.m., when doors opened, until 8:45 p.m. Line started to form before doors opened and there was skating until midnight. Rink was decorated with floral displays sent by friends and business associates. There were special events, including exhibition by Three Aces, clever amateurs, and tug-of-war and pillow fight on gym horses. There were more than 800 pairs of privately owned skates on the floor. Feature skaters received Madison Gardens souvenir skate pins. Dan White, who has been with the rink 30 years, was in charge of the skate room and had seven skate boys working. Many oldtimers sat in the gallery.

## GARDEN CLOSED

(Continued from page 34)

press agents eligible for membership will, of course, be forced to join T.M.A.T. Other circus employees are members of AFL affiliates thru the American Federation of Actors and American Federation of Musicians.

Garden box-office employees went on strike March 1 and were augmented following day by a sympathy walkout of 25 special officers and porters, members of the building service employees' union. Settlement was reached with Colonel John Reed Kilpatrick, president of the Garden, on Wednesday, and negotiations are now in progress for wage scale, hours and other conditions.

### Kelley Radio Man

**SARASOTA, Fla., March 5.**—F. Beverly Kelley has been appointed radio man with Ringling-Barnum Circus.

Representatives of the Carry-Air Corporation, which has contracted to construct an air-conditioned cage for Gargantua the Great, gorilla, a feature of Ringling-Barnum Circus, were here last week conferring with George Smith and John R. North on details of big glassed-in cage.

Howard Y. Bary was here last Sunday for a brief conference with Mr. North and then returned to Peru.

Reiffenach Troupe left last week for the Barnes quarters.

Lady, a walking tiger, which can be led about on a leash, arrived last week and has been placed in menagerie. Animal is expected to appear in the spec. Four macaws, recent additions to the bird home, have been placed on display on outdoor perches.

### More Liens Filed

**TAMPA, Fla., March 5.**—Additional income tax liens totaling more than \$250,000 were filed in Federal Court February 21 against the estates of Charles and John Ringling on behalf of the Federal Internal Revenue Bureau.

Lien against estate of the former was for \$119,979 and covered period from 1923 thru 1925. Lien against estate of latter was for \$141,347 and covered same period.

### Completing Transaction

By DOC WADDELL

Again the show colony at Chillicothe, O., and showfolk from surrounding towns held remembrance service for another old school circus man, George Atkinson, in parsonage of the writer. At time of passing of Atkinson's buddy, Owen A. Brady, word of his death came too late for special memorial service and

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so the Atkinson remembrance was made a double-memory ceremony.

The human life of George Atkinson is set free. The old warrior of the big tops away forever from the flesh and raptures of "the lots" and world. He laid down mortal attire in the night in that paradise of earth, a glory and god-send to so many grizzled, worn-down showfolk—the Elks' National Home, amid the hills of Bedford, Va.

This promised memory tribute I voice for him applies to and is also for Atkinson's buddy at Bedford, Owen A. Brady. The two were Knight Errant friends to you and to me. Brady, it seems, left this vale of joys and tears to be at heaven's portals to meet and escort therein his boom pal, George Atkinson.

In passing I mention my other two favorites at the Bedford home remaining to carry on the rest of the way the good name of showfolk: Beloved Dave Ramage who, in his active days, was leader of dramatic and musical comedy tent and theater showmen, and Blessed Fred Leslie, the high-class old school jester of clown alley, who made the world laugh.

### WHY PREJUDICE

(Continued from page 37)

whether they be with a carnival, a circus, a Wild West, a medicine or a tent show?

In this connection I would like to cite an incident that comes to mind. When I was a young boy there was a preacher in Peru, Ind. (he still lives in Northern Indiana), who served at more funerals than any other man in that part of the country. He became noted for his eulogies. One day an eccentric old character, who had drifted into Peru years before, died. He had eked out a living by cleaning cuspidors in saloons, of which Peru had plenty. He was a typical barroom loafer. The saloon owners and sporting element took up a collection for the burial of the old gent and almost everyone in town offered odds that the preacher would be stumped—that he could not say one good word for the old gent. But all were wrong. After reading the burial service the preacher closed the book and said: "Friends, we are gathered here to pay our last respects to Old Ned. He had his place here on earth the same as all of us and I can say this about him: He was about the best whistler, I believe, that I ever heard."

So when outdoor show people start talking about each other and their lines of work they should think of this preacher's kind words for the old gent. Say something good about your outdoor brother if you say anything at all. Even if he be only a good whistler.



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MRS. C. W. PARKER, wife of the late noted showman and riding device maker of Leavenworth, Kan. Mrs. Parker is the historian of and fondly called the "mother" of the Ladies' Auxiliary of the Heart of America Showmen's Club, Kansas City. She, with her two daughters, Gertrude Parker Allen and Lucille Parker Hemingway, has been active on behalf of the auxiliary ever since it was organized 18 years ago.

## Great Sutton Shows Sold To Castle and Martone

OSCEOLA, Ark., March 5.—Frank M. Sutton, who has been operating the Great Sutton Shows for 30 years, with headquarters in this city, announced here March 1 that he had sold for cash all the shows' equipment to John R. Castle and Tony Martone, of Kansas City.

In commenting on the sale, Sutton said to a reporter for *The Billboard*: "Castle & Martone bought all the equipment, everything but the title of the Great Sutton Shows. The deal was for cash, and I believe this was the first time in history that a carnival was so

disposed of. They will ship the properties to Kansas City, Mo."

As to his future activities Sutton continued with the statement that he would go on with the operation of his tourist camp and night club in Osceola and that later on he would put out the largest one-night minstrel show that was ever under canvas.

Sutton, however, declined to speak on behalf of John R. Castle or Tony Martone as to what disposition they would make of the properties now being assembled for shipment.

## Line o' Two of News

NEW YORK, March 5.—Irving Udowitz, concessioner with Sam Lawrence Shows this year, departed yesterday for Waycross, Ga., to begin preparation for opening. Before leaving he reported that his wife would accompany him, having recovered from illness that confined her to a New York hospital recently.

PORTLAND, Me., March 5.—A. S. Perham has again been awarded midway contract to present Pine Tree State Shows at Northern Maine Fair, Presque Isle.

FORT WORTH, Tex., March 5.—Bill Hames Shows will furnish midway at Fat Stock Show here. Free acts will be presented twice daily, also furnished by Hames.

WOOSTER, O., March 5.—Mr. and Mrs. Harry Suhren, of Sandusky, O., penny arcade operators, visited Mr. and Mrs. J. R. Edwards, of J. R. Edwards Attractions, here this week and booked for season.

ATLANTA, March 5.—Ray McGuire, chief electrician with J. Harry Six Shows

last season, announced here this week that he had been re-engaged in same capacity for this season. McGuire will report at opening stand in Tennessee.

NASHVILLE, Tenn., March 5.—Ray Daley announced here Thursday that he had signed with Oscar Bloom's Gold Medal Shows to operate side show and posing revue for season.

ORLANDO, Fla., March 5.—Robert Mansfield has signed with Endy Bros. Shows to operate Hawaiian and girl revue for season.

ATLANTA, March 5.—Larry S. Hogan, general representative of Rubin & Cherry Exposition, arrived here from Cincinnati yesterday for a staff conference called for by Rubin Gruberg, president of the operating company.

CHEYENNE, Wyo., March 5.—J. A. Schneck, representing the Western States Shows, announced here this week that he signed contracts for Cheyenne Show. (See *LINE O' TWO* on page 54)

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

By STARR DeBELLE

Rhumba, Cuba. Week ended February 26, 1938.

Dear Red Onion: Our arrival in Cuba should convince the entire show world that Ballyhoo Bros. make no idle boasts and really do back up their published statements. For the last three winters the bosses have billed, heralded and advertised the fact that their show would play Pearl of the Antilles. The only thing that they didn't state was when and in what year. The boats arrived in Havana harbor and were immediately unloaded, then reloaded on system flat cars. One hour later the train moved for the interior, virgin territory and sights never before seen.

The Century of Profit Shows were contracted to furnish the midway and American talent for the event billed as the National Rhumba Dance Contest and Cuban Sandwich Festival at Rhumba. This the first event of its kind to be held here. There isn't a doubt in the writer's mind but what the event will be held annually for centuries to come, providing that the Ballyhoo brothers live and operate for that length of time.

The show was set up on the streets where the dance was to be held on the pavement. Owing to the dance being of the marathon, or duration type, everyone had to keep swaying. The rule laid down was, "Start when the music started and to continue until the music stopped." As usual when the show arrives late, the event was changed from six to five days.

Tuesday at 7 p.m. 1,000 lovers of the rhumba dance lined up at the front gate waiting for the pay boxes to open. The opening was held up another hour due to the ticket sellers not being able to locate a washline and a clean shirt. At 8 p.m. 20,000 more patrons joined the crowd begging for admittance. When the show's band started the concert at the gate the crowd took it for granted that it was their cue to start, then the rush was on. They started grinding,

bumping, shaking and twisting up to the boxes and thru the gate. Then to the strains of the Merry-Go-Round organ they wiggled their way to the back end of the lot.

The further back they went the more music they heard, amplifiers, callopes, organs and our minstrel band kept them hot and going. By the time that the local dance orchestra arrived the dancers were two hours ahead of scheduled time.

Before the night was over the 30,000 had danced around the midway not less than 1,000 times. All the money spent was at the front gate. At midnight the night-shift band arrived to keep the marathon hot and continuous. At 8 a.m. Wednesday another orchestra relieved the night shift. Thruout the day the dance-mad mob kept up with the rumble of drums and the blare of cornets. By nightfall the crowd swelled, but the dancers started dropping out. As fast as they fell they were relieved of a quarter and placed on a ride to bring them to. If that didn't revive them, they were again cleaned of a quarter and left there until they did.

By Thursday the rides were doing capacity. The showmen then started dead ballies. They kept their helpers in the crowd to get as many as possible. The sit-down shows placed them on the seats, while the pit showmen just propped them up against the rail. If they were still out for the count after each performance they were again relieved of the price of a ticket. Those that went broke before reviving were laid on the grass of the city park.

By closing time Saturday the entire tip was out both physically and financially. The show enjoyed the biggest week of the season. Pete Ballyhoo said: "We legitimately rolled them for their rolls as per contract." No doubt the office got a roll-down count. The show will soon be "Rolling, Rolling, Over the Bounding Waves" for Mexico.

MAJOR PRIVILEGE.

## Laughlin Entertains Kids; Mystery Out!

MORLEY, Mo., March 5.—Rose Acres, as winter home of West Bros. Shows is known locally, became mecca of hundreds of children Sunday, February 27. It was a beautiful sunny day and several rides had been erected for a final check-up prior to laying them aside to await opening day.

Manager J. W. Laughlin told one of the foremen to give a couple of neighbor kids a ride as he tried out the machines. Word was passed out thru the children's grapevine and here they came, so Laughlin decided he might as well play host right, so all the rides were started up and it was on the house. Needless to say, all, including mine host, had a wonderful time.

The kids around here all vote J. W. Laughlin tops. It only came out Sunday, but the mystery of Mrs. Laughlin's potted plants and his extra boxes of cigars at Christmas time was explained. They were gifts of the school children of the Morley Consolidated School. Reported by Bruce Barham.

## HASC Auxiliary Has Big Party

18th anniversary dinner well attended—Mrs. C. W. Parker toastmistress

KANSAS CITY, March 5.—The 18th annual anniversary dinner of Ladies' Auxiliary of Heart of America Showmen's Club was attended by 34 members. It was a pleasing sight that greeted the ladies when they came into the Crystal Room of the Hotel Phillips Friday, February 25, to the strains of *Hoff, Hoff, the Gang's All Here*, played by Lucille Hansen.

A triangular table was set with red and white dishes and red and white tall tapers set in cellophane holders. At each corner a large bowl was filled with red. (See *HASC AUXILIARY* on page 54)

## Jones Gets Smith's Superba Brass Band

AUGUSTA, Ga., March 5.—William C. Fleming, director-general of Johnny J. Jones Exposition, announced here Monday that he closed contracts with Hugh M. Smith, conductor of Smith's Superba Band of Gastonia, N. C., for appearance of that musical organization with Jones' show for '38 season at both still dates and fairs.

In commenting on announcement (See *JONES GETS* on page 54)



SEÑOR ROY E. LUDINGTON, El Americano-Carnival Hombre, as he looked at Mexicali, Mex., on his recent vacation into the republic south of the Rio Grande River and adjacent international boundaries. Roy E. serves Orville N. Crafts as manager of his big show and is prominent in the affairs of the Pacific Coast Showmen's Association. His hobby is work.

## State Fair Shows Open the Season

El Paso, under auspices, good for week-end—many office rides

EL PASO, Tex., March 5.—State Fair Shows closed their first full week of this season here today under auspices of the Order of Cootties, a Veterans of Foreign Wars side order. Business was good latter part of week.

Show will go to Tucson, Ariz., next week, then take up unannounced route. Part of shows, rides and concessions here played Tucson's annual rodeo date, February 18-22, then returned to El Paso for regular opening.

All rides and fronts have been repainted and several new pieces of equipment added. Workmen are building a new funhouse and transformer wagon.

Show is owned by Mel H. Vaught. Staff: Roy Draper, secretary; Mrs. Mel Vaught, treasurer; Howard Trainer, publicist. (See *STATE FAIR SHOWS* on page 54)

## Scholibro Back With Hennies as P. A.

SHREVEPORT, La., March 5.—Orville W. and Harry W. Hennies announced here yesterday the re-engagement of Joseph E. Scholibro as director of publicity for the Hennies Bros.' Shows for the coming season.

This is the fourth season Scholibro has been connected with these two young progressive showmen, and has been an important factor in the rise of this carnival organization in the amusement world and his 23d year in the show business, having been with the C. A. Wortham interests for six years; Morris (See *SCHOLIBRO BACK* on page 54)

## Detroit Issues Two Carnival Permits

DETROIT, March 5.—Opening of 1938 carnival season was forecast Wednesday with approval of first two carnival permits for this season by the city council. As in past years, all local carnivals are expected to play under auspices. The number of shows in the territory will probably be only slightly under last year's, when something like 10 shows were started here during the winter—on paper at least.

Zeyer Post No. 3202, Veterans of Foreign Wars, got the first permits, for carnival at Casper and Michigan avenues for the month of March to April 3 and for Michigan avenue and Joe street March 19 to April 4.

## Majestic Exposition Set To Open Season

McNEIL, Ark., March 5.—This small town was a fortunate selection for quarters of the Majestic Exposition at the close of the '37 season, as it is safely out of the flood area. All roads in the neighborhood are open and the show is practically in readiness to be moved on the lot in Magnolia, Ark., for the opening stand. The date has been changed to Saturday, March 26, with El Dorado to follow. Both towns are adjacent to the famous Senackover Oil field and a minor oil boom is now in progress in the territory. It looks like a break and if weather permits the season should get away to a good start.

Mrs. Jewell McHendrix returned from Covington, Ky., last week, where she was called a few weeks ago to the death bed

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## MOTOR CITY SHOWS

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**CAPABLE—COUPON—AGENTS**  
 Have exclusive Grand Shows and Wheels with reliable Show. Opens Waycross, Ga., March 26; two Saturdays. Good territory. Also 12 Fairs. Write or visit  
**UDIE UDOWITZ**, care Show, Waycross, Ga.

of her mother. Mr. and Mrs. Perry Madison returned to their home after a short visit, where they will remain until a few days before the opening. Jack Allen, artist, has a few final strokes for the banner lines. H. L. Herbert, mechanic, and Shorty Barber, ride man, are ready to move. Peter Wilson and Manager McHendrix have returned from an extended booking trip. The writer and wife have been here 10 days, first business visit to Southern Arkansas. Reported by Chris M. Smith.

## Fire Destroys Some Bockus Show Prop

LYNN, Mass., March 5.—Fire of unknown origin completely destroyed the buildings at Turbeville, S. C., where some show property of Curtis L. Bockus was stored for the winter.

No rides were involved, as A. W. Sears on the closing of the season December 18 shipped his rides to his home at Manchester, N. H., and Harry Winters took his rides into Florida. Losses included Athletic, Minstrel, Slide Show, Bob White's girl show, marquee, side wall, electrical equipment, show fronts, ticket boxes, banners and office supplies. Loss about \$4,000.

It was planned to ship this property to Beaver Falls, Pa., to quarters of Winters Exposition Shows next week. Now new canvas will be ordered and work on new fronts will be started at once. Reported by Curtis L. Bockus.

## First Benefit for NSA Presented by Art Lewis

SARASOTA, Fla., March 5.—Climaxing several preliminary weekly gatherings staged by entertainment committee for National Showmen's Association Cemetery Fund drive, a grand ball and floor show was staged at American Legion Coliseum, Washington's Birthday night, which started at midnight and lasted until several hours of morning.

Over 500 were in attendance, including a representation from Ringling-Barnum Circus, and from various fair associations in Florida.

Program started with following: Sunshine and Company, clever comedy skit; Al Rogers and chorus boys, imitations of Mahatma Gandhi in dances of India; Max Saunders, feats of strength; Herb and Babe Acosta, presenting Hawaiian songs and dances; Darlene Vaughn, eccentric dancer; Alynne Potter Morency, songs; Billy King, magic; Mr. and Mrs. Richard Jackson, clever shooting exhibition. Final act, headed by Chairman Joseph Decker, was a bevy of ladies of show, magnificently gowned, spelling out title Art Lewis Shows!

Smiling Jack Kearns acted as emcee and music was furnished by Ike Norman's Syncoaters.

Art Lewis flew down from New York to be in attendance and outlined to those present in a very able manner purposes of National Showmen's Association, and thru his efforts helped swell fund already started. Another drive will be staged this fall. Reported by P. Percy Morency.

## O. C. Buck Buys Skooter From James E. Strates

RICHMOND HILL, N. Y., March 5.—A Skooter will be added to ride midway of O. C. Buck Shows this season. Deal was recently consummated by which Buck bought a Skooter from James E. Strates, of Strates Shows. It is understood Dinty Moore, well-known digger and Skooter operator, will build a new de luxe ride for Strates.

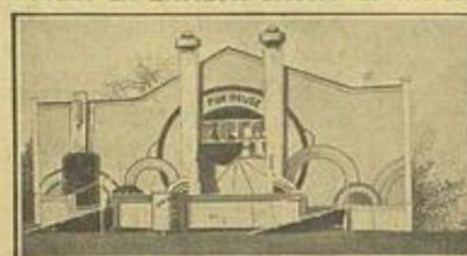
Buck placed order for new top for the ride last week and machine will be shipped to opening stand of the show rather than to quarters. With this addition Buck Shows have all the new rides, including the Octopus and Ride-o.

## Spokane City Council Waives Carnival License

SPOKANE, Wash., March 5.—Veterans of Foreign Wars, John R. Monaghan Post, has won city council permission to stage a carnival here in May without payment of the usual license fee. American United Shows will stage the event. The fee was waived when it was explained proceeds would go for benevolent purposes.

## New Ride-Funhouse "RO-LO"

Made an Enviably Record at the Recent Tampa Fair



STREAMLINED CARROUSELS and KIDDIE AUTO RIDES

The Perfect Device for every Midway, Park, Wagon, Truck or Gilly Shows. Positively operates with two people ordinary business, three people during rush periods. Loads on one large wagon or trailer. Erects with four men in four hours—down in half the time. Without question has the strongest public appeal and most beautiful front of any Fun House yet produced—big repeats—certain to be most popular for years. Indirect illumination—all new features.

**ALLAN HERSHELL CO., Inc.**  
 North Tonawanda, N. Y.

**NEW 8-CAR WHIP**  
 A Riot of Colors and Chromium. Beautiful Streamlined Cars. A persistent money-getting Ride. Exported to All Countries.  
**W. F. MANGELS CO., Coney Island, New York**

**CONTINUED POPULARITY ON ALL MIDWAYS**  
 The Time-Tested  
**TILT-A-WHIRL**  
 Flashy - Reliable - Money Getter  
 For Particulars, Price and Terms Write  
**SELLNER MANUFACTURING CO., Inc. Faribault, Minn.**

**UNITED STATES TENT**  
**S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.**  
 CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST.  
 Send for Used Tent List.  
**LEADERS FOR OVER 40 YEARS.**  
 701 North Sangamon Street, Chicago, Ill.

## HI-DE-HO FUN HOUSE and RIDE COMBINED



Will be featured on the Bill Hames Shows at Fort Worth, Texas, Fat Stock Show.

Newly designed modernistic front and entrance features have been incorporated, with indirect illumination.

The Funhouse that will pay you consistent dividends.  
**SPILLMAN ENG. CORP., NORTH TONAWANDA, N. Y.**  
 WORLD'S LARGEST BUILDERS OF AMUSEMENT RIDES

**BOOMERANG**  
 THE NEW SENSATIONAL RIDE  
 ENDORSED BY THE LEADING RIDE OWNERS OF AMERICA  
**BOOMERANG MFG. CORP.**  
 HARRY WITT, Sales Mgr.  
 140 13th St., Brooklyn, N. Y.

## GOLD MEDAL SHOWS

CAN PLACE FOR SEASON 1938, OPENING IN NASHVILLE, TENNESSEE, THURSDAY, MARCH 31ST.  
**SENSATIONAL TREE ACTS**—State what you do and lowest salary, first letter.  
**GRIND SHOWS**—Especially want to hear from Junglerland, Freak Animal, Crime, Illusion and Mechanical Shows. Will furnish tops to capable showmen.  
**WANT MANAGER WITH UNIT for Girl Revue.** We have beautiful outfit.  
**MUSICIANS and CHORUS GIRLS for MINSTREL SHOW**—Salary from office.  
**LONG RANGE GALLERY, CONCESSIONS**—Legitimate 10-Cent Stock Concessions of all kinds. **USEFUL SHOW PEOPLE**, in all lines. WRITE  
**OSCAR BLOOM, P. O. Box 148, Nashville, Tenn.**

**RAY DALEY** wants for SIDE SHOW: Bonafide Freaks, Acts and Strong Annex Attraction. Also Attractive Girls for Beautiful Posing Show. People with me last season write.



Cramer, who will handle the side show, as an annex attraction."

**WORKING FOR TRANSFER**—Pat Ryan cards from Tyler, Tex.: "Working for a transfer and real estate firm here. Will again be with Alton Pierson on Sol's Liberty Shows, making third season with Pierson and eighth with Sol's. Was thinking of Ernest Dellabate. Weather is getting hot here."

**HE'S HAPPY**—Happy Atwood letters from Elwood, Ind.: "Still manager of Prince Shandra, mystery man. Will open with my concessions as soon as the sun begins to shine on both sides of the streets. Mr. and Mrs. C. C. Groschwitz and Mr. and Mrs. Johnny Britt stopped over in Indianapolis en route from Miami to Detroit."

**AD WAS PRODUCTIVE**: Jack N. Nation cards from Dayton, O.: "Last two ads in *The Billboard* for side-show attractions were most productive. Had 120 replies. Booked Elsie Von Writter, Germany's double-bodied girl, for annex, and Robert Huddleston, freak 'pony boy'. Have plenty of other acts contracted and am all set for a grand opening."

**MIDGET HORSE BOOKED**: R. J. Calhoun letters from Houston: "Came over from Florida to exhibit Little Pal, midget horse, with Bill Hames Shows here and at Fort Worth, Tex. Thanks to *The Billboard*, I made some very good contacts last year. Met Ben Williams in Florida and booked with him for his Maine fairs and Canadian exhibitions starting in July."

**HE BOUGHT A DATE BOOK**—Roy Willitt letters from Long Beach, Calif.: Max Wasserman, of the Excel Novelty Company, spent two weeks on the Pacific Coast buying goods for his trade. He visited Mrs. Willett and myself. We operate bingo games in the Middle West. Will have other concessions this season, including a bird show. Be here until our season starts May 1."

**ROSTERS OF SHOWS**—Rosters of all carnivals should be sent in the same week the season opens and not after the season closes. Send in rosters of shows the week you open the season this year. Many thanks for prompt attention to this, managers, press agents and show-letter writers. Show people like to know with what carnival their friends opened the season.

**PULL WITH THE RIGHT LINES**: A mule cannot pull while he is kicking and he cannot kick while he is pulling—neither can you! Taken from a blotter issued by George T. Hewitt.

**LIKES WORK**—Vogel Crawford, of Aerial Crawfords, recently lettered from Jackson, Tenn.: "While here in Zimdars' quarters we talked a lot with Charles Seip and went over old times. Walter B. Fox booked us last fall with Wallace Bros' Shows. Enjoyed the six weeks' stay over there very much. Then joined Zimdars Shows and finished the season."



**EARL BRUCE BARHAM JR.**, 7, son of Bruce Barham, assistant manager West Bros' Shows. The young man was reared on carnivals. He is attending school at Morley, Mo., now in second grade and a leader in his classes. He is shown here in his replica in the lobby of the Reid Hotel, Kansas City, during the Heart of America Showmen's Club convention held during the holidays. Photo by Floyd Newell, of the Mighty Shensley Midway.



**AL C. GRILL** and William Jenkins Hewitt are shown here as of March 3, 1933, in the patio of the Royal Hotel, Caracas, Venezuela, when on a South American tour with Witt Bros., Coney Island. Grill started in show business in 1913 with Tiger Bill's Circus, a mud show, and since has been with Nat Reisz, Jarvis & Seaman, Harry W. Wright, Lew Hoffmann, H. W. Campbell, C. W. Parker, World at Home, Smith Greater, J. F. Murphy, DeKreko Bros., J. George Loos, Doc Stugart, Texas Kid, K. G. Berkoot, Archie S. Clark and other shows. He managed *Art Lesco's Shows* for five years and was general representative of O. C. Buck Shows two seasons. This season he is taking out a show under his own name. Dayton, O., is his home town.

As to last season we missed only about three days' work."

**NEW LETTERHEAD**: Blue Ribbon Shows' new letterhead for 1938 is most attractive, blue ink on white paper with a cut of an American eagle with wings spread and holding in its claws a blue ribbon on which the shows' title is printed. Left top is worded, Mrs. L. E. Roth, secretary-treasurer, and right, L. E. Roth, manager. No other wording appears on the sheet. L. E. pens: "Expect to see Red Onion on Our Midway soon."

**GETS A GENERAL AGENT**: Oscar Bloom, general manager Bloom's Gold Medal Shows, letters from Nashville, Tenn.: "Obtained H. B. Shive as my general representative. He has had many years' experience booking road shows, circuses and carnivals. He will handle the advance and will have under his direction one special agent, billposter and lithographer with bill car, sound truck and press agent."

**HE IS A BONE CRUSHER**: L. G. Skeene cards from St. Louis: "Am manager of the Athletic Arena on the Greater Exposition Shows. This season we go in for the new style of Hindu wrestling and will meet all comers in a mud arena. As a special Saturday night feature will match four wrestlers in a mud-filled ring, all wrestling at one and the same time. This idea will be carried out with newspaper co-operation."

**STILL EATING**: John Alexander Politts, Carl Holt, Harry E. Dixon, Evelynne Terry, Ferris Taylor and Bob Sanders recently dined at the Riviera, San Francisco, and notified Our Midway thru a souvenir menu. Such food as a special steak for \$4.75 and a frozen rainbow are served. This place features Nevada-fed beef. So the State of Nevada is now used to feed cattle with. Who would have thought it!

**KIDDIES BAND BOOKED**: H. B. Page, manager Page Kiddies Band, letters from Birmingham: "Last season with L. J. Heth Shows. Wintered here, doing advertising for a bottling company. Recently made a business trip and while away visited Blue Ribbon Shows' quarters, Phenix City, Ala., and signed with them for the season. The Roths have things humming in that city getting ready to open."

**DOLLARS, NOT PENNIES**: Starr DeBelle will not put on his \$1 pitch this season owing to the scarcity of those hard round timoleons. Starr thinks that a \$1 pitch would be far better than a jingle board. Sounds good.

**WENT TO FATHER**—Charles M. Ruby letters from Jonesboro, Ind.: "Started with K. G. Barkoot in 1919. Past two

seasons was front man for Mrs. C. E. Sherman (Madam Zelma) on Dodson's World's Fair Shows." Was called home from Texas February 4 on account of the illness of my father, 84. As his condition is favorable I hope to again be on Dodson's midway when the season opens."

**TO HAVE STOCK CONCESSION**: Pount Duston Jr. letters from Ardmore, Okla.: "Will open with a concession on Hyde Park Shows here, then to Exposition and Pat Stock Show, Fort Worth, Tex., and will then rejoin Hyde Park. Last season with Lloyd Amusement Company. Played schools, and theaters this winter with mental and magic acts, assisted by Yvonne Hughes, also of Ardmore. *The Billboard* copies are in great demand around these parts."

**TOUGH CONTRACT TO LAND**: Bob Hallock, general agent Al G. Hodge Shows, letters from Indianapolis: "Sahara Grotto was a tough contract to land. L. S. Hogan, general agent Rubin & Cherry Exposition, was here. Got started late on my bookings for W. M. Tucker, but am getting along all right. On account of conditions this year, an agent has to be careful where he books. The Sahara Grotto event will run for two weeks in different locations."

**Doc Hall's Letter From Los Angeles Kinder Sparkles**

**DISCOVERED CALIFORNIA**—He writes: "Have received several letters from friends east, some from my old home in Indiana and all ask why I stay in California every winter. The answer is that when it is around 80 almost every day in the winter why go east and fight the cold, rain and snow. I used to go home before I discovered California."

A float in the Pasadena Rose Tournament parade with a Merry-Go-Round on it won first prize against 150 others. This is putting carnivals and rides to the front and the parade was witnessed by the largest crowd ever.

Was talking to John R. Castle recently and he said that he had been reading a book titled *The Maxims of Methusalem*. He said, however, that this man Methusalem showed his ignorance by attempting to have learned something about women in a mere 969 years.

Then Frank Babcock cut in with that he knew where the sun shined for 24 hours continuously and the place was on the dome near Dawson, Alaska. To this Steve Henry wanted to know who in the 'ell wants to go there. Babcock was in Dawson during the Gold Rush days with a photo gallery. Now he has a carnival that plays lots and celebrations around Los Angeles and also three hotels in the city.

Only about 15 carnivals wintered around here and nearly all of them made changes in their official staffs. O. H. Hilderbrand, owner of Hilderbrand's United Shows, said he had three agents and one he called his sneak agent. Whatever this agent's duties are seems to be a question. C. F. (Doc) Zeiger stated that after a man gets his show set for the route and everything started and seemingly okeh with the route ahead clear that someone will jump a carnival out of some backyard and will be right in front of him.

John Miller and I started to heat up Steve Henry after he had made a talk about *The Billboard*. He sure did put up plenty of paper for *The Billboard*. Steve started to heat up, but someone had to laugh and Steve woke up to the fact that we had lit the torch. I wish *The Billboard* continued success.

**WANTS TO WIN GOLD CARD**—Samuel Gluskin, agent Royal American Shows, wrote from Tampa, Fla.: "Am in the race of the membership drive of the Showmen's League of America and want all the other competitors to know that I'm in the race. All showfolk who

visited or wintered here looked well, which indicates that they were doing well. Royal American is coming out more beautiful, bigger and greater than ever. Kindest wishes to *The Billboard*."

**THINKS PUBLICITY** in *The Billboard* is good for carnivals: L. Clifton Kelley lettered from Fort Smith, Ark.: "As general agent for the Goodman Wonder Show I could stand a little publicity in this connection and think the show could, too. Milton M. Morris, general manager, is in quarters at Little Rock. Max Goodman left Miami for New York. He will then go to Chicago and from there to quarters, where Grant Chandler is in charge."

**FAILED TO COPYRIGHT**: "Judging by the chatter of present-day politicians, we are left to believe that Thomas Jefferson, founder of the Democratic Party, failed to have the original platform copyrighted.—Leon Hewitt."

**PLAYS LAREDO**—Glen Tiny Weston cards from San Antonio: "Played date in Laredo with cigaret gallery. Next stop is stock show, Fort Worth, to make candy floss."

**BUSY IN PORTLAND**—A. S. Perham, of Pine Tree State Shows, is kept busy at his quarters near Portland, Me., and on road in interest of his attractions.

**PLAYS RETURN DATES**—J. A. Schneck lettered from Salt Lake City: "Booked Southwestern District Free Fair, Dodge City, Kan. Played there in 1933-35-37. Also booked Colorado State Fair, Pueblo, Colo. Played it in 1935-37. While a lot of 'yuse fellers' were having a good time in Chicago and Kansas City I was in the wilds booking, as I cannot make any money around those cities. Staff of Western States Shows is Jack Ruback."

**EVANS MONEY MAKERS**  
Make your Concession the LIVE SPOT!  
Rely on EVANS' 48 Years' Experience for the Latest and Best  
Amusement Equipment.

**PADDLE WHEELS OF ALL KINDS \$7.50**  
Long Range Shooting Galleries and Supplies for all states. Wheels of every type. Everything for the Midway.

**FREE CATALOG**  
H. C. EVANS & CO.  
1522-28 W. Adams St., CHICAGO

**MAKE \$50.00 A DAY—CANDY FLOSS**

Now is the time to get your Candy Floss Machine—the biggest money-maker of all times. \$5.00 worth of sugar makes \$100.00 worth of Candy Floss. We make only the original guaranteed machines. Write to ELECTRIC CANDY FLOSS MACHINE CO., 202 12th Ave. S., Nashville, Tenn.

**OCTOPUS**  
"World's Newest Ride Sensation"  
LOADS ON ONE SEMI-TRAILER—UNEQUALLED FOR PERFORMANCE AND PROFIT.  
"This Ride has been our TOP RIDE every week, practically all season, except in the South, where the Twin Wheels Top the Midway."  
**BANTLY'S ALL-AMERICAN SHOWS**  
STILL SELLING THE "LOOP-O-PLANE," World's Greatest Thrill Ride.  
**EYERLY AIRCRAFT CORP., Salem, Oregon**  
ABNER K. KLINE, Factory Rep., LUSSE BROS., LTD., Blackpool, England, European Suppliers.

general manager; A. B. Wright, publicity director, and J. A. Schneck, general representative."

**WILLIAM F. (BUD) HEFLEY**, in prison at Menard, Ill., expects to be called before the early-April session of the State Board of Pardons and Paroles, Springfield, Ill., and says he is in need of letters of recommendation. He has no relatives and unless friends furnish the board with information about his conduct and work record, he will probably have to remain in prison for several years. He would appreciate letters from friends to Box 711, Menard, Ill. (Reg. No. 13780).

**SAW CHANGES IN FLORIDA:** Frank LaBarr letters from Miami: "Been here since November 1. First visit to Florida in 15 years. Many changes have taken place in this city. It has been built up so I hardly knew the place. It is rightfully named the showmen's playground. Met many show friends I had not seen in years. Leaving soon for Norfolk, Va., to go with West's World Wonder Shows again, making my sixth year. Will handle *The Billboard* and mail. Have had a wonderful time this winter."

**GREAT SQUAWK SHOWS** are not going out this season, neither are the habitual squawkers going to stay long on any one show. The business is getting better and owners and managers have no time to wrangle over trivial matters. Moral: Sign up right and then stick with it.

**WINTERED ON A FARM**—Clifford S. Kern letters from Jacksonville, Ark.: "Booked fat show with Max Linderman for World of Mirth Shows. Spent winter

here on our farm. Mr. and Mrs. Alex Granick are with us. He was electrician with Imperial Shows last season. Doc Friedman, of the Goodman Wonder Show, visited us, and Mr. and Mrs. Grant Chandler and Mr. and Mrs. James Dunleavy visited New Year's Day. We had a good time. I do not know any better way to invest \$2 in the winter time than to subscribe to *The Billboard*. Glad we did."

**SOME QUARTERS NOT SO BUSY:** M. Valencia, high-pole aerialist, wrote from Valdosta, Ga.: "While en route we visited a number of show quarters. Found things at many of them entirely different from the write-ups as to activities. Found Fred Z. Vasche here most active getting his Brown Novelty Shows ready. He is building five new fronts and going over all equipment thoroly. He wintered here. Last season our association with Max Goodman was most pleasant. We like Our Midway, as it is written with a touch that informs and entertains. Good luck to *The Billboard*."

**BOOSTS SHOWMEN'S LEAGUE:** Violet and Thomas B. Vollmer letter from La Payette, Ind.: "We are in Indiana State Soldier's Home here. Wish the staff of *The Billboard* and all showfolk happiness and good luck. Do not hear often from showfolk we knew on the road. Been a member of the Showmen's League of America, the greatest organization in this country, for 20 consecutive years. We advise all show people to join it, as they owe it to themselves and their loved ones. It does not matter what position a man holds today or what his financial standing may be, he cannot

tell what on the morrow he may need Showmen's League help.

**LET THEM TELL IT:** If all the fish, big and little, that were reported to have been caught in Florida waters this winter by showmen, concessioners and performers were put on one line that line would probably reach around the world. And again if those fish caught (?) had been sold and the money pooled it would probably be enough money to put out the world's largest carnival. Oh, those fishermen! They can tell 'em. Same might go for Texas, too! Our Midway's fishing season is over for this year.

### Jack V. Lyles Boosts Fleming, Allen and Johnny J. Jones Show

**LOOKING OVER TERRITORY:** Jack V. Lyles, general agent Art Lewis Shows, lettered from Augusta, Ga.: "Am down here looking over some territory to see if some towns could stand an early spring showing. However, from all I can learn conditions are not at all rosy. If I owned a carnival I would wait until the last of April and ship it north to open. Think a lot of them would save plenty of money by doing so. Mills in this section are working one and two days a week, and conditions are worse than I have seen them since 1933. Do hope that all shows will not have to go thru another year like that one was."

W. C. Fleming seems to have put new life in the Johnny J. Jones Exposition. He and Tom M. Allen are surely doing a great job and the show looks marvelous. Am heading south and will stop off in Savannah to visit John M. Sheesley and the "Mighty Thing," as Floyd Newell calls it!"

**PICCADILLY:** Slim Austin letters from Phoenix, Ariz.: "Siebrand Bros., circus-carnival, opened the season with all equipment practically new from main gate to cookhouse. All rolling equipment was gone over and new air brakes were installed. Circus performance is running smooth. L. W. Payne's Band, of which he is director and baritone player, is better this season than last. Other members are Willie Payne and John Webb, trumpets; Dude Lankford and Harrison Blackburn, drums; John Cooper, bass; M. Moore, alto; Slim Austin and S. V. Benard, trombones, and Elmer Payne, clarinet. Overtures and popular hot numbers are played. Plenty of showfolk visitors here and weather and business were fair."

**CHARITABLE WITHOUT OSTENTATION**—E. L. Blystone, Bly the Rice Writer, came to the front with his donation when Dusty Rhodes was in trouble and he made no fuss about it. In relating an experience, however, he wrote: "One time in Pensacola, Fla., with the Royal American Shows, I was arrested and lodged in jail, charged with vagrancy and being drunk. I never partake of liquor and was never intoxicated in my life, yet they shoved me in jail. It just happened that I knew the

city clerk and I was soon out again. Was just thinking that show people donate to bury show people and it seems reasonable that they should help to keep the worthy from being sent to a cemetery." More power to men like E. L. Blystone.

**SIGNS WITH JEANNETTE**—Jack Henderson called at *The Billboard* office last week and stated that he signed to be with L. W. Jeannette's Side Show with Cetlin & Wilson Shows. He will go to Greensboro, N. C., later.

**LET US ALL REMEMBER:** If you employ a man trust him. If you distrust him do not employ him.—Larry Mullins.

**FRONT DOORMAN**—Al Ross letters from Cleveland: "I have charge of front door of Irish Village here. Been in show business 20 years. Going out with a big railroad carnival. Used to manage Carmelita, dancer. She made the headlines at exposition held in Dallas."

**NOT WITH IT, SAYS PRELL**—S. E. Prell, managing director of De Luxe Shows of America, letters from Newark, N. J.: "Inclosed find clipping from *The Billboard* stating that Max Gould is connected with me and my show as my manager. I never sent that in. He is not connected with me so please state so, P.S.—Nor is E. B. Braden connected with my show."

**Editor's Note**—The above was sent in by a writer of winter-quarters activities of De Luxe Shows of America, so *The Billboard* is not at fault in this instance. However, it is regrettable that greater accuracy cannot prevail in statements made by some show-letter writers.

**AS TO STORIES OF OPENINGS**—Show news reporters should send in story of their season openings immediately after third day has been played in full. Do not anticipate what may happen. Just report in full what did happen during first three days of engagement. Plain news facts! No gushing nor fulsome praise, please! With this story kindly include full roster of staff and all connected with show if possible. Let story run its full ALL NEWS LENGTH! Many thanks.

**AFTER-THOUGHTS** of the New York State fair meeting by Walter J. Nelson, general agent B. & V. Shows; James E. Strates reading his morning mail and some of it looked very important. . . . George A. Hamid's floor show was a knockout. . . . Matthew J. Riley and his ever-present cigar, with nothing on his mind but the interests of Endy Bros.' Shows. . . . Mrs. Quenette Van Vliet having a pleasant chat with George W. Traver. She was with his show when a girl just out of high school. . . . Frank Melville doing a marathon about the hotel lobby. He had two pretty blondes distributing his booklets. . . . Dick Ollendorf, L. Harvey Cann and Harry Heller in a corner in a huddle wearing broad smiles. Something might break soon. . . . J. Van Vliet meeting friends he had

(See OUR MIDWAY on page 58)

## O. C. BUCK SHOWS

Opening 1938 Season, Thursday, April 14, near New York City

Outstanding Attractions. Good opening for Monkey Show and Single Pit or Platform Attractions, such as Midgots, Fat People or others. Will furnish outfits for anything meritorious. Want Ride Help for 10 Major Rides including Scooter.

WANT SIDE SHOW. WILL FURNISH COMPLETE NEW OUTFIT.

We Play 5 Northern and 7 Southern Fairs.

Joe Casper wants Girls and Five-Piece Orchestra, also Talkers. Former employees get in touch immediately. Jockey Roland wants Drome Riders. Johnny Williams wants A-1 Comedian to feature in "Harlemania." Musicians that can read and fake, also Girl that can work. Those working for me before, get in touch. Our Concession List is filled at present, but will be glad to consider applications from strictly legitimate stores. Pete Thompson, write. Have for sale, cheap, one 15-kw and one 17½-kw Generating Plants. Condition A-1. Address all communications to

### O. C. BUCK SHOWS

104-33 128th Street

Richmond Hill, N. Y.

## CONCESSION AGENTS WANTED

FOR SEASON 1938

Can use several high-class Stock Wheel and Grind Store Agents. Long, profitable season for those who can and will obey instructions. Concessions booked on Midway of O. C. Buck Shows. Address:

**MORRIS LEVY,**

2148 EAST 17TH ST.,  
BROOKLYN, N. Y.

## BLUE RIBBON SHOWS, INC.

OPENING COLUMBUS, GA., MARCH 26, TWO SATURDAYS.  
WILL PLACE THE FOLLOWING

**SHOWS**—Mechanical City, Snake, Glass House, Fun House, Illusion, Crime, or any Show of Merit. Will furnish outfits to reliable Showmen. Minstrel Show People for Stage and Band. Will buy or book Life or Unborn Show. **EDDIE DOYLE WRITE.** Sorry I missed you. Walter Metz and Hi Hi Lamrock write. Bert Melville no longer with us. Want Managers for Girl Revue and Posing Show. Jean Paggott and John Dugan write. Can use Grinders, Talkers and useful Show People, Talkers for Revue and Model Show. Appearance essential. State age, former employers. Send Photos, will return same.

**CONCESSIONS OPEN**—String Game, Pitch Till Wins, Fish Pond, Bumper, American Palmist, Country Store, Hoopla or any Concession working for Stock. Frank Self and Bumps write. Rutledge not with us. Mary Ann Alexander wants capable Ball Game Agents. Mike Rosen wants capable Wheel and Grind Store Agents.

Place one more High Class, Sensational Free Act for entire season.  
WINTER QUARTERS, Box 103, Phenix City, Ala.

## IMPERIAL MOTORIZED SHOWS WANT

**SHOWS**—Monkey, Illusion, Crime, Fun House, Midgots, Mechanical or any Grind Show of merit, with or without equipment.

**RIDES**—Octopus, Ridee-O, Whip, Loop or other Flat Ride.

**CONCESSIONS**—Cookhouse, Custard, Photos, Lead Gallery and Merchandise Wheels and Grind Stores. Reasonable rates.

WILL BOOK ONE MORE SENSATIONAL, FLASHY, DARING, HIGH ACT.

**LEW MARCUSE,** Reid Hotel, Grand Rapids, Mich.



**WORKINGMEN WHO SMILE:** These are some of the loyal and efficient members of the Blue Ribbon Shows who helped Mr. and Mrs. L. E. Roth get their motorized carnival ready for the season. Back row, left to right: Harry Bratton, Harry Seidler, Otis Tryone and Jimmie Paden. Front row, left to right: Larry Pletcher, Bert Melville, Jack Galluppo and Art Alexander. Photo taken last week in front of one of the winter-quarters buildings, Phenix City, Ala.



# Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, March 5.—Another interesting meeting was held March 3, with President J. C. McCaffery in the chair. Seated with him were Secretary Joe Streibich and Past Presidents Edward A. Hook, Sam J. Levy and C. R. Fisher.

Thoughts uppermost at present are the Walter F. Driver night March 17 and the Spring Festival April 4. Chairman Driver advises that early returns on the spring show indicate a sellout. Brother George W. Johnson is handling tickets. Past President C. R. Fisher is in charge of reservations, while Past President Sam Levy's committee has its hands full handling the entertainment end. Nat Green is doing a fine publicity job.

Brother Fred Kressmann is out of town on business but expects to attend the next meeting. House committee has promised early action on necessary repairs.

Welcome letters were received from Past President J. W. Conklin, Bud White; K. R. Jaffrey, of Lahore, India, and Brother Frank D. Shean.

Relief committee reported that Brothers Hankins and Schlemmer are still in the hospital, while Brothers Bob Miller and Colonel Owens are resting about the same as last reported. Brother David J. Mulvie is recuperating from a slight stroke at the Civic Hospital, Ottawa, Ont., and Brother Harry Maszy is slowly recovering at United States Veterans' Hospital, Lake City, Fla., from a broken leg.

Brothers Lebrter and Doolan are working on the proposed memorial form and will have a report for next meeting.

Members were grieved to learn of the death of Brother Nate Gelman's wife and sent condolences.

Committees on Showmen's Home and Cemetery and Hospital Fund drives are laying extensive plans for a summer's campaign. Brother Carl J. Sedlmayr writes that we can expect this year's efforts to overshadow those of 1937. Fred Beckmann's Showmen's Home Committee is conferring with President McCaffery and a bank account under this name will be opened soon.

Among members working at Bowling Congress at the Coliseum here are William Coultry, Ben Rosenzweig, John O'Shea, Nick Buduson, Larry O'Keefe and William Hetlich.

Sam Levine is back in town and it looks as tho he will return to the road this summer.

Dave Tennyson is readying for an early opening. Ed Hook is in and out of town making contracts for the season. Looks as tho the Mike Rosen will remain in the South until the late summer.

A number of the boys are planning a visit with Brother Pinkey Blitz, III since last fall.

Brother Edward Philbert, send us your address so we may mail your membership card. Same applies to Brother John Rastrick.

Jimmy Simpson's Membership Committee is planning its summer campaign and advises it will be just as active if not more so than last year.

Harry Ross is lining up necessities for his season's work.

Brother Jack Benjamin played host to some of the boys at a steak dinner recently.

A number of plans for beautifying Showmen's Rest have been presented. In each case the figure has been too high and the suggestions have been sent back for reconsideration. Committee is still working and hopes this can be done at a more reasonable price.

Favorite expression on all sides at present is "it won't be long now."

## Ladies' Auxiliary

Thursday, March 3, social and bunco party was tremendously successful. Marion Ward, as hostess, selected prizes for the occasion. First prize, a kitchen set, went to Mrs. Mike Doolan; second prize went to Mrs. Edith Streibich, who also won the raffle of the evening.

After the party a number of members and friends, as follows, went out for the balance of the evening: Mrs. Ida Chase, Mrs. Vitale, Mrs. Bert Clinton, Mildred Barton, Bessie Elmon, Mrs. Neal Bishop (whose husband is secretary of the motion picture union), Mrs. Robert Miller, Bobbie Ward, Marie Eigenahenk and Clara Hollie Harker.

Ladies' Auxiliary is planning on having a large rummage sale early part of May, with Chairman Cora Yeldham officiating. Her assistants will be Clara Hollie Harker and Mrs. Robert Miller. All members on shows and out of town, please forward your cast-offs and knick-knacks to the Arcade Electric Company, 1759 West Ogden avenue, Chicago.

President Leah M. Brumleve reported Mrs. Al Miller as ill. Mrs. William Caraky is still out of town on business and expects to be away for a while. Mrs. Edith Streibich's mother, who lives in Milwaukee and is confined to a hospital there, has shown a slight improvement. Mrs. Mattie Crosby has remained indoors for some time and members are anxiously anticipating having her with us again.

While en route to Memphis, Tenn., Sister Lucille Pope was surprisingly delighted to meet Mrs. Ray Oakes in that city and all members were so glad to receive news and word from her.

Next Thursday will be the regular bi-weekly meeting and if the members continue attending as in the past the year will be a very successful one. Reported by Elsie Miller.

## Back Home Again; Cellar Flooded

By VIRGINIA KLINE

SALEM, Ore., March 5.—My brother-in-law, Elmer Kline, of Phoenix, Ariz., is much improved in health after several months confined to bed. He plans to open a trailer camp to accommodate many showfolk that spend winter in Phoenix.

I called on Mrs. William (Cannon) Bell, who was in Phoenix living in her silver dome trailer. She was not operating her candy floss and pop-corn concessions but she has them all ready for later in season. Her husband says he intends to drive trailer like a car instead of a motorcycle to keep it right side up. He turned trailer over last year cutting in and out on road, as it was longer than he thought it was. The Bells have another Irish Setter dog, Buddy, who was making himself at home in trailer. Tink Thompson, of Paola, Kan., is operating Bell's ball game. Tink worked with me on Great Patterson Shows on our Philadelphia Toboggan, Merry-Go-Round, about 1918.

Siebrand's Piccadilly Circus came into Phoenix before I left and I met Mrs. Pete Siebrand. Show had played Yuma, Ariz., Sunday night, but was open Monday night in Phoenix despite 200-mile move.

When I entered door at Bristol Hotel, Los Angeles, first greeting I heard was "Hello, little girl," from Sam Brown. Sam has used that greeting for some time but we girls all seem to like it. Mrs. Ted Metz came in looking well and happy. Mrs. Florence Webber, of Archie Clark Shows, has her mother, of Kansas City, Mo., visiting her at Bristol.

I was sorry to miss meeting night of Los Angeles Auxiliary but had a good visit with Betty Coe, Edith Walpert, Grace Fisher Asher and Florence Webber. They say club is enjoying a fine season with plenty of entertainment as well as doing their share of good work. Lucille King came in later to spend only a few minutes as her show, White City Shows,

**WE ARE THE INVENTORS OF THIS TYPE MACHINE**

## ELECTRO-FREEZE FROZEN CUSTARD

**AIR COOLED COMPRESSOR NO ICE—NO SALT—NO WATER**

(Saves the Cost of the Machine in One Season.)  
Cleaned and Sterilized in 5 Minutes.  
Capacity 30 Gallons per Hour—50 to 60% Overrun.  
100 machines now in operation. We are far past the experimental stage. Place your order now for early delivery.

**PORT MORRIS MACHINE & TOOL WORKS**  
712 East 135th Street, NEW YORK CITY.

## FRUIT CONCENTRATES

**FOR ICE BALLS AND FRUIT JUICE STANDS**

Before the season opens get our prices Fruit Concentrates for Ice Ball Syrups and Fruit Drinks. GOLD MEDAL CONCENTRATES have the real fresh fruit flavor, yet the price is probably less than you are paying now. Get started right this year. Don't handicap yourself with flat tasting flavors. Write us today for complete details.

**GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati, Ohio**

**TWO SATURDAYS VETERANS FOREIGN WARS TWO PAY DAYS**

**TUSCALOOSA, ALA. MARCH 12 TO 19**

Can place Legitimate Concessions of all kind. Frank Bemish, Teddy Rose, Jimmy Rounds wire Eddy Welsh.

Want Musician and Performers for Minstrel Show. John Thompson can place four (4) Girls for Girl Show. Want Big Snake, Mechanical City. Acts to feature for Ten-in-One. Ride Help, write.

**WALLACE BROS.' SHOWS, Tuscaloosa, 12 to 19; Bessemer, 21 to 26.**

was open in Englewood, Calif. I went out to Archie Clark's quarters to see new pop-corn wagon being built for Florence Webber and it is up to date. I was very much impressed by card that Archie Clark carries that got him out of a bad spot in double parking in downtown traffic. I would like to carry one of those cards, it would come in handy.

Arrived at Salem, Ore., February 25, to find that my Mexican hairless dog, Chato, remembered and was glad to see me. During my absence basement of our home was flooded and I was sorry to find that many old and valued pictures of shows and showfolk had been ruined. I stayed at Salem Hotel until house was in readiness. This hotel is headquarters for showfolk and Manager Art Bayly studied up on magic and intended to follow that line, but found hotel business more to his liking. I found a letter from Maybelle Crafts inviting me to National Orange Show in San Bernardino, Calif. I was home in time also to get my annual letter from Annette Sheesley. Annette writes that she enjoyed her stay in Florida but was glad to get back to Savannah, where she will be until Sheesley Midway opens. She told some tall tales of huge fish she caught from Charlie Pounda's speedboat, but I will check them with Minnie Pounda, who was on same trip.

## Roasts and Toasts From The Pacific Coast

By HOT POTATO

SAN FRANCISCO.—What was first carnival to enter Golden State? Did Nat Reis' Shows ever play the State Fair? A. C. Boucher's old Conderman Ferris Wheel is still in operation and doing business at picnics each year.

Merry-Go-Round on Foley & Burk Shows runs opposite direction of modern types.

The Octopus ride is called the Round-Up on one of major Western carnivals and the Spider on another.

Many dollars are spent in agents, promoters and billboarders salaries to book and advertise coming of a show, but many owners never spend a dime to clean up a lot after date is over. Exceptions, of course, and one staunch believer is O. N. Crafts. All his shows have a clean-up truck in charge of regular lot porter, who remains on lot after everything is removed and cleans grounds thoroughly.

Late Felice Bernardi was a great car. (See ROASTS AND TOASTS on page 61)

**Our New Sanitary Popcorn Box**

**SIDE OPENS—NO MORE GREASY FINGERS**

SMALL 5¢ REGULAR 10¢ MONTHLY 25¢

**NO MORE GREASY FINGERS NO UNSANITARY HANDS**

**\$2.85-M, \$2.95-M, \$3.00-M, \$7.95-M**

1,000 to 5,000,000.

Quantity Prices on Request.  
Your Own Design to Order, Address Printed Free 25,000 Lots or More.

**ROBINSON POPCORN CO., Inc.**  
4538 W. 130th Street, Cleveland, O.

## RIO GRANDE SHOWS

Want for 1938 season carrying a well-known High Free Act, Tilt-a-Whirl, Octopus, Hill Wheel. Will look for lease states. This show is going west into New Mexico, Colorado and Arizona. Shows with own transportation 25%. This show never closes. Address:

**BOB HAMMOND, Edinburg, Tex.**

**SECOND-HAND SHOW PROPERTY FOR SALE.**

\$1.75 Men's White & Black State Shoes, all size.

\$35.00 Per 100 Government Wood Code Flags.

\$60.00 Kryptograph Machine, Puts Names on Fountain Pens.

African Shields and Spears, Bell Chain.

\$45.00 Wax Two-Headed Baby, Fine Spinners.

WE BUY ALL KINDS OF CANDY FLOSS MACHINES AND LONG-EAKING POP CORN MACHINES. WE'LL CURIOUSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.

## WANTED

Members of Grand Stand capacity 2,000 Seats; 5,000 Chairs suitable open air; 2 Gondolas. Need details.

**M. O'LEARY**

723 Seventh Avenue, New York City.

## West Bros. Shows

OPEN MARCH 31, CAPE GIRARDEAU, MO.

WANT Concessions that work for Stock SHOWS—Motocycles, Fun House, Penny Arcade. Sensational High Free Act. This Help come on. Address:

**BOX 67, Morley, Mo.**

## AT LIBERTY

First-class Oil-Water Photo Finish. Open now for Carnival. An N. A. S. graduate on oil-coloring photos. Consider offer of ball partner in photo-studio outfit. Scher, reliable. Ask J.S. Have 7 years' experience. MR. J. E. STETKA, care 1005 N. Rampart St., New Orleans, La.

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

**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 of America is an organization incorporated "not for profit," and its keynote is "charity." If you are an outdoor showman you should become a member at once.

## Rubin &amp; Cherry

(Railroad)

ATLANTA, March 5.—Crew of 50 are really working. Weather very cold past week but five big stoves going in large concrete building made it comfortable for working. Eddie Marconi artist, designed and built a beautiful front, to replace one formerly used by girl revue, which will be used for Club Plantation this season. C. A. Mercier is adding finishing touches to the seven towers for center of the midway. Two more fronts are almost completed. One will be used on Life show and the other for the Artists Models, last season operated by Cleo Hoffman. Sammy Smith with crew of five is covering steel flats with new oak flooring. Ten painters are at work painting, lettering and striping. Head Porter Lonnie Wilson with four assistants is putting living cars in good shape. They are almost ready for painters. Superintendent Nat Worman has his hands full looking after the different departments and at the same time trying to break a miserable cold and a touch of neuritis. Manager Joe Redding and Special Agent Peazy Hoffman will be in soon, as will Chief Electrician Bill Cane, J. J. (Chick) Allen and crew started unloading his concessions first of week to put them in shape. Eddie Lowe is in the building department. Young Bill Cane is building a new front for his illusion show. Basement of one of large buildings is being used for dining room and is a busy spot three times every day. Arthur Sharpe came in from Florida, where he spent the winter at Chadwick Bench. Royal Family of Midgets will leave Chicago in a few days for here. Weather permitting entire organization will be ready April 7, waiting for train call. W. B. Davis, consulting physician, was called to Baltimore on death of his mother. A wire was received announcing death of Ollie Trout, who had his concessions with R. & C. a number of years.

FRANK S. REED.

## Johnny J. Jones

(Railroad)

AUGUSTA, Ga., March 5.—Purchase of a dining car was announced this week, bringing show's coaches to a total of six. Trainmaster George Shannon and crew have been rechecking flats and making minor repairs to rolling stock. Mrs. Bertha McDaniel arrived and is superintending work on Penny Arcade and Rocky Road to Dublin, under the direction of Jack McBride. Morris Lipsky and Secretary Eddie Coo, of L. & P. Concessions, arrived from Tampa to participate in building several new concessions organization will have with the show. Paint department has finished advertising truck. Samples of show's new advertising paper from Erie Lithographing and Printing Company arrived and are of flashy design. Director General Wm. C. Fleming announced that a lithographer will be carried this season in addition to Billing Agent Dave Traugott. Fred Maurice, Merry-Go-Round foreman, reported to give ride needed touches. Andy Kranick is busy on lighting plants in coaches. Mr. and Mrs.

## Spring-Quarters News and Gossip

As Reported by Representatives for the Shows

Chester Cass are employed at Saratoga Hotel, Chicago, but write that they will arrive shortly to get their attraction ready. Medical Director Dr. Wm. T. Needham and Larry Leer have been busy in Washington during winter, where they assisted in having lot there put in first-class condition for show's engagement. Representative J. C. (Tommy) Thomas is taking a final fling at Miami resort life before starting trek to Augusta. Visitors: S. T. Jessop, Jerry Kohn, J. J. Page, K. F. (Brownie) Smith, and Mr. and Mrs. Putnam, of Strates Shows.

RALPH LOCKETT.

## West Bros.

(Notorized)

MORLEY, Mo., March 5.—Opening day drawing closer. Work in quarters is speeded up. All new fronts are finished and more men are now working on new light towers. All this work is under management of carpenter John (Tiny) Tatge. Contract received from Cliff Barnhart, Minneapolis, who will have cookhouse. Word was received that Earl Barnhart will be back for third straight year with diggers and pop-corn wagon. Sam Libberwitz is at quarters and started his men to work rebuilding corn game. Libberwitz and Mrs. Virginia Laughlin are partners in this concession and he will be in charge. Mr. and Mrs. George Campbell are at quarters after a winter's vacation in Kansas City. Visitors: Al Baysinger, Baysinger Shows, and Jimmie Byers and father, Byers Shows. Mr. and Mrs. Laughlin, John Tatge and writer motored to winter home of Sol's Liberty Show and had a pleasant visit.

BRUCE BARHAM.

## Bantly's

(Baggage Cars and Trucks)

REYNOLDSVILLE, Pa., March 5.—Work in quarters about completed. Only few minor details left, which will be taken care of when show sets up in Dr. Bois, Pa., in April, to give mechanics and workmen a chance to look everything over and have the entire show in tip-top shape for opening. Florida is going to lose some of its population, as many folk to be with show have written that they are on their way here or will be starting. Those due are Mr. and Mrs. Eddie Philbert; Ella Carver, who is to be feature free act; George Tanner and wife, and Lefty Groves, not the baseball pitcher. Others expected next week are Mr. and Mrs. Cheatham, from Rochester, N. Y.; Mr. and Mrs. Bennie Smith, from Cleveland; Dick and Babe Keller, of motordrome fame, from Augusta, Ga. Both Mr. and Mrs. Herman Bantly are around again. Sue Copping, mother of Mrs. Bantly, decided not to sell the hotel, which is a break for all showfolk here. Jimmy Marshall will build new and modern lavatories for this season. Leo Smith is still chief mechanic on

radio. Bud Bantly was home for an overnight visit. Writer and Bantly are going on a good-will tour visiting committees already contracted. Willie Whitmore caught up with correspondence and income-tax reports. Aladdin Rosenberg, billposter, and Jack Hyde visited over week-end.

HARRY E. WILSON.

## Wallace Bros.

(Baggage Cars and Trucks)

MOBILE, Ala., March 5.—Unit of two rides, four shows and 10 concessions that were operated during Mardi Gras here encountered unseasonably cold weather and consequently little business was done. Midway was gathering place of all troupers wintering here, and there were many out-of-town visitors besides. Manager E. S. Farrow Sr. was freely complimented on appearance of equipment in operation. There still remains some heavy repair work to be done on some trucks before regular season opens, but all other work has been practically completed. Fearless Falcons, aerial act, has been engaged as a free attraction and will join from Dothan, Ala., in time for opening. Frank J. Kingman, W. L. Harrell and Jack Thompson arrived for Mardi Gras as did Mr. and Mrs. Howard Parks and Mr. and Mrs. Hall. Prominent visitors: Mr. and Mrs. Kelly Grady and Mr. and Mrs. C. D. Scott, of Scott Shows; Billie Bowen and Manager Hughey, of Hughey Bros.' Shows; Chester Warren, local show fan; George Turner, deputy tax assessor; Carl J. Lauther, Roy B. Jones and Fred W. Miller, of Lauther's Museum.

WALTER B. FOX.

## Winters

LYNN, Mass., March 5.—Mr. and Mrs. Harry Winters with Mr. and Mrs. Carl Bartel arrived from High Springs, Fla., where they spent winter. This is their first visit to this shoe city. They will go to Beaver Falls, Pa., where Winters will take charge of work at quarters. Fred Bennet is doing good with bingo promotions. He and L. C. (Ted) Miller, now press agent for Cetlin & Wilson Shows, were once partners in what parties around Boston. General Manager Curtis L. Bockus returned from a trip to Philadelphia. Looping Nikes, of Globe of Death fame, worked the Shrine Circus at Kansas City. Leo and May Jackson are home, Reading, Mass., after playing six weeks of indoor events. Bob White and White Pelley are trouping in Georgia. Larry Saunders phoned he was leaving Boston to play some dates in New York and Baltimore. Virgil Casletter writes from Centerville, Ind., that he will take his own show out this season. F. W. Paul, since closing of the Stanley Bros.' Shows, has been managing a cafe at Lake City, S. C. W. C. Hill informs that he has his rides booked for 20 weeks in Maine and New Hampshire. He had rides with Curtie L.

Bockus Shows for many years. Kenneth Gardner is still with a restaurant; has been off road for three years. Bob St. Clair advises that his promotion at Raleigh, N. C., was a winner. Marian Woods returned from three-week sojourn in Miami. Angus McKinnon put in winter working three days a week in a Boston office on one of PWA projects. Mrs. McKinnon has about recovered from recent illness. Mrs. Frank Chaffin had a good time in San Francisco while on a visit to home of her son. Bill Jones, who had charge of billposting with Stanley Bros.' Shows last season, is a daily visitor. During the winter months he looks after the billing for Olympia, Paramount, Capital and Auditorium theaters in Lynn. George Lowe has been in Washington, D. C. Mrs. Ethel Bockus is busy. Callers: Bill Eaton, Emma Van Collette, Mabel Haines, Ma Clifford, Betty Allen, Larry Porter and Helen Walsh.

JAMES NELSON.

## Zimdars

JACKSON, Tenn., March 5.—Zimdars Shows can soon be put in list of achievements attained. New cookhouse built by Dutch Waldron, under a new canvas of latest design. Short order counter is incased in glass and under an arch of brilliant neon, highly polished counters and cushioned seats. Insect-proof kitchen makes not merely a cookhouse but a modern first-class restaurant. Manager Harry Zimdars placed an order with Dize Tent and Awning Company for three more show tops. Also purchased three more new International trucks. Chas. S. Reed, shows' general agent, arrived and left at once for points south. Recent arrivals: Slim Davis and wife, who will have Fat Girl Show; Clyde Curran and wife, of Girl Show fame; Hermada and Tex Hobson, with Sailor Harrie's Side Show, and Gus Rutherford and Minstrel Show personnel. Order to Globe Poster Corporation has been put in for special paper, including 24-sheet stands. Billposter and advance truck are fully equipped for work.

BUDDY MUNN.

## Heller's

NEWARK, N. J., March 5.—Work at quarters is progressing. Art Eldridge has been contracted as lot superintendent, manager of the Ten-in-One and manager of the Monkey Speedway. Stack Hubbard has contracted the Girl, Sex and Nudist shows, for which he is building new fronts. Kid Simmons has Athletic Show. William Nevas has cookhouse and pop corn; G. Sprides, frozen custard, and Leo Leonard, Illusion Show. Management is building a new panel front for Athletic Show.

GRACE E. HOLLAND.

## Brown

VALDOSTA, Ga., March 5.—Owner-Manager Fred Z. Vasche took advantage of lapse between Christmas and Easter candy business to take time off from his factory and visit quarters, covering details preliminary to opening. Show will be new from ground up with exception of three rides, which are being completely reconditioned. Five new shows



ATTESTING TO THE EVER-INCREASING DEMAND BY MOTORIZED CARNIVALS FOR MODERN EQUIPMENT IS THIS SCENE ABOVE. Here are 10 1938 model Chevrolet tractors, delivered to Dee Lang, owner of the Dee Lang Shows, by Charles T. Goss, of the Standard Chevrolet Company. Photo was taken on a street in East St. Louis, Ill., just before the tractors were sent to Jacksonville, Ill., to pick up the 24-foot semi-trailers Dee Lang purchased from the Eli Bridge Company. The cabs of these tractors are painted white with red fenders and trimmings, the Dee Lang motor equipment color scheme for this season. In the center of this picture Dee Lang and Charles T. Goss are shown posed contentedly as a result of their deal.

were built new thruout. New panel entrance with marquee and green side wall will inclose midway. Color scheme, red and white with new green canvas. Painting was in charge of Ralph Ralley, who turned out fine work. Master Mechanic Curtis Little completely overhauled rolling equipment. Additional trucks have been purchased to facilitate movement. F. Paley Davis is general agent, making his third season. Show will open with practically all of concessions it closed with, and the same policy of management will be observed as in former years.

Show again shared quarters with the Billroy Comedians in a warehouse. The Billroy show as painted by John D. Finch and brother presents wonderful flash combined with true artistry in the execution of all work.

F. PAISLEY DAVIS.

**Dixie Belle**

OWENSBORO, Ky., March 5.—All rides and heavy equipment are spread out on the floors of one of large tobacco barns here. Rebuilding and painting will go forward rapidly. Manager Riley and Bill Williams took several of the company trucks to Jacksonville, Fla. They will bring back Merry-Go-Round purchased from Leo M. Bistany. Midway will be free gate, except at fairs. Staff of show will be about same as last season. While show is touring writer will be in charge of erection of permanent quarters.

CARL X. MARTIN.

**L. J. Heth**

NORTH BIRMINGHAM, Ala., March 5.—With ideal weather past two weeks work in quarters really speeded up for an early opening. Everything has been repainted and new fronts completed, also transformer wagon. General Agent Joe J. Fontana returned to quarters. Manager L. J. Heth is kept busy buying materials necessary to carry on work. Mrs. L. J. Heth and mother are now on a visit to her sister, Mrs. T. J. Tidwell, of Tidwell Shows, in Texas. Fred Meyers, special agent, has been filling in spring route. Ray Daley, who will have three shows, arrived and started work, as did Charlie Wrenn, on Motordrome.

L. A. (TOBY) RENTFLO.

**Sheesley**

SAVANNAH, Ga., March 5.—Floyd Newell has several cuts of show ready for newspapers. He handled pop corn, peanuts and candy floss at Indoor Circus here. C. H. Pounds came in from Miami with family. Mr. and Mrs. Bob Myers in from Birmingham, and Mr. and Mrs. Frank Arone from Chattanooga, Tenn. Steve Kutney came in from Louisiana to look after Funhouse. Nick DeRose, top man for Girl Show, came in from Washington, D. C. John D. Sheesley Jr. and family and Bob and Myrtle Myers are in from Miami. Jack Ballie and wife are getting their bingo ready. R. G. Sykes, chief electrician, is at quarters getting his wagon in shape. The Indoor Circus, managed by Howard Ingram and Charles Schweitzer, had a "rice run" with two matinees and six nights.

WARD (DAD) DUNBAR.

**Bullocks**

SUMTER, S. C., March 5.—Work began February 10. At present crew is working under supervision of Jimmie Anderson. Everything is being overhauled and several new lighting features added. Many trailers are parked at quarters, including Mrs. Jimmie Anderson's new Schultz. Clarence Poplin will again be press agent. General Agent E. A. (John) Murray returned with some contracts. Mr. Murray is getting her concessions ready.

E. A. (JOHN) MURRAY.

**Celina & Wilson**

GREENSBORO, N. C., March 5.—Work is progressing rapidly. Opening date draws near. General Superintendent Frank Masstick added additional men to crew so as to have everything in readiness. Charles Cohen advises he will arrive soon with entire crew to repaint and overhaul Ridee-O Ride. W. F. Hampton will arrive shortly to repaint Scooter. Harry Bentum will arrive and build an entirely new idea water show for Bench Bentum and her Diving Beauties, which will be a free attraction. L. C. (Ted) Miller, press agent, writes from Miami that he will arrive shortly. New front for Dr. Garfield's Hall of Science will be a thing of beauty when

completed, entire front being indirect lighting, with a color scheme of blue and white. Duke Jeannette, who will again have side show, letters that he booked some attractions that are at present showing in museums. Managers have spared no expense this winter in making 1938 edition of the World on Parade most outstanding show of their careers. G. M. Cooper advises he will arrive soon with a cast of 20 people for his Cuban rumba show, all native performers. Official staff will be about same as last season.

GEORGE HIRSHBERG.

**Byers & Beach**

(Motorized)

EAST ST. LOUIS, Ill., March 5.—Workmen have quarters bristling with activity. With 10 men under the direction of Carl W. Byers and Harry Beach, shows and rides are going thru a complete renovation. Minstrel show is new from front to back. Illumination system is nearing completion that will add brilliancy to newly designed fronts. Visitors: John Howard, who will have side show; Bill Harvey, master transportation with Dodson's Shows; J. W. Byers, J. M. Byers and Tom Puzzell, Byers Greater Shows; John Francis, Greater Exposition Shows; Milford H. Smith, Campbell Tent and Awning Company, and Charles T. Goss, Standard Chevrolet Company.

DON TRUEBLOOD.

**Frisk**

MINNEAPOLIS, March 5.—Activities which were curtailed due to tragic death of Manager B. C. Frisk January 29 have been resumed. Future policy of show has been decided, with Mrs. B. C. Frisk taking over active management assisted by E. W. Lyman. George W. Bridwell has been appointed special agent, and the writer, who was electrician last season, is now in charge of quarters. Mr. and Mrs. Jack McCarthy booked Athletic and Girl Revue. Management has new Funhouse in course of construction. Concessions signed are Chet Junkin, scales; Nelson Wells, mentalist camp; Lee Moss, diggers; Al Rollins, ball game and penny pitch; Jack Strike, lead gallery; Verne Stevens, cigaret gallery; Rusty Adams, photos; George Winfield, novelties, and Al Steiner, pop corn. Porter Electric Industrial Company delivered new switch-board for transformer truck. Mrs. Frisk bought a new Oldsmobile sedan and new housecar from Northland Coach Company.

NEAL LANNIGAN.

**Crystal**

(Baggage Cars and Trucks)

CRYSTAL RIVER, Fla., March 5.—Since Manager Bunts bought land here there has been a lot of work going on in erection of several buildings, one of which is nearly completed. New light circle for El Wheel is finished, and Johnnie Bunts and Harry Benjamin have their Hoop-La completed. Quarters in South Carolina will open March 10. Not much work will be done there, as all rides were painted before going in. Four new fronts, however, will be built, trucks

**NEW ENGLAND MOTORIZED CARNIVAL, INC.**

WANTED One More Flat Ride Octopus, Loop-o-Plane U-Drive It Cars WANTED

*Opening the Middle of April*

WANT Cook House, Corn Game, Duck Pond, Penny Arcade, Photo Gallery, Cigarette Gallery, Pitch-Till-U-Win, Nails, String Game, Darts, Blower, 10c Grind, Diggers.

SHOWS—Monkey Drome, Motor Drome, Side Show, Walk-Thru Show, Pit Show or any other outstanding show. Will book on liberal percentage. All Wheels open. No grift.

COMMITTEES and FAIR SECRETARIES—Write us for liberal propositions.

This Show is booked solid and will positively play 20 Still Dates and 5 Fairs.

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LOLA CALKINS, daughter of R. J. Calkins, now in Texas with Bill Hames Shows, is seen here with Pal, midget horse, age 12. Lola and Pal will join Ben Williams Shows in July for a tour of Maine and Eastern Canada.

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Heavyweight cards, black on white. Wood markings printed two sides. No duplicate cards. Put up in the following size sets and prices: 30 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20; Remaining cards sold \$5.00 per 100.

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APRIL 9 ISSUE

ANNUAL SPRING SPECIAL

Copy for the Carnival Department must reach us by Wednesday, March 30.

End your correspondence to advertisers by mentioning The Billboard.

repainted and a new center crank installed on the Octopus. General Agent Doc Felment has show booked weeks ahead. Staff: W. J. Bunts, owner-manager; Mrs. W. J. Bunts, secretary-treasurer; Doc Felment, general agent; Edward K. Johnson, special agent; Walter Bunts, lot man; Glen S. Frey, electrician; Charles Staunko, general superintendent. Visitors: Mr. and Mrs. George Creed, Mr. and Mrs. Bill Alexander, Mr. and Mrs. Carlton Schawn, Mr. and Mrs. Jack Penny and Mr. and Mrs. George Stinson.  
CHARLES STAUNKO.

### Hilderbrand's

LOS ANGELES, March 5.—All equipment nearing completion of repair and paint jobs. Max Williams is boss painter. Harold Fields and son, Harold, doing pictorial work. One of the outstanding additions to equipment is Caterpillar, 26 feet long. On this will be mounted new light plant, four 100-kilowatt transformers. There are Kleig lights, sets of cluster lights and two batteries of floodlights. Caterpillar has Diesel engine. New cookhouse constructed by E. J. Labey. Two dining tents in green and white enamel with upholstered chairs done in red and white enamel. New kitchen truck 26 feet long, equipped with electric refrigerator, two gasoline ranges, aerated storage, home-style cupboards and power dish washer. Griddles are chromium plated. Mr. and Mrs. E. J. Labey named it the Dinner Bell Cafe. Mrs. E. Jeffers and B. Down, chefs, and Red Howell, griddle man. C. J. McCarthy is new sound technician. This mounted on Pierce-Arrow chassis. Operates on A.C. or D.C. currents. Front and back neon flashlights and a battery of six floodlights.

Bridget Neale and Fanny Fleming will supply poses plastiques in Parisian style. Charlie Joy, who will manage Springtime Follies, is now producing a musical extravaganza Rip Van Winkle for Lions' Club of Montgomery with bulk of his performers. Gus and Jack Kistner with the Octopus ride arrived together with Dorothy Stone, Del Crouch, of Motor-drome fame; Cotton Rogers and Mrs. Rogers, Dorothy Montano, Bob Holmes and Peggy, midget. Bill Silva and wife are additional members of Gruber's colony. Tex Christman, who will talk on Esquire show, arrived. Ernest and Thelma Evans, Jimmy Roperson, Mrs. Gruber's right hand man, and William Steele are busy with various activities. Ride boys, Thomas Messick, Slim Cunningham, Charlie and Bill Wright, Red Gallagher and Arthur Lewis putting finishing touches on devices. Whitey Hewitt opened his dining hall in Pennick Ford building where he is feeding 100 persons daily. Sylvia Hewitt is entertaining ladies of colony. Rubin Gruber was a welcome visitor for a few days.  
DICK COLLINS.

### West's

NORFOLK, Va., March 5.—Entire lot of animals bought by Frank West from the Howe Bros. Circus thru O. N. Walters, manager U. S. Printing and Engraving Company, arrived in quarters, accompanied on overland trek from Orange, Tex., by John Hoffman, animal trainer. Hoffman will be chief trainer of all animals that will be known as Frank West Trained Wild Animal Arena. Hoffman is one of best known animal trainers in business, having been connected with Ringling, Hagenbeck, Christy and

electrician. He promises all new wiring and special lighting effects. All new and novel advertising will be used. Sound truck for street and lot bally. George Allen has penny pitch and dart shooting gallery. John Anderson long-range shooting gallery. Mike Huff is in from Chicago with new stock for his concessions. Frank Skinner, show's secretary, is very much elated over his job, caused by appearance of new office wagon.  
MORGAN HOWARD.

### Great Superior

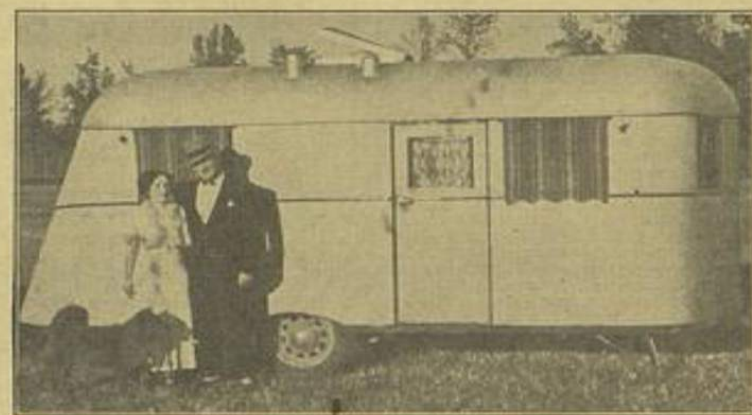
MEMPHIS, March 5.—Bob Ruth, assistant manager of Great Superior Shows, opened a winter unit in Hernada, Miss., in cold weather to fair business. Staff: O. J. Beatty, manager; Mrs. O. J. Beatty, treasurer; F. Maurice Wood, secretary; E. L. Brown, general agent; J. W. Towlin, special agent; Edward Shaw, lot superintendent; Pete Federicksen, electrician, and Hank Lenix, trainmaster. Concessioners are James Phillips, cookhouse; Taylor Bros., penny pitch, milk bottles and ball game cats; Mike Demco and Gabe Reid, pop corn and jewelry wheel; Jake Perel, corn game, under and over and jewelry wheel. Taylor Bros. have free acts, in which Little Daisy, high-diving dog, is featured. There is a special sound truck for announcements of free acts. H. A. Dally has Merry-Go-Round, with Tom Thompson second man; Raymond Smith is foreman of Eli Wheel, with Mike Uwanich second man; Dewey Taylor, Gilder foreman, with Bee Brown second man. Shows: Athletic, Tiger Nelson, manager; Mrs. Green, tickets; Slim McClure, canvas man; Battling Green and Gas House McGhee, outside. Couri's World Show, Tiger Nelson, owner; Mickey Mouse and Snake, and Dixie Minstrels, Roy Skinner, director. Music is furnished by George Warneralo.  
F. MAURICE WOOD.

### De Luxe

LANCASTER, S. C., March 5.—Samuel E. Prell, owner of De Luxe Shows of America, and C. J. Franco, general manager, and William T. Hassen, assistant manager, arrived here from Newark, N. J., to officially open quarters to get everything in shape for season. S. E. Prell was here only one day, then left for Miami to join his wife and son, who have been there all winter. He will return in a week or so to take full charge of quarters. He recently returned from an extended cruise to South America and West Indies, which he took with C. N. Winget and Carl Mayer. Those now in quarters are: Mr. and Mrs. Chuck Simmons, John Haddad, Mr. and Mrs. Joe Parsons, John McClure, Mr. and Mrs. O. J. Thogerson, Henry Boyd, Mr. and Mrs. Stacey Knott, John Jones, Lewis White, Henry Hunt and Alex Proyer. Quarters are truly a beehive of activity. All shows and rides are being redecorated into up-to-date styles. A new show is being built carrying title Miss America-Merry-Go-Round horses are fast acquiring shining new coats of decorations. Most all of old concessioners are returning this year. Weather is grand here. Show property is set up all over the fairgrounds lot.  
MRS. CHUCK SIMMONS.

### Gold Medal

NASHVILLE, Tenn., March 5.—Gold Medal Shows, aided by local Chamber of Commerce, have had an ideal winter and working quarters about a mile from downtown Nashville. Consists of a one-story building, 90 by 140, which is used for a garage and blacksmith shop, also for storing trucks. Other, a three-story 250 by 350 building, is used to store all paraphernalia and as a carpenter shop. The 200-foot-square space outside, big building is enclosed with a 10-foot board wall and is taken up with living trailers. A small working force was kept in quarters entire winter under direction of Kappy Greff, superintendent of show. Following department heads: Chuck Powell, scenic artist and boss painter; Paul Wotring, chief mechanic, and Bill Dunn, superintendent of rides. These men have, in addition to going over entire show piece by piece, built a new 30-foot Motordrome and a 25-foot van-like office trailer, which in addition to office will be equipped with modern clubroom furniture and used to entertain distinguished visitors, committees and local dignitaries through season. Others who remained in quarters during winter months are Oss Ash, secretary of show; Red Lawler, who will be in charge of front gate, and Tom Weep, night watchman. Writer as general represent-



VOGEL CRAWFORD, who furnished this photo while he was in Jackson, Tenn., recently said: "The Original Crawfords, aerialist and novelty performers, are shown with their pet dog standing in front of their Schulz trailer while with Wallace Bros. Shows last season. Trailer was purchased in 1937."

New office, Langlois trailer. Divided into compartments. Front, cashier's office, press department and private office for George Coe, general manager. Inside finish light oak; new office equipment thruout and all new steel filing cases. New club car, operated by Danny Callahan and Jerry Mackey; new service bar, electric refrigeration. Finished inside with golden oak tables and chairs, cooling system, replica cocktail room. New Chimp Show has been constructed. Trailer screened on both sides, with walkway around with awning extensions. Max Williams will have a new show titled Vaudiville on Parade. Mr. and Mrs. Claude Barle will have new ideas in show they will operate. O. H. Hilderbrand states that more money has been expended in fitting up 1938 show than any time since his ownership. Manager George Coe has new de luxe trailer. Royal Stender, new accountant; George Morgan, cashier, and Pierre Oulette, general agent, in for conference. Free act, A. B. Smith's South American Liberty diving horses.

### World's

MONTGOMERY, Ala., March 5.—Max Gruber is busy. Opening of season but three weeks away. Casino De Paris equipment is assembled and is miniature replica of House of All Nations seen at Paris Exposition. Will be operated by Monsieur and Madame Normec De Loupe, and Gretchen Schobert, Almee De Pelitier, Verona Totti, Mary Alice Grey, Lillie Dawn, Olga Natisha, Jennie McCaffery,

Selig Zoo. Charles T. Smithy will be manager of this feature show. Four o' Hearts and Billie Segrist Troupe, casting act, are booked as free acts. L. Q. Everett, who will be electrician this year, arrived and started work with two assistants assembling transformers and electrical equipment in the new electric wagon already built. He was accompanied by his wife, Mrs. Fritzie Everett. Neil Berk, general agent, arrived in quarters and stated show is all booked. New paper will be used, and most all special paper has been ordered from Triangle Poster and Printing Company.  
CHARLES T. SMITHEY.

### Miller United

HARRISONBURG, Va., March 5.—C. A. Maitland will pilot Miller Bros.' United Shows this season. G. L. Miller completed new cookhouse, and G. L. Miller Jr. has electric equipment in shape. Harold Miller has been playing theaters with his hillbillies, which will be a chief attraction on midway this season. Dave Crites is painting Chairplane and has received new Calipola. Lucille Miller, secretary, has office ready.  
MRS. C. A. MAITLAND.

### Motor City

DETROIT, March 5.—Everything is humming at quarters of newly organized Motor City Shows. Workmen give assurance of readiness by opening date. Show will have W. S. Harvey as chief

ative is assisted by Pat Ford, special representative; John P. Flood, publicity; two billers with sound truck. New Drome will feature all-girl riders, Dotty Moss, Evelyn Knapp and Ruth King. Manager Oscar C. Bloom acquired Gold Medal title during depression years and has built it up year by year until its now splendid appearance ranks with leading shows of country.

H. B. SHIVE.

O. C. Buck

RICHMOND HILL, N. Y., March 5.—First ultramodernistic front was finished past week-end and is ready for painters. Indications point to this being one of most pretentious fronts ever attempted for a gilly show, with complete indirect lighting and a marquee copied from one of New York theaters. Front will be used by musical production managed by Joe Casper. Next front job will be one for Harlemans, colored revue, to be produced by Johnny Williams, well known in carnival business, having been identified with a number of large shows during past several years. This will be an office attraction, and no expense will be spared in stage settings and costuming. Manager Buck is contemplating transporting show on a 36-passenger private bus. Johnny was a visitor at quarters last week. Morris Levy, for 10 years leading concessioner with Bill Lynch Shows, playing Canadian spots exclusively, brought his carpenters to quarters Monday and started building his concessions. Stores will be built from ground up, including new canvas. Notes: Art Camfield, of Baker-Lockwood, a visitor. . . . Al Crane, custard and candy floss concessioner, frequent caller. . . . Max Gould, cookhouse, writes from Miami he will be here March 12. . . . Curly Graham, another of concession row, expected soon. . . . H. W. (Bill) Jones advises from Norfolk he has corn game rebuilt. Ray Rehrig will manage unit on this show. . . . Jack Davies, talker, joined staff of Joe Casper and will handle front of China as is. Jockey Roland, having finished his work on Drome, is directing overhauling of all motors, both stationary and trucks, Larry Updegraff assisting. Sonny Stapleton, brother-in-law of O. C. Buck, one of most active in quarters, serving as purchasing agent.

R. F. McLENDON.

made a trip from Florida to Indiana. Pa. last week to confer with Manager Rea. Writer will have charge of contests. Two new EH trailers will soon be added.

WINGIE SCHAFER.

International Showmen's Association

MARYLAND HOTEL

ST. LOUIS, March 5.—About 125 showmen and show women attended a get-together party at their clubrooms Thursday night, March 4. At this party showmen invited members of Missouri Show Women's Club, who turned out en masse to celebrate with the men. Free refreshments and an elaborate Dutch lunch were served, and celebrants danced until wee small hours. The showmen had a three-piece orchestra on hand with several entertainers.

March 17, St. Patrick's Day, the two clubs will combine to have another party, on which occasion the two clubs will share expenses of the party, as everything is to be free again. John Francis, Tom W. Allen, Vernon Korhn and Emil Schoenberger were on the entertainment at the party on Thursday night and did everything possible to make the evening an enjoyable one.

Miami

MIAMI, March 5.—Royal American Exposition is truly a portable world's fair, located just outside city limits, two blocks from Flagler street dog track on a busy highway. Cars by hundreds pass main entrance.

Down midway visitors are greeted with fronts of various shows and rides that are helping to make amusement history in Miami.

Newspapers here are solidly behind the movement to have the show build a permanent winter quarters here that will be an asset to the life of the city.

Marjorie Kemp's Lindrome is an outstanding show on the midway. Lighted front resembles a huge showhouse rather than a motordrome. Chez Paree is a fine show with gorgeous costumes and attractive girls. The organ is a novelty and used instead of a band. The midget emcee is clever and knows how to sell the show and himself to the crowds. His novelty burlesque on the fan dancer is a hit.

Hawaiian Show program runs 45 minutes and only three performances are given nightly. Colored Minstrel Show is another favorite, plenty peppy and a well-balanced program.

Jack E. Dadswell closed his season here as publicity director for BAE and is leaving for Kansas City, where he will open publicity offices. Carl J. Sedmayr and Velare brothers are seen in all parts of the lot making sure that things are running according to schedule.

Mrs. C. F. Corey Entertains Many Guests on Birthday

LOS ANGELES, March 5.—Mrs. C. F. Corey celebrated her birthday with open house in her private office on midway of White City Shows, Inglewood, Calif., last week, with a continuous stream of visitors offering congratulations and enjoying her hospitality. Gifts and flowers filled office while letters and telegrams arrived from all parts of country.

Assisting Mrs. Corey to entertain were Lucille King, Mario LeFors, Nina Rogers, Virgie Miller Martin and Mrs. Herb Usher.

Guests who registered were: Mr. and Mrs. Theo Forstall, Mr. and Mrs. Mark Kirkendall, Mr. and Mrs. George Tipton, Mr. and Mrs. O. H. Hilderbrand, Mr. and Mrs. E. W. Coe, Mr. and Mrs. Will Wright, Mr. and Mrs. Claude Barle, Mr. and Mrs. Frank Downie, Mr. and Mrs. Steve Henry, Mr. and Mrs. Ben Doubbert, Mr. and Mrs. Mel Smith, Mr. and Mrs. Charles Walpert, Mr. and Mrs. Joe Steinberg, Mr. and Mrs. Erwin Smith, Mr. and Mrs. Hill Sinclair, Mr. and Mrs. Ray Rosnard, Mr. and Mrs. Stephan James, Mr. and Mrs. Chet Bryant, Mr. and Mrs. William Grimm, Mr. and Mrs. Howard Collier, Al Fisher, Polish Fisher, Mr. and Mrs. Jack Wortham, Bobby Stewart, Florence Webber, Beas Schaffer, Fern Chaney, Mr. and Mrs. Ralph Balcum, Mr. and Mrs. Johnnie Hicks, Mr. and Mrs. Hi Severan, Mr. and Mrs. Harry Sucker, Jack Brick, Peewee LaMarr, Mr. and Mrs. Johnnie Gibson, Mr. and Mrs. Jack Schaller, Reggie and Arlene Marrion, Mr. and Mrs. Charles

(See MRS. C. F. COREY on page 65)

BARFIELD'S COSMOPOLITAN SHOWS

WILL OPEN MARCH 26 (TWO SATURDAYS) AT GRIFFIN, GA.; AUSTELL AND DALTON (PAY ROLL TOWNS), on DOWNTOWN LOCATIONS, TO FOLLOW.

THEN NORTH INTO MINING TERRITORY.

WANT organized Colored Minstrel, Monkey Show, Fun House, Mechanical Show, Wax Show, or other Show of merit with own outfit. Liberal terms. Opening for COOK HOUSE, CUSTARD, AMERICAN PALMISTRY, Photos, Penny Arcade, also any legitimate Grind Stock Concessions. What have you? CAN USE one more outstanding high, sensational Free Act. WANT two or three more experienced Side Men, those who drive trucks preferred. Leo Eistany wants Half-and-Half or any other added attraction for Side Show. All holding contracts acknowledge this call. Write or wire C. E. BARFIELD, Manager, P. O. Box 121, Macon, Ga.

CAN PLACE COOK HOUSE MANAGER

For circus style cook house; single man preferred. Must be sober and reliable and have references. Address

BECKMANN & GERETY SHOWS

Exposition Park, Route No. 6, San Antonio, Texas.

ZIMDARS GREATER SHOWS

OPENING MARCH 19, JACKSON, TENN.

— WANT —

SHOWS—Monkey or Moter Drome, Dog and Pony Circus, Minstrel, Cabaret, Illusion, Model City or Farm. CONCESSIONS—Can place Photo, Candy Apples, Cotton Candy, Gum Joints, Grind Shows and Wheels. Sallie Harris wants Mrs. Kater and Magician. Miss Davis wants Pat Girls from 200 to 300 lbs. that can sing and dance. Salary and percentage. CAN PLACE Minstrel Show People. Address BOX 1408, Jackson, Tenn.

WANTED SHOWS AND CONCESSIONS

OPENING IN COSHOCTON APRIL 30.

Shows with own outfits, or will furnish outfits for Ten-in-One or any other Show. We have openings for a few more legitimate Concessions. WE OWN FOUR RIDES.

HAPPY ATTRACTIONS

Box 125, COSHOCTON, O.

About Fernandez Tour Of Hawaiian Islands

By CHARLES GAMMON

HONOLULU—Spent month of December playing various plantations around Island of Oahu, mainly Wepahu and Waihawai, concluding with holiday weeks downtown Honolulu (Palama district), where shows, rides and concessions registered big business.

A big get-together party was put on in big top, where all members exchanged many Christmas gifts. All were recipients of gifts from E. K. Fernandez presented by him personally.

Motor trip was organized for a trip to the Pali (the windiest spot in the world, also one of the most historical spots on the islands. This was where King Kamehameha pushed opposing army over high cliff. Trip was very enjoyable, but many members were noticeably scared, especially Miss Westlake, who made trip in a real Hawaiian ox cart adorned with many leis. Leis kept (See ABOUT FERNANDEZ on page 65)

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Thirty Years After In the Golden State

By WALTER K. SIBLEY

LOS ANGELES.—Almost a lifetime ago, 1908 to be exact, since this scribe visited California. Los Angeles then had a population somewhere in low hundred thousands. San Francisco was slowly and painfully removing debris from earthquake and fire that devastated this great city. Hollywood's only claim to fame was account of Rose Carnival and parade held there every May 1. About only actor of prominence that resided in California was Nat C. Goodwin, who had a cottage by sea in Santa Monica. Levy's was swell restaurant of Los Angeles and Angel's Flight was one of sights of city. Whittier was orange center and Fresno raised raisins.

"Native Son" organization was all-powerful and made every effort to keep "outlanders" from doing business. Alexandria Hotel in Los Angeles was just finished and was considered last word in hotel construction and comforts. Chet Bell was working a mummy on First street and Ed Foley and Ed Burk had a snake show on Fillmore street in San Francisco. The Call Building stood like a silent sentinel guarding a city that, like Phoenix, was arising from its ashes.

Barbary Coast was still doing business at same old stand in same old way, and ferry boats plied between San Francisco and Oakland. Chinatown was then balmy, and if you didn't see seals departing themselves on seal rocks, you had not been to San Francisco.

+

Don't believe that there were any carnivals operating out here, as I never heard of one. Picture shows were few and far between and mostly operated as store shows for a nickel.

Venice was a real estate promotion and was built along a series of canals. Heaviest rains out here in those days were called fogs by press agents who

(See THIRTY YEARS on page 64)

Strates

WELDON, N. C., March 5.—Fifteen additional workmen have been added to force in quarters, keeping chief chief Klippinger on jump feeding three good squares per day. Chief artist Fred Jule and staff arrived and are engaged on repainting all fronts. Jule is displaying real artistic ability. Two fronts for Mabelle Kidder's Mystic India Illusion and for big snakes will be finished soon. General Agent C. W. Cracraft paid a visit deposited contracts and left. General Manager James E. Strates away this week on business and shipped three sleepers into quarters. Train will be painted burnt orange with silver lettering, shaded with blue. Wagons will be painted a carnival red with silver lettering, shaded with blue. Each wagon will be edged with green. Contracts have been signed with Samuel Green for presentation of Minstrel Show. Letter from Bill and Ada Cowan saying they will arrive in quarters March 15 to build several new concessions. Moe Eberstein writes he will arrive in time to get his two shows in readiness for opening. Moe will present a new grind show in addition to his Life attraction. Several new grind shows will be on midway, including a novel educational exhibit presented by Joseph Boora, veteran showman. Secretary Harold G. Inglish and writer busy getting supplies to keep various crews and cookhouses functioning properly. Wally Smithly has Drome completely repainted a burnt-orange color, trimmed in blue. Don and Dorothy Thompson, feature riders for Smithly, arrived.

BEN H. VOORHEIS.

John T. Rea

ROCHESTER, N. Y., March 5.—A great deal of work has been done in quarters under supervision of Arnold Roebuck. Side show is rebuilt and much new canvas and 18 new banners have been bought. New circus unit will feature domestic and wild animals under direction of Shorty Filbert. New cookhouse replaces one burned at end of last season. Outstanding feature will be new girl revue, with an 80-foot front, 32 feet at highest pylon, built of new metalized chrome and copper with tube lighting and a walkover balcony. There will also be a new attraction called Look. Writer

Philadelphia

PHILADELPHIA, March 5. — South Street Museum this week has Kid Talley's Colored Revue of eight people in pit. On platform, Congo, South African Bushman; Francis - Franchette; Mme. Camille, mentalist. In annex, dancing girls.

Eighth Street Museum has Nalf Cory, comedy magic; McGee, cartoonist; Jack Garrison, glass blower; Van, tattooed man; Poses Plastique; Spidora Illusion. Dancing girls in annex.

Matthew J. Riley, representing Endy Bros.' Shows, has been hibernating around the city, was in and out for past week.

William Glick was a visitor from Baltimore during the week, said work was progressing very nicely on his show.

Bill O'Brien, of Revere Beach, Mass., paid a visit past week. Is making arrangements for his shows and other concessions at Revere.

Harry Bentum, who has been wintering in city, leaves soon to commence his promotions with Cetlin & Wilson Shows for this season. Will also look after some interests connected with Bench Bentum's Diving Sensations, which is booked as free attraction with the show.

Mrs. Al Fisher, sister of Mrs. Carl Lauther, who underwent an operation for appendicitis two weeks ago, has sufficiently recovered to return home from the hospital and is on the road to recovery.

## 15 Years Ago

(From The Billboard Dated  
March 10, 1923)

That no legislation barring midway amusements from the State would be passed by the Wisconsin Legislature became a certainty March 1 at Madison, Wis., following a conference of State officials and a group of Milwaukee showmen, representing the craft in the Badger State. As an emergency measure, following news that a threatening bill was due to pass at Madison, showmen and tradesmen affiliated with them organized the Wisconsin Showmen's Legislative Committee and elected C. P. (Chick) Eckhart, president; Edward J. Beaver, treasurer, and Claude R. Kille, secretary. . . . Harry Dickinson signed contracts with L. J. Heth Shows to have his attractions appear with that organization in 1923.

Walter Grell signed as second man and press agent with the James M. Benson Shows for season 1923. . . . Roy Smith was resting at his mother's home in Wilmington, Del., after a successful season as concession operator with Harry Rubin on the West Shows. . . . George W. Mathews, of the former George's Famous Shows, and S. A. Hayhurst, ride operator, combined their interests and were preparing to launch the Mathews & Hayhurst Combined Shows. H. J. Pollie, general manager of the Zeldman & Pollie Exposition Shows, visited The Billboard's Cincinnati offices while on route from quarters in Nitro, W. Va., to his home in Grand Rapids, Mich., for a week's visit with his family.

Lotus Corbielle, one of the best known builders of novel carnival and park shows, blew into New York to do some special construction work for the Evans & Gordon Amusement Company for one of its attractions at Coney Island. . . . Arthur P. Campfield was signed as general agent of the Dreamland Attractions by Irving Udowitz and John E. Wallace. . . . Sig Santelle was contracted to lecture in the side show on the George L. Dobyns Shows. . . . C. W. Marcus, gen-

eral agent Brown & Dyer Shows, blew into New York on business for his shows and then left the city on a scouting tour. . . . The Louther brothers, of Philadelphia, signed with the Matthew J. Riley Show for a string of concessions.

### Popularity of Street Fairs in France Gains

PARIS, Feb. 28.—Street fair season in full swing throught France, with carnival and Mardi Gras celebrations at Nice and along the Riviera and big street fairs at Bordeaux, Paris, Marseille and Nimes.

Important street fairs taking place during March are those at Aix en Provence, February 24 to March 14; Bethune, March 13 to 27; Rhos, March 27 to April 18; Bordeaux, March 5 to April 4; Colmar, March 27 to April 10; Lille, February 26 to March 8, and March 26 to April 5; Marseille, March 6 to April 3; Nimes, March 5 to April 3, and Paris (boulevards Vaugrard and Pasteur), March 27 to April 10.

### World of Pleasure To Play for Churches

DETROIT, March 5.—World of Pleasure Shows going out under management of Mr. and Mrs. Frank Miller were formerly known for many years, until this season, as the Krause Amusement Company.

World of Pleasure organization will play Detroit lots until about first of June, when they begin a series of dates under auspices, chiefly for various church organizations. They will unite forces with the Two Mace, who handle games and concession attractions on shows.

A record of this organization is that they have played a series of repeat engagements at various churches steadily for several years.

### SCHOLIBO BACK

(Continued from page 44)

& Castle Shows, and the Castle, Ehrlich & Hirsch Shows for some 10 years.

Prior to his entry in the carnival business he was connected with the Prince Theater, Houston, as treasurer and man-

ager; of the Overholzer Theater, Oklahoma City, in 1911, and in 1916 and 1917 he was manager of Eden Amusement Park, Houston, Tex.

### STATE FAIR SHOWS

(Continued from page 44)

Isity: Dave Morris, general agent; Charles White, manager of concessions; Elmer W. Wells, lot superintendent and assistant manager, and Charles Eugene Cayce, electrician.

### Shows and Rides

Show operators are: W. C. Johnson, Side Show; Harry Mason, Natureland, Monkey and Snake Show; Bulldog Nolan, Athletic Show; Bob Wyatt, Harlem Revue; Fred Bond, freak animals; Syd Presson, Night in Paris; Zalka Martin, Posing Show; J. D. Rider, Monkey Speedway; Carey (Snakod) Jones, glass house, and Funhouse, show operated.

Geyer Brothers, with cloud-swing and high pole, present free act.

Show-operated rides are: The Octopus, Merry-Go-Round, two Big Eli Wheels, Tim-a-Whirl, Ride-o, Lindy Loop, dual Loop-o-Plane, Mixup and Kiddie Auto Ride.

Concessioners opening here were: J. D. Summers, bowling alley, blower and roll-down; Mrs. J. D. Summers, pop corn and candy store; Mrs. J. C. Tarkington, ham and bacon store; Mrs. J. C. Tarkington, photos; Johnny Graves, grind store and cigar wheel; Walter Lemmen, Charlie McCarty wheel; Dick Haven, dogs and lamps; Mrs. Dick Haven, bottles; Carl Bohn, four ball games; Shorty Wells, hoop-la; A. Hofmann, cat racks, and Floyd Shankle, cookhouse, bingo, cigar shooting gallery, penny pitch, diggers and cane rack.

### LINE O' TWO

(Continued from page 44)

tier Celebration to supply amusements at this year's event.

MACON, Ga., March 5.—Leo M. Hsytany, general representative of Barfield's Cosmopolitan Shows, announced that fairs to be held at Ganton, Manchester and Eastman, Ga., had been added to already long list of bookings.

CHARLESTON, Mo., March 5.—Eugene C. Cook reported here this week that Mrs. Stella Barker, owner of Barker Shows, is much improved and up following recent illness.

SUMTER, S. C., March 5.—Bullock Amusements announced here this week that John H. Harris, formerly with Tennessee Valley Authority in Tennessee, had joined shows' staff as secretary.

HOMESTEAD, Fla., March 5.—The Redland District Fruit Festival opened here Monday to an estimated crowd of 10,000. Emdy Bros.' Shows furnished midway.

MOBILE, Ala., March 5.—Walter B. Fox, general representative Wallace Bros.' Shows, said Tuesday that shows will leave quarters here next week for their official season's opening at Tuscaloosa, Ala.

LAUREL, Miss., March 5.—K. W. Franklin, secretary Buckeye State Shows, stated here Wednesday that season would open in this city next Saturday.

### JONES GETS

(Continued from page 44)

Fleming stated that booking was in keeping with program of expansion and improvement instituted by Johnny J. Jones Exposition this year. That he believed it a long stride forward in bringing more flash entertainment to masses as well as a valuable addition to liven up and add increased gaiety to midway in general, aside from valuable assistance a hand will render free acts and exploitation programs. Reported by Ralph Lockett.

### HASC AUXILIARY

(Continued from page 44)

tulips and red and white candles. A fancy glass perfume bottle with names tied with red ribbon was the place favor. A basket of flowers from the men's club was at the speakers' table and a basket of spring flowers from the Los Angeles club held a prominent place, while a heart made of deep-red roses and set on an easel occupied the open center of the table, it being donated by Midwest Novelty Company.

Helen Brainerd Smith gave the invocation, after which a steak dinner was

served. A large birthday cake with lighted candles was cut by Myrtle Duncan, which was eaten with the raspberry sherbet.

The president then introduced the toastmistress, Mrs. C. W. Parker. She asked that a few moments be given to silence in memory of those who had passed on. She then read telegrams from Ladies' Auxiliary of the Pacific Coast Showmen's Association; Viola Fairly, Springfield, Mo.; Billy Willis, New Orleans; Juanita Strassburg, Miami; Sally Stevens, Miami; Ladies' Auxiliary of the Showmen's League of America, Chicago; Missouri Show Women's Club, St. Louis; Bill Duncan (son of the president); Norma Lang, Belleville, Ill.

At this time Peggy Landes and Lettie White asked to be excused as they were to be taken into the White Shrine that evening. Jess Nathan accompanied them.

### Toastmistress Reads Poems

The toastmistress then read several poems, some of them original, and then called on the first president of the auxiliary, Gertrude Parker Allen, who responded with a detailed account of her two years in that capacity. She read a letter from Mora Martine Bagby, whose mother was the first treasurer of the club.

Hattie Hawk, the next president, was called on and she told of the progress of the club and the good times and the money that was raised during her term. Helen Brainerd Smith was next and she said she remembered that they had \$1,000 in the treasury at that time and that she had presented the club with the gavel they still are using at the meetings.

From then, 1923 to 1934, no presidents were present, so Mary Francis was next, she being president in 1934.

Next Margaret Haney spoke and said she had wonderful co-operation from her committees. Then Myrtle Duncan, the president for 1938, was called on and she said that she was glad to be able to have a part in the memorial services and the dedication of the monument.

Louise Allen, third generation of members of the Parkers, next spoke and she told of the organization of Juniors in 1921-'22, which had 14 members, all children of the older members.

Elizabeth Yearout as secretary then spoke and Bird Brainerd told of the monument dedication.

A round-table speech was then started and the following members present responded: Grace Goss, Jane Pierson (who had driven in from St. Louis), Toots Riley, Mickey Ingersoll, Loretta Ryan, Harriett Calboun, Blanche Francis, Lucille Heinway, Ruth Ann Levin, Molly Ross, Boots Marr, Ann Carter, Ruth Martone, Ruth Spallo, Jackie Wilcox, Anna Roselli, Ida Hakan, Marie Klesen, Freda Hyder, Lucille Hansen, Pearl Billings.

When they had all spoken Mrs. Parker ended with an original poem naming each year of the auxiliary in rhyme and thought that this would end the occasion, but a surprise was in store for her. Mrs. Duncan arose and with a befitting bit of praise presented her with a solid gold engraved life-membership card with case. After her first surprise was over she was able to talk and said that nothing had ever made her so happy.

Mrs. Duncan then said that if the ladies wished to go to the clubroom and play bridge they could do so, and most of the ladies did. One basket of flowers was sent to E. H. Brainerd and one to Lois Hart, both of whom are ill.

### Ladies' Auxiliary

After the 18th annual anniversary dinner last Friday so many of the ladies were in the clubroom that the president decided to call a meeting.

Virginia Kline had sent in an application. It was voted on, and Mrs. J. C. Turkington was taken in as a new member.

Then the present which Ruth Martone was appointed to buy for Mrs. Rodabaugh's baby was passed around for all to see. The men's club had donated, too, so she bought a silver knife and fork and had them engraved and a silver baby plate and bowl.

A belt buckle sent from Florida by Juanita Strassburg was then raffled and Jane Pierson won it.

The meeting was then adjourned and bridge was played until early morning Sunday.

The flower heart, which had been sent to the anniversary dinner by Mr. and Mrs. Levin, was taken to the cemetery and placed on the grave of Estia Smith who died during the year. Reported by Helen Brainerd Smith.

**CANDIES FANCY FLASH BOXES**  
BOXES IN SIZES WANTED AND BETTER CANDIES IN BOXES  
CHOCOLATE COATED OR NON CHOCOLATE COATED (SUMMER)  
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state your requirements fully, as all inquiries  
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## L. J. HETH SHOWS, Inc.

OPENED MARCH 5, BIRMINGHAM, ALA., TWO SATURDAYS, CATCHING PAY ROLLS.

FAIRFIELD, ALA., TO FOLLOW.

To Join Immediately.

WANT Shows with or without own outfits, Fun House, Unborn Show, Snake Show, RIDES—One more Flat Ride not conflicting, Boomerang.  
One more high-class Free Act. Union Billposter with Sound Car, Foreman for Swooper Ride. Legitimate Concessions open. Ray Daley wants for Side Show, bona fide Freaks and strong Annex Attraction. FOR POSING SHOW—Young, Attractive Girls. FOR REVIEW—Girl Novelty Acts, Sister Team, Vaudeville Performers, Accordion Player, Oriental Dancing Girls. Send photo and state all in first letter. Mrs. Heth wants experienced Photo Gallery Operator. Prefers Man and Wife; Penny Pitch and Ball Game Agents.

**15 Fairs Now Contracted 15**

## LAST CALL LAST CALL LAST CALL GREAT SUPERIOR SHOWS

OPENS MARCH 14, HOLLY SPRINGS, MISS.

WANT SHOWS, RIDES AND CONCESSIONS FOR 1938 SEASON.  
SHOWS—With or without own outfits. Crime Edge, Guss Show, Walk Through.  
RIDES—Chalplane, Auto Kiddie Ride, U-Drive-It Cars, Arthur Walsh got in touch with E. L. Brown. Can place your Tilt and Diggers Exclusive.  
CONCESSIONS—Can place any Legitimate Concessions. Reasonable rates.  
Will give good Press to Monkey or Motor Drama.  
Can use good Talkers, Grinders and Ride Help. Address: GREAT SUPERIOR SHOWS, Hotel Traveler, Holly Springs, Miss.

P. S.—All people holding contracts with this Show report not later than March 12th, at Holly Springs, Miss.

## BROADWAY SHOWS OF AMERICA

Have complete Ten-in-One and Girl Show open. Will book shows and Rides that don't conflict. Want Concessions of all kinds. Will sell exclusive on Custard. Want Foreman for Caterpillar and Loop-the-Loop. Would like to hear from Charley Zern and Stevenson, Palmistry. Show opens April 21, Covington, Ky. For Sale—Four Automatic Popcorn Machines. All mail and wires: COL. J. F. DENNIET, Mgr., Broadway Shows of America, Covington, Ky.



## National Showmen's Association

Piccadilly Hotel, New York

NEW YORK, March 5.—Numerous plans for the future and announcement that a lease has been signed for club-rooms in the Palace Theater Building marked the second closed meeting of NSA at the Piccadilly Hotel here Thursday evening.

Sam Rothstein, chairman of the house committee, announced the acquisition of 4,000 square feet of space on the sixth floor of the famous vaudeville house, comprising several small rooms, a large assembly hall capable of seating more than 500 and facilities for baths, a kitchen and Ladies' Auxiliary headquarters. The rooms are expected to be qualified for many years to come. After slight renovation and rearrangement of partitions there will be facilities for cardrooms, a refreshment salon, secretary's office and costrooms. Rothstein advised that about April 1 the big suite will be opened to members. Until that time, of course, temporary rooms will be maintained in the Piccadilly Hotel.

Headed by Alan Corelli, secretary of the Theater Authority, a group of prominent show-business personalities lauded the efforts and purposes of NSA and promised their faithful co-operation in the movement. George P. Smith Jr., member of the concession department of New York's World's Fair, explained briefly the status of the amusement zone of the 1939 event as of March 1 and advised that before many more weeks we would all be hearing of plenty of action in that direction. Max Goodman, popular former concessioner and now head of the Goodman Wonder Show, expressed his desire to assist the club and warned the organization to retain its enthusiasm—that other clubs in Manhattan had failed in a few months thru lack of emotion. Goodman feels that the NSA is "a clinch to be a winner."

President George A. Hamid emphasized the importance of making NSA all inclusive, bringing out the point that it is up to members to encourage additional membership from the indoor theatrical field, from business allied with both indoor and outdoor. He appointed a committee consisting of Fred Phillips, Sam H. Grisman, Billy Rose, Elias Sugarman, Jack Licher and Fred LaRene to be responsible for the attendance of as many indoor people as possible at the club's next meeting.

Another suggestion was given serious consideration and was referred to a committee for investigation. Several members submitted the idea of forming within NSA a war veterans' organization—preferably affiliated with one of the established national bodies. All members are urged to indicate by personal contact with the secretary or by mail whether he is a veteran and if he would be interested in forming an NSA chapter.

A letter was read from Vice-President Art Lewis, in which he informed Hamid that, despite lack of co-operation from other shows in that territory, his carnival netted \$458 for the cemetery fund at a benefit February 22 in Sarasota, Fla. A hearty vote of thanks and appreciation was extended Mr. Lewis.

Treasurer reported that more than \$4,100 is deposited in the club's account at a local bank and that dues and initiation fees from new members is steadily augmenting NSA's fast-growing exchequer—with the aid of Hamid-imposed fines on late arrivals at business sessions. Treasurer also reported that a total of 215 members have joined the organization as of the opening of the March 3 meeting. Eight more members entered the fold before the session adjourned.

Secretary Arthur L. Hill requested that new members when filing applications be certain to furnish complete answers to questions thereon. Several applications have been received, he said, minus names of cities, lacking stipulation of age of applicant, etc.

Next meeting date was set at March 24.

### Ladies' Auxiliary

Plans for the Auxiliary's bingo party at Rosoff's Restaurant evening of March 14 are materializing rapidly. President

Dorothy Packman stated at the March 3 meeting. Mr. H. Helfand, of the Brighton Lamp Company, has offered a striking electric toaster as one of the prizes; Miss Packman will donate several prizes, as will other members. Madge Block, as announced in this column a week ago, will contribute bulk of the give-aways.

Half a dozen new members have joined the club since the last meeting and it is expected that a number more will be in within the next week or two. The membership presented Miss Packman with an expensive silver gavel at the March 3 meeting as a token of appreciation for the excellent work she has accomplished in getting the organization rolling.

After March 3 meeting Miss Packman appeared at the men's session, where she urged everybody to be present at the bingo party. Games start at 8:30 in the banquet hall of Rosoff's Restaurant.

## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., March 5.—Matter of federal aid for highway purposes continues to merit discussion and attention on part of Congressional leaders. There is contained in a recent issue of Congressional Record remarks and other material submitted by Congressman Wilburn Cartwright relating to entire subject of federal aid for highways.

Subject matter of Congressman Cartwright's remarks and material is so complete and detailed that it is hardly possible to give more than a mere outline in this column, but we shall be pleased to furnish material to any of our members who may be interested.

Congressman Cartwright points out that matter was first started by presentation to Congress of President's message under date of November 27, 1937, in which President requested action on part of Congress, first, for cancellation of 1939 authorizations; secondly, to limit expenditures for highway purposes to \$125,000,000 per year, and, thirdly, to dispense with such expenditures unless funds were readily available.

### Bill Introduced

Bill was introduced covering subject matter of President's message, and hearings were had on this bill beginning January 25 of this year.

Bill carrying out recommendations of President was prepared by Secretary of Agriculture Wallace and submitted to Congress with request that it be introduced. Similar bill was prepared and forwarded by Secretary of Interior Ickes.

Matter is still in argument stage between various Congressional leaders calling for more expenditures for road-building purposes and others suggesting a restriction of such activities.

How this will ultimately turn out no one can tell at this time, but only time will tell whether during the next few years there will be sufficient extensions of federal highways as to make it of interest to shows contemplating motorizing.

## Michigan Showmen's Association

DETROIT, March 5.—Regular meeting was held February 28, with President Margolies presiding. Seated at the table were Vice-Presidents Stahl and McMullen, Treasurer Rosenthal and Secretary Brown.

Meeting was well attended and a number of important matters were taken up.

Plans are under way for the purchase of a home in the fall. Brother Sam J. Rose was named chairman of committee for that purpose.

A resolution passed at meeting to hold a bingo party every Thursday evening. There are over 300 tickets sold for the first party.

Brother Charles Westerman left on vacation to New Orleans and Central American countries.

President Margolies is busy laying plans for a series of affairs during the summer months to raise funds for building fund.

William H. Croy resigned as custodian to devote his time to his business. Brother Tommy Moore was appointed new custodian.

Getting of beer permit was put off

## Geek, Grease Monkey or Owner

### HE'LL USE A SCHULT TRAILER

The majority of folks who work with carnivals and fairs use Schult Trailers for the conveniences of home while traveling. The ease of living and the money they save means more comfort and a larger roll at the end of the season.

A popular item among the nine Schult models is the combination house trailer and concession vendor pictured here. Comfortable quarters for trailer and concession vendor makes it ideal for a lunch wagon, skill game, etc. Hundreds of these jobs are bringing easy money with less work to owners all over the country. Investigate now. Take along this trailer when you join your show this summer.

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Schult also builds special models to order. Submit ideas, without obligation, for price quotation.

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OUR QUALITY IS HIGHER THAN OUR PRICE

## WANT BUCKEYE STATE SHOWS

POSITIVELY THE BEST SPRING ROUTE IN SOUTH, ALL BONA FIDE DATES. Opening March 12, Two Saturdays, in Heart Laurel, Miss.

- Week March 21—SOUTHWEST MISSISSIPPI FAT STOCK SHOW, Port Gibson.
- Week March 28—SOUTHEAST MISSISSIPPI LIVE STOCK SHOW, Forest.
- Week April 4—NORTHEAST LIVE STOCK SHOW, West Point.
- Week April 11—SHRINE FESTIVAL, Meridian.
- Week April 18—AMERICAN LEGION FAIR, Vicksburg.
- Week April 25—SPRING FESTIVAL, Jackson.
- Week May 2—NATCHEZ TRACE FESTIVAL, Natchez.

WILL BUY OR BOOK Octopus or Boomerang Rides. Will finance any Show of merit, with or without outfit. Good opening for Grind Concessions, Scales, Ball Games and Grind Stores that will work for stock. Slim Leeman wants Roll-Down Agents. Rody wire me. Pay your own wires. Address as per route. All Mississippi.

until the club gets located in its new home.

Brother Marshall Ferguson, of membership committee, is busy with his new tasks.

Word from Miami states that Brother Louis Wish, the big shark fisherman, will be home soon.

Bridge sessions are still in full swing, with Brothers Herbert and Izzy Sobel the principal instructors.

The smokestacks have started smoking again much to the delight of all the boys.

Brothers Charles Phillips and Jim Myre paid their first visit to rooms and were well pleased with all arrangements.

Brothers, do not forget the big bingo parties and bring your friends. Reported by George H. Brown.

## Joe S. Scholibo Vists Hennes Bros. and Reports

SHREVEPORT, La., March 5.—Before visiting Hennes Bros.' Shows in quarters here some two weeks ago the writer had no intention of again going on the road this season. But after seeing the construction work in progress and the work laid out for the final weeks of winter-quarter activity the writer was again "sold" on another season of heralding the brand-new 1938 edition of this organization.

The "brand-new" term is true in every sense. Some 50 new wagons have been built thus far, and over 80 per cent of the 90 show wagons have been rubberized. Orville and Harry Hennes intend to have the show on rubber throuout.

More work with fewer workmen has been accomplished this winter than last under Superintendent McLane's capable guidance. He is assisted by Jack Rhodes, Frank Krahn, Joe Black, Jack Dondinger and L. B. McFarland.

Artist Robert Wilks has handled his department capably and his work is eye pleasing.

Chief electrician Tom E. Adams completed a new second transformer wagon and rebuilt his other one, installing more transformer capacity, which will be greatly needed this year, since more neon is to be used along with more shows, attractions and rides.

William Kemp has completed a mammoth motordrome, which is said to be larger than any to be carried by any carnival in 1938. Six lions, wintered here in charge of Miles Riley, are ready for a hard season's work.

Oscar Halverson, ride superintendent, has the 22 rides ready for the opening, which is set for early April.

Harry W. and Orville W. Hennes returned from Laurel, Miss., after receiving

15 used house trailers \$45.00 to \$269.00 at our Sarasota branch. Must be sold at once. Covered Wagon with brakes, \$269.00; De Luxe, \$335.00; Schult, \$195.00; Silvermoon, \$395.00. Many others at

## SELLHORN

720 MAIN ST., SARASOTA, FLA.

## WANT MORE REVENUE for YOUR ORGANIZATION? Read "BINGO BUSINESS"

A Column About Bingo in the

## WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

their final Masonic degree.

William B. Davis and wife have been handling the shows' office duties and correspondence of Hennes brothers this winter. Harry Martin, connected with the concession department, and wife have been here for several weeks, while Ted and Bill Shulman drove in from the West Coast but continued on to their home in Cleveland, where they will visit for a few weeks before returning here.

Eddie Philon and Tommy Martin have rebuilt their midway cafe and it's about ready to set up. If the equipment is an indicator it will be second to none and a credit to the midway. New show fronts for the *Merfies* on Parade attraction and the girl show have been completed and work of building two new stages for the shows is progressing.

JACKSON, Miss., March 5.—A new Mississippi law, effective March 25, was signed this week banning pin games, slot machines, cane racks, knife racks, "artful dodgers" and punch boards. Law makes a second conviction a felony and punishable with not less than six months and not more than two years in prison, plus a fine of \$500. First violation will be deemed a misdemeanor and subject to a fine of not more than \$300 or three months in jail.

# Full Date Carnival Show Letters

As Reported by News Representatives for the Shows

## Crafts (Motorized)

**Brawley, Calif.** Week ended February 27. *Auspices, American Legion. Location, citrus grounds. Business, fair.*

Fourth week of season finds show still in Imperial Valley. Valley Fair, Imperial, Calif., will mark end of pay gate for a few weeks. Around the show lot: Roy Meyers, foreman of Heyday, arrived with crew and ride from quarters, up and ready for opening night. Ed Kanthe and brother, Dock, Detroit strong boy, are receiving large patronage among Mexican fans in Athletic Stadium during valley tour. Red Crawford has large stunt-performing lion working in Motordrome. Karl Miller's new show, Monkeyland, an outstanding front and performance as well. Billy Bozelle, of side show, says new front he is designing will make its debut at Orange Show. O. N. Crafts made week-end visit, flying down from quarters in his plane, but left by automobile next morning account of muddy airport runways. Several of boys left here to drive trucks of No. 2 show from San Bernardino to San Diego for Golden State Shows. Cecilia and Bertie Kantise, sisters-in-law and rapid-fire front-gate ticket sellers, were honored guests of Club Silver Moon here last night of engagement. Mrs. Charles Miller returned after a week's absence and joined her husband on the front counter of Miller's Shootout. Louis Petraccini is show's official candid cameraman. Barney Glancy is back again handling Klencok concessions. Philip Stopeck left to play a couple of engagements with No. 2 show. Pat Murphy is foreman of Ferris Wheel. John (Spot) Ragland wants to know why it is show fronts having loudspeakers have talkers that yell into the "mikes" and talk louder than they if they were making natural openings. Clark Gable, a per-

forming monk in Miller's Monkeyland, is said to belong to several secret orders. Letter from General Agent Phil Williams reporting several midsummer dates. Mrs. Roy E. Ludington keeping busy with her bingo stand and claims merchandise moving fastest is plaster and pillows among Mexicans and Filipinos. Bob Burns, managing Pop Eye, fun ship, will take that attraction to join Golden State Shows after Imperial Fair and Humpty Dumpty fun castle will join this show. Pete Bakukus, athletic showman, visited Pete is promoting bouts in Calexico, Calif., every week-end.

ROY SCOTT.

## Donelfro

**Meppets, S. C.** Week ended February 26. *Auspices, St. Paul Community Club. Weather, fair. Business, good.*

First organized carnival to play this town. Purl Shields left with minstrel show to join the R. H. Work Shows. Since organization in November 15 consecutive weeks have been played in South Carolina, five in Charleston being best. Staff: Johnnie Hobbs, manager; Elinor Garner, secretary and treasurer; Jack White, general agent; Jay Berman, electrician; Louis Rose, legal adjuster; Moe Jackson, banners. Concessioners are Joe Milley, cookhouse; Josephine Milley, cashier; Scottie Johnstone, chef; Bob Fritchard and Bill McLaughlin, assistants; Peggy Vonluckner and agents, Mavis Dale and Willie Miller; J. T. Falkner and agents, Louise Falkner and Wanda Miley; Wesley Boyd, sound truck; Leon West, announcer; Louis Augustino and agents, Kate Augustino, G. Cole and Brown Meyers; Bill Cohen and agents, Charles Riley, Harry Tilner and Friday Dale; Elinor Garner and helpers, Madam Laverne and Evelyn Smith; Dick Palmer and agents, Sophie Palmeter, Sally Justus, Bille Wester and Jack Palmer; Johnnie Hobbs and agents, Charles Higginbotham, Percy Jackson, C. O. Overton, Louis Smith, Donald Justus and Pat Leary; Red Gerber and agents, A. E. Smith and Ted Ramsey; Jay Berman and agent, Billy Shell; Mr. and Mrs. Jack Palmer; Mr. and Mrs. E. E. Docker; Hack White and agent, Mrs. J. T. Falkner; Louis Rose and agents, Moe Jackson, Charley Ray and Frank Gaines; Elinor Garner and agents, Willie Ray and Jack Thorpe; Earl Thompson and Shorty Shell; Hiram Beal and agent, Jimmie Fish; Joe Stoneham and helpers, Ben Cheek, Jack Smith and Bob James; Seattle Cover and helpers, David Amos, Rosie Ryan; Walter Ward; Jay Berman and helpers, Leslie Ford and Helen Berman, Louise Weston and Evelyn Hogue. JACK WHITE.

## White City

**Inglewood, Calif.** Eight days ended February 26. *Location, fairgrounds. Auspices, Veterans of Foreign Wars. Business, poor. Weather, fair.*

Opening stand here a disappointment financially and as to attendance, altho over 7,000 tickets were sold by committee in advance. Pacific Coast Showmen's Association Day on Sunday proved largest day for attendance. Hundreds of showfolk accepted hospitality of Mr. and Mrs. C. F. Corey. May Collier, high diver, and Marlo and LeFors, aerialists, free attractions, proved winners with audiences, and publicity they received from local press was most complimentary. Mike Krokos, owner of West Coast Amusement Company, was a welcome visitor. John T. Backman, former secretary of PCSA, visited. Among arrivals who were guests of office were Mr. and Mrs. Joseph Krug, owners of 20th Century Shows exhibiting in Linwood; Mr. and Mrs. Abner K. Kline, of Eyerly Aircraft Corporation, en route to San Francisco; General Manager E. W. Coe of Hilderbrand's Shows; Mr. and Mrs. Charles Walport, of West Coast Amusement Company, and Mr. and Mrs. Charles Soderberg, high diver, West Coast Shows of Seattle. Mr. and Mrs. Herb Usher's concession is nifty and Mrs. Charles Youngman is a reader. Mrs. Mickey Wilson's candy floss concession was surrounded all week by visiting showfolk. Fern Chaney spent week doubling in brass. Nan Keller joined Swede Olson's photo gallery as agent. Max (Mulligan) Kaplan did nicely with his concessions. Bud Cross visited his sister, Dixie Olson Stone, in Venice. Cookhouse of Pa and Ma Slover is a small affair but did capacity business. Lucille King, special agent, was busy. Marlo and LeFors' concessions present attractive appearance. General Agent Arthur Hockward returned from booking tour. Bill Holt added a penny pitch. Mr. and Mrs. Casey Taylor purchased a new house car. Charles Marshall and writer enjoyed visits to various shows within this area. Mitchell Family arrived from Imperial Valley with a concession. WALTON DE PELLATON.

## Heth Bros.

**Louisville, Ala.** Week ended February 26. *Sell lot, downtown. No gate. Weather, cold. Business, fair.*

Nothing new or news other than same set-up and organization intact. Thankful to have dodged relief rolls and getting along. Writers' Lunch Box grab store built on a special trailer, electric refrigerator, electric toasters and coffee dripolators, nearly complete for the opening, March 21. Clerks will be dressed in special uniforms, no pockets, no tips, last but not least, no H. O. Many additions have been made to the Joy Box and Funhouse. Fine results of M. J. Dreesen, general agent. We are expecting a bigger and better season than 1937. Dan Stratman, of long-

range gallery fame, added three more stock concessions. Everybody on show is painting and building for opening. Mrs. Albert and L. E. Heth due from Florida to begin work on their ride. FLOYD R. HETH.

## OUR MIDWAY

(Continued from page 48)

not seen for some time. . . . Wondered if W. J. Wright knew that Pat Henton was going to be the doorkeeper.

**WORLD ON REVUE:** This is what the Art Lewis Shows subtitled.

**HOT POTATO SQUIBS**—What well-known carnival owner of the Northwest a few years back always referred to as "Midgway." This same owner once booked an apple concession for a \$10 privilege and said concession was closed by law as soon as it opened account of charging three for \$1. "Must have been golden apples," said the well-known owner (Sam Brown). . . . What has become of "main show" signs that used to be so noticeable on carnival fronts of yesteryear? John T. Backman, animal show, once possessed such a sign and required services of six men to pull it up. . . . Several small Pacific Coast carnivals are having a time battling for towns among themselves, but will soon have their troubles ironed out and on their way before big ones arrive on scene, and a scattering in all directions most generally always occurs. . . . Cookhouse chatter has routed more shows in the wrong territory, put up and tore down more paper for individuals than any other known agency. . . . Why do circus people jokingly refer to carnivals as hamburger eaters? Seldom, if ever, is it ever listed on cookhouse menu. Yet Salisbury steak, meat loaf and stuffed peppers, all composed of lowly hamburger ingredients, are old stand-bys at most circus tables. . . . Piccadilly Circus (Slebrand Bros.) was among early shows opening their season in Southern California, bucking bad weather going into El Centro for four-day engagement, then only to show one day; left California February 14 to open in Yuma, Ariz., thence to their Midwestern route. . . . Joe Krug, one a noted concession operator and a strong believer in a pay gate on carnivals, now owns a carnival himself and, lo and behold, a pay gate is a feature of his 20th Century Shows. How cum, Joe? . . . John (Spot) Ragland pays all his help off in Mexican pesos each year he makes border tour with Crafts' Shows. When you give a fellow five silver pesos it looks like something, says Ragland; however, not for long, as it is worth only 27 cents in U. S. money.

**WHO IS** the general agent who said he booked a bunch of fairs?

## Larry S. Hogan Visits Cincinnati for First Time

Larry S. Hogan, general representative of Rubin & Cherry Exposition, came into Cincinnati last Thursday, checked his luggage and visited The Billboard Building, where he was taken in charge by E. Walter Evans, managing editor of The Billboard Publishing Company. After visiting the editorial offices and greeting the staff he was ushered thru the seven-story building from the press-rooms in the basement to the top floor binding room. No part of the vast organization was denied the presence of the genial Hogan. He especially enjoyed the foundry, where the plates are cast after the forms have been put in type. To take Larry's word for it, the whole plant was a revelation to him.

Brother Hogan revealed that during all his years in show business he had been in every large city of the United States and Canada, but this was his first visit to Cincinnati and never before had he beheld the high buildings and radio and industrial activities of the Queen City of the West.

Later on Managing Editor Evans deposited him in Editor A. O. Hartman's office and they talked over things in general. Hogan remarked that The Billboard looked like a 50-car show lot in its various ramifications and activities. Before he was taken in hand by Bill Sachs he said to Evans: "From now on I am going to buy The Billboard each week."

Larry left on a train from Union Terminal, said to be the largest and finest railroad station in the world, for Atlanta after Bill Sachs had pinned a tag on him which read, "Put Larry Hogan off when he gets to Atlanta!"

FRANK GRAVITTO.

**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.

**HUBERT'S MUSEUM Inc.**  
228 W. 42d Street, NEW YORK CITY.  
Open All Year Round.  
Want Freaks and Novelty Acts of merit at all times.  
SCHORK & SCHAFFER.

**DARE-DEVIL OLIVER**  
WORLD'S PREMIER HIGH DIVER  
**AT LIBERTY**  
Write for Particulars.  
LOWE'S CAMP, St. Petersburg, Fla.

**POP CORN SEASONING!**  
The Public Appreciation of MONSIEUR PRIDE BRAND SPECIAL POP CORN SEASONING is proof that the machine operator DOES want the BEST!  
Write for Sample and Prices.  
INDIANA POP CORN COMPANY, Muncie, Ind.  
WIRE - WRITE - PHONE.

**TO TRADE**  
160-Acre Desert Ranch Land, located in San Bernardino County, California. Trade for Carnival Ride and Equipment located on West Coast. Land is free and clear. Plenty of water.  
GEO. H. ZIMMERMAN  
948 West St., Los Angeles, Calif.

**BETTY-JOHN**  
WANTS Tattoo Artist, Hair-and-Hair, Grinder, good Freak to feature, also Working Acts. A-1 Electrician who knows Transformers, for Carnival.  
W. E. WEST MOTORIZED CARNIVAL.  
Cherryvale, Kan. Opening April 2.

**PINE TREE STATE SHOWS**  
OPENING EARLY IN MAY FOR A SEASON OF 22 WEEKS.  
CAN PLACE You-to-See, with or without outfit; Monkey Show, Snake Show (no Gosh); Fat Girls act act entertain. Motorbikes with own transportation. Penny Arcade, Fun House, Factory-built Rides, Auto Ride, Double Loop-o-Ride and Octopus. WANT experienced Ferris Wheel Operator that can drive Truck.  
A. S. PENHAM, Manager.  
12 Sewall Street, Portland, Me.  
Send your correspondence to advertisers by mentioning The Billboard.

# Museums

Address Communications to Cincinnati Office

## Lauther's

**MOBILE, Ala., March 5.**—After successful four weeks' engagement in Birmingham Oddities moved to Mobile for two weeks. Show opened February 29. Mardi Gras in full swing and business is not phenomenal, just fair. Location is in heart of amusement zone and building is commodious enough to make a real display of neon-lighted circular platforms. Wallace Bros. Shows opened on downtown lot and many members of troupe have been visitors. Walter B. Fox, general agent of above show, is seen in museum almost daily. Fred Miller, of museum fame, from whom Lauther rented building, is helping out with various details during engagement. Ches Taylor, concession man, also a frequent visitor. Making her first appearance in any museum is Angeline Vito, four-legged girl of Italian parentage, who has been creating a sensation and will be one of the leading attractions with Lauther interests on road this season. Another new addition to Lauther entertainers is Rich, human ostrich. Little Duke, African pygmy, who works bally, has received two proposals of marriage. Oddities will move from here to Atlanta, opening there March 8. Store is next

to location of last year, where show had a good six weeks' engagement. Next move then to quarters of Johnny J. Jones Exposition, Augusta, Ga.  
ROY B. JONES.

## Kuntz

**WASHINGTON, March 5.**—Business has been only fair last few days because of cool weather. Wendel Kuntz, owner, is still in Garfield Hospital recovering from a broken leg. Fat Redding is back after a few days off because of a bad cold. Gerlie, pinhead woman, has two new costumes. Gilbert Tracy, dwarf sword swallower, joined recently. His act is going over well. Bluety Bluety, dwarf magician, has a new water trick that is clicking. Helen Winters and Sam Golden checked out Sunday. They are getting ready for outdoor season. Gravitvo is getting his show ready to place in a park for Decoration Day. Representatives of The Washington Daily News took many pictures of show in action. A full column write-up, with many pictures, was published. Visitors: Harry Hellar, owner of Acme Shows, and Hurricane Swift, high diver.  
FRANK GRAVITTO.



# Fete Draws Big Crowds

Sarasota pageant and fair go over well—circus aids in parade and exhibits

SARASOTA, Fla., March 5.—About 20,000 lined Main street Saturday night to view the grand procession of the annual Pageant of Sara de Sota February 25 and 26. Altho there was a biting wind, many dressed in costume. In a large contingent entered by Ringling Bros. and Barnum & Bailey Circus were a score of elephants, with camels, zebras, lions, tigers and monkeys. The big show furnished 40 caparisoned horses for the mounted section.

In competition among bands, 12 were in line, including that of the University of Florida. Cadets of Kentucky Military Institute were unanimously chosen by judges as the best band. Second place went to Bradenton High School. Float

(See FETE DRAWS on page 61)

## WANTED

Phenomenal Attractions for State Convention American Legion, Pocatello, Idaho, August 21st to 24th. Outdoor Circus or what have you. Stadium available, or town location. Address

CONVENTION COMMITTEE

Box 1129, Pocatello, Idaho.

## WANTED FOR FIREMEN'S NITE FAIR

JUNE 20 to 25.

Rides, Free Acts, Clean Shows, Concessions. Write H. H. BAKER, Secy., Mifflinburg, Pa.

## COMMITTEE MEN



SECURE THE BEST

CARNIVALS  
ATTRACTIVE  
CONCESSIONS  
SHOWS AND RIDES  
for your event  
through  
ADVERTISING IN

The  
**Billboard**

MARCH 26 ISSUE WILL BE  
THE MONTHLY LIST NUMBER

Copy for the Sponsored Events Department must reach us by Friday, March 18.

APRIL 9 ISSUE

ANNUAL SPRING SPECIAL

Copy for the Sponsored Events Department must reach us by Wednesday, March 30.

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25-27 Opera Place, Cincinnati, O.)



AT OPENING of Frank Wirth's Jamaica (L. I.) Hospital Circus on night of February 26 in Jamaica Armory. Judge Nicholas M. Pette represented Mayor La Guardia and introduced other officials of the circus and guest of honor, Uncle Don, of radio note. Left to right: Mortimer D. Gold, general chairman; Dan Ketchum, chairman ticket committee; Uncle Don; Judge Pette, treasurer, and Frank Wirth, producer and director.

## Wirth Presents Stellar Acts at Jamaica Circus

NEW YORK, March 5.—Second annual Jamaica Hospital Circus on February 26-March 5 in new Jamaica Armory had an advance sale about 40 per cent ahead of last year's. With Frank Wirth, New York, producing, one of largest programs ever used by a sponsored circus in this city played to good business despite severe weather and opening of Lenten season.

Show was presented in three rings with some of the biggest names in circus (See WIRTH PRESENTS on page 61)

## Circus Aids Church Annual

SARASOTA, Fla., March 5.—At the annual outdoor circus sponsored by St. Martha's Catholic Church on the church lawn performers of Ringling Bros. and Barnum & Bailey Circus will appear. Entire proceeds go to the church. John Ringling North, executive head of the circus, indicated the show would extend every possible co-operation. Last year's St. Martha's Circus played to sellouts, afternoon and night, with capacity of 2,300. Rev. Charles Elslander, rector of St. Martha's and a circus fan, is in charge.

## Wash. Program Year Long

OLYMPIA, Wash., March 5.—State Progress Commission has launched a \$100,000 national advertising campaign to publicize Washington resources and the State's Golden Jubilee Celebration in 1939, 50th anniversary of its admission to the Union. A year-long program of rodeos, celebrations and festivals will be sponsored in unified efforts to advertise the State and attract tourists.

## Acts Booked for Ia. Show

OTTUMWA, Ia., March 5.—Acts booked thru Irving H. Grossman, WHO Artists' Bureau, Des Moines, for a Food Show here, sponsored by the Chamber of Commerce, are Pann Merriman, dancer; Shadley, magician; Nicki Peori and Kay Neal, singers; Bee Jay Sisters and Frank and Hamman, instrumental duo. Grossman will be emcee and a local orchestra will play the show.

## All Made Money

INDIANAPOLIS, March 5.—"Our display ads in The Billboard for Zorah Temple Shrine Circus brought us more concessioners than we could use. And they all made money."—CLARENCE WHITE, general chairman.

## K. C. Shriners May Get an Even Break

KANSAS CITY, Mo., March 5.—Ararat Shrine Circus ended last Saturday night in the city auditorium after showing nine days and nights and will be repeated in 1939, said Julius C. Shapiro, potentate, and other officers. Circus this year was a doubtful financial success. Attendance totaled 115,000, but the majority attended the last four days and (See K. C. SHRINERS on page 61)

## Biz Good for Klein Unit

CANTON, O., March 5.—Klein's Attractions has been playing to good indoor circus business in Western Pennsylvania, said C. A. Klein, managing director. Beaver Falls, Pa., under K. of C. auspices, proved one of the best dates since the holidays. Regular bill was augmented to a two-hour program, including Carmen and Crowley, comedy acrobats; Helen Sayre, aerialist; Arnold's Barnyard Follies, trained animals; Billy Noble, trick shooting; Boyle Brothers, rolling globe and slack wire; Beverly Harnett, rope spinning, and Joe and Doll Richards, dance routine and tap number on roller skates, and the Arnesens, clowns. Barney and Jimmy, tight wire. Unit will play Western Pennsylvania until the end of March, with Eastern Ohio and West Virginia dates to follow.

## A. L. Books Midway Shows

BLOOMFIELD, Ind., March 5.—Dixie Belle Attractions, Louis T. Elley, general manager, has been booked for the midway of an American Legion Carnival here, said Commander Ward Warnick. Six rides, 5 shows and 30 concessions, among which will be stock concessions, will be featured, with fireworks and automobile give-away.

# Zorah Temple Success Means Repeat in '39

INDIANAPOLIS, March 5.—Second annual Zorah Temple Shrine Circus in the temple here on February 21-26 played to capacity, with thousands turned away, said General Chairman Clarence White. Plans are on for a third annual in 1939.

Acts included Kenneth Waite Troupe, clowns; Harry LaMar Flyers; Max Gruber's Oddities, with elephant and zebra; Capt. Fred Delmar's Fighting Lions, the (See ZORAH TEMPLE on page 61)

## Mardi Gras Crowds Bigger

NEW ORLEANS, March 5.—New Orleans saw the end on Tuesday of the most successful Mardi Gras in its history, with Association of Commerce estimating out-of-town visitors at more than 125,000. Railroads sidetracked several hundred sleepers to accommodate the overflow. Ideal weather gave merchants and shows a break.

## FIRST-CLASS CARNIVAL WANTED

BY SOUTH RIVER FIRE COMPANY  
Wishes to Engage Carnival for Week of May 2 to 7, or 23 to 28.  
Lot in Heart of Town.  
Communicate with JOHN SOLINSKI, Chairman, 6 Palm Place, South River, N. J.

## WANTED

SHOWS, RIDES, CONCESSIONS FOR THE 15TH ANNUAL FIREMEN'S FAIR July 1-2 and 4, Osceola Mills, Pa. J. A. REDDING, Chairman, WILLIAM J. DELANSKY, Secy.

## WANTED

Rides and Free Act for FIREMEN'S STREET FAIR, June 28-July 2. Write VOL. FIRE DEPT., Mount Pleasant, Pa.

## CLYMER OLD HOME WEEK

AUSPICES OF UNITED GROUP. Week of June 14-18, 1938. Information wanted on Carnivals. Group meets Sunday, 2:00 o'clock P. M., American Legion Hotel. Contacted with JOHN T. DANIELS, Secy., Box 106, Clymer, Pa.

## CARNIVAL CO.

TO PLAY ON COMMISSION BASIS. Ideal Location, Good Grounds, Early Date Wanted. Address BOX 8, New London, Miss.

## FIREMEN'S FAIR

JULY 14-23, INCLUSIVE. BRANDYWINE FIRE CO., COATESVILLE, PA. WANTED—Rides, Acts, Advertising, Specialists. W. J. McNERNEY, Chairman, Coatesville, Pa.

## WANT MORE REVENUE for YOUR ORGANIZATION?

Read "BINGO BUSINESS" A Column About Bingo in the WHOLESALE MERCHANDISE Department THIS WEEK and EVERY WEEK

## WESTERN RESERVE HISTORICAL CELEBRATION

June 27th - July 4th, WARREN, OHIO

The Celebration is historical, but the Midway will get the business. Entire Fairgrounds will be used for Rides and Concessions. Running Races in the afternoon. A 60-mile radius includes Youngstown, Akron, Cleveland, Cincinnati, Painesville, all of which were part of the original Western Reserve, and will participate. Plenty of publicity. Open for everything legitimate.

GEO. F. KONOLD JR., Chamber of Commerce Bldg.

HELP This Department by Telling Committees About It.

# Classified Advertisements

## COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

## AGENTS AND DISTRIBUTORS WANTED

**A BUSINESS OF YOUR OWN — MAKING**  
Palmer's Original Chipped Glass Name Plates, Numbers, Mirrors, Signs. Illustrated literature and samples free. E. PALMER, 522, Wooster, Ohio. x

**AGENTS—500% PROFIT SELLING GOLD LEAF**  
Letters for store windows. Free Samples. METALLIC CO., 439 N. Clark, Chicago. 1frx

**BIG MONEY TAKING ORDERS—SHIRTS, TIES,**  
Hosiery, Underwear, Raincoats, Pants, Uniforms, etc. Sales equipment free. Experience unnecessary. Write NIMROD, Dept. 43, 4922-28 Lincoln, Chicago. ma21x

**BIG MONEY APPLYING INITIALS ON AUTO-**  
mobiles. Write immediately for particulars and free samples. AMERICAN LETTER COMPANY, Dept. 20, Dunellen, N. J. x

**"CONSTITUTION OF THE UNITED STATES"**  
and "Declaration of Independence," 14x17, bond, lots of a thousand, 1c each. Fastest 10c seller today, dime for samples. C. ROSE, 8849 164th, Jamaica, N. Y. x

**DANCING SAMBO — THE TAP DANCING**  
Dumrey. Sure fire sales when demonstrated. Samples 50c. SELLEN NOVELTY CO., 5730 Kingsbury Blvd., St. Louis, Mo. x

**THE SPRING SPECIAL ISSUE OF THE**  
BILLBOARD WILL BE DATED APRIL 9. CLASSIFIED FORMS CLOSE IN CINCINNATI MARCH 30. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

**EXPERIENCED SUBSCRIPTION MEN WANTED.**  
Attractive club three national farm magazines; very liberal proposition. PUBLISHER, 715 Shukert Bldg., Kansas City, Mo. ap23

**LORD'S PRAYER OR TEN COMMANDMENTS**  
on a Penny. Sells on sight. \$3.00 per 100; Samples, 3, 25c. PERKINS, 2424 S. 18th, St. Louis. x

**MAKE YOUR OWN PRODUCTS—EARN AMAZING**  
profits. Money-making formulas furnished. Write at once for descriptive circular. POPULAR MECHANICS PRESS, M-200 East Ontario, Chicago. x

**MILLIONS OF MOTORISTS NEED REFLECTOR-**  
lite, a new Auto Accessory, 75 cent seller. Sample and confidential price 50 cents. APOLLO MFG. CO., 319 Union, Memphis, Tenn. x

**MOTH TABLETS — LOWEST PRICES. ALL**  
sizes. Large profits. Catalog free. Liberal amount samples fifty cents. SMICO PRODUCTS, 1123 Draper, Cincinnati. mh19

**NO PEDDLING — FREE BOOKLET DESCRIBES**  
107 money-making opportunities for starting own business, home, office. No outfits. ELITE, 214 Grand St., New York. mh26x

**PERFUME BUDS — COST 1c EACH, SELL 5c.**  
Particulars free. Sample 10c. Agents, street-men, demonstrators. MISSION, 2328 W. Pico, Los Angeles, Calif. mh26x

**PLACE PENNY SKILLO MACHINES IN STORES**  
on 50% basis. No selling, steady income. AMERICAN SALES, 200 East 15th, Kansas City, Mo. x

**SELL BY MAIL — FORMULAS, BOOKS, PICTURES,**  
Novelties, Signs, bargains! Big profits. Particulars free. F. ELFCO, 438 North Wells St., Chicago. 1frx

**"SURE VISION" KEEPS EYEGASSES, WIND-**  
shields free from steam. Sells 15c, 35c; costs 90c, \$1.50 doz. SONNEBORN, 602 Fox Theatre, Philadelphia, Pa. x

**VETERAN AGENTS WANTED — SELL CON-**  
stitution U. S. Declaration Independence print of signs, John Adams, Benjamin Franklin, Thomas Jefferson. Dime for samples. ROSE, 8849 164th St., Jamaica, N. Y. x

**WHERE TO BUY AT WHOLESALE 500,000**  
Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 925 Broadway, New York. ap2x

## AGENTS AND SALESMEN

### read DIRECT SALES STUFF

A column about Specialty Salesmen, working house-to-house and store-to-store

In the

## WHOLESALE MERCHANDISE Department

THIS WEEK AND EVERY WEEK

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

## FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE.

## ANIMALS, BIRDS AND PETS

**ALLIGATORS—SNAKE DENS, LARGE \$10.00;**  
Water Snakes, \$5.00; Medium, \$3.00. Price list. ROSS ALLEN, Silver Springs, Fla. Wire via Ocala. ap2x

**ANIMALS — BIRDS, MIXED FIXED DENS**  
Snakes, Boas, Dragons, Iguanas, Monkeys, Parrots, Macaws. Also Parakeets for wheels. SNAKE KING, Brownsville, Tex. ap2

**DRAGONS AND SNAKES—CHINESE DRAGONS,**  
harmless, 4 feet, \$5.00; 5 feet, \$7.00; Black Iguanas, \$2.00; Leopard Iguanas, \$3.00; Boa Constrictor Snakes, 4 feet, \$5.00; 5 feet, \$7.00. LAREDO ZOOLOGICAL, Laredo, Tex. x

**MONKEYS—BEARS, FECARIES, ARMADILLOS,**  
Squirrels, Ferrets, Cranes, Hares, Raccoons, Pheasants, Peafowls, Illusions, Handcuffs, Leg-cuffs, Pets, Banners. Buy, exchange. FRANK LAMB, 5792 Iroquois, Detroit, Mich. x

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**MONKEYS, PARROTS, CHIPMUNKS, LOVE-**  
birds, Finches, Parakeets. Largest importer on the West Coast. SOUTHERN CALIFORNIA BIRD & PET EXCHANGE, Bell, Calif. Write for complete price list. ap2x

**WANTED — ANIMALS, SNAKES, TURTLES,**  
Alligators, Pheasants, Pea Fowls, Mice, Guinea Pigs, Freaks, Tems. OKAY PET SHOP, 1423 Michigan, Detroit, Mich. x

**YOUNG TALKING AND PICKOUT PONY,**  
\$175.00; Young Female Rhesus Monkey, \$15.00; three Trained Dogs, \$50.00. F. W. BURNS, 676 4th Ave., Terre Haute, Ind. x

**ZOOLOGICAL GARDEN—NOW UNDER CON-**  
struction. Is interested in obtaining a number of Wild Animals. SCHNITZELBANK RESTAURANT, Stratford Ave., Bridgeport, Conn. ap2

## BOOKS, CARTOONS, INSTRUCTIONS, PLANS

**CARTOON BOOKLETS, PHOTOS—BIG ASSORT-**  
ment. \$1.00. Sample and price list, 25c. A. WIEKESER, 114 12th Ave., Newark, N. J. x

**CARTOONIST'S MYSTERY GAG IDEA SYSTEM**  
"Gags" and "Plans" for gagging with fresh ideas. 25c rushes your valuable copy. CARTOONART, 4506 Broadway, West Palm Beach, Fla. x

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**SOMETHING NEW—MOORE'S MONEY MAK-**  
ing Manuals. Three subjects. Only 20c each, all three 50c. Details free. Agents wanted. B. MOORE, 160 Broad St., Newark, N. J. x

**YOU CAN ENTERTAIN FOR ALL OCCASIONS**  
with our Trick Drawings and Rag Pictures. Catalog 10c. BALDA ART SERVICE, Oshkosh, Wis. ap2x

## BUSINESS OPPORTUNITIES

**AGENTS—SELL BY MAIL. NO PEDDLING.**  
Publishing plan starts you. Big profits. Sample copy 10c. PUBLISHER, 306 Alexander, New York. x

**EXCLUSIVE CONTRACT NEW YORK STATE—**  
For Copyright Triangle Target. Allows sale of memberships. Also guns and equipment. Write W. E. PURCELL, 167-55 Toga Drive, St. Albans, N. Y. x

**FOR SALE—FINEST DINE-DANCE SPOT WEST**  
Texas. Two acres land. Experienced management make permanent success. New oil fields, cotton, farm belt. January, 1938, gross \$5,000.00. Reason owner too busy manage personally. Write or wire CYE TANKERSLEY, Brownfield, Tex. x

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**MANUFACTURE FROM PHOSPHORINE —**  
Cleaning Fluid, 1c gallon; Bleach 2c gallon, and ten fast sellers. Sample 25c. Details free. WESTERN, 6622 Denison Ave., Cleveland, O. x

**MONEY! MONEY! — \$25 INVESTMENT,**  
\$1,000 profit. Agents. Don't wait. Act now. Particulars free. MAKEMOR, Box 154, Elkhart, Ind. Mention magazine.

**SACRIFICE CHEAP—PATENT ON NEW METAL**  
Kitchen Specialty. Manufacture arranged for. Cost one cent. Pitchman's opportunity. ERWIN RONDE, Cherokee, Ia. x

**START A PROFITABLE MAIL-ORDER BUSI-**  
ness in your own home. Send stamp for full particulars. Address NATIONAL DISTRIBUTORS, Fosteria, O. x

**WALLED LAKE—HOT DOG STAND; 4 FUR-**  
nished Summer Cottages for sale. Michigan's best resort lake; 12 miles Detroit, \$6,500; \$1,500 down, \$45.00 month. Immediate possession. E. BURNSIDE, 1186 McKinstry, Detroit. x

**"101 WAYS TO A LIVING"—MAKE A BARREL**  
of money in spare time; satisfaction guaranteed. Remit \$1.00. W. J. TOOMEY CO., 334 N. Franklin, Philadelphia, Pa. x

## 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.

**AAA-1 BARGAINS—1936 ROCK-OLA PHONO-**  
graphs, \$75.00; World Series, \$117.50; A. B. T. Target Skills, \$22.50; Rotafans, \$79.50 (1st set); 1934-35 Microscopes, Electro-Polts, \$37.50. Other bargains, especially New Payout Games. What do you need? MARKEPP, Cleveland, O. x

**A-1 CONDITION — 40 BALLY BUMPERS,**  
Cenco Rollers, Pacific Skookys, International Hurdleops (16mm), miniatur 5-keeballs, \$10.00 each. Deposit required. KLOTZ SALES CO., 17 Welhouse Bldg., Atlanta, Ga. x

**ABT PISTOL MACHINES—LATEST MODELS,**  
\$22.50 each. Send for list of other used machines. A. L. KROPP, Tuscaloosa, Ala. mh19

**A. C. CAILLE 7-SLOT BELLS, \$89.00; EXHIBIT**  
Long Champ Combination, 5c and 25c Slot, \$99.00; Tom Mix Rifle, \$125.00; Target Roll In., \$45.00; Jungle Dodge, \$29.00, and Bally Bumper, \$12.00. KENYON COMPANY, 105 High Ave., Canton, O. mh19

**A C SEVEN SEVEN SLOT SEVEN JACKPOT,**  
\$149.50; Superior Races, \$24.50; Penny Turn Wurlitzer, \$4.95; Wanted: Columbia and Q. T.'s. COLEMAN NOVELTY, Rockford, Ill. x

**ATTENTION—SKOOKYS, AROUND T'WORLD,**  
Hand Ball, \$15.00; Electric Scoreboards, Skippers, Boosters, \$12.50; 3 Rotary Merchandisers, \$75.00 each. J. R. KATZ, 1520 N. 24th St., Omaha, Neb. x

**ATTENTION—SIX SEEBURG RAYOLITES, EX-**  
cellent appearance and working condition, \$160.00 each; also three Pacific Marksmen, \$50.00 each. GEORGE RAFT, 601 E. Main, Hazard, Ky. mh19

**AUTOMATIC PHOTOGRAPH MACHINE, \$550.**  
Sample pictures free. MARKEPP, Cleveland, O. x

**BALL GUM, CASE 10,000 BALLS, \$11.00.**  
Freight paid, no C. O. D. Write price list on Payout and Novelty Games. MILLER VENDING CO., 615 Lyon St., Grand Rapids, Mich. x

**CANADIAN OPERATORS, ATTENTION — WE**  
will pay cash for Pin Games, Payout Tables and Slots of every description. Write immediately what you have. RELIABLE NOVELTY, 124 Dundas W., Toronto, Ontario, Can. mh19

**CLOSE OUT—10 REEL SPOTS, LIKE NEW,**  
\$10.00 each; 1 Bally Favorite Console, like new, \$75.00; 1 World Series, \$125.00; 2 latest model Wurlitzer Skee Games, \$85.00 each. Will ship on 1/3 deposit. R & S SALES COMPANY, Marietta, O. x

**CLOSING OUT—100 WURLITZER 412x \$85.00.**  
1/3 deposit with orders. BROADWAY MUSIC CO., Broadway Inn, Leechburg, Pa. x

**COUNTER NICKEL MACHINE—WITH 2 JACK-**  
pots, weight 10 pounds, \$4.00. Will trade Mills 12-Record Dancemaster for 5 Mills Silent Slots, Single Jackpot. O'BRIEN, 89 Thames, Newport, R. I. x

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BILLBOARD WILL BE DATED APRIL 9. CLASSIFIED FORMS CLOSE IN CINCINNATI MARCH 30. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

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100 Seeburg Eight-Record Selective Phonographs, all cut down to modern sizes, and reconditioned. Must be in working condition. Uncracked for \$1,500.00 cash. SOVENCO, 717-19-21 W. Forsyth St., Jacksonville, Fla. mh12x

**ERIE DIGGERS, IRON CLAWS—CHEAP, 300**  
Peanut Gun Vendors, \$3.00 up; Candy Bar Vendors, \$4.75 up. NATIONAL, 42-42 Market, Philadelphia, Pa. x

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**10 FOUR-WAY SELECTIVE PEANUT VENDERS,** used, \$4.50 each; 2 1c Hershey Rotary Venders, like new, \$4.50 each; 6 Exhibit Photo-scope Picture Machines with stands, \$12.00 each; 97 Advance 5c Bar Venders, like new, \$17.50 each. Chams, 200 pieces, 24 varieties, sample \$1.25; lots of five, \$1.10 each. Ball Gum, all sizes; Hard Shell Candies. Send for list. **THE ATLAS SALES CO., 6121 Lorain Ave., Cleveland, O.**

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**VACABOND HOUSE TRAILER FOR SALE —** Fully equipped, excellent condition. **EMIL BUCHWEITZ, 8016 Lincoln, Niles Center, Ill.**

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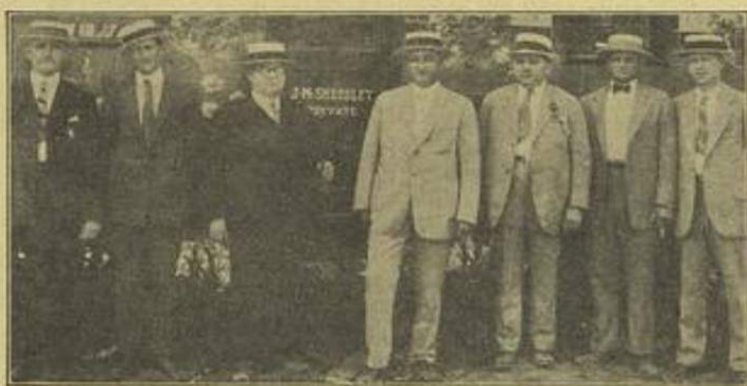
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**FOR SALE—ONE FIVE AND ONE SEVEN K-W Light Plants; Eight-Car Manuels Portable Whip. Tubs newly finished, \$1,500.00 for Whip. **THOS. L. COLEMAN, 508 Main, Middle-town, Conn.****

**FOR SALE—NINE WHIP CARS, \$150.00 CASH** takes them all. **TED STRUNK, 3015 Carman St., Camden, N. J.**

**Show Family Album**



**EXECUTIVE STAFF OF Greater Sheesley Shows snapped in front of the flower-bedecked office wagon in June, 1925, in Columbus, O.** Left to right: Claude R. Ellis, publicity director, now editor of Fairs, Parks and Sponsored Events departments of The Billboard; Ed C. Dart, secretary-treasurer, now in business in Kansas City, Mo.; A. H. Barkley, general representative and traffic manager, who resides in Chicago and last year was with the Goodman Wonder Show; Capt. John M. Sheesley, general manager, who, with his brother, Charles E., assistant manager, second from right, operates the Sheesley Mighty Midway; C. W. Cracraft, assistant general manager, now general agent of the Strates Shows, and Joseph E. Walsh, special agent, now identified with the J. C. Harlacker interests, New York and Providence.

*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.*

**FOR SALE—ALMOST NEW 20x40 KHAKI TOP,** Side Wall, Poles, \$100.00. Fitted complete for Girl Show, \$150.00. **MAE KELLY, 225 E. Main, Thornton, Ind.**

**FOR SALE — THREE CALLIAPHONES AND** Piano Combination with Electric Motors. Suitable for rides or shows. **One Merry-Go-Round Band Organ, \$75.00 each. C. E. LANE, 149 Delta Ave., Clarksdale, Miss.**

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**KIDDIE MERRY-GO-ROUND, \$50.00; 24x12** Bingo, Canvas, 100 Card Set, Wiring, bargain, \$65.00. **J. MEDER, 4219 Poe Ave., Cleveland, Ohio.**

**MEDICAL PICTURES — NATURAL COLORS.** Social Diseases of Men and Women, \$5.00. \$10.00, \$20.00 sets. **MURPHY, 1508a S. 7th, St. Louis, Mo.**

**USED WALTZER — ELECTRIC MOTOR AND** Control, always same park location. Good buy, reasonable. **BOX C-452, Billboard, Cincinnati, O.**

**20x40 WHITE TOP, \$18.00; FIVE WAFFLE** Irons and Tank, \$3.00. **DE VAUL, 153 Homer Ave., Cortland, N. Y.**

**36-FT. IDEAL THREE ABREAST ALLAN HER-schell Merry-Go-Round, Organ and Power Unit. Truck and Semi-Trailer for horses; one 2 1/2-ton Int. Truck for Ride. All for \$2,000. **C. E. LANE, 149 Delta Ave., Clarksdale, Miss.****

**HELP WANTED**

**GIRL FOR TRAPEZE AND RING ACT—SEND** snapshot if possible. Act booked solid. **BOX 848, care Billboard, 1564 Broadway, New York.**

**WANT TO CONTACT HYPNOTIST—LIVING** within 350 miles of Chattanooga, Tenn. **BOX C-456, care The Billboard, Cincinnati, O.**

**WANTED—GEEK FOR SNAKE SHOW. MUST** be good. **Fenwick, Creek Top, of Marks Shows, write, JOHN MILLARD, Pikeville, Tenn.**

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**HYLER'S STUNT BULLETIN No. 3—NOW** ready, 25c. For Magicians, M. C.s, etc. **OSCAR HYLER, 849-B Main St., Darwin, Va.** mh19

**LARGE PROFESSIONAL MAGIC CATALOGUE,** 25c. **MAX HOLDEN, 220 W. 42d St., New York City.** mh26x

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**SLIDE TROMBONE — IN GOOD CONDITION.** Will sell cheap. **BEN BRINCK, West Point, Ia.**

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**PERSONALS**

**ANYONE KNOWING THE WHEREABOUTS OF** Albert Franklin Darnell, please communicate with **BOX C-454, The Billboard, Cincinnati, O.**

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Necessities. Book Matches, Sales Books,  
Printed Forms and hundreds of Advertising Spe-  
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**FOR SALE—EIGHT BY TEN SIDE SHOW BAN-**  
ners, in good condition, six dollars each.  
**JIM HODGES,** 600 S. Church St., Salisbury,  
N. C.

**SIDE SHOW PICTORIAL BANNERS—PAINTED**  
Scenery, Velours and Cycles. Special order.  
Painted Cycloramas, classy knock down.  
Painted Ticket Boxes. **HUBERT E. ERIC**  
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**TENTS—SECOND-HAND**

**SIDEWALL BARGAINS — 7.68 OZ. DRILL.**  
Hand Hooped, clean white, good as new.  
7 ft. high, \$18.00; 8 ft. high, \$21.00 per 100  
ft. long. **KERR COMPANY,** 1954 Grand Ave.,  
Chicago. mh19

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**WINDOW CARDS—14x22, 100, \$2.50; 11x14,**  
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**200 6 PLY 14x22 WINDOW CARDS \$4.00;**  
1,000 Ticket Sellers Reports, \$3.50; 250  
Letterheads, Envelopes, \$3.75. **DOC ANGEL,**  
Ex-Trooper, Leavittsburg, O.

**WANTED TO BUY**

**WURLITZER ORGAN—STYLE NO. 146, DU-**  
plex Roll. Would also buy some Kiddie Rides.  
Price must be right. **BOX C-453,** Billboard,  
Cincinnati.

**THE SPRING SPECIAL ISSUE OF THE**  
**BILLBOARD WILL BE DATED APRIL 9.**  
**CLASSIFIED FORMS CLOSE IN CINCIN-**  
**NATI MARCH 30. INCREASED CIRCULA-**  
**TION. MARK YOUR COPY "CLASSI-**  
**FIED" AND SEND IT IN EARLY.**

**AVAILABLE IMMEDIATELY—Fast Nine-Piece**  
Swing and Concert Band. Three Saxes, two  
Traps, four Barytons. Band organized just two  
years. All new young, uniform, single and sober.  
Liberty of fine special arrangements, novelties, good  
socialists, fronts, P. A., uniforms. We have our  
own station-manager bus. Have played all top  
spots in the country. Will entertain the public, do  
concerts, fronts, P. A., uniforms. **Box C-449,** care  
The Billboard, Cincinnati, O. mh12

**MODERN TEN-PIECE ORCHESTRA—Available**  
March 22. Smooth, sweet and swing. Organized  
three years. Young, neat, reliable, union. Vocals,  
novelties, doubles, specialities, Irish. Well uniformed.  
Your best attraction, complete library, music, ex-  
cellent transportation. Desiro location. Best of  
references. Go anywhere. Now working eighteen  
weeks location in one of South's leading towns.  
Reliable agents, ballroom, hotel and club managers  
write or write **BOX C-463,** Billboard, Cincinnati,  
Ohio. mh19

**AT LIBERTY**

**CIRCUS AND CARNIVAL**

**AT LIBERTY—TWO ACTS. ROPE SPINNING**  
and Gun Spinning, Horse Catching and one  
of the best Whip Acts in the country. Spark-  
ling wardrobe. Address **BOLDER LANDRY,**  
Laconia, N. H.

**AT LIBERTY — ATHLETIC SHOW MAN.**  
Transportation if far. **BOBBY ALLEN,** care  
Bligh Billiards, Salem, Ore.

**BUCK LEAHY — COMEDY CONTORTIONIST**  
and Clown. Pine St., R. F. D. 4, Attleboro,  
Mass. mh19

**COOKHOUSE CHEF AT LIBERTY—WANT TO**  
hear from Owner or a Carnival having their  
own cookhouse. Sober, reliable and capable of  
taking full charge. Salary or percentage. **LOUIS**  
**ROSENBERG,** 52 N. W. 5th St., Miami, Fla.  
mh12

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**DOC, PONY, MULE AND MONKEY CIRCUS**  
wants to hear from Circus or reliable Carni-  
vales. Write **RICHARD COLE,** Hudson, N. H.

**MECHANIC—LIGHTING, AUTO, ETC. OWN**  
transportation and tools. Could furnish  
Light Plant. 437 Sharon Ave., Sharon Hill, Pa.

**TATTOO ARTIST — TATTOOED IN BRIGHT**  
colors. Good wardrobe. **KARL LARK, P. O.**  
Box 373, Garrettsville, O.

**BOSS GARVAMER and Assistant at Liberty this**  
season. Years of experience. **BLACKIE**  
**(FRANK) MORGAN and ED (HEAVY) HAR-**  
**INGTON,** 216 S. 13th St., Omaha, Neb. mh12

**AT LIBERTY**

**COLORED PEOPLE**

**SEVEN-PIECE COLORED BAND AND SMALL**  
Floor Show at Liberty after March 23. **JIM-**  
**MIE DINWIDDIE,** 302 E. Douglas, Ft. Wayne,  
Ind.

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**AT LIBERTY**

**DRAMATIC ARTISTS**

**JACK AND MYRTLE ALBRIGHT — Versatile**  
Team. Myrtle Leads, Second Bit, Comedienne,  
Singer, Dancer, Specialities. Jack, Character, Com-  
edy, as cast, strong Holsum Doubles. Cast. 343  
Dunbar, New Orleans, La. mh12

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**AT LIBERTY**

**MAGICIANS**

**FEATURE MENTAL AND MAGIC ACT—Suitable**  
theater night club, hotel, private readings. Ap-  
pearance and presentation above average. State best  
proposition. **FINNCH YOSE,** The Billboard, Cin-  
cinnati, O.

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**AT LIBERTY**

**MISCELLANEOUS**

**ARCADE MECHANIC - OPERATOR — AFTER**  
March 15. Salary or percentage. Know  
where to buy and what 15 years' experience.  
**HARRY WEIR,** care Royal American Shows,  
Miami, Fla. mh19

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**HYPNOTIST—PROFOUND, AMAZING, THERA-**  
peutic, sensational. Opening for engage-  
ments. **DR. MELROSE,** Eminent Psychologist,  
Box 522, Tecumseh, Mich. mh26

**YOUNG GAG WRITER—Wants job writing for**  
comedians or radio programs. Guaranteed re-  
spond and clean. If you want funny gag just write  
to **BENNY GORDON,** 704 Lorain Ave., Washington,  
Ill.

**AT LIBERTY**

**M. P. OPERATORS**

**AT LIBERTY—Operator, Stage Hand and Lig-**  
hthouse. Thoroughly experienced. Union, im-  
mense. Please state salary. **BEN PHILIP,** 310  
Race St., Staunton, N. C. mh32

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**CAMERAMAN with Production experience wants**  
arrangements to shoot motion pictures. Have 16  
and 35mm. camera equipment. Address **DAN A.**  
**HERRIG,** 222 24th St., Long Island City, N. Y.

**PROJECTIONIST—36 years' experience. Powers**  
and Holmes. Sober, reliable. Clean man.  
Handle any part theater. Go anywhere on wire or  
letter. Thirty-eight years old. **900 E. Broadway,**  
Buffalo, Ind. mh19

**AT LIBERTY**

**MUSICIANS**

**TENOR SAX — DOUBLE**  
Clarinets, Alto and Voice. Read and play  
Young and dependable. **JACK BRODERSEN,**  
110 Edwards St., Helena, Mont.

**TRUMPET-VOCALIST—EX-**  
perienced. Salary only. **DAN DECKER,** Gen-  
eral Delivery, Chillicothe, O.

**ALTO SAX, CLARINET AND VIOLIN—UNION.**  
Location wanted. Wire or Write. **BOX C-448,**  
The Billboard, Cincinnati, O. mh12

**ALTO SAX—DOUBLING CLARINET. THOR-**  
oughly experienced First Chair. Read, phras-  
e, tone. Sober, dependable. **BOB HEIDELBERG,**  
Laurel, Miss. mh12

**AT LIBERTY — CIRCUS BAND LEADER. EX-**  
perienced, sober and reliable. Have uni-  
forms and can handle men. Address **BAND**  
**LEADER,** 233 Osage Ave., Kansas City, Kan.  
mh12

**AT LIBERTY—GUITAR AND VOICE. PREFER**  
collaring but will take anything. Union.  
Wire or write **FRED HARRINGTON,** Eau Claire,  
Wis.

**AT LIBERTY — TRUMPET. YOUNG, SOBER,**  
reliable, union. Can leave immediately. Jam  
or read. State all in first. Address 105 Wal-  
nut St., Salisbury, Md.

**DRUMMER—SWING, YOUNG, EXPERIENCED.**  
Pearl outfit, bells. Have car. **MUSICIAN,**  
307 Summer St., Rogersford, Pa.

**FAST MODERN DANCE TRUMPET—DOUBLE**  
Voice. Jig and Dixie style take off. No  
joins. Address **MUSICIAN,** General Delivery,  
Denver, Colo.

**GIRL DRUMMER — EXPERIENCED STAGE**  
Dance, Cafe, Union. **BOX C-455,** Bil-  
board, Cincinnati.

**INDIVIDUAL STYLED HOT BREAK DRUMMER.**  
Union, unmarried, sober, no weed, age 23.  
Complete, clean looking outfit. Location or  
good traveling job. Go anywhere. **JOE GRAHAM,**  
Brainard, Minn.

**PIANO MAN AND GUITAR (SPANISH) MAN**  
at liberty. Ready and plenty solid. No false  
live wanted. **H. HEATER,** Paulding, O.

**SWING DRUMMER—NEW OUTFIT. YOUNG.**  
age 24, union, reliable and sober. Play steady,  
solid rhythm. Able to travel. **ARDEN COLBY,**  
Union Grove, Wis. mh12

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**TENOR SAX—FINE JAM CLARINET. EXPERI-**  
enced, young, sober. References. Will con-  
sider any attractive offers. No panics. Write  
**GORDON KEMMETER,** 1205 W. Johnson St.,  
Madison, Wis.

**VIOLINIST AVAILABLE NOW—AGE 22, RE-**  
liable, union, experienced. Have car, go  
anywhere. Wire or write **STEPHEN STADNYK,**  
1613 Lyons Ave., Lansing, Mich.

**AT LIBERTY—Somewhat. Good horns, 10 years'**  
experience. Union. Go anywhere  
but prefer location, or would consider job and play  
as a sideline. Join immediately. Write or wire  
**J. W. SWANZIGER,** 2422 Carolyn, Muskegon,  
Mich.

**DRUMMER—Age 27, union. Troupe with unit of**  
play dance jobs. Join at once. Acknowledge all  
inquiries. Can cut W. **DICK DIXON,** General Del-  
ivery, El Paso, Tex.

**MODERN GUITARIST—Working steady now. In-**  
crease charge in South or Far West with good  
study working hard with a future. Union. None  
bond experience and a 440 guitar. All offers con-  
sidered. **FREDDIE STEVENS,** 858 W. Sawyer St.,  
Des Moines, Ia.

**TENOR SAX—Doubling Clarinet after March 15.**  
Tone, clean, fast and swing. No Lombardi ex-  
perience. No instruments. Age 22, experienced,  
sober. Go anywhere, wardrobe. Now working but  
ready to change. Non-union but will join. **123**  
**CLERICK,** General Delivery, Findlay, O. mh32

**TROMBONE—Union. 19, modern take off. High**  
range, good tone, read, sober, can arrange. Want  
to get out of town. Will go anywhere for decent  
pay. **MUSICIAN,** 1429 W. 40th St.,  
Kansas City, Mo. mh12

**TROMBONE — Thirteen years' experience club**  
broadcasting, same bands, New York. Single, age  
27. Writing to go anywhere. Write or wire **DR.**  
**KUSSOW,** 2111 W. Hadley St., Milwaukee, Wis.

**At Liberty Advertisements**

**36 WORD, CASE (First Line Large Blank Type).** **26 WORD, CASE (First Line and Name Blank**  
**Type).** **16 WORD, CASE (Small Type) (No Ad Less Than 25c).**

Figure Total of Words at One Rate Only.

**AT LIBERTY**

**ACROBATS**

**ACROBAT AT LIBERTY—Young, desire to join**  
Amalof of Tumbling Act. Limited experience  
but willing and ambitious. Join immediately.  
**JIMMY BEVENGER,** 311 Van Derve, Madison,  
Tenn. mh12

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**AT LIBERTY**

**AGENTS AND MANAGERS**

**MANAGER — TREASURER, SECRETARY. PUB-**  
licity. Young, energetic, single, 14 years  
broad experience all types theatres, slight road  
experience. Accustomed to plenty work under  
pressure. Wishes substantial contact any  
branch amusements. Reliability, all other de-  
sirable qualities assured and expected. No  
booking. Full particulars first letter. **BOX**  
**486,** 292 North St., Pittsfield, Mass.

**ADVANCE AGENT or Theater Manager—18 years'**  
experience. A-1 tone. Publisher for theatres or  
clubs. Good booker, close contractor. Salary only.  
**BOX 293,** Hollywood, Chicago. ap2

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**AGENT, BOOKER. Publicity Director, Personal**  
Representatives—Twenty years' Circus, Theatrical,  
Vaudeville, Coast-to-Coast experience. Expert close  
booker. Contractor, first-class Publisher, promoter.  
Man, Join on wire. **CIRCUIS AGENT,** 149 N.  
Winter St., Adria, Mich. mh12

**PRESS AGENT—Years of experience, available to**  
fine selected artists to secure personal press re-  
presentatives. Will accept connections for New York  
City only. Willing to co-operate either on straight  
basis or long-term contract on percentage of sales.  
Terms. **BOX 847,** care Billboard, 1884 Broad-  
way, N. Y.

**AT LIBERTY**

**BANDS AND ORCHESTRAS**

**ED HOWELL and HIS ORCHESTRA—5 OR 6**  
pieces. Trumpet, 2 Saxes, Piano, Drums and  
Bass. Have all equipment, trailer, stands, special  
arrangements. Free Florida location.  
Wire or write **ED HOWELL,** 211 Broadway,  
Daytona Beach, Fla.

**AT LIBERTY  
PARKS AND FAIRS**

**BALLOON ASCENSIONS**  
for Parks, Fairs and Celebrations, covering the United States and Canada. Write **JACK-SONVILLE BALLOON CO.**, Jacksonville, Ill. mh19

**BALLOON ASCENSIONS**  
Modern equipment, prices reasonable. Death defying Parachute Drops Trapeze on Open Parachute. **BALDRIDGE BALLOON CO.**, Gem Theater, Flint, Mich. mh19

**BALLOONISTS AND AIR-**  
plane Parachute Jumpers. One unit in Florida, another in Texas. For particulars contact **THOMPSON BROS. BALLOON & PARACHUTE CO.**, Aurora, Ill. Established 1903. ap2

**AT LIBERTY—FOUR SEPARATE ACTS.** Wire Walker, Novelty Juggler, Act, Balancing Trapeze Act, Dog Act. Something new and different from the rest. **CHESTER HUBER**, Wabasha, Minn. ap2

**LOG-ROLLING CONTEST AND EXHIBITION**—for parks, fairs, celebrations, sportsmen's shows and tournaments. Write or wire **E. H. SWANSON**, World's Champion Log-Roller, Brinnon, Wash. ap2

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**AERIAL CLOWNS**—Three Standard Acts. Post Double Trapeze, Comedy Revolving Ladder and Illuminated Revolving Ladder. Liberators and more on request. Address The Billboard, Cincinnati, Ohio. ap2

**FRED AND MARIE GUTHRIE**—Four separate acts for price of one. Double Tight Wire Act, Stage Trapeze Act, Lady Jesters from 2nd Act and Double Trapeze Act. Reasonable. Bradner, Ohio. ap2

**HIGH-DIVING DOG ACT**—Two attractive Dogs dive 30 and 40 feet, respectively. **H. BATSON**, 276 Central Ave., Atlanta, Ga. mh26

**PAMAHASKA'S DOG**—Very, Very, Very, More than fifty performing animals and birds. An attraction with a long standing reputation. **G. W. ROBERTS**, Manager Pamahaska's Studio, 515 W. Erie Ave., Philadelphia, Pa. Tel. RA 648900 8530.

**SPECIAL NOTICE, MANAGERS**—Something new, different on race track. In first grand stand, Central Blvd. Comedy, Mr. Seaman's Circus Comedy Business; three Clowns, Comedy Acrobatic Act on stage. **THREE GAYNOR COMEDIES**, The Billboard, Chicago, Ill.

**AT LIBERTY  
PIANO PLAYERS**

**RHYTHM PIANO. CELESTE.**  
At Liberty March 15. No panics. Prefer organized, reliable band. Write **VINCE FESSLER**, 7 Cables, Millford, Conn.

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**PIANO—15 YEARS' EXPERIENCE** ALL branches the business. Join at once. Write or wire **SPENCER TAYLOR**, 620 Pettigru St., Greenville, S. C.

**RHYTHM PIANIST**—Arranger, read, transposed, modern take off. Age 22, neat, sober, reliable. No party extortion. Give details in first issue or letter. No return. **BOB ANDERSON**, 700 Union St., Los Angeles, Cal. mh26

**AT LIBERTY  
SINGERS**

**VOCALIST**—Bassoon, very wide range. A-1 voice, personality and looks. Thoroughly experienced in m. c., double clarinet and radio. College graduate. Std. 24, sober, single and reliable. **KIP KERRY**, Billboard, Cincinnati, O. mh26

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**AT LIBERTY  
VAUDEVILLE ARTISTS**

**AFTER APRIL 1—BLACKFACE, AGE 40.** Singing and Talking, Tight cast. State all duties, salary. No booze. **C. H. SCOTT**, 411 1/2 S. Oaks, San Angelo, Tex.

**FEMALE IMPERSONATOR—COMIC AND SOME** Straight Work. Neat and flashy wardrobe. Write or wire, stating full particulars in first. **FREDDIE FRIDERICKS**, 9314 Kinman Ave., Cleveland, O.

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**AT LIBERTY**—The Musical Singers. High Ball, Love, Baitles, Sax, Clarinet, Bottles, Xylophone, etc. Single and double. Girl taps and comedy. 1 double Clarinet and Sax. Wife Piano, Baitles, fast and accurate. Public address system (A.C.) Car and house exp. State salary. **CHAS. McCLAIR**, Sweetwater, Tex.

**COMEDY**—Musical, Dialects, Characters. One-Man Act. Play 16 rare novelties; also songs, hits, sing and dance. 301 W. Wyoming Ave., Philadelphia, Pa. mh12

**MIDGET JACKIE**—M. C. Singing, Tap Dancing; also Acrobatic Dancing. First-class wardrobe. Like to work with a good band or night club. Name your limit in first. Write or wire **MIDGET JACKIE DUNCAN**, rear 848 W. Broad St., Columbus, O.

**SPECIALTY TEAM**—Dialect, Magician and Sleight-of-Hand Artist, Madame Ruby, Mentalist Supt. Opera. Rep, med or tandem. Change for seven nights. Also seven changes of fine ray pictures and chalk. Have house car. Willing to go anywhere. Address **DALLINE, Magician, Eagle Bend, Miss.** mh12

**VERBATEL DUO PROFESSIONALS**—Featuring A-1 Ventriloquist Act, Single and Double Tap Routines, Harmony Singing, Fish Juggling, Rope Breaking, Musical Saw, Magic, Comedy. Can play each other's accompaniment on piano. Also Orchestra experience with Tenor Saxophone, Clarinet, Accordion, Piano, Guitar, Young, union, referendum. Have car. Available immediately for hotels, night clubs, Churches, etc. Best offer accepted. **BORR & RAY**, 3600 Addison St., Phone Keptons 8491, Chicago.

**K. C. SHRINERS**

(Continued from page 57)  
nights, a blitzard and deep snow cutting receipts on opening days. Prices were 75 cents for reserves and 50 cents general.

About 40,000 attended matinees, said Recorder George Saunders, including school children. A midway of 36 attractions and concessions helped pull the show out of the red, he said. Acts cost \$9,000 and rent of hall \$3,000, other expenses making the net more than \$20,000, it was said.

Acts appeared well satisfied with the building and billing received and spectators were generous with applause. Final show drew 15,500. Mr. Saunders, who, with Fred T. Gardner, booked the 30 acts, said the Shrine might break even.

**FETE DRAWS**

(Continued from page 57)  
prizes went to Seaboard Air Line, Peninsula Telephone Company, city of Tampa and Hillsborough County. Parade route was decorated in customary Spanish colors by E. W. Evans Company, which succeeded Frank N. Pettit, who died here a month ago, as official decorator.

Newreel camera men shot the baby parade and International Prolympics, staged under direction of William W. Perry, chairman of Junior Chamber of Commerce publicity committee. Event attracted 10,000 and was won by Gas House Gus, entry of Southern Gas and Electric Company. Gus topped a field of 100 frogs with a leap of 10 feet, winning a gold trophy donated by Mrs. Potter D'Orsay Palmer, Chicago, and \$50.

Leonard Burns and Helen Van Dame, Sarasota, were crowned pageant king and queen at the Coronation Ball in the new municipal auditorium Friday night. Ball was a huge success financially. Vincent Lopez and his orchestra drawing dancers from along the Florida West Coast. Thursday night a dramatized version of the Legend of Sara de Sota, under direction of Donald McQueen, with music by an orchestra directed by Voltaire Sturgis, brought 3,000 to the auditorium, more than 1,000 being forced to stand. There was a cost of 258.

Sarasota County Agricultural Fair, companion event, was successful despite rain and chilly weather. Art Lewis Shows were on the midway. Exhibits were in three big tops, loaned by the circus.

**ZORAH TEMPLE**

(Continued from page 57)  
Avalon Troupe and Violette and Harry Rooks. There were five shows on Saturday. Circus had them on straw at every performance after opening. Feature of the German Village was the Dorze Sisters. There was a wedding in lions' den and several contests and giveaways. Midway featured the Delrio Family, under direction of G. Sedge Melkie. Publicity and contests have been handled by E. J. Murphy for the past two years and arrangements are to have him next year. Attendance was over 50,000, an increase of 17,000 over last year.

Financial returns were satisfactory, said Mr. White, who was assisted by Roy Parker, potentate; Carl Bellis, J. Arthur Boyer, Otto Jensen, Dr. Fortune, Fred Nicolla, William LeRoy White, Charles Andrews, Judge Louis Hillary and Paul Shafer.

**WIRTH PRESENTS**

(Continued from page 57)  
biz. Three shows were offered on opening Saturday, then two-a-day until today when three were scheduled. No performance was given on Sunday, February 27. Mortimer Gold was chairman for the sponsor; Nicholas M. Pette, treasurer, and Clarence A. Ludlum, president of the hospital, assisted Gold.

Wirth staff included Ernest Anderson,

equestrian director; Fog Horn Clancy, press; Snuffy Getty, concessions; Arnold Bisch, seats; Elmer Purdue, billposting and press, and Mack Kassow, concert and announcer.

Attractions included Harry LaPearl Three, Billy Rice Trio, Six Tonys, Laddie Lamont, Three Ricardos, Great Cahill, Hazel Williams and Welby Cooke, Captain Spiller's Trained Seals, Neiss Troupe, Bluch Landolf, Power's Elephants, Floroscu, Al Loyal's Dogs, Capt. Jack Delmar's Lions; Billetti Troupe, high wire; Roberta's Dogs and Ponies, Petroff's Bears, Dodge's Animals, Georgie Haineford family, Seven Gauchos and Bob Eugene Troupe.

Aftershow, under direction of Mack Kassow, pulled nicely, composed of Diamond Ted Lewis, sharpshooter; Sandwina, strong woman; Al Tomaini and Genie Weeks, tall man and half-girl; Major Mite and Margaret Hill, midgets.

**Constitutional Centennial Set for Port St. Joe, Fla.**

**PORT ST. JOE, Fla., March 5.**—Florida's celebration here of the 100th anniversary of adoption of its constitution will be given over to pageantry descriptive of the State's discovery by Ponce de Leon in 1513 and reproductions of scenes at the constitutional convention in 1938. Committee preparing entertainment also will offer thrill acts, rides, stage shows and carnival attractions.

Celebration is sponsored by the State thru a commission composed of Governor Cone, Secretary of State Gray and James H. Kelly, member of the Legislature and general committee, headed by J. L. Sharit, member of the State Senate and mayor of Port St. Joe.

Earl W. Brown, vice-president of Florida National Exhibits, Inc., being prepared for the New York World's Fair, is official adviser. George H. Clements, director of publicity for Florida National Exhibits, Inc., is directing publicity department of the Constitutional Centennial. Headquarters have been established in the city hall.

**Weather Hurts Legion Show**

**MIAMI BEACH, March 5.**—American Legion Circus and Carnival here on February 23-26 had fair business despite weather handicaps. Staged on ball grounds of Flamingo Park, grand stand was used for circus spectators, with grounds side-walled. William Ketrow and Leo Carrell presented the acts, including Kay Bros.' Circus Elephants, Mary Ellen Ketrow, Tony Wallenda, Si Kitchi, and Oscar Babcock, loop-the-loop on a bicycle. Midway, artistically laid out, was supplied by Endy Bros.' Shows, rides and concessions reporting good business. New fronts of the Endy Shows for this season made their initial appearance, designed by Neville Alonzo Baker, and of futuristic type and lighting.

**Shorts**

**OLD HOME WEEK** Celebration in Clymer, Pa., will be under auspices of the United Group, said Secretary John T. Daniels.

A **30-DAY** exposition with a midway is planned by a mayor's committee in Council Bluffs, reports Albert A. Namen, in conjunction with Iowa's centennial celebration.

**GARDEN BROS.** will produced the Royal Canadian Circus for Toronto Fire Fighters' Association in the Coliseum on grounds of the Canadian National Exposition.

**FIRST Home-Coming** Celebration in Holland, O., will be sponsored by business men and civic organizations, said General Chairman Helen Dunn.

**AT THE 1938** annual Dogwood Festival, inaugurated in 1935 by Bristol (Va.-Tenn.) Chamber of Commerce, an Arabian Nights show will be put on in the stadium, said Secretary W. A. Hiddleston.

**MAYOR SECCOMBE** said annual Canton (O.) Home-Coming Celebration will be on Stark County fairgrounds, with free acts, pageant, vaudeville, parade from downtown and night fireworks.

**HOUSE and Home** Exposition, to be sponsored by The Charlotte Observer in Charlotte, N. C., with federal exhibits and stage acts, will be made an annual event, said Director F. E. Crawford.

**C. A. KLEIN**, managing director of

Klein's Attractions, said he will again have one of Roy Gooding's ride units. Klein reports several contracts for events in Eastern Ohio and some Western Pennsylvania firemen's celebrations.

**CONTRACT** to furnish midway attractions for Northwestern Ohio Volunteer Firemen's Convention in Napoleon, O., was awarded to J. R. Edwards Attractions, officials announced.

**ROASTS AND TOASTS**

(Continued from page 49)

nival owner devoted to ribbing. Felice would always enjoy a prank or joke played on any unsuspecting subject, even tho it cost him money.

Hotel Bristol, Los Angeles, is always a Mecca for prankster-loving carnival men. A great laugh was occasioned there a few years ago when Mel Vaught and Jackie Wortham visited Ed Smithson in his room at a late hour. Smithson was in bed at the time, a stench bomb was placed under bed covers unnoticed and gently sat down on by one of visitors. After cutting up a short jackpot visitors left and so did Smithson, pronto, when he started to rearrange his covers on bed. In fact, hallway couldn't hold him and he reached lobby pajama-clad looking for culprits. Vaught and Wortham later squared beef.

Ted Metz, of slide-show fame, is another who enjoys harmless pranks. Ted delights on phoning agent on arrival into a new town and asking numerous silly questions about show in a disguised voice. Archie Clark, Al Fisher, O. N. Crafts and several other West Coast owners are also noted pranksters.

Report has it National Orange Show will not have stage play, The Drunkard, Bill Starkey, general manager, says it would be nothing new anyway. They had The Drunkard there several years, two weeks before and two weeks after the Orange Show.

And speaking of pranks it seems as the men in all walks of life enjoy them most as favorite comedy—a hot chair, leaky glass, or any joke that always works on unsuspecting and always gets belly laughs.

Among great carnival office men is J. J. Reis, many years with Johnny J. Jones, Zeidman & Polle, John T. Wortham and others. Late Fred Lawley was another fast man with figures. Local bankers used to be amazed at his rapidity of handling paper money. Another stunt of Lawley was to count pastboard passes and tickets by flipping past his ear and invariably count was always correct.

Fred Beckmann tells an interesting story of Ben Lusby, of old Forepaugh Circus, only world's champion ticket seller who was actually billed on daubs and stands of that show for several seasons.

Mel Smith, boy orator of the circus, is chaplain of PCSA. Mel can handle king's language to perfection and should not find it hard to perform ecclesiastical duties when occasion arises.

Who remembers when the Rice & Dore Water Carnival opened its season in and around Portland in 1914 and made daily papers with caption, "Water Carnival Brings Rain"? In fact, it rained for two weeks steady, and if it had not have been for Eugene McKenny's check on a desert bank at Del Rio, Tex., show season would have been a short one.

Bill Mullins, a very capable carnival manager, now lives in Portland, Ore., and has not been on the road since days of late Victor Levitt's Levitt-Brown-Huggins Shows. Harry Gordon, general agent W. C. Huggins' West Coast Shows, now in Seattle, says nothing to it that two can leave as cheap as one.

Famous wisebracks: Pipe the layout here! You scooped yet? He is affected with beetlebits! Then there was the age-old story of the local restaurant owner who hired a carnival cook and when the water blurted out, beef, duck and lamb—he did! Noted first words: Loan me a fin? Sticks to the front! Ho-Red! Pay me now and take down the Jackie! Eternal question: How many ever been down to the diddy-baugh by the quay? Conclusion: Writer of this column has no intention of offending; material may be hot reading to carnival people, but it's all in the spirit of fun and amusement. Adios.

**MADISON, Wis., March 5.**—Ordinance proposed in Dane County would assess carnivals a \$500 license fee and ban shows having "lewd or obscene features, gambling devices or any games of chance or anything detrimental to public health or morals."

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## CITY RUNS BINGO FOR NEEDY

### Woburn Mayor Forms Emergency Relief Committee To Run Games

Proceeds to go to needy and milk for poor babies—move is death knell to racketeers—cutting down taxpayers' burden—revolutionizing official attitude toward bingo

WOBURN, Mass., March 5.—Municipal beano, advocated by Mayor William E. Kane for this city's 20,000 population, will be put into operation immediately. Event is unprecedented in the annals of an American city or town history. City virtually embarks on big business, but the law recognizes the game of beano, or bingo, as legitimate enterprise for charitable, civic, educational, fraternal or religious organization. In a radio broadcast over WEEL, Boston, last Monday, Jay Wesley, special events interviewer, queried hizzoner on municipal beano. After citing that the law provides that no beano license shall be granted except to the requisites listed above, the mayor emphasized: "Notice that the word charity comes first."

City's Welfare Department is spending \$250,000 yearly to aid the needy and is distributing about 1,300 quarts of milk to the needy daily. We are, therefore, a most liberal charitable organization. We should take full advantage of municipal beano. The Legislature has made this form of amusement legal. Why shouldn't we get our share of the profits? Why don't other cities and towns tap this new source of revenue permitted by law?"

With these few remarks Mayor Kane strikes a death knell to the beano racketeer, enables communities to run their own games for welfare purposes, thereby diminishing welfare costs that ultimately are eked from the taxpayer's pocket. With the institution of municipal beano, the mayor of this one-time huge leather industry city starts a revolution in the beano business.

Following his broadcast the mayor motivated back to Woburn to meet representatives of the Woburn Lodge of Elks No. 908, American Legion Post No. 101, Sons of Italy, Order of Ahepa, Veterans of Foreign Wars, Order of Moose, Woburn Hebrew Association and the South End Italian Club.

Gerard R. Dolliver, chairman Elks' beano committee, broke the ice by offering the mayor one of the Elks' three nights of beano on which to debut and continue municipal beano. American Legion followed suit and offered any one of their two nights of play.

It is the chief executive's idea not to have the city directly engage in beano operation, for the present at least, but to name a committee on behalf of the city the Emergency Direct Relief Committee, which the mayor, as sole keeper

of licenses, would license.

At the City Hall meeting the only obstacle for the municipal beano debut was the cost to start such a game, presumably to be held at the Woburn Armory, capable of seating at least 1,000. Mayor Kane, in order to wash aside that last objection, offered to plant \$1,000 of his own cash on the line to get things going.

It is likely that the beano will be held monthly, altho a more frequent game, possibly two a month, would be better. Money realized, it is said, would pay for milk purchased and the disbursement of other necessities for the city's poor.

#### Believe It or Not

With his sensational announcement of municipal bingo games for Woburn, Mass., Mayor William E. Kane achieves a "Believe-It-Or-Not" of the first water. For years taxpayers have been doling out dollars for one civic enterprise after another. Infrequently does Mr. Taxpayer receive anything for his money. Mayor Kane reasons with brilliant logic that if Woburn citizens really like bingo (or beano, as the game is called there) why not have the city run a beano game—thus giving the taxpayer hours of genuine enjoyment and at the same time creating sadly needed funds for those in want.

### Peekaboo Hoosgow for Woburn Sots, Mayor Kane's Bingo Promotion Idea

WOBURN, Mass., March 5.—Promotion for Mayor William E. Kane's municipal beano centers around his cage idea of transporting the city's inebriates around the town hitched to police cruising cars.

The mayor, living up to his inaugural speech of January 3, promised to clear the city of nontototals. He hitched himself to lion's cage idea and for the past week was dickering with John T. Benson, of Benson's Animal Farm, Nashua, N. H. A suitable cage was not available, however, so the chief executive ordered Woburn blacksmiths to build one last Tuesday. The cage's connection with beano is this. Says the mayor: "I didn't want this to get out yet, because I have a splendid plan to cash in on this idea for the benefit of the city's welfare fund."

"You're forcing my hand now, but the scheme is this: Since I announced my plan about a peek-a-boo hoosgow I've received letters and telegrams from all over the country, and many people from



THOUSANDS OF NEEDY WILL RECEIVE food and clothing purchased with the proceeds of the municipal bingo (beano) run under the generalship of Mayor William E. Kane in Woburn, Mass. This extra help will be forthcoming without placing an undue burden on the taxpayers.

### Jonesboro, Ark., Commends W. E. Kane on Woburn Bingo

Letter to mayor asks details regarding running of game—shows interest in utilizing same plan as that in Arkansas city of 12,000 population

JONESBORO, Ark., March 5.—This city's Young Men's Civic Club commended with Mayor William E. Kane of Woburn, Mass., this week, asking advice on his municipal beano idea. Said the letter: "We have read with interest that you are planning a municipally operated beano game to obtain funds for free distribution of milk to needy residents of your city. That is a commendable idea, and we would appreciate it if you would write us the particulars. Ours is a city of 12,000 people, and we need to raise funds for our needy. What do you mean when you say licensees to run beano games? We have heard of the magnificent beano halls you have up that way, and we are interested."

This is an indication that the country is garnering enthusiasm on municipal beano.

# BINGO BUSINESS

By JOHN CARY

Mayor William E. Kane's movement to get bingo as a municipal project under way in Woburn as a means of raising funds for the needy is so important and interesting a story that this week we gladly give up the space generally devoted to this pillar in order to make room for all the details of the mayor's fine work. Only one thing, we wish to say. "Good luck, Mayor Kane!"

all over New England have told me that they're coming here to see the contraption the first night it's out.

"Well, I'm going to cash in on it—to buy milk for the poor kids in the city. I'm going to rush construction of the cage so we can have it on display at the first of the municipal beano games. I expect that will take place in 10 days or two weeks. It's a sort of preview like the movies have.

"If anybody wants to see the cage they'll have to pay to get into the beano game. I think that's a swell plan. No one will get a peek at the cage until it's formally unveiled and dedicated as a feature of this beano, which I hope to make the biggest game of its kind anywhere.

"I expect we'll have the main gate in the State armory and I'm making arrangements now to use a near-by school (St. Charles Parochial School) hall for an overflow. I think we ought to charge (See Peekaboo Hoosgow opposite page)

# DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

We had an interesting conversation with J. Morrison, of the Morrison Amusement Company. For the past two years he has been experimenting on an idea to create a board which could be used over and over again instead of being thrown away after being punched out. He claims to have such a device perfected and is about ready to let operators in on his secret. He says it can be (See DEALS on opposite page)

# Popular 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.

## Time Control Clock

Magic time control clock is Retailers' Syndicate's latest offering and constitutes an appealing utility specialty for premium use or in direct selling promotions. Here's what it will do: switch on your favorite radio program right on time or turn on an electric fan, lights, oil burner, furnace and toaster at a predetermined time. It is said to be a good business builder, especially for electric appliance dealers. It is offered to agents under six different plans, including a salescard award plan.

1938-model cases. Its Lord Clipper is curved to fit the wrist and made to sell in the low-priced field. Case comes in gold effect, and watch can be had in 1 to 17-jeweled movements with either leather strap or link band. Another popular item offered by the firm is a transparent watch which comes in pocket, wrist or pin design. Case is made of flexible glass thru which movement is visible.

## DEALS

(Continued from opposite page)  
worked as a 10-hole board right on up to 2,000 holes.

## Add-o-Matic Adding Machine

James Metal Products Company, Inc., has a small, compact adding machine which is said to do everything a big machine will do. It retails at less than \$10. It is easy to add, subtract, multiply and divide with the machine, and totals are always clearly visible. Streamlined appearance, compactness and efficiency, combined with low cost, make item particularly attractive to small business firms and individuals.

Star Novelty Company sends this note: "On a trip from San Antonio to New Orleans, M. Starr, of the Globe Printing Company, called on many leading salesboard operators and reports the policy of most manufacturers in dealing only with jobbers and operators is proving a great help and enables the operator to buy in larger quantities than ever before. Starr has been in the board business since the day of the rolled ticket. He leaves this country March 2 for South American countries, going as far as the Barbadoes, and returning via Puerto Rico and Cuba, where he will meet his old friend Frank Sannudo, who handles the Globe line in Cuba."

## Jeweled Watches

Lord Watch Company has completed arrangements to merchandise a line of richly jeweled watches in attractive

World's Champ, a sales cabinet deal with a capital main prize feature for the last sale, has proven a gold mine for Spors Company. Jack O'land, of Jedro Company, reports that the boys in the East are also hopping the band wagon and giving the item a strong play. World's Champ, as the name implies, has a pugilistic angle that appeals to everyone interested in the fight game.

Another Diecaster representative, Ray Greenblatt, is hitting the road. He will cover some of the large cities in upper New York State, then Cleveland, then Pittsburgh and return. Ray, of course, will feature the Gondoler—he will also carry the complete Diecaster line.

Lloyd's Distributors are setting up some new deals and should be ready to break them soon.

Happy landing.

## PEEKABOO HOOSEGOW

(Continued from opposite page)  
\$1 per head. I'll bet we pack 'em in. He paused and concluded: "Someone has suggested that on the night we unveil this cage we might let people go out for a ride in it—at so much a head. Sober people, I mean; not drunks. I'll bet many of our leading citizens would be willing to go out for a ride in the cage in public as part of this big build-up for beano."

# BINGO

## SPECIALS

### 1500 COMBINATIONS

SET OF 1500

# 85c

Printed in 2 Colors. Size 5 1/4 x 4 1/4. Packed 7 Copies to a Carton of 10,500 Combinations. Each Color a Different Serial Number.

## \$5.95 per carton

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per Jacket in Black Seal. 1/2 Doz. Balance C.O.D.

**\$7.50**

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—18 Size, 15 Jewels, Reconditioned Movements, Yellow Keystone Cases. Each **\$2.75**

—16 Size, 15 Jewels, reconditioned movements, Yellow Indian Head Cases. Each **\$3.50**

Above Prices in Lots

of 5. Samples 50c Extra. Special Price for Large Quantity Users. Send for Watch and Diamond Catalog. 50c. Discount. Balance C.O.D. PLYMOUTH JEWELRY EXCHANGE, 168 Canal St., New York.

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B32N15—St. Patrick's Shamrock	\$0.40	
B32N21—Shamrock with Hat	.60	
B32N20—Shamrock with Pipe	.60	
B32N9—Green Carnations	2.00	
B32N40—Irish Flag, 1 1/2 x 2", with Brass Pin	.45	
B32N25—St. Patrick's Blow-out	1.50	
B32N26—St. Patrick's Green Horn with Tassel	1.80	
B32N23—St. Patrick's Green Hat	2.75	.25
B32N28—St. Patrick's Metallic Hats	3.50	.32



**HOT-CHA GLASSES**—The best designs brought out to date. Real Hot Numbers. Just display them—they sell on sight.

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Each glass bears an artistic reproduction of a famous girl in a colorful costume. Turn the glass around and the costume drops away, revealing her in nature's own. Packed in different designs in a corrugated partitioned colored container.

No. 1N115—Per Gross	\$14.40
In Lots of 2 Dozen, per Dozen	1.25
Sample Box of 8 Glasses	.90
Cash With Order. Shipped by Express Collect.	

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"WILLIE TALK," 28 inches tall, stuffed body, composition head and hands. Moving jaw.

B36N54—Sport Suit, Per Doz.	\$16.50	Each	1.50
B36N55—Full Dress Suit, P.Y. Dz.	\$18.00	Each	1.65
"Willie Talk," 32 in. tall, Stuffed body composition head and hands. Moving Jaw.	\$24.00	Each	2.20
B36N56—Sport Suit, Per Doz.	\$24.00	Each	2.35
B36N57—Full Dress Suit, High Hat, Moving Jaw.	\$25.50	Per Dozen	2.35
B36N58—Sport Suit, 21 in. tall, In Sport Suit.	\$8.50	Per Dozen	2.10

The Original "Willie Talk" with cut-out back and moving head. 34-in. doll in Sport Suit. **\$38.00** Per Dozen **3.00** Each

Push Cards and Beards with Picture of "Willie Talk." No. A1176. 80-H of c. Push Card. **\$1.50** Per Dozen

No. A1177. 600-Hole Sales Board. **\$1.00** Each

Dummy Dan, 32 in. tall in Sport Suit. **\$24.00** Per Dozen **2.10** Each

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Per dozen . . . 25.00  
No. 2 DUMMY DAN, 21" high Each . . . . .50  
Per dozen . . . 5.00  
No. 2 in Evening Dress Suit, Ea. Per dozen . . . 10.50  
DRESS MAJORS, BUNNIES, BEARS, 20" high, cellophane wrapping, ea. 25c  
All's Bright Color. Per Doz. 9.00  
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No. 55 9533—Ladies' Bracelet Watch. Exquisitely styled 10% L. Chrome case in assorted engraved designs with beautiful link bracelet to match. Guaranteed jewel movement. Each in attractive gift case. An amazingly big value and whitened premium item. Save money NOW by ordering five Watches for \$10.50.

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Hot Sausages, Dozen . . . 60c  
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Dept. B, 553 Broadway, New York City.

# DIRECT SALES STUFF

A Column for HOUSE-TO-HOUSE and STORE-TO-STORE SPECIALTY SALESMEN.

By WALTER ALWYN-SCHMIDT

Will Weaver, who handles a large number of carded articles, thinks the recession is not all it's cracked up to be. He says he has been selling more 25-cent items than last year and his advice to other card men is, "Don't let your cards get stale." If an article doesn't sell in one location replace it with a different article. Place the first card somewhere else. It may do better. Look around for novelties. They always come in handy when developing a new spot.

Appearance of a five-suite bridge set of cards reminds me that all games have been selling well the last few weeks. The recession is keeping many people at home and they look for novel entertainment. A friend of mine is successfully pushing games in office buildings. Monday, Thursday and Friday are his best selling days.

Now is the time to get in on the Easter gift business. Act quickly, tho, as the season is short. Don't worry if you fail to sell all you have bought by Easter. Mothers' Day follows soon after and then comes Fathers' Day. You'll have plenty of time to sell any surplus unless it happens to be straight Easter stuff. Looking over last week's issue of The Billboard there is plenty of good Easter material advertised. Don't pick obvious articles only.

What has become of my contributing editors? With spring at the door, I'm interested in knowing what they will do this summer.

Don't throw away samples once you have them. A friend of mine had been hugging the sample of a certain article for some time. Just as she was about to throw it away a customer mentioned a home-making problem for which there was no apparent solution. The long-forgotten sample solved the problem. Having bought it the customer used it and recommended it to others. My friend is now selling a number of these articles.

Notice to beginners: Letters often reach this column from occasional readers wishing to break into direct selling. I'm glad to answer the letters which ask specific questions. But why ask about sales terms and possible profits. If you get acquainted with the column by reading a copy of The Billboard, why not read on a little longer. Advertisements next to the column answering all these questions. For instance, terms are generally cash with a 25 per cent deposit on C. O. D. and a money-back guarantee when shipment is not satisfactory.

Altho bingo is sweeping the country as a means of raising funds for charitable organizations, it is by no means the only funds-collecting stunt. Direct selling is getting a look in and some salesmen have done well by charitable organizations and themselves. Plan works in different ways, but the purpose is to make sales to friends and others on a share basis with a large part of the profits going to charity. Circulars are mailed to members, advertising the article and stating the sale's purpose. Promoter may address members during a meeting and sell from the floor. Sometimes interested members do the selling. Selection of the article depends upon local conditions. One salesman using this method of distribution handles a number of lines.

Now is a good time to sell window and counter cards with crisp messages to

### EXTRAORDINARY VALUES

LADIES' SWISS WRIST WATCH—6 1/2" Ligne, Rolled Gold Top, Steel Back. Jewels, Reconditioned Movements. Lots of 3, Each, \$3.00  
Same—19-J. Ea. \$3.50; Same—17-J. Ea. \$4.00.

MEN'S POCKET WATCH—WALTHAM CH ELEGANT 12 Dia. 2 Octopus or round shape. Reconditioned Movements. Ea. with 5'000-N.W.A. Lix of 3, Ea. \$4.25  
Same—15-C. Ea. \$3.75; Same—17-J. Ea. \$4.25

Watches Individually boxed. Absolutely guaranteed. 60c Extra for Samples. 25c Dep., Bal. C. O. D.

**J. KAHAN, 99 CANAL STREET, NEW YORK, N. Y.**

fight recession psychology. Local retailers are interested in anything that will help business, such as premiums, advertising handouts and articles that can be used for get-acquainted promotions. This means big business to the salesman. But you must be the right type of person to handle it.

Jep Jepson, super salesman, says: "Don't tell your troubles to your customer. Maybe he wants to tell you his."

Remember, March 17 is St. Patrick's Day; Easter is April 17; Mothers' Day, May 8; Memorial Day, May 30, and Fathers' Day, June 19. Feature spring cleaning goods during late March and April. May 1 is an important moving day. Vacations start in June. Fit your sales talk, sales offers and merchandise to these days. If topical promotions are good for the store goose they should be better for the direct sales gander.

### THIRTY YEARS AFTER—

(Continued from page 53)

duty it was to sell California. Pleas were in superabundance and if you did not have your quota of these agile pests residing on and living off of your anatomy you were not California.

Gold coins were extremely common and paper money was conspicuous by its absence, silver dollars being extensively used. Signal Hill was just another hill, many residents of that section not even knowing how to spell oil.

One could buy beautiful looking oranges for 5 cents a dozen, but unless you liked to eat sponges you could not eat them, as all of best oranges were sent to New York and other points east. Cafeterias were in their swaddling clothes and for 20 cents one could eat until up to bursting point. Busch Sunken Gardens were one of sights of Pasadena which every visitor was invited to inspect and so on ad infinitum.

Los Angeles today has a population of upwards of 1,500,000. Hollywood is most widely advertised city in world, numbering among its residents hundreds of highest salaried people in Christendom. There are literally thousands of actors, actresses and show people who permanently reside there. Angel's Flight is still in operation, but very little attention is paid to it, since there are so many other interesting sights to be seen.

If Native Son organization is still functioning it must have changed its by-laws or at least let down bars, because "outlanders" are almost entirely responsible for remarkable growth of California. Alexandria Hotel is closed as tight as a drum, being superseded by a flock of finest hotels in America.

Chet Bell has probably passed to great beyond and his mummy, "preserved by raffish air of Silverton, Colo.," is possibly lying in some steehouse waiting for someone to "discover" it!

Foley & Burk operate one of best carnivals in State and are on verge of retiring with a competence. In fact, I think that one of these two genial fellows is now reaping reward of a busy life, taking it easy like a country gentleman.

San Francisco has arisen like a "Phoenix from its ashes" and now is a most beautiful, modern, hustling, bustling city.

Barbary Coast—well, I don't know. I haven't visited there yet. I do know that a replica of this famous spot is to be built at San Francisco Exposition. Ferry boats are still running to Oakland, but there has been built and is now in operation one of greatest bridges in world, connecting two cities. Seals are still putting on their show at seal rocks, great-great-grandchildren of those that I saw there.

There are upwards of 20 successful carnivals operating out of California, some of them working year round by following weather. Picture shows are now movie palaces, many of them palaces in fact, notably Grauman's Chinese Theater in Hollywood. Canals of Venice have disappeared, this place now being a thriving city and summer resort. Foggs are now called dew, but they are as wet as ever. But with all other fine things here one soon forgets slight discomfort of having dew run down his neck.

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**MARCH 26 ISSUE WILL BE THE MONTHLY LIST NUMBER**

Copy for the Merchandise Department must reach us by Friday, March 18.

**APRIL 9 ISSUE**

**ANNUAL SPRING SPECIAL**

Copy for the Merchandise Department must reach us by Wednesday, March 30.

**NOTES from SUPPLY HOUSES**

Matt M. Dawson, engaged in supplying merchandise to concessioners and others in the trade for 25 years, has opened the Acme Premium Supply Corporation.

Turkey Red, well known in carnival circles, is handling Charlie Rubenstein's balloon game. He claims he's the champion balloon blower in the world, having blown 976,000 balloons since November 1.

John P. Sullivan (Fast Service Sully) is wearing a broad smile these days. He states that his new Spring-o-Matic Fountain Pen is going over far beyond his expectations.

Benjamin Finkelstein, proprietor of Pilgrim Watch Company, married Diana Seboid March 5. Couple left immediately after the ceremony for a honeymoon in Miami and Havana.

**ABOUT FENANDEZ**

(Continued from page 53)

height hidden until summit was reached and even she had to admit trip was worth slight aches that she had arriving there.

Sorry to report sudden death of M. Flannery, an old trouper, who succumbed to a heart attack.

Troupe was transported by Interisland steamships to Isle of Maui, where first stop was at Lahaina, a very picturesque set-up. Lot, hotel and beach all within stone's throw of each other. Nice business registered.

Then on to Paia for one week, after which half of show embarked for Island of Lanai, where all did capacity business. This a truly beautiful island owned exclusively by Hawaiian Pineapple Company, whose officials treated entire company with every courtesy and consideration. On trip over the captain caught a 30-pound ulua, which was served for supper with all trimmings. Captain said if he could have used one of Slinger's midgets for bait he might have caught one on both trips. Speaking of fish stories, Tommy Tong, Chinese flea circus operator, threw his line in and caught a three-foot fish which he immediately threw back into water. Another fish about two feet long he also threw back, but kept a small one about nine inches long. The other acts asked why he threw back big fish and kept small one. Tommy replied, "Well, I only have a small frying pan." Tong is still doing nice business with his Shanghai Flea Circus and he informs us that in all probability will be with Beckmann & Gerety carnival this season.

Several acts from Hollywood Hi-Jinks have already sailed for mainland, including Jack Randall and Company, adagio team; Morrell and his Blue Streaks, skating act; Radke Sisters, acrobats; Caprino Sisters, Italian opera singers, and Goldborough and Black, shooting act. Many new acts are arriving on next steamers from United States and also from Antipodes.

Donna Daye, fan dancer, and Allen Noyes have been breaking in a new dance routine for an acrobatic ballroom number. Allen Noyes is late of Randall adagio act.

An earthquake of no mean proportions shook islands while show was playing Paia, but no damage was done to show, outside of the fact that Doctor Q, hypnotist, has just completed putting a hypnotic subject under six feet of earth. Subject had been interred but a few moments when the quake started. Immediately native population started to scream and holler, blaming the quake on burial. A near-panic was avoided by Doctor Q's quick thinking by ordering girl dug up, and show went on. Gloom settled over Whitey Clare due to fact that earthquake shook his race track so badly that marker jumped from the \$1 mark to the \$5 mark, thereby causing him to lose a blanket, first in two years.

Al Linton is seen constantly in company of Eileen Stone. I think he has something there. Al is preparing for his departure to mainland and says he knows that once there two can live as cheaply as one. Al Linton is going to

**CASH IN WITH TIL-O-WIN**



New, sensational trade stimulator. Sells outright to taverns, restaurants, cigar stores, hundreds other locations. Legal. Seven colors, fast action, rugged construction. Instantly demonstrated and quickly installed on or near ANY cash register without tools. Electrically actuated by action of till drawer which sets arrow in fast action. If arrow stops on number matching amount of vintage customer wine in trade. A watching of the till—a robot stool piques, entertainment for customers, induces repeat purchases. Rise 12x12 1/2", weight 4 1/2 lbs. Tests prove.

RETAILS ..... \$12.50  
SAMPLE ..... 6.50  
F. O. B. 25% Deposit.

Location owners want it. Customers like it. Quick Sales—Long Profits.

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LARGE ASSORTMENT—Gross .80c  
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• Salesboards, Promotions, Notices, Letters, Perfumes, Carded Goods, Sun Glasses, Biscuits, Soaps, Balloons, New Electric Clocks & Lamps.  
• Write for Catalog and FREE SAMPLE CASE OFFER—Right Now!  
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**PIPES BLENDED BRAW**

MELLO-BOWL  
12 Pipes on Attractive Display Card. Price \$1.10 only  
12 Cards, only \$11.75, 25% Deposit on C.O.D.  
**CHAMPION SPECIALTY CO., 814-H CENTRAL ST., KANSAS CITY, MO.**

make a tour of mainland in search of side-show attractions, which he will bring back to islands.

One of outstanding surprises around big show was when Dorothy Brown, of team of Blanton and Brown, acrobats, surprised entire company by rendering some beautiful music on her saxophone. She was immediately engaged by E. K. Fernandez as soloist. Jimmy Kimura, tap dancer, said he was seasick on one of trips.

About first of March show moves to the Island of Molokai, famous leper island. Aloha!

**MRS. C. F. COREY**

(Continued from page 53)

Foster, Mrs. Betty Wilson, Mrs. Emmy Clifford, Hazel Fisher, Verna Seeborg, Mr. and Mrs. William Summers, Mr. and Mrs. Ben Schaffer, Mother Fisher, Mr. and Mrs. Swede Olsen, Mr. and Mrs. George LaBrelle, Mr. and Mrs. R. O. Rawlins, Edith Bullock, Olga Celeste, Mr. and Mrs. Sam Epple, Mr. and Mrs. Elise Pickard, June Pickard, Gordon Pickard, John Wells, Mr. and Mrs. Charles Youngman, Mr. and Mrs. Clarence H. Alton, Bud Cross, John Herti, Ernie Herti, Mr. and Mrs. Bull Montana, Mr. and Mrs. Roland Stephens, Mr. and Mrs. Charles Steffens, Frank Babcock, Mr. and Mrs. Roy Moyer, Captain L. L. McClary, Jack Greenlaugh, Mr. and Mrs. Robert Downie, Mr. and Mrs. Ernest Downie, Mr. and Mrs. Ross Davis, Mr. and Mrs. L. M. Hamilton, John Verdick, Mr. and Mrs. Jack Morris, Mr. and Mrs. Slim Reed, Mrs. Curly Cummings, Mel Rennick, Jean LaVell, Mr. and Mrs. Johnnie Cardwell, Mr. and Mrs. Kenneth Taylor.

Mr. and Mrs. George Morgan, Mr. and Mrs. Jerry Mackey, Danny Callahan, Mr. and Mrs. Jimmy Rapin, Mr. and Mrs. Myles Nelson, Harry Rhinehart, Delbert O. McCarty, Mr. and Mrs. J. M. Brown, Burt Warren, Art Anderson, Charles Marshall, Mr. and Mrs. J. M. Barrett, Mr. and Mrs. Lyman Grisham, Al Keenan, and Mrs. Joseph Stone, Mr. and Mrs. Charles Soderberg, Thomas J. Hughes, Mr. and Mrs. H. A. Grove, Billie Farmer, Mr. and Mrs. Hunter Farmer, Leona Farmer, Mr. and Mrs. Johnnie Miller, Mr. and Mrs. Jack Elhart, Mr. and Mrs. William Groff, Ruth Groff, Ed Smithson, Doc Hall, James McCarthy, Johnnie Branson, Mr. and Mrs. Earl Kelly, Mr. and Mrs. Ed Walsh, Mr. and Mrs. Harold Webber, Mr. and Mrs. Archie Clark, Sis Dyer, Joe De Mouchelle, Jack Grimes, Harry Pink, Mr. and Mrs. Harry Chipman, Sam Brown, George Wiler, Mr. and Mrs. Cleo Qualls, Mr. and Mrs. Clyde Gooding, Mr. and Mrs. Speedy Ladd, Mr. and Mrs. Max Williams, Lawrence LaLonde, Joe Glacey, Mr. and Mrs. Frank Kennedy, Madam Delmar Meyers, Mr. and Mrs. Milt Runkle, Cliff McDougall, Mr. and Mrs. Buddy Oahn, Mr. and Mrs. Al Copeland, Mr. and Mrs. F. Westlake, Max Benard, Mr. and Mrs. Fredrick Nelson, Mr. and Mrs. Bill Williams, Mr. and Mrs. Don Lewis,

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No. 134—ENAMELED SHAMROCK PIN, With Silk Ribbon Attached. Dues, 25¢. Gross 2.50
No. 135—SHAMROCK BOW FLAGS, 60 Gross. In 10-Gross Lots, per Gross 50¢. Gross 5.00
No. 136—SHAMROCK, With Pipe, Gross .35
No. 137—SHAMROCK, With Hat, Gross .30
Send 25¢ for Complete Sample Assortment. 1/3 Deposit With All Orders. Balance C. O. D.
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GROSSES!!! Very Latest Styles in 14-KT. GOLD FINISH from \$9.00 GROSS UP. Send \$1.00 for sample line No. 11. Also showing latest RINGS

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GLASS CUTTER COMBINATION TOOL Can-Opener, Corkscrew, with Knife Sharpener Steel that takes swirling chip from hardest blade, and individually tested Glass Cutter, guaranteed for plate or window glass. \$7.20 Gross. 1/3 Deposit, Balance C. O. D.

MANUFACTURERS OF FINEST GLASS CUTTER WHEELS SINCE 1893. WM. L. BARRETT CO. BRISTOL, CONN.

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NEW BANKER, JUMBO SIZE VACUUMACK. NOW READY. You see the ink—10,000 words from one filling. All Pearl Colors. Full Line of Fountain Pens, Pencils and Sets. JAS. KELLEY, The Fountain Pen King, 487 S. Wabash, N. Y. CHICAGO, 180 W. Adams St. Buy in Chicago—Same Price as New York.

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CHEWING GUM 22¢ BOX RETAILS FOR \$1.00. Each box holds 20 Full Size 5¢ Packs of Fantasy Fresh Gum. Rousey Candy Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50¢ for sample box (postpaid) GUY A. TITLES, POB. AGENCY, Wide AMERICAN CHEWING PRODUCTS CORP., 4th and Mt. Pleasant Aves., Newark, N. J.

for PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

D. D. McLEAN... of one-man band fame, who formerly appeared with Ripley at Dallas, is being featured by Chevrolet dealers at their salesroom get-together parties throuout South Texas. He writes that he would like to read pipes from Bill Tryarto and John (Popeye) Saylor and the Hatchers.

WE WONDER if selfish local merchants and city dads ever stop to consider the fact that street salesmen are the best free entertainers on earth.

MARION KENWORTHY... letters that she blew into San Antonio last week from Mexico and the Rio Grande Valley, where she has been touring and resting for the past year. She advises that she plans to work fairgrounds and department stores this season.

SEVERAL MEMBERS... of the trapes and kelster fraternity, including Capt. Roy Butler, have infoed that they would like to read pipes from Doc Marshall, of med show fame, and Carl DeBord, jar and can opener purveyor.

ALL THAT THE men and women in Pitchdom ask or need at the hands of critics is a fair deal and just criticisms.

WILLARD GRIFFIN... blasts from Litchfield, Ill.: "The one-man circus is still en tour. Last week I worked the oil-boom towns in Illinois, Noble, Clay City and Flora, and it reminded me of the oil-boom days in Oklahoma. Towns are open to a \$1-per-day reader. You can work high on the main streets to plenty of people. Made St. Louis over a week-end recently, but it was n. g. What's doin' in the Motor City? Would like to read pipes from Tex Eurling and Dr. Young."

LET'S HAVE PIPES... from Art Nelson, Tom Dean, George W. Peterson, Ferdie Ferguson, H. T. Maloney, William Olaken, John Hicks and Dan Evans.

ARE YOU STILL doing your best to gain favor for your profession with the paying public? Yea. Well, keep it up, and more power to you.

PROFESSOR SCHARDING... Doc Hale and Guy Warner are reported to be hibernating in Sarasota, Fla., anxiously awaiting the chirp of the blue birds.

W. H. (BILLY) KNOX... tells from Wichita, Kan.: "Just returned here from Canada, where I worked with Art Cox before and during the holidays. Weather up there was plenty cold. The tractor show is on here now and there's not a pitch in it. Weather has been bad, with plenty of snow. Plan to open a store here soon. Say, Earl Kitteridge and my Canadian friends, pipe up."

WHY BOAST of your capabilities. You fellows are business men in your own right. Let the other guy do the boasting, but you go out and get the long green. Retain that same silent attitude when the booster comes round to make that inevitable touch.

MILTON (CURLY) BARTOK... fishes from Sarasota, Fla., that he is still fishing down there and hasn't worked since the fair in Hamilton, O. He adds that he has just traded his old trailer for a new one.

SOME OF THE BOYS... have written in asking for pipes from Frank Libby. What do you say, Frank? What have you been doing since you recovered from your recent illness?

DIGNITY IS a wonderful asset. Is it one of your attributes?

"DOC DYER... veteran med showman, and wife played host to a large gathering of friends at a Washington's Birthday party in the Hawaiian Room of the Roney-Plaza

Hotel here," scribes R. E. Holden from Miami. "Hawaiian Srenaders, comprising Al and Joe Vierra, Bob Panole and Charles Ahin, presented a special musical program as part of the entertainment."

A POTENT POINT: Amuse your public and watch the dough roll in.

TIM O'DAY... is working med in Springfield, Mo., to some long green.

AL RICE... of jam fame, is reported to be working to good results in Tennessee.

RED McCOOL... pencils from Missouri that he is working his way north and getting good but not much money. He writes that due to rains and cold weather he isn't pitching but is horse-backing a soap deal and writing a little sheet.

WE KNOW OF NO one who can do more for the good of his business than the truth teller.

FRANK CONNOLLY... and Tommy Barrows have been purveying their wares in Connecticut this winter.

DICK WHITE... well known in Pitchdom, has left the profession in favor of becoming an electrician in Springfield, Mass.

WILLIAM CARE... tells from Springfield, Mass., that that neck of the woods is terrible for pitching purposes and advises the boys and girls to refrain from making that section.

PITCHMEN'S SAYINGS: "Now stick out your tongue and say Arkansas."—Doc Colby.

WHAT'S DOING up Baltimore way?

"HAVE JUST RETURNED... from Hot Springs, Ark., where I chanced to meet my old friend Doc Holt," blasts Harry L. Winters from Texarkana, Ark. "The doc said he has been wintering there but did not inform me as to whether he would go out this season. He's the same as ever in regards to saratorial splendor, for when I saw him he looked as tho he had just stepped out of a band box. When they nominated him the best dressed in Pitchdom they made no mistake. This town is okeh for soldiers' readers, but business is slow."

SPRING IS IN the offing. With it comes inspiration. Have you planned your 1938 campaign?

MAR-O-VEL... and wife are reported to be wintering and working to fair business in Oklahoma City.

MADeline E. RAGAN... fogs thru from Rosenberg, Tex.: "Pat Danna and wife and the writer are working a private lot here for \$1 per day. We came thru Oklahoma but the flood held us up. About two-thirds of the Oklahoma towns can be worked on o. m. or s. r. We visited Mar-o-Vel and wife in Oklahoma City and pitchmen contemplating working that spot should contact them for the low-down. Be sure to register with the tax commission in Oklahoma, and obtain report sheets. They cost nothing and save you much time and trouble."

ARE YOU behind your merchandise? If not your sale is only half made.

DR. VICTOR LUND... continues working Muskogee, Okla., to fair business.

"A HARDY SOUL... who can stand the climate and exist on hamburger sandwiches and general adversity might survive until the spring here," wigwags Tom Malloy from Dover,

REMINGTON

The New SPRING-O-MATIC Pen. A Life Saver for Pen Workers. JOHN F. SULLIVAN, NEW YORK CITY, 485 Broadway.

BARNACLE BILL NEW! Sensational Balloon with Inflated Face and Giant Nose. Post Seller as a Gas Balloon or with Hood Blanks for Circus and Street Workers. Inish your orders for immediate delivery. \$3.75 Gr. 25% Deposit, Balance C. O. D. UNITED BALLOON CO., 878 Broadway New York City

Coupon Workers Gross sales are sweeping the country. Send \$1.00 for assorted samples. Large stock. Orders shipped same day received. Assorted Crossovers, \$16.50 gross. BENSON SPECIALTY CO., 347 Plymouth Bldg., Minneapolis, Minn.

UNDERWOOD PLUNGERS—Special \$18.00 PER GRO. PENS & PENCILS & COMBOS. GRODIN PEN CO., 308 Broadway, New York City.

ELGIN & WALTHAM WRIST WATCHES \$3.95 In New Cases. Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country. H. SPARBER & CO., 104 North 7th Street, St. Louis, Mo.

We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets. SOUTHERN PEN CO. Manufacturers Since 1913. 16 N. Union St., Dept. B, Petersburg, Va. Send \$1.00 for Samples. Prompt Shipments.

Rare Imported Photos Snappy Cartoon Books, Story Stories. Consists of 16 Imported Photos, also 6 Snappy Cartoon Books and a 200-Page Book called the Country Plumber's Catalog. Every page contains snappy cartoons, and color jokes and verses. Complete set, including cart., \$16.50. Send \$2.00. We pay the postage. Samples 25¢. Send cash, stamps or money order. RELIABLE SALES CO., 1141 Broadway (Dept. B.B.), New York City.

MED. MEN OPPORTUNITY Use G.P.I. Quality Preparations. A complete medicine show, private label and Office Special. Wholesale catalogue on request. GENERAL PRODUCTS LABORATORIES Manufacturing Pharmacists. 137 E. Spring St., Columbus, O.

LORD'S PRAYER PENNY MACHINES NEWEST SENSATION Four dies. Lord's Prayer, Ten Commandments, Crucifixion of Christ, American Legion. It's a knockout. Send 25¢ for bracelet, 5¢ engravings made on GENUINE U.S. pens. PERFECTION MFG. CO., 203 South Dearborn Street, Chicago, Ill.

N. H. "In other words, things are tough. Haven't seen anyone working in these parts since Christmas. The mills and other shops are working half time. This is not a 100 per cent beef, however, as I have a campaign planned which will doubtless make me a wealthy gentleman if I live long enough."

EDGAR F. CLARK... of pan lifter fame, pipes from Holston that he has been working to lucrative takes in that section. He writes that almost all of that territory is open on o. m. and in almost all instances can be worked on a small reader. He says

the valley was good this winter and adds that he has purchased a new car and will leave for Oklahoma and Kansas sales soon. He would like to read a pipe from J. R. Current.

"HAVE BEEN IN THIS SECTOR . . . all winter working to good business," tells Dr. Leon Streets from Tifton, Ga. "Plan to remain here until May 1. State is good on a soldier's reader, but you're seldom asked for a license. These people and their laws are the best I've ever encountered. Weather has been good all winter, and we're now in the heart of the tobacco country. Everyone seems to have money and schools and store-rooms can be booked every day. We have, however, been working outside with a lot show since January 1. Med men are scarce in this section. Certainly like this territory and plan to return next year. Court weeks are held thru-out the winter, and I find that one can work on the courthouse yards. Highway men treat you swell. They don't even bother out-of-State tags."

LET THE PESSIMISTS and calamity howlers have their wall; you go right on giving out with everything you've got and make the season a big success in spite of 'em.

JACKIE ANDREWS of humatone fame, clicked at the Cleveland Grotto Circus last week with a candy layout. He pipes that he will trail of the major circuses at the start of the season.

LEE GORDON after many years in the carnival field, has opened a pitch store in Columbus, O., where he has been conducting auctions on Saturdays to lucrative business. With Gordon is Kid Carrigan, who is selling ties, socks and rings. The boys will open a mad show about May 1.

IF YOU KNOW YOUR product you'll have little difficulty selling it. You don't have to make unreasonable claims for it. If it's good it'll sell.

"HAVE RETURNED . . . to Alliance, O., and am busy framing a tattoo layout and preparing my trailer for the road," pipes Ralph Ruhl. "I have been working, solder, horn nuts and my old stand-by, flukem. A new ordinance, \$15 per six months or \$25 per year, has just been passed in Canton, O. Market house here can be worked for \$2 and it's a good Saturday spot. Another good spot is the Auction Barn, Damascus, O. It seats 1,500 and a free picture show is presented to attract farmers, all of whom seem to have folding money. Sales are held on Tuesdays and Fridays. Let's have a pipe from Frank Fields."

A. J. BEARD . . . from Evansville, Ind., that he recently finished a page of puff advertising in Booneville, Ind., for The Newburg News. He's en route to Cape Girardeau, Mo., where he will work special advertising and menu cards until the West Bros.' Shows open late this month. A. J. will have the ham and bacon store on that organization. He adds that he would like to read pipes from E. H. Singer and H. C. Pfister.

PITCHDOM HAS created a record that it can point to with pride. The percentage of pitchfolk in the breadlines and dependent upon charity is probably smaller than any other profession. It's a good point for you city lads, Congressmen and high officials in Washington to consider when legislation adverse to Pitchdom comes before you for consideration and action.

SMOKEY JACK BLACKWELL . . . business from Fort Worth, Tex., that business with the George P. Barnes mad show, which opened there under canvas February 23, is nothing to write home about. But let Jack tell it: "Fundamental purpose for the early opening, however, is to get organized for a more aggressive 1938 season. This territory, over a 50-mile radius, seems to have been a little overworked. A number of towns have been closed. When I say overworked I mean that they have had so many night med shows that the children recite Three O'Clock Train and Over the River, Charlie from memory. Perhaps I just need a new rag book."

WARREN LEWIS . . . pencils from Ypsilanti, Mich., that he and C. O. Carey Jr. are starting construction on a new auction store there.

TRIPOD OPININGS: "A pitchman is rated by the money he takes, not by the noise he makes."

Pitchdom Five Years Ago

Ed Prink was still hibernating in Springfield, Ill. . . . James Ross, New York pitchman, was in Chicago and finding conditions terrible there. . . . Youngstown (Postage) Smith was cashing in on the depression. . . . Henry DeGast, the Cement Kid, was working doorways in Louisville to lucrative business. . . . J. W. Cook (and family) was enjoying fair returns on the sheet in Tahlequah, Okla. . . . After spending three weeks in the Coage country Tommy Cooper went to Hot Springs, Ark., to enjoy a much-needed vacation. . . . Paul Paschall returned to Tennessee after working Texas territory to fair-to-middlin' business. . . . Tom King was getting some folding money in and around St. Louis despite the howls of the depressionists. . . . Benny Franklin's Fun Makers were playing halls in main-line towns around the Philadelphia sector. . . . Old Bill Ellis was still working razor strops in Fort Wayne, Ind. . . . Doc W. J. Livingston and wife blew into Miami after a short sojourn in Orlando, Fla. . . . Sergt. Frank Poulos reopened his pitch store on Broadway after only a two-day fold-up. . . . C. L. (Cliff) Younger and wife were headed for New Haven, Conn., after a successful series of lectures in Maine. . . . Anne Kates was working a clever corn-punk demonstration in a drug store at 44th street and Eighth avenue, New York, to some long green. . . . Art Engel, previously reported as dead, was very much alive and hitting Kansas City, Mo., with hard steel rulers. . . . Doc Moody and Madeline Ragan were working to huge crowds at Gypsy Dan's store in Los Angeles. . . . Fred Barton left the hospital at Sioux City, Ia., and was back on the road working razor blades. . . . Bill Foote and the Mystery Kid left St. Louis and headed for Iowa and the Great Northwest. . . . Doc Lombard was still passing out big portions of his stock on Towne avenue, Los Angeles. . . . Al Ross was working steel rules in Hammond, Ind., to satisfactory takes. . . . Prof. Victor Milson Perry opened another variety troupe in a store on 34th street near Seventh avenue, New York, after his Brooklyn store on Myrtle avenue closed after an eight-day run. . . . That's all.

THINGS WE NEVER HEAR: We merchants could benefit greatly by making some of these pitchmen our promotion managers instead of constantly trying to bring adverse legislation against them.

ROBERT M. (BOB) SMITH . . . letters from somewhere in the South that he was sorry to learn that Dr. Harry Howard is in ill health and adds that he read in the Pipes Column where his friend has forsaken the musical tab and gone to med opera. "Well," Bob concludes, "many of the old-time producing comics have done the same thing, and I'm one of 'em."

"HAVEN'T PIPED IN . . . for more than a year, so here goes," scribbles Al Ross from Cleveland. "I'm working the Irish Village here and the line-up is about the same as that which played the exposition in Cleveland. Bob Roche drops in occasionally, and pitchmen working Kresge's are here almost every night. Bill Schultz, who also drops in now and then, is working on a big deal. I'm going out on a revue with a railroad show next month and plan to take out my own show about midsummer. Have been reading The Billboard for 15 years, which I believe isn't bad for a green horn."

MEMORIES: Who remembers when Doc J. F. Williams and Shorty Shelton were driving thru Arkansas and in passing a farmhouse a group of hogs ran in front of their car? Result was that one of the hogs was hit and killed. Doc stopped his car, got out and ambled up to the house, with purse in hand expecting to pay heavily for the damage done. A woman answered Doc's knock. In his most affable voice he said: "I'm sorry, lady, but I suppose I have killed one of your hogs." The woman surprised and delighted old Doc by replying: "Lawdy me, they hain't mine. Just as soon you'd kill all of 'em."

MILTON F. CLEWLELL . . . scribbles from New York that he has been reading The Billboard, which he calls his Bible, since 1897, and, altho he has been confined to a wheel chair of late, has never been on relief. He reports that he had a good business with lucky charms last season. He adds that he is waiting for the blue birds to begin

PROMOTE CROSSES! BIG SALES—BIG PROFITS



A promoter's dream come true! That's how tremendous Cross sales and Ring sales are going over now. Exclusive, exclusive positive looking styles for demonstrators only. Write for Catalog No. 21 showing newest styles in CROSSES WHITESTONE RINGS CAMEO RINGS ENGRAVING ITEMS HARRY PAKULA & COMPANY 5 N. Wabash Ave., CHICAGO, ILL.



their singing and adds that he would like to read pipes from Kid Owens and Andy Woods.

LIVE AND ACT your parts in the terms of today. Accomplish that and you will soon find that getting some of that much sought after long green is less difficult than you anticipated.

DOC BAILEY . . . from Florida that he has been working that territory recently with corn remedy. He adds that he would like to read pipes from Tom Sigourney.

KEN AND GRETA REYNOLDS . . . gold-wire artists, pipe from Gibsonton, Fla.; "Carnival folk, sheeties, pitchmen and novelty men and their wives held an all-night party at Eddie's Hut here recently. Plenty of entertainment and Cuban music prevailed until daybreak, when one of the boys became so high that he set fire to his trailer—and the party broke up."

HUSTLER'S TIPS: With spring in the offing, a real hustler, wise to the plant life, should have little difficulty reaping a harvest by working a full assortment of seeds. A house-to-house worker can't miss, while the boys working factory gates should find the seed envelopes a splendid giveaway with the items they are working.

LEARNING THAT . . . Dr. Herbert Kelleter, veteran corn med worker, was in financial straits when he passed away in City Hospital, St. Louis, February 27, leaving no insurance and his wife on part relief, William X. Meyer is arranging among his friends to obtain funds to be applied toward the doc's funeral expenses. Mrs. Lillian Kelleter, the deceased's widow, was at doc's bedside when he died.

RIGTON . . . "Barnum of the sticks," scribbles from Jacksonville, Ga., that his organization has licked another winter in Georgia. He adds that the show is now in its 250th week of continuous operation and business is A-1.

FAMOUS LAST WORDS: You won't catch me lying around doin' nothing' next season. I'm really going out and get it.

SET THE DIALS . . . fellows, and tune in on the following effusion from Red Gunn, who blew into New Orleans last week. "While driving from Detroit to the Mardi Gras City," penolds Gunn, "I stopped off at Jackson, Miss., intending to go to work, but I was closed almost before I had set up. The spot is closed tight. But on looking over the town I found Bill Dean, of rug-cleaner fame, working to plenty of long green. He has a new way to put it over. He works from a new Packard and trailer and his pitch is really high class. Everything is new and he has a beautiful flash. He's a swell fellow to talk to and know. He advises the boys to stay out of Mississippi and Louisiana, especially med men. He plans to head east soon, and I believe his advice is worth thinking about. Altho I've read Billyboy for a number of years, this is my first attempt at writing a pipe. Would like to read pipes from Joe Pollard, Paul Allen, Dick Atkinson and Harvey Kennerly."

HOW MANY . . . made the Mardi Gras celebration in New Orleans? Write a pipe and tell Bill and the remainder of the boys and girls in the profession about it.

Would License Outdoor Advertising Firms in Miss.

JACKSON, Miss., March 5.—Indorsed by more than a dozen garden clubs and women's federations, a "highway safety" measure has been introduced to authorize the State highway commission to license all persons or firms engaged in outdoor advertising in Mississippi and require lights and light reflectors be removed from signs on the ground they make night driving hazardous.

BIG PROFITS! AMAZING NEW BUSINESS



SELL TO STORES

Did you make \$50 last week? If not, investigate this opportunity to get into a Big-Bay business of your own. Show merchants that increase sales, profits. Handle Nationally Advertised Line 50-100 goods. Put up on self-help Counter Displays, 200 daily necessities. Included is Layman's Aspirin—approved by Good Housekeeping House—and Famous Twenty Grand Razor Blades. FREE book tells how you can build big-car store route. World's Products Co., Dept 388-A, Spencer, Indiana.

DREXEL BLADES



20 Million sold in 1937. 50 Million will be sold in 1938. Fit all Gillette type razors. Money-back Guarantee Certificate with every blade package.

Per Carton, 100 Blades (20-5's) 69c Per Card, 96 Blades (24-4's) 69c

TEN Cards or Cartons - \$6.50

SEND 10¢ FOR SAMPLES. FREE BLADES FOR YOUR CUSTOMERS. With every 10 Cards or Cartons—100 Blades individually mounted on Attractive 4-Page Adv. Folder. 1/3 Deposit with Order, Balance C. O. D.

DREXEL BLADE CO. 134 W. 52nd St., New York City.

TWO WEEKS AGO WE SAID..

"Here Is The Hottest, Most Unusual Sales-Board Idea In Five Years." AND WE'VE PROVED IT!

We said, "Here is the World's Finest Radio . . . an absolutely new premium item that's utterly different . . . red hot!" Orders and re-orders from all parts of the country prove that we were right. Operators are phoning and wiring for MORE of these remarkable sales stimulators. They sell on sight. Never before has a premium item equalled the response this one has shown. Sales board sales and profits are reaching a new high. Write or wire for complete details!

EVANS NOVELTY CO. 946 W. DIVERSEY, CHICAGO, ILL.

5 USED RUNNING POCKET AND WRIST-WATCHES

American and Swiss, our assortment, at the special price of \$7.50.

B. LOWE Wolverine Hotel, Detroit, Mich.

ELGIN & WALTHAM REBUILT WATCHES \$1.75

7 Jewel, 18 Size, in 9 H. Engraved Cases, at Send for Price List. Money Back if Not Satisfied. CRESCENT CITY WATCH MATERIAL CO., 113 N. Broadway, St. Louis, Mo.

No "FLUTES" Through the A!—With the Greatest of Ease With

THE WONDER FLUTE

Easy to Play. Easy to Sell. MAKES MUSIC. MAKES MONEY. Let Us Show You How. Details and Sample 10¢ Coin or Stamp. JAY ENTERPRISES, 1107 Broadway, New York City.

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

## FOR QUICK ACTION RIGHT AT YOUR DOOR NEW CONCESSION HEADQUARTERS CARNIVAL—PARK—NOVELTY MEN

SAVE TIME—SAVE GRIEF—SAVE MONEY  
THOUSANDS OF NEW FLASH ITEMS

Plaster Novelties, Beacon Blankets, Slum, New Stuffed Toys, Chinaware,  
Session Clocks, Corn Game Specials, Lamps, Chromeware, etc.

**MATT DAWSON—At Your Service**

YOUR SAFEST BET FOR A BIG SEASON

CATALOG WILL BE READY SOON—WRITE FOR YOUR COPY

**ACME PREMIUM SUPPLY CORP.**

3139 OLIVE ST. ST. LOUIS, MO.

YOUR ORDERS ON THE WAY THE SAME DAY

## Where Did We Get This Money?

By PRESS EBERHARDT

Well, sir, it seems that a medicine show came to town. And because our town is one of those places where you get up in the morning and go to work and come from work to eat and then to bed because there's nothing else to go to—well, sir, the arrival of the medicine show was a welcome event. Instead of just going to bed the townspeople wandered out and over to the lot and took in the show. They took it in for a week and the old Doc sold oodles of his wares. In fact, he did so well that he remained a second week, packing them onto his lot and appreciating the big passouts.

But the Doc's success seemed to irk some of the local storekeepers. Come to find out, their business wasn't so hot anyhow and certainly not calling upon them to open up nights to take care of any crowds. So-o-o! After exchanging some weeps among themselves the merchants thought they had better take steps to keep this money-getting Doc from getting an extension on his visit. The method employed was to circulate a round-robin petition, signed by the storekeepers, calling on the town council not to issue permits to itinerant vendors without due notice.

But the petition didn't seem to do much good because the merchants learned that the old Doc had timed his reader for a three-week stay, also he hadn't told anybody he intended remaining that long. So there were a lot of red faces among the local storekeepers. Worse than that, the townspeople didn't like the idea of the merchants trying to push their good friend, the old Doc, out of the picture.

The opening night of the Doc's third week turned out a bigger tip than the town had seen since the day the governor

dedicated the old horse trough in the village square.

The Doc was a good showman, too. The mob was expecting him to say something about those merchants and they were disappointed. The Doc said nothing at all.

A news reporter kidded one of the merchants who was standing in the crowd. "Wouldn't you like to have this mob standing in line trying to get into your store now?" queried the reporter.

"I sure would!" the merchant replied. "And don't think you're kidding me about this thing, because you won't find my name on that petition that was passed around."

"How come?" the reporter asked.

"Don't you stick with your own bunch?"

### Bonehead Play

The merchant grinned. "The only sticking that is done by these merchants is the same kind of sticking done by your paper, so don't try to string me along. You folks didn't need to print the story about that petition, and you wouldn't have either, only you know where your bread is buttered. The merchants buy your ad space, so you string along with them. The fellow who doesn't advertise can print his own side of it as far as you're concerned. And that's fair enough, because it's the system. But this old Doc here got some publicity he didn't have to pay for, so he's the really smart one after all. You put him on the front page and make the rest of us look like a lot of monkeys. But you are not making a monkey out of me because I already told the merchants' club what I think of the bonehead play they made."

"And what was the bonehead play?" the reporter queried, smelling a story.

"Don't go getting out any notebooks and don't think you're getting something these merchants don't know, because I told them what I thought in plain language. In the first place it pains me when I hear that old gag about people taking money out of town. Certainly they do! Why shouldn't they? But where did this town's money come from?" Without waiting for an answer the merchant continued.

"Listen! This town depends on the factory here and it passes out about 3,000 pay envelopes every week. Those pay envelopes are the money that makes this town run. Every one of those envelopes is opened and the dimes and quarters and greenbacks go floating into the tills of local merchants. I depend on that pay roll and so does everybody else in this town. My own clerks never stop to figure that when I pay them off at the end of the week they are getting some of that factory pay-roll money. But that is what this town's money is. Now where did it come from?"

### Money Came From Other Towns

"That money came here from other towns. What our factory makes isn't sold here. It goes out over the whole country. That factory is here and we are here because the factory somehow succeeds in taking money out of town—out of all the other towns."

"The old doctor here is successfully

doing in front of us what the factory's selling representatives are doing all over the country. If some smart-aleck group of merchants somewhere else follows the crazy idea these local merchants want to effect, there won't be any local merchants, because there won't be any factory pay roll here because there won't be any orders for goods to be made because people in other towns would be trying to get their needs filled locally."

"Listen some more! Suppose this doctor goes back to his town and informs his workers that the people in our town won't do business any more except with their own townspeople. There's a lot of narrow-minded people in the world—they are not all merchants either—and just suppose our town got the reputation of being a one-way tank. Anything can get in, but nothing can go out! Suppose some good talker started a boycott against our town's output as a means of retaliation or revenge, or whatever you want to call it. That may sound foolish, but it isn't far from what might happen."

"You see, Old John Citizen is a funny sort of person and he is so friendly and proud of his town ordinarily that he falls easily for this buy-at-home idea; he falls too darned easy for safety. And once he is sold on the idea he may want to do a whole lot more about it than you ever thought about when you got such a smart idea. John might even start asking me and the rest of the merchants how near we stay to home when we are doing our wholesale buying. Did you ever think of that one? Now we are no different than the citizenry, because we buy where we get the best quality, in the greatest amount at the fairest price and under the most attractive conditions. But with the buy-at-home idea with steam up Old John Citizen would expect you to trade at home like himself, and you might have to flop over to some local wholesaler or find yourself up against a buyers' boycott for not co-operating."

### Has What People Want

"That would be a fine mess, wouldn't it? And another thing, Old John might also tell you that his money is his own and he'll spend it where he pleases. So if you haven't a really good idea for boosting for buy-at-home for heaven's sake keep your mouth shut or Old John might tell you something about your own way of doing business that might give you a real headache."

"This medicine fellow has something these people want or they wouldn't buy it. He attracts them to his place of business by clever promotion—or they wouldn't come and remain in his place of business. We have all kinds of laws to take care of slippery frauds and crooked chiselers. We have laws to prevent the sale and distribution of anything harmful, dangerous or misbranded. Nothing has shown that the doctor is running contrary to any law."

"Now when you try to stop a man from doing business just because he is successful and because he recognized an opportunity and capitalized on it, and because people prefer to linger around his place of business instead of your own—well, you couldn't have my support in any such movement."

### Should Be Sales Promoter

"This doctor should have been taken on as a special sales promoter for the business men. He has steamed up an evening celebration sale that has brought out the whole town. He has put on a free show. He has aroused the whole countryside into visiting this town. Where were the sleepy-heads to take advantage of it? Why didn't they open up at night with some special sales and take advantage of the thing? But no, they had to squawk because somebody is smarter than they."

"And don't forget when they tell you the Doc is taking our money out of town ask them where did we get this money?"

But, of course, the newspaper didn't print this angle to it.

## THE CORRAL

(Continued from page 37)

nounced recently by Fred S. McCargar, secretary of the Rodeo Association of America, shows a new name leading the field. It's Maynard Gaylor, who thus far has compiled a point total of 342. In second place with 274 points is Breezy Cox. Others in the running are: Charles Jones, 254; Burel Mulkey, 246; Nick Knight, 201; Tex Doyle, 193; Clyde Burke, 190; Jim Judson, 158; Jonas DeArman, 152; Juan Salinas, 140; Jim Brister, 124; Roland Callina, 124; Buck Sorrelle, 124; Tom Hogan, 98; Mike Fisher, 95; Smoky Snyder, 91; Dick Conley, 74;

Ike Rude, 62; Jackie Cooper, 45; Ray Southerd, 43; Bob Estes, 41; Bob Wilkinson, 34; Darwin Parks, 31; Everett Bowman (last year's champion), 30; Earl Moore, 30; Gene Ross, 20; Albert McEuen, 17; Doff Aber, 15. Bronk Riding—Burel Mulkey, Nick Knight, Paul Carney, Bull Riding—Jonas De Arman, Smoky Snyder, Bob Estes. Calf Roping—Maynard Gaylor, Clyde Burke, Juan Salinas. Steer Wrestling—Tex Doyle, Tom Hogan, Mike Fisher. Team Roping—Breezy Cox, Charles Jones, Jim Hudson.

## ACT'S SUITABILITY

(Continued from page 3)

Daily News who desired photos for publicity purposes.

"The act was booked at Winnipeg by the Barnes office for a showing and if the reports were okay Des Moines and Detroit would be contracted in their behalf. The act worked only one day at Winnipeg, and in fairness to Barnes-Carruthers let me state that they paid the act its salary in full for that engagement, and the courts held that proper legal notices of cancellation were given at Winnipeg so that there was no necessity for Mix reporting for work at Des Moines or Detroit. A \$50 check was given to the act March 3 not because of any legal liability but as a donation of the part of Barnes-Carruthers of its own free will and accord, feeling that the act had been misadvised to file suit."

## ROUTES

(Continued from page 31)

You Can't Take It With You: (Cam) Detroit, You Never Know: (Shubert) Boston 7-13.

## HIRST CIRCUIT SHOWS

(Week of March 6)

Bandbox Revue; (Trocaadero) Philadelphia; Chas. DeLis; (Gayety) Washington, D. C. Birth and Melody; (Gayety) Baltimore. Nite Life; (Hudson) Union City, N. J. Oriental Girls; (Howard) Boston. Smart Set; (Orpheum) Reading, Pa., 8.

## CARNIVAL

(Routes are for current week when no are given. In some instances possibly mailing points are listed.)

Blue Ridge; Adairville, Ga. Buckeye State; Laurel, Miss., 14-19. Sarda's All-Texas; Corcor, Tex. Crafts 20 Big; (Fair) Imperial, Calif., 7-13. (Orange Show) San Bernardino 17-27. Crescent Am. Co.; Donaldsonville, Ga.; Baltimore 14-19. Don Kiro Shows; Ridgefield, S. C. Eddy Bros.; West Palm Beach, Fla.; (Fair) Everglades 14-19. Great Southern; Sealrice, Ala. Great Superior; Holly Springs, Miss., 14-19. Greater Universal; Ringling Bros., Tampa 14-19. Healy Bros.; Birmingham, Ala.; Fairfield 14-19. Keith Bros.; Evergreen, Ala. Hippodrome; Waldo, Ark. Large & Lane; Luis, Miss., 12-19. Lewis Art; Daytona Beach, Fla. Lotta Hoovy; Phenix, Miss. Mississippi Pan; Fabola, Miss.; Quitman 14-19. Rainbow Am. Co.; Union, Miss., 12-19. Regal United; Bay Town, Tex. Royal American; Miami, Fla. River State; Waco, Tex. Southern Attr.; Kirkland, Ga., 6-13. State Fair; Tucson, Ariz. Wallace Bros.; Tuscaloosa, Ala., 12-19. Ward, John R.; Baton Rouge, La., 12-19. Williams, R. B.; Ardmore, Okla., 7-19. Work, H. H.; Summerville, S. C.

## CIRCUIS AND WILD WEST

Davenport, Orin; Rochester, N. Y., 7-13; Rockford, Ill., 14-19. Henry's Kiddie Circuit; Ellwood City, Pa., 15. WPA Federal; (Stauch's Arena) Coney Island, N. Y., 11-13.

## MISCELLANEOUS

Arthur, Magician; Danville, Ala., 9-10; La Pine 11-12. Baughman's Traveltours; Delray, Fla., 9; Ft. Lauderdale 10. Birch, Magician; Allendale, S. C., 9; Beaufort 10; Charleston 11-12; Conway 14. Chief Rolling Cloud Dog Town pulled; (Marion) Marion, O., 10-12; (Star) Upper Sandusky 13-19. Coward, Linden, Magician; Marlwater, S. C. Dappel, B. A., Magician; Holten, Ind., 10-11; Brookville 12; Westport 14; Clarkburg 15; Greensburg 16. DeCleo, Magician; Marysville, O., 7-12. Fred's Kiddie Circuit; Paducah, Ky., 10; Vernon, Ill., 11; Louisiana, Mo., 13; Burlington, Ia., 13; West Liberty 14; Warren 15, 15; Bellef, Wis., 15; Princeton, Ill., 17; Crown Point, Ind., 18. Korte's World's Fair Museum; Minneapolis until April 30. LeVant Show; Elmora, Mo., 7-12. McNally Variety Show; Snow Hill, Md., 7-12. Margals, Magician; Battle Creek, Mich., 10. Atkinson, Neb., 14. Almsworth 15; Valerius 16; Pine Ridge, S. D., 17; Gordon, Neb., 18. Miller, Al H.; Show; Newton, Ga., 7-12. Newton Magic Show; Wachapreague, Va., 7-12. Oodles on Parade; Atlanta, Ga., 7-12. Princess Egan Show; Ft. Worth, Tex., 7-12. Show; Milan, Ga., 10-12; Rhine 14-16; Pitts 17-19. Rippe, Jack Splash; Sylacauga, Ala., 7-12; Manchester, O., 14-15.

**PLASTIC RINGS**  
The Latest Sensation  
Only line of its kind on the market. Priced as low as \$9.60 per gross. Cannon, Photo and Initial Rings; Dimes, Novelty and Emblem Rings for men, women and children.  
Complete sample line — \$2.00  
Partial sample line — \$1.00  
Also Full Line of Rhodium Rings.  
**POWELL BROTHERS**  
882 N. Dearborn St., 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.

## THE WONDER FLUTE

SPELLS OPPORTUNITY FOR YOU  
This little musical gemset is worth its weight in gold. It will bring the coins pouring in. A Cyclone Seller and a whirlwind chance to Clean Up. Send Dime for Sample and Details.

JAY ENTERPRISES  
1107 Broadway, New York City.



SOME THERMOMETER

18 in. Wide, 80 in. Long  
Jumbo Thermometer, Barometer and Eight-Day Clock  
This is the biggest thing in advertising. It's not only big in feet and inches, but in dollars and cents. Many men have made big successes by selling advertising space on the "JUMBO."  
\$150.00 for a Day and a Half Week  
Display space in public places and on prominent corners is scarce except for the "JUMBO" Thermometer. The 14 advertising spaces are like hot cakes. Get your men out there today and a half or less.  
Write Us Today and Let Us Send You Full Details.  
Can Make Immediate Shipments.  
THE CRANEY MFG. CO.,  
1100 E. Pleasant St.,  
Springfield, Ohio.

FOR SALE E. Z. FREEZE FROZEN CUSTARD MACHINE

Entire Machine covered with Chromium Plate. Beautiful. In perfect working order. Price \$200. Write DAVID B. ENDY, Funland Park, Miami, Fla.

BUFFALO SHOWS

Playing some of the best territory in Florida State. Highly sponsored events with strong local backing. WANT to book or lease Merry-Go-Round in good condition. Not too big to set in downtown streets. WANT Loops-Plato. WANT old-time sailmaker and bow riggerman. WANT chef or cook. WANT Big Ed Foreman, jockey and J. C. or straight salary. All please write details.

HOWARD POTTER, Box 859, Buffalo, N. Y.

T. J. TIDWELL SHOWS WANT

Side Show on account of disappointment. Have complete outfit for same. BOX 954, Sweetwater, Tex.

AT LIBERTY FOR RELIABLE CARNIVALS, PARKS, FAIRS. SENSATIONAL HATHAWAYS

Marie Street, Danvers, 3 People, 3 Acts, 2 High Aerial and 1 Platform Act. Featuring World's Youngest Aerialist, 9 years old. Write, via The Billboard, 54 West Randolph Street, Chicago.

Great Southern Shows

BEATRICE, ALA., MARCH 7-12. WANTS: Riders, Ferris, Kus Riders, Cook House, Grand Shows, and Legitimate Concessions. Ralph Wade, wife, Frenchy Mandant, come on. A. H. MURPHY.

PELICAN STATE SHOWS

WILL BUY OR BOOK CHAIRPLANE. WANT Good House, Grand Concessions that will thrill stock. No girl. CAN 1938 Grand Shows with even extra. This Show is located for Louisiana. Strawberry Soda. JACK CORNER, Manager. PELICAN STATE SHOWS, P. O. Box 197, Baton Rouge, La. This Week Lakeville, La.

WANTED for BARNEY BROS. CIRCUS

Musician—Drum, Trombone, Jack King, Delbert Knight. Let us hear from you. Tommy Osborne, Dave Howlands write. All address HENRY SLANK, Box 1055, El Paso, Tex.

American Legion Celebration PAOLI, IND.

WANT Riders, Shows and Concessions for Week of June 27 or July 18. Prefer independent outfit, but will consider a good legitimate and reliable organization. Give full particulars in first letter. This is a good spot. Write S. E. McINTOSH, Chrm.

HAAG BROS. THREE-RING CIRCUS WANTS

Capable Show Carpenters who can and will keep Top in good shape. Capable Advertising Banner Solicitor. FOR SALE—One good 30 ft. Round Top with Stock 30-ft. Middle. In fair condition. Will sell cheap for cash. Address BOX 44, Monroe, La.

TRAINED WILD ANIMAL ACTS

LIONS, TIGERS, LEOPARDS AND PUMAS. For Lease or Sale. SNAKE KING, Brownsville, Texas

Belasco Killed When Train Hits Auto; Others Safe

MIAMI, Fla., March 5.—Jean Belasco, well-known circus press agent, was killed tonight in Opa Locka, Fla., by a fast passenger train. He was in an auto. In car with him were Alice Shaw, a friend, and Charles Kat, assistant manager of Downie Bros. Circus. Car was stalled on track. Kats, seeing approaching train, yelled for Belasco to jump. Miss Shaw and Kats jumped before train hit stalled car and escaped. Belasco, it is believed, died from heart trouble of the shock, in spite of body being thrown 25 feet. There were no marks of any kind on body.

Body lies in Coomba Funeral Home in Miami awaiting word from relatives.

Patrick Honored On 72d Birthday

UPPER DARBY, Pa., March 5.—A great occasion in life of B. H. Patrick was party tendered him by Mrs. Patrick and friends at his home here night of March 3 on his 72d birthday. He arrived from work in Philadelphia to find spread and many showfolk friends awaiting his arrival, as well as telegrams and letters of well wishes from Samuel Russell, president of the Pennsylvania Association of County Fairs; George A. Hamid, booking office; Cetlin & Wilson, Frank West and Endy Bros.' Shows and many prominent in civic affairs locally. These greetings were read during the courses of the sumptuous repast cooked and served by Mrs. Patrick.

Those in attendance were Mr. and Mrs. Henry Perkner, of Wilmington, Del.; Mr. and Mrs. Jack Bentum; Mr. and Mrs. Jack Gibson; Jack Shapiro, of Triangle Printing Company; Matthew J. Riley, general agent Endy Bros.' Shows; Harry Dunkel, general agent Cetlin & Wilson Shows; Bench Bentum, of Bentum's Diving Sensations; Mrs. Frank Campbell; Mrs. Fred Smith, president of Metropolitan Swimming Club, New York; some neighbors and reporter of this story, Harry Bentum.

Music, dancing and games made up entertainment program. Souvenirs and refreshments were in order, and a 25-pound cake with 72 candles was cut, served and enjoyed. Matthew J. Riley valued his cut so highly that he took it home.

During festivities, which lasted many hours into morning, Patrick appeared visibly affected by compliments and to departing guests said that the event took him by surprise and that he was grateful for one of the big days of his long life.

Patrick started in show business with advent of carnival and was associated with the late Frank C. Bostock and Ferrari Bros. Later he operated the B. H. Patrick Shows for some seasons. For past several years he has represented The Billboard in Philadelphia district.

R-B Applies for Brooklyn Permit

NEW YORK, March 5.—Altho it has been assumed that the Ringling-Barnum show would pass up its annual Brooklyn engagement this year, Al Butler, contracting agent, applied for a license this week for May 9-14 at East New York and Utica avenues. Property to be occupied has been loaned to the city park commission by Brooklyn Ash Removal Company and is reported "adequate" for the circus.

According to Madison Square Garden officials, the show opens its season there April 9 and runs thru May 1. Inasmuch as it is contracted to open in Boston on May 2, New York run will probably end April 30 to allow time to rig Boston Garden. Show goes from Brooklyn, its first canvas date, to Washington for May 10-18.

HOUSTON, Tex., March 5.—Bill Hames Shows is featuring the Plying Millers as a free attraction at the Stock Show here, which is now in full blast and attracting many visitors and wide interest.

Los Angeles

LOS ANGELES, March 5.—Torrential rains, producing the greatest fall in Southern California in many years, have had a very deterrent effect on carnivals that opened recently. The 20th Century Shows encountered a lot of rain in their extreme Southern California points and moving north encountered more rain. Ben H. Martin Shows opened at Bell, Calif. This opening, too, got a lot of rain. Archie Clark has his Clark's Greater Shows about ready. Has not announced opening date or spot definitely. White City Shows opened at Monrovia and also had a lot of rain. Pierre Oulette, general agent of Hilderbrand's United Shows, came in for a conference with the management. It was stated that Hilderbrand's Caterpillar truck was ready and that the two new light plants would be mounted this week. Plain Dave Morris, back from spots in Southern California, said he would await more favorable weather conditions before setting up again. Big Heine Hane-winkle, Sol Grant and Al Landenberg in town from trip to Southern California spots. Flo Appel and Whitey Olson have lunch and concessions with the 20th Century Shows.

London George Simmons back from San Bernardino, where he worked on Orange Show decorations. Executives of National Orange Show announced March 22 as Pacific Coast Showmen's Day. Orville Crafts, of Crafts' 30 Big Shows, will be host to showfolk. At annual duck dinner of Orange Show Roy Ludington will be narrator of dialect stories and emcee the closing episode, The Brakemen's Daughter. Mert Rasmussen in town for short trip. Leaving for Montana, where he will operate coming season. M. E. Arthur down from Oakland. Will have four shows and two concessions with West Coast Amusement Company, opening in Oakland. Has also contracted three shows on Will Wright's Golden West Shows. Was delivered a 12x20 pit show top and new truck for West Coast Amusement Company. Otto Tanglieb in for short visit. Will be with a major Midwest carnival. Charley Soderberg is contracted as free act on Huggins' West Coast Shows. Al Oaken prospecting location for museum in downtown Los Angeles. Sam Brown back in town from short visit. Will be with Clark's Greater. Thomas J. Hughes also back in town. Bought 16 Lusse Bros. Scooter cars and is constructing a portable Auto Scooter. Has new lighting effects and has just completed a new Jazbo Merry-Go-Round. Received a Ferris Wheel from Seattle and with this and other rides and concessions will play territory in and around Los Angeles this season.

Joe Diehl Jr. bought from Ernest Pickering, of Mission Beach, Calif., the four kiddie rides that Hughes operated at San Diego Exposition. Frank Dugan, who was treasurer of San Diego Exposition, recently severely injured. En route to U. S. government camp to witness the skiing, he fell while walking along the highway and rolled down the slope. When found by Forest Rangers he was rushed to St. Vincent's Hospital, Portland, Ore. One of his arms was broken in two places, his shoulder socket was shattered and he received internal injuries. Is now at New Heatham Hotel, Portland, and wishes friends to write. Ed La Salle is located at Ocean Park for coming season. Hugh Weir up from Long Beach, getting set for the season. Frank Forest reports going nicely with his show at Long Beach. Mr. and Mrs. Ed J. Walsh back from trip to San Francisco and bay cities. Frank Conklin, recuperating at

RAS Back to Tampa To Resume Work

MIAMI, March 7.—Royal American Exposition, exhibiting here for a two weeks' engagement, which ends Sunday night, March 13, has proved satisfactory to date. Carl J. Sedlmayr and Velara Brothers announced here yesterday.

Next Monday morning the show trains will leave here for the show's headquarters on the Florida Fair grounds, Tampa, where the intensive building program under way will be resumed and continue until the regular road season opens at the Duval County Fair, Jacksonville, Saturday, April 16.

Kelly and Others on Trial In Government Tax Case

NEW YORK, March 5.—The government began raking back over 14 years of circus history this week and uncovered strange happenings as the trial of John M. Kelly, general counsel for Ringling Bros., and two others, accused of conspiring to evade payment of \$3,359,016 in taxes allegedly due from the circus corporation for the years 1918 to 1932, got under way in U. S. District Court March 2.

Joseph W. Burns, assistant U. S. attorney, in opening the case, told Judge Murry Hulbert and the jury that Kelly, with assistance of Charles D. M. Greer and Nathaniel A. Rabner, former agents of the Department of Internal Revenue, juggled the books of the corporation and listed false assets and depreciated properties far beyond their value. He charged that during the 14-year period the circus grossed \$53,000,000 and had a taxable income of \$10,000,000, but paid taxes only on an income of \$4,000,000.

One of the things brought to light was the alleged abandonment of hundreds of animals and circus property, which the government claims was nothing but a bookkeeping matter when the circus moved its winter quarters from Bridgeport, Conn., to Sarasota, Fla., in 1927. Income tax returns for that year show abandonment of 46 elephants, 23 camels, 23 lions, 18 bears, hundreds of monkeys and some 800 horses, Burns said.

"The government will prove," said Burns, "that vast quantities of assets which were never owned were abandoned and depreciated for income tax purposes. A loan of \$50,000 made to Tex Rickard at the time Madison Square Garden was built was listed as a bad debt, and deductions amounting to five times the actual loss of the loan were claimed."

Nathan Probst Jr., attorney for Kelly, entered a denial of the accusations that his client attempted to defraud the government in his preparation of the circus' income tax returns.

It is estimated that the trial will continue for at least three months. Several executives of the Ringling show, together with other circus personalities, are expected to be called as witnesses when the trial is seriously under way.

Monrovia, Calif., in much better health. In town for short stop. Dan Stover operating concession with 20th Century Shows. Louis E. Gotfredsen will have a honkey with West Coast Shows. John E. Ward, of Ward's Amusement Enterprises, operating at Ocean Park, Calif. Getting new fronts for the shows he will operate. Sid Wolfe noted around town. Sis Dyer states she will again be with Royal American Shows. Jack Dugan up from the beach for short visit. Eddie Stewart left to join Crafts' Golden State Shows at San Diego.

**F. H. BEE SHOWS, INC.**  
Opening Saturday, April 16, at Springfield, Tenn.—Playing New Territory This Season  
Want Stock Concessions. Cookhouse, Diggers, Bingo and Popcorn sold. All other Concessions open. Want to book Side Show with own outfit and transportation. Wonderful proposition. Also want to sell new Silodromes on credit and book with show. Address BOX 1111, Huntington, W. Va.

**BROWN NOVELTY SHOWS**  
Opening Valdosta, Ga., March 29, Aupices American Legion; Thomasville, Ga., April 4.  
WANT Working Acts, Freaks, Talkers, Ticket Sellers and useful People for 10-to-1. WANT competent Man for Merry-Go-Round, Cook, Gridle Man and Waiter for Cookhouse. Operator for Photo Studio and capable Grand Show Agents. Have openings for Hoopla, Bowling Alley, Ballroom, Photo-Em-In, Hoola-Hook, Kull's Rack, Fire Diggers for Stock, Seales, Punter Avenue, Buzzer, Short-Range Gallery and other Legitimate Grand Concessions. Will book American Palms. WANT Flat Ride, Octagon or Loop-Plato. F. Z. YACONE, Mgr., Box 626, Valdosta, Ga.



# Hartmann's Broadcast

**LEONARD TRAUPE**, "director of public relations" (title in just as he signed his letter) of George A. Hamid, Inc., voices opposition to the suggestion made by a correspondent in this pillar last week that the term "press agent" be eliminated and another tag substituted or that the praise folks be given no tag at all.

"May I politely but vehemently disagree with your correspondent who is so self-conscious about the use of the word press agent," says Len. "Fancy appellations cause snickers (loud and soft) on the part of editors, desk men, etc. Moreover, no other word or coupling of words describes the function of a press agent better or more aptly than press agent. No receiving end (editors, desk men, etc.) resents the term. Many of 'em prefer the simplicity of same."

"However, every man has a right to air his opinion, but a lot does depend on the kind of work a man is doing that touches the realm of publicity directly or indirectly."

"Personally, I prefer publicity manager for official purposes; that is, communications; advertising manager when I'm working on that end; promotion manager when engaged in that sphere, etc. Those terms are easy to understand and do not suggest bluff or pretentiousness. In conversation, however, it's always press agent or a breezier term like press handler."

"One of the most important wings of the New York State government calls itself the Bureau of Milk Publicity, for which several braves. And they are doing a grand job. They could have used Bureau of Milk Research, Division of Milk Statistics or some such fancy title. There's something in simplicity that 'sells.'"

And as for Floyd Newell's resolutions published in the carnival department of last week's issue, Len continues:

"Congrats on publishing the Floyd Newell resolutions. Every 'Vice-President in Charge of Public Relations' should read it. There's always something New-ell under the sun when Floyd plays with words."

**THE** brochure of the Golden Gate International Exposition is a most beautiful piece of work and must have cost a pretty penny. Bound in stiff covers, printed in blue on the outside and gold inside, the preview volume contains messages from President Roosevelt, Gov. Frank P. Merriam of California and Mayor Angelo J. Rossi of San Francisco and several dozen illustrations, some in colors.

We are indebted to Frederick Weddleton for several copies of the brochure. He is director of the Division of Concessions of the exposition and a man who knows the ins and outs of show business, having served therein for about 37 years. During the past 10 years he has been located in San Fran-

cisco, where he operated county fairs, celebrations and some of the largest trade shows held in that area.

"As I have put in plenty of time in the outdoor show business," writes Weddleton, "I feel that I am qualified to conduct the department in my charge. I am not looking for any honors—to me it is just another job—and the thought of anyone in a similar position should be to do the job as well as possible in order to bring it to a successful conclusion."

"I am not taking exception to your statement that there is a lack of outdoor showmen with the Golden Gate Exposition and New York World's Fair, as without question you are right in your contention and, like you, I am of the opinion they could be used to advantage in several of the productive departments connected with exposition work. This has been proved in most cases in all of the previous world's fairs, so far be it from me to assume that conditions will be any different in this or subsequent expositions."

And in line with this comes word from Harry E. Tudor, an old-time promotion and publicity man, from Glasgow, Scotland. Says Harry:

"Trust your World's Fair moguls may yet see the good sense of calling in and relying upon the men who know what all exposition visitors look for beyond majestic buildings and awe-inspiring examples of the 'March of Industrial Progress,' etc. In other words, 'The Playing's the Thing' that puts records on gate admissions to any exposition and, believe me, the 'Empire's' visitors will find that element plenty. The amusement zone of the Empire Exhibition in Scotland is, of course, in the embryo stage at this writing (February 19) and there's really little to say about it. There is 'something new' in devices not as yet announced. Be ye sure of my telling all in good and ample time."

**STARR DeBELLE**, now handling the press for the Johnny J. Jones Exposition, tells of an incident where The Billboard served in the role of a press agent. It happened at Vero Beach, Fla., a few weeks ago while Starr was ahead of the Art Lewis Shows, but we will let him tell it:


"When I stepped into The Press Journal office there to place some show copy Managing Editor J. J. Schuman informed me that he had already run something about the show. After looking the copy over I asked him where he got it. He told me that it was taken from The Billboard. It was nothing else but the opening story of the Art Lewis Shows that appeared in the January 15 issue. Believe it or not, The Billboard reaches them all and the story was perfect."

And now we will let Starr tell to what extent show people will go to get The Billboard as related to him by Mrs. Grant Smith, intimately known as Sister Sue, a sister of the late Johnny J. Jones:

"After saying that she read The Billboard from cover to cover, Sister Sue continued: 'A great many years ago—I think in 1911—my brother John went from Florida to New York on a business trip. En route back he came to stay with us for a few days here in Crooked Creek, Pa. On the train coming here he bought a copy of The Billboard. It was a bitter cold winter and my husband Grant went to the station to meet him with a team of horses and a cutter. I stayed at home to have a piping hot dinner ready when they arrived. Just as we sat down for dinner brother John said: 'I will get The Billboard and look it over.' He had put it in an outside pocket of his overcoat. Lo and behold, it wasn't there, and would you believe it, Grant had to hitch up the team and away they went to see if they could find it! They drove about a mile and a half and found it on the snow where it had fallen out of his pocket. When they got back I said: 'Brother, I certainly wouldn't leave a good hot dinner for a magazine.' Oh, how he laughed and said: 'Sister, this is the

**6 VOLT D.C.  
110 VOLT A.C.**

**25-35 WATTS**



**RUGGED • COMPACT • TYPE 132**

**MOBILE P.A. SYSTEM**

**More Business for**

- ★ Pitchmen!
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- ★ Circuses!
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**MAIL COUPON NOW!**

**BEST and MOST S-O-U-N-D at LOWEST COST**  
 Good old 132 B. A. C. is the favorite of carnival and showmen. . . . the ballyhoo SOUND Unit that sounds good to the customers. . . . and good to you. It brings in the business, opens their pocket-books. . . . makes ANY show make MORE money. Uses A. C. or D. C. current. . . . works even though lights go out. Built by a manufacturer who knows the KIND of sound you need and builds equipment that can "take it." No matter where you are, an Operadio distributor is near you. MAIL COUPON. A representative will be right on the job.



**MODEL 108.**  
8-15 Watt Portable Unit.  
An inexpensive unit that does a swell job of distributing sound. . . . the choice of Bingo operators. Ask about this one, too. Send coupon.

**OPERADIO**  
MANUFACTURING COMPANY,  
ST. CHARLES, ILLINOIS

COUPON

OPERADIO Manufacturing Company, St. Charles, Ill. (8312)  
 Please send me, without obligation, full details and prices of your Type 132 Mobile P. A. System, and other models. . . . advise the name of the distributor near me.  
 108 8-15 Watt Portable Unit.

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**For SPEED and ACCURACY**

Lower Intrastate Rate in All But a Few States

**TELEGRAMS ★ CABLEGRAMS ★ RADIOGRAMS, ERRAND SERVICE ★ MONEY ORDERS**

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**Postal Telegraph**

Phone your telegrams. They will be charged on your bill.

**MAGIC EMPIRE SHOWS**

FORMERLY GREAT OLYMPIC SHOWS  
 Opening in Heart of Tulsa, Okla., April 2

**THE DOKEYS' FOURTH ANNUAL SPRING FIESTA**

Can place Cookhouse: must be first class. Legitimate Concessions of all kinds. Positively no graft. Must put out stock and work nothing over a dime. Can place shows of merit, with or without outfit. Will furnish now green top to reliable people. Five and seven-piece Bands and Free Acts, get in touch with me. Will book Loop-o-Plane and Kiddie Rides, or any other ride that does not conflict. Can place Foreman for new Tilt-a-Whirl, Merry-Go-Round and Mixup. Must be sober and reliable and able to drive trucks. Address all correspondence to No. 5 N. Boston, Tulsa, Okla.

**CRYSTAL EXPOSITION SHOWS**

Opens Forest City, N. C., April 16. Want worth-while Shows. Will furnish outfits for same. Want Side Show with something inside. Want legitimate Concessions. Minstrel Show People. Ride Help and Foremen. Want man who understands building fronts. All address  
**W. J. BUNTS, Camden, S. C.**

Showman's Bible and I couldn't get forward to the day The Billboard ar- another out here in the country.' How rives, for my heart and soul are with well I understand now, for we both look show people.'

**DONALD T. HANKINS**  
 Distributor  
**OPERADIO SOUND SYSTEMS**  
 Specializing in  
 Outdoor Show Business.  
 2643 Locust St., Philadelphia, Pa.

## Mrs. Roth Gives Husband Party

PHOENIX CITY, Ala., March 5.—A surprise birthday party for L. E. Roth's 46th birthday was given by Mrs. Roth this week. Mike Rosen was toastmaster.

Dinner menu, prepared by Mrs. Roth, consisted of shrimp cocktail, fried chicken, cranberry sauce, stewed corn, potato salad, candied sweet potatoes and strawberry shortcake. Drinks were also plentiful. Among presents for Roth were an auto radio, given by Mrs. Roth, and an alarm clock from Mike Rosen. At Rosen's request each person made a short talk. After dinner tables were cleared and dancing began, with Pop Wheeler acting as emcee.

Those present were Mr. and Mrs. Earl Spicer, Mr. and Mrs. Neil Massaro and Connie Ann, Mr. and Mrs. Mike Rosen, Mr. and Mrs. Art Alexander, Mr. and Mrs. Pat Brady, Mrs. Slatten, Lanon Morgan, James Paden, Otis Tyrone, Mr. and Mrs. Chester, Happy Sumerall, Chief Long Wolf, Rieghal Latine, Larry Pfeffer, Jake Labecken, Harry Bausett, Mr. and Mrs. Wheeler and Jack Galluppo.

## HEART OF AMERICA SHOWS FORMERLY GREAT SUTTON SHOWS

JOHN H. CASTLE — TONEY MARTONE, OWNERS AND OPERATORS  
OPENING ON OR ABOUT APRIL 15, IN KANSAS CITY, MO.  
WANT FOR 1938 SEASON  
GENERAL AGENT, WHO KNOWS THE MIDDLE WEST, STATE EXPERIENCE, SPECIAL AGENT WITH OWN CAR, ONE WITH SOUND TRUCK PREFERRED, ELECTRICIAN, CAPABLE OF HANDLING TRANSFORMER WAGON, MUST HAVE CARNIVAL EXPERIENCE.  
SENSATIONAL FREE ACT — ONE THAT WILL DRAW THE CROWDS.  
SHOWS Those having their own transportation and equipment given preference. Will furnish transportation and equipment to capable Showmen. We will make you a very attractive proposition if you have something worthwhile. Especially want Side Show, Illusion Show, Snake Show, Hula Show, or any high-class Shows capable of getting money. Doc Westergard writes.  
RIDES With Own Transportation. Octopus, Loop-O-Plane and Baby Auto Ride. GOOD PROPOSITION FOR COOK HOUSE WITH OWN TRANSPORTATION. Popcorn, Custard, Candied Apples, American Palmistry, Ice Cream and any Legitimate Concessions.  
CAN PLACE RIDE HELP AND CAPABLE CARNIVAL PEOPLE IN ALL DEPARTMENTS. All people who have previously contacted Sutton Shows, get in touch with us.  
FAIR SECRETARIES AND CELEBRATIONS IN THE MIDDLE WEST, GET IN TOUCH WITH US.  
Address: REID HOTEL, 1001 BROADWAY, KANSAS CITY, MO.

## Reynolds & Wells United Shows CALLING

All people contracted or booked please acknowledge this ad and come on. Show opens Texarkana, Ark., April 2, Two Saturdays, Under Police Dept. Can place Late Model Loop-o-Plane with own transportation account dis-appointment. Shows—Buck McClanahan wants someone to take charge of and manage 10-in-1 Side Show, also Working Acts for same. Dancers for Paris Girl Show. Concessions—Can place first-class Long-Range Lead Gallery.

## SMITH'S GREATER ATLANTIC SHOWS OPENING MARCH 26, AUGUSTA, GA. BEST LOCATION, CORNER 12TH AND D'ANTIGNAC

STREETS, AUSPICES W. O. W. CAMP NO. 55.  
WANTS Concessions of all kinds not conflicting with Cook House, Bingo or Dice. Everything else open. WANTED—Party to take complete charge of a very nice framed Athletic Show, Also Talkers, Grinders and Attractions for fun-to-see. Ride Help wanted for Merry-go-round and Ferris Wheel. Will consider a good Second Man capable of getting business and putting out Paper. We have a strong route through South Carolina and North Carolina season to season. All address K. F. (BROWNIE) SMITH, P. O. Box No. 307, Augusta, Ga.

## LAST CALL — BARLOW'S BIG CITY SHOWS OPENING 18TH AND GRAVOIS AVE., ST. LOUIS, MO. SATURDAY, MARCH 26, PLAYING FOUR CHOICE CITY LOCATIONS. OUR 25TH ANNIVERSARY TOUR.

ALL PERSONS HOLDING CONTRACTS, PLEASE ACKNOWLEDGE THIS CALL.  
WANTED — TO COMPLETE OUR 1938 ORGANIZATION:  
Ride Help on our 10-Plane, Octopus, Electric Train, Battery, Chair-Plane, 251 Ferris Wheel, Merry-go-round, Snake, Mite, Hip, Loop-o-Plane and Merry-go-round. All Rides load on Western. CAN USE GOOD, ROBER, FINE, ALSO FAMILY FREE ACT. LEGITIMATE CONCESSIONS ONLY. No grift, racket or "bush-heads" tolerated.  
Will furnish Tent, Front and Banners for Hawaiian, Athletic, Side Show, Minaret, Fat People Revue, or any other Good Attractions. Address:  
HAROLD BARLOW, American Hotel, 7th and Market Sts., St. Louis, Mo.

## LIBERTY NATIONAL SHOW

THE SHOW THAT IS ALWAYS INVITED BACK.  
Will Book for Fall 1938 Season the Following:  
RIDES—Will book or buy YILT-A-WHEEL, also good opening for Kiddie Rides. Most of the spots I play have never had a YILT-A-WHEEL. SHOWS—Have two Patrol Front and Top for Grand Show, also have Banner Front and Top for Five-to-One. GOOD OPENING FOR PENNY ARCADE.  
CONCESSIONS—Will sell concessions on the following only: DIGGERS, MITT CAMP (American only), FROZEN CUSTARD (Must make deposit and join by June 15), GUESS YOUR WEIGHT OR AGE, PHOTO GALLERY (Student answer). WANT Man and Wife to take with Backed Face Press and Bar Game. WANT SECOND MAN WITH SOUND CAR. I guarantee 10 outstanding Falls. Show opens near Winter Quarters April 16. Address all mail to HARRY WHITEFIELD, Fredonia, Ky.

## YELLOWSTONE SHOWS OPENING GALLUP, N. M., APRIL 9.

CAN PLACE Side Show. Have complete outfit for same. CAN PLACE Hill Billie, Unborn, Snake Show, Monkey Show, Girl Show. Will frame any Show of merit for capable people. CAN PLACE Talkers for Grand Shows. Ride Help and the following Concessions: Lead Gallery, Cigaret Gallery, Wheels, Candy Floss, Iron Claws, Photo Machine and Bowling Alley. Write W. S. NEAL, Box 904, Albuquerque, N. M.

## LAST CALL - WANTED - LAST CALL SHOW OPENS WAYCROSS, GA., MARCH 26, TWO SATURDAYS.

SHOWS—Side Show, Snake, Fun House, Motordroms, Penny Arcade. CONCESSIONS—Custard, Studio and Grand Shows. HELP for Shows and Rides. Foreman for Smith & Smith Chair-Plane. Ride Help, must drive truck. Earl Cary and Bill Qualify write at once. All those holding contracts report here March 20.  
SAM LAWRENCE SHOWS — WAYCROSS, GA.

## Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, March 5.—Monday night's meeting, which was handled by First Vice-President Harry Hargraves, attracted 87 members. Other officers present were Second Vice-President Ted Le Fors, Third Vice-President Mark Kirkendall and Secretary H. C. Rawlings. Usual business procedure was followed. No important reports from standing committees were noted.

New member was Ed La Salle, and E. H. Caldwell and Sid Wolfe were reinstated.

Meeting recessed here for the weekly award which went to Otto Tanglieb. Harry Hargraves presented an interesting talk, principally on the matter of members' conduct, which will reflect credit on this organization and the show fraternity as a whole.

There is every evidence that stewards in charge of the membership drive on several shows are set for an intensive campaign and from reports of those who have voluntarily set their own quotas results should be excellent.

Here's the usual reminder to nonmembers of a showmen's organization. You are neglecting an important matter. If you are in any of the several show fields you should be proud to be enlisted in an organization which knows showfolk's problems and is directly interested. Cost is small and benefits many.

## AFA OPENS (Continued from page 18)

ltonal Casino will be the first big local clubs to be approached for agreements covering working and wage conditions for the chorus. The AFA is appointing organizers who will specialize in chorus problems and also plans a chorus employment service similar to that run by Chorus Equity Association for years.

Monday's council meeting will decide on a membership meeting for Friday or possibly early the following week, with chorus girls being invited to attend and air their problems. It is probable that an interchangeability of membership cards with Chorus Equity will be worked out later, as some of the chorines are members of CEA who let their membership lapse when they shifted from musical comedy to night clubs or vaude.

One of the conditions laid down by the Four A's before voting the AFA the jurisdiction was, "The AFA shall adhere to the interchangeability of cards agreement." The Four A constitution makes such interchangeability compulsory, but in actual practice this has not been so—proof being that Equity and the Screen Actors' Guild found it necessary to have a private interchangeability pact and also that Equity, SAG, the American Federation of Radio Artists and the American Guild of Musical Artists have another four-way interchangeability contract.

Another condition tacked on to the jurisdiction grant, according to Frank Gillmore, is that "within 90 days after being given permission to organize the organizing branch shall submit to the Four A's board its method of classification of chorus groups and the minimum compensation and working conditions which shall be demanded in each classification, the same to be approved by the board." Also "that the executive and organizing personnel shall be subject to a conference between the AFA and a committee of the Four A's before final approval" and "that the Four A's has had under discussion the matter of the IATSE statement claiming adverse jurisdiction and all branches have indorsed a resolution to maintain the Four A's jurisdiction and to resist any proposal of the IA. In this connection the AFA has now filed and passed a resolution declaring its loyalty to the Four A's and stated it would resist any invasion of that jurisdiction from any source whatsoever."

When Whitehead was shown Gillmore's statement about the IA, he repeated his loyalty to the Four A's but again insisted that he did not want to be a party to an attack on the IA, claiming it would only aggravate the situation.

The Four A's strings to the jurisdiction grant, incidentally, constitute the first time the Four A's has encroached on the autonomy of any of its member groups. Whether this is a special occasion due to the Four A's anxiety to keep the AFA in line or whether this

will be followed by further excursions into the autonomy of other unions cannot be foreseen.

The situation leaves Chorus Equity where it was—a junior department of Equity in the musical comedy field. Organized in 1910—with Whitehead, ironically enough, on the organizing staff—it now has a healthy treasury but a small membership due to legit conditions. Equity is considering absorbing CEA, which is now a legal and financial entity, altho the Equity council is also its council.

## NIGHT CLUB

(Continued from page 21)  
folded with towels and gauze, plus dough, cotton and adhesive tape. Kuda Bux reproduced blackboard writing, walked a chalkline on the floor and identified objects. The lacking in fitness, act was well received.

Bux gained publicity by submitting to a test at the hands of physicians and psychiatrists Tuesday. He made the claim that he could see even tho he were to lose his sight, since results were based on his sense of smell. Taking him at his word, the committee blindfolded him so securely that he tore the articles away. On a second occasion they decided that he "peaked." Afternoon papers carried report as against morning spread in Plain Dealer, which declared him genuine and gave him big play. Bux claimed unfair advantage in that he didn't know committee had read Harry Price's report of the English psychic committee that examined him a year ago with like results.

However, resultant publicity has proved good business getter, with controversy upbuilding.

Glover and La Mae, dance team entering ninth week here, hold record of any similar act ever to play Cleveland. Teaching dances and awarding dinner and champagne prizes proves mighty popular. H. R. Hoyt.

## Frankie Palumbo's, Phila.

This is one spot that seems to be untouched by recessions, depressions or what have you. With most of the other clubs in town playing to the walters, Palumbo's packs 'em in night after night. This was even true on the off-night (Tuesday), when the show was caught.

There are no big names at Palumbo's, but the "make yourself at home" atmosphere brings them back. Palumbo also makes a big play for the organization trade and gives them free signs and plugs over the house mike—the old "Here's a welcome to the ladies of the 48th Democratic Club" hokum and the "Happy birthday to you" gag.

Show was surprisingly good. Emcee Eddie Thomas handles the job well and intersperses gags and acts with baritone solos which click, as evidenced by his 10-week sojourn here.

Leo Bartell, a canary who is also a locker, gives out with hot tunes in a refreshing style. She sang When Reuben Goes to Town, I Wanna Make Rhythm, That Moon is Here Again and Red Hot. Charlie Arthurs does a single-o dance which is better than the average hoofing seen in this spot.

Jordan and Grace put on entertaining juggling and balancing, including a spectacular stunt where Jordan puts a 100-pound wagon wheel on his head, starts it twirling, the place darkens, the wheel lights up and Jordan skips rope—all at the same time.

The Allen Gilbert Glamour Girls—a line of eight easy-to-look-at gals, go thru their routines with lots of pep and rhythm. Their numbers and costumes are strikingly original, particularly a French can-can number which is the show's finale.

Show is also enlivened by guest artists who come to Palumbo's after their shows for a dish of ravioli and red. Among guests Tuesday were Jackie Beekman, appearing at the Carman Theater; Ann Morgan, chirper, and Waneeta Bates, appearing currently at the Troc.

St. Schultz.

## Cafe de Paris, London

New opening here is that of Judy Canova, hillbilly fliker and vaude comedienne, assisted by her brother Zeke and sister Annie. Canova specializes in surprising vocal acrobatics, ranging from straight renditions of hillbilly tunes to yodeling and travesties. Zeke and Annie offer good support and the entire act is a winner.

Resident here are Ambrose and his band, a tuneful aggregation, and Evelyn Dall, blond crooner. Bert Ross.





## Notes From the Crossroads

By NAT GREEN

MIDWEST showmen who have been looking forward to being in on the New York World's Fair in 1939 are not showing much enthusiasm over the proposition right now. The chaotic condition that has existed in the concession department of the fair has them guessing. They see good possibilities in the fair if the management straightens out the present tangle and gets down to brass tacks on the amusement proposition. The New York situation is little different from that of previous world's fairs. In their early stages most of the exhibitions, dominated by men who know little of show business, mess things up. They impose impossible restrictions upon showmen, ask ridiculous prices for space and otherwise make it tough for prospective concessioners. Eventually they realize their mistake and, reluctantly, modify regulations. Quite often, tho, they delay action so long that they lose many excellent attractions. Dilatory tactics would seem to be especially unwise at this time, for with a rival exposition at San Francisco the better attractions will be in demand. Few showmen will admit that they found previous world exhibitions profitable. Nevertheless they always seem eager to try their luck at a new one. It must be the gambling instinct in 'em!

Art Corey, J. P. Mullen and F. E. Sheldon, all of the Iowa State Fair, spent a couple of days in Chicago last week, taking in the Golden Gloves fights. . . . Bee Starr, aerialist, postcards from St. Petersburg, Fla., that she's been enjoying the warm sunshine and getting in the pink of condition for the new season. . . . She opens at Miami March 7. . . . Mrs. George Moyer, in from her home at Hekimer, N. Y., and after spending a couple of days in Chi left Saturday for Miami, Fla. . . . From Hollywood Myrtle Bulmer (Hiram and Mirandy Birdseed) postcards: "Well, it took us five years to make the grade, but here we are since December 15. I'm plenty satisfied and ready to resume Iowa, Minnesota and Wisconsin fairs. It's a great life but my knees are weak." . . . We missed Myrtle's beeking of the fair secretaries at the winter meetings. . . . Jack Nelson, of Rock-Ola, on a recent visit to New York ran across Lew Dufour and Frank Shean indulging in a bit of Welsh rarebit in a Broadway cafe. . . . "They're still the show world's Beau Brummels," Jack avers. . . . Mickey Goughlin in from Hot Springs, where he has become so popular they wanted him to run for mayor.

Al Martin, when told of the enormous profits a certain attraction was making,

## LAST CALL TEXAS LONGHORN SHOWS

Opening March 12, Nacogdoches, Tex. Due to disappointment want Cook House, Shows with or without own outfits. Have complete frame-up for Ten-in-One; want Manager. Legitimate Concessions except Corn Game. Help in all departments. This is a gilly railroad show. Wire, don't write. TEXAS LONGHORN SHOWS, Box 482, Center, Tex.

## WANT—FREE ACTS, SHOWS, RIDES, CONCESSIONS—WANT

Police Spring Indoor Carnival, April 11 thru 16, Danville, Va. Have floor space 175 ft. by 300 ft. Can place booths and seats. Also Kiddies' Rides and large Side Shows. Ten thousand advance sale tickets. Can place Concessions of all kinds. Free Acta, highest type working and low ceiling. Can use strong Rides, Shows and Platform Shows. Wire to write LIEUT. O. E. MAYERBERRY, Chairman.

## LARGE & LANE SHOWS

Opening Glendora, Miss., March 12 to 19. Two Saturdays. Want Legitimate Concessions of all kinds—Mus Jamb Ball games. Want Agents for Jingle Board and Penny Pitch. See and Frits wire me. All correspondence. LARGE & LANE SHOWS, 149 Delta Ave., Clarkdale, Miss., 311 March 10, then Glendora, Miss.

## Watts in Accident; New Slant to Auto Crashes

PERU, Ind., March 5. — Ira M. Watts, manager of Parker & Watts Circus, Emporia, Kan., added a new twist to auto crashes yesterday when his car overturned, righted itself in a reversed direction and he returned to Kokomo, Ind., thinking he was still en route to this city. His car skidded on icy pavement and upset as it hurtled into a ditch.

Watts was not hurt but was a little groggy from the impact. Examining his auto, he found the only damage was a crushed top and broken glass. He continued driving and recovered his bearings only when he reached the Kokomo city limits.

said: "It's as profitable as the tax box on a circus." . . . Walter P. Driver, chairman of the Showmen's League Spring Frolic, left his work of getting out Frolic literature on February 26 long enough to enjoy a party in the Sherman Old Town Room given in honor of his birthday. . . . Buck Healy, former circus man, now with the William J. Burns office in Buffalo, in Hot Springs for a three-week stay. . . . Ted Fish in from a tour in the interest of the John B. Rogers Producing Company and reports many bookings. . . . Bill Rush, tractor boss with the McCoy show, has been in Chi watching the progress of building some special tractors. . . . Frank Siegar, assistant trainmaster of the show, has gone to Springfield, Ill., where the coaches are being readied. . . . Arthur (Hard Times) Leonard will be guide of the gilly truck on the show. . . . Paul Delaney, candy butcher at the Cleveland Shrine Circus, was stricken with a ruptured appendix while working at the show and was rushed to a hospital. . . . A benefit candy pitch was arranged by Lou Keller's representative and proceeds were pooled with donations from the show's personnel, netting \$150 for Delaney's hospital bill. . . . Charles G. Driver, tent man, back from a trip to winter quarters of several shows and reports showmen optimistic over the outlook for the season.

Chicago dailies recently carried a story of a Colonel Young, wealthy business man, buying the entire town of New Lebanon, Ill., some 60 miles from Chicago. . . . Latest report is that Colonel Young intends to transform the town into a typical Western trading post with all the trimmings of the Old West.

## Model Exposition Opens in Valdosta

VALDOSTA, Ga., March 5.—Model Exposition Shows, a new carnival, became an active reality here today, under direction of W. E. Franks and W. E. Harris, when it made its bow for new season.

The front entrance is unique in white and illumination effects, in addition to a title sign with letters 25 inches high.

All rides are newly conditioned, brilliantly painted and decorated. In center of ride line-up is highly illuminated 85-foot free-act tower. Fronts of shows also present a most pleasing picture.

The new cookhouse of Hank Gowdy's, with green top by Anchor Supply Company, home-shoe counter and eight tables, was voted by showfolk as being highly satisfactory as to food and service, as well as in appearance.

Show's staff: W. E. Harris, of Model Shows, general director; W. E. Franks, general manager; Tom Aiton, general agent; Harry Black, special agent; Lester McGee, business manager; W. A. Spears, superintendent of transportation; Benny Gibson, superintendent of concessions; Francis Flynn, sound technician; J. McDonliel, chief electrician; J. C. Mayo, ride superintendent; Dick Spellman, assistant ride superintendent; John Covington, superintendent of construction, and Wade Word, decorator. Show moves in baggage cars. Reported by W. E. Franks.

## Cold Weather Halts W. G. Wade Opening

DETROIT, March 7.—W. G. Wade Shows moved several rides on lot for opening stand of season last week but weather was too cold to open Saturday as per schedule. Five above zero and four inches of snow retarded activities and date has been set ahead.

### Concession TENTS

Give Measurements as Indicated BUY from Factory SAVE MONEY

**POWERS & CO., INC.**  
26th and Reed Sts., Phila., Pa.  
Send for Concession Tent & Waterproof Treatment Catalogue.

## WANTED 10th ANNUAL EVERGLADES FAIR

APRIL 5, 6, 7, 8, 9—BELLE GLADE, FLORIDA

### SHOWS—RIDES—CONCESSIONS

SHOWS—Any Independent Shows with own outfits.  
RIDES—Merry-Go-Round, Chairplane and Kiddie Auto Pony Track.  
CONCESSIONS—All open, Positively no graft.  
All address or wire MORRIS VOLTACCIO, Gen. Mgr., Belle Glade, Fla.

## GRUBERG'S WORLD'S EXPOSITION SHOWS, INC.

SHOW OPENS MONTGOMERY, ALA., MARCH 26

WANTED—Good Lot Man, one who knows his business and is capable of Assisting the Manager. Must be sober and reliable.  
WANTED—Good, reliable man to take complete charge of "Life" Show. Prefer one who has specimens. We have some. Only interested in one who has "Life" show experience. Have complete beautiful frame-up.  
WILL BOOK complete Snake Show or will furnish complete new flashy outfit if you have snakes.  
WANTED—Ride Help of all kinds—no foremen. Must be sober.  
Address MAX GRUBERG, World's Exposition Shows, Inc., Montgomery, Ala.

## RUBIN & CHERRY EXPOSITION, INC.

Want Fat Girl, good strong attraction. Have beautiful outfit for same. Straight salary or will book show on percentage. Long season. Best of treatment. Can also use first-class Show Painter that can letter and stripe. Write or wire RUBIN GRUBERG, Rubin & Cherry Exposition, Robert Fulton Hotel, Atlanta, Ga.

## SPRING OPENING DIXIE EXPOSITION SHOWS

MOBILE, ALA., MARCH 14; DAY MINETTE, WEEK MARCH 21. BREWTON AND EVERGREEN FOLLOW. BIG STRAWBERRY CROPS.

WANT Organized Hawaiian or Vandyville Troupe for Sidewalk Show. Have outfit complete. WANT Grand Shows, Fallies for Colored Minstrel. Men to take charge new Turn-Over Crazy House. Help for Merry-Go-Round, Ferris Wheel, Chairplane, Tilt-a-Whirl, Loop-o-Plaza, Kiddie Auto. Have Foremen. WANT 10c Stock Concessions. Cook House open. \$50.00. Frits in tickets. Have 25 K. W. Light Plant for sale, A-1 shape. Address

C. D. SCOTT, Mobile, Ala.

## WORLD OF FUN SHOWS

WANT GENERAL AGENT WHO KNOWS WEST VIRGINIA.

RIDES—Rides-O, Tilt-a-Whirl, Octopus and Kiddie Rides.  
SHOWS—Monkey Show, Grand Shows, Musical Girl Serenade. Will furnish outfits for same. Will finance any other money-earning Shows.  
CONCESSIONS—Small Cook House, Frozen Custard, Fish Pond, Bowling Alley, Pitch-Tilt-U-Win, Candy Apples, or any other legitimate Concession.  
Address all mail to J. J. STELLAR, Manning, S. C.

## SUNSET AMUSEMENT CO.

OPENING APRIL 2 TO 9, AURORA, MO. TWO SATURDAYS, AUSPICES BUSINESS MEN'S METRO CLUB.

All People contracted acknowledge. WANT Capable Man to take over complete Geek Show. WILL BOOK Penny Arcade, Wax, Mechanical and Freak Show. Have exclusive Pitch-Win, Bowling Alley, Short Range, Custard, Pennant and Peck Rack Open. WANT Talkers for Shows. Address BOX 174, Aurora, Mo.

Among carnivals now planning early April openings are Happyland, Northwestern, Tri-State, Cote's Wolverine, World of Pleasure, Motor City and Joyland shows.

Pop Baker, concession supply man, stated that he is not aware of any recession in his line of business, as he has received many mail orders which will keep his shop and store machinery going at top speed for many months.

### Start a POTATO CHIP BUSINESS In Your KITCHEN!

Make Big Money

Buy potatoes for 2c a lb. Make seasonal new "Garden" Potato Chips and sell for 25c a lb. Ideal business for men or women in spare or full time. Small investment buys complete equipment. No experience needed. I show you how you make; tell you how to make profit first day. All information, pictures, prices and terms sent free. Send a postal card for Free Facts on this big "Home Business" Opportunity.

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Send your correspondence to advertisers by mentioning The Billboard.

### CLUB TALENT

(Continued from page 19)

Gardens, Port Wayne, Ind., for Sligh & Tyrrell. . . . CONNIE WALSH'S Gay Boy Revue, with Jackie Lane, Wilkie Mason, Terry LaMonte, Mickey Nelson and Dolly O'Day, are appearing at the Old Bar, Cincinnati.

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## CHURCHES

A new chapter in the history of gambling is being written as the movement to eliminate "petty gambling" from churches, which started in Chicago recently, begins to assume the prospects of a national crusade of churches to clean their own house.



WALTER W. HURD

Because of what religion means to everyone personally, only the highest respect can be held by all human beings for the churches in their effort to maintain what they consider to be the highest moral standards among their membership. Perhaps it is important that churches finance their work from purely religious motives, expressed in voluntary contributions, rather than by the use of any methods that might border on "games of chance."

It should be noted that the movement in Chicago was not started by "outsiders" but originated at a church conference of representatives of the Episcopal Church. It was found that about 21 of 50 ministers queried by a church leader stated that they favored or at least did not oppose "petty gambling" as a means of financing certain phases of church work.

Opinions on "petty gambling" in the churches will vary with the individual and with the wide variety of churches, religious organizations and groups that are naturally found in a country that offers religious freedom as a basic principle.

Members of the coin-operated machine industry have their own private religious convictions, just the same as any other group of business men. Some of the manufacturers are very devoted to their particular faith. The rank and file of operators would probably show as large a percentage of church members as many other industries. A pioneer operator of slot machines recently stated that he went to church occasionally to "see what the other fellow thinks. I find church people are human beings just like the rest of us," he said. "My wife and family go more often than I do."

That is a confession that could be made by millions of men over and over again even in the so-called "moral" or ethical industries and professions. I have often said that members of the coin-operated machine industry could gain a lot by going to church occasionally, "just to see what is going on in the world if for no other reason." It is noticeable in the coin machine industry that those who have some religious faith and are devoted to it are often the most reasonable and the most co-operative when anything is "suggested for the good of the industry." They seem to get a

better idea of the fact that the coin machine industry must bring itself into line with the present-day world and adapt itself to public opinion.

While the coin machine industry, along with many other lines of business, can be criticized for failing to maintain ethical standards, criticism can also be directed at the churches. Collier's magazine in a recent editorial on "Religion in a Free Land" said:

"The complete separation between church and state established in our Constitution has been the great bulwark of American churches. . . . Free churches, wholly unpolitical in support and in management, have proved their capacity to survive and grow."



CARTOONIST SHOEMAKER, popular speaker in Chicago churches, illustrates the new clarion call. (From The Chicago Daily News.)

It is this basic principle of separation of church and state that should cause every religious leader to hesitate about taking up the cudgel of reform in matters of politics, particularly when it comes to minor things. Or if churches have time, energy and money to devote to political and social reforms it would naturally seem more important to devote such efforts to major issues rather than minor problems.

There are prominent religious leaders today who feel that the churches could better devote their efforts to correcting major social and economic evils rather than devoting so much time to drives against such things as "petty gambling" and similar weaknesses of human beings. There are prominent religious leaders today who recognize

that while the church may wish to avoid all symptoms of "petty gambling" in its own financing, yet such churches should not attempt to forbid such means of financing to private charities, civic organizations, etc.

Or, as a prominent Chicago newspaper once suggested, it might be a good working policy to distinguish between social gambling, games of chance to support charity, petty gambling for amusement, etc., as opposed to gambling under the control of organized racketeers and criminals. If church and civic organizations were careful to make such distinctions it would be much easier to eliminate the racketeer. Not understanding politics, however, it often happens that church and civic groups during reform drives throw their support to the unseen racketeer in fighting minor evils.

"So long as the American people can look to the churches for reason and fairness in meeting the problems of life, so long shall we be good neighbors to ourselves and to all the world."

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Publicity has made folks "disease conscious." Sanaphane toilet seat covers, self-disposing, at 1¢ each, are the answer!

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Units handsomely finished in brown, take only 7 1/2 in. floor space. Simple mechanism assures positive delivery.

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Patented Check and Check Separator give extra protection. Individual checks available for each operator—an added income safeguard! See your jobber or write

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(Late 1936 Models)
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Factory Rebuilt—Like New.
- CHICO DERBYS (New) . 30.00  
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- AIRWAY .....\$37.50
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- TIME MARCHES ON (New) . 40.00

Write for list of 250 Paytable, Novelty Game, Console and Counter Game BARGAINS.  
1/3 Deposits.

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**!! OPERATORS !!**  
SAY YOU SAW IT IN THE BILLBOARD

**Talkie Horoscope**  
Popular in East

NEW YORK, March 5.—One of the most popular exhibits at the Rock-Ola showing here of the 1938 sensations is reported to have been the new Talkie Horoscope, the machine that vends printed horoscopes and talks to a customer about himself when he slips a dime in the coin chute. In commenting on the attention which this machine received at this show, Jack Nelson, vice-president and general sales manager of the Rock-Ola Manufacturing Company, stated, "When the Talkie Horoscope was unveiled at the coin machine convention it created quite a stir. As a result operators in the East who were not able to attend the Chicago convention were anxious to see this machine at our recent showing in the Hotel New Yorker. Practically every operator who saw this machine took home his printed horoscope as well as contracts for a shipment of these machines."

"Carnival men who operate the amusement arcades were welcome visitors at the showing," Nelson continued. "They came from all over the East along with the coin machine operators in order to have a first-hand demonstration of the new Talkie Horoscope. They agreed that this new legal entertainment machine has potentialities for great play in their particular locations. All who attended our showing here stated that the Eastern market should be one of the most fertile in the country for this machine since there are so many busy transient spots as well as entertainment places that stay open all night."

"Those who have had a chance to see and play the new Talkie Horoscope have praised its entertaining performance," he went on. "People are interested in themselves and their future, and with the astrologer speaking intimately to them with this machine and also giving them a printed scientifically cast horoscope this machine is bound to score a hit with them. Ops have also acclaimed the striking physical appearance of the machine and like the play-pulling feature of the announcer who, like a side-show barker, speaks to the crowd every three or four minutes plugging the machine and drawing the people closer to spend their dimes."

Nelson concluded by revealing that so many orders have already been received for the Talkie Horoscope that the production schedule will be geared up to double shifts for some time to come.

**Editorial Quips**  
Between Editors

"To the Editor: As a fellow editor I take exception to the remarks you made in *The Billboard*, February 26, page 76, when you reprinted my comments regarding the 1938 Coin Machine Show. I think it was professional jealousy.

"Another thing—you must have been hit between the eyes, and the shoe was pinching, by the statements I made, so that in self-defense you had to take a slam at me and say that the stuff I printed was bunk also. When I printed that statement I didn't mean *The Billboard* itself or the bunk you wrote about the show. I should have said 'circulars, pamphlets, etc., and the many ads of tremendous closing-out bargain sales to make room for the HITS of the SHOW' we have been getting in your paper.

"They wouldn't need much room for the hits of the Show, I think you will agree with me, I'll continue the balance of this argument when I see you in Chicago soon.—Bill (The Sphinx) Cohen, Silent Sales Company, Minneapolis."

Editor's Note: All of which leads to some more free publicity for the Sphinx. I am beginning to get suspicious that some fellows know they will get some free space if they fling a brickbat or two. The Sphinx will say that I threw the first brick in this argument, however.

**Ponser Gets Two New Games**

NEW YORK, March 5.—George Ponser Company, New York, this week received two new games and both were well liked by local operators. Snappy, Chicago Coin's new high-score game, received a lot of attention, and Genco's new magnetized bowling alley, Magic Roll, was busy from the minute it was placed on the display floor.

**"BETTER GAMES— BETTER BUILT"**  
for example:

**KEENEY'S**  
**DERBY CHAMP** 7-PLAY, 3 SPINNING DIALS, 1-BALL PAYOUT TABLE — \$7 TOP AWARD  
**KENTUCKY CLUB** 4-DIAL, 7-PLAY CONSOLE GAME With \$10 ALL CASH TOP AWARD  
**AND KENTUCKY CLUB SKILL CLUB** SAME PRINCIPLE AS SKILL TIME

**NEW 1938 MODELS**  
**TRACK TIME and SKILL TIME**  
WITH NEW, GUM-PROOF, 4-COIN-SHOWING COIN CHUTE AND OTHER NEW FEATURES

**FREE RACES** "LEGALIZED" 5-BALL, PIN GAME OFFERING AWARDS IN FREE GAMES (Patented U. S. A.)

**SEND FOR NEW CIRCULARS SHOWING AND DESCRIBING ALL OF THESE NEW, 1938 "BLUE RIBBON WINNERS"**  
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FREE TO COIN GAME SERVICE MEN . . .  
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## Mail Fraud Expose

NEW YORK, March 5.—The manner in which many members of the coin machine industry were victimized by a group of mail order racketeers was the basis of an interesting article in *The New York Mirror* magazine section of Sunday, February 27. The article was entitled, "His Office in His Hat," and exposed the methods used by the gang of fraud experts recently tried and convicted by Assistant U. S. Attorney John C. Walsh.

The story may arouse bitter memories in the minds of some coinmen. It is interesting to examine the technique used by this quartet of mail order artists. It seems that Carl Edelson, out on parole for previous fraud offenses, fell in with three kindred spirits named Ben Weinberg, Joe Schwartz and Sol Alteresco. They put their heads together and the result was a sheaf of mimeographed letters of the following type:

Under a letterhead headed, "Solomon Diamond, Vending Machines, Sold and Repaired, 10 East 47th St., New York, N. Y.," they sent out the following letter: "Dear Sir: We have the following machines for immediate sale: 8 Mills Silent Escalator Bells Nickel Play—Serials over \$25,000 at \$25 each. 5 Mills Silent Escalators Front Venders Nickel Play—Serials over \$30,000, \$27 each. 11 Mills Blue Front Mystery Gold Awards Bells Nickel Play. . . The above machines are guaranteed to be in 100 per cent mechanical condition, and their appearances are like new. They are all original factory machines, and are guaranteed to be no rebuilds. All others are sold subject to prior sale. Deposit must accompany order in form of P. O., express or telegraphic money order. We ship for the balance C. O. D. If not satisfied, money will be absolutely refunded. We advise telegraphic money order as deposit for immediate shipment. We ship the same day as order is received."

Poor tho the grammar may be, that little sales letter netted quite a penny for the boys. The address, of course, was a phony. It was simply a matter of renting a mailing address for one dollar a month. Whenever the squawks became too loud, the boys changed the name of the firm and went to a new address. Before the post office inspectors finally caught up with them they had used 15 different firm names and addresses.

Usually the deposits on the nonexistent machines they offered for sale came in in the form of money orders. So the quartet took out temporary drivers' licenses and used them as identification to get their dough. Things went on in great shape for a few months and the money poured in. So did the complaints of irate coinmen. They reached Post Office Inspector Royal H. Kemper, who is death on mail fraud artists. Together with his assistants he examined lists of well-known fraud artists who were on parole or had been released. One of the answers was Edelson. So Kemper tailed the gentleman after he had paid one of his weekly visits to the parole office, a duty which he scrupulously fulfilled.

Obligingly Edelson led him to a hide-out on East 17th street littered with envelopes and mimeographed letters. Kemper gathered enough evidence to pinch the foursome and the racket came to an end.

Charged with using the mails to further a scheme to defraud, the four men pleaded guilty and were sentenced by

U. S. District Court Judge Clancy. Edelson received four years in the Federal penitentiary to begin after he completes a term of two years for parole violation. Weinberg was sentenced to serve one year and one day in the Federal pen. after which he must serve three and one-half years in a New York State prison for parole violation. Alteresco must serve one year and one day in the Federal prison. While Schwartz was also sentenced to one year and one day, his sentence was suspended and he was sent to Sing Sing to serve until 1941 on a parole violation.

## Ops Going for New Genco Games

CHICAGO, March 5.—"The name Genco has fast become a synonym for double in every sense of the word—double appeal and interest for players and double value and profits for operators, jobbers and distributors," says Meyer Gensburg, official of Genco, Inc.

"Our newest double combination, Magic Roll and Recorder, the two games which we introduced but a week ago, have already begun to justify the Genco name thru the high profits they have brought the operators, jobbers and distributors who placed the first shipments of them," he went on. "In the past week we have received a flood of orders for these two new games. We feel that one reason for this rush is because these games contain new and fresh play features. Take Magic Roll, for example. Among its many new features are the use of hollow two-inch chrome steel balls, the padded alley, the light-up action and the magnetized discs on the playing field. Players anxiously await their turn to roll those balls up the padded noiseless alley—to try to make them hit the magnetized discs.

"Even the scoring principle of Magic Roll is different from the usual system," he went on. "In addition to progressive scoring players may make a winning score in four separate directions, similar to the tit-tat-toe system—horizontally, vertically and two ways diagonally. Operators report tremendous interest in this skill game. They say that excitement runs high as players attempt to hit the magnetized discs with the steel balls. Each time a ball is caught by the magnetized disc a light, corresponding in number, flashes up on the beautiful backboard and remains lighted till all balls have been played.

"Then there's Recorder," Gensburg continued, "our new high-score five-ball novelty bumper game. Recorder may be operated in any territory, for awards are made in free games which the player may take by pressing the 'free-play' plunger that takes off 'free plays' recorded on the backboard and releases balls for play. With the adjustable dial recorder within the game the operator may set the dial to begin 'free-play' awards at any score between 4,800 and 6,000. Then as an extra protection to operators there is a weeder counter in the backboard which records all free plays taken off by the location owner if and when he desires to make awards other than free games. All scores are registered progressively in lights," he concluded.

## Coinmen Praise Chico's Snappy

CHICAGO, March 5.—"When we first announced Snappy we felt sure that we had a real winner," stated Lou Wolberg, official of the Chicago Coin Machine Manufacturing Company. "Reports from various coinmen in different sections of the country whom we have contacted about this game convince us that Snappy has what it takes to get and hold the finest locations anywhere. It's a game that will put some snap into lousy locations. George Ponsler reports that it's games like Snappy, with so much player interest, that keep operators' orders pouring in daily. Significant also of the hearty approval of the game are the orders being placed for its customers by Philadelphia's famous Banner Novelty Company.

"Lou Wolcher," Wolberg continued, "on a recent visit to Chicago voiced his enthusiasm over this new five-ball novelty game. Reports and orders from his West Coast offices now substantiate his

prediction that Snappy will catch on like wild fire. It's the new scoring idea that makes it one of the season's hit novelty games, report officials of the McCall Novelty Company, well-known St. Louis distributing firm.

"Bumper springs register score in lights on the lower register on the backboard," he went on. "When the 800 figure is lighted the next contact of a ball on the bumper spring lights the following zero and Snappy lights in the 'extra lane' light-up. If a ball rolls over the 'extra lane' switch while 'Snappy' lights are lighted an extra 1,000 is added to the score. It's this progressive high scoring, plus the extra 1,000-point switches and lively ball action, that builds up and holds profitable play.

"We are receiving with the daily flood of orders other favorable comments from operators, jobbers and distributors throughout the country. Production has been stepped up to such a degree that we hope we will be able to keep pace with this increasing number of orders arriving each day," Wolberg concluded.

## Earnings Big on Piesen's 8 Spot

CONY ISLAND, N. Y., March 5.—Since 8 Spot was introduced at the Chicago Coin Machine Show shipments have been made to operators throughout the country, and operating reports on the game have been showing high earnings. "Operators as well as ourselves are fully convinced that 8 Spot has definitely taken its place in the industry as an outstanding game," stated Maurice Piesen, of the Piesen Manufacturing Company, Inc., maker of the game.

Many improvements in appearance and construction have been made. Numbered lights and spots have been made optional with the operator as an added feature to increase earnings.

"For more than 20 years," said Piesen, "it has been the policy of our company and its predecessor, the National Knee Ball Company, Inc., to proceed cautiously in introducing new equipment. We have been and always will be the most difficult people to convince that a game has sufficient merit to warrant its production and sale. Most of our operators have been our friends and customers for many years and such confidence and trust will never be violated.

"If we were to induce the purchase of a game that would not show a steady operating profit and stand up on location our efforts during these years would be lost. This possibility will be avoided at all cost because we intend to remain in business for a long time to come. No hasty construction or cheap flash can take the place of painstaking, costly trial and error over a period of long-time development."

## Torr To Increase Numbered Ball Gum

PHILADELPHIA, March 5.—Roy Torr said this week that he is fully convinced that the "cycle of popularity and demand for drilled and numbered ball gum is more evident than ever. Every mail brings inquiries and orders for this type of specialty gum. As the source of supply is so limited, our firm is making arrangements to produce this type of drilled and numbered gum in large quantities at favorable prices."

Torr affirmed that his business is definitely on the upper trend in spite of all the talk of recession.

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## Used Games Are Prominent Factor In British and European Market

By H. SEENER, Coin Amusement Machine Supply Ltd., London

Now that our Amusement Trades Exhibition is over, it is possible for me to give you a few material observations other than those conjectured prior to the exhibition by one of your correspondents.

At my stand I was continually visited by interested people, including Rene Godin, editor of the French coin machine journal *La Revue Automatique*; the nature of their visits was to find out what proportion of foreigners had visited the show. I was able to collect 600 names and addresses of visitors, and when analyzing the list it was found 25 per cent of the visitors were from London, 63 from the English provinces and the other 10 per cent from France, Belgium, Holland, Norway and Sweden. Not one had registered from Germany, nor were they visible. It is obvious that prospective buyers from the country had found their money regulations so severe that a visit abroad was not worth while.

Was the show a success? It is impossible yet to find out. Buyers from seaside towns considered the show too early, and they find new games displayed in February are often offered second hand in May when their season commences, therefore a hesitancy in buying was apparent. I believe those season buyers will be forced to purchase games at present on the market, as of recent months these games have reached a standard of perfection of amusement novelty which is difficult to improve upon.

A recent production of Genco's Ski Hi is having a phenomenal run, having already been four months on the British market, and yet the demand for this game does not seem to stop. This machine was also mentioned by a London newspaper as the best game at the show. Of course my firm, who are Genco's agents, must watch the New York market closely before placing an order of a game of recent production. Our run on Genco games is due to the fact that the same success is being enjoyed in New York. Should a glut of novelties be traded in there, somehow it is immediately offered to the British market. An importer here dare not import new games that are on offer as used in the United States. He will find that the prospect of selling new games when used ones are about is bound to pull down his profits and very often he may have to face a loss.

Many cranes and merchandisers were in evidence, and I venture to suggest that any American manufacturer would have been surprised at the progress and superiority of the British manufacturers in this direction.

The French and Belgian visitors were very anxious to dispose of equipment forbidden in those countries and return with novelty games to replace them. Little business was done in this direction, as jobbers are finding it unprofitable to import games where no standardized price exists; it opens up too much competition which eventually ends in price cutting. Last year France, Belgium and Holland imported hundreds of slot machines. In the latter part of the year legislation closed the operating of such games, and jobbers and operators

received a financial blow from which many have not yet recovered. Novelty games are in tremendous demand, and Mico, our subsidiary organization in Paris, waits with impatience for shipments of novelties from Genco, which arrive with every fast boat.

Enormous difficulties are being overcome to bring the price of games for France within the reach of operators. Duty is paid according to weight, which can bring up the price of a \$74.50 game to as high as \$220. It is obviously impossible to sell at this price, but now all orders placed with Genco for France are executed without cabinets, legs and back racks. This of course eliminates all unnecessary weight. The cabinets, frames and legs are made in Paris, and despite all the hard work the reward for this tiresome labor is being repaid, as the demand for games warrants the trouble.

My partner, Alf Cohen, is planning another trip to America this summer, and he does not intend to return here until he has seen California. His recent visits have always been successful, and our tying up with Genco is the greatest bee in his bonnet. At present he is touring the Continent, developing plans and appointing distributors for Genco productions. Providing Europe stays in its explosive state and does not explode, it will consume a valuable proportion of American factory production of novelty games.

## Keeney Plant Hangs Out Its SRO Sign

CHICAGO, March 5. — "Yes, sir," youched J. H. (Jack) Keeney, "we've been forced to hang up the 'Standing Room Only' sign in our plant, as there isn't a place to sit down. Our factory forces have been increased to the point where you couldn't drop a pie pan without hitting a man. Still we can't turn out Kentucky Club, Derby Champ and the new 1938 Track Time fast enough to keep near the number of orders coming in each day. In the case of Free Races we have to bring in a special force at night, as we haven't the room to run another production line thru the day.

"Shinny, our amusement hockey-type game played with one to five balls and two to six players," he went on, "is going stronger than ever. Since it is an amusement game, it is legal everywhere. Operators report the success they are enjoying with Shinny. Kentucky Club has been called one of the most fascinating games of this type ever built. It is full of flashy action with its four light-up dials. Kentucky Club is a seven-play superconsole game with a \$10 all-cash top award. It has been appropriately called the king of the consoles.

"Derby Champ," he continued, "with its three spinning dials, is a seven-play one-ball payout table with a \$7 top award and has proved its claim to top honors among coin games by its great popularity and appeal to both operators and players. The 1938 models of Track Time and Skill Time incorporate many new features, including the new gum-proof four-coin-showing coin chute. Then there's Free Races, our legalized five-ball pin game, which by offering awards and free games is legal and may be operated anywhere."

## Johnson Pleased With Game Response

CHICAGO, March 5. — "In spite of its newness, Windjammer has already begun to sail the seas to greater profits for operators everywhere," declares Jimmy Johnson, head of Western Equipment and Supply Company. "Windjammer is full of player appeal because it incorporates an entirely new type of action—that of air pressure. The player controls the air pressure and the direction of the air stream with the two control levers on the front of the machine. Since the game is based entirely on the player's skill, it is absolutely legal and

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Caren	15.00	Winner	15.00	Keno	70.00
Springtime	15.00	Caren	15.00	Big Line	49.50
Bump-A-Lite	15.00	Springtime	15.00	Rollito (Evans)	39.50
Poddeck	15.00	Bump-A-Lite	15.00	DeLuxe Bell	39.50
Hi-De-Ho	15.00	Poddeck	15.00	Teaser	39.50
One Better	15.00	Hi-De-Ho	15.00	Chuck-A-Little	39.50
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2 PAGES RACES—Brown Csb.—Over 5,000 Series, 20 to 1 Odds, Chuck Separator. \$195.00

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During the Coin Machine Show at the Sherman Hotel in January our company adopted a policy not to appoint distributors and jobbers until machines were shipped into the various territories.



Our reason for delaying the appointment of distributors and jobbers immediately was so that those ordering machines would have full opportunity to determine the merits and potential possibilities of the AIRPOPS-IT. In addition to this, this delay made it possible for us to build a business represented by the finest distributors and jobbers in the country.

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## Clean Up--Or Be Cleaned Out!

By H. F. BURT

Of Automatic Games Company, Chicago

Operators and manufacturers alike are about to see the greatest crack-up and the most stringent regulations ever placed on the vending business unless something is done to curb the "high pressure boys" who have invaded the vending field and are loading up the inexperienced with useless machines and false promises of extraordinary returns.

The State Securities Department and the Securities and Exchange Commission are giving increased attention to the sellers and lessors of vending machines and not without just cause. A great number who were selling the public whisky warehouse receipts a year ago are frightening the holders of same into investing in the little vending machine by reason of an over supply and the poor loan values on green whisky.

Many variations of the lease deals are being worked, as well as many types of candy and charm deals, which promise the unsuspecting and inexperienced public a wonderful business.

The legitimate operator, as well as the prospective operator, suffers from these tactics. It is reported that placers for various lease deals, etc., put machines any place, pay commissions that are much too high and generally make it "tough" for the man who is honestly trying to make a living.

The "sucker" who buys these deals usually pays three or four times the amount of what the machines are worth, and the high-pressure boys reap hundreds of thousands of dollars. In addition, the buyer becomes discouraged and either sells the machines at a tremendous loss or neglects the route with the result that the public is being confronted with dirty machines, stale merchandise and general unsanitary conditions.

Under the prevailing conditions the vending industry cannot avoid trouble for very long. Health officials are beginning to act, the Better Business Bureau is aware of what is going on, as well as the State's attorney's office and various securities commissions.

We quote from an article of Robert P. Vanderpool, in *The Chicago Evening American* of February 8, the following: "The SEC has about concluded that some of the vending machine contracts are securities under the terms of the federal securities act. Consequently it would not be surprising if government action should be forthcoming."

**CLEAN UP THE INDUSTRY NOW OR BE CLEANED OUT!** The long arm of greed practically put the pin game industry out of business, and something will happen to the vending industry if unscrupulous promoters are allowed to continue unabated.

## Rowlette Recounts Popmatic's History

ST. LOUIS, March 5.—The first Popmatic automatic pop-corn vending machine, built back in 1934, had to be junked because it got wet and wouldn't pop pop corn, according to a humorous tale told by V. H. Rowlette, vice-president of the Popmatic Manufacturing Company.

According to Rowlette: "Back in 1934 when Popmatic was still a pipe dream President Greenbaum and I were experimenting with what we thought was an automatic coin-operated pop-corn machine. Believe me it was the crudest piece of mechanism you ever saw. It was made almost entirely of wood. One day while moving this wooden model from Greenbaum's cellar to mine it happened to be raining and the cabinet got wet and warped out of shape. The result? We had to throw it away because we couldn't get it to pop corn."

"After this catastrophe," he went on, "we started to build what we termed a De Luxe model, which resembled an old-fashioned steam engine with the whistle missing. However, this model gave us a lot to look forward to because it would actually, the doubtfully, pop a few grains of corn; sometimes as much as three bags to the pound. We summoned enough courage to throw this model away also and started to build another. And then another and another. I have a personal recollection of 31."

"Only those of us who worked and struggled, building and destroying unit after unit, would understand the heart-breaking situation that existed long before the general public was aware that such a machine existed," Rowlette continued. "It went on day after day, month after month. We lived, slept and dreamed automatic pop-corn machines, never losing faith that some day we would have an automatic machine, coin-controlled, that would create a new industry; that one day the public would receive a large bag of fresh hot pop corn, scientifically popped by a sanitary method, without the necessity of an attendant."

"In spite of disadvantages and rough

going the spirit still remained. Finally with the ideas and suggestions of operators all over the world incorporated in a new model and with the improvements made by our engineering staff and the untiring efforts of our production line," Rowlette concluded, "the new Mystery Popmatic Model 24-A was produced."

## Washing Machine Field Overcrowded

DETROIT, March 5.—Much interest in coin-controlled washing machines is evident in Detroit, from recent contacts made with the very specialized operators in this field. Typical of them is W. R. Polechek, who has operated the Coin-Meter Detroit Company for about six years. This company, as do many of the others in the field, handles both washers and ironers.

These are usually located in larger apartment houses and placed on a percentage basis. The operator handles and services the machines himself, which operate for perhaps a full hour on a quarter—rates vary according to local conditions. The apartment operator receives his percentage, and the operator is in direct control of the machine.

One company in this field, the Hurley Machine Company, which handles the Thor washers exclusively as well as ironers, has lately moved to new headquarters in the 12th Street Terminal Building.

Commenting on the field as it stands today, Polechek said: "The washing machine field is overcrowded today like almost everything else. For one thing, it has been written up so much in the electrical trade papers. *Electrical Merchandising* carried an enthusiastic article about three years ago and as a result some 25 men started up in the business in Detroit, but only about three of them have lasted."

"This business requires sound management like any other. An operator who is just figuring some way of getting too quick returns is going to lose out."

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Operate a Route of 5 Apple Display Stands

Hold 25 Cellophane wrapped apples. Requires only 2 inches counter space. STADY DISCOUNT! Over 100% gross profit.

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Send \$2.75 in cash for sample Display Stand and 25 delicious Cellophane wrapped apples.

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## Personality

By W. R. GREINER

Apparently there is more to operating penny venders than would seem at first. At least here is W. R. Greiner, of Northwestern Corporation, saying that "personality" counts.—Editor.

It is a well-known fact that the successful person is the one who sells himself to those with whom he comes in contact. Regardless of his calling, be it that of the shoe shine boy on the corner, the leading tenor in the current grand opera or the shortstop on a baseball team, every man has something to sell. The degree to which he sells himself and his individual merit determines the degree of his success. Even in making friends some of us possess the knack to a greater extent than others because we sell ourselves more completely. Everyone is a specialist in his own line of work, but he has to sell the public on the idea that it needs his services or his merits will go unused.

### Selling Yourself

As an operator of bulk vending machines you perhaps never imagined yourself as a salesman. Nevertheless, every time you look for a new location and every time you service a machine you are selling yourself, your machines and the coin machine industry as a whole. How well you succeed depends on your ability as a salesman. Study the characteristics of successful people whom you know and pick out the traits which have put them where they are. You'll find several features in their make-up worth imitating.

To acquire selling ability you must first know your business thoroughly from A to Z. You must be sold on it yourself. It means keeping posted on the latest developments in the industry, new improvements in machines and the new products which can be vended from



SOCIABILITY and the Mills bottled drink vending machine seem to go together.

them. By subscribing to one of the trade journals you may always be informed of these things. You must be familiar with the different styles of machines in order to know where they can be located to the best advantage. In general then learn all you can about the business you have chosen and put your whole heart and soul in your work.

### Cultivate Personality

Personality is a very great factor in successful operating. By giving people a favorable impression of yourself from the start they will like you. Be cheerful and keep your chin up no matter how hard the going. Everybody welcomes a smile. Cultivate the confidence of your associates and make yourself a friend worth having. When you have applied this technique to the proprietors with whom you do business, other things being equal, you have definitely sold yourself to them. If you're really "under his skin" it will be pretty hard for anyone else to come in and take your location away from you.

Selling your service takes time, for you'll have to prove that you have something to offer by the manner in which you service your machines. By servicing is meant keeping them clean, filling them with fresh attractive merchandise, keeping them in perfect working condition and making your calls on a regular schedule. Then—having established yourself and your machines in good reputation, let them do the rest. They'll sell the merchandise for you if you do your part and you'll realize your selling ability in profits.

## Coca-Cola '37 Net Largest on Record

NEW YORK, March 5.—Earnings reported by Coca-Cola Company and its subsidiaries for the year ending December 31, 1937, were disclosed as the largest in the history of the company. After all taxes and charges had been deducted net income totaled \$22,881,616. This was equal to \$5.75 a share on outstanding common stock.

Net income was over \$4,000,000 greater than the 1936 total, when a net of \$18,598,078 or \$4.655 a share on the common stock was reported.

## Ready To Produce Pop-Corn Vender

DETROIT, March 5.—Pop-Corn Robot Company has just completed arrangements with the Detroit Stamping Company for the manufacture of its pop-corn vender, William Russell Young, president of the vending company, said this week. Bids were received for the production contract from three leading manufacturing organizations, indicating the lively interest on the part of large industrial organizations in this specialized line.

The Detroit Stamping Company is a well-known organization, with six national sales offices of its own, which will be utilized in distribution, in addition to the offices of the Pop-Corn Robot Company itself. Production will be scheduled so that distribution will be well under way in three weeks, Young said.

The company reports taking many bona fide orders for machines and now has 1,600 orders on hand, Young said. In one case an order for 1,000 machines alone was scaled down to a quarter that number in order to spread distribution of the machines more evenly throughout the country, altho this one huge order came from the "home State" of Michigan, Young added.

Local distribution in this State will be handled by the newly organized Robot Distributing Company of Michigan, Young said, which will have headquarters at the general offices of the company here.

## East Watches Pop-Corn Machines

NEW YORK, March 5.—Now that many operators of pop-corn venders are thru experimenting with the machines and are now contracting for the better locations, others are beginning to scrutinize closely what sort of results these machines have produced since they appeared on the local market a few months back.

On the whole results are said to be very favorable. Due to their instant acceptance by locations much skepticism has been overcome. Many ops say the novelty of the machine popping and vending the hot buttered corn has scored with the public of all ages. As more machines appear it is believed that the public will become educated to patronizing these venders for their pop corn.

Some of the more optimistic operators prophesy that these machines will soon become as important a factor in the merchandiser field as cigaret, candy and gum machines.

Just what are the best locations is as yet unknown. Receipts have proved to be about equal in many different type spots. With so much territory open there is no doubt that the average operator will find a great many locations awaiting him wherever he chooses to concentrate his activities.

## Peanut a Real Pal Of Tavern Patron

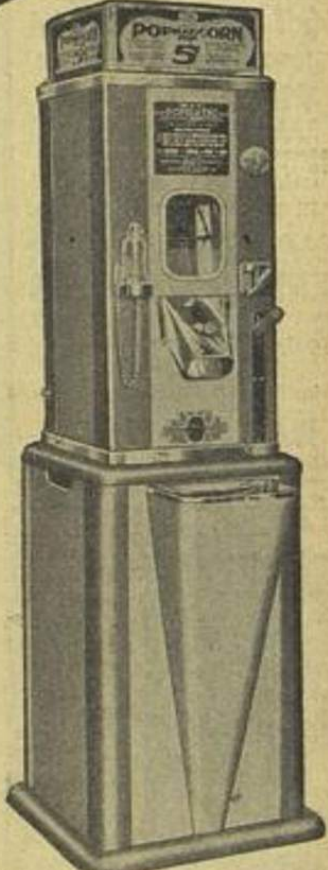
WASHINGTON, March 5.—Since most steady friends of the demon rum seem to acquire a habit of neglecting to eat balanced meals and suffer as a result from various forms of undernourishment, vending ops can now point out that recent scientific discoveries have revealed that a peanut machine should be on every bar, since the lowly peanut has been found to be the best friend of the inveterate bibblers of high balls and cocktails.

The rank of the peanut has been raised to that of meat, fish, egg and milk by experiments made at the College of Agriculture, Poono, India.

W. V. Kotsathane and N. Narayana, of the college laboratories of biochemistry, have reported, thru proceedings of the India Academy of Sciences, results of analyses of peanuts of three varieties.

Peanuts of India, Spain and the United States (Virginian variety) were all found to have about the same amounts of amino acids, which are the essential ingredients of protein—the flesh-and-blood-building foodstuff.

Peanuts, rich in vitamin B, also in many other minerals, vitamins and proteins, munched as accompaniment to drinking helps in fortifying strength and health.



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- Seven star features put the new POPMATIC definitely ahead of anything in its class:
- ★ Simplified, dependable operation.
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- ★ Positive slug rejector.
- ★ Combination cut-off switch and pop-corn release.
- ★ Sanitary corn chute, automatically closed when not in use.
- ★ Air-conditioning insures crisp, mammoth grains.
- ★ Glass-enclosed popping unit prevents leakage, makes cleaning easy.

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FOR BOOTH OR BAR  
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FOR YOUR VENDING MACHINES.  
New, original, beautiful. Very large assortment. Increase the play 500%.  
225 Pieces — \$1.00  
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Featuring the **PERFECT-PAC \$1.25 ASSORTMENT**  
★ **NEW—UNUSUAL—APPEALING!** PERFECT-PAC contains 250 Charms and Novelties; many items exclusive! Assortment includes: RHINESTONE JEWELRY CHARMS (both sides studded)—FLAG OF ALL NATIONS—GENERALS of All Nations—ALL BIRDS and DOGS—NAVY BRACELETS—Beaded CHARMS.  
Order a sample PERFECT-PAC today. Enclose remittance. Personal checks delay shipment.  
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★ 3001-11 WAYNE, KANSAS CITY, MO.

## Corn Comment

—By I. D. ROTKIN—

Advertising Manager of Ranel, Inc.

I have an interesting letter from an operator who recently bought and placed his first automatic corn popping machine. There is a note of surprised optimism in what he has to say—a cheerful confidence over future prospects.

"I never realized," he comments in

his letter, "how appealing a product hot pop corn could be. A great many coin-operated machines have come and gone in my time—and some were darned profitable. But others just didn't seem to click." Wouldn't it be a nifty set-up if operators had a definite formula which they could apply to new machines and know thereby just how strong and consistent the appeal of each type of machine is? What is "appeal" anyway? People are so hard to understand, so different with respect to individual personality, that an operator can only look back upon his own experience and judge a new type of machine by referring to past history. . . .

"I placed my pop corn machine on location just one month ago and now take pleasure in watching familiar faces come back time and again to guzzle hot pop corn. And I make money. But the fellow who has never operated pop corn machines has no way of knowing how appealing these machines are. . . ."

The significance of this letter will be apparent to all operators. After all is said and done, just what is "appeal"? My answer to this question will be rather roundabout but should illustrate a few important facts.

Corn is a food. Food is a necessity to the process of living. People like to eat because they have to live. But some foods are naturally preferred by people everywhere. One type of food which is universally favored is the confection. Corn, when popped and seasoned, is a confection. Everybody likes it. Now pop corn is not a modern development in foods. The process of popping corn was known by American Indians before the arrival of the white man. As soon as settlers landed they learned how to pop the corn raised for that purpose and ate it with great relish while hot. Popped corn has remained a highly popular food up to the present. Europeans have also accepted the delightful taste of hot pop corn, and in a recent bulletin issued by the U. S. Department of Commerce mention was given to the growing preference for popped corn in the British Isles, where it is fast becoming a national craze.

In short, popped corn is basically an appealing product because people never tire of eating it. What has been a favorite food many years back is likely to be preferred for many years to come. So that, in addition to the interest aroused among customers by the action-effects of the new automatic corn popping and vending machines, the machines are essentially permanent, legitimate and consistent profit makers because they vend a hot, delicious, healthful and wholesome product which has a successful background and a promising future.

## Selmor Vender Is Unique in Design

KANSAS CITY, Mo., March 5.—The new streamlined Selmor penny bulk-vending machine, introduced at the 1938 Coin Machine Show by the Great States Manufacturing Company here, is reported to be drawing an ever-increasing number of orders by officials of the firm.

"We've eliminated unsightly bulges, wrinkles and hips," states A. K. Sandhaus, president of Great States. "We've not only lifted Selmor's face, but her lower structure as well. Built with a low center of gravity, a slight flare at the bottom eliminates that topheaviness you see on so many bulk venders. Selmor vends instantly perfectly, being constructed especially to shell out charms and toys without a miss.

"The Selmor de luxe model is constructed of heavy crinkled baked enamel in rich Maduro brown for the more dignified spots and is heavy with chromium trim," Sandhaus added. "Model E is in Chinese red with slightly less chromium. Both models are upping the take everywhere.

"The new Selmor marks a definite step in the history of the Great States Company. Starting as an operator 25 years ago, I later went into the manufacturing end. Understanding the problems of operators as do few manufacturers, I have always striven to give them the kind of machines and service they demand. The development of the new streamlined Selmor is in response to the desire of many ops for a modernistic, fool-proof machine."

Mr. Sandhaus reports that popular demand for the new Selmors is increasing faster than production.

## How's Business

—By BRUCE WINTERS—

*Editor's Note: The following article has been printed in an attractive eight-page bulletin or envelope enclosure by the author for publicity purposes.*

How is your business today? Has it as yet been affected by the prejudice, intolerance, indifference, even bigotry that have been directed against the coin-machine operating industry in some other sections of the country?

Have you felt or observed how intolerance has wiped out or radically reduced the valuation of coin machine investments, aggregating millions of dollars, without the owner being given a fair chance for self-defense or an opportunity to protect his own existence?

Have you felt the effect of exorbitant taxes on all phonographs, vending machines, scales, or amusement devices? When these taxes are levied, have you had an opportunity to express your thoughts as to what a fair tax amounts to?

Have you heard about the action of local officials in a large Midwestern city who arbitrarily forbade the installation of such innocent machines as ray rifles or bowling games without a single word of explanation or justification of their act?

Do you remember when the Eighteenth Amendment was repealed? Do you remember how people from all walks of life went into the tavern business, staking their life savings in leases and fixtures? In most cases you will recall the number of tavern licenses was limited—there weren't nearly enough to go around, but where is the waiting list for tavern licenses now? On the contrary, licenses are going begging simply because a horde of regulators has been turned loose to harass and regulate the tavern keeper to the point where it is almost impossible for him to operate a profitable business. They tell him he can't have this device, he can't have that device, he mustn't do this, he mustn't do that. If he ventures a protest he is told to go crawl into his hole and shut up.

But while all this is going on who interferes with the powerful corner chain drug store or grocery that sells by the bottle or case what he is forced to dispense by the drink? The tavern owner depends on his sales for his livelihood; with the large chain stores it is merely a source of extra revenue, and we all know that they do just about as they please.

On the other hand, movie theaters in most sections may have Bank Nights or Screeno games. The private haunts of the elite can do as they please running bazars, carnivals and other activities that are far more vicious in general than any coin-operated device that the ordinary tavern owner depends upon for his extra revenue. There have even been cases where the prime mover in the activities of the private organization are the same persons who will not let the tavern owner make a few extra dollars to pay his rent or light bills.

The corner confectioner can carry beer and liquor for carry-out trade, right along with his candy and chewing gum, but the tavern cannot sell mints or gum mechanically in his own location thru the use of trade stimulators. If his guests demand them they have to go to the confectionery, and presto, he's probably lost a badly needed customer.

Did these conditions prevail during the height of the Depression back in 1930 and 1931? They absolutely did not. Anyone who tried the high-handed tactics now employed would have been tarred and feathered. Small business was in a struggle for its very existence against organized competition, and the temper of the retail merchant was such that he would stand for no interference, and the local bureaucrats knew it and were wise enough to see the way the wind blew and minded their own business. The bureaucrat kept to his place as an administrator of the existing ordinances and did not delegate to himself the powers of dictation which he has now assumed in so many places.

If your local authorities and the authorities of the State in which you reside have been honest and fair enough to do the work for which they are hired and elected without deliberately trying to force the tavern owners and small merchants to the wall you are to be congratulated; and you should voice your appreciation to those authorities and as-

sure them of your continued support.

The conditions described above were typical of a Midwestern city of twelve thousand population which came to our attention recently. The quota of tavern licenses, amounting to forty-two, was under-subscribed. There are today only thirty-one taverns as contrasted with the full quota a year ago. The president of the Tavern Keepers' Association (and incidentally, the formation of an association might be of assistance to you as an operator in your own community) told the writer personally that to his own knowledge nine of the remaining business men were closing shop upon expiration of their leases. Business in general also was off about forty per cent. However, there is hope for the retail businessmen in that city. They are now fighting back against the oppression, and their demands for just dues are being met. They are today operating games of various kinds, trade stimulators, vendors, etc., and woe betide the man who tells them no. They are organized to combat just such conditions, and their organization has accomplished results.

It is our belief that there is usually a reason for every move a bureaucrat makes, and sometimes you have to dig under the surface to find it. There are all too many cases where the same local "regulators" are getting fat on the billions of dollars being spent by the government agencies and are simply using their persecution of the coin-machine industry as a smoke screen to hide their own perfidy.

What are you going to do about it? Are you going to continue to sit back waiting for some improvement, or are you going to work for the improvement? The remedies we have pointed out above have been tried and proved successful elsewhere. If your territory is closed for the reasons explained above, why not try the remedy yourself? The time for defense is past. A vigorous offense is in order now, and you are the one who can do it.

## New Associations Seek Information

To the Editor: You may be interested to know that the vending machine operators of Baltimore are forming an association and have requested me to give them some information which would aid in forming their organization.

The Wisconsin Phonograph Operators' Association is also soliciting suggestions in solving some of their problems. You may be interested in what Mr. Vern O. Larsen, president, says in his letter, from which I quote: "Your article in The Billboard (January 22, 1938) hits the nail right on the head. Keep up the good work, as we will be looking for more of your contributions to the trade journals."

"Both groups have written me because of the articles which were published in your magazine about our association and I take this opportunity of thanking you for the space which you gave to our activities.

"With the first exhibit of the Evolution of Cigaret Vending Machines and our first anniversary banquet now at a close, I will have more time to write articles and reports which may be of interest to other associations.—LeRoy B. Stein, manager, Cigaret Merchants' Association of New Jersey."



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**\$10.95** Per Case  
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TRANSPORTATION PAID

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Special Deal to Operators

• 10 GENUINE "SILVER KINGS"

• 100 LBS. CANDY

• 10 GROSS ASSORTED DE LUXE CHARMS

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Order Today! Offer for limited time only! Sample Order

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• 1 "Silver King"

• 10 lbs. Candy

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Capacity, 2 Lbs. Size, 3 1/2" x 10"

Red Crystal Baked Enamel Finish.

• 1 Gross of Charms

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BUILD YOUR BUSINESS ON A SOLID FOUNDATION

OPEN PLAYERS' POCKETBOOKS

WITH MUTOSCOPES.

"OPEN DOORS"

Trade-Name.

This thrill-filled skill game has a terrific try-dry-again appeal. Attractive merchandise awards—in plain sight—draw extra players. OPEN DOORS challenges the quickness of the player's hand and eye. It's the NEWEST Big Time Money-maker and the BEST!

INTERNATIONAL AUTO-SCOPE-REEL COMPANY

518 W. 34th St., New York City



# Wisconsin Music Operators Hear Pep Speeches on Organization

By WALTER W. HURD

A preacher, an attorney, two salesmen, a distributor and an editor formed the battery of speakers that addressed the Wisconsin Automatic Phonograph Operators' Association at its banquet and meeting, held at the Medford Hotel, Milwaukee, on March 3. I felt at first that the affair might be "talked to death," but the music operators seemed able to take it and like it. After the session many members said that it "was the best meeting ever held."

Every indication pointed to the fact that these music operators are deeply interested in what organization may do for them in meeting some of their problems. It is plain also that they are feeling some real problems and the conviction among them is that "something must be done or we won't be in business very long."

About 50 music men were present, also one lady who enjoyed the distinction of being the "only woman phonograph operator in Milwaukee." Association leaders stated that there were in round numbers about 150 operators of automatic phonographs in Milwaukee. This would include the "small men" who in some cases only have two or three phonographs. The purpose of the special banquet and program was to get as many of these 150 operators as possible out to the meetings and then explain the plans and objectives of the organization. It was reported at the end of the session that "every non-member present at the meeting had joined the group."

Experienced music operators at the meeting explained that the music situation in Milwaukee had been seriously complicated in the last year or perhaps nearly two years. Various reasons were given by different men for this growing crisis, as they put it, which may prove suggestive to organizations elsewhere. One interesting reason given was that when the city practically banned amusement games, many of the operators of games rushed into the phonograph business. These men, accustomed to paying 50 per cent commission in the games field, tried to keep up that practice in the music field. It is said that the evil of excessive commissions in Milwaukee is very acute, perhaps worse than in many other cities, on account of this influx of games operators. The big job of the organized music men is now to convince these newer operators that the music business will be ruined for all unless standard commissions are observed.

A coincidence is that the minister present, who addressed the meeting, told the operators that "we are not interdependent, but interdependent." This seems to be especially true that neither music men nor games operators can say that they are independent of the other. The changing fortunes of one division of the trade seem almost sure to affect other divisions of the industry in any city.

Milwaukee seems to have dealt rather unkindly with the amusement games. Several times within the last two years juries have declared in favor of pinball and other games. But as several operators put it, "it doesn't seem to do any good." The police department continues at intervals to pick up games. Recent happenings show that even the well-known bowling games—skill games in any man's country—were picked up and taken in. No charges would be made, no fines, no trials. The operator would be put to the trouble and expense of going to get his games and return them to locations—maybe to have them picked up and taken in to the police department again. The only alibi forthcoming for such interference with the games seemed to be that "anything with a coin slot on it is taboo."

Such conditions are known to exist in other cities, of course, and the underlying local political issues which cause such interference with games remind us all that operators in any city constitute a very small group or minority, often unorganized, and in many cases are unable to defend themselves without the moral support of organized merchants and location owners.

But the Milwaukee music operators seem to have the right spirit, to be enthusiastic about their organization, and to have some fine leadership. Some of their members have been in the music field a long, long time, and it seems that if the newer music operators would come into the organization and profit from some of the experiences of these men,

the phonograph business ought to be able to eliminate a lot of its troubles.

The group of men who spoke to the operators during the evening expressed some excellent ideas, some inspirational and pep talks, and on the whole some working methods that can be put into effect. The minister happened to be from a denomination noted for its orthodoxy, but he emphasized that he did "not make it his business to go around prying into other people's business, nor did he approve of other ministers doing such things." With a minister who has a sympathetic attitude toward the problems of the operators, they ought to have a point of contact with the minister's organization in the city that may prove helpful some day.

The attorney who addressed the meeting has had recent experience in an important case which concerns State fair trade laws. The possibility of using new developments in fair trade laws to help maintain standard commissions in the coin machine field is an entirely new idea. But we are living in a new day, with many converging trends that promise some kind of legal aid in maintaining standard business practices in all trades. If the Wisconsin operators find a way under their State fair trade law to establish legal methods of control, that will be real pioneering. It seems to me that such processes will not come yet for awhile; organized operators are too much of a minority—and "coin slots" on phonographs or any other machine still sounds wicked to too many people.

The salesmen and the distributor who addressed the meeting brought practical ideas from things they had experienced and seen. It seems that many salesmen who represent manufacturing firms come in contact with various operator's groups in their travels, and can bring to an operators' meeting useful ideas from other groups. There is a need for a better exchange of working ideas among the various operators' associations and salesmen can be of real service in such work.

While mentioning salesmen that represent manufacturers, music operators in Milwaukee were very frank to state that one salesman in their territory should be charged with causing much of the confusion and trouble that exists among music operators. The older operators say that he seems to show no regard for the standards or ethics of the business, but is out to sell machines by whatever methods they may be sold. The fact that one salesman, or one distributor, or one operator, may confuse and injure the business by which scores of men make their living is a sad fact that has to be faced in these days. And what can be done about it?

The Milwaukee operators say that phonographs are so overcrowded in their area that they are in every possible spot—even in hamburger stands. They say that operators who have been in the business for years now average less than \$9.50 per machine on a route of 100 machines well placed. They say that they want to stabilize commissions and, if possible, get the "other 100 operators" to join the organization, get acquainted, talk things over and try to make things easier and better for all.

No one can object to such motives, and operators in other cities who have the same wishes and the same worries, will wish the Wisconsin operators good luck and a growing organization thru 1938.

## Venders Offered In Combination

CHICAGO, March 5.—"We are experiencing no recession," states Henry E. Sasso, president of National Vendors Company. "We are happy to report increased sales for 1937, and from all indications at the present time we will have an even more profitable year in 1938."

Mr. Sasso stated that his firm is inaugurating a special deal for operators at the present time. The offer consists of a combination of 10 Silver King venders, 100 pounds of candy and 10 gross of assorted charms at a special price, he said. The offer will be for a limited time only, according to the announcement.

## 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

- |                                      |   |
|--------------------------------------|---|
| <b>GUY LOMBARDO</b><br>Victor 25786  | TI-PI-TIN (a simple Spanish twist to this European waltz sensation that should go bigger than Vieni, Vieni as Guy's capelleros chant it).<br>Let's Sail Away to Dreamland (another one of those heavenly excursions. And the trip never tires the Lombardo fans). |
| <b>OZZIE NELSON</b><br>Bluebird 7340 | A Shack in the Back of the Hills (at last we have a successor to A Shanty in Old Shanty Town).<br>The Old Apple Tree (this hillbilly swing ballad is making 'em forget the Bel Mins).   |
| <b>BLUE BARRON</b><br>Bluebird 7429  | Who Are We To Say? and Shadows on the Moon (save these until they release The Girl of the Golden West, Nelson Eddy's new picture, and then watch out for the rush for these romantics).   |
| <b>REGGIE CHILDS</b><br>Decca 1673   | Goodnight, Angel and There's a New Moon Over the Old Mill (both sides from Radio City Revels waled with the same musical precision that characterizes Hal Kemp).  |

### SWING MUSIC

- |                                  |  |
|----------------------------------|--|
| <b>LOUIE PRIMA</b><br>Decca 1674 | Where Have We Met Before? and Now They Call It Swing (it's the breakaway stuff with Prima trumpeting and fongling in a snap yo' fingers mood). |
|----------------------------------|--|

### VOCAL

- |                                      |   |
|--------------------------------------|---|
| <b>ELLA FITZGERALD</b><br>Decca 1669 | It's Wonderful (bless you, sister, it's wonderful).<br>I Was Doing All Right (Miss Ella does plenty all right by these two ballads).  |
| <b>DICK ROBERTSON</b><br>Decca 1675  | I Wonder What's Become of Sally (the gal has let the swing bug bite her).<br>Two Little Girls in Blue (these gals stay as sweet as they are in their original waltz gowns). |



## WANTED!

There is no other cigarette like Spud, and the public demands the genuine.

Spuds do not overshadow the fine tobacco taste with menthol—they contain just the right amount to circulate soothing menthol vapor through the sensitive nose and throat passages... Your Smoke Zone.

And Your Smoke Zone is Your COLDS Zone!

## Spuds ARE SOOTHING



THE AXTON-FISHER TOBACCO COMPANY  
Louisville, Kentucky

## PHONOGRAPHS

BUY WITH CONFIDENCE AND ASSURED SATISFACTION WHAT OUR CUSTOMERS SAY!

"We uncorated DeLuxe Dance Master and it is in very fine condition. For this reason I want more."—Watson, Ia.  
Many other Testimonial Letters too numerous to mention in this advertisement.

GUARANTEED—RECONDITIONED—READY TO OPERATE.

- |                                  |                |
|----------------------------------|----------------|
| Wurlitzer P 10                   | ..... \$ 69.50 |
| Wurlitzer P 12                   | ..... 84.50    |
| Wurlitzer 4 12                   | ..... 109.50   |
| Wurlitzer P 400                  | ..... 122.50   |
| Seeburg Symphonola, Model A      | ..... 84.50    |
| Seeburg Symphonola, Model A, Six | .....          |
| Proof                            | ..... 92.00    |
| Seeburg Symphonola, Model B      | ..... 100.00   |
| Seeburg Symphonola, Model C or D | ..... 115.00   |
| Selectophane De Luxe             | ..... 69.50    |
| Selectophane                     | ..... 35.00    |
| Rock-Ola 1056 Model              | ..... 89.50    |
| Mills Dance Master De Luxe       | ..... 64.50    |
| Mills Dance Master               | ..... 35.50    |
| Mills Troubadour                 | ..... 25.00    |

TERMS: One-Third Deposit with Order, Balance C. O. D.

Send for Our Latest Price List of Pin Games, Automatics, Slots, Booles, Etc.

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Globe	Price	Price in
		10 or More.
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3 "	3.50	2.80
5 "	5.00	4.00
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Write for Further Information, 1/3 Certified Dep., Bal. C.O.D. Cash With All Orders Less Than \$10.00.

RAKE COIN MACHINE COMPANY  
5412 Woodland Ave., Philadelphia, Pa.

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

## Rock-Ola Canadian Ops Get Together

TORONTO, March 5.—The P & H Coin Machine Company, Rock-Ola's Canadian distributor, entertained a group of Canadian operators here recently in its new quarters. George H. Pickett, well-known throught the territory as president of P & H Coin Machine Company, was an extremely busy man, according to reports, acting as host, demonstrating Rock-Ola's line of new machines and taking orders for the immediate shipment of phonographs and games. "It has actually been just a few months since P & H was appointed Canadian distributor for Rock-Ola," Pickett stated, "yet in that time our organization has so developed and increased business that it has become necessary to find larger quarters. We are now located at 128 Dundas street, West, in Toronto."

At the recent gathering the operators were shown about the spacious office, the new warehouse and the display rooms. I. P. Webb, Rock-Ola's vice-president in charge of phonograph sales, was able to attend this meeting, as he was en route to the first New York showing of



# Weekly MUSIC Notes

ports, that Canadian customers too are delighted with the new streamline design of the Monarch 20 and Windsor 20. "They like the slanting top because they can more easily watch the mechanism change records and more readily read the program selector," Webb said. "The new Borealis light-up grille is another popular feature with Canadians."

## Phono Ops' Assn. Elects Officers

READING, Pa., March 5.—Urgently feeling the need of co-operation and

got the organization off to a good start.

Election of officers was held and the following men were chosen to head the association: Harold D. Camp, president; Walter C. Yost, vice-president; Sol Hoffman, secretary and treasurer. Six operators, each of a different city, were picked to constitute the board of directors. They are: William J. Ember, of Lebanon; Merlin Haines, of Reading; R. M. Minimum, of Lewisburg; John J. Martin, of Berwick; Joseph Melnick, of Tower City, and Raymond C. Williams, of West Reading.

Upon taking office President Camp stated that since there is strength in union he hoped that all the operators in the territory would join the association. "For," as he put it, "the more operators we have in the association the more effective will be its work."

## Symphonolas Have Color and Light

CHICAGO, March 5.—It is color and light which play a big role in attracting people to places of amusement, and officials of the J. P. Seeburg Corporation report that it was with this in mind that they built color and light into their newest phonographs, the Concert Grande, the Regal and the Gem, in the form of complete cabinet illumination. "These two powerful merchandising forces are helping operators establish more locations and sell more music to patrons," they report. "The beauty of these machines attracts attention wherever they are placed."

"In addition to the eye appeal built into these instruments," officials continued, "the mechanical construction is as fine as was ever built into automatic phonographs. No details have been too small to be considered and none have been overlooked. It is because of this exacting care that the reproduction of the symphonolas is so true to life, so clear and mellow."

"It is this same careful construction, too," they concluded, "that is responsible for the fact that these instruments can be depended upon for a long, profitable,



GAY CROWD OF COIN MACHINE PEOPLE at Rock-Ola's preview of 1938 machines at Hotel New Yorker, New York, February 19 and 20.

Rock-Ola's 1938 sensations. He reported that at the Canadian meeting George Pickett made a remarkable impression upon the operators in demonstrating the new 1938 Rock-Ola phonographs. "The new drop-style 99 per cent slug-proof coin chute," Webb disclosed, "rejects the slugs in use in this territory just as efficiently as it does those used in the United States. In commenting on this feature, Pickett told me: 'It is a pleasure to find that the Rock-Ola engineers have created a new coin chute which will take not only American money but also Canadian money. Because, as you know, Canadian coins are considerably different than the American coins.'"

Operators to whom Webb talked at the Canadian meeting told him, he re-

ported the elimination of cutthroat competition, the up-State branch of the Eastern Pennsylvania Phonograph Operators' Association was definitely organized here in a meeting held last week.

Nineteen operators were present. Talk by Frank Hammond, of Philadelphia, together with an open-forum discussion of the problems confronting the industry,

## "Whistle While You Work" First Again in Sheet Music Sales

NEW YORK, March 5.—For the second consecutive week *Whistle While You Work* led all the rest of the pack in most sheet-music copies sold in every part of the country. This song should continue in sock popularity for another two weeks and remain a music machine favorite for another month or more.

*Thanks for the Memory* placed, and *There's a Gold Mine in the Sky* took show money. Both of these tunes are pretty solid with the public and the customers should continue to want to hear them on records for many weeks to come. As predicted three weeks ago, *Heigh Ho*, from *Snow White* and the *Seven Dwarfs*, is beginning to roll up strong popularity, especially in the East. It's a must for the phonographs.

*I Double Dare You* is in fifth spot. Is a strong, swingy song that should stay up there for weeks to come. Right behind it is *A Gypsy Told Me So*. The recording companies still have no records available of this tune.

*Sweet as a Song*, from the *Radio City Revels* soon to be released, made a big jump upward. Is very strong in the East. *Dipsy Doodle* continues to hold its popularity everywhere. So does *Moon of Manakora* and *Ten Pretty Girls*.

But *Rosalie* is definitely weakening. It can't stand the strain much longer. *You're a Sweetheart*, *You Took the Words Right Out of My Heart*; *Sad Along*, *Silvery Moon* and *Bel Mir Bist Du Schoen* dropped out of the picture this week, but *You're a Sweetheart* still shows some pulling power in the Mid-

western territory. New tunes to come up in the sheet-music list this week are the sensational Mexican waltz *Tiptin* and *One Song*, also from *Snow White*.

## Rock-Ola Exec Visits Eastern Distribs

CHICAGO, March 5.—In a swing from the Midwest to the Eastern seaboard, A. M. Weinand, of Rock-Ola's phonograph division, was able to observe at first hand the condition of business in the automatic phonograph field. En route to the first New York showing of Rock-Ola's new 1938 machines, he reports he stopped in Washington, D. C., and called upon Ira T. Byram, of Silent Sales Company. "Byram said that business was thriving extremely well in the nation's capital," Weinand stated. "He has disposed of his latest shipment of new 1938 Monarch 20s and put in another order including Windsor 20s. The Talkie Horoscope machine, now on location in various spots there, is receiving maximum attention from patrons."

Weinand also visited distribs in Baltimore, Philadelphia, Wilmington, Newark and New York. After talking with various key men in these territories his conclusion was that, while the play on phonographs was normal for January and early February, business in general was taking an upward turn. "In the various places that I stopped," he said, "I gathered that operators consider the prospect of future business in 1938 to be very bright. The men are enthusiastic over our new phonographs because the customers really enjoy the new features and are giving them a good play." While in New York City Weinand spent several days with the George Ponsler Company in New York, which recently became a distribution point for the Rock-Ola phonographs.

Upon returning to the Chicago factory, Weinand said: "We believe that it's good business to get out into the field once in a while. It gives us the other fellow's viewpoint and helps us co-operate that much more competently with everyone in the various phases of our business. Those with whom I talked led me to believe that our new phonographs are being very well received by the public all over the East."

## Music Ops Assn. Opens New Offices

NEW YORK, March 5.—Automatic Music Operators' Association of New York has opened new offices in the Park Building, 250 West 57th street, and has employed an office force and outside field men to carry on the necessary business of the association.

Secretary Al Bloom stated: "With the new office now operating smoothly and efficiently we can look forward to better operating conditions than ever existed before, as we are now in a position to actually do many of the things we have previously planned to do."

## Sheet-Music Leaders

(Week Ending March 5)

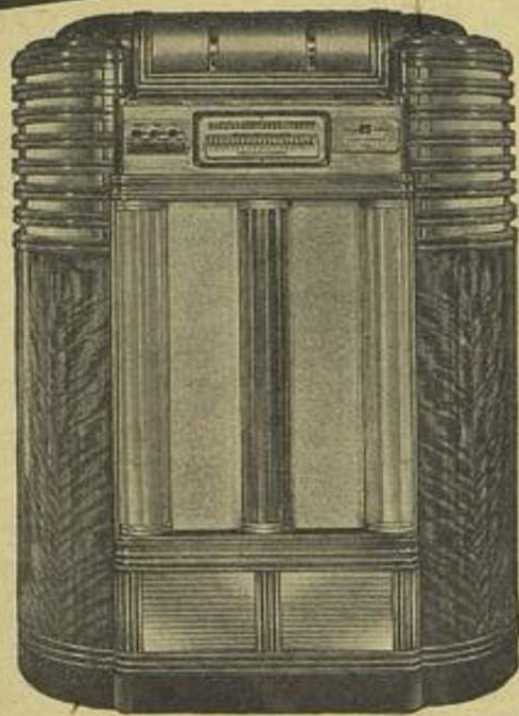
Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.;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

Position	Last Wk.	This Wk.
1	1.	Whistle While You Work
2	2.	Thanks for the Memory
3	3.	There's a Gold Mine in the Sky
4	4.	Heigh Ho
5	5.	I Double Dare You
6	6.	A Gypsy Told Me So
7	7.	Sweet as a Song
8	8.	Dipsy Doodle
9	9.	Goodnight, Angel
10	10.	Tiptin
11	11.	I Can Dream, Can't I?
12	12.	Moon of Manakora
13	13.	Ten Pretty Girls
14	14.	Rosalie
15	15.	One Song



GUESTS AT DINNER FOR WURLITZER ops at 1938 show. Front row (left to right): Bob Bleckman, Art Flake, William Corcoran, the two Mohr brothers. Standing (left to right): George Miller, Stanley Turner, G. E. Murdoch, E. T. Mape, C. Ballard, Bill Simmons, E. H. Petering and Vance Mape.

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**CONCERT GRAND "REGAL" GEM**

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Fine Musical Instruments Since 1902

**J. P. SEEBURG CORPORATION**  
1500 DAYTON STREET  
CHICAGO, ILLINOIS

## "Double Dare You" and "Thanks For Memory" Top Radio Faves

NEW YORK, March 5.—On the whole this week's tabulation of the songs that were played most over the air shows few important changes from last week. *I Double Dare You*, after drifting around in the first 10, finally batted into first place. Its position here was not based on publisher pressure, but is the result of genuine public popularity. Together with *Thanks for the Memory* (in fourth

place) and *Whistle While You Work* (in fifth), this is probably the most dependable money maker for the phonographs at the present time. Of course, don't forget *Dipsy Doodle* (in ninth slot), which has surprised everybody, including this department, by its continued popularity. It will probably be played less and less on the air during the next few weeks, but nevertheless it is a solid swing number that should have the customers paying nickels for it until the end of March at least.

As predicted, *Bei Mir Bist Du Schön* and *Mama, That Moon Is Here Again* dropped out completely from *The Billboard's* tabulation this week. Both of these tunes, however, are spotted in pictures that are going to be released soon, and when they hear Martha Raye sing *Mama, That Moon in The Big Broadcast of 1938* it should revive interest in the tune.

*Tipitín*, one of the best waltz tunes to appear recently, made a sensational spurt from 15th place to jump into fifth. It is a slow, sweet number that should do well in certain locations but poorly in others. Hasn't yet attained wide popularity.

In second place was *I Can Dream, Can't I?*, and in third was *Sweet as a Song*. *You're a Sweetheart* continued to hold on tightly, but we look for this song to sink sharply in the next week or two.

*It's Easier Said Than Done* rose from ninth to sixth. *The One I Love* rose from seventh to sixth. *More Than Ever* fell from fourth to seventh. *You're an Education* sprang from 12th to seventh, and *Goodnight, Sweet Dreams, Goodnight* rose from 10th to seventh. None of these five tunes seem to be particularly smash for the coin machines.

*Always and Always*, one of the smoothest romantic ballads to come up last month, went from 11th to 10th place. It should stay up there. *I See Your Face*

*Before Me* also rose from 10th to eighth place.

New tunes to show up this week were *I Simply Adore You*, *Old Apple Tree*, *In the Shade of the New Apple Tree*, *Romance in the Rain*, *At a Perfume Counter* and *Tonight We Love*.

The following songs dropped out of the running this week: *Bei Mir, Mama, That Moon*; *There's a Gold Mine in the Sky*; *You Took the Words Right Out of My Heart*; *True Confession*; *Nice Work if You Can Get It*; *I Live the Life I Love*; *Did an Angel Kiss You?*; *Ten Pretty Girls* and *Two Dreams Got Together*.

Following 10 tunes, it is estimated, most accurately reflect radio popularity:

1. *I Double Dare You*
2. *Thanks for the Memory*
3. *Whistle While You Work*
4. *Dipsy Doodle*
5. *Sweet as a Song*
6. *I Can Dream, Can't I?*
7. *Always and Always*
8. *It's Easier Said Than Done*
9. *More than Ever*
10. *Tipitín*.

## New Orleans

NEW ORLEANS, March 5.—Coin machine distributors are reporting increasing sales in phonographs thruout Louisiana, Mississippi and Alabama, while operations show signs of further increase as warmer weather brings more outdoors. As for New Orleans, it is estimated that over 125,000 out-of-town visitors joined the local colony to celebrate the biggest Mardi Gras in its 111 years' history. So great was the play at all meeting spots of the city that operators found themselves busy as bees servicing their routes. Every available

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Modernistic — heavily Chromium-Plated Frame. Three full-length genuine Lumiline Tubes. Lights in Beautiful Pastel Colors. Moonlight Blue, Emerald and Pink. Installed in 3 minutes. Increase your play from 30% to 200% at minimum cost.

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\$9 Wurlitzer Phonographs, Model 412. In first-class condition, mechanically and in appearance, \$99.50 each. One-third cash, balance sight draft attached bill of lading. MAMMOTH SALES CO., 509 17th St., Denver, Colo.

## GUARANTEED-READY TO OPERATE

All in A-1 Condition. A Real Bargain.  
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CENTRAL DISTRIBUTING CO.  
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WURLITZER PHONOGRAPH P12.5 79.50  
WURLITZER PHONOGRAPH 412... 104.50  
ROCK-OLA REGULAR No. 2... 72.50  
Above Prices on Lots of Five.  
Single Machine, \$5.00 Extra.  
1 Scientific X RAY POKER... 30.00

1 Wurlitzer SKEE-BALL, 14 Ft. .... \$ 35.00  
1 Kenney BOWLETTE, 14-Ft. .... 30.00  
1 Kenney BOWLETTE, 10-Ft. .... 30.00  
1 Game BANK ROLL, 13 Ft. 6 In. ... 30.00  
1 Ohio Coin ROLL-A-SHOOT, 9-Ft. ... 25.00  
Bowling Games \$7.00 Extra if Crated.

TERMS: One-Third Deposit With Order, Balance C. O. D.

CAPITOL COIN MACHINE EXCHANGE CONCORD, N. H.  
80 South Main Street.

piece of equipment in the city was out on location. All machines on location in downtown New Orleans set new highs for earnings during the week closing Tuesday.

There was plenty of excitement for the holidays around the Jerry Germents Novelty Company, Wurlitzer distributor. In the first place, Germents came back to New Orleans after several months' stay abroad and was glad to get back to the creole cooking and Mardi Gras. Joining him and the Germents company manager, Jules (Katie) Peres, for the carnival festivities were H. E. (Herb) Wedewen, credit manager of the Wurlitzer company; J. A. Darwin, Eastern district sales manager; F. A. Black, Pensacola's big music operator, and Mr. and Mrs. Maurice Hankin, Atlanta distributor.

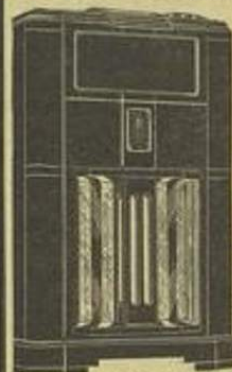
Credit Manager Wedewen of Wurlitzer stopped over in the city for a few days on a wide sweep thru the South. He finds operators very optimistic in this section of the country and particularly so in New Orleans. "Your Mardi Gras is a grand thing and I want to see it again some time," he told The Billboard correspondent. Mr. and Mrs. Hankins drove down from Atlanta in a brand-new La Salle sedan. All were guests of A. M. Mendez, territory factory representative for Wurlitzer. So hard did Mendez work to show all a good time that we find him today minus a good portion of a front upper tooth. We have sought in vain to find out where the lost portion has gone.

Mason Woodward, of the Ben Neuhauer Company, Thibodaux (La.) operator, came in town a day late for Mardi Gras and relented his mistake. However, he said that he had enjoyed a Mardi Gras in his home town the day before and wondered if it wasn't best that he did come too late.

Music operators visiting the city over the week-end were Joseph Bagusa, of Baton Rouge, who ordered out several new Rock-Ola phonographs, and E. L. (Tubby) Ewins, of Donaldsonville, also in to buy new equipment for spring.

Another latecomer for the Mardi Gras was Fisher Brown, of the company of the same name, Dallas. Brown and H. H. Horton, of Stelle & Horton, Houston, spent a short time in town con-

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ferring with Melvin Mallory, manager of the Louisiana Amusement Company, Louisiana branch of the Houston firm. All were optimistic over prospects for Rock-Ola's new Monarch phonograph with the streamlined top, borealis light-up grill and mechanism display.

R. N. McCormick, Southern sales manager for Decca records, returned in time for Mardi Gras after a successful business trip to Dallas, Memphis and Atlanta branch offices of the firm. Mac reports heavy demand for race and swing numbers from phonograph operators throughout the South.

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P-10 Wurlitzer Phonographs \$ 45.00 | P-400 Wurlitzer Phonographs \$135.00  
P-12 Wurlitzer Phonographs 80.00 | 716 Wurlitzer Phonographs 165.00  
312 Wurlitzer Phonographs 100.00 | 516 Wurlitzer Phonographs 175.00  
412 Wurlitzer Phonographs 100.00 | 616-A Wurlitzer Phonographs 210.00  
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All Orders Must Be Accompanied by at Least One-Third Deposit

**RAYNER SALES COMPANY**

3808 ROSS AVE., DALLAS, TEXAS

When Writing to Advertisers Mention The Billboard.

## Coinography

By The Coinographer



OTTO GLUTH

PORTRAIT OF A MAN who has spent more than half his life in the automatic music business—even more impressive, he's spent all those years with one firm, the Rudolph Wurlitzer Company. That's the record of Otto Gluth, young and enthusiastic at 48. He's been with Wurlitzer since 1912, which figures out to about 26 years.

Otto now is field instructor in Fred Babe's district of Southeastern United States—well liked by all Southern oper-

ators. At home in Atlanta, Ga., he sits at the head of the dinner table with three sons down one side, four daughters on the other and charming Mrs. Gluth (Nellie) at the other end.

Otto's favorite sport is baseball and his favorite hobbies are fishing and hunting. Says he doesn't have any pet likes, but our bet is that his grand family rates pretty high. What he thinks of Wurlitzer you can judge for yourself—he's been on the job since pre-war days and it's a cinch Otto's no pre-war business man.

### Present Status of Ops' Association

"To the Editor: We are interested in knowing about the trade associations in your field and as you no doubt are better acquainted with the general situation than anyone else I am taking the liberty of asking you about them.

"For one thing, we should like to know whether there were certain groups that folded up after the 'Ode Days,' and if so whether there is now—perhaps due to reports from Washington—a trend towards setting them up again. We should appreciate knowing about any such groups, including the names of officials of such groups.

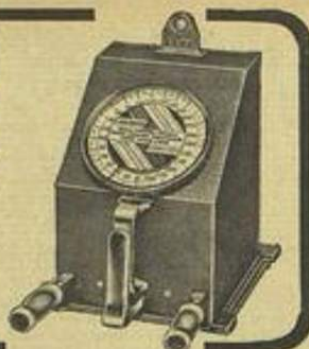
"We are likewise interested in the activities and status of established associations. Are these groups considering additional activities or changes in setup?—W. J. P., New York City."

# G-MAN GRIPPER

The Only 3-Way Gripper with Theft-Proof Lock and Improved Coin Head. All metal throughout. Orange Color — Crackle Finish Cabinet—Nickel Finish Handles. **\$16.75** TAX PAID F. O. B. Chicago. Stand—\$1.50 Extra. Legal everywhere

**GERBER & GLASS**

914 DIVERSEY PKWY. CHICAGO, ILLINOIS



## Ops Look for A Stimulant

See upturn with spring—market conditions are discussed by coinmen

NEW YORK, March 5.—Since this time of the year is usually the most profitable for most operators in this area, reduced collections in recent weeks are causing some operators to become discouraged. Optimists attribute the famine of nickels to the present recession and forecast that with the coming of warmer weather play will take a decided jump, since public thought is bound to be along more optimistic lines by then. Some say stimulation plans are needed, but due to legal restrictions little is being done along these lines.

New games now being featured here are expected to be the foundation of the upswing. With business at a low ebb, purchases of good used equipment have boomed. Sales of new games are low due to tightening of credit bonds on the part of most distributors. In general ops are retaining locations by switching games instead of by installing new equipment. Large outlays of money for new games seemingly are being withheld until conditions become crystallized.

Music sales are reported to have dropped, but that is undoubtedly due to the fact that phono collections, too, are below par. Drops so far, however, are not serious enough to cause a great deal of alarm. All things considered, the music machine business is still the most promising of the industry here at this time. Many men have definitely swung over to the vending field. Some, of course, are still using collections from vendors and phonos to finance their ventures in other fields.

Interest in novelty games continues. Ops want better games at lower prices to help meet present conditions. Most jobbers' showrooms are bare of used games. The older models are fast disappearing to foreign countries, while the newer games that are proven money makers are much in demand. For this reason, of course, trade-ins are bringing better prices than for many years.

Fewer trades are being made, too, since ops are making use of their old machines to retain many spots. In new equipment only the very latest is selling at anything near a normal pace.

A cross-section of coin machine opinion in this territory would reveal that most of the men think a radical change is necessary to restimulate the local market. Ops are hoping that some type of equipment will appear that will rekindle play interest. At the present time play continues, but not at the high pitch of former years when many spots were taking in record collections.

## Operators Praise Bally's Reserve

CHICAGO, March 5.—"What the boys think about Bally Reserve" is the theme of an advertising campaign now being released by the Bally Manufacturing Company, reports Jim Buckley, sales manager of the firm. "In gathering material for this campaign," Buckley stated, "we contacted hundreds of operators to get their reactions to this five-ball bumper novelty game.

"Their replies were very valuable to us," Buckley went on. "One operator stated that the real reason why Bally Reserve gets constant repeat play is that the minimum award is \$1 and the average player figures that in itself is worth plenty of play. Repeat play is practically guaranteed by the fact that every game comes so close to being a winner. The award keeps getting bigger and bigger just like Bank Night at the movies. The higher the reserve climbs the hotter the boys get."

"Another one stated in commenting on the all-or-nothing feature incorporated in the machine," Buckley continued, "that when the reserve gets up to the \$10 mark a player will stick with the machine for hours, just like the scramble for last sale on a salesboard. Quite a few of the men out on the firing line stated that Bally Reserve will open up territory, since the Bank Night idea means the machine can be run without any award card and because that same idea, with a locked award vault, eliminates frequent redeeming of many small awards, which so often attract unfavorable attention.

"Advantages to the location owner were emphasized in a number of comments," he concluded. "The coin-divider feature came in for much approval. With this feature the operator's share is always available. No matter how much is

paid out in awards the operator's share is always there. It's the old 'one for you and one for me' system that satisfies everyone. It also eliminates losses due to careless records and the merchant's cash is not tied up in awards. All in all," Buckley concluded, "these comments bear out for conviction that Bally Reserve is a game which wins the hearty approval of both operators and location owners alike."

## Holding Company For Game Patents

CHICAGO, March 5.—John A. Russell, prominent Chicago attorney, announced here recently that a holding company to control patents relating to the Blow Ball game manufactured by C. H. Kirk & Company had been formed.

"A holding company, represented by Clarence Threedy, an attorney, and myself has recently been organized to protect the original manufacturers of compressed-air amusement machines against infringements," Russell said. "This company has secured patents on the compressed-air principle which Blow Ball incorporates and design patents on the Blow Ball game as well. Further, it owns applications now pending for patents on other mechanical features of the Blow Ball principle. This company has granted licenses for the manufacture of compressed-air games to C. H. Kirk & Company, Bally Manufacturing Company and Western Equipment and Supply Company. This original principle will be protected as well as many new and novel ideas for replacement boards for the original game operating on this compressed air principle."

Continued Mr. Russell, "No other manufacturer has a right to manufacture any game involving this compressed-air principle without first making proper arrangements with the holding company as represented by Mr. Threedy and by me. If these patents and rights are violated this holding company will institute necessary and appropriate procedure to protect its rights. Further than this, there is the angle of unfair competition which is looked upon with disfavor by the present administration and the federal courts."

## Blow Ball Boards For Replacement

CHICAGO, March 5.—Declaring his purpose to enhance the value of the Blow Ball game to operators as much as possible, Claude Kirk, of C. H. Kirk & Company, announced that replacement boards for the playing field would be made available.

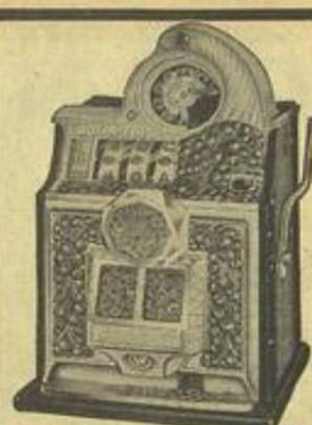
"These replacement boards will be offered only if we feel that they will prove highly profitable to operators of the games," Kirk stated. "These boards will be made in such a fashion that operators will be able to capitalize on the important seasonal sports such as baseball, football, basket ball and hockey, etc., and many other fresh-appealing ideas. These new replacement boards will be an excellent stimulant to revitalize and renew interest in amusement games and should increase the length of life of locations everywhere many times over. In addition to perpetuating the life of locations this new merchandising feature will undoubtedly help operators to obtain many new locations. And with these new replacement boards operators are assured of permanency in their original investment.

"We feel confident that this move will prove to be one of the strongest ever made in the coin machine industry. The entire organization is working not only for the present but for the future as well," Kirk declared.

## Invisible Numbers Used in Jar Deal

CHICAGO, March 5.—To produce what the makers call the "world's most thrilling jar game," the Climax Press here uses invisible number tickets in the 20-on-2 jars now being offered to the trade.

Many advantages are claimed for the feature of invisibility, according to officials of the firm. The tickets are fascinating to the players and especially encourage repeat play, it is stated. The idea is carried out by using pink and green tickets with the payout numbers printed in an invisible ink. The payout system gives awards on both colors separately and also on certain color



## DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built for 1c-5c-10c-25c Play Made Only By

**WATLING MFG. CO.**

4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1889—Tel. COLUMB 2770. Cable address "WATLINGITE," Chicago.

## 50

- WATLING TWIN JACK POTS, 1c Play, at... **\$12.50 each**
- 5 WATLING ROL-A-TOPS, used 3 weeks, 1c Plays... **32.50 each**
- 3 WATLING TWIN JACK POTS, Large Pots, like new, 1c Play... **18.00 each**
- 5 MILLS BONUS, 5c Plays, Floor Samples, with Milco Checks or Belts... **80.00 each**
- 2 MILLS CHERRY BELLS, 5c Plays... **50.00 each**
- 9 MILLS BLUE FRONTS, 1c Play, used 4 weeks, at... **40.00 each**
- 25 USED STEEL STANDS... **1.00 each**
- 12 MILLS Q. T. STANDS... **1.00 each**
- MILLS LOCKS AT 50c EACH.
- 1 MILLS FUTURITY, 5c Play... **32.50**

Send 1/3 Deposit With Order

## D. & S. SALES CO.

1005 Broadway Rockford, Illinois

## GOTTLIEB'S

### NEW 3 WAY

### DELUXE

### GRIP SCALE

★★★ NEW IMPROVED

### GIANT

### GRIP SCALE

Immediate Delivery  
Texas Distributors  
**NATIONAL SALES & DISTR. CO.**  
3100 San Jacinto St., DALLAS, TEX.



CONGRATULATIONS ARE EXCHANGED and everybody's happy on appointment of George Ponder as new Rock-Ola distributor in Greater New York. Leo Simons and Bert Lane express their satisfaction with broad smiles as Ponder and Jack Nelson, Rock-Ola vice-president and general sales manager, shake hands.

combinations. The combination of a pink and green ticket having the same payout number doubles the value of the award. When player draws a ticket it is dipped in water and the number slowly begins to appear. The secret ink is patented, officials state, and also protects against manipulation of any kind.

The jar may be had with an attractive display card which has 40 lower and 4 upper seals to add to the appeal of the jar on the counter.

## Next Evans Show In Los Angeles

CHICAGO, March 5.—H. C. Evans & Company plan of displaying their machines in many key cities of the country has been given a splendid reception by the trade, according to officials of the company. As a result the second of these special showings will take place shortly in Los Angeles at one of the principal hotels under the supervision of C. A. Hale. Officials report the purpose of the showings is to enable operators who were unable to attend the Chicago convention to see the new Evans machines first-hand.

"Hale," reports R. W. (Dick) Hood, president of the firm, "is formerly of the development division of the company at the Chicago plant. It was under his supervision that Hialeah Special, one of our most successful machines, was developed. He is now on the West Coast, where he reports the enthusiasm for the new Evans machines running so high that we have decided he will establish himself there as permanent factory branch representative.

"Among the machines to be displayed by Hale at our showing in Los Angeles will be Evans Profit-Sharing Phonograph, the By-a-Blade machine and the new 1938 model Galloping Dominoes and Hialeah Special. So much curiosity has been aroused by the performance of these new machines," Hood went on, "that we decided upon these special showings to give operators who could not attend the Chicago convention a chance to inspect them personally. By-a-Blade is proving to be the ace in the hole for many operators. This revolutionary idea is putting them back on their feet, back into real earnings again. Our Profit-Sharing Phonograph is scoring a direct hit and making operators highly optimistic with its extraordinary profits. The 1938 Galloping Dominoes, with the new silent-action mechanism, seven-coin head and many other exclusive features, is winning admiration everywhere. Besides these machines we are showing the new Evans Remote Pay-out Control, another feature whose possibilities the trade is just beginning to appreciate. We are endeavoring to make these special showings the most profitable occasions the operators have ever attended."

## Bingo Ball Gum Now in Jar Deal

NEW YORK, March 5.—The Bingo Ball Gum Manufacturing Corporation is introducing the Bingo Ball Gum Jar deal, an idea which operates much the same way as its Bingo ball gum in venders except that a jar instead of a vending machine is used. According to officials of the firm, the jar deal will be a boon to operators who do not wish to buy vending machines in order profit from Bingo ball gum.

Officials explain that the jar deal is completely filled with brightly colored ball gum wrapped in tinfoil, 600 balls of gum in all. The players pay 5 cents each game, which means an intake of \$30 for each jar. The awards amount

## LOOK! SACRIFICE CLEARANCE

PRICES EFFECTIVE MARCH 12TH, AND OFFERED SUBJECT TO PRIOR SALE.

PIN GAMES			
1 CHUCK A LETTE.....	\$ 47.50	1 EXHIBIT TOPS, F.S.....	\$ 45.00
2 MILLS MCCOY, Milco Check.....	27.50	1 SKI HI, F.S.....	42.50
2 FOTO FINISH.....	29.50	1 ROVER, Cash Model.....	40.00
4 TURF CHAMPS, Perfect.....	29.50	1 ROVER, Ticket Model.....	40.00
1 GOTTLIEB TRACK ODDS, F.S.....	80.00	1 POST TIME, Perfect.....	20.00
1 MILLS BIG RACE, F.S.....	150.00	1 PACIFIC STORMY, Like New.....	20.00
1 WORLD SERIES, Perfect.....	125.00	1 PHOTOMATIC, Perfect, used 90 days, cannot be sold from new.....	300.00

PHONOGRAPHS			
1 GABEL STREAMLINES.....	\$47.50	1 ROCK-OLA NIGHT CLUBS, perfect.....	\$75.00
2 GABEL MODERN MODELS.....	37.50	5 ROCK-OLA REGULAR MODELS, Perfect.....	\$7.50
2 SEEBURG SYMPHONOLA A.....	70.00		

The above machines are slightly used and like new, offered subject to prior sale. WANTED—100 Paces Races, Cash or Check Models, Light Cabinets. Will buy for cash or trade on Brand New Rockola Phonographs. Advise what you have, giving serial numbers, guaranteed condition and lowest price delivered in Richmond.

WILL TRADE Brand New Rock-Ola Phonograph for World Series. Advise us what you have and your lowest cash price and guaranteed condition. Write and ask us to put you on our mailing list. All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order.

**MOSELEY VENDING MACHINE EX. Inc.,** 80 BROAD ST., Richmond, Va.  
Day Phone 3-4511 Night Phone 5-5328

### Best Improvement of them JAR GAME INDUSTRY E-Z PICKIN' DISPLAY VENDOR

#### NOTICE OPERATORS

1. This is a Display Vendor Combining Beauty and Profitability Adding an Inestimable amount of Prestige to all Jar Games.
2. Eliminates the evil of constant theft and Cyp Artists. Saving Operators, weekly, many times over its original cost.
3. Insures Complete Mechanicalized Control over Jar Game, Increasing Jar Profit to the Highest Possible Maximum.
4. This Display Vendor may be used with any Type or Kind of Jar Game Products

#### See It Operate!

Ask

GAY



## TWO MODELS

### ELECTRICAL MODEL

Greater playing appeal. Incorporated novelty features that induce bigger profits and sensational repeat play. Precision built construction, light weight gauge steel, electrically welded and practically indestructible. Electric units highest standards, laboratory tested, guaranteed by manufacturer. Location tested and found to increase play 100% or better and to pay for itself in increased earnings on the first deal. Dresses up a display that rejuvenates and revives old locations to a new all time high. Takes the guess out of operating by insuring steady repeat play so highly necessary in the operating field. Locations demand the display vendor, for they want absolutely the last word in perfection and player appeal.

### MECHANICAL MODEL

A fitting companion is the non-electric display vendor which is equally as desirable where electric current is not available. This mechanical unit has the locking-lid feature that is so desirable. The alarm that warns the locations through use of a melodious bell tone, when the game is being played. Affords the same splendid display of the game, has the same dimensions and mechanical construction throughout as the all electric and has the same attractive finish of chrome and black. The mechanical features are fool-proof and practically indestructible. This unit will give years of trouble-proof satisfactory service at a minimum investment and a continuous stream of steady repeat and desirable profits.

### ELECTRICAL MODEL

Prices net (No discounts)

1 Sample.....	\$9.90 Each
Lots of 6.....	9.40 "
Lots of 12 or more.....	8.50 "

(Glass jars are included in complete vendors)

### MECHANICAL MODEL

Prices net (No discounts)

1 Sample.....	\$5.90 Each
Lots of 6.....	5.40 "
Lots of 12 or more.....	4.80 "

(Our special jar is necessary)

Specify on order if card holder is for large or small jack pot card. All orders for Vendors Shipped F. O. B. Our Factory.

TERMS—25% with order, balance C. O. D. All patented rights applied for.

Manufactured By

## GAY GAMES, Inc.

GUY E. NOEL, President

MUNCIE, INDIANA



# NEW! PLAY BALL!

\$18.00 Per Dozen

MR. OPERATOR:

Another Go Getter Hit! A season's ticket to the Ball Game! A sensational play appeal and money-maker. Just picture for yourself you taking out a 50 ticket and having a chance to receive \$25.00. Wouldn't you try? With all the people in the United States baseball minded there will be the greatest success in your operating experience. We have set the price on this deal to meet out-throat competition. We don't sell inferior merchandise, we guarantee what we sell. We originate, not imitate our jar deals. This Play Ball deal takes in \$42.00, the average pay-out is \$19.00, the average profit is \$23.00. Complete deal, \$13.00 per dozen; refills and cards, \$18.00 per dozen. Sample deal complete, \$3.00. Federal tax paid. Express prepaid on all orders in U. S. Order a sample and ask for jobbers' and distributors' prices.

**GO GETTER JAR CO.**  
P. O. Box 691 TYLER, TEX.

to about \$12. The new awards have been arranged for Bingo 5, 10, 20, 30 and Bingo buck. When the card is completed an award of \$1 is received.

The firm says that it has given considerable time to testing out this idea and finds it to be a great success. Players do not tire of the idea, they state, for as soon as they start the Bingo score card they continue to complete the word Bingo.

## Coin Machine Row Grows in St. Louis

ST. LOUIS, March 5.—The 1500 block of Market street is speedily developing into a buying center for coin-operated machines of all kinds, recent developments would indicate. One of the latest additions to the firms in this area is the opening of Ideal Sales, Inc., at 1516 Market street, having only recently completed an attractive and complete arrangement of display rooms.

Aside from the modern display of

games, phonographs and other coin machines, the firm also has an attractive display of salesboards.

The consolidation of Ideal Sales, Inc., and the premium department of the Ideal Novelty Company under the combined management of Carl P. Trippe and L. C. Wilcox, both men of many years of experience and fully conversant with the needs of operators, should attract to this new combination a greatly increased number of patrons.

It will be cheerful news to the patrons of this combination to know that Selma Clithero will be in charge of the new office and will greet visitors with that alluring smile that has made this little blond lady so popular with visiting as well as local operators.

## New Orleans

NEW ORLEANS, March 5.—Over the protest of counsel for O. D. Jennings & Company, of Chicago, Judge Wayne G. Borah, in Federal District Court here Wednesday, continued until Wednesday, March 9, application of company for an injunction to restrain the city of New Orleans, its mayor and police officials from seizing and destroying its slot machines, which the firm contends do not violate any State or federal law.

Last Saturday night witnessed the opening of the first big coin machine playland in suburban New Orleans. The New Orleans Novelty Company on this occasion began operation of its Bucktown sportland with eight pin games and eight slots under the management of Vincent Casertano. "We are getting some line business at the new spot," Louis Bousberg, head of the novelty company, reports. The firm also operates the Sport Center on St. Charles street, in the center of town.

Hank Friedburg has discontinued his Crescent Novelty Company in New Orleans and has entered the coin machine operating business at Houston. Friedburg's father, the late Max Friedburg, for several years operated the Fried Novelty Company in the Texas city.



EARL LIPCHIN, of Sam May & Company, Baltimore, and his dad "stand by" Keeney's Derby Champ.

# THE COIN CHUTE LEAGUE

AMUSEMENT • CONVENIENCE • EMPLOYMENT • CHARITY

Address THE COIN CHUTE LEAGUE, 404 Woods Building, Chicago, Ill.

### Important Report

It is really difficult to get reliable facts concerning employment and the causes of unemployment today. So many reports and opinions in the press are so heavily loaded with selfish or partisan propaganda that it is refreshing to find any source of information that may be considered fairly reliable.

The coin-operated machine industry, in its study of unemployment thru the COIN CHUTE LEAGUE, is interested in those facts that give the real conditions affecting employment.

The Public Affairs committee has recently issued a report on "The Question of Relief" which seems to try to get at the underlying reasons for so much unemployment.

"Official statistics show," says the report, "there are only three-fourths as many jobs in industry in 1936 as in 1920, altho the population increased 20 per cent in the interval."

That is going back far enough to get the discussion out of politics. More than four Presidential terms have passed since 1920. The committee report calls emphatic attention to something that keen observers of conditions have known since 1920—that jobs in industry have been getting fewer and fewer every year while the population is still increasing. This condition had gone on thru the '20s until at the peak of the 1929 boom "technological unemployment" was estimated generally at about 5,000,000.

As the report suggests, unless partisan politics and cutthroat competition are dropped in order to study the situation scientifically the bottom is about ready to drop out of American business and the country itself.

The understanding has grown in recent years that the steady decrease in the number of jobs to be had has been in the heavy industries. Until more definite information is available such a premise can be used as a working basis.

Any revival of the heavy industries will be a slow process. It seems reasonable then that encouragement must be given to smaller industries and newer enterprises. The coin-operated machine industry has grown to real commercial proportions since 1929 and deserves encouragement as a new manufacturing and service enterprise. The new industries and trades that have climbed to importance since the gloom of 1930 are not as many as the country could wish for. The voters even changed their moral scruples in that time and brought back beer and liquor to stimulate business.

The coin-operated machine industry is another business that would help the employment situation if a lot of legal restrictions were adjusted in keeping with the times.

### Manufacturers' Committee

The National Association of Manufacturers recently appointed a committee to determine whether industry is discriminating against hiring men above 40 years of age when filling jobs. The study will be conducted under the association's employment relations committee.

A women's organization in Chicago, using certain forms of petty gambling to aid charity, was informed upon inquiry to the corporation counsel that the statutes, the State constitution and the State Supreme Court in Illinois all say that a charitable group or club cannot use even the most trivial forms of lot-

teries or games of chance, even tho the proceeds may be given to charity.

### Opinions Differ

The inability of human beings to agree on anything constructive delays and obstructs many a good cause.

This fact is aptly shown by the failure of the Social Security advisory council to make any specific recommendations on improving old-age payments and other sections of the Social Security Act, altho the committee has been at work a year on the subject.

The advisory council is composed of representatives of employers, workers and the public, appointed to make recommendations to the federal government and to Congress. The discussions of this committee have resulted in an airing of differences of opinion, it seems, and the country will have to wait another year, while the more stable countries of Europe have had social security plans in operation for years. The chairman of the council dryly reports that "the answer to any one question involves conclusions of principle on several other questions."

The fact that a committee of prominent business men, labor leaders and civic leaders cannot agree on some definite plans for social security indicates how hard it often is for such industries as the coin-operated machine industry to gain reasonable and fair consideration in the light of present-day conditions.

It is a gracious human privilege to be able to differ with others in matters of opinion. But in such things as old-age pensions, health insurance, aid to the unemployed and similar problems people of average intelligence ought to be able to agree on a few plans of action.

Indications are that the coin-operated machine industry, thru such agencies as the COIN CHUTE LEAGUE, will have to do a lot of missionary work, engage in a lot of good-will publicity and generally promote a long-drawn-out program to secure a widespread public acceptance of its real contributions to employment and charity.

You and I are soaked thru and thru with prejudices, outworn ideas, partisanship and superstitions, so we can't blame the other fellow for being hard to convince.

### Profits in 1937

Here is some encouraging business news. The National City Bank of New York in its survey reports that the average net profits of 1,020 leading industrial and merchandising corporations increased 8.5 per cent above 1936. This increase in net profits was marked up for the year 1937 in spite of the sudden drop the last quarter of the year. It was during the last quarter that many of these corporations laid off employees in what is sometimes said to be one of the sharpest drops in employment in history.

## PIESEN again leads with 8 SPOT



At the Coin Machine Show we introduced something new in playing thrill which we styled "Magnetic Action". "8 SPOT" received instant acclaim to prove that our 20 years of experience in developing Skee Ball and other games means something to operators.

### 8 SPOT

is built to give operators real value and service, not to make quick sales with high pressure methods and cheap flash.

8 SPOT will be flattered by the appearance of similar games. Don't forget that months of costly trial and error made it possible for "8 SPOT" to give you a real money maker built to last.

Trade Mark Reg. Pats. Pend.

**SPECIFICATIONS**  
Length, 8' 6".  
Height, 6".  
Width, 22".  
Weight, 250 Lbs.

The balls are suspended in midair when rolled to touch a white spot.

Be sure and get the original  
Numbered spots are optional

Basic patents are pending  
Write for circular

## PIESEN MANUFACTURING CO., Inc.

2757 STILLWELL AVENUE CONEY ISLAND, N. Y.

## WE'RE FORCED TO RAISE PRICES ON APRIL 15

A SMALL DEPOSIT SENT NOW WILL BRING YOU SENSATIONAL IMPERIAL BILLIARD TABLE AT FORMER LOW PRICE

"The 'IMPERIAL' is Income Insurance for Operators"



WRITE US TODAY FOR FULL DETAILS!

### BIRMINGHAM VENDING CO.

2117 THIRD AVE., NORTH BIRMINGHAM, ALABAMA (PHONE: 3-5183)

### One Way Out

DETROIT, March 5.—The party where every guest is requested to bring his own refreshments has nothing on Joe Gentile's Early-Morning Frolic on CKLW. Gentile has been bothered with requests for favorite tunes which are beyond station's library resources. Result is, a broadcast request for people wishing such numbers played to send in their own records. And, believe it or not, they're doing just that, and Gentile is putting the discs on the air.



JOE OGBURN, of Southern Novelty Company, Valdosta, Ga., surveys Quinella, one of Western Equipment's latest.

## 3 Complete New JAR DEALS

All THREE for only \$888!

<b>GET A NATURAL</b>	2,280 Tickets @ 5c..... \$114.00
	Average Payout..... 71.00
	Average Profit..... \$ 43.00
<b>BANCO</b>	2,280 Tickets @ 5c..... \$114.00
	Average Payout..... 71.40
	Average Profit..... \$ 42.60
<b>HALF A HUNDRED</b>	2,280 Tickets @ 5c..... \$114.00
	Average Payout..... 71.30
	Average Profit..... \$ 42.70

Look at those profit charts. Add up your earnings. \$125 average profit possible. Many You're surely come face to face with 3 REAL MONEY MAKERS that give you a lot MORE for way less. It's a clean-up!

Send only \$1 with your order today. Pay balance on delivery.

You're Going to Buy These Deals Eventually—So Rush Your Order for Immediate Shipment NOW!

### WINNER SALES COMPANY

"Pick A Winner With Winner"

3307 Armitage Ave., Chicago, Ill.

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

**A WINNER  
IF THERE  
EVER WAS  
ONE!**

**BALLY'S  
NEW  
ROCKET**

PRICED RIGHT

AT ONLY **\$59<sup>50</sup>**

**5-BALL NOVELTY  
ACTION WITH BUMPER  
AND POCKET PLAY**

**IMMEDIATE DELIVERY  
GUARANTEED—RUSH  
YOUR ORDER TO...**

**JOHN A.  
FITZGIBBONS**

453 WEST 47th STREET  
NEW YORK CITY

362 MULBERRY ST.,  
NEWARK, N. J.

2178 AMSTERDAM AVE.,  
NEW YORK, N. Y.

## Used-Car Problem Is Matter for Public and Business Co-Operation

During the week of March 5 the nation will observe National Used Car Exchange Week, sponsored by the Automobile Manufacturers' Association, in an effort to break what is called the worst used car market jam in history and what is also breaking the back of the automobile industry.

The coin-operated machine industry will observe this move closely, not only because the industry uses a great many cars and trucks, but also because the used-machine problem comes to the coin machine trade just as it does to radio, automobile and other machine industries. There is always the possibility that one of these industries may develop an idea in the used-machine field that may be used in other trades.

There are some significant points in the hook-up for promoting a "National Used Car Week." One fact is that the used-car problem is so serious that such bitter competitors as Ford and General Motors are working together on this one problem. It is significant also that Edsel Ford is making the public statements for his firm. Henry himself is probably too steeped in the prejudices of the years and times that are now gone forever to take the initiative in such cooperative moves as the present.

There may be a good lesson for the American people in the above fact. It becomes increasingly apparent as general business runs into depression after depression that many of the controlling heads of large businesses (whose affairs affect the business of the entire nation) are men of years and times that are gone forever. They cling to prejudices and opinions of a past age for dear life. Business can never get itself out of a jam until a lot of the prejudices and ideas of the past are scrapped forever. United States Steel led the way not so many months ago in putting men at the head who could forget some of the prejudices of the past. This change is beginning to show itself in a few changes of policy.

It is highly probable that when the heads of General Motors and Ford give way to more progressive men, like Edsel Ford, that both firms will adapt their policies in many ways to present conditions. Both enterprises need to modernize their ideas of life as they have modernized their cars with each succeeding year. Maybe the present used-car jam will make the heads of such big corporations realize what is going on in the world.

Another interesting fact is that the manufacturers are leading the move to solve the used-car problem. They are putting \$1,250,000 into a lump sum for advertising, publicity, etc., to get the idea started. They are getting together to discuss the used-car problem. They are realizing that they must come to the rescue of their dealers or the new cars just won't move. The indication is that manufacturers of machinery will have to develop sales and production plans with more and more attention given to used machines as time goes on.

The continuance of "closed territory" in the amusement games field will apparently begin to lessen the quantity of used games in the country as time drags on. But there will always be a used-game problem as long as there is an

amusement games business. Recent happenings in England indicate rather that England will become less of a market for games, used or new, than had been hoped during the negotiations between the two governments for more liberal trade treaties. Whether the reaction in England will have its repercussions in Canada and tend to reduce trade between the U. S. and Canada waits to be seen. If foreign trade drops lower instead of growing larger the used-machine situation would always be a bigger problem in this country when the games business is at normal proportions.

The used-machine situation will appear in the phonograph business also. An official of a music operators' association submitted a plan which had been discussed in meeting, suggesting that phonograph manufacturers take up this problem and lend some help by offering trade-ins on new machines. This idea was considered too "hot" at the time to publish.

That the used-car problem can be tackled with enthusiasm is expressed by such financial publications as *Barron's Weekly*. Of the proposed campaign for "National Used Car Week," it says:

"The campaign being formally announced today will take on many of the aspects of the Liberty Loan drives. There will be proclamations by public officials, commendatory statements by industrial leaders, civic committees appointed to head up the drive in each locality. Co-operation of Chambers of Commerce, patriotic, civic and service groups will be enlisted for active duties. There will be downtown street parades with brass bands and long processions of late model used cars, exhibitions of used cars on blocked-off streets in downtown areas. There will be literally millions of words of news appearing in the newspapers on National Used Car Exchange Week, and all in all the campaign promises to mark a new high for intensive promotional effort."

The coin-operated machine industry should give its support to such a movement, knowing what it means to the country in general. Let's hope that soon the newspapers, business men and organizations that help boost the used-car business will also realize that fairer consideration for the coin machine industry will also help employment and help many lines of business, like lumber, electrical parts, etc.

## Bally's Racer Is Legal, Says Moloney

CHICAGO, March 5.—"No closed territory on this one," declared Ray Moloney, president of Bally Manufacturing Company, as he announced the release of the Bally's Racer amusement game.

"It is not possible to devise any award system for the Bally's Racer machine," Moloney stated, "and therefore the game is 100 per cent legal everywhere. Bally's Racer has all the breath-taking suspense, action and thrills of a race game but is designed for competitive play only. For flash, color and eye appeal the machine is equal to the most

## NEW Sparks Ball Gum Vender with Automatic Token Payout



Inspect this marvelous new Sparks machine at your nearest jobber. Positive Token payout first one to ten packs on winning combinations; eliminates all controversies with Locations; gives you full profits you are entitled to.

Large size Reels, rugged mechanism which is removable from cabinet. 300 Ball capacity Gum Vender.

Nickel Model has Cigarette, Beer or Honey Raisin Reels. Jacket optional for \$2.00 additional.

Penny play in Cigarette Style only.

SPARKS IS MASTERBUILT BY

**GROETCHEN TOOL COMPANY**  
130 N. Union Street, Chicago, Ill.

## THE ONLY DEAL OF THIS KIND IN THE EAST



**BRINGS \$7.00—Costs You \$3.50**

Every Player becomes a Fight Fan. Locations are unlimited—legal everywhere. The Ombudsman's Flash and Color makes it a real Attention Getter that puts the play. The Player gets a real 100-70 NAMES 70 PRIZES VALUES UP TO \$1.00. At 10c a Ball, the Cabinet brings in \$7.50. Last name pulled receives a Very Special Prize.

**FREE**  
1 World's Champ with every order of 10 (single shipment)  
Remit 25% Deposit — Balance C. O. D.  
**JEDRO** 134 W. 32nd St.,  
Company New York City.



CANADIAN OPERATORS HAIL Ecan's By-a-Blade Previous held at Paul Novelty Company, Montreal.

elaborate console. With earning power proved by location test to be equal to many hit novelty games, the game produces an exceptionally high net to the operator, as the total collection is all profit, not a penny deducted for awards.

"The novel play idea attracts crowds wherever it has been placed on location," Moloney went on. "When the coin is deposited a flashy red and blue spinner decides which player gets the ball first; thereafter the balls are automatically delivered to each player in turn, first to the 'red' player, then to the 'blue' player. As each player receives the ball he flips it into scoring pockets by snapping a new-style easy-grip Skilliver, thus advancing the race light toward the finish line. Game ends when first player arrives at finish line. Certain sections of the race-light track are marked 'danger zone,' and when one player is in the 'danger zone' he may be pushed back to the starting position if opponent lands a ball in the 1,000 pocket. The danger zone has proved on test to be one of the most exciting thrill features ever developed in the coin machine field," he concluded.



### Counter Games

Sacrifice Cleanout Sale

Guaranteed—Ready to Operate.

1 ALWIN (Jackpot) .....	\$ 6.00
1 ARMY GAME "21" .....	3.50
2 BABY JACKS (Field's) 2 Jacks) .....	3.00
1 BALLY BABY .....	8.50
2 BELL SLIDE .....	10.00
2 BLOK JACK .....	3.50
1 BLUEBIRD PURITAN VENDOR .....	2.00
5 BLUEBIRD DICE VENDOR .....	2.00
1 BLUEBIRD DICE (No Vendor) .....	1.50
1 BALLY COUNTER GAME (Poker) .....	2.50
1 CATTLE PURITAN (Cig. Reels) .....	3.00
2 CLUB HOUSE (Divider) (Poker) .....	5.00
1 CERTX VENDOR (25c) .....	7.50
2 DARBY (Raca Horse Auto) .....	12.50
3 DIXIE DOMINOES .....	7.50
3 FIVE JACKS (Field's) .....	7.50
1 FIVE JACKS (ABT) .....	3.50
1 FOUR JACKS (Rockets) 1c) .....	3.00
4 FLYING COLORS .....	2.50
2 GEM GIGARETTE (Divider) .....	8.00
7 GOLD & DRAW .....	4.50
1 HIGH TENSION .....	2.50
2 HIT ME (Jackpot) .....	3.50
1 HALF MILL .....	2.50
10 JENNINGS GIGARETTE (1c) .....	4.50
3 LATEX VENDOR (10c) .....	7.50
1 LEAP FROG .....	3.00
1 LINE UP .....	2.00
1 MERCHANTMAN (Jennings) (5c) .....	3.50
2 MILLS BLACK JACK (1c) .....	3.50
1 MYSTERIOUS EYE (Raca Dice) .....	10.00
1 MAJOR SERIES (1c) .....	2.50
2 NUGGET (5c) .....	7.50
2 LARKS .....	2.00
2 OFFICIAL SWEEPSTAKES .....	3.50
5 PAMCO TRY-IT .....	2.00
3 PEE WEE (Dice) .....	2.00
3 PENNY PACE .....	10.00
3 PENNY SMOKE .....	6.50
4 PENNY ANTE .....	2.50
5 PUNCHETTE .....	3.50
2 PURITAN NUMBER REELS .....	5.00
5 PURITAN .....	5.00
10 PURITAN BABY BELL (Jackpot) .....	6.00
21 RACES (Dial) .....	2.50
7 RADIO WIZARD (Poker) .....	2.50
2 REEL SPOT .....	12.00
8 REEL RACES (Western) .....	2.50
8 REEL "21" .....	4.50
8 REEL DICE .....	3.00
2 RHYTHMIC .....	2.50
2 ROTOMATIC .....	2.50
3 SANDY'S HORSES .....	4.50
1 SKIPPER .....	2.50
2 SPARK PLUG .....	8.50
1 SWEET SALV .....	3.50
2 TAVERN (1c Beer) .....	6.50
1 STEEPCHASE .....	2.50
3 TIT TAT TOE .....	3.00
10 TICKETS .....	3.50
1 TURF FLASH .....	2.50
3 WAGON WHEEL .....	6.00
1 WHIRLWIND .....	4.00
1 XID ZAG TARGET (1c) (5 c. P.) .....	5.00

1/3 Deposit, Balance C. O. D. Cable Address: "Ideals." Phone: Garfield 0072.

IDEAL NOVELTY CO. 100 HANCOCK ST. CHICAGO, ILL.

### Gottlieb Presents De Luxe Grip Scale

CHICAGO, March 5.—The popularity of grip machines is increasing by leaps and bounds, according to D. Gottlieb & Company. In addition to their Giant Grip Scale, which was introduced at the Chicago convention, they have just released a new three-way strength tester called De Luxe Grip Scale. This new machine tests grips, push and pull, according to reports.

"Our De Luxe Grip Scale was developed in response to the insistence of operators, who demanded this machine in addition to the Giant Grip Scale," said Dave Gottlieb. "De Luxe Grip Scale is a tough, rugged machine, built to withstand any abuse it is likely to get without falling. It is mechanically perfect and free from bugs. Our company has had 10 years of experience back of it in building grip scales and really knows how. A number of new, unusual features are included in the new machine, particularly the new button indicator control to make competitive play possible. The De Luxe Grip Scale is finished in brilliant duco, with full chrome trim, including all chrome handles thruout. It may be used as a counter machine or on its own stand. Either way it occupies small space, takes only a small investment, but it is surprising what profits can be made with one of these machines. Because of its legality it may be operated even where ordinary games are prohibited."

The company reports an unusual rush of business with all hands busy and wheels a-whirr. Besides the two grip machines, Slugger, their low-priced five-ball baseball novelty, is reported in heavy demand, and considerable work is also being done on a new five-ball novelty game to be released soon called Globe Trotter, it was stated.

### Montreal Sees Evans' By-a-Blade

MONTREAL, March 5.—Thursday, February 17, was official By-a-Blade night at Paul Novelty Corporation, Evans distributor for the province of Quebec. A large group of Canadian operators from all parts of the province eagerly responded to the invitations, gathered at the company's salesrooms and witnessed the first appearance in Montreal of the mystery By-a-Blade machine about which they had heard so much, it is reported.

"The unvelling honors went to the two oldest coin machine men present, L. Dohan, of Levis, Quebec, and Moe Fine of the Roxy Specialty Corporation, of Montreal," stated Paul officials. "As the details of the operation of By-a-Blade were demonstrated the guests broke into applause. After the showing a general discussion of conditions prevailing in the industry was held. Buffet supper and other refreshments were served and the usual good humor of any gathering of coin machine men was in evidence. At the close of the evening the guests agreed that the intimate get-together proved opportune for a general good time and that the preview of By-a-Blade would be the dawn of a new era in the coin machine industry."



WALTER GUMMERSHEIMER, general sales manager of Popmatic Manufacturing Company.

# VOGUE

# VOGUE

# VOGUE

## STONER Corp

AURORA, ILL.

<p><b>USED NOVELTY GAMES</b></p> <p>Boo Moo... \$10.00 Stoner Races... 23.50 Bally Spring... 10.00 Chicago Derby... 12.00 Daytona... 10.00</p>	<p><b>Eastern Distributors</b></p> <p>STONER'S <b>SKILL DERBY</b></p> <p>Outboard... \$10.00 Mercury... 22.50 Power Play... 27.50 Turf King... 35.00 Cross Line... 10.00 Roll Over... 9.00</p>
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WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES

**D. ROBBINS & CO. 1141-5 DEKALB AVE. BROOKLYN, N.Y.**

2 in 1 Vendor for Nuts, Candies, Ball Game, Etc.

1c-15c-20c Cigarette Vendors.

3 JAR DEALS COMPLETE FOR \$10.00

To acquaint you better with the outstanding Jar Deals we are manufacturing, we offer you an assortment of 3 Jar Deals complete—one as pictured and 2 others similar; all are 25c Jackpots and beautiful Jackpot Cards for Card Holders and Jars included.

1/2 Deposit or Express or Postal Money Order, Balance C. O. D.

NEW AND RED HOT. BUY Pick-a-Pack to Operate Jar Deal and Pick-a-Pack of Fred's. Illustrated literature and prices furnished for the asking.

**LOUISVILLE NOVELTY MFG. CO.**  
330 E. Breckenridge St., Louisville, Ky.

### Allberg Pushing Mikro-Kall-It

NEW YORK, March 5.—Bill Allberg reports that he is hustling thru up-State New York territory these days promoting sales of the Mikro-Kall-It voice-action counter game. Allberg is connected with the Brooklyn Amusement Machine Company, which is reported to have distribution for the game in metropolitan area of New York. Bill is understood to be representing Mikro-Kall-It, Inc., direct on his present trip to introduce the machine to coinmen in the up-State territory.

"The novel play action of this game and the variety of dice games that can be played with it are meeting with fine response," Allberg declares. "The way ops in this up-State territory are taking to this game to date is a sure sign that this region will prove unusually profitable for its operation."

## SENSATIONAL LOW PRICE

on the

### \$15.00 NATIONALLY ADVERTISED

## PACKARD

Lifetime **LEKTRO-SHAVER**

Salescard Operators  
Agents-Distributors  
**MAKE BIG MONEY BY GIVING AWAY THIS SHAVER FREE!**

Work **PACKARD** Thru 1938 and **CLEAN UP.**

WRITE For LATEST PRICE LIST and For FREE Sample Salescard and Circular

**LLOYD'S DISTRIBUTING CO., 521 FIFTH AVE., NEW YORK**

## LUCKY PURSE DEAL

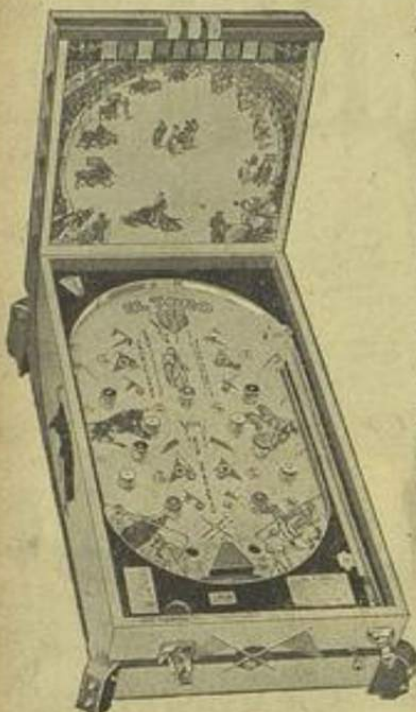
POCKET BIG PROFITS WITH 1937'S BIGGEST HIT.

A 1,200-hole board with six genuine leather hand-laced purses containing coupons ranging from \$1.00 to \$5.00. Deal awards, cigarette and soap prizes out approximately \$30.00.

Sample \$3.75; Lots of 10 or More, \$3.50. Deposit required on all orders.

**H. G. PAYNE COMPANY**  
312-314 BROADWAY, NASHVILLE, TENN.

# To-day's Most Successful Money Makers



REGARDLESS OF PRICE—THE BEST NOVELTY TABLE YOUR MONEY CAN BUY

**79<sup>50</sup>**  
FOB  
CHGO

ORDER TO-DAY!  
DON'T DELAY

## EL TORO

The dazzling beauty of "EL TORO"—the new action on the immense 22½" backboard actually depicting a real bull fight in moving pictures . . . creates a sensation.

All the romance, the pageantry—the color, the brilliance and the gaiety that attends real Bull Fights has been made a true part of "EL TORO". For interest, amusement . . . for a nickel's worth of fun . . . nothing can equal EL TORO.

High Scores—Skill Shots . . . New Outball return arrangement . . . shots that score 500—some that score 200—300—400—SOME THAT SCORE 1400 AT ONE TIME. EL TORO is not just a Bump Bump game . . . Get EL TORO now—it's just the game you need—just the game the industry needs to stimulate public good will . . . just the game locations are demanding everywhere.

## HI-BALL

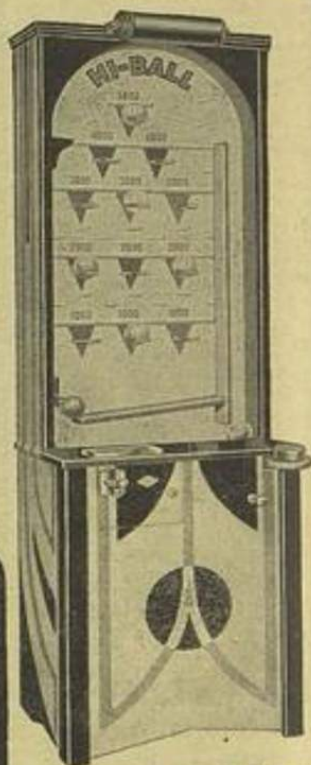
100% LEGAL

The greatest skill amusement game of them all. Proven the most powerful location attraction and fast money maker everywhere. A great welcome to many closed territories.

"Hi-Ball" is big and impressive. 7 ft. tall and 26" wide, built with all the suspense and fast action of a pin table to give you the smartest location thriller of today.

Requires only 26 x 20" of floor space. Nothing else like it. No competition. No service worries. No batteries. No motors. No intricate mechanism.

It is 100% legal. Appeal is based on skill. No awards necessary in strict territories. Award set-up furnished for other location requirements. Offers bigger opportunities to operators in old territories than ever before. ACT NOW—get back to the big collection days again with "HI-BALL."



LOWEST PRICE  
SKILL  
AMUSEMENT  
MACHINE **99<sup>50</sup>**  
FOB  
CHGO

Order from Your  
Distributor, or Write

FOR YOUR COUNTER SPOTS

100% LEGAL

3 MODELS "LOVE METER"  
"PERSONALITY INDICATOR"  
"DISPOSITION REGISTER"



"LOVE METER"

THE LIVEST AND SMARTEST MONEY GETTERS EVER PRODUCED FOR COUNTERS ANYWHERE. NEW, NOVEL and ORIGINAL. No Electric Shocking—No Grip testing—No Current "Plug-in" necessary. Three Models. Three Different Play Attractions. Joy and Fun is the big come-on that pours pennies in them. DON'T DELAY—ORDER TO-DAY. **29<sup>50</sup>**  
FOB  
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EXHIBIT SUPPLY CO. - 4222 W. LAKE ST. - CHICAGO

## Club Women Get Lecture

Learn it's demoralizing to have games of chance for charity

CHICAGO, March 5.—A women's charitable club rubbed up against the anti-gambling statutes, State Supreme Court opinion and the State constitution this week to learn just how iron-clad such things were fixed in the years

gone by. Moreover, in that time the State Supreme Court in one of its decisions on certain forms of trivial gambling had on record some information about how degrading petty gambling can be for ladies who try to do something for charity.

They found out that bunco games, even when the purpose is charitable and the prizes trivial, cannot be permitted because of the gambling laws, according to a ruling of the corporation counsel's office. In legal terms, the club had "maintained and conducted lotteries and other species of gambling."

Lotteries are not only prohibited by statute but by the State constitution, and the fact that stakes are trivial and the value of the prizes slight "does not lessen the evil," in the opinion of the State Supreme Court as cited in the following opinion:

"Like any other species of gambling, lotteries have a pernicious influence upon the character of all engaged in them. This influence may not be so direct and the immediate consequences so disastrous as in some kinds of gambling which rouse the violent passions and stake the gambler's whole fortune

on the throw of a die. The temptations, however, are thrown in the way of a larger number and a better class. The evil may spread more widely and affect more deeply. . . . The law does not manifest sympathy but dispenses even-handed justice. Enthroned in its majesty, it smiles and frowns on all alike. Submission to its authority is incumbent upon all."

## Newspaper Lauds Ed Ross' Firm

BALTIMORE, March 5.—Oriole Coin Machine Company, of which Ed Ross is head, received quite a boost in a recent issue of *The Baltimore News Post*. Under the heading of "Oriole Building Is Vending Mart," the story ran: "One of the most important assets in Baltimore's diversified business life is the Oriole Building, 100 block Mount Royal avenue, home of the Oriole Coin Machine Corporation, the largest such establishment in the world."

"This coin machine headquarters is equipped with vending machines of all kinds and a comprehensive stock of their accessories. These coin-controlled automations include weighing machines and devices selling nuts, newspapers, amusement, railroad tickets, stamps, beverages, phonograph recordings, bird seed, flowers, food and cigarets."



ROULETTE TO MANILA. Left to right: George Jenkins; Harold Rowell, of National Carloading, who handled the shipment to the Philippines; George Moloney and Ed Gaylord.

The ONLY 3 in 1 GRIP TESTER



3 WAYS TO TEST GRIP.  
EACH WAY ANOTHER PENNY.  
Greater Income for Operators.  
Legal Everywhere.

**\$19.50** Tax Paid **Stand \$2.50**  
HERCULES GRIP MACHINE CO.  
412 So. Market St., Chicago, Ill.

LOOK

IN THE WHOLESALE  
MERCHANDISE SECTION

for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

**CONSOLES**

- Paces Races (Serial 3800) . \$119.50
- Rays Track . . . . . 79.50
- Bally Belts . . . . . 79.50
- Bally Favorite . . . . . 79.50
- African Golf . . . . . 69.50
- Evans Bangtail . . . . . 124.50

**ONE BALLS**

- Classes . . . . . \$ 24.50
- Caroms . . . . . 24.50
- Golden Wheel . . . . . 27.50
- Foto Finish . . . . . 29.50
- Racing Forms . . . . . 34.50
- Breakneck . . . . . 39.50
- Arlington . . . . . 47.50
- Mills Clocker . . . . . 45.00

**SLOTS**

- 33 Paces Comets D. J., 25c play, used only 3 weeks. \$39.50
- 26 War Eagles, 10c play, S.J., Serial over 400,000. . . . . 34.50
- 500 Mills, Wurlitzer, Rockola Phonographs — Write for prices.
- 100 A. B. T. Targets. . . . . 24.50
- 200 Stewart McGuire Cigarette Machines, 7 Column Deluxe . . . . . 54.50
- 5 Seeburg Rayolites. . . . . 195.00

1/3 Deposit With Order, Balance C. O. D.

**GERBER & GLASS**

914 Diversey Parkway, Chicago, Illinois

NOT A WATER GAME NOT A TICKET DEAL  
**PENNY SKILLO**  
MEANS DOLLARS IN MERCHANTS' TILL



Pat. Pend. Size 7x7  
**AMERICAN SALES COMPANY**  
292 East 15th Street, Kansas City, Mo.

**OUT OF ORDER**

SIGNS APPEAR FEWER TIMES ON YOUR MACHINES WHEN THEY HAVE BEEN "PRE-CONDITIONED" BY ORIOLE.

**ORIOLE**

COIN MACHINE CORP.  
ORIOLE BLDG., BALTIMORE, MD.

— ALSO AT —  
WASHINGTON — PITTSBURGH — BUFFALO

**British Show A Success**

66 exhibitors show at exhibition—much American made equipment

LONDON, March 5.—The British coin machine show, officially known as the Amusement Trades Exhibition, was held here from February 14 to 17, inclusive, at the Royal Horticultural Hall in Westminster. The name of the show was changed this year from the Coin-Operated Machine Exhibition, since Amusement Caterers and Allied Trades' Exhibition was held in conjunction with the show of the coinmen. Individually this was the fourth annual show for the coin group and the third for the amusement men. Edward Graves, coin machine editor of *The World's Fair*, British trade paper of the amusement industry, was in charge of the show.

Lord Strabolgi officially opened the exhibition at noon on Monday (14) in the presence of the exhibitors and patrons of the show. In a happily worded speech his Lordship complimented the united efforts of the Amusement Caterers' Association and the British Automatic Machine Operators' Society in bringing the exhibitions of both groups under one roof and control. The exhibition was thrice the size of last year, and the hall was a much better one than others occupied in former years. Strabolgi congratulated Graves upon the way he had organized the exhibition and remarked upon the growth of the amusement industry.

Over 66 exhibitors had booths at the exhibition. The some of these were made up of firms exhibiting prize merchandise and ride and other amusement equipment, the majority of booths were made up of exhibits of a coin machine nature. Several distributors had equipment on hand similar to that shown at the American convention held recently in Chicago. "Tru-Shot's" Bang-a-Deer created a lot of attention, and the exhibitors held a shooting tournament during the show. Genco's Double Track came in for its share of praise, as did the latest equipment of Mills Novelty Company, Stoner Corporation, Bally, Wurlitzer, Watling, Exhibit, Gottlieb, Western Equipment and other well-known American firms.

Throng jammed the exhibit hall from morning to night and showed great interest in the equipment on display. Exhibitors stated they were well pleased with business done at the show. Rene Godin headed a delegation of members of the French coin machine trade which stayed in London for the two days. Other visitors came from all parts of Europe, German, Italian, Spanish and French interpreters were kept constantly on the job. Some exhibitors, in fact, kept interpreters right in their booths.

All was not business, however. On Tuesday evening the ninth annual Ladies' Festival of BAMOS took place at the Dorchester Hotel, Park Lane. Attendance exceeded 250 and everyone made merry until 2 a.m. Phil Sheffras presided as chairman. Due to the death of his elder son, President W. H. Wilcott was unable to attend and George Booth served in his place. Ernest Rutherford and his orchestra provided music for the guests, and Eric Ross presented his *Dazzles of 1938* for the floor show.

**Hurviches Reveal Coming Price Rise**

BIRMINGHAM, Ala., March 5.—On April 15 the price of the Imperial coin-operated Billiard Table will rise, according to an announcement this week by Max and Harry Hurvich, of the Birmingham Vending Company. Until that time, however, the men report that all orders received will be shipped at current prices.

"We are announcing this coming price rise so far ahead of time," stated Harry Hurvich, "so as to give those men who are contemplating purchasing Imperials a chance to buy at current prices. By placing their deposits with us now they can save some money. The rising cost of labor and raw materials has made this price rise imperative. We have held off as long as we could, but we are now

**IMPORTANT NOTICE!**



From time to time replacement boards changing the appeal of Kirk's BLOW BALL entirely will be made available to operators at low cost. Thus, Kirk's BLOW BALL operators are assured of the permanency of their investment. Kirk's BLOW BALL is not just a few months' proposition, but a year in and year out profit maker. Smart operators will immediately recognize the importance of this announcement.

**BLOW BALL**

**IMMEDIATE DELIVERY**

\$197.50

Tax Paid F. O. B. Chicago.

Order Kirk's BLOW BALL through your nearest factory representative or direct... now in its second thousand—it must be good.

**C-R-KIRK & CO.** 2626 W. WASHINGTON BLVD. CHICAGO, ILLINOIS

forced with the alternative of using cheap materials and unskilled labor or raising the price. Since we will never follow the former course, the latter is our only way out.

"Only skilled labor is used to make Imperials," he went on, "and since most of these men are unionized, we must meet their new price scale. Conditions are similar in the raw materials field. Since we refuse to cheapen our product by using inferior materials, costs have gone up. We want the Imperials to last for years and years, and this requires both skilled craftsmanship and the best of raw materials. To remain faithful to that creed prices must rise on April 15. With this five-week warning, however, ops who are in the market right now can save money by placing their deposits with us now before April 15 and getting their Imperials at present prices."

**How Outcorn Laws Clutter Up Books**

NEWARK, N. J., March 5.—WPA workers on a project here have been checking over the long list of city ordinances passed thru the years and trying to bring some system out of the mass of laws that have accumulated and been forgotten.

An interesting revelation is the number of "best citizens" who are continually breaking city ordinances passed years ago when standards of public morals were different.

It has been discovered that neighbors who sit down to their Sunday game of bridge are violating a city law. The store that sells candy on Sunday or the restaurant that serves oysters on Sunday is also breaking a law. Playing cards, selling candy or cigars, quarreling and driving cattle thru the streets on Sunday are all violations of the law. A survey during 10 months has dis-

**WANTED**

**ROCK-OLA WORLD SERIES**  
Advise Serial Numbers and Condition.

Will Pay Spot Cash or Trade Games

**BARGAINS**

**PAYOUT TABLES**

Flicker . . . \$17.50	Electric Eye. \$19.50
Preview . . . 19.50	Tycoon . . . 16.50
Winner . . . 24.50	Clocker . . . 52.00
College F. B. . 32.50	Padded . . . 23.30
Classic . . . 29.50	Seat Lite . . . 27.50
Carom . . . 22.50	Derby Day . . . 37.50
Golden Wheel. 37.50	Big Richard. 12.50
Bill Roll . . . 13.50	Sky High . . . 7.50
Golden Harvest. 6.50	Jumbo . . . 9.50
Pamco Parlay 10.50	Rambler . . . 7.50
Stop & Go . . 15.50	Hit & Run . . 29.50

**SLOTS**

Watling Rotolops . . . . . \$37.50	
Jennings Chiefs . . . . . 37.50	
Pace Comets (Like New) . . . . . 35.50	
Mills Futurity . . . . . 37.50	
Six Stands (2,000 Lbs. Weight Cap.) . . . . . \$29.50	
Rays Track . . \$89.50	Bally Roll . . \$40.00
Rowletize . . . 50.00	Rotolopses . . 45.00
See Bally . . . 79.00	Markston HJ . 39.00
Jungle Dodge Riffs . . . . . \$29.50	

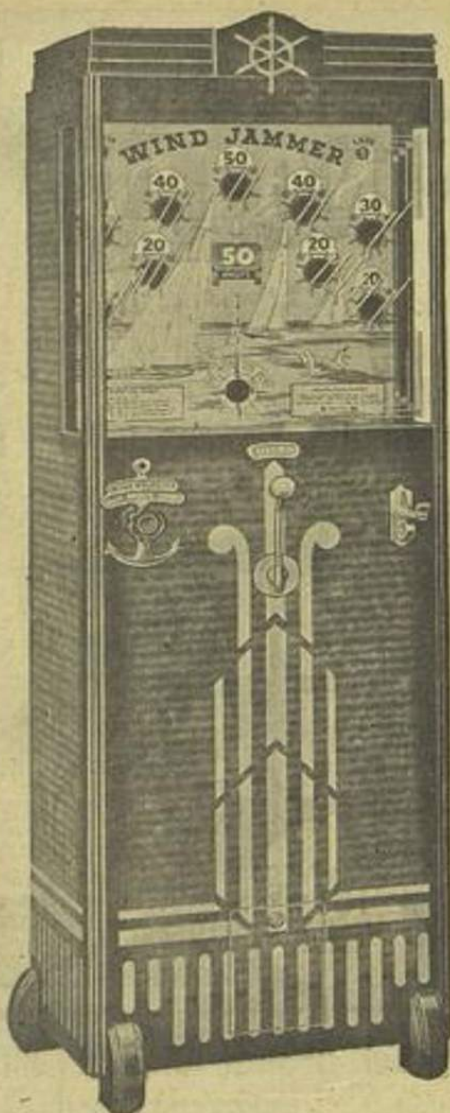
1/3 Deposit, Balance C. O. D. Are You on Our Mailing List?

**MONARCH COIN MACHINE CO.**

1731 Belmont Ave. Chicago, Ill.

closed that of about 1,200 city ordinances listed in the 1913 revision and the 2,000 ordinances passed since then that 10 per cent are obsolete and 50 per cent invalid because of subsequent changes. Yet all of these "forgotten laws" remain to be dug up some time to embarrass the present generation.

**THERE'S A WESTERN GAME FOR EVERY OPERATING NEED!**



**AMUSEMENT!**  
**WIND JAMMER**  
**100% SKILL**  
**100% LEGAL**

**WESTERN'S**

Blower air-action amusement machine for operation in all territories! Proven profitable everywhere!

Immediate delivery is guaranteed--no waiting!

Write today for additional information.



**AUTOMATIC!**  
**MULTIPLE PLAY—**  
**7-COIN SELECTIVE**

**QUINELLA**

**1-BALL PAY TABLE**

Write today for information.

With Jimmy's Fool-Proof 7-Coin Head, Immediate Delivery!

**COUNTER THRILLS!**  
**TRIPLE GRIP**

3-WAY TESTS... **\$19.50**  
3-WAY PROFITS! TAX PAID F.O.B. Chicago

Stand, \$2.50 Extra.

**IMMEDIATE DELIVERY**



**WESTERN**  
925 W. NORTH AVENUE

*Jimmy Johnson*  
**EQUIPMENT & SUPPLY CO.**  
CHICAGO, ILLINOIS

**STOP LOOKING and LISTEN!**

*We've Got What You Want Right Here!*

BANG-A-DEER .....	True-Shot Corp.	EASY STEPS .....	Rock-Ols
CHICO BASEBALL .....	Chicago Coin	RECORDER .....	Genco
TUFF QUEEN .....	Chicago Coin	RUNNING WILD .....	Genco
U-POP-IT .....	Ranel, Inc.	MAGIC ROLL .....	Genco
WAR ADMIRAL .....	Daval	CRIP TESTER .....	D. Gottlieb
FREE RACES .....	J. H. Keeney	SLUGGER .....	D. Gottlieb

**WE ALSO REPRESENT A. B. T., MILLS**

*"Ponservice" Helps Operators Help Themselves!*

**THE GEORGE PONSER ORGANIZATION**

33 WEST 60th ST., NEW YORK CITY

11-15 East Ruyon St., NEWARK, N. J.  
1435 Bedford Ave., BROOKLYN, N. Y.  
900 North Franklin, PHILADELPHIA, PA.  
803 W. Adams St., JACKSONVILLE, FLA.

**ATTENTION OPERATORS**  
**MILLS NEW SENSATIONAL 1 BALL PAY TABLE 1-2-3**

NOW IN STOCK READY FOR INSTANT SHIPMENT.  
PHONE, WIRE OR MAIL YOUR ORDER TODAY!!!

**BARGAINS IN GUARANTEED RECONDITIONED EQUIPMENT**

BALLY CLASSICS .....	\$19.75	FAIRGROUNDS .....	\$35.00
BALLY CAROMS .....	22.75	MILLS GLOCKERS .....	69.50
GOLDEN WHEELS .....	32.50	RACING CLUB .....	79.50
RACING FORMS .....	32.50	DELUXE SPORTSMAN .....	42.50
PHOTO FINISH .....	42.50	BALLY ROVER .....	45.50
FREAKNEEDS .....	49.50	HAYS TRACK, Ck. No. .....	55.00
ARLINGTONS .....	49.50	CASH HAYS TRACK .....	55.00

TERMS: 1/3 Certified Deposit — Balance C. O. D.

**THE VENDING MACHINE CO.**  
205-15 FRANKLIN ST. FAYETTEVILLE, N.C.

## Detroit

DETROIT, March 5.—An encouraging sign of business improvement in the vending machine field was noted in Angott Vending Company and the Lemke Coin Machine Company placing substantial orders for new equipment with Stewart & McGuire.

Harry Graham, general manager of the Marquette Music Company, reports the music end of their business is going along nicely. At the present time the firm is unable to fill orders on hand for the new 1938 Wurlitzer Model 24, he states. Graham reports that 112 instruments were sold last week from their store, with orders still coming in. He also revealed that the firm has been appointed distributor for Michigan of the Airpops-It automatic pop corn vender. "Floor samples are now on hand," he disclosed, "and we are now demonstrating the machine. We expect to have the department completely organized by the middle of the month."

A. P. Sauve, of the A. P. Sauve Company, has just returned from Florida. The wife of Thurman Stevens, of Steve & Harry's Amusement Devices, was taken to the hospital this week for an operation. Russell Anger, head of American Dispensing Company, was confined to his home several days last week with an asthmatic attack.

Henry Harks, district representative of Mills Novelty Company, reports business as humming along nicely in this area, especially on the new Mills cigarette vender. Two new salesmen have been added to his staff, John J. Andrews and Russell H. Ellison. Both of the men have been in the vending machine business some 15 years in Detroit and Canada.

Harks reports he now has eight salesmen working out of Detroit who cover Michigan, Ohio and Indiana territory.

## Epo Markets Many Products

DETROIT, March 5.—"Most people in the coin machine business think of our firm only in terms as being the manufacturer of the Electropak and Adapto-pak," states A. B. Chereton, president of the Electrical Products Company. "Little do they realize, however, that these two products are only a few of the many we produce. The Epo Storage Battery Charger is now optional equipment on most new cars being sold today. Many service stations and automobile repair shops use our Three-Channel Battery Charger, while many radio dealers have endorsed the Epo Storage Battery Eliminator for the proper demonstration of automobile radios.

"Such products as the Epo Fuse Eliminator and the Electrolok Payout Protector are already devices familiar to most coin machine men," he went on. "The Fuse Eliminator does away with relying upon glass fuses that 'blow' for the safe operation of automatic devices. In the event of a shorted or overloaded circuit a contact spring cuts off the power. By merely snapping this spring back into place the game is ready for instant operation. The Payout Protector is a simple device which stays on the job 24 hours a day to prevent anyone from cheating electrically operated payout tables by locking the payout mechanism when the electrical current is disturbed in any way. A companion product to these is the Epo Photopak, which is responsible for the perfection of the electric rifle games and is also popular among coin machine operators," Chereton concluded.

# MAGIC ROLL "FREE GAME" RECORDER

Styled by GENCO!



The **MAGNETIZED BOWLING ALLEY**

**IT'S ALL SKILL— AND 100% LEGAL!**

Operate Magic Roll to revitalize and keep your locations at top earning capacity! Fascinating skill appeal and ball and magnet action—progressive high scoring and "criss-cross" scoring on a light-up scoreboard—silent operation—sturdy one-piece construction—easy installation—attractive streamline design. Comes complete as shown.

THE **LOWEST PRICED ALLEY EVER MADE**

**\$169.50**  
F. O. B. Chicago.

Operates with 2" hollow chrome balls. Only 3' 4" long, 23 1/2" wide. Very light in weight.

**"Free Game" DEVICE PERMITS PLAYER TO PLAY OFF AWARDS!**

A LEGAL game with "round-the-field" ball action . . . 5 ball play . . . scoring rates in a kicker lane . . . scoring roll-over switches . . . scoring bumper springs . . . "Free Play" and progressive high scoring in lights on a giant backrank. "Free Play" awards begin at score set by operator, and each additional 400 points registers another "Free Play."

**\$89.50**

F. O. B. CHICAGO

without  
**"FREE GAME" UNIT**  
**\$74.50**



Adjustable Dial Recorder. Player's "Free Play" Take-Off. Merchant's Take-Off and Vender Counter.

**Immediate Deliveries!**

**GENCO, INC.** 2621 N. Ashland Ave., Chicago, Ill.

## DISTRIBUTORS

Sales Manager with vast National and Foreign Clientele desires new connection.

Twenty years proven record in all branches of the Coin Machine Industry.

BOX 86, Billboard, St. Louis, Mo.

## MANUFACTURERS

### WILL PAY CASH FOR

AIRWAY  
RENTATION OF '37  
AUTO DERBY  
BLIND  
DIX  
TOPS  
RUNNING WILD  
KEENO  
CARNIVAL  
BOSS  
TRACK MEET  
TRACK STARS  
Active number and lowest price of each machine.  
**SOUTHERN AMUSEMENT CO.**  
215 UNION, MEMPHIS, TENN.

## Kidd Sales Jar Deals Going Well

DALLAS, March 5.—The Kidd Sales Company, manufacturer of jar deals, salescards and premium boards, reports it received an avalanche of orders last week on its new jar game, Race Track. C. G. Kidd, president of the firm, says that the operators' response to their recent announcement of their new game has brought orders from California, New York, Maine and Havana.

In describing Race Track, President C. G. Kidd stated: "It is an 840-ticket game on a four-color jackpot card. It is a die-cut pull-seal board that is absolutely tamper proof. The game is compact and occupies small space, but its bright and attractive colors get a good play. The low cost of the investment appeals to all operators.

"We are also manufacturers of Barrels of Dough, another 840-ticket jar deal that is selling fast in every section of the country. This deal is also a die-cut seal-pull board and is done in very attractive colors. Race Track and Barrels of Dough are producing a lucrative business for operators all over the country and repeat orders are coming in to the factory every week."

C. G. Kidd, president of the firm, is an old-time operator himself. He has been associated with the automatic and coin machine sales and operation business in the Dallas territory for the past 10 years, according to reports.

## Lock Ad Plugs Machines

NEW YORK, March 5.—In the February 24 issue of *The New York Times* the Segal Lock Company announced a new patented lock which it claims to be foolproof and pickproof. In the copy of the ad the fact that the lock was adaptable to use on slot and vending machines was prominently featured.

The attention which this ad gave the industry is looked upon by coinmen here as a boost for the coin machine business, since it brings to public attention the fact that the industry offers a profitable market to other lines of business.



## Precision Rebuilt Slot Bargains

ALL LIGHT CABINETS — ALL SERIALS OVER 300,000  
ALL GUARANTEED LIKE BRAND NEW  
PHONE, WIRE OR MAIL YOUR ORDER NOW!  
17 MILLS 10c WAR EAGLE BELLS . . . . . \$35.00  
12 MILLS 25c WAR EAGLE BELLS . . . . . 35.00  
(If want above with Mystery Payoff, add \$4.50 to price.)  
27 MILLS 10c BLUE FRONT MYSTERY BELLS OR  
VENDERS . . . . . 42.50  
11 MILLS 25c BLUE FRONT MYSTERY BELLS OR  
VENDERS . . . . . 42.50  
(In ordering, specify whether want Balls or Venders and whether with or without Gold Ayles.)  
TERMS: 1/3 Certified Deposit — Balance C. O. D.

**THE VENDING MACHINE CO.**  
205-15 FRANKLIN ST. FAYETTEVILLE N.C.

## EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.  
H. C. Evans & Co. A. B. T. Co. Western Equip. Co.  
Grootchen Mfg. Co.

**KEYSTONE NOV. & MFG. CO.** 28th and Huntingdon Sts. PHILADELPHIA, PA.

## FOR SALE BALLY GAMES

QUICK! WRITE FOR LIST!

Exclusive Bally Distributors  
**American Cigarette Mach. Co.**  
1349-51 FIFTH AVE., PITTSBURGH, PA.  
974 MICHIGAN, BUFFALO, N. Y.

## APPLE-NOCKER

Jar games deluxe  
Midget (1/2 gallon) Jar Deals—  
Regular Jar Deals—Box Deals.  
Wide variety of beautiful  
new JACK POT CARDS.



**PROFIT NOVELTY CO.** 5108 KING HILL AVENUE  
(MANUFACTURERS ONLY) ST. JOSEPH, MO.

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

# SOME MIGHT CALL IT LUCK . . .

**But** When SNAPPY, our new novelty game, came off the production line, we felt we had something operators wanted—a game that would return a good profit.

Distributors don't gamble! They order on performance. The minute operators placed SNAPPY on location, players found a new appeal that held them fascinated for hours.

*Luck?*

Maybe. Our operators think otherwise. So will you. Prompt deliveries, \$74.50; Tax Paid, F.O.B. Chicago.

**CHICAGO COIN MACHINE MANUFACTURING COMPANY**  
1725 DIVERSEY BOULEVARD, CHICAGO, ILLINOIS

## THEY'RE EATING IT UP!

"Cut Yourself  
A Piece of Cake"

AND GET IN ON THESE  
"SWEET" PROFITS

Board No. 2408      2400 Holes  
Takes in . . . . . \$120.00  
Average Payout . . . . . 74.02  
Average Gross Profit . . . \$45.98

—109 WINNERS—

A New and Novel  
Harlich Board . . .  
With That Extra  
Wallop That Builds  
Profits—Fast!

PRICE EACH  
ONLY  
**\$4.98**  
PLUS 10% TAX



GET THE DETAILS! OR, BETTER STILL, ORDER A SAMPLE TODAY!  
**HARLICH MFG. CO.,** 1413 W. JACKSON BLVD.,  
CHICAGO, ILL.



## LUCKY DISPLAY VENDOR For All Type Jar Deals

Take the guess out of operating. Increase your profits 100%. Reflected Lighting. Cheat Proof. Light weight gauge steel, practically indestructible. Streamlined. Jar tilted to 45° angle, any colors. Locations demand the display vendor for their jar deals. Big profits! Fast action! Sample Order \$7.50; lots of six, \$7.00; lots of 12, \$6.40. Adjustable Card Holders, \$1.00 Extra. 1% Deposit, Balance C. O. D. Distributor's Jobbers and Operators write.

**BARKSDALE MFG. COMPANY,** Blytheville, Ark.

## Modern Vending Adds Two to Staff

NEW YORK, March 5.—To take care of the increased business which the firm is enjoying at this time, Nat Cohn, of Modern Vending Company, reports that his firm has added two new men to its sales staff. The two men are J. J. Fitzgerald Jr., who will represent Modern in New Haven, Conn., and Fairfield County, and A. Vandacar, who is introducing new machines to New England operators.

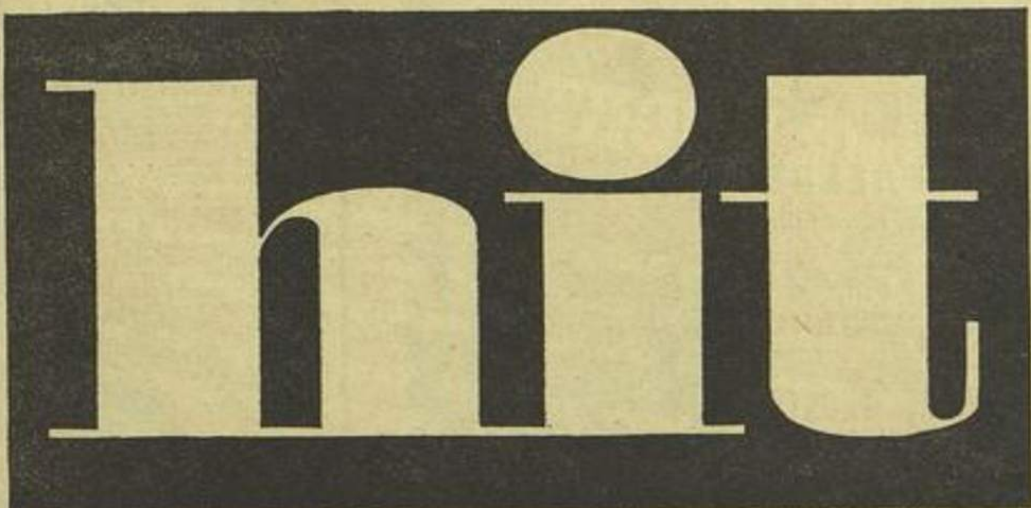
Fitzgerald has had a great deal of experience in the coin-operated phonograph field, Cohn reports, and is interested in helping operators in his territory earn every dollar possible from their routes. Vandacar is well known in

the coin machine field and is expected to do a bang-up job on new games. Cohn stated, "Both of these men are already off to a flying start," he went on, "for we already have received several wires from them for good-sized orders."

To supplement the work of these men, as well as all of the other men on the sales force of Modern Vending, Cohn reported to be planning a new sales campaign and advertising drive that will eclipse all others in the firm's history. "We feel that this is the time to tell our story and instill confidence in the buyer. At the recent convention we passed out buttons on which was printed the slogan 'Watch Modern in '38.' This slogan is not a mere catchy phrase, it's descriptive of our plans for 1938. With added help to give better service, backed up by a clever advertising campaign, just watch us go."



GEORGE DALF (standing), chief engineer and works manager of the Popomatic Manufacturing Company, is shown at the testimonial dinner given him at the recent convention at which he was presented with a 21-jewel watch by Rudolph Greenbaum, president (seated at head of table).



★ Mills One Two Three often takes in more in a day than many another pay table earns in two weeks. So good is its earning power that it is the reigning favorite in most novelty table territories. Operators are content to pay the full payout price to get a novelty table that acts so sensationally in times like these. One Two Three can be set at factory to operate with any number of balls, from one to five. A skill table essentially—you shoot to hit the bumpers to turn the reels one notch at a time. Price \$179.50 f. o. b. Chicago, Mills Novelty Company, 4100 Fullerton Ave., Chicago, Ill.

**Hi-Ball Players  
Keep Game Going**

CHICAGO, March 5.—“When a game is so interesting that players pull up a chair and sit for hours playing that is something,” according to Leo J. Kelly, vice-president of Exhibit Supply Company. “Ask Bert Bondiola, Chicago operator, don’t take my word for it,” he continued, “and Bert will tell you of his location where a Hi-Ball game is making more money than any pay table ever did in the same spot. The players draw to a chair and pound away at Hi-Ball all day and far into the evening.”

“We are now finishing the third production run on this splendid machine and looks as if we are going to be busy for a long period to fill orders for Hi-Ball,” Kelly added. “I can’t tell you where they are going but if anyone

should ask you tell them that 90 of the games fit into a 40-foot car. Nice work, this carload business, and we are getting it on Hi-Ball.”

**Lane Joins Byrde,  
Richard & Pound**

NEW YORK, March 5.—Eddie Lane, advertising manager of the George Ponsler Company, revealed this week that he has joined forces with the Byrde, Richard & Pound advertising agency, well known in the coin machine world.

In his new capacity Lane will act as account executive and will effect a closer relationship between the agency and its many accounts both here and in other parts of the country. He will work in close co-operation with Bill Gersh, of the same agency.



J. A. DARWIN, New York City manager for Rudolph Wurlitzer Company; Fanny Wurlitzer, president of the music firm, and R. Johnson, of R. C. A., Ltd., Montreal, Wurlitzer's Canadian representative (left to right).

SHUTTER-AND-BUTTON SELECTION  
plus CHERRIES AND BELLS!

**BELL SLIDE**

A DAVAL COUNTER GAME

The two greatest game appeals combined into the newest little money maker ever operated! Precision built, noiseless, 100% chest-proof, 4-way play. Complete with new exclusive Daval Turntable.....

**29.75**  
TAX  
PMD



SICKING MFG. CO., 1922 Freeman Ave., Cincinnati, Ohio.



**BEI MIR BIST DU SCHOEN**

Another one of Globe Creations which outsells any other Board on the market. The beautiful Bathing Beauty design draws the player to your counter.

1000 Holes at 5c Takes In.....\$50.00  
Pays Out (Featuring 3-\$5.00).. 23.25  
Price \$1.35 Plus 10% Tax.

BUY NOW WHILE IT IS HOT.

**GLOBE PRINTING CO., 1022 RACE ST., PHILADELPHIA, PA.**

**ALL PIECES LIKE NEW**

- |   |                                |
|---|--------------------------------|
| TRACK TIMES (Late Heads).....\$125.00     | TANFORAN.....\$ 85.00          |
| TRACK TIMES (Early Heads)..... 100.00     | SHOOT THE MOON..... 75.00      |
| PACES RACES, Serial over 4300..... 100.00 | SADDLE CLUB..... 150.00        |
| (Brown Cabinet)..... 100.00               | TURF SPECIAL..... 80.00        |
| PACE CONSOLE SLOTS, 5c Play..... 70.00    | GALLOPING DOMINOES..... 100.00 |
| BIG CHIEF CONSOLE SLOTS..... 75.00        |                                |

1/3 Cash, Balance, C. O. D.

**MATTATUCK AMUSEMENT MACHINE CO., 115 RIVER ST., WATERBURY, CONN.**

Advertise in The Billboard—You'll Be Satisfied With Results.

# MAGIC BALL ★

**FOR PERMANENT PROFITS** year after year

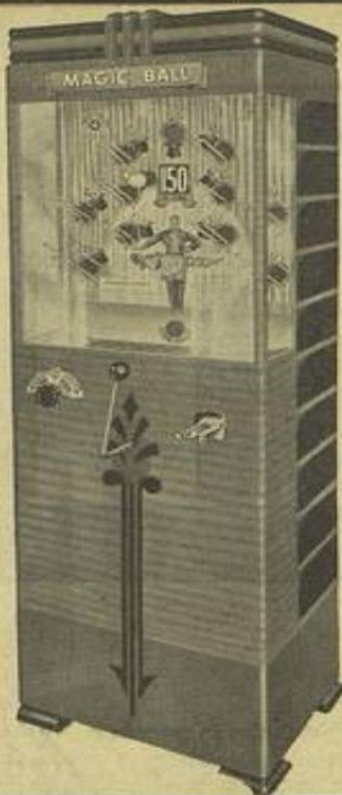
Start a MAGIC BALL route and you're all set for years of steady profits. No nuisance of constantly shifting machines. No "percentage" headaches. No service grief. And all worry eliminated by the fact that MAGIC BALL is 100 PER CENT LEGAL!

**REPLACEMENT FRONTS**  
INSURE PERPETUAL PROFITS

Machines on location 4 to 6 weeks prove the constant REPEAT PLAY earning power of the revolutionary AIR-CONTROL feature . . . and permanent peak profits are insured by the flashy, brilliantly different REPLACEMENT FRONTS which will be available, when desired, at very moderate cost. Get in on the ground floor! Invest in permanent, worry-free profits! Order MAGIC BALL today!

**\$197<sup>50</sup>**

F. O. B. CHICAGO



# NEW ROCKET

**BUMPER and SKILL HOLE NOVELTY SENSATION**

Packed with High Score and Progressive Score Appeal . . . Competitive Play and Rotation Skill Award Appeal . . . genuine Bally Flash, Action and Smooth Performance . . . at a price so low you look twice at the tag before you believe your eyes. Take advantage of the unbelievably low price to cover your territory for a real profit clean-up!

Also write for circulars on SPORT PAGE and BALLY RESERVE.



22 in. By 42 in. 5 Ball Play.

**AMAZINGLY LOW PRICE**

A pleasant surprise is in store for you! Write today!

# Bally

**MANUFACTURING COMPANY**  
2640 BELMONT AVENUE • CHICAGO, ILLINOIS

EASTERN DISTRIBUTOR - JOHN A. FITZGIBBONS, 453 W. 47TH ST., NEW YORK, N. Y.



## USED GAMES AT GIVEAWAY PRICES

NOVELTY GAMES		COUNTER GAMES	
Baseball	\$ 13.50	Reel Spot	\$12.00
Roadster	12.50	Reel "25"	5.00
Bally Bumper	9.50	Reel Dice	3.00
Sure Shot	4.00	Races	3.00
Rock 'n' Neck	4.00	MISCELLANEOUS	
Fair Play	4.50	Play Ball	\$ 50.00
Bank Nite	5.00	Bally Basket Ball	65.00
East & West	15.00	Exhibit Model E	25.00
Rudgy	4.00	Iron Claws	25.00
Outboard	10.50	New Gun Tank	50.00
Long Beach	24.50	Rotary Merchandiser	(with Van Eck Slot Ejector)
Madcap (with Post)	4.50	Rotary Merchandiser	(with Escalator)
Neighbors	4.00	Wurlitzer P412	105.00
Short Box	4.00	Mills Dancesters	(good paint, A-1 condition)
Fire & Ten	3.50	32,000.00 Worth of Rotary Merchandising at Close-Out Prices.	
Slip Shot	7.50		
Chico Dubs	20.00		
Happy Days	6.50		
Home Stretch	17.50		
Boo Woo	19.50		
Alway	48.00		
Track Meet	23.00		
Skipper	17.00		

TERMS: 1/3 Cash or Money Order, Balance C.O.D. 2852 Sidney St., ST. LOUIS, MO.

## WURLITZER \$159.<sup>50</sup> EA. (Lots of 10)

— 616 —  
SINGLE MACHINE . . . . . \$169.50  
**BABE KAUFMAN MUSIC, CORP.** (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

## New LEGAL FORTUNE BOARDS

Open your territory with these new style cards. Operate exactly like ordinary boards, but every ticket bears entertaining fortune. Strictly legal. Any size 100 to 5,000 sales. Write for details and price.

**JAR DEALS \$1.49 each** COMPLETE WITH 1200 TICKETS. BIG JAR, STEP-UP CARD AND HOLDER.  
**GRAND NATIONAL SALES CO.,** 2300 Armitage, CHICAGO, ILL.

## Coinman Writes to Home Town Paper

"To the Editor: Having read some of your articles in The Ediboard, I am sending you a copy of a letter I sent to the 'People's Forum' of one of our city newspapers. I would like to see this reprinted in your publication, it may be a suggestion to others in the business.

"If something is not done soon the coin machine business is gone. If we could get a direct vote of the people in this State now I believe it would vote two-thirds in favor of licensing slot machines and amusement games on a basis of paying toward old-age pensions, higher salaries to teachers and free textbooks for school children.

"Will you please give this matter a little thought and suggest a plan to get organized and get to work. If I had time to go over the State I think we could have thousands of letters and telegrams going to the governor to ask for a popular vote on a State license law for machines.—H. W. Pardue, Richmond, Va."

Mr. Pardue's letter, published in a Richmond (Va.) newspaper, is as follows:

"Sir—To raise more money for old-age pensions, for free school books and for those unable to buy same and to raise the salary of teachers and for other necessary things, why not legalize slot machines and amusement machines?"

"The merchants and operators are willing to pay to the State one-third of the total amount taken in by the machines. In the opinion of the writer, this would amount to several million dollars annually.

"Taking care of these machines would furnish work for a large number of people, mechanics, salesmen, bookkeepers, collectors, etc.

"The extra money that would be derived from this source of taxes would enable the State to pay an old-age pension of at least \$30 per month, which would be matched by the federal government.

"A law of this kind would be a lifesaver for a large number of small merchants, restaurants, druggists, service



## INVISIBLE 20 ON 2

The Greatest Money-Making, Thrill-Producing Game on the Market. Featuring the INVISIBLE Number Ticket. Payout Numbers are printed in MAG-INK, Cheat-Proof, Light-Proof, Dip Tickets in water and numbers appear. Order a SAMPLE DEAL TODAY. Cash in on the fastest moving game ever produced. Nothing like it anywhere.

Sample Deal Complete . . . \$6.00  
Deal Taken In (2352) Tickets . . \$117.00  
Extreme Payout . . . . . 88.00

Profit . . . . . \$32.00  
1/3 Deposit. — Write Us Your Needs.  
**CLIMAX PRESS**  
Exclusive Manufacturers of MAGINK Tickets  
4204 N. Western Ave., Chicago, Ill.

stations, inns and confectioners, who can hardly pay their overhead expenses and rents now.

"Most of the money played into the machines comes from visitors, salesmen, tourists and people who are out to have a good time. They will waste this money on other things if not allowed to play machines.

"There is no habit formed from playing the machines. People do it for amusement and the kick they get when winning.

"If machines are allowed to operate in places where wanted the class of people who play them will be satisfied and stay longer and spend more money for other things.

"The extra money the State can get thru allowing machines to operate and the extra money received from the federal government for old-age pensions will put plenty of money in circulation in Virginia in another year.

"Kindly investigate this source of revenue and help to increase employment in the State and keep people contented."



# SLUGGER

## 5-BALL BASEBALL NOVELTY

Biggest Novelty Money-Maker in the Industry! Amazing low price! Massive cabinet, 22"x44". Giant Backboard, 22" square. Animated lights run bases. Mystery slot revolves twin spinner discs. Top disc shows score player must beat; lower disc represents odds. Award cards furnished! Only

**\$69.50**  
IMMEDIATE  
DELIVERY



COMING!  
GLOBE  
TROTTER  
SENSATIONAL  
5-BALL  
NOVELTY  
GAME!

# New! DELUXE GRIP SCALE

3-WAY  
STRENGTH TESTER

100%  
LEGAL



### WITH NEW BUTTON INDICATOR RELEASE!

A smooth working piece of mechanism, built by a manufacturer who knows how! The only grip machine with the following features:  
BUTTON INDICATOR RELEASE • NON-CLOG SLOT • SEPARATE CASH BOX • TENSION ADJUSTABLE • BELL ADJUSTMENT • RUBBER SUCTION CUPS • CHROME HANDLES THROUGHOUT! Earns Three Times as much as Single Grips! Metal Stand, \$2.50 extra.

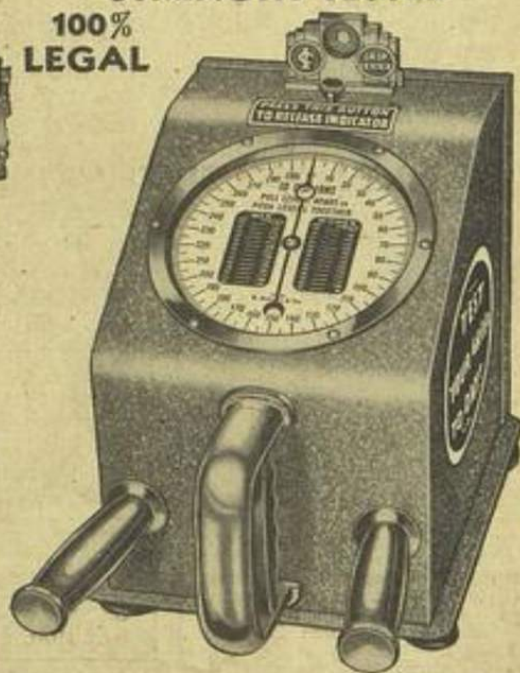
**\$19.50**

IMMEDIATE DELIVERY

### WHEN BUYING GRIP MACHINES

Buy only from a reputable manufacturer whose products have a high re-sale value!

WRITE FOR CIRCULARS AND QUANTITY PRICES



D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO

STILL IN PRODUCTION!  
GIANT GRIP SCALE, \$17.50

### BARGAINS IN USED MACHINES

GUARANTEED — READY TO OPERATE

Novelty Games	
Around the World	\$15.00
Empire	8.50
Ohio Derby	10.50
Five & Ten	5.00
Goose Foot-ball	35.00
Home Stretch	22.50
Long Beach	30.00
Mals or Break	10.00
Woodboard	8.00
Automatics	
College Football	\$35.00
Daily Limit	7.50
Only Races	7.50
Pato Finish	29.50
Counter Games	
Chicago	\$18.50
Warren	3.00
Match 'Em	3.00
Whipped	3.00
Miscellaneous	
Daily Roll	\$40.00
Pancho Baseball	75.00
Derby Day (With Gk.)	
Jumbo	5.00
Paddock	17.50
Phantom	15.00
Royal Races	20.00
Old Age Pension \$ 5.00	
Puritan Vender	6.00
Reel #2's	3.00
Reel Spot	10.00
Wurlitzer Beer Ball \$65.00	

1/3 Deposit Required With Order.  
Balance C. O. D.  
**OLIVE NOVELTY CO.**  
1020 OLIVE ST., ST. LOUIS, MO.

## New Game Coming Soon, Says Fitz

NEW YORK, March 5.—In the past few weeks John A. Fitzgibbons, Eastern distributor, reports that he has been hopping from one important spot in his territory to another talking with operators and distributors. "All of these men seemed to be of the same opinion," Fitz stated. "They agree that some new kind of game must come into the coin machine picture to make things more profitable for them."

"Now we have a surprise in store for these men which is due to arrive in the near future. This machine is just what these ops are looking for. I'm not saying anything about this game save that it has all the necessary qualities for big profits. Deliveries on this game will be exceptionally fast. We will receive large quantities at all of our three offices and will arrange for instant shipment to all our customers," Fitzgibbons concluded.

## Calcutt Staging Clear-Away Sale

FAYETTEVILLE, N. C., March 5.—Due to the arrival of many of Mills Novelty Company's latest machines, Joe Calcutt, of the Vending Machine Company, reports that he is holding a mammoth clear-away sale of some of his best stock in order to make room for these new numbers.

Calcutt states that he is quite enthusiastic over the new Mills equipment and believes that ops will find it will take in unusual profits. He feels that the new Mills games are just what the operators needed and that they are bound to set a new high for collections on a great many locations.

"Some of the machines offered in this clearance," Calcutt reports, "are real bargains. They are so unusual that operators just can't afford to pass them by."



### ZEPHYR

Two Machines in One—Cigarette Vender or Ball Fruit Vender. Visible Display Ball Gum Vender, Cigarettes or Fruit Symbols, 4 Reward Cards. Engineers designed an entirely new mechanism for this machine. Reels spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken.

Either  
Machine  
**\$18.75**  
TAX PAID



### POK-O-REEL

More Action Than Sitting in on a Saturday Night's Poker Game.

An Operator's Gold Mine for the last five years now in a beautiful natural wood cabinet, with even greater player appeal. Completely silent operation. Four-roll play. Gum Vender. This is the machine which has made fortunes for hundreds of operators.

**BALL GUM** 15c a Box (100 Pieces) Case Lots (100 Boxes), \$12.00

**MINTS** 100 Rolls, 75c. Case (1,000 Rolls), \$6.50.

**SICKING MFG. CO.** 1922 FREEMAN AVE. CINCINNATI, OHIO

### SALESBOARD OPERATORS

Read

### "DEALS"

A column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise  
Department

THIS WEEK and EVERY WEEK

TELL THE ADVERTISER IN THE  
BILLBOARD WHERE YOU GOT  
HIS ADDRESS

## 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.



EVANS'

# ROLLETTO Sr.

**HIGH POWERED MONEY-MAKER  
AT A REMARKABLE PRICE!  
ABSOLUTELY FREE FROM BUGS!**

Long trail-blazing experience, 3 years of research and 8 months of actual operation enable Evans to produce ROLLETTO SR.—a marvel of precision-engineering!

### 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 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 guaranteed!

WRITE FOR EVANS' FRANCHISE PLAN  
—The Biggest Money-Maker in the Coin Machine Business! Get the Dope Quick for Your Territory!

### OTHER EVANS' WINNERS!

SEND FOR CIRCULARS!  
PROFIT-SHARING PHONO-  
GRAPH • BY-A-BLADE •  
HIALEAH SPECIAL



At Your Jobber, or write, wire or phone  
Haymarket 7630.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

## GET BACK IN THE MONEY!

WITH EVANS' NEW 7-COIN HEAD  
AND REMOTE PAYOUT CONTROL

# EVANS' Skillo

100% SCIENCE AND SKILL

Bring back the good old BIG profits, with this new legal skill sensation! Fast play, yet takes as much skill as bowling, billiards or raps shooting! Equipped for Evans' patented Remote Payout Control which permits "over the counter" awards!

Evans' NEW 7-Coin Head, absolutely gyp-proof, saves you grief. Last 3 coins visible. Many other exclusive features. At your jobber or write, wire or phone Haymarket 7630.

OTHER EVANS' HITS!  
GALLOPING DOMINOS,  
BANG TAILS,  
ROLLETTO JR.  
Write for Details!



H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

## Another Evans' Sensation!

**BUILT BY MEN WHO KNOW  
HOW TO BUILD ROULETTES!**

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!

## Now Shipping SHOOT-A-GUN

Only Machine Built that Automatically Collects Money and Leads Guns.

# \$97.50

One-third with order, balance C.O.D., F.O.B. Lansing, Mich.

A REAL TWO-GUN MONEY-MAKER

- \* No Attendant Required.
- \* No Ammunition Costs.
- \* Mechanically Fool-Proof.
- \* Air Rifle and Air Pistol (Special).
- \* Highly Entertaining.
- \* Beautiful Modernistic Cabinet, 6 ft. long, 2 ft. wide.

WRITE — PHONE — WIRE for information.

### SHOOT-A-GUN Sales Company

521 E. MICHIGAN AVE., LANSING, MICH.

## Fishlove Adds New Peek-a-Boos

CHICAGO, March 5.—Six more pretty girls who drop off their costumes when you turn the glass have been added to H. Fishlove & Company's line of Peek-a-Boo Hi-Ball Glasses. "The latest misses are entirely new and different," officials state, "with just the right amount of what it takes to make as great a hit as the originals. They are artistic in design and beautiful in coloring. Besides the appeal of these luscious lassies—and they really have taken a hold on the nation's heart and purse—the glasses themselves are of extra high quality, clear, with nick-proof edges, and possess full utility value for beverage purposes.

"The original designs will not be discontinued," says the company, "as there is a very large demand for them from all parts of the country, especially in combination with the new. Adding six new subjects makes a total of a dozen different designs. Both the earlier sets as well as the new are now supplied in attractive red, black and gold display boxes without extra cost."

The trade has given the original Peek-a-Boo Hi-Ball Glasses wholehearted acceptance, according to the large sales reported by H. Fishlove & Company. Besides those from the regular trade,

## WANTED TO BUY FOR CASH

ROCKOLA WORLD SERIES  
State Serial Number, Quantity and Price.

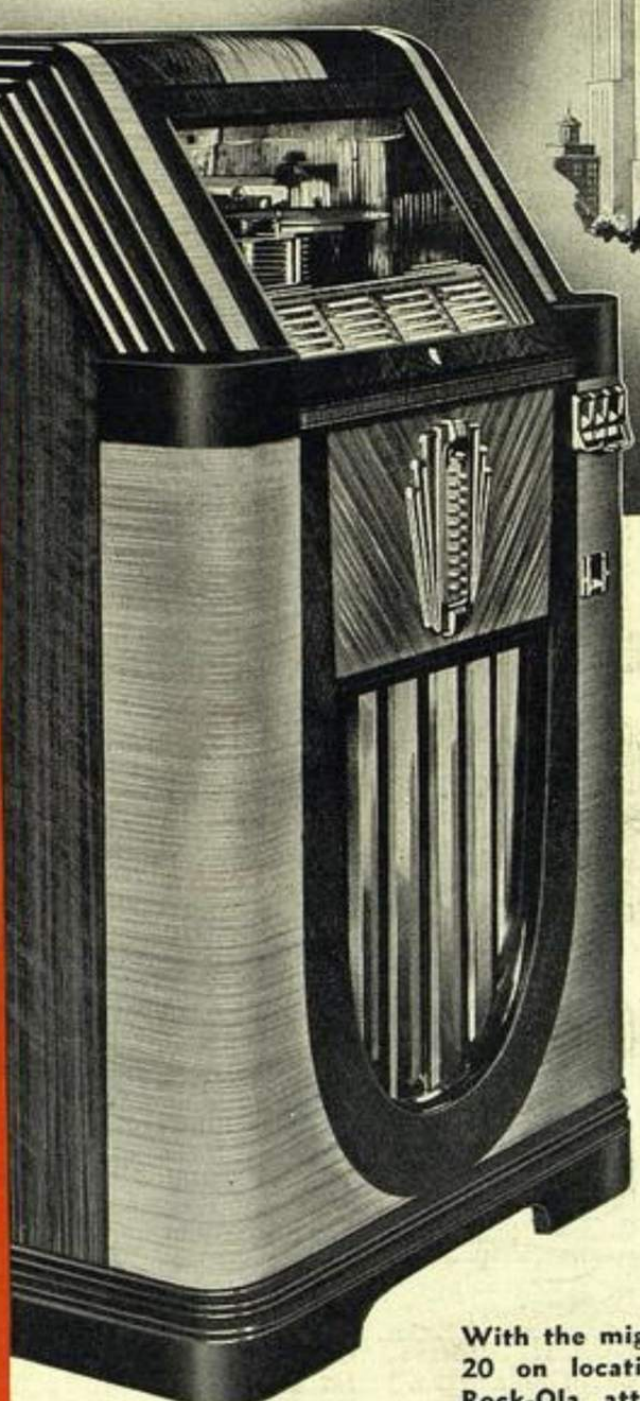
NATIONAL COIN  
MACHINE EXCHANGE  
1407 Diversey Pkwy., Chicago, Ill.

orders are said to be coming in from bingo operators, some of whom report that they are giving the glasses in sets of a dozen, which makes an ideal prize that players are very anxious to have.

## Skee Ball Gets Nation-Wide Plug

CHICAGO, March 5.—In newspapers all over the land this week was reproduced a picture of Lady Neville Chamberlain, wife of England's premier, playing Skee-Ball at Grosvenor House, London, during the Junior Imperial League ball while her husband, Sir Neville Chamberlain, was pondering world affairs in an attempt to avert war.

*Streamline Designing* HAS JUMPED PROFITS IN EVERY FIELD



**21** FEATURES  
*of mechanical  
superiority  
with  
the revolutionary*  
**99% Slug-  
Proof**  
**COIN CHUTE**

Now a part of the standard equipment — new drop-style 99% slug-proof, coin-chute eliminates losses of from 50c to \$1.50 per week from slugs. This and features like the gorgeous "Borealis" light-up grille, the slanting top visibility, accessibility of mechanism make these phonographs the preference for high profits.

CANADIAN OPERATORS ATTENTION  
**ROCK-OLA**  
Multi-Selector Phonographs are **HYDRO-ELECTRIC**  
APPROVED IN CANADA  
Distributed by  
P. and H. COIN MACHINE CO.  
128 Dundas St. W., Toronto, Canada  
★

**ROCK-OLA**  
*new  
1938*  
**PHONOGRAPHS**  
*offer the greatest  
profit opportunities  
for OPERATORS!*

With the mighty Monarch-20 and Windsor-20 on location, watch the earnings rise. Rock-Ola attains even greater heights in phonograph perfection for 1938. Once on location they stay, for they offer the ultimate in desirable music, the modern trend in streamline cabinet design and mechanical simplicity. Wise operators invest.

**Rock-Ola Mfg. Corp.**  
800 NORTH REDZIE AVENUE • CHICAGO, ILLINOIS, U. S. A.

THE RHYTHM SECTION of Jimmie Lunceford's Orchestra whose masterful "use and misuse" of musical instruments is ever productive of thunderous applause.



**Jimmie Lunceford, the "HARLEM EXPRESS" is always in on time wherever there is a WURLITZER Automatic Phonograph!**

These  
**DECCA RECORDS**  
by  
**JIMMIE LUNCEFORD**  
carry ace-high appeal

- 1659  
"I'm Laughing Up My Sleeve" (Ha-Ha-Ha-Ha)  
"Pigeon Walk"  
1617  
"Mergie"  
"Like A Ship At Sea"  
369  
"Rhythm Is Our Business"  
"Star Dust"  
1355  
"Posin'"  
"Honey Keep Your Mind On Me"  
1569  
"Annie Laurie"  
"Frisco Fog"  
1506  
"Put On Your Old Grey Bonnet"  
"Hell's Bells"

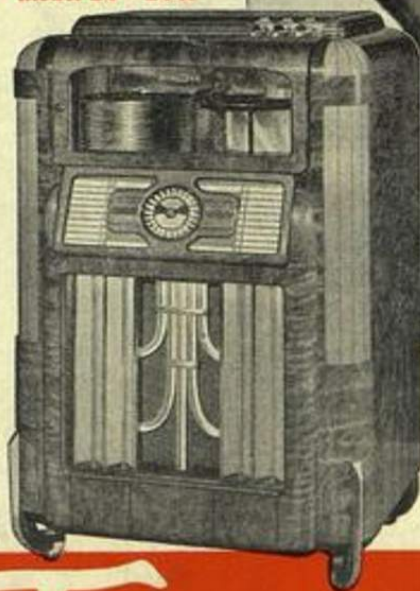
Successful operators keep their record selections up to date for greater instrument earning power.

● Theatre goers, ballroom addicts, radio fans the nation over impatiently await any news announcing Jimmie Lunceford and His Orchestra. ● But millions of tavern and restaurant patrons don't have to wait for the arrival of the "Harlem Express." The presence of a Wurlitzer Automatic Phonograph invariably means that Lunceford's brilliant swing or vibrant junglemania is theirs anytime with life-like tone that makes a Wurlitzer stand alone. ● The demand for Wurlitzer Phonographs on the part of locations with limitations that indicate automatic music as the logical means of providing patrons entertainment, signals a powerful, profitable and permanent opportunity for wide awake music operators.

**THE RUDOLPH WURLITZER COMPANY**  
NORTH TONAWANDA, NEW YORK

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

**SOLD ONLY TO OPERATORS... Model 24-24-A**



**JIMMIE LUNCEFORD**  
— possessor of one of most vivid musical imaginations in the business head man of a band with tradition-smashing that have broken bonafide cords on two hemispheres — now playing to cap crowds on tour.

# WURLITZER

**AUTOMATIC PHONOGRAPHS**

REG. U. S. PAT. OFF.

Bring the Music of Modern Masters to Millions