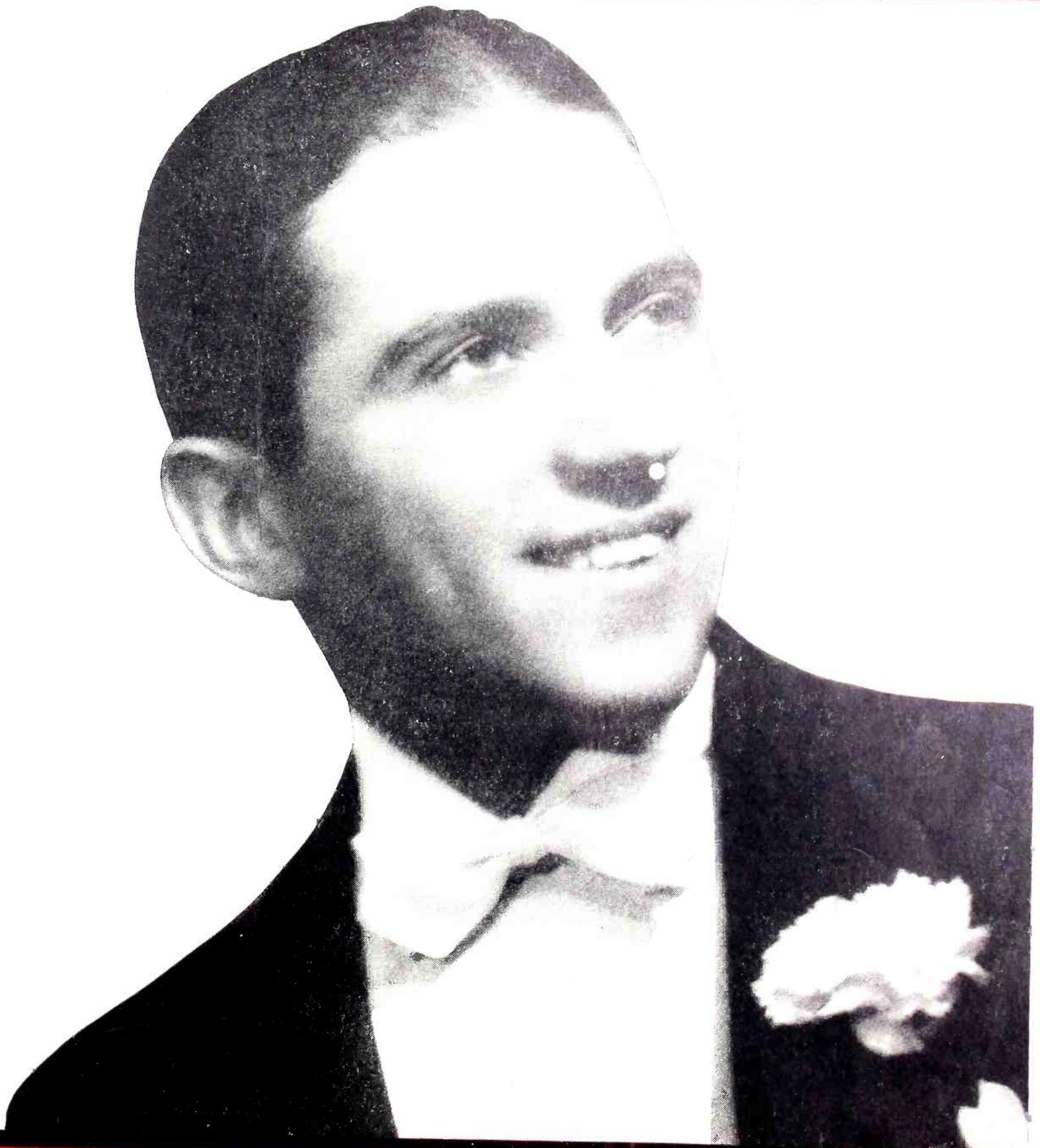


RADIO — STAGE — NIGHT SPOTS — PICTURES — OUTDOOR

FEBRUARY 12, 1938

The *15 Cents* Billboard

The World's Foremost Amusement Weekly



—Herbert Mitchell Photo.

SONNY KENDIS
At the Piano and His Orchestra
Current at the Glass Hat, Belmont Plaza Hotel, New York



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how to get there...

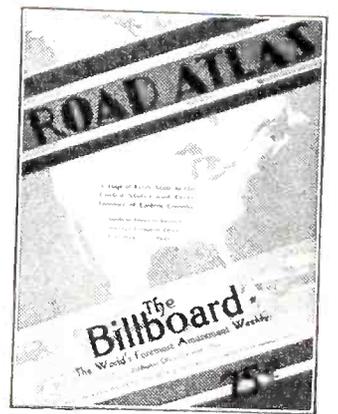
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The Billboard

Vol. L
No. 7

The World's Foremost Amusement Weekly

February 12,
1938

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CHORUS STATUS UNCHANGED

Who Tells You What To Do? That's How S. S. Tax Is Set

WASHINGTON, Feb. 5.—Employment under a written contract or on a temporary basis does not necessarily make a performer an independent contractor. This decision by the Rules and Regulations Division of the Bureau of Internal Revenue was made this week with specific reference to the Social Security status of performers at the Radio City Music Hall, New York.

Jan Pierce and Viola Philo were classed as employees of the theater, yet they are retained sometimes via written contract so that their services are available when needed by the Music Hall. The management offers no training to these singing specialists. They provide their own costumes frequently. But because the theater guides the musical selections to be performed by Philo and Pierce the management assumes the position of employer, liable for the Social Security taxes.

The Rockettes and members of the ballet, along with other performers who fill in, temporarily, with these two units were summarily classed as employees on the ground their performances are directed by the theater. These groups seldom operate on contracts.

The bureau has withheld a ruling on specialty and name acts booked for particular engagements pending a closer examination of the contractual relationship between the theater and the per-

formers. However, a year ago, in a commitment to Motion Picture Producers and Distributors of America, Inc., the Bureau of Internal Revenue reported that such vaudevillians were independent contractors when they perform for a designated number of days for a designated sum of money in a theater which exercises its supervisory rights only to keep the act in tune with standards of morality and decency of the community.

Boston Unions Urge Okeh on Sunday Dancing as Vaude Aid

BOSTON, Feb. 5.—Life into "vaudeville" which has been dead for several years would be injected if a petition asking for legislation to permit dancing in theaters on the Lord's Day were enacted, according to John Brennan, executive secretary of the Allied Theaters of Massachusetts, Inc. Brennan spoke before the Legal Affairs Committee at the State House, and asked it to grant permission to theaters to allow acts to dance Sunday. Brennan said that the audience as well as the manager felt the need for a balanced show, and dancing acts are the missing links. Brennan cited Bill Robinson, who, because of the present law, must quit his Sunday performances, giv-

ing the manager a headache in finding someone to replace on the bill.

Matt Ott, representing the American Federation of Actors and also as booker of the Federal Theater Vaudeville Project, said the Boston AFA branch has 600 members, and that the "deplorable condition of vaudeville" would be taken out of that category if Sunday laws were eased. Since the majority of vaude performers have dancing acts, he feels that Sunday bookings would enable Federal Theater performers to get work outside and alleviate the strain on the government.

James J. O'Brien, business agent of (See BOSTON UNIONS on page 25)

Peejay Ringens Returning To U. S. With New Thriller

BERLIN, Feb. 5.—Peejay Ringens, after a tour around the world, including Japan, China and the Malay States, is returning today to the United States for season of 1938. He is taking with him what critics describe as the most sensational thriller ever performed by a human being.

The new offering consists of a ride down one incline and up another on a bicycle with a dive, after leaving the bicycle, into a tank of water. Ringens took it to the Orient for its first showing, then came to Europe, where he has played Denmark, Sweden, Budapest, Greece and Germany. His Berlin engagement was at the Deutschland-Halle, which is 80 feet high, 500 feet long, 250 feet wide and seats 25,000 people.

Show business is Berlin, as well as in other parts of Germany, seems to be excellent. It's impossible to get a seat in any movie house unless reservation is made.

Harry Hunter Gets Back In Carnival Business

MONESSEN, Pa., Feb. 5.—After an absence of 12 years Harry C. Hunter has returned to the carnival business, where he spent most of his life, and is now organizing his own show to open May 7 in Western Pennsylvania.

Hunter for years operated the Harry C. Hunter Shows. "Conditions are not the best at present," he said, "but we have had slams before (always took 'em) and I suppose we will have plenty more, but I think the show business acts as a shock absorber—you get the shocks but don't notice 'em so much."

AFA Loses Point When Charges Against the CEA Are Dropped

Understood SAG's turn-about-face result of diminishing fear that IA would bid for actor jurisdiction and no assurance of AFA's support of policies of SAG, Four A's

NEW YORK, Feb. 5.—Associated Actors and Artistes of America dismissed charges yesterday against Chorus Equity, the only dissenting vote being that of the American Federation of Actors. This sudden turn of affairs after months of haggling puts the situation right back from where it started. Reason for the turn-about-face on the part of the Screen Actors' Guild, which last week had charged Chorus Equity with failure to organize the night club field, is understood to have been based on (1) diminishing fear that the International Alliance of Theatrical Stage Employees would make a bid for actor jurisdiction, and (2) no assurance from the AFA that it would back up the policies of SAG and the Four A's in the event the IA did become troublesome. According to this view, SAG had nothing to gain from supporting the AFA against Chorus Equity.

With politics obviously guiding the jurisdictional deliberations of the Four A's, observers note that the AFA was prevented from getting the chorus jurisdiction for no tangible reason, but merely on conjecture—that is, steps the AFA might take. At the time of going to press, the American Federation of Labor Executive Council is still meeting in Miami.

Altho the Associated Actors and Artistes of America released a statement saying the charges against Chorus Equity were dismissed, William J. Rapp, attorney for the American Federation of Actors, says the charges were withdrawn by the Screen Actors' Guild, which introduced them last week.

Four A's moguls also accepted the resignation of Otto Steinert, of the German White Rats, as international treasurer of the Four A's. Leo Fischer, executive secretary of the American Guild of Musical Artists, was elected to the post. No salary attached, just an honorarium of \$50 annually. According to Frank Gillmore, Four A's president and executive director, White Rats members had not been satisfied with the way their organization had been run.

One Four A spokesman said it was likely that the central office would attempt to help Chorus Equity in its organizing campaign. Such help had been promised the different sister unions at (See CHORUS STATUS on page 25)

Rogers Fund Won't Tell---and It Offers a Very Nice Reason

NEW YORK, Feb. 5.—Will Rogers Memorial Commission this week finally came out in the open with a "reason" for not releasing financial statements relative to its "drives" to raise money for the Saranac Lake hospital, for handicapped children and other charities. According to A. P. Waxman, publicist for Will Rogers National Theater Week, to be held beginning April 29, publication of such figures would create

"sales resistance" for subsequent drives. The public, said Waxman, would figure the commission had already collected enough money if totals were made known. In addition Waxman claims the commission operates with a minimum of expense and a bevy of clerks necessary to prepare a complete financial statement would cut into the net profit.

The Billboard, says Waxman, is the (See ROGERS FUND on page 25)

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Big Ill. Fair Meet Re-Elects Officers

SPRINGFIELD, Ill., Feb. 5.—Officers were re-elected at the annual meeting of Illinois Association of Agricultural Fairs in the St. Nicholas Hotel here on Thursday and Friday: Eugene E. Irwin, general manager of Illinois State Fair, Springfield, president; Walter L. Manny, Mt. Sterling, vice-president; A. W. Grunz, Breese, secretary.

S. S. Ritchey was elected a director to succeed W. R. Hayes, Du Quoin, and Directors Harry Beatty, Carrollton; C. E. Walker, Shelbyville; Ola Fleming, Arthur; Dr. W. W. Warnock, Alledo, and G. P. Seibel, Princeton, were re-elected. Meeting was largest in years and annual banquet was a turnaway, it being necessary to stop selling tickets at 2 o'clock in the afternoon. Gov. Harry Horner, chief banquet speaker, came out strongly in favor of giving fairs adequate State support. Full meeting report will be in the next issue.

Two More for FTP Rep Org

"No Peace," "Coriolanus" given excellent productions by Hopkins troupe

NEW YORK, Feb. 5.—Charles Hopkins' WPA company on Friday and Tuesday presented Ernst Toller's *No More Peace* and Shakespeare's *Coriolanus*, the last being the fifth and final play in the company's repertory. *Coriolanus*, one of the lesser known Shakespearean tragedies, is the more significant, tho both productions are passable theater.

Coriolanus revival spotlights Erford Gage in the title role, with Leonore Sorsby, the company's best actress, as Volunna, Coriolanus' mother. The sets are of the rough and ready type, facilitating quick and simple changes for the 20 scenes making up the two acts. Production proceeds rapidly to its tragical climax, with the cast playing in the audience as well as on stage. Mobs and heralds rush down the aisles to drum and trumpet accompaniment.

Gage sustains his characterization carefully and in gesture and voice creates a Roman patrician whose contempt



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

ADELE LONGMIRE—young actress caught recently at the auditions of the "Young Hopefuls" group sponsored by the American Theater Council. In a role from *Bury the Dead* she displayed emotional depth, dramatic power and splendid technique. Rates a try from the film companies.

ERFORD GAGE—leading man now with Charles Hopkins' WPA repertory company at the Maxine Elliott, New York. Plays leading roles in the productions and shows versatile ability. Has appearance, carriage and voice. Is also known to be a singer. Should be a handy man for any film company to have around.

for the masses—or "garlic eaters"—is unquenchable. Miss Sorsby, tho rather youthful, makes a fair Volunna, and Jay Velie and Gordon Burby perform capably as Aufidius and Menenius.

No More Peace, an anti-war comedy, is given rather careful production, with the action taking place on two stage levels, one of them Olympus and the other a European principality called Dunkelstein. Enscenced above are a peculiar group, including Napoleon, St. Francis and an angel operating a switchboard connecting with such cosmic exchanges as "Pearly Gates," etc. Napoleon has the angel telephone Dunkelstein's leading citizen and tells him there is a war. This is by way of proving Napoleon's point that humans really have no sense and are ready to jump into a fracas without real provocation. St. Francis is shocked when he sees the proof of Napoleon's belief. The Dunkelsteiners, who had been engaged in a "No More War" celebration, reverse the placard so that it reads "No More Peace" and change a couple of words in their peace song, thereby converting it to a war song. A dictator, a caricature of Hitler, is set up, and Aristotle, sent down from heaven to pacify the agitated Dunkelsteiners, finds his dialectics are useless. Show is a fairly clever piece of work, with lyrics by W. H. Auden. Edward Crankshaw translated.

Douglas Campbell plays Napoleon, Jay Velie is cast as Francis, Norma Downey is the angel—and a cute one—and W. W. McWatters is the town's leading citi-

zen. Others are Erford Gage, Leonore Sorsby, John Randolph and George McSweeney. McSweeney gives a solid performance as an unemployed, shiftless worker with no ambition but plenty of philosophy. Paul Ackerman.

Four A Meeting Revokes Charters

NEW YORK, Feb. 12.—A recent meeting of the Associated Actors and Artistes of America resulted in revocation of charters held by the Singers' Guild of Los Angeles and Locals 9 and 7 of the Hebrew Chorus Union. These locals were in New York and Philadelphia.

Paul Dullzell, Four A executive secretary, pointed out that both organizations were defunct and for some time had not paid any per capita tax. Request for a charter by an organization wanting to call itself the Italian Actors' Equity was also discussed. Nothing definite decided, Dullzell pointing out that such a group would impinge upon Screen Actors' Guild, American Federation of Radio Artists, etc. A committee meeting will try to work out a plan clarifying jurisdiction of Italian Actors if the Four A grants a charter.

Four A officials denied the dropping of several sister units, indicated that other minor Four A organizations were in line for absorption into larger unions. Employment opportunities for foreign-language groups are becoming slimmer.

N. Y. FTP Rep Shows Up Well

Pulls best b.-o. score next to "Third of Nation" — discount plan helps

NEW YORK, Feb. 5.—The Repertory Theater of the New York State Federal Theater Project, under direction of Charles Hopkins, is doing better box-office intake than any FTP production has scored in this city with the exception of the current *One Third of a Nation*, at the Adelphi, admitted officials of the local project.

First week averaged a paying audience which was 60 per cent of the capacity. Succeeding performances are doing a better cash business, with sell-outs in the lower sections days in advance of run.

In spite of such good returns the Repertory will probably not be held over, for its continuance would mean postponing the opening of *Prologue to Glory* for the home team. George Kondolf, director of the local project, is reluctant to permit a visiting project to upset plans for his own productions.

The repertory proved also to the government officials the expediency of a special subscription plan whereby customers were given a 25 per cent discount on a lump buy of three shows. This experiment worked out so well that Paul Edwards, administrator, will recommend it be instituted at the opening of the next season for the whole Federal Theater.

Returns on *One Third of a Nation* report that 17 performances brought in \$8,200. With the exception of the first two review nights, the play has been averaging \$450 a night. Up to its opening other than labor costs for the play amounted to \$5,800. Its monthly running expenses include a rental of \$1,800 and salaries of 85 actors and 30 stagehands at \$95.44 per month, or approximately \$11,000. In addition, there is an average expense of \$100 a night for other than labor costs. From point of view of material costs, the production pays its way easily and is helping to defray part of its labor costs and the expense of running free shows for schools and non-commercial institutions.

Paris Has 3 Kiddy Houses

PARIS, Jan. 31.—Three theaters catering exclusively to children are operating regularly in Paris this season, the "New Theater for Model Children," "Little World" and "Children's Theater." Operate only Thursdays, Sundays and holiday matinees. Several picture houses have special hours and programs for the kiddies.

SONNY KENDIS

(This Week's Cover Subject)

SONNY KENDIS, one of the most capable musicians in the dance music field, with particular talent for piano, trumpet and arranging, was born in Philadelphia 26 years ago. He began to dabble in music at the age of five and a few years later was winning amateur music contests. When 11 Kendis toured the country with his own band and revue, keeping up with his schooling by means of a tutor. His interest in arranging and composing as well as instrumental work increased, and early in his career he joined Frank Winegar, Larry Funk, Ben Bernie and other name bands.

During his career Kendis has been musical director of stock musical comedies at Atlantic City and director of the Boston studio band over the Yankee network for a year and a half. He later went to the fashionable Copley Plaza and Barkley hotels in Boston and attained a niche as a society band leader playing for debutante parties in Cape Cod and Newport. Coming to New York, Kendis was booked into the Stork Club and given a 10-year contract with leaves of absence. He recently finished a year there and followed with a 16-week run at the Raleigh Hotel, Washington, and an engagement at the Glass Hat Room of the Belmont Plaza Hotel, New York, where he is currently featured. He expects either to return to the Stork Club soon or play the National Hotel Management Chain.

Kendis, who recently made a short from the Stork Club, has made many recordings and transcriptions. He believes in emphasizing the individual talent in his band.

FTP Vaude Makes B'way Debut; Corny, But Wows 'Em Anyway

NEW YORK, Feb. 5.—Variety unit of the Federal Theater Project of the WPA had its first Broadway airing Tuesday night behind the disguise of the misnomer, musical revue, and the title, *Showing Off*. It was billed for a five-day run, but may be held over another week. Up until now FTP vaude performances were confined mostly to the outskirts and non-paying audiences. As a result members of the Project have charged administrators from Mrs. Hallie Flanagan down with deliberately stifling this phase of the work.

This production does not approach the standard of the FTP legit productions, and certainly is even more remote from the requisites of a box-office attraction. Despite its low commercial rating, the show fascinated a full house.

The two-act revue came close to being an old-home-week celebration, and might have been dubbed *Vaudeville's Last Stand*. Most of the blame for so corny a presentation lies with the producers and directors, even after one takes into consideration the limited supply of talent

available. Dirty costumes, long-winded lines, stale routines and overworked jokes are definitely the mark of inexcusably poor leadership.

It would seem an advantageous arrangement to have a closer working relation between members of the writers' and theater projects. Surely, if the services of the WPA scribes were put to best use, the vaude comedians could have new bits to offer. Under better conditions the Hanlon Brothers, Gallo and Maley, Eddie Mazier and Nick Hufford and a few others could be groomed for box-office bait.

Showing Off utilizes a cast of 50, to represent an array of talent auditioning for a booker who is asked by a client to rig up a show for him. So thin a story thread was meant to bind together a conglomeration of acts ranging from Marcel Fallet's violining (augmented by unbecoming temperamental dramatics) to an all-American minstrel.

Among the least effective bits were the unimaginative satire on a television broadcast, the musicals and the production numbers. Gallo and Maley brought down the house with "A Hup an' Downa" creation. The only other highlight was William Renaud, minstrel baritone.

Production credits and blames go to William Sully, director; Benjamin Roberts, director of orchestra; Walter Travers, supervisor of music; Matt Shelvey, producer and lyricist. Eubie Blake and Milton Reddie were responsible for music and dance of *Sweetness of Love*. Sylvia Weiss.

NEW YORK, Feb. 5.—Little publicity attended the production of *Showing Off*, FTP vaudeville revue. George Kondolf, director, ordered the press excluded from the playhouse on grounds that the show was just a temporary stop-gap thrown together in a hurry and without his preview approval to keep the theater active until a legit show was ready.

NEXT WEEK

THE RESULTS OF THE BILLBOARD RADIO EDITOR PRESS DEPARTMENT SURVEY

An evaluation of the publicity methods of the radio industry, made by the radio editors of the nation. Their criticisms, suggestions and opinions of press departments and press agents will be presented in the first authoritative study of its kind.

NEXT WEEK

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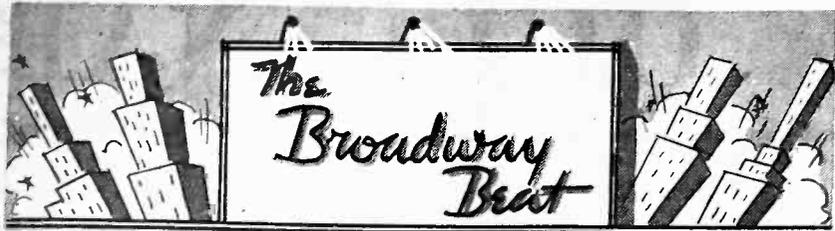
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By GEORGE SPELVIN

THERE'S spring in the air, even tho this column's Bureau of Nature Loving has failed to see any posies blooming. . . . But the increase in the number of equestrians (they ride on horses, you dope!) in Central Park is ample evidence that those New Yorkers who are unafraid of bunions where they do the most harm are preparing for the tra-la-la season. . . . Ad agency moguls are smiling again over increased auto production; decreases and forced layoffs threw plenty of scares into the Madison avenue idea factories. . . . A new singing star was discovered chanting a barroom ballad on a recent "Gang Busters" program; his name's Sandy Strouse, and it's said he's even been offered a sponsor—if he'll confine his efforts to nothing but straight dramatics after this. . . . Jack Miller, of the Will Weber office, possesses a gruesome memento, a letter marked personal and sent from the Stratford Hotel, Seattle, with an attached note from the postal authorities reading: "Delayed and damaged in wreck of airmail plane, a.m. 3-2, en route Seattle to Chicago, near Bozeman, Mont., January 10, 1938." . . . It must be from a close friend, but Jack can't find out; he can't handle it any too roughly, let alone open it, because it would crumble to ashes. . . . Add coincidences: Sylvia Press is press agent for WINS. . . . Bob Stanley, WOR ork leader, is a son of the Mroczezs, whose circus is said to have been one of the biggest in pre-war Europe—and he's probably the only boy in the world who ever ran away from a circus because he wanted to play the violin. . . . Walter Dare Wahl became a citizen last week. . . . Sigrid Onegin's recital at Town Hall last Sunday (30) was one of the loveliest song recitals of the season—but loveliest.

This town's going nuts over a new fad—impersonations or characterizations or whatever you want to call 'em of Lenny and George in "Of Mice and Men." If you happen to overhear svelte and lovely young things muttering thickly, "Tell me about how we're going to live off the fat of the land, George," don't worry, it's just a Lenny impersonation. You even get it in theater lobbies these days. One such recent Lenny-and-George orgy was interrupted by a serious-faced and wistful-sounding out-of-town newspaper man. "I have to do all the characters myself," he murmured, "all alone, in my shower."

THE ALBUM: Double and impersonator of stumpy, beetle-browed, cigar-chewing Edward G. Robinson is stumpy, beetle-browed, cigar-chewing Joe Kern who, for the past four years, has made a profitable living taking off the Hollywood tough-guy and other famous men. Not only are the two amazingly similar in appearance, but they were both born in Galicia, Poland. Kern started as a prizefighter, and was amateur metropolitan and State champ in the bantamweight division. He got into his present racket thru a devious route. Some 15 years ago he bought himself two stores on Second avenue, one a haberdashery and the other a lingerie shop—and the profusion of accents that made up his custom put him in a fair way to become a dialect comedian. From that point, aided by the resemblance, it was only a step to crashing this and that affair, masquerading as the actor—and then came 1932 and an affair at Webster Hall run by Izzy Grove (also a prizefighter in his palmy days). Kern was hired to impersonate Robinson so the emcee could say, "We have with us tonight . . ." Impersonating Robinson became a profession, and soon Kern was playing Midwest houses, and adding other portraits to his gallery. He used to do Trotsky once, but he's dropped it. "Trotsky," he explains, "isn't popular any more."

Cornelius Miles, drama page make-up editor, and Grenna Bennett, music critic, both of The Journal-American, were slated to wind up their jobs last week. . . . Jack Schneider, of the Arrow Theater Ticket Service, married Doris Rosen last week. . . . The Old Vienna Restaurant on 47th street boasts a League of Nations set-up; Ralph Dalton and Mary Zumft, proprietors, are Austrian; Bertold Serebrenik, ork leader, is from Palestine; co-leader Paul Mann is German; the checkroom concessioner is Greek; the two checkroom girls are Italian and Hungarian; the cashier is Polish, and the waiters' nationalities include German, Austrian, French, Swedish, Belgian, English, Irish and Russian; the only American connected with the place is the press agent. . . . Elinor Sherry, WOR vocalist, bids for the title of radio's tiniest songstress; she's 4 feet 11 inches tall. . . . Sam Chartock spent the half hour from 1:30 to 2 the other a.m. humming a couple of bars of music over the phone. . . . Harry Hershfield made a nice recoup at the opening of "Sunup to Sundown"; he failed to recognize a gal he should have known, and to cover it up he chirped, "Honestly, the reason I didn't recognize you is because you haven't changed." . . . At the same opening, a bored couple sat behind a Spelvin stooge; "At least we can sleep soundly after this one," said the husband; "I," retorted his spouse, "could have slept soundly without it." . . . Printers on the New York dailies are deciding what scale to ask at the expiration of their contract, with conservatives heatedly opposing the leftist group, which wants a six-hour day and a higher scale; conservatives claim some of the weaker sheets would be forced out of business. . . . The Kidoodlers, NBC musical quartet, have been signed by the Max Fleisher Studios to provide the sound effects and musical backgrounds for Betty Boop.

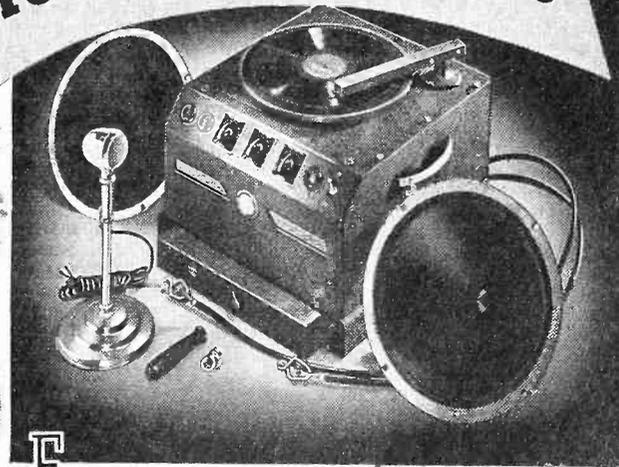
Tin Pan Alley has found it an expensive proposition to publish topical and seasonal songs—so with St. Valentine's Day at hand we find a dearth of special sweetheart numbers. Except for Whitney Blake, who applies the efficiency-expert technique by putting out a song to fit two seasons. If "Make Your Mum Your Valentine" doesn't grab off most of the radio plugs this week, he can start his song-plugging anew with the same tune for Mothers' Day.

OUR OWN MAIL DEPT.: Why trade paper editors go nuts (continued). A suggestion from a reader: "I trust I have your permission to address you. I have been a peridocal subscriber to your "Billboard" magazine. In my opinion it is just a wonderful factor in the show business. There appears to be one field of endeavor that is lacking and not included in the various items of interest, i.e. a department illustrating in (flesh) life colors of the interesting subjects of movie-land. Gorgeous photos of the loveliest girls in the world. Light lingerie models Strip tease artists models chorus girls. See some of such in "Life" magazine Look publication, Color Section Balto Sunday magazine and many others. If you consider these suggestions worth anything to you, I would appreciate a subscription to your "Billboard" as a complimentary return, I thank you so much. Include world wide bathing beauties. am, very truly yours, _____"

After the curtain had gone down the other night on Will Geer's big revival scene in "Journeyman," wherein he excites a congregation into religious tantrums, a customer in a rear pew howled, "I got it! I got religion!" and panicked the house. . . . Olga Druce is sailing to California the middle of March, after she's thru with her current hospital sojourn—not for film work, just a rest. . . . Del Casino, who left for Hollywood to triple-threat in films, night spots and on the air, held four metropolitan amateur ring titles before he entered show business. . . . Billy Barton, of the Rockwell-O'Keefe office, sees in skating shows the coming novelty of both indoor and outdoor show fields—which should be easy after the grosses Sonja Henie hung up at the Garden and on four. . . . For chow mein fiends: when you have trouble catching your waiter's eye, just holler, "Kee-oh!" which is the way to call a Chinese waiter, even tho the spelling's probably cockeyed; Mr. Spelvin has tried it, and he knows that at least you won't get into a jam. . . . Hank Senber, formerly of The
(See BROADWAY BEAT on page 29)

SOUND SYSTEMS

for Every Purpose



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Chicago Bookers Complain New Talent Is Not Getting a Break

CHICAGO, Feb. 5.—Bookers and agents admit that more good acts and attractions are wanted but, paradoxically enough, complain that the talent buyers will not give new faces a chance. From the small burlesque house up to the ace club or theater, managers insist on recognized talent. In the booking field it is felt that not only is the time ripe for fresh talent invasions into vaude and night clubs, but also that new faces are needed to encourage new ideas and attract new business.

The public is fast growing tired of repeated appearances of stock attractions and, worse, repetition of the same material. As far as burlesque is concerned, according to booker Milton Schuster, the field suffered more from its veteran population than outside pressure. The same comedians have for years been making the rounds of the burly wheels with practically the same gags and bits. Schuster points out that during a recent conference with burlesque house managers they turned thumbs down on a proposal to give new faces a break. They continue to use old acts only and at the same time continue to end up on the wrong side of the ledger.

Vaude bookers, arguing in favor of new talent with house managers, point to the comparatively open doors in radio and pictures.

Some of the out-of-the-way cafes will

give amateurs a break, but only because they can buy them for peanuts. Those acts, however, are presented at a great disadvantage and it is usually an exception when one of them manages to push itself to the front.

Have You Studied Harmony?

The grammar of Music is Harmony—and if you have not studied the subject you should not delay any longer.

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BALDWIN TO QUIT NAB

Annual Report Hits Irna, Reorg Favors Federation NAB Set-Up

NEW YORK, Feb. 5.—In his last annual report James W. Baldwin, managing director of the National Association of Broadcasters, in a surprise move told the NAB membership that "I cannot offer my services to the association beyond my present term (June, 1938)."

Following weeks of speculation as to what move he might make to meet a campaign for his removal Baldwin followed the unusual course of placing his annual report in the hands of the membership before they had even left for the convention to be held at the Willard Hotel February 14-16. NAB President John Elmer in a letter to all members stated: "My reason for having this report mailed to each broadcaster rather than having it read at the convention is twofold: first, it will give the reorganizing committee more time for its business, and, secondly, I consider the document of such vital importance that I believe every broadcaster should have a copy in his possession."

Baldwin opened with the statement that there were 408 NAB members. Membership included 39 clear-channel stations, 215 regional and limited-time stations, 150 local stations and four special broadcast stations. Out of the entire membership 223 are affiliated with NBC, CBS or Mutual, leaving only 185 members that are classified as non-network stations. He reported a cash balance of almost \$20,000.

After dealing with the Federal Radio Education Committee, State NAB Committees, Federal and State Legislation, Litigation, ASCAP and the Bureau of Copyrights, Baldwin reported his experience with the Joint Committee on Radio Research. On this he said: "It is my opinion that if great care is not exercised in this matter the results of the committee's work will be injurious to spot broadcasting. I believe the committee has erred (1) in the failure to define the job to be done (2) the delegation of too much authority to the Technical Committee (3) inadequate discussion and consideration of important questions of policy by the full committee and (4) failure to delegate sufficient authority and responsibility to the director who was employed on a full-time basis to direct the research and survey work of the committee."

"If the work of the committee is to go forward and be in the interests of all the broadcasters means must be found for (1) correcting the deficiencies in procedure and (2) financing the committee in a manner which will allow each station in the country to pay its fair share of the total cost."

Musicians

In discussing the "musicians' problem" Baldwin stated that the radio industry never was responsible for unemployment among musicians. He named talking pictures, displacing thousands of

musicians, as the real cause. In settling the musicians' demands the "equalization fund" permitted network affiliated stations to defray additional expense of hiring staff musicians. Same demands made upon network affiliates were understood to be made upon all stations in the industry. On this score Baldwin said: "It is obvious that any part of an industry that has the economic power to establish labor standards for that industry as a whole has the power to destroy its competition." Net result of the IRNA was to make its own deal with musicians and thus tie the hands of the Special Convention, which was called for the express purpose of treating with the musicians. After the IRNA deal the only thing the NAB Special Convention could do was to discuss what the IRNA had already done.

After pointing out that at the Special Convention there were 228 station representatives, which included 148 network affiliated stations and 30 nonmembers, Baldwin discussed the reorganization plan, which was first proposed at the Special Convention. He took two paragraphs from the plan and italicized the following: "However, the committee does not believe that such group (clear channel, local, etc.) advocacy of specific issues should conflict with the general policies of the association and sufficient control should be exercised by the association over such groups to prevent trespass upon issues which may be more properly presented by the association as a whole. In other words, it is the considered judgment of the committee that whenever such groups meet to discuss their common problems, whether they be antagonistic to the interest of other members of the association or not, that they consider themselves subject to the general policies of the association and avoid invasion of such policies." . . . "First duty of this director (labor) should be to collect from all members copies of each and every outstanding labor contract and members should be bound to supply them to the association. As new contracts are executed copies should be filed with the association . . . and all this information should be made

Tax Time

PHILADELPHIA, Feb. 5.—It's an ill wind.

The sales tax, recently passed by council and damned by the citizens, proved a bonanza for the local radio stations. All of them sold hours of time for organizations and individuals who wanted to sound off against the insidious 2 per cent levy.

available to any member or groups of members . . ."

NAB has more than 400 members representing all classes of broadcasters, each class with its own economic problems. The conflict between the economic conditions related to the several classes is great. Baldwin stated that if NAB undertakes to assume a strong position on the problems of the industry it must favor one class against another. If NAB does not take sides any representations it makes must be so general in character that it is without any force and effect, he said.

Federation Policy

Suggesting the creation of another type of association, Baldwin told the membership: "All things considered it is my opinion that the interests of all the broadcasters today can be served by the formation of several independent associations and the affiliation of these associations with a national federation of broadcasting stations. For example, there could be formed a National Association of Clear Channel Broadcasting Stations, a National Association of Regional Broadcasting Stations, a National Association of Network Affiliated Broadcasting Stations and a National Association of Non-Network Broadcasting Stations. Each group has common problems. In the case of the first three at least there are definite conflicts of interest and I believe they are of permanent character. These conflicts cannot be avoided by merely creating 17 geographical districts as has been proposed by the Committee on Reorganization. This would only reduce the total number of broadcasters in a given unit, and each such district will contain a membership representative of all classes. Experience with State associations would indicate this will only accentuate the conflict of interests between classes.

"In order that the few issues and (See BALDWIN TO QUIT on page 10)

Chi Is Happy About It All

CHICAGO, Feb. 5.—Optimism is running higher in radio circles here than at any other one time in the burg's history. Cause is a combination of increased biz and bigger shows for Chi plus the decline in Hollywood shows the past several weeks. A report from NBC this week showed Chicago leading New York and Hollywood for the first time in number of program hours broadcast. Figures were for December, and gave Chicago 712 hours compared with 670 for New York and 158 for Hollywood. NBC officials pointed out, of course, that this included both sustaining and commercial shows, and said they were aware of the fact that Hollywood deals mostly in commercials with big name attractions. But in their opinion the exodus of shows from here which started over a year ago has come to a halt.

Chicago has held its own for over six months now, and the past six weeks have seen renewed activity. Two new big shows have been added to the lineup here, Wrigley's *Double Everything* holding forth at CBS-WBBM and Lucky Strike's *Kay Kyser Musical Klass* started Tuesday over Mutual.

Radio execs at the ad agencies are also wearing a glamour smile and feel a real bonanza is just beyond the horizon. Several of them say that Chicago is becoming a mecca for aspiring radio artists and writers, and also many of them are still rank amateurs. The ad men say the stuff is here and the result will be an avalanche of material, much of which will be usable and not any too much to fill the demands made the past year by sponsors.

CIO-Carter Peace Stalls

PHILADELPHIA, Feb. 5.—Altho delegates to the CIO Council had declared their intention of calling off their proposed boycott against Boake Carter last week, officials are planning to hold back any official announcement, in order to hold a club over Carter in case he strays off the reservation in the future.

This plan of action was taken by CIO leaders after delegates contended that Carter's promise "to be good" had not been made in writing. Situation will remain status quo with the council neither advocating a boycott nor calling for its end.

Union officials were also incensed by the refusal of Colby Chester, president of General Foods, Carter's new sponsor, to reply to their letter protesting hiring Carter.

William Leader, president of the council, said the union did not want to be put on the spot as muzzling a radio commentator.

Council at the same time voted to consider a boycott on Gimbel Brothers' store for WIP's firing of announcer Sandy Guyer, allegedly for joining the American Communications Association, a CIO affiliate.

Kids Build Own Gas Show on WFAS

WHITE PLAINS, N. Y., Feb. 5.—Another of the J. Stirling Getchell ad agency locally produced shows has been started over WFAS, indie outlet. Stanza is sponsored by Mayflower gas stations, Socony distributors, and consists of airings of Westchester County high schools. Kids, under the supervision of George Allen, build their own show, including band numbers, continuity and trimmings.

Getchell agency has developed and taken over other types of native stuff in other towns. Had a *Safety Patrol* show on for Socony in Rochester last year and also signed for Socony for a string of amateur sport events in Vermont last fall.

NAB Report Screwed, SESAC Says; Overlooked 13,500 Copyrights

NEW YORK, Feb. 7.—Society of European Stage Authors and Composers' reply to the National Association of Broadcasters' report belittling the SESAC repertory will be received by broadcasters Wednesday and will include the following highlights: (1) SESAC claims its repertory consists of about 25,000 copyrights instead of about 5,000 as mentioned in the NAB report; (2) Broadcasters are warned that acceptance of the NAB report as a guide may lead to trouble, in that the compilers of the NAB report do not guarantee their information to be correct; (3) SESAC claims the NAB report's attempt to generalize concerning certain catalogs by selecting as specimens certain compositions therefrom and calling them uniquely representative is "astounding."

According to SESAC, basis of the alleged incorrect count of the copyrights in the SESAC repertory is traceable to NAB's "ignorance" of copyright technicalities, such as registrations under which music may be found. "It is to be noted," SESAC claims, "that the (NAB) report is not the product of any parties affiliated with the copyright office."

SESAC reply charges NAB investigators committed an "elementary error" when they examined only Section 3 of the United States Copyright Catalog and failed to take into consideration compositions copyrighted under other sections. SESAC claims this accounted for 3,000 compositions, and also alleges the NAB men overlooked 13 catalogs under

SESAC's jurisdiction prior to the time the report was issued in August, 1937. Performing rights society claims this error accounted for omission of about 6,000 compositions. "For curious reasons," says SESAC, "no mention was made of thousands of other compositions covered by copyright as far back as four and one-half months prior to the issuance of the report."

Reckoning all these factors, SESAC points out that when the NAB issued its statement, the SESAC copyrights numbered about 19,000 as contrasted to the NAB's figure of 5,400. Society has since acquired seven other catalogs, bringing its total copyrights to 25,000.

Society prefaces its reply with the statement that the NAB's researches appear "to be characterized by substantial irrelevancy and uselessness, and not, in our opinion, warranting the effort and expense of its compilation. Nevertheless, in order to rectify the numerous mistakes, misleading aspects and erroneous conceptions therein found, we herewith bring to the attention of the broadcasters a corrective factual basis of the subject matter involved."

James Baldwin, managing director of the NAB, is expected to make a supplementary report on additional SESAC repertory acquired since the issuance of the last NAB report. SESAC, however, makes it plain that as yet he has not rectified the alleged mistakes in the first NAB treatise. Baldwin currently is supposed to be investigating the Associated Music Publishers.

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Adv't'r Gives Fan Mail Go-By

NEW YORK, Feb. 5.—A definite decision to shy away from shows designed to coax fan mail has been made by one of radio's largest national advertisers. Policy was announced after an ad agency suggested a show with mail-pulling possibilities slanted for the advertiser's product. Altho the client liked the idea, the fan-mail angle was given a thumbs-down verdict.

Fan-letter situation was, it is understood, thoroly studied by the advertiser before deciding to stay far away from the "I take pen in hand" production. While no official reasons were given for the turndown, the decision accentuates the change in attitude toward fan mail. Account now has a major Sunday program.

Feeling that fan mail is either over-rated or unnecessary has been spreading among both agencies and clients. Several factors are held responsible for the growing skepticism toward "gimme letters" and the gradual fading of their importance. Both merchandising and human elements are involved, and even tho some sponsors may still like to test shows with free offers, fan mail is considered a doubtful check.

Phonys

Discovery several years ago that "bureaus" would furnish fan letters at so much per hundred put the personal fan letters to performers on the suspicion list. Added to this doubt of the veracity of letters are the growing demands of listeners to secure something of tangible value to make it worth their while to invest in a postcard.

This, plus the clerical and postage charges of answering fan letters, have increased the costs of many programs. While this cost was at one time considered necessary in order to gauge a program's popularity, more scientific surveys, "date" the fan mail, rule-of-the-thumb method, according to some critics.

The so-called "self-liquidating" method has been used by Procter & Gamble agencies and other ad outfits with, it is understood, mixed results. This plan calls for the fan not only to send in proof of purchase, such as a wrapper or box top, but a dime or a quarter or so for an article or premium which is declared to be worth much more. Price he sends in usually covers the cost, as the advertisers purchase the items in quantity lots at wholesale prices. Advertiser figures fan has had to purchase at least one of his products and is a step nearer becoming a steady customer.

Chi Indies Gain By Web Inn Ban

CHICAGO, Feb. 5.—Hotel ops here are getting a strong case of jitters since losing the radio wires when they refused to pay the new \$100 service charge and are again looking around for air hookups. Managers burned when they received the \$100-or-else ultimatum from stations January 15, and decided to go off the air, but are now experiencing twinges of remorse.

Handwriting on the wall is appearing in the form of increased ad budgets and difficulties signing good name bands. Buddy Rogers tried to duck out of his contract with the Sherman Hotel when the wires were pulled, and flatly refused to take up his option for another four weeks. He leaves next Friday. Hotels are afraid, too, that being away from the airplanes will show up in the coming summer transient biz.

Parties who stand to benefit are indie radio stations. WIND has already acquired the Aragon-Trianon ballroom account, and Ralph Atlans, president of WIND and WJJD, is dickering with the Congress and Palmer House hotels for remote pickups.

Network stations don't seem worried over losing Chi bands, and are piping in dance stuff from New York and the Coast. So far, tho, the web outlets have not replaced all the lost dance music, out-of-town airings and late evening dance hours being filled in with local studio entertainment, which has brought in some squawks.

Punishment

PHILADELPHIA, Feb. 5.—WFIL is making sure that its salesmen know just what the station has to offer in the line of programs.

Each sustaining is plattered and each Saturday the sales crew is herded into the audition room and given an earful. Transcription review also gives the planning staff a chance to make changes and criticize new programs. The salesmen's cheerful little earful lasts about an hour and a half.

It's being called the agony session.

GF's-Lum 'n' Abner Negotiations Snag

HOLLYWOOD, Feb. 5.—Negotiations between General Foods and Lum 'n' Abner, released a fortnight ago by Horlick's Malted Milk Manufacturers, have hit a snag. Friday everything was about set, when things went awry. Show would have started for GF's Postum on CBS about March 1, emanating from this center.

Chester Lauck and Norris Goff, Lum 'n' Abner, wanted to stick on NBC, where they have been for the past years, feeling this would be a better bet for them. Time clearance, however, interferred and favored CBS. Agency for Postum is Young & Rubicam.

WIP's Private Survey

PHILADELPHIA, Feb. 5.—In an effort to find out just what the radio audience wants in the form of entertainment, Benedict Gimbel Jr., president of WIP, has ordered the 68 employees of the station to make a survey of their families. They make up a cross section of the listeners, Gimbel believes.

Gimbel and WIP Find All About "Hell Hath No Fury Like, Etc."

PHILADELPHIA, Feb. 5.—Housewives are clucking over the back fences of Philly this week over a stormy scene enacted at the WIP auditorium during a session of the WIP *Homemaker's Club of the Air*.

Twenty-five hundred of the city's hausfraus jammed the auditorium to say farewell to Carolyn Ann Cross (nee Zella Drake Harper), whose resignation took effect the following day. The good ladies brought all kinds of presents to Miss Cross, who started the club five and a half years ago. Club plugs different products while giving the ladies an hour's entertainment cuffed from the theaters and night clubs. There are about 7,000 members in the "club."

Just before Carolyn Ann went on the air, Benedict Gimbel Jr., prexy of the station, warned her not to make any cracks about this being her last day and not to make any farewell speeches. Everything went smoothly and at the end of the hour Miss Cross signed off and then Gimbel stepped to the mike and made a tearful speech about Carolyn asking for a leave of absence because she

CIO's ARTA Vs. AFRA; AGRAP, ABT Ponder; AFRA, AFM Vs. All

Kind-hearted editor translates above for puzzled readers —means CIO union trying to get membership in radio, and AFL unions better watch out—or does it?

CHICAGO, Feb. 5.—Union organization of radio technicians and announcers took on more complications here this week when E. H. Plitt, national CIO organizer from the East, told *The Billboard* that CIO's American Radio Telegraphists' Association would start a drive to bring those workers into that union. Definite action is being withheld for a few days, Plitt said, pending outcome of the National Labor Relation Board's decision on the argument between ARTA and Association of Columbia Broadcast Technicians concerning manner in which networks should be organized. Also, ARTA is holding an election this month in conjunction with the Association of Broadcast Technicians, an independent union, with the hope of absorbing ABT. When and if these two things jell, ARTA will be in a better position to take action here, Plitt stated.

Cleon White Quits NBC; Sets Up Own Agency

BOSTON, Feb. 5.—Cleon B. White, former head of the NBC Artists' Service and until February 1 manager of Artists' Service of Massachusetts, a subsidiary of NBC, resigned as of that date, and is now on his own. Outfit is titled Cleon B. White Entertainments.

Under the NBC ax the NBC subsidiary was knocked off. White was asked to take a job at New York, but nixed this and two other propositions to take on jobs at Cleveland and Hollywood. He decided to stick in Boston and keep his clientele.

White received an American Federation of Musicians ticket to book bands.

Cooper Succeeds Wonders At Rockwell-O'Keefe

NEW YORK, Feb. 5.—Frank Cooper, agent, is now with Rockwell-O'Keefe, handling radio sales. He replaces Ralph Wonders, out now about 10 days. Wonders is in Chicago.

Cooper comes from Curtis & Allen.

American Guild of Radio Announcers and Producers is also voting this week on affiliation, and if they swing over to CIO ARTA will be holding another trump card. So far, AGRAP, ARTA and ABT have had little around here, with most either members of the American Federation of Radio Artists or the musicians' union, both AFL affiliates. Should AGRAP go CIO and ABT also merge with ARTA, the CIO union will get a fairly substantial wedge, especially at CBS-WBBM and NBC.

AFL line-up in the radio technician field now presents a four-way split among IATSE, AFRA, Petrillo's CFM and the International Brotherhood of Electrical Workers under Michael Boyle. Frank Olson, local agent for IATSE, stated nothing would be done in radio here until the wind-up of the national board meeting in San Antonio this month. He intimated, however, that George Browne, IATSE prez, and James Petrillo would probably work hand-in-hand on the radio angle. Just where Mike Boyle and his IBEW and AFRA will fit into this picture is not known. Boyle already holds engineers in some of the stations here and AFRA is directing its efforts in the same field. Whole mess promises plenty of fireworks; CIO's ARTA will probably be the powder keg to start the fun when Plitt starts his drive.

Jaspert Heads WFIL Local Sales Dept.

PHILADELPHIA, Feb. 5.—George H. Jaspert, formerly with KYW, was appointed chief of the local sales department for WFIL in that station's drive for expansion of sales and programs.

Jack Stewart, sales manager, will concentrate on national business and will rotate between the local office and the newly established branches in New York and Chicago.

Something Free—Advice

PHILADELPHIA, Feb. 5.—WFIL has combined features of *Goodwill Court*, *Husbands and Wives* and *Agony Column of the Air* into a something called the *Jury Decides*.

Starting this week, a studio audience will advise lovelorns, hard-luck artists and others.

Tax Talk, Media Battle, Prompt Webs To Damp Income Figures

NEW YORK, Feb. 5.—Acting in two-fold unanimity, NBC and CBS agreed this week to cease releasing their monthly grosses in any form. Execs of the two webs conferred Tuesday and came to terms.

Varying reasons are behind the decision. One is fear that continued publicity in this direction might lead to further taxation. Also fear of further criticisms on the part of uninformed big shots taking the web figures at their face value. Chain billing figures, as released, were by no means a true picture of revenue. First, they didn't disclose the amount kept by the network and the part divided over to affiliate stations. Second, billings were always given on the gross, without figuring agency or time discounts, which lop plenty off the top

amounts given. Nevertheless, most yapping at radio was based on the swollen figgers. NAB opposes such publicity for these reasons.

Another reason for the decision stems from the recent attack on radio by other media, highlighted by the Crowell Publishing Company's advertisements. Radio men feel that for the past year or so monthly billings have shown major gains. This, obviously, must change, and when that does happen the radio men anticipated the opposition media would have jumped on the bandwagon and used as their theme *It's Our Night To Howl*.

NBC and CBS snubbed Mutual on coming to this arrangement, claiming that the no-billing edict was a by-product of other matters discussed. Mutual, however, is also pulling in its horn and tabooing the figures.

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Coast Third in Chain Sales; N. Y., Chi Lead; Detroit Fourth

HOLLYWOOD, Feb. 5.—Figures for the past year show the Pacific Coast running third to New York and Chicago in network sales, stated Roy Witmer, vice-president in charge of sales for NBC, who is here making a survey. Two leaders top Coast because of concentration of industries. However, Detroit, an industrial center, is fourth in the race, he stated. Total volume of Coast sales leads Detroit.

A marked trend toward the longer shows is shown by time buyers, according to Witmer, due to the success of longer variety shows.

Sales increases were attributed to the elimination of dead nights in broad-

casting for the past year. Saturday night, formerly the low night of the week, is now on a par with Sunday, according to an audience survey.

Another factor in upped sales is the build-up of summer audiences. Former summer slump has been offset by the availability of radios in resorts and in autos, boosting vacation sales to a new high.

Witmer believes sponsors will plug their products during the temporary business slump.

When questioned as to the effect television might have on sales Witmer stated the ad value of that medium was still unknown, a new technique in advertising having to be developed.

Witmer is heading for San Francisco to look over the situation there.

AGRAP To Decide On Affiliations

NEW YORK, Feb. 5.—American Guild of Radio Announcers and Producers at a meeting yesterday decided to hold a referendum on the question of affiliating or remaining independent. AGRAP until now had been considering tying up with either the American Federation of Radio Artists, AFL affiliate, or the American Radio Telegraphers' Association, CIO unit. Friday meeting originally was scheduled to settle the affiliation problem one way or another.

Roy Langham, AGRAP president, said the referendum would go out immediately. Final result expected in about three weeks.

PITTSBURGH, Feb. 5.—American Federation of Radio Artists announced this week that it had signed up Station KDKA 100 per cent.

DALLAS, Feb. 5.—A 52-week contract was signed by the Couchman Agency for Servel Electric Gas Refrigerators on KRLL, Columbia outlet, owned by *The Times-Herald*. Program will be *Captains of Industry*, waxing by Atlas Radio Productions.

Air Briefs

New York By BENN HALL

THE Mistake of the Week was tactfully corrected by Martin Block, who finally quieted a storm of protests. Irate Harlem fans swamped the WNEW switchboard to complain about a derogatory racial term contained in a new record. Block explained over the air that it was a record which he hadn't heard and therefore did not know that it was offensive. He then broke the record so fans would hear it crushed. Still hoping the matter is ended. . . . Allan Kent quit the NBC confines to spiel for WNEW. . . . Nature-lover note: A new soap is to be plugged soon, probably over NBC. Its maker will claim that the face washer is made from mud gathered from the bottom of the Bosphorous.

Private Undercover Department reports that a stenographic copy of the *Professor Quiz* program of December 13, 1936, was checked against a "current" *Professor Quiz* show and that the "new" one was a duplication of the 1936 version, almost word-for-word. . . . Charlie Martin using Group Theater people for his air stanzas. Claims public tires of hearing same voices, and use of experienced legit actors freshens shows. . . . BBC to experiment with the Met. Opera to see if it's practical to short wave it to England regularly. To try it next month. . . . *For Men Only* striving to boost its rating and will toss in a few stronger names. Tallulah Bankhead set soon for a one-shot, but it won't be Shakespeare.

Young Mimi Martini, daughter of

Gardner agency's Roland Martini, getting over a siege of measles. . . . Arthur Vinton becoming radio's Beau Brummell. . . . Bob Carter completes a 12-month stint at WMCA February 12. Boys are tossing a shindig for him Saturday. . . . Gogo Delys, after a split with CBS, will head east end of this month. . . . Karl Svenson doing the lead in *Way Down East* waxings, which are back on the air. . . . Alton Cook, radio editor of *New York World-Telegram*, to Coast for a look-see. . . . WMCA's Leon Goldstein is an ex-gumshoer. . . . Transamerica throwing a dinner to celebrate marriage of Mary Sothern, of *Life of Mary Sothern*, to Jay Jostyn. Took four years of heartaches on the script show before the rice-tossing occurred.

Murray Grabhorn's family back from the Coast and getting used to New York climate all over again. . . . Joe Weed and brother Neal o. o.-ing the Canadian set-up before hopping to the NAB's meet. . . . L. L. Redfield, of Redfield & Johnston, in Hollywood anent the Jessel snow. . . . Larry Menkin handling CBS's *Stories of Industry* since Joe Hill took over direction of *Professor Quiz*. . . . Adelaide Klein, radio actress, taking first vacash in six years. To Mexico for three weeks. . . . Tom Cochran, West Coaster, sold NBC Thesaurus a St. Patrick Day script. Won out over 13 other scripters, including NBC staff members.

Watch for the results of the press department radio editor survey next week.

Chicago By HAROLD HUMPHREY

COLUMBIA WORKSHOP show will soon be aired alternately between New York and Chicago, giving the lads on CBS production staff here a chance to air their talent. . . . WGN had 'em standing in the aisles for Kay Kyser's first Lucky Strike broadcast and officials were slightly embarrassed when ork leaders Henry Busse and Shep Fields couldn't find seats. Someone jumped to the rescue and Messrs. B and F were hurriedly escorted to a couple of chairs on the stage. Episode should teach the press department to make the seat and ticket totals come out even.

That switch at J. Walter Thompson, releasing Lou Jacobson to WGN, was made by the agency to give Dick Marvin full sway on the production end—the job he was originally hired to do. . . . Pat Barratt (Uncle Ezra) stepped into the movie star class the other day, receiving a postcard with just his profile on it. . . . Eddie and Fannie Cavanaugh may hit the ether for 10 shots a week if their sponsor decides to bring back the team's old *Rhymesters* show.

Bill Irwin, *Times* radio scribe, left town for a Florida vacash. . . . WLS brings a new show to the air Saturday direct from an experimental farm. Quaker Oats will sponsor it.

Final contracts were signed Friday for the new WLS \$250,000 transmitter to be erected immediately and occasion was doubly auspicious by the celebration of President Burridge D. Butler's 70th birthday anniversary. Rumor still persists that WLS will absorb NBC's local WMAQ outlet when the new transmitter reaches completion.

Purely Personal: Herb Sherman, WJJD sales manager, off on Eastern business trip. . . . Merle S. Jones in town from KMOX and also Arthur Kemp, of CBS, New York. . . . Ernest Graham added to WIND's engineering staff. . . . John Harrington leaving Saturday for a Hollywood vacation. . . . Ruth Brine is the commentator on *News Reel* over WJJD. . . . Colosimo's laid a weekly \$100 across the counter at WBBM and returned to the air Sunday.

Los Angeles and Hollywood By DEAN OWEN

CHET MITTENDORF, commercial manager for KFVB for eight years, is rumored considering offers from two stations who figure he might be a handy man to have around. One spot is in the East, the other on the West Coast. . . . Latest is that Phil Baker will train for New York about March 15. . . . Bob Swanson, midget racing champ for 1935, is on the air on *Step on the Gas*, aired by Los Angeles police over KHJ. . . . KFVB is featuring favorites of silent films in new program *The Stars Return*. Kenneth Harlan, Betty Compson and Creighton Hale on this week. . . . Cecil B. DeMille back on the Lux show

after three weeks absence. Travels took him over 8,000 miles. . . . Frances Langford's pet raccoons are rumored anticipating a blessed event. Well, well. . . . Unusual bit of drama on Matty Kemp's Amateur Author's show. Last writer to have his stuff aired is an inmate of San Quentin Pen. . . . Dean Markham, KHJ continuity head, is producing Eddy Duchin's program since the switch from New York. This is a reunion. Markham and Duchin worked together on the old Ed Wynn show. . . . Ashmead Scott, who scripts *Your Witness*, has a deal pending for magazine publication of the yarns.

Cantor-Camel Deal Bolsters Mondays

NEW YORK, Feb. 5.—Deal between Camel cigarettes and Eddie Cantor for the latter to start on CBS Monday nights March 28 is another step in bolstering the weakest night in radio and the last night of its kind. Other major shows on the nets that night include Burns and Allen, Fibber McGee and Lucky Strike's *Melody Puzzles*. Monday night is the last of the slower nights to fall, but

Burns and Allen built a major audience that night and other advertisers are taking the hint. B. and A. are sponsored by Grape Nuts.

Cantor-Camel deal, handled by the William Morris office for Cantor and the Esty agency for Camel, was completed quickly, Camel hopping in when Texaco stalled on option pick-up. Reported Texaco is going to sluff radio for a while and divert the appropriation into other media.

Trade was somewhat surprised that Cantor took a ciggie account because of his large kid following.

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Program Reviews

EST Unless Otherwise Indicated

"Rhythm At Midnight"

Reviewed Wednesday, 12-12:30 a.m. CST. Style—Musical. Sustaining. Station—WBBM (Chicago).

Not much entertainment here. Hilly Edelstein's Ork, a new outfit composed of staff musicians, falls far short of being anything but just another band. Arrangements are monotonous, making for a dull, drabby, see-saw effect. Shirley Sadler, fem vocalist, sounds as if she were trying hard—probably a little too hard. Voice is not clear and gal goes gushy in her attempt to put feeling into her work. Cheri McKay and the Three Notes do some good harmonizing and furnish the only bright spot in this melange. H. H.

The Musical Kilowatts

Reviewed Monday, 11:45-12 noon. Style—Musical. Sponsor—Duke Power Company. Agency—J. Carson Brantley. Station—WBT (Charlotte).

The romantic baritone voice of youthful Russell McIntyre is featured on this new program for the Duke Power Company. Replaces the Duke Melodeers, which established a record on WBT by running four and one-half years.

McIntyre heads an entirely new staff of artists, composed of Jane Bartlett, pianist; Jack Phipps, organist; Don White, guitarist, and Clair Shadwell, announcer.

McIntyre contributes two vocals on each airing. Highly reminiscent of Bing Crosby in the lower reaches and leave feminine audiences sitting on the edges of their seats. Voice has a pleasing and definitely romantic appeal.

Phipps and Bartlett team up on neat organ-piano duos and with White play instrumental novelty during program. Announcer Shadwell reads commercials for Duke products at halfway mark and at close.

A pleasing musical program that is creating a large following, particularly feminine, among WBT listeners. S. J.

"Angels in Blue"

Reviewed Sunday, 4 p.m. CST. Style—Drama. Preview broadcast. Station—WHB, Kansas City, Mo.

Capt. W. G. Moore, former World War flier and prominent in Midwestern aviation circles, appears to have another winner in this transcribed show starring Audrey McGrath. Show revolves around a story of an air hostess, played by Miss McGrath, and it starts with a bang. Moore is author of *The Air Adventures of Jimmie Allen*, with Bob Burt, and he once penned *The Sky Parade* for a Hollywood pic, but *Angels in Blue* should prove his best effort yet.

WHB seems to have a surefire program here and is exploiting it heavily, altho it has not yet gone on the air. Prizes are being offered for listener comment, and Kansas City newspapers are being used as medium for attracting attention. D. E. D.

"The Newlyweds"

Reviewed Monday, 7:30-7:45 p.m. Style—Dialog. Sustaining over KDKA (Pittsburgh).

Mr. and Mrs. Jack Orriston, the Newlyweds, are a minor version of Easy Aces.

Punctuating with folksy humor 12 minutes of informal chatter that might be the actual home gab of a young couple, pair manages to hold interest for full program without interludes. Maybe that's because their stuff is well-high authentic, they being a not-so-long married couple themselves. Addition of extra characters and sound effects might pep up scenes for even more appeal. Quarter hour has organ prelude and postlude. M. F.

"Breakfast Express"

Reviewed Tuesday, 7-9 a.m. Style—Musical and dialog. Sponsor—Co-Operative. Agency—Spector-Goodman. Station—WAAF (Chicago).

Another morning jamboree show, with everything in it from a give-away contest to pop transcriptions and not funny

humor. First half of this waker-upper packs much more punch than the second hour, which dwindles down to grinding out discs daily. Chief trouble with these long morning shots is that they depend on ringing in a lot of impromptu entertainment from celebs dropping into the studio, etc., to bolster things along. Hitch usually is, tho, that no one is up and about that early.

Don Norman, emcee, does all right on his end, dishing out his patter with ease. His foil, Edna Earle, however, could improve her technique considerably by omitting a forced laugh, particularly grating on early-morning nerves. Joe, a "trained parrot," is used as a novelty in announcing time and weather blurbs. Give-away is tied in with a contest on what the listener considers his most embarrassing moment. H. H.

"Musical Klass"

Reviewed Tuesday, 8-8:45 p.m. Style—Musical show and question bee. Sponsor—American Tobacco Company. Agency—Lord & Thomas. Station—WOR (MBS network).

Kay Kyser's *Musical Klass* for Luckies combines a dashing flow of music and a collection of nutty musical questions coupled with cash prizes. Awards aren't sensational, but the combination of Kyser's outstanding musical magic and catchy questions is a blend that's toasted to satisfaction for Lucky Strike ciggies.

There's much gagging about the classroom idea of a correspondence school and it sets the show in neat style. "Diplomas" and cash prizes are offered to those who answer trick questions on popular music and its makers. Vocalist Harry Babbitt possesses strong femme appeal, while Virginia Simms and Sully Mason also aid the vocal part of the proceedings. B. H.

"Cheer Up, America"

Reviewed Wednesday, 7:45-8 p.m. Style—Variety show. Sponsor—The Mennen Company. Agency—H. M. Kiesewetter, New York. Station—WEAF (NBC network).

A routine, unimaginative show that will tempt few Americans to turn their dials for cheer and information about Mennen's brushless but non-greasy shaving cream. Once having turned their dials, there is likely to be some amusement in it for the naive rurals, but it's a bore for the city slickers.

Talent, which includes Henry Burbig, the Funnyboners and Frank Novak's Ork, is standard radio stuff and not shaken up in any strikingly original recipe. Comic Burbig has been slinging his no-longer-funny dialect versions of history and fairy-tales over the air for years; he contributed his conception of *Goldilocks and the Three Bears*. Assis-

ing Burbig is Ray Murray, who does a combo imitash of Jack Pearl and Rube Goldberg, with a wacky description in Cherman jargon of a flytrap to end all flytraps.

Also vintage 1890 is the music of Frank Novak. Harmony work of the Funnyboners is okeh. Strangely enough, agency release describes the Novak corn as "swing arrangements."

Unentertaining and unsophisticated program won't make any young friends for Mennen, but may appeal to men over 50 and Kentucky hillbillies. Latter are notorious for their long beards. M. Z.

"Let's Pretend"

Reviewed Thursday, 6-6:30 p.m. Style—Sketch. Sustaining on WABC (CBS network).

Program caught was a dramatization

of Dick Whittington's rise to fame from galley boy to Mayor of London Town. Script was good; clear, well-balanced dialog and clean continuity made it an easy one to follow. Nevertheless, it was not suited for the juvenile cast of 15-year-olds who played it. Youngsters could probably dovetail together to produce a pleasant network production, but were not capable of handling the Irish and English brogues and dialects to make the script sound authentic.

But the script itself was not at fault. An undercurrent of sympathy which shied away from anything approaching pathos made it simple to follow and a natural to be approved by parent-teacher groups. Script contained enough action to prevent youngsters from terming it a "sissy" show, but it was something that called for better casting of adults rather than a juve group of players. Youngsters probably needed a script with younger and more American-sounding characters to really get their teeth into the spirit of the thing. B. H.

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.

Irving Fields massages the white and blacks on WHN Saturday afternoons with a particularly individualistic style. He's a stylst and handles various numbers, such as *St. Louis Blues* and *Old Man River*, with a rollicking touch, well backgrounded by feeling. Is what might be termed a symphonic jazz pianist and his variations and style trimmings are decidedly refreshing.

A platter show on WOR for Alka Seltzer calls itself *Comedy Stars of Broadway* and compares more than favorably with plenty of the allegedly "live" stuff tossing around on the kilocycles. Frank Crummit emsees and does a good job in weaving the quarter-hour session together. Comedy and music are put together in the correct proportions and are easy on the ear. Vocalizing and comedy are gagged up so that show moves along more naturally than many

other disc productions. Phil Cook's Uncle Winterset from Mercury Falls was a well-written and well-delivered bit on the show caught and took a good share of guffaws. Good corn.

The month-old Mickey Mouse radio program is now in the groove. After a start that left considerable room for doubt, Walt Disney and his staff and the Lord & Thomas producers are putting together a weekly entertainment that should go on the must list. The characters are taking on increased reality with each broadcast and the headache of Donald Duck's lines has been eased to a great deal. The duck has less to say, which means listeners want to hear more of him. Idea of having him disappear, as he did on a recent broadcast, obviously ties in with this policy, and, believe it or not, led to considerable suspense.



THE COLUMBIA BROADCASTING SYSTEM

Radio for the nation

NEXT WEEK

THE RESULTS OF THE BILLBOARD RADIO EDITOR PRESS DEPARTMENT SURVEY

An evaluation of the publicity methods of the radio industry, made by the radio editors of the nation. Their criticisms, suggestions and opinions of press departments and press agents will be presented in the first authoritative study of its kind.

NEXT WEEK

NEW PRESS-RADIO BATTLE

ANPA Plans Campaign To Boost Own Medium Against All Others

NEW YORK, Feb. 5.—An "attempt to bring down to earth any exaggerated claims of other advertising media" will be made by the American Newspaper Publishers Association's Bureau of Advertising, according to an exec thereof. Bureau is arranging a newspaper-membership drive as part of a campaign to sell advertisers newspapers in preference to radio, magazines and other media.

While it is believed that publishers will not follow the Crowell technique by making direct blasts against radio, they will seek to sell the idea that not only is their circulation at an all-time peak but that the influence of newspapers is "stronger than ever." These factors will, it is understood, be among the principal selling points in the campaign to woo more advertising to the dailies. Papers are particularly sensitive about their influence and resent the implication that they are losing face or caste to other media. Because of the use of the air instead of newspapers by Roosevelt, Black and other political figures, publishers have rebelled at the idea that the public is losing faith in the press and was turning to radio. To counteract any such attitude on the part of the public, dailies are stressing the "power of influence" angle.

An additional factor which makes it unlikely that publishers will direct specific blasts at radio is the newspaper ownership or affiliation of many stations. Operators of both stations and dailies would quickly resent, it is believed, any hint of an attempt to belittle air advertising. Bureau officials do not, however, believe that such dual ownership will complicate the newspaper promotion drive, as it is pointed out that newspapers have often owned or been associated with other media, such as magazines or job-press shops which printed

Frisco Fair Sets Nonexclusive Deals

SAN FRANCISCO, Feb. 5.—Radio executives representing the major networks and independent stations of Northern California have adopted a non-exclusive policy for broadcasting events at the Golden Gate International Exposition, to be held here next year.

An expenditure of \$400,000 is under consideration for a combined auditorium and radio building at the exposition, where shows will be presented over national, regional and local radio circles.

Radio advisory committee which has been set up includes Ted Huggins, chairman of fair's promotion committee; Fox Case and Lloyd Yoder, of NBC; Wilbur Eickelburg, of Mutual-Don Lee, and representatives of independent stations yet to be decided.

Clyde M. Vandenberg, promotion director, and Arthur Linkletter, radio manager for the exposition, have presented a plan under which hundreds of broadcasts would emanate from the fair.

throwaways, window signs and other advertising matter.

Once the membership campaign is under way, the Bureau of Advertising will begin an intensive study of newspaper advertising. Following this research job, a promotional campaign, using a large sales force, will be inaugurated to sell newspapers over radio and other media.

BALDWIN TO QUIT

(Continued from page 6)

problems in which there are no conflicting interests may be met with a united front, there might be formed, I believe, a National Federation of Broadcasting Stations. The constituency of the National Federation would be the National Associations above referred to."

Programs

Declaring the situation is such that all broadcasters should give immediate attention to the character of programs, Baldwin stated: "There is no question but that some of the present radio programs are superior to anything ever before presented to the radio listeners. However, programs which are in bad taste can never be excused by reason of programs of highest quality. The retrogression in program standards has been due in my opinion to the use of lines (in script) which are more appropriate in the theater than on the air. This deficiency, I believe, has not been marked by any particular performance. Rather it is due to a gradual loss of control over talent and scripts by the network broadcasting companies. Thru the fault of no particular person, the large advertising agencies have more and more been allowed to assume control over the hiring of talent, preparation of script and rehearsal of radio shows. These agencies have isolated the network companies to too great a degree to mere vehicles thru which the programs are presented to the American people. This is a dangerous trend, because it amounts to a delegation of authority and responsibility which in the final analysis can attach only to the licensees of the broadcasting stations. I believe everyone will agree it will be a sad day when the Federal Communications Commission decides to exercise sufficient control over radio programs to dictate policies embracing the great variety of questions and decisions incidental to building radio programs. But I believe the Federal Communications Commission has authority to do so. This belief is based upon the following provisions contained in the Communications Act of 1934:

"Section 303. Except as otherwise provided in this Act, the Commission from time to time, as public convenience, interest, or necessity requires, shall—(b) Prescribe the nature of the service to be rendered by each class of licensed stations and each station within any class; (1) Have authority to make special regulations applicable to radio stations engaged in chain broadcasting."

Fears Censorship

"Exercise of this authority should not be required. The situation should have its own cure within itself. There should be a keener appreciation by both the broadcaster and the advertiser that radio facilities not only offer perhaps the greatest opportunity for reaching the greatest number of people, but that their use imposes upon them a great responsibility for the manner in which programs are presented. By the use of radio the advertiser is permitted by licensees to visit homes of the listening audience. Value of his contact is dependent upon the kind of program he offers. It is true that those whom he offends can promptly eject him and deny him further admittance, but the offense nevertheless has been committed, and the responsibility . . . rests upon the broadcaster.

"My belief is that failure by broadcasters to accept their full responsibility in this matter will be ample justification

Up Pops Vox Pop

PHILADELPHIA, Feb. 5.—With the "man-on-the-street" programs taking the form of an epidemic in this city, they threaten to become a serious traffic headache to local gen-darmes.

The other day within two blocks four mikes were set up in the central section asking passers-by what they think about things. Latest addition to this type of program is WFIL's *Public Opinion of the Air*, in which the citizenry is given a chance to get squawks about government off their chests.

for the Federal Communications Commission to adopt regulations governing this subject. And I believe that the problem is one of sufficiently serious character to justify the creation by the network affiliated broadcasters of a Board of Review which would serve in an advisory capacity in connection with all network programs. I limit the scope to network programs because those are the only programs concerning which the stations cannot have advance information.

"I believe also that this problem is one of sufficiently serious character to warrant an early examination of all contracts which have been entered into between national network companies and their affiliated stations to determine whether the terms and conditions therein are consistent with the recent pronouncement by the Federal Communications Commission which in effect gave notice to all network affiliated stations of their responsibility in broadcasting network programs."

Allocation

Coming to the Havana Radio Conference, Baldwin discussed his opposition to any sort of agreement which might be made other than in the form of a treaty which could be reviewed by the United States Senate. He stated:

"If any proposed agreement is fair and equitable to all classes of broadcasting stations in the United States it is reasonable to assume the same will receive the approval of the United States Senate.

"Any agreement effected by an exchange of correspondence thru the Department of State which specifically allocates specific frequencies to specific geographical areas will have the same effect as a treaty and is not subject to review by the law-making body of the government. And, if any litigation should occur that involves rights which have been made the subject of such official correspondence, parties other than the government may be put to a great disadvantage because so much depends on administrative interpretations of the correspondence. . . .

" . . . Therefore, one of the most difficult problems is the one which relates to obtaining an agreement concerning prior rights.

"The agreement will require a reallocation of about 650 of the 730 stations in the United States. Any allocation of broadcasting frequencies must be viewed as a set of cogwheels. If you change any one cogwheel you necessarily throw the whole machine out of gear. Therefore, it is necessary that all broadcasting frequencies be considered at one time. And since the proposed treaty allocates specific frequencies to specific geographical areas, and embraces technical regulations respecting operating power, limitations on interference, etc., the allocations to be made thereunder are of vital interest to all broadcasters in the United States. Therefore, it is my purpose here to discuss the proposed treaty as it affects broadcasting in the United States.

"Once the agreement is made operative either by a treaty or official correspondence and a reallocation is made pursuant thereto, it will be difficult if not impossible to make any substantial shift in frequencies thereafter. . . ."

Of the 32 clear channels, according to Baldwin's analysis, the following stations which are owned, leased or operated by the National Broadcasting Company—WEAF, WMAQ, KPO, WJZ, KOA, WENR, KDKA, WBZ and WTAM—would receive clear-channel assignments. Columbia stations—WBBM, WCCO, WABC,

KMOX and WJSV—would also receive clear channels.

Monopoly Danger

"I have already pointed out that there is no limitation on the operating power of Class I-A clear-channel stations. Clearly the proposed treaty would make it possible for each of the nine NBC stations and four CBS stations, above enumerated, to increase their power to 500,000 watts or more. I hold that therein lies one of the greatest dangers that has ever faced the American broadcasters. The possibilities of a monopoly in broadcasting by the National Broadcasting Company and the Columbia Broadcasting System are obvious. If the National Broadcasting Company is allowed to operate its nine stations, above enumerated, and the Columbia Broadcasting System is allowed to operate four of the above-named stations with 500 kilowatts or more power, they will be given a virtual monopoly on radio broadcasting in the United States. It is true there are a few independently owned clear-channel stations that would be entitled to the classification of Class I-A clear-channel stations and, therefore, also would be the possible recipients of super-power grants. Some of these at least probably would be able to continue in the major league of broadcasting and not be destroyed, but even their position in the industry, in my opinion, would be greatly weakened, because with the control which the National Broadcasting Company and the Columbia Broadcasting System exercise over national radio programs and with the geographical distribution given them by the above-named stations, the economic power of the NBC and the CBS would be greatly increased over the strongest units in the industry. Need for affiliated stations would be greatly lessened. William S. Paley, president of the Columbia Broadcasting System, frankly and honestly stated at the allocation hearings in October, 1936, that if his company were compelled, by competition, to use super-power some of its affiliated stations would be dropped from its network.

"Authority for such increases in power should not be granted, in my opinion, either in an International Treaty or in any form of State correspondence.

"This danger of monopoly can be eliminated by appropriate reservations and restrictions in the proposed treaty respecting the operation of broadcasting stations in the United States."

A message of greeting will be made to the NAB membership on the opening day by District Commissioner George E. Allen, which will be followed by the opening address by NAB President John Elmer. Senator Burton K. Wheeler and Chairman Frank R. McNinch will speak during the morning session of the first day. In the afternoon the reorganizing committee will give its report, and on Tuesday FCC Commissioner T. A. M. Craven will address the convention. NAB banquet will be held Tuesday night.

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New Plays on Broadway From Out Front

Reviewed by Eugene Burr

By EUGENE BURR

LONGACRE

Beginning Thursday Evening, February 3, 1938
ON BORROWED TIME

A play by Paul Osborn, dramatized from Lawrence Watkins' novel. Staged by Joshua Logan. Settings designed by Jo Mielziner. Scenery executed by the Studio Alliance. Presented by Dwight Deere Wiman.

Pud... Peter Holden or Lawrence Robinson
Julian Northrup (Gramps)... Dudley Digges
Nellie (Granny)... Dorothy Stickney
Mr. Brink... Frank Conroy
Marcia Giles... Margaret O'Donnell
Demetria Riffle... Jean Adair
A Boy... Dick Van Patten
Dr. Evans... Clyde Franklin
Mr. Pilbeam... Richard Sterling
Mr. Crimes... Lew Eckels
Sheriff... Al Webster

Workmen: Edgar Henning, Andy Anderson, Elwell Cobb, Nick Dennis.

ACT I—Scene 1: The Living Room, Afternoon. Scene 2: The Living Room, Afternoon, a Week Later. Scene 3: Granny's Bedroom, a Few Minutes Later. Scene 4: The Tree, a Few Minutes Later. Scene 5: The Tree, Nearly Dusk, a Week Later. ACT II—Scene 1: The Tree, Two Hours Later. Scene 2: The Living Room, 10 o'Clock That Night. Scene 3: The Tree, Dawn, the Next Morning. Scene 4: The Tree, Dusk, the Same Day. ACT III—Scene 1: The Tree, a Few Minutes Later, the Same Day. Scene 2: The Tree, Later That Night.

The Action Takes Place During the Present Time in an American Town.

Both the Drama Critics' Circle and the Pulitzer Prize Committee can forthwith unknit their wrinkled brows, allow their overscratched pates to heal and once more face the world with heads held high. For their dismal search for a best American play of the season has been prettily solved, thanks to Messrs. Lawrence Edward Watkin, Paul Osborne and Dwight Deere Wiman. Up to Thursday evening of last week there was no American-made drama that could, by any stretch of even a critical imagination, be considered fit for a prize award. But the *On Borrowed Time* that Mr. Osborn has magically lifted from Mr. Watkins' novel, that Mr. Wiman has brought to the Longacre Theater stage, is as beautiful, touching, finely written, delicately told and altogether delightful a fantasy as our stage has seen since the dim regretted days of *Berkeley Square*. The Drama Critics' Circle and the Pulitzer Prize Committee can forthwith breathe sighs of relief and settle down to normal.

On Borrowed Time is a tender and beautiful fantasy of death as seen thru the eyes of an old man and a little boy—one too young to have lost and the other old enough to have regained the magical contact with wonder that alone unseals eyes blinded by the dust of the world. In it Mr. Brink (or Death), a quiet and dignified gentleman in a business suit, becomes the guide to so quiet and desirable a realm that customers at the Longacre could be forgiven for rushing out of the theater and committing hara-kiri on the spot.

If you see the gutters of 48th street lined with suicides don't be surprised; they're simply quiet souls who have called Mr. Brink to them and gone with him into the deep cool twilight.

Yet the play is of the fight of the old man to ward off death. A salty and cocky old fellow, he plays gayly with his grandson and loves him more than anything else on earth—and their happiness is marred only by the lad's Aunt Demetria, a militantly godlike lady clad in the immemorial corset of Puritanism, who has trapped Granny in her spell and who objects to the saltiest and pleasantest of Grampa's characteristics. Mr. Brink calls suddenly for the lad's father and mother when they crash in an auto accident, and Granny has thoughts of turning the lad over to Aunt Demetria. But at the last moment she repents—and then Mr. Brink comes for her. That leaves Gramp and Aunt Demetria fighting for possession of the boy. Mr. Brink has already come once for Gramp, but that gallant old gentleman has chased him out of the house; he has to remain alive to take care of Pud.

Gramp, being allowed a wish because he has done a good deed, carelessly wishes that anyone who climbs his favorite apple tree must stay there until he allows him to come down—and to the surprise of both Gramp and Pud the wish is miraculously granted; Pud, for example, can't come down from the tree until Gramp allows him to.

Then just as Aunt Demetria is pressing hard for custody of the boy Mr. Brink comes once more for Gramp and this time refuses to be chased away. But Gramp, a wily old scoundrel, entices him into the apple tree and refuses to wish him down. Death is marooned on a branch in Gramp's orchard, and nothing in the world can die until Gramp wills him back to earth—unless, of course, they touch the tree. But when Gramp injudiciously reveals that fact to Aunt Demetria she takes steps to have him incarcerated in an insane asylum. This Gramp prevents—at the same time proving that Mr. Brink is really an unwilling inhabitant of his orchard—in as delightful, exciting and amusing a series of scenes as the stage has seen in seasons.

But Mr. Brink is needed in the world—and when Gramp steadfastly refuses to release him he tries to entice Pud to touch the tree. Pud falls from a fence and hurts his back so badly that it can never be mended. He moans in horrible pain in Gramp's ministering arms and yet he cannot die. So in the end Gramp wishes Mr. Brink back upon the ground and he and Pud go off with him together, as Granny's voice sounds querulously from the sky.

The writing is tender, touching and beautiful; the treatment is delicate and sincere; the fundamental idea of the fantasy is fascinating. An evening at the Longacre is a complete delight.

If there is anything at all wrong with the play it is a slight drag in the middle of the second of the two acts. That might have been fixed, I suspect, by a bit of tightening and perhaps by telescoping the scenes. However, it's hardly important anyhow. *On Borrowed Time* is an altogether beautiful and admirable play.

And the cast that Mr. Wiman has assembled gives a fitting interpretation under the wise and illuminating direction of Joshua Logan. Dudley Digges, as Gramp, offers one of the characterizations that he used to give before he was drafted by Hollywood—detailed, understanding, beautifully projected and tremendously effective; and he is hugely aided by the fine work of such always reliable players as Clyde Franklin, Frank Conroy, Jean Adair and the rest, all of them doing splendid work.

Mr. Wiman, in addition, has performed a major miracle with what must have seemed like the unplayable part of the very little boy; he has found two little boys to play it. They alternate in the role—which is very long and very difficult—and I don't know which one I saw. But whether it was Peter Holden or Lawrence Robinson, the youngster did one of the finest acting jobs of the season—a truly amazing performance from a little child.

In every way *On Borrowed Time* is a (See *NEW PLAYS* on page 12)



EUGENE BURR

Last week this corner—and a good deal of extra space besides—was devoted to an expanded hint that perhaps the lads who write drama reviews for the dailies were something less than the impeccable gods that, because of a conspiracy of silence on the part of press agents and newspaper men, they are sometimes made to seem. That conspiracy of silence is broken, as was indicated last week, only by producers, authors and actors who happen to have a personal grudge—and who invariably attack the lads for the wrong reasons. Because of it, it's pretty hard to realize that some of the boys may not be habitués of Olympus after all—unless you happen to go by the evidence of their own writings. On that evidence (if you care to break precedent and examine it) they often appear just a group of human beings, beset with the frailties of humanity and, in an appalling number of cases, utterly unfit to sit in judgment on an art-form concerning which most of them know nothing whatsoever.

It is true that the conspiracy of silence was also broken recently by Lucius Beebe, of *The Herald-Tribune*—but he can hardly be considered a newspaper man, since he is, by his own confession, primarily a gentleman.

It was timidly hinted last week that some of the boys deny the primary tenet of honest criticism by rigorously refraining, in the course of those brilliant literary efforts that they call their reviews, from allowing the unfortunate reader to catch even a glimpse of the play or production under discussion, confining themselves rigorously to their own reactions and completely forgetting to describe the play; it was also indicated, unwillingly and with sorrow, that they showed on an alarming number of occasions a tendency to class themselves as a sort of Olympian breed of intellectual sheep, sedulously following the aromatic pathway laid down by the spoor of the Intelligentsia, crawling on the track of intellectual fads and spending their energies enthusiastically in following out a trail that ends nowhere but in the nearest thicket of embattled altiloquence.

It was also suggested, however, that these were not the only sins, nor indeed the blackest, that scar the foreheads of the drama's newsprint Joves. And some discussion of those other transgressions was promised for this week.

Important among them, I think, is the charge that a disheartening number of those gentlemen set up as arbiters and judges of the dramatic art-form know nothing whatever of the form that they are supposed to judge. Now this is all very well in the abstract; no knowledge really is needed to tell whether or not a production, taken as a whole, is enjoyable or not to the individual writing the review. But if the boys go into the relative merits of the component parts of any production—as, to their own and the productions' sorrow, they insist upon doing—then some small knowledge is needed as to just what those component parts are and the relative roles they play in the finished product.

It's there that the boys fall down. Most of them—and you can find all the proof you need simply by reading a complete set of reviews on any play at all—know little or nothing about the theater over which they're set as irrevocable judges. Each season there are literally innumerable cases of actors who are panned because they have had the misfortune to be cast in roles that no human being could play; of actors who are lavishly praised because they revel in parts that would seem effective even if the Cherry sisters were in them; of plays that are strafed as plays simply because they labor under painfully inadequate acting or direction; of weak scripts that receive critical hosannas because acting or direction makes them seem better than they are.

Examples are innumerable—but as nice an instance as any came with the production of *Robin Landing* a couple of months ago. It was a play in blank verse about the early American West and it had grave structural faults; it also had some unfortunate writing, but much more writing that was admirable—powerful, effective and lovely. It was, however, saddled with probably the worst direction of the season, and the performance of one of its three leading roles was so far from the spirit, mood or conception of the play that the actor might just as well—better, even—have been performing in a theater across the street. Yet the play, as a play, was brutally panned—and the director and actor received nice notices. If the direction or performance had been even adequate, the script would have been hailed as, at very least, a highly promising first play by a serious and talented author.

That, of course, is only one example—but a flagrant one; it could be infinitely multiplied. The boys in general simply don't know what parts of a production make it either good or bad—except, of course, in cases so obvious that even a film scout couldn't miss them, or in instances wherein everything is either good or bad. It's pretty hard to go wrong in those cases.

But, meanwhile, promising and sometimes full-statured authors are being beaten down because of unfortunate productions, bad actors are being praised because of good parts, direction is being confused with scripts, and no one can tell who is going to suffer in the public prints for someone else's faults. It hardly seems a healthy condition.

Incidentally, in the reviews of *Robin Landing* there was an instance of an even graver "critical" crime; but we'll come to that later on.

The boys' appalling lack of knowledge of the medium they are supposed to criticize goes even further, however, than a mere ignorance of the theater as an art-medium; it includes even ignorance of surface facts. Thus one so-called "critic" on a first-line paper has attributed performances of well-known leading players—people who have been familiar figures on the stage for years—to unknown tyros; he has failed even in his reviews to remember correctly the names of stars of international fame. He may possibly be a fine writer—he seems undoubtedly to be an admirable man—but it is my quaint contention that he ought to be prevented from writing (with a spurious mantle of authority) about a theater concerning which he doesn't know even the most surface and elementary facts; it is my quaint contention that the paper which insists on keeping him in his present assignment is being flagrantly unfair to both the theater and its own readers; it's my idea that the paper, if it wanted to carry the policy to its logical conclusion, would appoint Gertrude Stein as sports editor and John L. Lewis to run the society page.

The dailies themselves, incidentally, are largely responsible for the condition under discussion, thanks to their divine belief that anybody—legman or pet department editor—is a logical contender for the drama critic's berth. The current collection of drama critics on the dailies includes book reviewers, feature writers and men from the city desk—but only a couple of people with even a faint trace of background in the drama.

The lads' appalling ignorance of the medium they're supposed to criticize (along with the obvious disinclination of most of them to learn anything about it, no matter how long they happen to be exposed to it) is by no means the most serious accusation that can be leveled against them. It is by no means so serious, for example, as the unfortunate fact that a good number of them lack even the rudimentary common sense necessary to follow a line of abstract thought when it happens to be expressed thru dramatic dialog. Their reviews are recurring witness to the fact; read the notices of almost any drama concerned more with thought than physical action and mark all the references to its "confusion," its "lack of clarity," its "obscurity." There could hardly have been a clearer or more

BROADWAY RUNS

Performances to February 2, Inclusive.

Dramatic	Opened	Perf.
All That Glitters (Biltmore)	Jan. 19	22
Amphitryon 38 (Shubert)	Nov. 1	112
Bachelor Born (Morosco)	Jan. 25	15
Bridal Crown, The (Vanderbilt)	Feb. 5	1
Brother Rat (Ambassador)	Dec. 16	36 482
Doll's House, A (Broadhurst)	Dec. 27	48
Father (Malachy's Miracle)	Nov. 17	94
Golden Boy (Belasco)	Nov. 4	108
Journeyman (Fulton)	Jan. 29	9
Many Mansions (44th St.)	Oct. 27	118
Mercury Theater Rep (National)	Nov. 11	103
Julius Caesar	Nov. 11	82
The Shoemaker's Holiday	Jan. 1	21
Of Mice and Men (Music Box)	Nov. 23	87
On Borrowed Time (Longacre)	Feb. 3	4
Our Town (Miller's)	Feb. 4	3
Room Service (Cort)	May 19	302
Shadow and Substance (Golden)	Jan. 26	14
Star-Wagon, The (Empire)	Sept. 29	150
Sunup to Sundown (Hudson)	Feb. 1	7
Susan and God (Plymouth)	Oct. 7	140
Tobacco Road (Forrest)	Dec. 4	33 1780
Women, The (Barrymore)	Dec. 26	36 468
You Can't Take It With You (Booth)	Dec. 14	36 493
Musical Comedy		
Between the Devil (Imperial)	Dec. 22	54
Cradle Will Rock, The (Windsor)	Jan. 8	40
Hooray For What! (Winter Garden)	Dec. 1	78
I'd Rather Be Right (Alvin)	Nov. 2	111
Three Waltzes (Majestic)	Dec. 25	49

exciting drama of contemporary ideas than Sidney Howard's *The Ghost of Yankee Doodle*—yet the boys posted their own astounding lack of intelligence for all to see by almost unanimously calling it "confused." It was a verdict so patently unfair, so obviously dictated by ignorance and lack of intelligence, that even so astute and lenient a gentleman as Barrett H. Clark (who, on printed evidence, knows more about the drama than most of the lads will ever know among them) was moved to write in protest to *The Times*. "If there was ever a clear-minded presentation of an American issue," he said, "here it is, crystallized in terms of entertaining drama. What is this talk of 'confusion'? Can we no longer listen to dialog that conveys ideas?" This, you will notice, is no mere difference of opinion. It is a blatant inability on the part of the boys to understand what even a simple drama of ideas is all about.

And *The Ghost of Yankee Doodle* was by no means the only example. *To Quito and Back* was another and (perhaps the most wily comic of them all) so was *Stop-Over*. The dramatic construction of *Stop-Over* was slightly muddled, but its underlying idea was very simple and very clear. I doubt if one-half of 1 per cent of its customers failed to grasp what it was trying to say—yet that one-half of 1 per cent included the overwhelming majority of the gentlemen who are paid to sit in judgment upon plays. In their reviews they frankly admitted that they didn't know what the play was all about—and proceeded to prove that contention by misconstruing it so fantastically that, if they hadn't been seen at the premiere, a legitimate doubt could have been entertained as to whether they'd even visited the theater.

And on the other hand (linked closely with their intellectual-sheep manifestation) is the boys' occasional eagerness to praise highly a muddled, badly thought out, usually attitudinizing and usually painfully self-conscious script that happens to be the current fatted calf of the blue stockings. The classical example of all time, of course, was the praise lavished upon Sean O'Casey's *Within the Gates*; but each season brings its own examples. We had one lately, a nice one, in *Shadow and Substance*, a turgid, badly written, ineptly symbolistic and flatly undramatic discussion of questions of theology, which was piled with hosannas by the same boys who couldn't see anything but confusion in *The Ghost of Yankee Doodle* and *To Quito and Back*.

The phenomenon becomes not altogether inexplicable, however, when we realize that *Shadow and Substance* had been extravagantly praised and critically slobbered over before its production by George Jean Nathan, a former enfant terrible of dramatic criticism who later tossed off his tidbits for William Randolph Hearst and astounded the known world when he descended to leadership of the Critics' Circle. But the extremely wry payoff is the fact that the lads, in reviewing the play, managed to see in it nothing even faintly resembling the symbolism later detailed by Paul Vincent Carroll, its author.

Even if we could over-generously forgive lack of knowledge of the medium criticized and even lack of ordinary common sense, it would be hard to forgive three or four of the lads for a more fundamental aberration—complete lack of taste in their own writings and, in some instances, of common decency. Thus, there is one "critic" who consistently fails to give even a vague hint of the play because he is too busy stringing together a long line of cheap wisecracks; another indulges occasionally in personalities that have no place in a review; two or three take an obvious and almost sadistic delight in destroying merely inadequate plays or performers. But the dark depths of complete lack of taste were plumbed by the first-line critic of a dignified and respected first-line newspaper. Evidently still dreaming of the sleaziness and filth that he relished in *"Of Mice and Men"*, he—in a review of an innocuous murder-mystery farce called *Merely Murder*—claimed to be shocked and indignant because he found traces of incest in the relationship of the two leading characters. No one else found even an inkling of such in the mild little comedy-drama; it could be seen at all only by an almost acrobatic stretch of a sullied imagination.

For a so-called critic to go out of his way to read such filth into plays he is called upon to review is an example not only of abysmally incompetent and utterly worthless reviewing, but also of disgustingly odoriferous taste.

The indictment goes still further; even tho we forgive lack of critical acumen, lack of general intelligence, lack of taste or decency, we cannot (if we value the theater even a kopek-worth) forgive the theater-going habits of a number of the boys. These are the lads who habitually come in late, thus refusing to give the play a chance to offer its necessary exposition; and the even greater number of the lads who habitually leave early, to write their reviews without bothering to find out what the play is about.

Until recently there was one critic who never stayed for a last act—but the sin wasn't his, since he had a fantastically early deadline that had to be met. Under the circumstances he did his best—tho no self-respecting newspaper would ever impose such circumstances upon any reviewer. No situation of the sort exists now, however; yet some of the boys still leave early on occasion. This is unforgivable and inexcusable; I don't care how bad a play may be—it still has a right to say its full say before it is publicly evaluated. Leaving a theater before the end of a play is an example of critical dishonesty that should not be tolerated by theater, paper or public.

So widespread is the occasional leaving-early situation that even a lowly actor recently mustered up enough courage to complain about it—after the critics had been largely instrumental in closing the altogether charming production in which he had last appeared. Shepperd Strudwick, the actor in question, was sailing particularly enjoy being in Mr. Strudwick's boots if and when he decides to return to the stage.

"The critics," he said, with admirable moderation, "ought to stay during all the play, and not walk out after the first act. They are reporters just like anybody else, and they should not leave during the middle of the story."

There is one part of Mr. Strudwick's statement that should be triply underlined: "They are reporters." It is a fact that the boys consistently lose sight of both their actions and their ego-drunk reviews that fail to describe the plays under discussion.

One more thing and we're thru—a criticism both fundamental and important. Almost all of the lads now writing drama reviews for the dailies take with them into the theater preconceived notions and previously formed likes and dislikes—and use them as bases for their criticisms. Now, being human, they are bound to have preconceived notions and previously formed likes and dislikes; but, being critics (at least theoretically) they should shuck those notions and likes and dislikes, to the best of their ability, when evaluating a play. At very least, when they know that their preformed opinions will probably influence their judgment, they should announce those opinions and thus give due warning to the reader.

Very few of them do. It is one thing to disagree with and argue against an author's fundamental thesis when writing a review; it is quite another to damn a work of art out-of-hand on the basis of that thesis, without giving due credit to such good points as it may possess. If such credit is given, the reader—as in the case of all honest criticism—may form his own opinion. But it is given very seldom.

Take for example the "critic" who virulently damned—in a needlessly vituperative and shoddily wise-cracking article—the lovely production of *As You Like It* presented by the Surrey Players simply because he somewhat inexplicably thought *As You Like It* a boring, inept, silly and distasteful play. His dislike for *As You Like It*, odd and amazing as it may be, is merely a difference of opinion. But his resultant panning of the Surrey Players' production, on the basis of his dislike for the play itself, seems highly unfair, particularly since he failed to give any reasons for disliking the production.

Some of us, for a contrasting example, may think that Eugene O'Neill's *Different* is a large hunk of trash—yet we can but praise the fine work of Charles Hopkins' (See *From Out Front* on opposite page)

NEW PLAYS—

(Continued from page 11)

delight. Borrow—or, if you must, beg or steal—the time to see it.

HUDSON

Beginning Tuesday Evening, February 1, 1938

SUNUP TO SUNDOWN

A play by Francis Edwards Faragoh. Staged by Joseph Losey. Setting designed by Howard Bay and constructed and painted by Studio Alliance, Inc. Presented by D. A. Doran.

- Brockwell..... Carl Benton Reid
 - Jakey..... Jimmy Lydon
 - Pogriski..... Leslie Barrett
 - Pearl..... Maxine Stuart
 - Karen..... Nonnie Edwards
 - Rosa..... Frances Dworken
 - Stanley..... Sydney Lumet
 - Tessie..... Sylvia Florant
 - Ramon..... Nat Mintz
 - Marta..... Florence McGee
 - Andy Turner..... Eugene Gericke
 - Sam Fitch..... Percy Kilbride
 - Alden Turner..... Walter N. Greaza
 - Buddy Turner..... Jack Jordan
 - Slim..... Earl J. Brisgal
 - Fehér..... Thomas Fisher
 - Gonzales..... Jasper Mangione
 - Di Marco..... Joseph Singer
 - Mrs. Di Marco..... Ludmilla Toretzka
 - Mrs. Hopkins..... Eula Guy
 - Mrs. Gonzales..... Mary Tarcai
 - Dr. Toliver..... James Todd
- Other Workers, Parents, Members of the Committee, etc.: Margaret Moore, Mills Brooke, Nancy Bashein, Henry Bashein, Gordon Pollock, Harris Berger, Ormand Lydon, Billy Mintz, Charles Proctor, Anthony Maggi, Stanley Povitch, Margery Britton, Ruth Tobin, Lester Florant, Frank Mannino.

ACT I—Scene 1: A Tobacco Barn at Noon of a Hot Summer Day. Scene 2: The Same Barn Several Weeks Later, About Late Afternoon. ACT II—Another Barn, Several Weeks Later of a Sunday Afternoon. ACT III—The Same as Act I, the Following Day.

The Play Takes Place in One of the 42 Tobacco-Raising States.

It is painful for me to disagree in any way with the International Ladies' Garment Workers' Union, an organization that rests in an aroma of sanctity in this corner because of *Pins and Needles*, the altogether engaging intimate revue it presented; but I'm afraid I'll have to disagree with its prize committee. That committee last week gave the first award in the ILGWU play contest to Mr. Francis Edwards Faragoh for his *Sunup to Sundown*, a drama which was even then on the point of being presented by D. A. Doran. Mr. Doran did present it at the Hudson Theater Monday night, and it turned out to be an honest, well-meaning but generally ineffective drama of child labor on a tobacco farm. I'd like to like it—but I can't.

Mr. Faragoh is the gentleman who, some 12 or so years ago, perpetrated *Pinwheel*, which, as presented at the Neighborhood Playhouse, became the rallying cry of the posing young intellectuals of that jejune era. Mr. Faragoh, like his supporters, has matured since (he has spent many of the years between in the script factories of Hollywood), but he hasn't as yet mastered an effective play-making technique. His choice of conditions and locale is interesting; his crusading spirit is amply justified; his fairness of viewpoint is amazing and highly commendable in a propagandizing playwright; his propaganda, because of that fairness, is finely effective. And yet he has written a dull and often boring play.

That is because, in the first place, he has failed to think thru the specific problems he discusses; because, in the second place, he has not yet mastered the method of bringing effective drama from those problems; because, in the third place, his choice of subject has forced him to deal with a group of child characters which, because of the exigencies of the play, never manage to appear wholly convincing on a stage.

Much of the drama is a general description of the hard—the almost unbearable—lot of children on the tobacco farms, along with a fair-minded explanation of why, under the present economic system, the owners are forced to create such conditions. Thus, when a welfare society descends upon this specific farm and demands that the children be given recreation and a playroom, the owners are unwillingly forced to lay off one of their crews and compel the

remaining kids to work harder and faster than ever, in order to make both ends meet.

The specific story featured by Mr. Faragoh concerns the young son of a man disabled in a factory accident, unable to get compensation and unwillingly forced to depend upon his children's earnings. The lad finds time for an affair with little Marta, a co-worker; and, when the inevitable coming child results, they plan to marry. But the lad is one of those laid off in the retrenchment; he runs away, leaving Marta to be comforted by his younger brother.

When Marta's condition becomes known, the reform element in the town demands that she and her whole family be discharged; but the kids map out a plan; they gather their savings and send Marta and the younger brother off to get married—which will make an honest woman of the girl and so save her job. But the kids are too young to be married; Marta and her family leave; and little brother, who wants to go with them, is forced to remain behind to support papa, whose compensation money will never be paid.

It is, as you can see, an appallingly commonplace story — at least on the stage, where it has been done countless times before. Mr. Faragoh fails to point it up; he tells it dully, baldly and boringly, each move expected and most of them tangled in his descriptions of general conditions. And Joseph Losey's generally slow direction falls signally to help.

Mr. Doran has provided a beautiful production, featured by Howard Bay's verisimilitudinous and effective set and the fine work of an excellent cast. The fact that the children fail to ring true isn't the fault of the grand troupe of juvenile players; it is the fault of Mr. Faragoh, who gave them thoughts and words far beyond their apparent years, and certainly beyond expression by inarticulate and uneducated working kids. Among the young players who do fine work are Jack Jordan, Jimmy Lydon, Eugene Gericke, Frances Dworken, Maxine Stuart and Sydney Lumet. And their efforts are matched by those of most of the adults—including Walter Greaza, who does a beautiful, touching, honest and immensely effective job with almost impossible lines as the crippled father, and Carl Benton Reid, who gets understandingly beneath the skin of the boss. Percy Kilbride offers his usual vaudeville act as an assistant boss, and, as Marta, Miss Florence McGee, who flashed to fame as the horrible brat of *The Children's Hour*, is pretty well snowed under by the work of the rest of the cast.

It would be pleasant to praise *Sunup to Sundown*; but it dragged so dully on opening night that the evening seemed a lot more like sundown to sunup.

"Richard" Memphis Smash

MEMPHIS, Tenn., Feb. 5.—Maurice Evans grossed \$3,000 in a single performance with *King Richard II* and George Abbott's *Brother Rat* drew \$4,300 in three performances at the city's Ellis Auditorium.

The two engagements were pronounced by Col. C. A. McElravy, auditorium manager, as the most satisfactory of the season.

Fortune Gallo's San Carlo Opera Company is at the auditorium for the final three days of the current week.

Next legit attraction booked for the auditorium is *Yes, My Darling Daughter*, (See "Richard" Memphis opposite page)

(44th Anniversary)

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SPRING TERM BEGINS APRIL 1ST

FOR CATALOG Address Secretary, Room 145, CARNEGIE HALL, NEW YORK

"Happy Landing"

(20TH CENTURY-FOX)

Time, 100 minutes. Release date, January 28. Screen play by Milton Sperling and Boris Ingster. Music and lyrics by Sam Pokrass and Jack Yellen. Directed by Roy Del Ruth. Cast: Sonja Henie, Don Ameche, Jean Hersholt, Ethel Merman, Cesar Romero and others. Also featuring the Raymond Scott Quintet, Leah Ray, Peters Sisters and the Condos Brothers. Reviewed at the Roxy, New York.

Fair to middling as pure and simple screen entertainment, film will undoubtedly overshoot that rating by a mile as far as box office goes. Sonja Henie's ability was never more spectacularly and lavishly exhibited. Ballet sequences rival the sweep and spectacle of any similar Hollywood offering to date and afford a beautiful and advantageous background for the Novel Norse.

The musical comedy plot is made charming and sufferable by the excellent pretending of Cesar Romero, as the dumb and conceited ork leader Don Juan; Don Ameche, as the matter-of-fact manager of the nincomposer, and Ethel Merman, as a gold-digging songbird.

Story starts with the ork leader about to begin on a nonstop flight to Paris as a stunt for his coming opening there. Plane is actually flown by the manager, but a forced landing finds them grounded in Norway. There our village heroine meets the heartbreaker, goes for him in a big way, dances with him twice (in Norway that means practically married), but has him snatched away from her by the businesslike manager. Believing herself betrothed she gives chase to this country, only to find out for herself what a philandering cad he is. Touched by this, Ameche, no longer the musician's manager, takes the girl in tow and builds her into a sensational ice-skating attraction. The two get along famously until a misunderstanding almost wrecks the good work, but a last-minute denouement has Sonja telling Don that he is the right guy.

George Colson.

"Goldwyn Follies"

(UA)

Time, 115 minutes. No release date given. Story and screen play by Ben Hecht. Specialties for Ritz Brothers by Sid Kuller and Ray Golden. Additional comedy by Sam Perrin and Arthur Phillips. Directed by George Marshall. Cast: Adolphe Menjou, Ritz Brothers, Zorina, Kenny Baker, Andrea Leeds, Helen Jepson, Phil Baker, Ella Logan, Bobby Clark, Jerome Cowan, Nydia Westman, Charles Kullmann, Frank Shields, American Ballet of the Metropolitan Opera, Goldwyn Girls, Edgar Bergen and Charlie McCarthy. Previewed at Warners, Hollywood.

Goldwyn Follies in technicolor is the most eye-dazzling production to hit the screen in some time. Goldwyn has assembled a "name" cast that really spells entertainment and money for the b. o.

With a crew of lookers in the Goldwyn Girls, tunes by George and Ira Gershwin and comedy that hits the top, this show will do business.

Plot concerns Adolphe Menjou, a film producer, who turns out a string of flops. He hires Andrea Leeds, a level-headed gal, to act as critic to give his productions a popular slant. Flops turn to hits.

Menjou does a swell job. Leeds, who got her break in *Stage Door*, gives a smooth performance. Kenny Baker's singing does much toward putting a hypo in the show. Zorina, who plays the role of a temperamental star, is an eye-fall in her ballet numbers. Ritz Brothers, screwy as ever, add to the entertainment. Edgar Bergen and Charlie McCarthy, given good material, are a riot. Ella Logan and Bobby Clark are good for laughs.

Goldwyn Follies sets a new mark for rival producers to shoot at. First time technicolor has really been utilized to full advantage. As long as the comedy trend in pictures continues this show will ring the bell. Dean Owen.

"Scandal Street"

(PARAMOUNT)

Time, 63 minutes. Release date, February 11. Screen play by Bertram Millhauser and Eddie Welch, from story by Vera Gaspary. Directed by James Hogan. Cast: Lew Ayres, Louise Campbell, Porter Hall, Virginia Weidler, Roscoe Karns, Cecil Cunningham, Edgar Kennedy, Elizabeth Patterson and others. Reviewed at the Criterion, New York.

This neighborhood affair, wherein stupid housewives' gossip brands a gracious young girl as murderess, siren and breaker-upper of homes, is an absolute doldrum. The reel was probably knocked off on a rainy afternoon to keep an idle crew from getting into mischief. Producers were even too lazy to think up more interesting family names than Smith and Brown.

Louise Campbell, a pleasant enough librarian, boards with the Smiths until her fiance returns from a jungle expedition. On coming home to claim his lady fair Ayres finds a murder charge against her. The murdered man is Brown, a nincompoop Miss Campbell befriended for no other reason than that she was trying to be nice to everyone. The wives, of course, interpret her accepting rides to work in Brown's car as catty females are wont to do. The neighborhood brat supplies the clue to the real murderer to help close the tripe. The end was welcomed. Sylvia Weiss.

"Mannequin"

(MGM)

Time, 95 minutes. Release date, January 21. Screen play by Lawrence Hazard, from an original by Katherine Brush. Directed by Frank Borzage. Produced by Joseph L. Mankiewicz. Cast: Joan Crawford, Spencer Tracy, Alan Curtis, Ralph Morgan, Mary Phillips, Oscar O'Shea, Elisabeth Risdon, Leo Gorcey and others. Reviewed at the Capitol, New York.

If there is any lingering doubt that Miss Joan Crawford is the worst actress in the world it should be easily dispelled by *Mannequin*, her latest super-super-super epic. It's true that Miss Crawford is aided in her claims to pre-eminent ineptitude by a story that is typical of Miss Katherine Brush—cheap, ridiculous and filled with ready-made situations and ready-made emotions, with the depth of tissue paper and the honesty of a gold-brick seller. But Miss Crawford makes even Miss Brush's nauseatingly phony heroine seem a little bit phonier than necessary. In its way it's an achievement.

The film's all about a lass fed up with New York slums who throws herself into marriage with the lad who takes her to Coney Island on Saturday night. A rich self-made man who blunders into their wedding party inexplicably falls for her and follows her with well-meaning intentions that she consistently misinterprets. But when her husband turns out to be a sneaky little grifter she figures that maybe the self-made man isn't so bad after all. She leaves her husband, divorces him and marries the hero, trying hard to love him. She succeeds—but her bright new happiness is threatened by hubby No. 1, who tells hubby No. 2 that it was all a scheme to cage some dough. But just then hubby No. 2 loses all his fortune and our heroine can prove her fine white soul

by sticking to him in his tribulations. It's the most fortunate loss of fortune in the annals of the screen.

But as tho that "story" weren't enough in itself, the authors have seen fit to string it out thru 95 minutes of the dullest and hammiest dialog known to man or movie scenarist. And just as a final fillip there's an incidental and fantastically silly sock at unionism. The hero loses his fortune because his men (who love him very much) are forced by the union to walk out, even tho he offers to meet all the union demands. Maybe Lewis or Green can unravel that one.

Spencer Tracy seems understandably unhappy as the self-made man, tho he does give his usual excellent readings. Alan Curtis does nicely enough by husband No. 1, and such excellent players as Ralph Morgan and Mary Phillips are wasted on a pair of incidental roles. Elisabeth Risdon, a fine actress, breaks thru the unbelievable puerility of the script to bring honest effect to the mother, and a lad named Leo Gorcey seems like something that could be very easily dispensed with.

Eugene Burr.

"Love Is a Headache"

(MGM)

Running time, 73 minutes. Release date, January 14. Screen play by Marion Parsonnet, Harry Ruskin and William R. Lipman. Directed by Richard Thorpe. Cast: Gladys George, Franchot Tone, Mickey Rooney, Ted Healy, Ralph Morgan, Frank Jenks, Virginia Weidler, Jes-

sie Ralph, Fay Holden, Barnett Parker and Julius Tannen. Reviewed at the Rialto, New York.

An inconspicuous and modest little farce that can more than hold up its end of a double bill and should please the customers. A talented cast, good script and the light-handed directing job of Thorpe combine to make this a click with the fans. Besides, Mickey Rooney, Virginia Weidler and the late Ted Healy are in their best form.

The tale has been told more than twice before, concerning a hard-boiled actress who adopts two kids as a publicity stunt and falls in love with them before its over. Handling of the plot is dexterous and not self-conscious. Rooney and Miss Weidler as the orphan kids are perfect. Little Miss Weidler stands out among all the coy, affected, supersweet Hollywood juves as a natural and sincere young actress, with an inborn skill for delivering comedy lines and pieces of business. Franchot Tone plays a columnist. Gladys George the actress and Frank Morgan her genial sugar-daddy. All of them are in the groove.

Film has enough names to make it a draw even in the upper slot of a dual show. Maurice Zolotow.

"RICHARD" MEMPHIS

(Continued from opposite page)

set for the first week in March. Helen Hayes' *Victoria Regina* comes the final week in March.

February and April, both usually regarded as good months for stage attractions, are bare of theatrical offerings.

FROM OUT FRONT

(Continued from opposite page)

repertory company in the current WPA revival.

Or take the case of a wistful little farce called *Something for Nothing*, which was brutally battered by the boys and which closed after its second night. The play never pretended to be a work of art; it was simply a comedy built for the cutrate trade—yet the lads attacked it as tho it were acid on the fair face of the theater. That, too, seems highly unfair. It would have been quite possible to admit a dislike for *Something for Nothing* and all other plays of its type, and yet to grant that it was well geared for the cutrate trade at which it aimed. Certainly it was in no way offensive: certainly it did its own little job adequately and at times amusingly. The refusal of the lads to judge it on its own terms drove it out of business. A naive guy, I think that any play should be judged on its own terms.

But the height (or depth) of all unfair and ridiculous critical preconception was reached by one of the lads when he reviewed *Robin Landing*. It was, as mentioned above, a play in blank verse concerned with the early American West—and the reviewer, who poked blasting fun at the whole thing, informed us, as the first and evidently chief cause of his dislike, that the author's frontiersman had read too much Shakespeare and so spoke in rounded periods. That, as far as I could gather, was his main reason for damning the play. It would, it seems to me, be just as logical to damn Maxwell Anderson's magnificent *Winterset* because in *Winterset* New York slum-dwellers do the same thing.

To pan and poke fun at a blank verse play because the characters speak in blank verse seems to me to be "criticism" so fantastic that it hardly deserves even mention. It is mentioned here only because it is an example of the work of a first-line "critic" on an outstanding metropolitan daily.

To sum up, it is, as I said last week, the critics' duty to give his honest opinion of the play—but it must be honest—and it must be his. And it is also his duty to tell what the play is about, and so allow his readers to use their own heads if they want to. On no matter how many of the above counts you feel like exonerating the boys, you can't exonerate them of violating this last: you can read most of the so-called reviews now perpetrated without getting any faint idea of what the play is all about. The managers are again objecting to the critics—and this time, frankly, I don't blame them.

Of course, the foregoing overlong double installment of critic-baiting must not be taken to apply to every one of the men now writing reviews for the dailies. Some of them are innocent of some of the accusations, one or two of them are innocent of all. But in this case the innocent must suffer with the guilty, since the making of individual distinctions would be a parious occupation for all concerned.

Also, it may be objected that I am aiming my stony shafts from the center of a nice glass house. That may be so; I try honestly to avoid the faults and the crimes that have been so smugly attributed to others, but it is quite possible that I disastrously and consistently fail. At the moment, however, that can't be helped. I'd much rather feel the whole of my pretty glass house tinkling down about my unregenerate ears than fail to hurl my stone (no matter how small or ineffective) at an unfair, unnecessary and well-nigh intolerable condition that is besetting and throttling the theater.

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Bad Boys and Shoe-Stringers Feel Booking License Freeze

NEW YORK, Feb. 5.—Now beginning its third year, the musicians' union's agency license system seems to have whipped the bad boys into line. The American Federation of Musicians figures at least \$15,000 has been collected from licensed agents on various salary claims that would have never been collected if it had not put the shingles into effect. Angle is that many agents when applying for a license discovered that they couldn't get one unless they made a settlement on claims against them held by union musicians. The various musician locals keep records of these claims and forward the info to the federation headquarters here.

Since the AFM compels AFM license holders to turn in lists of persons selling

music talent under their license many agents who were in dutch with the musicians' union were immediately blocked when trying to operate under other people's licenses.

The AFM says it believes it has straightened out the double-selling evil whereby an agent would book a band for conflicting dates, sending an inferior band to one of the two spots. Agents who fail to deliver a band they have booked are now liable to losing their license. And agents who substitute inferior bands for those booked are also in danger. The AFM feels that even if it can't collect a band's salary from a promoter or agent when there's a mix-up it can at least make it impossible for the violator of the contract to continue to operate openly.

By ordering union musicians to book only thru licensed agents the AFM hopes to eventually starve out those agencies falling to live up to union conditions.

Each month the AFM notifies its members and member locals thru its house organ and thru local union bulletin board announcements the agencies licensed and those on the unfair list.

Venturi Barnstorms His American Jazz

PARIS, Feb. 5.—Ray Venturi, featuring Betty Allen, American swingstress, and Andre Dassary, the maestro's new tenor discovery, starts his tour of the Continent March 9 at the Carleton Hotel, Amsterdam, Holland. Band is set for three days, playing for a record price for Europe of \$1,000 per. Itinerary includes concerts of American jazz in Holland, Belgium, Switzerland and the French provinces, then on to the exclusive Monte Carlo Sporting Club at the Riviera for a fortnight play. Venturi will then play a week in Nice at La Palace de la Mediterranee and culminate his tour with three weeks in England, playing vaude and hotels.

Prior to his tour Venturi plays the local piz palaces, including a week at the Paramount and a two-weeker at Moulin Rouge. Also continues his radio commercial for Lusturcu (macaroni), booked by the J. Walter Thompson Agency here. Venturi is also shaping things up for his return to America for the World's Fair in New York, bringing over with him Miss Allen; Massary; Koko Aslan, instrumentalist and comic, and his pianist-arranger, Paul Misraki. An American band will be whipped together for the fair engagement.

Leftists and Rightists

HOLLYWOOD, Feb. 5.—Local bookers predict upturn in band bookings for '38 with swing music definitely on the wane round here. Biggest jolt to swing was the Reactionary Ball, staged at the Ambassador Hotel, protesting *The Big Apple* and current zaney steps. Shindig handled by younger set who openly rebelled against swing. Jay Whidden featured umbas, tangos and "sweet" music.

WASHINGTON, Feb. 5.—A sit-down strike for le jazz hot was staged by students of Roosevelt High School at their prom last week. Tooters had faculty dict to play only waltzes and the sugary pops, but the kids failed to find inspiration in such tootlings. After sitting out a coupla dances on the gym floor, chaperons capitulated and let the swing bug take a coupla bites.

Rapp Rings in a First

NATCHEZ, Miss., Feb. 5.—Barney Rapp and his New Englanders open the Crystal Club here to name bands for first time since the spot unshuttered seven years ago. Paves the way Monday, coming here from St. Anthony Hotel, San Antonio. Booking by CRA.

Tit for Tat on Toots

PARIS, Feb. 5.—At the ultra-swish Anglo-American Press banquet held here recently maestro Ray Ventura regaled the foreign correspondents, diplomats and ambassadors with a concert of "swing."

Also present was the Duke of Windsor, who congratulated Ventura and asked him if the musicians were American. Replied Ray, "No, we are all French—but if Benny Goodman can swing in Carnegie Hall, may we not play American swing for you?"

Almost 3G for Weeks And Satchmo in K.C.

KANSAS CITY, Mo., Feb. 5.—Anson Weeks and Louis Armstrong hypoped business at Will H. Wittig's Pla-Mor Ballroom on two successive week-ends, with total gross soaring past the \$2,500 mark.

Weeks, playing last Saturday night, took in \$1,025 with ducats at 75 cents per. An excellent showing, Wittig said. But sepiá-skinned, trumpet-blowing Armstrong grossed a strong \$1,750 for his one-nighter the preceding week.

Satchmo's tickets sold at \$1 at door and six bits in advance. His crowd was as large as the one which flocked to hear Jan Garber at Pla-Mor last fall, but admish prices were lower. Garber still holds house record this year.

Jimmy Lunceford comes next. Already having made a swell showing here this winter, he comes in today to take another crack at the Idol of the Airlines and his high mark. Tickets for Lunceford already are selling fast, Wittig said today.

Selling the Band

A La Carte

Loren Towne and orchestra use a novel and effective method of advance bally. They supply spots in advance of their engagement with sheets the size of a restaurant menu. Sheet contains a candid shot of the band, mention of its outstanding features and recent engagements. At the bottom is space for the promoter's or cafe owner's message. Explanation on sample sheet says: "It can be attached with a paper clip or inserted under the celluloid covers and various other ways depending upon the type of menu." When luncheon discussions turn to the topic of how to spend the evening Towne's unusual menu insert supplies the answer.

Selling the Musicians

One way of selling a band is to sell the musicians who make it up. While most bands prefer to stress name power of the leader and occasionally the vocalists, few bands realize how effectively they can project the personality and distinctive make-up of their offering by merely introducing its members to the music buyers.

It is only necessary to recall the pulling power of Gene Krupa and Harry James with Benny Goodman's Band to realize that it would pay many a wand waver to be less megalomaniac and sometimes give the spot to the other lads in the ork.

Band Leader Johnny Messner does this on a readable and interesting piece of publicity. Piece is a postcard, one side bearing a photo of Messner, the turn-



TOOTERS USUALLY ANKLE OUT FOR A SMOKE during a rest period. But tromboning Jack Jenney, marking his preem as a platter maestro, rounds up the rhythmites for a bit of that buttered toast a la "jam." Others jivin' the jazz before putting it on wax are "Red" Soloman (trumpet), Gene Krupa (camera-shy suitcaser) Arthur Dollinger (tenor) and Toots Mondello (alto).

Sweet Sue Sounds Sour Sans Society Sanction

WICHITA, Kan., Feb. 5.—Sweet Sue is the basis of suit filed in United States District Court here by Shapiro, Bernstein & Company against J. M. Johnson, operator of Crystal Ballroom in near-by Hutchinson.

Thru Gene Buck, president of ASCAP, the music pub asks damages of not less than \$250, a restraining order against Johnson, court costs and attorney fees.

The petition alleged the defendant used several musical compositions, copyrights of which are owned by the plaintiff, in a public performance for profit. Specifically Sweet Sue was played at the terp tavern last July without consent or benefit of an ASCAP license.

Librarians Get a Card

NEW YORK, Feb. 5.—Musicians' union, Local 802, has extended its jurisdiction to include librarians, according to William Feinberg, secretary. Local's membership already has copyists and arrangers. Move is seen as an outgrowth of the International's decision last year to include all groups having anything to do with music.

New Local for AFM; Other Locals Elect

BATON ROUGE, La., Feb. 5.—Local No. 538, AFM, was organized here this week with 75 local musicians carrying cards as charter members. Officers of the new union are Dr. H. W. Stopher, president; John W. Kidd, vice-president; Ernest Hatley, secretary; Harold L. Collins, treasurer, and Eugene McDonald, sergeant at arms.

"No local wage scale has been adopted as yet," Kidd said, "but a committee is at present working on a scale for submission to the national committee for its approval. A slight increase per hour over what is now being paid in Baton Rouge is looked for," he added.

BEAUMONT, Tex., Feb. 5.—Anthony Russo was installed as president of Local No. 65, AFM, at the annual meeting this week. Other officers are J. R. Karcher, vice-president; E. E. Sokes, secretary; Myron A. Williams, treasurer, and V. Nikiforoff, sergeant at arms. Five local bands are joining for benefit dance this Thursday (3) to raise funds for disabled musicians.

NEW LONDON, Wis., Feb. 5.—Gilbert Kroll has been elected president of Local 300, succeeding Art Schmidt. Other officers named are Cecil Nelson, vice-president; Edgar Wirt, secretary-treasurer, and William Sohrweide, recording secretary.

KENOSHA, Wis., Feb. 5.—The largest attendance in the history of the local musicians' union re-elected Harry A. Thompson to continue in the president's post for another year. Slate included Charles A. Rose, vice-president; William J. Ryan, secretary, and Fred Zbanek, sergeant at arms.

WICHITA, Kan., Feb. 5.—Elections for a secretary-treasurer of Local 297 will be held March 1 to fill the post left vacant by the resignation of Leo Kopplin, who served the local musicians' union in that capacity for many years. Acting minutes and money man is Walter Walker, of the Moon-Walker Music Company and member of the local board.

Expose!

HOLLYWOOD, Feb. 5.—Raymond Scott, composer of wacky compos, whose latest is *War Dance for Wooden Indians*, is spotted in Sonja Heine's *Happy Landing* flicker, let a palpitating public into the secret of creative composition.

Denying that he did it with a dictionary, Scott explained, "In Oklahoma, so goes a legend, there is an old warehouse where hundreds of wooden Indians, which used to adorn the fronts of cigar stores, are stored. Once each year, at the stroke of midnight, these wooden Indians come to life and stage a ceremonial war dance. This legend has been the inspiration for *War Dance for Wooden Indians*."

On closer questioning, Scott admitted authorship of the legend as well as the music.

Clippings

Altho display advertising in magazines is probably the most dramatic medium of publicizing a band, direct mail is often a successful way to reach the buyers—if they don't throw your letters in the wastebasket. Meyer Davis office sent out 2,500 copies of a one-sheet reprint of press comments on Eugene Jelesnik when he opened at the Hotel Utah, Salt Lake City. Reprint was mailed to every class hotel and theater in the United States and stressed congratulatory telegrams received from Abe Lyman, Harriet Hilliard, Sophie Tucker and Rudy Vallee.

Picture Postcards

Lawrence Welk avoids the expense and clerical work of answering radio requests for band pictures and info by mailing out pic postals of his band.

Since the current trend is running toward pictures and more pictures, bands should take advantage of the craze by never overlooking chance to sell themselves via the camera. But don't use the stock, posed face photos. Try to get novel and unusual angles into the pictures. If possible use lively candid shots.

Scratching From Scratch

HOLLYWOOD, Feb. 5.—One of those screwball statisticians who is always figuring something out has figured out that Jascha Heifetz, long-haired gut-scraper, has played his fiddle a total of 66,000 hours during the past 33 years. Since Heifetz is only 36, he had a helluva head-start on the average squeaker.

If laid end to end, above batch of hours would equal seven years, 24 hours a day without time out for grub or sleep.

But who cares?

Vermont Forgets Politics and Blue Laws for Bright Lights

BURLINGTON, Vt., Feb. 5.—Musicians in particular and show people generally are getting more of a break in ultra-conservative Vermont, as most of the State officials and a good share of the population are chasing a million-dollar rainbow in winter sports activities. Not only is there more work than ever before, but it seems very likely that the State's antiquated "blue laws" will be repealed.

Growth of winter resort towns is comparable to the Florida boom, with villages of 500 population sporting sports equipment to the value of \$10,000 to \$15,000. Hotels making a bid for the visitors are for the first time in history using orchestras and occasionally acts. Floor shows, comparatively new in the State's larger cities, are now being offered in mountain lodges catering to snow-train passengers.

While use of orchestras is mainly confined to two or three nights a week, it is expected that next season will see enough coin for importation of name bands in some of the classier snow lodges. Local orks have no trouble getting work or a good price.

Altho Sunday closing of theaters is still legally in force, several managers have managed to evade the law by offering shows under charity auspices. State tried to crack down, but local juries are unsympathetic and refused to bring in a verdict of guilty. Also, it has been pointed out by several State officials,

that to enforce blue laws would mean several important ski meets and other winter sports activities, to which admission is charged, must be abandoned.

State publicity department is releasing more puffs than ever before, but apparently is torn with doubt whether to stick to the dignified conservative form of the past or chuck history and go modern with a bang. Newsreel tie-ups have been effected and last week Lowell Thomas was imported for a broadcast from the winter sports center at Stowe, Vt., which bases its claim to fame on the Mt. Mansfield trails.

Fact that Vermont is rapidly becoming a playground for artists and writers with national reputations, who have become sort of an unofficial brain trust in the direction of public affairs, may account for a large amount of streamlining and liberality.

Lincoln Op Tries Names

LINCOLN, Neb., Feb. 5.—Embarking on a name-band policy for the first time since opening nearly a year ago, Harry King plans to bring four names a month for single stands at his Capitol Beach ballroom. Frankie Masters turned him a neat profit with a \$600 gross in initiating the policy last week and Herbie Kay is set for February 25. MCA has allowed a few of its bands in town pending opening of R. H. Pauley's Turnpike Casino, now being built.

A Lesson in Geography

NEW YORK, Feb. 5.—Word reaching here from Shanghai, China, tells of the Japanese government broadcasting phonograph platters as propaganda to mold the nationalistic spirit among the natives. But the records played are closer to the League of Nations alley. Disks are American songs of the swing variety, pressed by the Teichiku Recording Company of Japan. While they are sung in the Japanese tongue, the songstress happens to be sepla Midge Williams, who cut 'em in 1934 during her trip to Tokyo. And to complicate diplomatic decorum the band backing was made up of Philippine pipers.

Chi Op Hypes Week-Day Gig

Karzas plans on names for off nights—Duchin draws—still sold on long terms

CHICAGO, Feb. 5.—Andrew Karzas, operator of the Aragon and Trianon ballrooms here, is testing the idea of using name bands week nights as business stimulants. Heretofore, name bands made solo stands in both emporiums Saturdays and Sundays only to insure capacity crowds.

First week-night engagement was initialed by Eddy Duchin last Friday at the Trianon, satisfying the box office with some 3,000 dancers. Ina Ray Hutton has been set for the Trianon this Tuesday and for the Aragon on Thursday. Latter night is the duller of the week and all the stunts that have been devised to boost the turnout have failed to jell.

Karzas is cautious in lining up names for the week nights, holding off until the first few tryouts will prove definite box-office successes. It was pointed out that concentration on the buildup of one band set for a long engagement in one of the dance temples reaps profitable results in most cases. Bill Carlsen's outfit, an unknown band weeded out of Milwaukee, was developed into a growing attraction at the Trianon. Current three-month term is the result of a week's test given them by Karzas last summer. Carlsen moves to the Aragon February 19, replacing Paul Pendarvis.

New long termers debut next month, Freddy Martin opening the fourth at the Aragon and Ted Weems the fifth at the Trianon, return engagements for both.

The policy of using guest names for week-end terping continues. Herbie Kay, closing at the Oriental Theater on Thursday (10), takes in the two succeeding nights for Karzas.

Litter Logan Bingles Jingles And the Joint Jumps for Fats

By M. H. ORODENKER

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

Super Dream Stuff

GLEN GRAY styles the syncopating for cheek-to-cheeking, the dance more inviting for the smooth couplings of *Sweet as a Song, I Could Use a Dream, Two Dreams Got Together, I Can Dream, Can't I?; I See Your Face Before Me, You Have Everything* (D). The latter right rhythmic, with Pee Wee Hunt for the song selling, while Kenny Sargent pipes pash for the others.

More dream dampsation in the sentimental mood is cut by GUY LOMBARDO with *This Is My Night To Dream* and *On the Sentimental Side* (V).

BERT AMBROSE comes thru with the dreamy waltzers, making sweet music for *The Greatest Mistake of My Life* and *In the Mountain of the Moon*, the couplets complete with fine foxtrotology for *Keep Calling Me Sweetheart* and *Home-town*, respectively. Sam Brown adds story body with top-tenor warblings.

Invitation to a Dance

For tripping the light fantastic WILL OSBORNE makes his sliding trombones count for most in *Outside of Paradise*, making for a dandy double in the sprightlier *Shenanigans* (D). And ISHAM JONES commands attention with his coupling of *More Than Ever* and *I Double Dare You* (VO).

As an interpreter of "sweet" music LARRY CLINTON has to thank his canarying Beatrice Wain selling the vocals. And what's left of *Love Is Here To Stay* and *I Was Doing All Right* (V) is only the usual studio stuff up to standard. Which is all to be found on the unwindings credited to ABE LYMAN, *Smoke From a Chimney, Two Dreams Get Together, I Fall in Love With You Every Day* and *How'dja Like To Love Me?* (BL).

Music in the Martin Manner

The wah-wah tromboning is usually associated with Russ Morgan, who carried it on where FREDDIE MARTIN left off. A fave selection on the air waves when Martin first started delighting dialers, the maestro revives his sweet swingology for *Wabash Blues* that has the Wabash going wah-wah. Plattermate is another standard, sticking close to the melodic structure for *Sleepy Time Gal* (BL). The Martin manner of today, smartly styled syncopation with an electric organ adding tonal coloration, is found in the dance-inviting *There's a Strange Little Change in Me* and *A Serenade to the Stars* (BL). More Martin

music, only the platter price is higher, is cut with *The One I Love* and *Melody Farm* (B).

TED FIO-RITA rounds up his entourage for a production platter, heavily orchestrated to make the needling smooth, with *The Donkey Serenade* and a fox-trotted *Cielito Lindo* (D).

The Singing Ladies

KATE SMITH has her Ambassadors, male vocal trio, dip into Don Redman swing choiring to bring the elephantus up-to-date, yelped *When the Moon Comes Over the Mountain*. A thoroly agreeable coupling in her sweet song selling for *You're a Sweetheart* (V).

ETHEL WATERS pipes her preem for the Decca discs, carrying the torch for *You're a Sweetheart* and *I'll Get Along Somehow*, Eddie Mallory making the musical accomp.

ELLA LOGAN returns to the wax works at Brunswick with a swing fury in *Jingle (Bingle) Bells* and the Scottie killer-diller for kiltie wearers, *Oh, Dear! What Can the Matter Be?* And while the scratchings fail to bring Miss Logan's personality equation to the surface, the songstress little to shout about unseen, Bill Harty's Orchestra makes up for it with rhythm-rockin' beatings.

Cutting the Rug

COOTIE WILLIAMS surrounds his growl trumpet with Duke Ellington and a picked crew of his fellow bandsmen for a high and flighty *Pigeons and Peppers*, which might just as well be called *Spongecake and Herring*, the solo take-offs being the important items. Plattermate brings Juan Tizol to the fore with his valve trombone. His exotic cleffing aims at the *Caravan* standard, but this one, *Jubilesta* (VO), sounds more like *Bei Mir*, etc. And again it's riffing that counts when cutting the rug.

TEDDY WILSON, Billie Holiday and the Basie boys have another round-up for *My First Impression of You* and *If Dreams Come True* (B), a listless session that leaves no impression. Nor does HARRY JAMES, with Count Basie's boys and Jess Stacey at the piano, make more than rhythmic ripples for *One O'Clock Jump* and *It's the Dreamer in Me* (B).

It's FATS WALLER who has the joint jumpin' for *My Window Faces the South*, his wallerisms sending the trumpet tootler. Plattermate makes for an awful let-down, hardly any reason in knowing *Why Do Hawaiians Sing Aloha?* (V).

Niteries Balk On Long Term

Philly nabob ribs Tomei on union demands for musikers—battle brewing

PHILADELPHIA, Feb. 5.—With the time for signing new contracts with the musicians' union just around the corner, night club ops are showing signs of balking at the Local 77 stipulation that agreements should extend for six months instead of the custom heretofore of signing up for 10 weeks at a time.

Art Padula, manager of the Arcadia International House and the Anchorage Inn, sent this poser to A. A. Tomei, union pres, Thursday (3): "Am I bound by the 26-week contract if my place catches fire and I'm forced to close; or if my waiters or bar men go on strike forcing me to close up; or if business gets so punk that I have to fold up?"

Due to Tomei's illness, no answer has been received by Padula, who is also prez of the Restaurant and Cafe Owners' Association here.

"To tie us up for six months is manifestly unfair, both to the restaurant owner and the musician," Padula said. "The operator cannot change his attractions often enough to entice customers, while the musician is tied down and cannot take advantage of any lucrative contracts that may come his way during the life of the contract."

Union leaders pointed out that nitery nabobs were not forced to take the 26-week contract unless they wanted to take advantage of the \$5-per-week-per-man discount offered under this type of agreement.

Padula countered that night club owners were forced to take advantage of the discount because of the high overheads and the universally poor business and keen competition in this city.

No Recession in Rhythm at Kaycee

KANSAS CITY, Mo., Feb. 5.—With the post-holiday lull letting up, musicians here are finding themselves busy again. Bands not on location are lining up the one-nighters. Al Vinn, Royce Stoener and Jack Russell combos playing many club and panhellenic parties. A recently organized band of Rockhurst College jive dispensers, fronted by clary man Joe Sherer and boasting the trumpet blasting of Bryant Meehan, are doing well on the turkey route. Both white and Negro unions report their men busy.

Nick Stuart bowed into Hotel Muehlebach, replacing the Biltmore Boys, while Anson Weeks moves onto the band stand of Will Wittig's Pla-Mor Ballroom tonight for a five-hour stretch.

Andy Kirk and his Clouds recently grossed \$850 on a single at Paseo Hall, excellent drawing in the belief of William A. Shaw, Local No. 627 prexy, who sponsored the stomp. And Louie Armstrong last Saturday night went big at Pla-Mor, trumpeter Henry (Red) Allen almost stealing the show from Satchmo.

Prince Stewart continues at Club Continental minus services of Jesse Price, drummer, who now is doing a solo turn at Dante's Club. Ray Hudgens still at Tootie's and Ray Laughlin hangs on at Mary's Place.

All in all, biz is good. And it looks as if it will be even better when warm weather returns.

Sheet-Music Leaders

(Week Ending February 5)

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Position Last Wk.	This Wk.	Title
3	1	There's a Gold Mine in the Sky
2	2	Rosalie
1	3	Bei Mir Bist Du Schoen
4	4	You're a Sweetheart
6	5	I Double Dare You
5	6	True Confession
8	7	Thanks for the Memory
7	8	Dipsy Doodle
11	9	Ten Pretty Girls
9	10	When the Organ Played "Oh, Promise Me"
..	11	Whistle While You Work
14	12	Josephine
13	13	Sail Along, Silvery Moon
..	14	Moon of Manakoura
..	15	Sweet as a Song

PHONOGRAPH RECORD best sellers will be found on page 77.

America's Leading Radio, Theatre, and Dance ORCHESTRAS

Music of Yesterday and Today Played in the Blue Barron Way

Blue Barron

AND HIS ORCHESTRA
Now Playing
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Playing Sterling Melodies
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President.
NEW YORK: 30 ROCKEFELLER PLAZA
CHICAGO - CLEVELAND - DALLAS - HOLLYWOOD

Orchestra Notes

By M. H. OROBENKER

The Amen Corner

Still swinging it merrily at the Paramount Theater, both for cash customers and the cash register, fans will still have to trek to New York for their look-see and listen at BENNY GOODMAN . . . there will be little time for touring, for the swing idol returns March 4 to his former stance at the Hotel Pennsylvania . . . 52d street has been generous in its compliment of cats, but soon the swing alley may get its first big band to rock the rhythms . . . the Hawaiian Yacht Club, Sharky Banana currently clam-baking, dickers for HUDSON-DeLANGE. BOBBY HACKETT starts recording under the Irving Mills' aegis on Thursday. . . EDGAR HAYES sets sail February 19 on the S. S. Drattingholm, the ship pointing to Oslo, Norway, where he starts his swing over Europe.

The Chi Corner

BUDDY ROGERS is winding up his stay at the Windy City's Hotel Sherman, with the next stop possibly being Philadelphia, at the Arcadia International House. . . Dirk Courtenay, formerly with the Sligh & Tyrrell office, is now agenting MARVIN LUSTER in this area. . . DON RICARDO is looking over the Loop again, returning without his band. . . Don is starting anew, taking over the Vic Schroeder combo in Omaha . . . altho BERNIE CUMMINS doesn't down-heat at the Palmer House until February 24, the nabobs have already set ED-DY DUCHIN for a return trip . . . following his Coconut Grove excursion on the West Coast, Duchin turns up here May 19 . . . and following his Palmer House run there's a week awaiting at the Chicago Corner.

The Canary Corner

DOLLY (George Hall) DAWN has been adjudged as the vocalist contributing most to orchestradom. . . Sonny Kendis has added MURIEL MARTIN for the song-selling at Gotham's Glass Hat. . . DOROTHY LAMOUR may do the singalilting for Herbie Kay when hubby opens at the Coast's Coconut Grove . . . now working opposite Fred MacMurray in the *Tropic Holiday* flicker that also has Martha Raye's muggings, has been selected to play the leading role in *Cafe Society*, an expose of the snooty tootsies who tipple at the Broadway bars.

The Collitch Corner

There'll be plenty tootling to accompany the tipping when the Yale young-bloods start junior proming March 12. . . CHICK WEBB, HUDSON-DeLANGE and DICK MESSNER have already been set for the house parties. . . Harry Moss, of the Irving Mills office, has set RUDY BUNDY to sub for Dick Stable at the V. P. I. Cotillion Club clambakes this week-end . . . and the German Club at this Blacksburg, Va., campus gets BARNEY RAPP for the music making next week. . . U. of Michigan has KAY KYSER for the J-Hop this Friday, climaxing the social season at this Ann Arbor campus. . . HAL KEMP has been set for the St. Louis U. prom February 21 . . . and the same eve finds REGGIE CHILDS playing the Delta Upsilon terp session at Ohio State.

The Movie Corner

CLYDE LUCAS completed a couple one-reelers for Vitaphone today and now puts in a transcribing session for Muzak . . . date was set by GUS E. EDWARDS before he released the band, boys now signed with R-O-K. . . Radio City's Rainbow Grill date for BERT BLOCK rates a Para short, the boys shadowing their bell music this week. . . FRANK NOVAK has been signed for a series of Columbia shorts to be made at the Eastern lots . . . reelers will be labeled *Cheer Up, America*, providing the maestro an opportunity to display his ability on 23 instruments . . . out on the Coast JAN RUBINI turns emoter, grabbing a role at 20th-Fox in *The Baroness and the Butler* . . . orchestra world gets a scenario all for itself at the Warner factory. JERRY WALD now busily engaged in digging up gags and stuff for a band story. . . ROCCO VOCCO will find himself in that flicker as Sammy Vocco.

Music by the Miss.

NICK LaROCCA and his Original Dixieland Band are doing the theaters down in the delta country. . . ROSE (Chocolate Doll) EVANS opened at the Rainbow Inn just outside of Monroe, La. . . after a season on the liner Queen Mary RUSS STONE is streamlining in Monroe at Hotel Francis' Cherokee Terrace. . . Bob's Night Club, Ferriday, La., is getting the JAN GARBER syncosugar for a solo night this week. JACK CRAWFORD confines his clowning to the Hotel Peabody, Memphis . . . and cross town at Hotel Claridge finds the popular JIMMY JOY, a holdover . . . and in Baton Rouge, La., Club Vic Mire returned to the night life scene as Cedar Grove Club with CLAIBORNE WILLIAMS for the downbeats.

Southern Stuffings

The Kentucky lads and lassies are liking the LOREN TOWNE tootings, and it looks like they'll be on the Club Joy, Lexington, Ky., pay roll for some time. . . JAN MILJAN has entrenched for the winter season at Chalfonte Hotel, Pinehurst, N. C. . . and pine air of another sort greets IRV SIEGEL, locating at Pine Inn, Hollywood, Fla. . . the MEL CROCKER combo keeps it continuous, opening Tuesday at the Brass Rail, Parkersburg, W. Va., after an 18-week stretch at the Trocadero Club, Cleveland. . . FATS WALLER started a four-week Dixie tour last night in Raleigh, N. C., dates including a split week at the Palace Theater, Memphis, his first theater showing below the Mason line.

More Manhattan

MITCHELL AYRES is back in town after a long run at the Van Cleve Hotel, Dayton, O. . . Plenty of personalities on hand to fete JOHNNY MESSNER tonight at Hotel McAlpin, marking his second winter here . . . that was George Jean Nathan casting critical glances at the band stand in La Maisonette Russe of Hotel St. Regis while EMIL COLEMAN was dishing out sveite dansapation. . . MIKE NIDORF has made good a threat, boosting the R-O-K band roster to an even 50 names. . . CLYDE McCOY and TOMMY DORSEY are wending there way to this front for theater dates at the Paramount.

Along Eastern Shores

After a spell of singles, ART DuBROW and his Brigadiers locate at Church Corners Inn, East Hartford, Conn. . . VIC HUNTER has left the trench at the Fitchburg Theater in that Massachusetts town for the Butterfly Ballroom, Springfield. . . Tim Gayle, Hub agent, is managing the BARRICK TWINS, Gene and Don, and their all-twin tooters . . . the JULIAN TRIO are swinging it out for the sippers at Reilly's Grill, Elizabeth, N. J. . . BILLY SHEPMAN is the sveite singaliliter for Maurice Spitalny in Pittsburgh . . . the Smoky City syncopators are looking forward to the musicians' union, Local 60, Sunday night parties which get under way soon . . . what with beer and pretzels on tap and the visiting boys and local lads sharing the band stand.

Stray Shavings

ANSON WEEKS turns up soon at Chermot Ballroom, Omaha, for his third return trip. . . DICK STABLE is really storming the barns on his current barnstorming excursion . . . looks like the West Coast can't get enough of JAN GARBER, who continues to put the swingeroos to shame in box-office appeal . . . and now the sugar dispenser is being set to follow Red Nichols into Hollywood's Topsy tavern . . . four CRA bands drew hold-over tickets this week. . . CHARLES COSTELLO gets six additional weeks at the Commodore Club, Detroit; there's another month for HAROLD STERN at Hotel St. George, Brooklyn; a fortnight stay for CHAUNCEY CROMWELL at the Haywood Hotel, Rochester, N. Y., and HAROLD NAGEL has been asked to linger indefinitely at the Biltmore Hotel, Providence.

Tin Pan Tinsles

Hoping to dig up another Brooks Bowman or Heagy Carmichael, *College Humor* mag has commissioned PAT BAL-



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SONNY KENDIS
and his ORCHESTRA
Now Glass Hat
Belmont Plaza Hotel
4 Months
PALL MALL ROOM,
Washington, D. C.
ONE YEAR
STORK CLUB, N.Y.

JOE SANDERS
AND HIS NIGHTHAWKS
NOW ON TOUR
Mgt. MUSIC CORPORATION OF AMERICA.

LARD to cull the collitch campuses in search for original swing songs written by undergrads. . . Pat fashioned the original songwriting airshow on WOR last year, the Melody Treasure Hunt . . . and this Campus Composer's Contest is also being primed for the Coastal waves. . . JOE DAVIS figures on bringing suit against MILLS MUSIC on the allegation that Peckin' is a liftin' of his *Riffin'* . . . but it would be wiser to dig up that 10-year-old recording of *Rockin' in Rhythm* by DUKE ELLINGTON . . . even Ben Pollack, who wrote *Peckin'*, had to blush after hearing Bubs Mylie's trumpet chorus on that platter.

Notes on the Cuff

Band boys will be glad to hear that FREDDY MARTIN, who has been seriously ill in Florida for the past three weeks, is well on his way to recovery and is expected to be back on the band stand soon. . . SKIPPER NANCE is literally standing 'em on their ears at Rainbow Gardens, Little Rock, Ark., with a weaving of hillbilly and swing . . . story is making the rounds 'bout the radio maestro, who can't even read music . . . the timid trumpeter advised the swollen stick to join the Navy so that the world can see him . . . and so we send our cuffs to the cleaners.

A Change of Scenery

NEW YORK, Feb. 5.—After setting a local record for continuous employment, George Hall, a fixture for the past nine years at Hotel Taft, takes a short leave of absence in May for a tour of Southern theaters, returning in the fall to the same post.

"Tops in Swing"

HUDSON DeLANGE
Orchestra

Exclusive Management
MILLS ARTISTS INC.
799 Seventh Ave., New York, N. Y.

Crosby No Clickee For This Cat Crix

(Airing the Bands)
By MAURICE ZOLOTOW

Crosby Not in Groove

The assignment of following Benny Goodman into the Pennsylvania Hotel is one that might well make any band shake in its collective shoes. Bunny Berigan flubbed the assignment last year, and Bob Crosby, who now has the MADhattan spot and a WABC wire, is not up to the established standard.

The Crosby band plays the right tunes, like *Dogtown Blues* and *Royal Garden Blues*, and there are many solo passages that are really hot and exciting to hear, but the ensemble never goes to town and sends. Band claims to offer Dixieland music, but it's Dixieland without any lift and kick. At times it's almost lifeless. Crosby's band, unlike Goodman's, will never get the kids hopping unless whipped into better shape, with especial emphasis on the rhythm section. Right now this outfit simply does not swing.

The Sweet Side

The band should make money if it develops along the right lines, because potentially it's a good hot orchestra. In addition it has the magnet of the Crosby name to draw customers (Bob also sings) and an excellent sweet vocalist in Kay Weber. While the orchestra plays mostly standard hot melodies, Crosby and Miss Weber take four or five vocals during a half-hour program in the sweeter vein. Miss Weber has a beautiful voice and handles her singing sincerely and effectively.

Red and Mildred Click

Almost as hard as talling Goodman was following Tommy Dorsey into the Commodore (WABC). Task fell to Red Norvo and Mildred Bailey, who are being heavily advertised and plugged as the Mr. and Mrs. of Swing. Band is almost entirely new, rehearsing for only two weeks before it opened. With a combo that really swings and a vocalist who sings from the soul, the right kind of build-up should get the band a tremendous following among the swingsters in no time at all.

Band's arrangements are superb and subtle, flashing with ingenious rhythmic figures and instrumental combinations. It's not a noisy band and should please the general public as well as the cats. Moreover, it has a rhythmic punch that makes dancing almost a necessity.

Red's marvelous gymnastics on the woodpile make soft and subtle music, carrying the listener away with him. He has that thing called swing.

Mildred Bailey is in a class by herself. Her work is thoroly original and sounds like nobody but herself. Possessed of a vibrant voice, she sings with deep feeling.

Song Plug Listing As a Nitery Stunt

WICHITA, Kan., Feb. 5.—Hit Parade idea has been adapted here by Joe Landwehr to exploit his 400 Club over Station KFH. "Hit tune" contest calls for Kansans to pick the first five tunes of the week. Thru a special arrangement with *The Billboard* the five song leaders are wired here from New York Friday afternoon and read over the air the same night, when prize winners are announced.

First week of the contest brought hundreds of letters from Kansas and North Oklahoma, with top faves being *Bei Mir Bist Du Schoen*, *Dipsy Doodle*, *Rosalie*, *Bob White* and *True Confession*. *The Billboard* correspondent, Pliny Castanien, read this paper's leaders. Winners were those who picked tunes nearest *The Billboard* listing.

Stunt is drawing heavy collegiate crowds on Friday night.

So Help Me

NEW YORK, Feb. 5.—Tagged the Jimmy Valentine of comicville, Milton Berle is out to show the Broadway wise-guys a thing or two as an original composer of songs. With Irving Mills and Irving Gordon on the collaborating staff, Berle blossoms forth with his first "original" ballad, aptly titled *For the First Time in My Life*.



IT'S A PIPE to make the optics pop when Ina Ray Hutton sets the tempo—and temperature.

Music in the Movies

(Short Subjects Previewed)

Latin Love

Enric Madriguera and orchestra, aided and abetted by songstress Patricia Gilmore and the Shayne and Harrison terps, make for a fairly entertaining one-reeler. The maestro accounts for snatches of danceable rhythms and screens rather well, showing a boyish and romantic appearance. Thrush warbles a pop in honeyed accents, and the ballroom duo turns in a novel acro-terp routine that is really in a class by itself.

Story is hopelessly naive, strung together to fill waits for the featured performers. It's a love affair between the wand waver and the warbler, resorting to subterfuge in getting parental blessing for the ball-and-chaining. Badly done and ends abruptly.

Distributed by Vitaphone; director, Lloyd French; release No. 3708.

P. A.

Sweetheart on Top Again and Valentine Day Still To Come

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, February 3. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F," musical production numbers as "M."

Position Last Wk.	This Wk.	Title	Publisher	Plugs Net	Ind.
6	1	You're a Sweetheart (F)	Robbins	36	33
5	2	Bei Mir Bist Du Schoen	Harms	33	30
3	3	I Double Dare You	Shapiro, Bernstein	31	26
1	3	Dipsy Doodle	Lincoln	31	23
2	4	Whistle While You Work (F)	Berlin	25	22
7	5	Sweet Someone (F)	Felst	24	22
13	6	Thanks for the Memory (F)	Paramount	23	13
13	7	Nice Work If You Can Get It (F)	Chappell	21	18
7	8	True Confession (F)	Famous	19	27
11	8	Bob White	Remick	19	15
10	8	I See Your Face Before Me (M)	Crawford	19	18
4	9	Rosalie (F)	Chappell	18	29
14	9	In the Still of the Night (F)	Chappell	18	18
9	9	Mama, That Moon Is Here Again (F)	Paramount	18	16
13	9	Two Dreams Get Together	Remick	18	15
5	9	I Live the Life I Love (M)	Words & Music	18	9
5	10	You Took the Words Right Out of My Heart (F)	Paramount	17	23
12	10	Once in a While	Miller	17	17
11	11	I Can Dream, Can't I? (M)	Marlo	16	21
17	11	Silhouetted in the Moonlight (F)	Harms	16	8
8	12	Sweet as a Song (F)	Robbins	15	25
16	13	I've Got My Heart Set on You (F)	Robbins	14	17
17	14	Just a Simple Melody (F)	Witmark	13	16
16	14	More Than Ever	Miller	13	10
14	14	Moon of Manakoorra (F)	Kalmar-Ruby	13	6
14	15	Sweet Stranger	Ager, Yellen	12	16
14	15	Tune In on My Heart	Gilbert	12	3
14	16	Somebody's Thinking of You Tonight	Schuster-Miller	11	15
18	16	You Started Something	Santly-Joy	11	15
18	16	Outside of Paradise (F)	Marks	11	8
11	17	Josephine	Felst	11	7
11	17	Everyday's a Holiday (F)	Famous	10	16
12	17	I Wanna Be in Winchell's Column (F)	Felst	10	14
11	17	It's Easter Said Than Done	Oلمان	10	14
11	17	A Little White Lighthouse	Donaldson	10	11
11	17	Taboo	Southern	10	10
11	17	Did an Angel Kiss You?	Famous	10	7
18	17	Sail Along, Silvery Moon (F)	Select	10	4

Turn to our Amusement Machines, Music Section, for listing of five best record sellers (Bluebird, Brunswick, Decca, Victor and Vocalion) for the week ending February 7.

Home for Heads Hanging Heavy Planned by Benevolent Booker

DETROIT, Feb. 5.—There wasn't very much left for the "unstrung, retired, unlucky" musician to do once Uncle Three-Balls gave him a ticket for his footler. And not many of the hapless lads can look forward to that ever-burning "light in the window," altho they are still able to pick out *Home, Sweet Home* on the banjo.

Hoping to do as much for the down-hearted dance men as is being accomplished by the Presser Music Foundation in Philadelphia for retired music teachers, Lloyd C. Rudy, local booker and head of the Highland Park Conservatory of Music, has purchased 40 acres of

farm land in Sanilac County, near Sandusky, Mich., where he plans to develop a home for needy musikers.

The property has a completely furnished 12-room homestead, and Rudy is putting a farmer there to run the fields and store up food for the guests who are unwanted elsewhere. Down-and-outers sans home or money will be cared for on the cuff until work can be found for them. And, like a dream come true, trodden tooters may repay their indebtedness to the home if they desire when and if the shekels jingle in their jeans again.

In the meantime Rudy is carrying the financial burden alone and expects to open the gates wide on or about March 1.

Be It Bach or Beer, Make Mine a Ballad

WASHINGTON, Feb. 5.—Sheet music sales at the capital's counters will either be boosted or busted when staff members of the local radio stations finish their fling at musical composition and high-pressure self-plugging. After airing his *Pale Potomac Moon* these many months on his air shows at WJSV, Arthur Godfrey conveys the tender thought to his palpitating public that his lunar lullaby will soon be available to all buyers. And if listeners aim to remain loyal to WJSV, announcer Hugh Conover must be kept in mind and pocketbook when buying sheet music. For the mikeman is ever calling attention to his *I'm Losing You*.

NBC gabbers, not to be out-tuned by the rival CBS bunch, are priming Lee Everett and Jim McGrath for a song-writing excursion. And advance bally to set-owners promises that their compos will soon be available for the asking and selling. McGrath has already been promised plants on the WRC house-band shots. Everett is in the throes of a ballad brainstorm, claiming that he is "drinking" in Bach for his inspiration. But station conferees insist that what Everett means is Bock.

New Tavern for Terpsies

YOUNGSTOWN, O., Feb. 5.—Frank Stadler, former manager at near-by Yankee Lake dance pavilion, has re-entered the ballroom field, opening a new downtown dansant known as the Garden of the Moon. New spot offers approximately 1,500 square feet of dance area. A beerless and liquorless arena, operating nightly, local and middle-bracket traveling bands are used.

Kerr South on Selling Trip

NEW YORK, Feb. 7.—Bob Kerr, of the Harry A. Romm office, leaves New York this week for Jacksonville, Fla., to work out about three weeks of dance dates in the Peninsula State for Will Osborne and his orchestra.

Cat for Classic Cuttings

NEW YORK, Feb. 5.—John Hammond, critic of swing, took command this week of Columbia Masterworks recordings at American Record Corporation. Label covers strictly the long-haired classical stuff. Columbia has been using mainly European recordings, but new set-up will mean more waxings by American concert groups and symphony orchestras picked by Hammond.

Hank Bugles in Detroit

DETROIT, Feb. 5.—Office of Frank M. Steltenkamp and Fred Haines, local band bookers, has spotted Henry (Hank) Biagini this week at the Gardens for a fortnight, following with another two-weeker at the Grand Terrace, where Lowry Clark holds forth currently. Also placed Sammy Dibert at the Arcadia.

MARGIE HUDSON, canary with Carl (Deacon) Moore's Ork, is still confined at Deaconess Hospital, Cincinnati, recuperating from an operation which she underwent Christmas week. A cheery note from friends would do much to relieve her loneliness.

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ORCHESTRA ROUTES

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

ABBREVIATIONS: a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.

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

A
 Adcock, Jack: (Manoa Inn) Manoa, Pa., nc.
 Agnew, Charlie: (Merry Garden) Chi. b.
 Aloha, Lel: (Bennett) Binghamton, N. Y., h.
 Alston, Ovie: (Plantation) NYC, nc.
 Andre, Russ: (Child's Rainbow Room) NYC, re.
 Anderson, Kenny: (Varsity Inn) Athens, O., Mar. 12.
 Andrews, Jimmie: (Masonic Temple) North Attleboro, Mass., a.
 Angelos: (Bertolotti's) NYC, re.
 Armando: (Yumuri) NYC, nc.
 Armstrong, Louis: (Grand Terrace) Chi, nc.
 Asen, Bob: (Wivel) NYC, re.
 Austin, Sid: (Laurels) Sackett Lake, N. Y., cc.
 Auwater, Fred: (Flamingo Club) Orlando, Fla., nc.
 Azpiazu, Don: (Mirador) NYC, nc.

B
 Babb, Julian: (Capitol) Atlanta, Ga.; (Royal) Columbus 17-19, t.
 Baer, Billy: (Deshler-Wallick) Columbus, O., h.
 Baker, Fred: (Tropical Bar) Vero Beach, Fla., nc.
 Bananas, Sharkey: (Hawaiian Yacht) NYC, nc.
 Band Box Boys: (Harry's Inn) Sidney, N. Y., nc.
 Barron, Blue: (Edison) NYC, h.
 Bartel, Jeno: (Piccadilly) NYC, h.
 Barton, Jimmy: (Belmont Show Boat) Bridgeport, Conn., nc.
 Batchelor Boys: (Roosevelt) Pittsburgh, h.
 Beecher, Gene: (De Witt Clinton) Albany, N. Y., h.
 Berigan, Bunny: (Arcadia International) Phila, re.
 Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.
 Betzner, Jack: (Essex House) Newark, N. J., h.
 Biltmore Boys: (Muehlebach) Kansas City, Mo., h.
 Blaine, Jerry: (Park Central) NYC, h.
 Black, Bob: (Pere Marquette) Peoria, Ill., h.
 Block, Bert: (Rainbow Grill) NYC, nc.
 Boroff, Mischa: (Chi-Am Chateau) Westfield, N. J., nc.
 Bradshaw, Tlly: (Sunset Terrace) Indianapolis, nc.
 Brandwynne, Nat: (Statler) Detroit, h.
 Bright, Sol: (Hawaiian Paradise) Hollywood, nc.
 Brigode, Ace: (Nu Elm) Youngstown, O., b.
 Brinckley, Charles: (Log Cabin) Aurora, Ill., nc.
 Brock, Lew: (Post Street) Spokane, Wash., t.
 Brooks, Billy: (Edgewood Inn) Albany, N. Y.
 Brooks, Alan: (Collegiate) Rochester, N. Y., nc.
 Brunasco, Jan: (Jack Dempsey's) NYC, re.
 Bunchuk, Yascha: (International Casino) NYC, nc.
 Burke, Clarence: (Garden) White Plains, N. Y., re.
 Busse, Henry: (Chez Parce) Chi, nc.

C
 Calloway, Cab: (Cotton Club) NYC, nc.
 Calvet, Oscar: (Ambassador) NYC, h.
 Candulla, Joe: (Billy Rose's Casa Manana) NYC, nc.
 Capello, Joe: (Jimmy Kelly's) NYC, nc.
 Carlsen, Bill: (Trianon) Chicago, b.
 Carmen, Billy: (Officers Club) Randolph Field, Tex., 12-18.
 Carroll, Frank: (Unionport Restaurant and Cabaret) Bronx, NYC.
 Carroll, Lou: (Village Brewery) NYC, nc.
 Casa de Fuego: (Chez Firehouse) NYC, nc.
 Casson, Delmar: (Tally-Ho Club) Dayton, O., nc.
 Castro, Amando: (Yumuri) NYC, nc.
 Cherniavsky, Josef: (Buffalo) Buffalo, t.
 Chester, Bob: (Detroit A. C.) Detroit, b.
 Chicitti, Mike: (Luigi's Italian Village) Syracuse, N. Y., nc.
 Codolan, Cornelius: (St. Regis) NYC, h.
 Coen, Augusto: (El Torcedor) NYC, nc.
 Coleman, Emil: (St. Regis) NYC, h.
 Conn, Irving: (Arrowhead Inn) Riverdale, N. Y., nc.
 Conti, Eddie: (Lookout House) Covington, Ky., nc.
 Continental Four, The: (Seelbach) Louisville, h.
 Foreson, Dan: (Tally-Ho Tavern) Albany, N. Y., nc.
 Costello, Charles: (Commodore) Detroit, nc.
 Crickett, Ernie: (Unique Grill) Delawareanna N. J., re.
 Cromwell, Chauncey: (Harwood) Rochester, h.
 Crosby, Bob: (Pennsylvania) NYC, h.
 Cugat, Xavier: (Waldorf-Astoria) NYC, h.
 Cullom, Red: (Silver Moon) Gallup, N. M., nc.
 Cummins, Bernie: (Palmer House) Chi, h.

D
 D'Arcy, Phil: (Mayfair) West Orange, N. J., nc.
 Daniels, Eddie: (Raleigh) Washington, D. C., h.
 Daubel, Clyde: (Chateau Club) Cleveland, nc.
 Darrell, Pat: (Wander Bar) Zanesville, O., nc.
 Davis, Eddie: (LaRue) NYC, re.
 Davis, Johnny: (Miami Club) Milwaukee, nc.
 Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
 Davy, Arthur: (Cotton Club) NYC, nc.
 De Angelo, James: (Frollics Grill) Albany, N. Y., nc.
 DeBella, Mickey: (State Line Club) Kansas City, Mo., nc.
 De Sair, Skippy: (University Grill) Albany, N. Y., nc.
 De Vedi, Don: (Radio City Rainbow Room) NYC, nc.
 De Vera: (El Morocco) NYC, nc.
 Di Polo, Mario: (Weylin) NYC, h.
 Diibert, Sammy: (Webster Hall) Detroit, h.
 Dixon, Dick: (Gloria Palast) NYC, nc.
 O'rsay, Jimmy: (Pal.) Chi, t.
 Donahue, Al: (Colony Club) Palm Beach, cc.

Donaljon Boys: (Lawrence) Erie, Pa., h.
 Dorsey, Jimmy: (Nicollet) Minneapolis, h.
 Douglas, Tommy: (Antler's) Kansas City, Mo., nc.
 Driscoll, Murray: (Coq Rouge) NYC, nc.
 Drummond, Jack: (University Bar) Albany, N. Y., nc.
 DuBrow, Art: (Church Corner's Inn) E. Hartford, Conn.
 Duchin, Eddy: (Cocoanut Grove) Los Angeles, nc.
 Duerr, Dolph: (Green Derby) Cleveland, nc.
 Duke, Jules: (Carlton) Washington, D. C., h.

E
 Edmund, George: (Loyale) NYC, c.
 Elliot, Lee: (Penthouse) Boston, nc.
 Engle, Freddy: (University Club) Albany, N. Y., nc.
 Evans, Al: (Chez Firehouse) NYC, nc.

F
 Fain, Paul: (Grossman) Lakewood, N. J., cc.
 Fee, Dick: (Mary Journey's) Bridgeport, Conn., nc.
 Felix, Don: (The Pines) Newtown, Conn., nc.
 Ferdi, Don: (Stratford) Bridgeport, Conn., h.
 Ferneau, Frank: (Neil House) Columbus, O., h.
 Fields, Harry: (Royalton) Monticello, N. Y., h.
 Fischer, Charlie: (Woffard) Miami Beach Mar. 15, h.
 Fisher, Charlie: (Wofford) Miami, h.
 Fitzpatrick, Ed: (Peabody) Memphis, h.
 Flindt, Emil: (Danceland) Chi, b.
 Foley, Frank: (Rendezvous) New London, Conn., nc.
 Fomeen, Basil: (St. Moritz) NYC, h.
 Fosdick, Gene: (International Casino) NYC, nc.
 Freeman, Jerry: (Paradise) NYC, cb.
 Friml Jr., Rudolf: (Essex House) NYC, h.
 Fulcher, Charles: (Colonial Club) Augusta, Ga.

G
 Gagen, Frank: (Carlton) Washington, D. C., h.
 Gallo, Phil: (Moorehead) Pittsburgh, h.
 Garvin, Val: (Orchard) Pittsburgh, nc.
 Gasparre, Dick: (Ambassador) NYC, h.
 Gatas, Mannie: (Royal Palm Club) Miami, Fla., nc.
 Gates, Bill: (Covered Wagon Inn) Stratford, Pa., nc.
 Gee, Billy: (Continental Club) Canton, O., nc.
 Golden, Al: (Yacht Club) Chi, nc.

H
 Hackett, Bobby: (Nick's) NYC, nc.
 Hade Bros.: (Markham) Gulfport, Miss., h.
 Hall, George: (Taft) New York, h.
 Hall, Eddie: (Colonial Tavern) Hawthorne, N. Y., c.
 Harris, Claude: (Joey's Stables) Detroit, nc.
 Harris, Phil: (Palomar) Los Angeles, b.
 Harrison, Will: (Rich's) Riverside, Conn., c.
 Hartley, Hal: (Chez Maurice) Montreal, Que., Can., nc.
 Headrick, Pearl: (Brunner's Rainbow Gardens) Johnstown, Pa., nc.
 Heidt, Horace: (Biltmore) NYC, h.
 Hamp, Johnny: (Netherland-Plaza) Cincinnati, h.
 Herman, Woody: (Trianon) Cleveland, b.
 Hill, Worthy: (Pavillon Royale) Savin Rock, Conn., nc.
 Hoffman, Earl: (Ivanhoe) Chi, nc.
 Holden, Virginia: (Normandy Inn) Warren, Pa., nc.
 Holst, Ernie: (Book-Cadillac) Detroit, h.
 Horton Family, The: (Fort Orange Tavern) Albany, N. Y., nc.
 Hudgen's, Ray: (Tottie's) Kansas City, Mo., nc.
 Hudson, Dean: (Normandie) Boston, b.
 Humber, Wilson: (Heidelberg) Baton Rouge, La., h.
 Huntley, Lloyd: (Mount Royal) Montreal, h.

I
 Irish, Mace: (Chanticleer) Milburn, N. J., ro.
J
 Jackson, Paul: (Old Mill Tavern) Jackson Mich., nc.
 Jahns, Al: (New Kenmore) Albany, h.
 Jelesnik, Eugene: (Utah) Salt Lake City, h.
 Jergens, Dick: (Aragon) Chicago, b.
 Johnson, Jerry: (Claridge) Memphis, h.
 Johnson, Johnny: (Village Barn) NYC, nc.
 Jondy, Harold: (Roosevelt) New Orleans, h.
 Jones, Isham: (Lincoln) NYC, nc.
 Jose, Senor: (Merry-Go-Round) NYC, nc.
 Julian Trio: (Kelly's Grill) Elizabeth, N. J.

K
 Kassel, Art: (Bismarck) Chi, h.
 Kaye, Sammy: (Statler) Cleveland, h.

Keating, Ray: (Murray's) Tuckahoe, N. Y., nc.
 Kemp, Hal: (Drake) Chi, h.
 Kendis, Sonny: (Belmont Plaza) NYC, h.
 King, Henry: (Fairmount) San Francisco, h.
 King's Jesters: (La Salle) Chi, h.
 Kirby, John: (Onyx) NYC, nc.
 Kirkham, Don: (Biakeland Inn) Denver, nc.
 Kress, Andy: (Robert Treat) Newark, N. J., h.
 Kress, Andy: (Robert Treat) Newark, N. J., h.
 Krumin, Costya: (Russian Bear) New York, re.
 Kuenzler, Robert: (Martin's Rathskeller) NYC, nc.
 Kyser, Kay: (Blackhawk) Chi, nc.

L
 LaMothe, Oliva: (Rosegarden) Middletown, Conn., c.
 La Porte, Maurice: (Coq Rouge) NYC, nc.
 Laeser, Walt: (Bancroft) Springfield, O., h.
 Lagman, Bill: (Club Trianon) Mobile, Ala., nc.
 Lamb, Dixiel: (Marine Room) Muskegon, Mich., b.
 Lande, Jules: (St. Regis) NYC, h.
 Laughlin, Ray: (Mary's Place) Kansas City, Mo., nc.
 Le Baron, Eddie: (Colony) Palm Beach, Fla., nc.
 LeRoy, Howard: (Louis Joliet) Joliet, Ill., h.
 Lee, Larry: (Gibson) Cincinnati, h.
 Lee, Georgie: (Jockey Club) Kansas City, Mo., nc.
 Lewis, Harry: (College Inn) San Diego, nc.
 Lewis, Johnny: (Indiana Roof) Indianapolis, nc.
 Lewis, Vic: (Times Square) Rochester, N. Y., nc.
 Lindeman, Udo: (Gloria Palast) New York, cb.
 Livingston, Jerry: (Laurel-in-the-Pines) Lakewood, N. J., cc.
 Lombardo, Guy: (Roosevelt) NYC, h.
 London, Larry: (Esquire) Miami, Fla., nc.
 Long, Johnny: (De Witt Clinton) Albany, N. Y., h.
 Lopez, Vincent: (Earle) Phila, t.
 Luncford, Jimmie: (Paramount) Austin, Tex., Feb. 9-11, t.; (Metropolitan) Houston, t.
 Lupien, George: (Palorama) Schenectady, rc.
 Lyman, Abe: (Billy Rose's Casa Manana) NYC, nc.

M
 McCay, Ernie: (State) Columbus, O., re.
 McIntyre, Lani: (Lexington) NYC, nc.

M
 Mack, Ed: (Martin's Tavern) Lima, O., Mar. 13, nc.
 Mann, Milton: (Penthouse) Baltimore, nc.
 Mannors, Gregg: Milwaukee.
 Manning, Monroe: (Swing) NYC, b.
 Manzanares, Jose: (Belmont-Plaza) NYC, h.
 Mareno, Frank: (Sweeney) Baltimore, c.
 Marsala, Joe: (Hickory House) NYC, nc.
 Marshall, Duane: (Essex) Boston, h.
 Mastell, Paul: (Arcadia) NYC, b.
 Martin, Bob: (Chez Florence) Paris, nc.
 Matsu, Bobby: (Hawaiian Yacht) NYC, nc.
 Matthey, Nicholas: (Russian Kretchma) NYC, re.
 Massingale, Bert: (Hi-Hat) Houston, nc.
 Mayehoff, Eddie: (Shelton) NYC, h.
 Mayer, Ken: (Gunter) San Antonio, h.
 Meeker, Paul: (Gunter) San Antonio, h.
 Melvin, Jack: (Queen's Terrace) Woodside, L. I., nc.
 Menendez, Nilo: (Stork Club) NYC, nc.
 Meroff, Benny: (Congress) Chicago, h.
 Middleman, Herman: (Nixon) Pittsburgh, c.
 Miles, Jack: (Ansley) Atlanta, h.
 Miljan, Jan: (Club Chalfonte) Pinehurst, N. C.
 Mills, Floyd: (Du Pont) Wilmington, Del., h.
 Mills, Dick: (The Grove) Beaumont, Tex., nc.
 Mills, Jack: (400 Club) Wichita, nc.
 Monroe, Jerry: (White Sulphur Springs, W. Va.)
 Moore, Eddie: (Eagles) Ithaca, N. Y., b.
 Moore, Carl: (Paradise Gardens) Mt. Morris, Mich., nc.
 Morelli, Larry: (Merry Gardens) Lynchburg, Va.
 Motely, Berk: (Casa Grande) Berwyn, Md., nc.
 Munro, Hal: (Medinah) Chi, nc.
 Murphy, Dick: (Tampa Terrace) Tampa, h.

N
 Nance, Skipper: (Rainbow Gardens) Little Rock, Ark.
 Navarro, Al: (Belvedere) Baltimore, h.
 Naylor, Oliver: (Club Rex) Birmingham, nc.
 Nelson, Ozzie: (Victor Hugo's) Beverly Hills, re.
 Newman, Ruby: (Radio City Rainbow Room) NYC, nc.
 Nickles, Billie: (Torch Club) Los Angeles, nc.
 Nicola, Frank: (Marine) Norfolk, Va., 9; (Dixieland) Savannah, Ga., 10; (Congress) Jacksonville, Fla., 11; (Savoy) St. Augustine 12; (Club Esquire) Daytona Beach 13; (Tropical Gardens) Vero Beach 14, b.
 Norris, Stan: (Merry Garden) Chi, b.
 Norton, Bob: (New Garden Center) Detroit, b.
 Norvo, Red: (Commodore) NYC, h.

O
 Olman, Val: (British Colonial) Nassau, N. Y., h.
 Olsen, George: (La Conga) NYC, nc.
 Olson, Walter: (New Julius) Gardenville, N. Y., re.
 Oliver, Eved: (Bock's Cafe) Yakima, Wash., cb.
 Ozenbaugh, Leon: (Pepper Tree Inn) Riverside, Calif.

P
 Pablo, Don: (Merry-Go-Round) Dayton, O., nc.
 Palmer, Freddy: (Colonial Inn) Singac, N. J., re.
 Palmer, Skeeter: (Seneca) Rochester, N. Y., h.
 Panchito: (La Conga) NYC, nc.
 Pancho: (Plaza) NYC, h.
 Paris, Chic: (Evergreen) Newark, N. J., re.
 Pearl, Ray: (Bill Green's Casino) Pittsburgh, nc.
 Peck, Earl: (Cocoanut Grove) Bridgeport, Conn., nc.
 Pendarvis, Paul: (Aragon) Chi, b.
 Peterson, Dee: (Normandy) Boston, h.
 Pitman, Jack: (Port Arthur) Providence, R. I., re.
 Powell, Johnny: (Mario's Mirador) NYC, nc.
 Price, Stanley: (St. Nicholas) Decatur, Ill., Mar. 15, h.
 Prima, Louis: (Famous Door) NYC, nc.
 Pryor, Roger: (Drake) San Francisco, h.

R
 Raginsky, Mischa: (Astor) NYC, h.
 Rapp, Barney: (St. Anthony) San Antonio, h.
 Ray, Frankie: (Lake) Gary, Ind., h.
 Read, Kemp: (Riverside) Utica, N. Y., nc.
 Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
 Reichmann, Joe: (Mark Hopkins) San Francisco, h.
 Reisman, Leo: (Waldorf-Astoria) NYC, h.
 Reser, Harry: (Arcadia) NYC, b.
 Reyes, Chica: (Continental) Detroit, nc.
 Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
 Ricardel, Joe: (Zeke's) NYC, c.
 Roberts, Eddie: (Red Mill) Bronx, nc.
 Roberts, Red: (Eagle's) Milwaukee, b.
 Rodrigo, Nano: (Chanticleer) Milburn, N. J., ro.
 Rogers, Billy: (Bertolotti's) NYC, re.
 Rogers, Eddy: (Beverly Hills) Newport, Ky., nc.
 Roman, Emil: (Garbo) NYC, re.
 Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.
 Russell, Jack: (Melody Mill) Chi, b.
 Ryks, Chet: (Hollenden) Cleveland, h.

S
 Sanders, Joe: (Palace) San Francisco, h.
 Sascha: (New Brunswick) Lakewood, N. J., h.
 Saunders, Harold: (Montparnasse) NYC, nc.
 Saxon, Sam: (Gay Village) NYC, c.
 Schenk, Frankie: (Aragon) Lima, O., b.
 Schlosser, Billy: (Riptide) Miami, Fla., nc.
 Scholl, Russell: (Flamingo) Orlando, Fla., nc.
 Schrag, Benny: (Metronome) Spokane, Wash., b.
 Schramm, Marty: (Balconnades) Pittsburgh, nc.
 Scott, Lee: (Blackstone) Ft. Worth, h.
 Septeto, Canto: (San Souci) Havana, nc.
 Sherr, Jack: (Rice) Houston, Tex., h.
 Siegel, Irv: (Pine Inn) Hollywood, Fla., nc.
 Silvers, Buddy: (McCurdy) Evansville, Ind., h.
 Simmons, Bob: (Myer's) Columbus, O., nc.
 Siry, Larry: (Versailles) NYC, nc.
 Smith, Van: (Merry-Go-Round) NYC, nc.
 Smith, Carl: (Athletic Club) Detroit, b.
 Smith, Joseph C.: (La Rue) NYC, nc.
 Smith, Stuff: (Famous Door) Hollywood, nc.
 Southland Rhythm Girls: (Paddock) Miami, Fla., nc.
 Sparr, Paul: (Warwick) NYC, h.
 Stabile, Dick: (Royal Palm) Miami, h.
 Steel, Leonard: (Ft. Shelby) Detroit, h.
 Sten, Elmore: (Castle Cole) Norristown, Pa., 7-26, nc.
 Stern, Harold: (St. George) Brooklyn, h.
 Stewart, Prince: (Continental) Kansas City, Mo., nc.
 Stipes, Eddie: (Frankie's) Toledo, nc.
 Stoefler, Wally: (Kansas City) Kansas City, Mo., nc.
 Stoltz, Cole: (Tropical Roof) Memphis, nc.
 Strom, Roy: (Fifth Avenue) NYC, h.
 Strong, Benny: (Brown) Louisville, h.
 Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.
 Sudy, Joseph: (Rio Del Mar) Monterey, Calif., nc.
 Sylvio, Don: (Bertolotti's) NYC, re.

T
 Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
 Thoma, Wit: (Ringside Club) Ft. Worth, Tex., nc.
 Thomas, Eddie: (Nut Club) NYC, nc.
 Thurn, Otto: (William Penn) Pittsburgh, h.
 Tormey, Bob: (Dixie Grove) South Bend, Ind., nc.
 Towne, Loren: (Club Joy) Lexington, Ky., nc.
 Tracy, Jack: (Cedar Lane) Opelousa, La., ro.
 Tucker, Orrin: (Edgewater Beach) Chi, h.

V
 VanWinkle, Joe: (Melody Grill) Kokomo, Ind.
 Vanderbilt, Arlie: (Blue Moon) Vicksburg, Miss., c.
 Varsos, Eddie: (Orpheum) Minneapolis, t.
 Vell, Tubby: (Brun's) Chi, re.

W
 Wade, Johnny: (Romance Inn) Angola, N. Y., nc.
 Wadkins, Jimmy: (Harlem Casino) Pittsburgh, nc.
 Walder, Herman: (Spinning Wheel) Kansas City, Mo., nc.
 Wardlaw, Jack: (Town Casino) Miami Beach, nc.
 Watkins, Sammy: (Gibson) Cincinnati, h.
 Webster, Ralph: (Blossom Heath) Kansas City, Mo., nc.
 Weems, Ted: (Earle) Washington, D. C., t.
 Welk, Lawrence: (William Penn) Pittsburgh, h.
 Weiner, Michael: (Old Roumanian) NYC, re.
 Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.
 Wester, Birgie: (Palms) Orlando, Fla., nc.
 Whitney, Palmer: (Baker) St. Charles, Ill., h.
 Williams, Sander: (Astor) NYC, h.
 (See ROUTES on page 30)

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

B'WAY CLUBS PERKING UP

AFA Expands Nitery Drive

Spreads N. Y. organizing to Long Island, East Side—band performers lined up

NEW YORK, Feb. 5.—Long Island, Brooklyn and lower East Side night clubs are the next on the list of the American Federation of Actors' local organizing campaign. Spots in these areas have been notified by the AFA that it expects to bargain with them, and one Second avenue spot, the Rainbow Inn, has already signed. With all of the important Greenwich Village spots already operating under AFA closed-shop agreements, the lining up of the lower East Side clubs will leave only Harlem as open territory for the AFA in Manhattan.

Dan Christie's Little Old New York has reopened after settling the AFA's claim for \$79.85 on behalf of Joe Howard. It is understood that Christie may withdraw his breach of contract suit against Howard as a result of this settlement.

AFA organizers continue their aggressive campaign to sign up every local night club before the summer. In addition the AFA is pushing its drive to sign up band entertainers. It has been conferring with Musicians' Local 802 on classification of some entertainers who also use musical instruments. The AFA is also working with the band agencies in lining up band entertainers so that the bands will not be held up by AFA deputies anywhere.

DETROIT, Feb. 5.—Local booking offices complain of price cutting and contract flashing. Walter Ryan, local representative of American Federation of Actors, says that while there were undoubtedly several instances of contract flashing, it had been impossible to secure absolute proof. Ryan attributes price cutting to the scarcity of employment for acts.

Ryan left Tuesday on a trip thru the northern part of the State, where he will call upon members in Saginaw, Bay City and Flint to discuss the matter of a closed-shop agreement.

He will attend a general meeting of the American Federation of Musicians in Saginaw tomorrow night.

FTP Revue To Open in Chicago

CHICAGO, Feb. 5.—WPA vaude project, under the supervision of Earl W. Bronson, is preparing an elaborate revue to be staged at the Great Northern Theater. Originally slated to open February 10, the date was moved back to allow for additional rehearsals. The production, handled by Ned Dandy, will employ over a dozen of Federal Theater acts and will center around the idea of flesh talent, past, present and future. A line of girls will also be used.

In the meantime three WPA vaude units are making the rounds of local schools and institutions, averaging five performances a week. According to reports, the shows are already set with bookings until June.

Creech Adds to Club Bookings

COLUMBUS, O., Feb. 5.—Ernie Creech, of the local Gus Sun office, reports that he now has the State Restaurant and the Gloria, Castle Terrace, Down Towners, Esther's and Blue Inn clubs here on his books, and that he has recently added Trail's End Tavern, Vienna, O.; Lantz's Merry-Go-Round, Dayton, O.; Winter Garden, Chillicothe, O.; Frolics, Springfield, O.; Ringside Grill, Mansfield, O., and the Rendezvous Villa, Youngstown, O. Clubs in this territory have experienced a decided slump in business in recent weeks, Creech reports, but are looking for conditions to right themselves within the next two months.

\$5,000 for One Performance

MILWAUKEE, Feb. 5.—Charging that he was made an unwilling party to a wrestling bout at the Terris Theatrical Club, Gust Cambil, a spectator, has filed suit for \$5,000 for his unscheduled performance.

Defendants named are "Killer" Rothschild, wrestler; Eugene Gustavsen, promoter and referee, and James and Tom Terris, co-owners of the night spot, which features wrestling matches.

Chicago Hotels Cold to Comics

CHICAGO, Feb. 5.—Smarter hotels have given up their search for good talking comedy acts. With the well-known comedians either on the air or in pictures, ace niteries are forced to eliminate the spot of a smart laugh turn and build the show along the singing and dancing lines.

Palmer House and the Drake Hotel will buy good novelty acts but will not pass a comedy offering unless its material is above reproach and the performers of headliner caliber. Early practices of using corny acts proved disastrous and an iron-bound rule is now in effect. The few acts meeting with those requirements, and when available, usually ask for enormous salaries. With no room budgeted for a Benny or a Fred Allen, smart money is prominent only by its absence.

Other big hotels, using smaller shows, are just as lukewarm to mediocre comedy acts. Stevens, Bismarck and Edgewater Beach are taboo for low talk turns, while the College Inn in the Sherman Hotel and the Congress Hotel have proved to be somewhat better markets for the comedian who, while not outstanding, sticks to clean material.

Jack Middleton Expanding

CINCINNATI, Feb. 5.—Jack Middleton, Cincinnati booker, will open an office in Atlanta February 15 in association with C. J. Stevens, of the Balancing Stevens. Middleton will journey to the Georgia city to supervise the opening of the branch office.

Units Crowding Out Acts

CHICAGO, Feb. 5.—Several units here or headed this way will curtail the demand for individual acts in this area for the next several weeks. Information to this effect has been given agents in the booking offices of Balaban & Katz, William Morris Agency and RKO.

Band or vaude units are coming into the Chicago, Oriental and Palace here; Riverside, Milwaukee, and the Lyric, Indianapolis.

Night Club, Vaude Performer Unionizing in Chicago Held Up

CHICAGO, Feb. 5.—Local American Federation of Actors activity centering around night clubs and theaters will be at a standstill for at least another month due to the absence of Guy Magley, AFA representative here, who is on the road organizing indoor circus performers. While a few of the smaller agents have been pressing the AFA for action, citing chiseling conditions in the small spots, it is believed that the actors' union will not make much progress in this area until more co-operation between the AFA and Jimmy Petrillo's musicians' local is effected.

Late last year when Magley contacted a couple of leading night spot operators as an AFA night club organizer he was accorded a more or less lukewarm reception. One of the leading club ops is said to have stated that he is paying his performers salaries that are even

Casa Manana Catches On, But Int'l Casino Still Going Big

Hollywood still closed, but syndicate has plans — Mirador folds—Radio Franks open new club—Nut Club to reopen—La Conga weakens—Cotton Club still strong

NEW YORK, Feb. 5.—Business in local night clubs, considered a good barometer of conditions thruout the country, has been improving, but not too much. Billy Rose's Casa Manana, which opened with a weak show a couple of weeks ago, has survived this handicap. It has revamped its show and is now doing capacity dinner business, but with supper trade still off. Capacity is 1,100 and last week's gross is understood to have hit the \$50,000 mark. The International Casino has apparently not been hurt at all by Rose's show. It has trimmed its overhead even more and is now going along nicely, grossing \$50,000 to \$60,000 a week ever since New Year's Eve. The International claims it has drawn 500,000 patrons during its four and a half months' existence. It is now devoting most of its advertising to its lounge, bar and outside dining room, figuring the main room (capacity, 1,200), which has the big show, is well under control now.

The Hollywood Restaurant, meanwhile, remains dark. The permanent trustees, appointed by the court, Arthur W. Copp, Arthur Asher and William M. Wallace, are trying to untangle the finances of the club and have been examining Joe Moss, former head of the Hollywood and now director of the International Casino. A syndicate is pushing a plan to reopen the Hollywood as a \$1-minimum no-cover spot, with the ground floor (now occupied by a drug store) to be converted into an adjunct of the new club. The Paradise has been holding on. Brings in Toni Lane Tuesday to succeed Toby Wing.

The W. B. Entertainment Corporation, of which Frank White and Frank Bessinger are president and treasurer, respectively, opened the spot at 70 East 55th street, calling it the Radio Franks'. Opening show has the Wicke-Bishop Quartet, Grace Morgan, Joe Gallagher, Mammy Jinny, Joe Hickey, Ebony Eight and Ted Burns and Pat Holton, with Bessinger and White heading the bill.

Grand Rapids Split Week

CHICAGO, Feb. 5.—George Katz reopened his Powers Theater in Grand Rapids, Mich., January 30 with split-week vaude. New shows, henceforth, to come in Mondays and Fridays. House has been remodeled at a cost of \$30,000 and is booked by Dick Hoffman here.

Youngstown Club Burned

YOUNGSTOWN, O., Feb. 5.—Fire resulted in loss estimated at \$15,000 to Peacock Inn here. Operators of the club have not announced if it will be restored.

Ft. Dodge Club Burned

DES MOINES, Feb. 5.—Club Fort Dodger, Fort Dodge, Ia., was destroyed by fire last week-end, causing damage of \$50,000. Howard Gillman was owner.

Martone Helps Semlers

AKRON, O., Feb. 5.—Elimination of minimum charge and the return of Johnny Martone and band have resulted in greatly improved patronage at Semler's Tavern near here. Martone broadcasts, six nights a week, held responsible for bringing in patronage from near-by towns.

Club Sued for Tax

SEATTLE, Feb. 5.—Club Esquire, leading downtown nitery, is being sued by the State for collection of alleged delinquent unemployment compensation payments. State claims the club owes \$425.23 indebtedness from August to the end of last year.

Noyes for Hub Famous Door

BOSTON, Feb. 5.—Henry Noyes, local nitery producer, has taken over management of the Famous Door and also becomes associated with the Harry Drake booking office, now booking the Hotel Westminster Blue Room.

Cocoanut Grove, Park Central, New York

The new show is the best this spot has had in years.

The music has always been good—and getting better all the time—but the acts had always been weak, due undoubtedly to the limited budget. This show, however, is composed of sock acts, with the Boots McKenna permanent girl troupe providing the background.

Bill Robbins booked the show and has done a handsome job. Outstanding is Olive White, charming and versatile singer, who does a Mex, Russian and swing number, accompanying herself on the guitar, violin and sax. Has poise, voice, personality and the material, being distinctly an ace entertainer rather than a vocalist.

Another standout is Satch and Satchel, comedy team that successfully gets away from the conventional stuff. Girl is called Smiley, but never smiles, playing poker-faced to the boys' firecracker gags and comedy dancing. In an intimate supper club they ought to be even more of a riot.

The Gale Sextet, three mixed ballroom teams, make a solid impression with their excellent appearance and interesting routines and formations. They come as a welcome relief from the usual single dance team and provide snappy and novel routines. Richard Smart, tall, good-looking youth, does emcee without wisecracking and then sings a couple of nice ditties—altogether making a pleasing impression. The Ross Sisters and Frank, harmony singers, with one girl at the piano, blend voices expertly in rhythm songs. They handle their special

arrangements well and return for better show sessions.

The girls (11 of them and all pretty) are beautifully costumed and offer routines that are easy to look at. Their most novel was a roller-skating number, something not seen often in a hotel room. After the show the girls do a Big Apple number, inviting customers to participate.

Jerry Blain, now in his 15th month here, has only two men left of his original band. His music is finer today than ever before and his streamlined rhythm idea seems to be catching on as his trademark. Pretty Phyllis Kenny is still his vocalist.

Business has been building up nicely right along. Ed Weiner is handling press. *Paul Denis.*

Savoy Hotel, London

This popular spot, booked by Eric Wollheim, has on current roster the Five Clevers, youthful Australian acrobats and pyramid builders, recently returned from a successful season in the States. Kids work cleanly and showmanly and put plenty of pep into their dandy tricks.

Harris, Claire and Shannon, two girls and a boy, are original dancers with routines that are intricate, rhythmic and graceful. A great act enhanced by the faultless dressing of both the girls and the man. Even if trio were shy on talent it would get by on appearance alone. *Bert Ross.*

Grand Terrace, Chicago

The home of Negro notables is putting up Louis Armstrong and his trumpet for a four-week period. This is more correct than to say Louis Armstrong and orchestra, for his outfit in this case is of comparatively minor importance.

Armstrong himself is the attraction first and last. The boys in the band, whether a pick-up organization or veterans with the corpulent trumpeter, dish out razor-sharp music that sounds more like a jammin' session than legit versions of some of our pop tunes. There was entirely too much volume for our comfort, altho it must be admitted that the strutting couples on the dance floor seemed to enjoy the blaring brass immensely.

Budget for the accompanying floor bill has been pared due, obviously, to the expensive band. Some of the talent is weak and the general layout is an impromptu hodgepodge.

A line of 16 lively copper-colored gals swing out with *The Big Apple* for the opening, fronting the Two Zephyrs and Julia Hunter and Mae Diggs in a couple of loose-jointed routines. Miss Hunter returns for some blues singing, and Penny and Joe, stock tappers, follow with typical Harlem stepping.

Sonny Woods, band's tenor, warbles *Lost in the Blues*, with proper "why was I born?" atmosphere furnished by the ensemble. Number is too long and loses its point. Julia Hunter, with a steaming pair of pipes, pumps out some rhythm singing that is mostly loud.

The Two Zephyrs, standard dance act, netted some good results with their eccentric dancing, particularly their slow-motion crap game fight, which is an amazing display of control work.

Armstrong himself takes the next spot for some high C tooting, including his well-known *Skeleton in the Closet*. The man is a contagious showman.

Mae Diggs and Julia Hunter strut thru a tricky step design labeled

Tippin', bringing back the entire ensemble for mass participation that stacks up like a very modern version of a revival meeting.

Armstrong will be followed in by Andy Kirk's Orchestra February 25. Ed Fox, the operator, is on hand nightly to make new friends for his Cotton Clubbish rendezvous. *Sam Honigberg.*

Le Mirage, New York

Frank Cerutti's place has not only weathered the blight that has affected most of the East Side denizens but, to all appearances, has profited from it as well. One reason, perhaps, is the slight but noticeable letting down of "ultra-class" affectation so that broader patronage can be drawn. Location and size, if nothing else, however, still keep it far above the "mass" category.

Entertainment, considering the bizarre Yanyego Voodoo Dancers or the more recent touching of the hem of swank with Rafaelo Diaz and Reed Lawton, has been sensibly trimmed to more business-like proportions.

Maryon Dale, of society, emsees, contributing song recitations. Not especially gifted with a voice, Miss Dale's breezy manner and likable personality make other attributes not at all necessary. Her selection of material, too, found definite favor. Virginia McNaughton, blond dancer, offers two sessions of tap terping mixed with ballet, and scores both times. First number is mainly tap with a strong finish of toe turns with taps, and the other is a melange of several types of steps, but always reverting to taps and finishing with tap spins.

Novelty offering with Continental flavor is that of Claire St. Martin, French chanteuse, making her debut here. Auburn-haired and of striking appearance, she sells effectively a number of Frenchified numbers. Considering that she is making her American debut, she has become habited in an extraordinarily short time to American accent and mannerisms. She is not averse, between songs, to lifting skirts and going to town with some of the hottest and latest stepping.

Best all-round entertainment is that of the Tisdale Trio, colored male singing instrumentalists. Besides working on the floor, the trio also serves as a relief outfit, supplying dance tempos and vocals that run from the classical to the kind that sets a Shagger shining. A very adaptable act.

Harry Horton and his orchestra remain the musical fixture, Horton now complying as well with solo violin renditions during the show. Added feature here as a table-to-table attraction between shows is the psycho-diagnosing of Professor A. R. Kamm.

Two shows nightly offered. Cerutti and Ricardo host. *George Colson.*

Statler Terrace Room, Cleveland

Paul Duke and his *Symphony in Smoke* is the featured entertainer here this week. Duke's routines with dollar bills, cards, silks and cigarets is of the general sort so popular as night spot fare, but with the added improvement of being worked along somewhat more original lines than the average. Is a confident worker with plenty of assurance and his performance goes smoothly and nicely.

Glover and La Mae are proving one of the most popular dance teams to have played locally in several seasons. Now going into their third week. From 9 to 10 they stage a dance contest, teaching men and women the rumba and shag and ending with a dance off of two couples. Dinners and champagne awarded as prizes. *H. R. Hoyt.*

Cafe De Paris, London

Newcomer here is Josephine Huston, American songstress, with plenty of looks and excellent pipes. Girl has a good selection of numbers suited to her appealing style and personality. Proves popular and has to concede encore numbers.

Adalet, exotic harem dancer from the French Casino, scores freely with her movements, highly sensual at times.

Ambrose and his band, with Evelyn Dall, blond crooner, and Max Bacon, comedy drummer, remain. *Bert Ross.*

Grill Room, Hotel Garde, New Haven, Conn.

The new Hotel Garde management in bringing in its first out-of-town band made a good choice in Billy Brooks and orchestra. Brooks uses six versatile musicians and lovely Frances Garret to great advantage.

Coming from the Normandie Ballroom, Boston, Brooks has modified his style so as to get the Continental-commercial effects. In using a smaller unit he hasn't lost any of the entertaining features. The unit has plenty of floor space in which to present its novel effects. Altho handicapped by crude lighting and poor acoustics, it does a grand job. The versatile dance rhythms include smooth tempos and swing numbers interspersed with an occasional rumba. Band is rounded out with individual features, including quartet, trio and solo bits. *Caravan* brought out the real merit of the band. Balance and good arrangement, along with the clever bits, proved okeh.

In the floor-show presentation Brooks presented gorgeous Frances Garret in *You're a Sweetheart* with a quartet background registering nicely. Billy Lorin took vocal spotlight with *Getting Sentimental Over You*. Jack Bryson followed with an Arthur Tracy-styled number and then took a "farmer comedy" bit with Woody Calligan. An unusual presentation of *Sweet Sue* was done by blowing into water-filled beer bottles.

Food and drinks popularly priced. No cover or minimum. Good cuisine service.

For a Monday night the turnout was good. *A. T. Colavolpe.*

State Line Tavern, Kansas City, Mo.

Unpretentious yet comfortably cozy these cold winter nights, this spot continues to set the pace for consistent patronage. A small portion of the tavern is in Kansas, but the remainder—and the part used by dancers and acts—stands on wet but solid Show-Me State terra firma.

Star of the current offering is Mickey DiBella, an extremely likable young fellow who has little difficulty selling himself and who appears to be set indefinitely here as emcee. DiBella sang *Bei Mir Bist Du Schoen*, *You Can't Stop Me From Dreaming* and *Shoe Shine Boy*, encoring with *Mountain Music* and *The One Rose*. DiBella's manner of introducing the acts also is commendable.

The Means Sisters, Meredith and Margaret, open with a mediocre high-kick

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dance. Later the two gals return to do solo dances, Margaret receiving a terrific hand for an acrobatic-contortionist turn. Both good looking, the sisters should drop their combination turn and work solo for better results.

Enos, magician, showed nifty talent and pleasant personality. Made small balls appear and disappear and went over big. A slick worker.

Jack Shepherd, in second week and only act to be held over, is a fast tapper. Worked smoothly and received excellent backing from Freddie Finch's jam combo. Took one encore.

Between shows Florence Denny entertains at the piano. Her voice is pleasing and she has become a fixture at the spot. Her offerings would be more effective if her piano and mike could be moved out into the dance floor where everyone could see her. Occasionally she takes a chorus with the Finch ork in fine style.

Shows are held at 9:30, 11:30, 1:30 and 3 and Mildred Metzger is in charge. Biz reported excellent by her. Spot seats 250 persons easily and stands as perhaps the most lively local night club.

Dave Dexter Jr.

Trocabaret, London

Popular rendezvous has some strong talent on tap this week with Vic Oliver, Savona and Carmen Romero.

Oliver has built up a rep. both in vaude and in clubs here, second to no other American comic. Changes his material frequently and has good angles on topical subjects.

Savona, an "antipodist" ("ritzy" for foot juggler), is a swell showman. Assisted by an easy-to-look-at girl, he has some corking tricks and registers solidly. Carmen Romero impresses as one of the best Spanish dancers in London cabarets for years. Slim, pretty and graceful, her performance is on a par with her looks. A cinch for vaude.

Ernst Steffan and Trudie Schubert are corking singers who vocalize in several tongues, specializing in love ballads.

Leonard Henry, English comic, altho plenty funny over the air, is the only weak link in an otherwise strong bill. Adam and his "Troc" Orchestra are an okeh aggregation.

Bert Ross.

Gold Coast Room, Drake Hotel, Chicago

Hal Kemp and orchestra are back in the Windy City for the first time since making headway at the Blackhawk some three years ago and at this "400" spot should prove an ace attraction. The opening Friday attracted a capacity crowd, the majority of the men coming in tails. An admirable feature in the band is the lilting rhythm gracing every number. Each selection is aired smoothly and sweetly and so arranged to bring out the best in each instrumental section. Outfit impresses as a highly progressive organization, musically and vocally. Bob Allen, featured vocalist, has an engaging personality and pleasing voice. Saxie Dowell, corpulent saxophonist, provides some of the comedy in a jovial manner, and Maxine Gray makes a capable songstress, her leading asset being a striking delivery.

The new floor bill is opened by Spec and Spot, comedy bicyclists, whose various contraptions are employed to produce laughs. The boys wear formal clothes and do a generally entertaining turn.

Edna Sedgewick, graceful and talented tap dancer, scored with her version of the *American Bolero* and a light routine to *Swing High, Swing Low*. Makes a good appearance and excels in whirlwind turns.

The band's version of *Powerhouse* next was a high spot in the show. The coordination and arrangement were superb. Maxine Gray is next out front for a couple of songs which at this showing included *Lady Is a Tramp* and *Blow Your Horn*.

Elaine and Fred Barry, youthful and refreshing dance team, were held for three breezy numbers that included a splendid display of graceful ballet work and timing. The team makes a clean-cut appearance and their zestful routines are entirely in keeping with the atmosphere of the smarter hotels and night clubs.

Kemp and his vocalists wind up the bill with a novel arrangement of *Nice Work if You Can Get It*, ably supported by the boys in the band.

Band is in for a six to eight-week stay.

Sam Honigberg.

Gold Ballroom, Palace Hotel, San Francisco

Joe Sanders, the "ole lefthander," got off to a good start in his debut here last week.

Featuring the vocals of lovely Jane Kaye, who picked up a fine air audience while with Sanders at the Blackhawk in Chicago, Joe sports the same organization that he headed for many years. With most arrangements by Gary Knottingham, trombonist, the orchestra is as swifty as this town has heard since Red Norvo.

And the "ole lefthander" was smart enough to include three violin doubles, and his medleys sold plenty with the college trade. His first week-end was an over-capacity one, and if general enthusiasm is any sign, his West Coast trek should profit plenty.

Highlight of opening night was the voluntary forming of a *Big Apple* circle by local campus cuties. This went over big, as up to now local hotel moguls have frowned on this sort of frolicking. It was the first time on record the local youngsters went for the craze.

Edward Murphy.

Wonder Bar, Cincinnati

Recently remodeled in and out, this spot now measures up to its two nabe competitors, Kelly's and the Cat and the Fiddle, with all three located within two blocks on Central avenue in Cincy's wild and woolly West End. There's nothing pretentious about this 300-seater, but it gets its share of the leaner pocketbook trade and those with heavier dough out on a lark. A hoily-boily boisterous spot, even when the acts work, it really isn't as tough as the talk would have it. A select squad of bouncers are capable of quelling any sort of an uprising before it really reaches mug-throwing proportions.

The Wonder Bar makes no play for food sales, relying solely on drink orders for its nut. And there's no minimum or cover charge. Ten-cent beers are the piece de resistance, with mixed drinks getting a fair play, and with this in mind it makes one wonder how they give 'em the show they do, even tho it is scaled in the lower brackets, and still come out ahead. Spot is booked by Ernie Creech, of the Gus Sun office, and the standard price is \$60 a team and 30 bucks for a single, with the house willing to spend an extra fiver or sawbuck occasionally for a turn with some semblance of a "name." The stage, in reality an elevated platform resembling a large boxing ring, can be spotted easily from anywhere in the house.

Show caught was surprisingly good everything considered. Stan Davis, in his third week here, handled the emcee duties in good fashion. Uncorks some good chatter and clicks okeh with his wabbling of several song specials. Also engages in some satisfactory dance work with his partner, Kaye.

Freddy and Betty Conway are a versatile dance team with a host of novel routines and a liberal assortment of good wardrobe. They scored in handy fashion. Tommy Hanlon and Nellie Clark pulled long and frequent laughs with their *Crazy People* turn, wherein the latter stamps herself as a better-than-average comedienne. Also offer individual specialties that catch on nicely.

Zorita, late of burlesque, gives the show an excellent closer. Offers first a nicely handled sensuous strip routine and follows with her novelty snake dance, using a live nine-foot reptile. There's one blue spot in the snake dance but it's highly effective nevertheless. Zorita sports a gorgeous array of wardrobe and her offering would fit well in better surroundings.

Joe Bova and his ork, comprising, besides himself, Floyd Terry, Larry Rumsey, Glenn Von Obling, Joe Owens and Kenneth Wilhelm, knock out the brand of swing cherished by this trade. Also do well with the show music. Combo is now in its fourth month here.

Bill Sachs.

Bal Tabarin, New York

This is another of the colorful, atmospheric hideaways, carrying on year after year rather unobtrusively just off midtown Broadway. Frequented mostly by natives, it is a source of a pleasant evening for those others who discover it. This Frenchy place has been operated for the past four years by Johnnie Hourle and, according to him, altho he has seen better cabaret days, he is not much affected by the troubles that beset

the bigger Broadway clubs. It is a low-ceilinged square room, dimly lighted, done in blue color scheme and appropriately decked out with drawings, signs, etc.

Entertainment is thoroly in keeping, being intimate and lusty. Goings-on are ring-mastered by Phil Dupont, young and personable emcee, making the necessary intros in both French and English, and also contributing perhaps the most worthy item in his smooth tenoring of French and American pops. Mickey Fawcett does a couple sessions of taps, both straight and on tip-toe, and has blond loveliness to go with her good work. Charles Eddy, boy tappist, works hard but is not as successful as the fair Mickey. Joan Letournelle does a near-nude Radium Balloon number and a fan dance, both of mild consequence. Outside of its daring nature, the turn has very little else to offer. The inevitable apache touch to the proceedings is provided by the team of Paco and Blanche. Realistically rough and brutal, it packs a punch for both native and "foreign" elements in the audience.

The music of Antoine Gray and his five-piece combination do good work for both dance and show chores.

Two shows nightly. Tariff fair.

George Colson.

Hollenden Vogue Room, Cleveland

Just about everything has been wrung into the field of night spot entertainment in these parts, but it remained for the Hollenden Vogue Room to introduce a trained horse on the floor. Texas Tommy with Baby Doll performs a routine off the customary. There's snap and finish to the act, it's well costumed and Baby Doll wins plenty of applause. Lois Ravel, of radio, sings her way thru popular and semi-classic numbers. Garland and Frawley do a dancing turn.

Ruby and orchestra are on tap for dinner and supper dancing, while Don Francisco and his boys take up the job for the later hours.

H. R. Hoyt.

Grosvenor House, London

Still running merrily, MCA's *Park Avenue to Park Lane* continues to attract heavily here. Important change of cast is the replacement of Tex McLeod by Russell Swann, American magician, as emcee. Swann has a terrific reputation in London's club circles. Sells his tricks with a friendly air that makes him popular and has an ingratiating personality that puts him across.

Ames and Arno, American comedy dancers, provide the socko comedy. Act is one of the funniest and most original seen in London for a long time.

Burton Pierce, combining intricate

(See NIGHT CLUB on page 23)

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Loew's State, New York

(Reviewed Thursday Evening, Feb 3)

With the lengthy *Rosalie* (MGM) on the screen, the vaude bill is down to four acts, with Red Skelton doing emcee and spreading his turn thruout the entire show.

Altho the other three acts are first rate, Skelton dominates. He is probably the finest comedian developed in vaude this past year or so and comes as a refreshing funster who is original in material and delivery. Tall and good looking, he is ingratiating, vital and a master at handling the ludicrous type of comedy. His doughnut dunking bit has become a classic and is indicative of his knack of taking ordinary experiences and making them tremendously amusing. With Edna Stillwell doing straight, he kept the laughs coming without trouble.

Helen Reynolds and her Skating Champions, eight girls in abbreviated rhinestone costumes, drew heavy applause with their fancy skating stunts on a small mat. Work in various formations, avoiding monotony. Good flash stuff.

Lee Sims and Ilomay Bailey, back from a year abroad, went over solidly. Sims is at the piano, accompanying Miss Bailey and contributing some fine ivory tickling. Miss Bailey sings operetta and Gershwin numbers, her lyric soprano being thoroly pleasing. Altho their turn is a bit too cold—being in typical radio studio style—they managed to get over big.

Jack Holland and June Hart, fine looking pair of ballroom dancers, had no

trouble scoring. Their routines are very flashy, utilizing Miss Hart's sweeping gowns for pictorial effect and her supple backbends and spins to point up the graceful dancing. Edna Janis, comely brunet, fills in a couple of waits with intricate, clean-cut, actionful tapping in the Eleanor Powell school. She shapes up as a real comer.

Eleanor Powell made a personal appearance this evening, having been making the rounds of some of the local Loew houses for MGM. After plugging dear old MGM and relating some of her experiences to her avid fans, she had to do several dance routines before the crowd would let her off. Col. Jay C. Flippen introduced her and pulled a boner when he kiddingly explained the reason why Miss Powell couldn't dance any more was that "maybe she hasn't got any pants on." Miss Powell quipped "How do you know?" and managed to wiggle out of the embarrassment.

Paul Denis.

State-Lake, Chicago

(Reviewed Friday Afternoon, Feb. 4)

Milt Britton and his nutty band and three additional acts share the current stage bill honors in this bargain house. Business was unusually good first show opening day, and it must be Britton's name that proved the drawing card, for the screen feature, *When Thief Meets Thief* (UA release), means little at the box office.

The Britton band is strictly of the novelty variety. Outfit is low on straight stuff and is smart in concentrating on its comedy stunts. A feature is Walter Powell, trombonist, who has a suitable personality to lead seltzer-sputtering battles and other similar nonsense.

The boys divided their specialties to permit in-between spots for the other acts, closing with their inevitable stage-wrecking version of the *Poet and Peasant Overture*. Two other good comedy numbers are the pianist's female impersonation and their take-off of old music masters.

While Britton himself is capable enough leading the boys, he makes a listless emcee. His indifferent introductions are not in keeping with the general good fun the boys are supposed to be dishing out and clog the pace of the show.

George Downey, tramp bicyclist, scored, despite the stiff comedy competition from the band. He has his act well-timed and milks each bit dry of all good that's in it. Pedaled off on a barrel-top contraption to a heavy hand.

Ted and Mary Taft, a youthful and clever dance team, stayed on for two good modern numbers, one a top display of high kick work and the other an up-to-date impression of the Indian war dance. Latter routine carries the impressiveness of an unusual novelty.

Prosper and Maret, familiar hand balancing duo in these parts, went thru the familiar but grueling motions of a number of better than average sight tricks. Two bows.

Sybil Kaye, singer with the band, makes a sexy appearance and has a pleasant delivery. When caught she did

a rather odd version of *Dinah* and followed with *Bei Mir Bist Du Schoen*.

Sam Honigberg.

National, Havana

(Reviewed Friday Evening, January 28)

Heriberto Garcia, Havana's enterprising young showman and manager of the Big National Theater, opened the winter season with a creditable show entitled *Girls of 1938*.

Consists of a potpourri of American, Cuban, Spanish and Mexican artists. Large portion of the show being devoted to the nude.

The headliner, Mlle. Aylene, offered a bubble dance and also a *Dance of the Apples* in the nude.

Margarita del Castillo offered Spanish and Mexican dances. Virginia Stewart contributed acrobatic dances. Ballroom dancing was provided by Deana and Delcampo. Delford and Wallace, sleight-of-hand performers; Bobby Lynn, imitations of Mae West and other well-known artists; Okada, Chinese singer and dancer; a group of Cuban chorus girls, who appear as the Royal Palm Beauties and Parisian Dancers; Zoraida Marrero, Cuban blues singer; Rosa, colored rumba dancer, and others are in the show. Orchestra chairs sold at \$1; boxes at \$8.

First show went on at 9:30 p.m. to a crowded house, and another show started at 12 p.m. and lasted till 2:30, to another full house.

Show was well received and will play here for four weeks, afterwards making a tour thru the principal interior towns of the island.

L. M. Beers.

Varietes, Brussels

(Week of January 23)

Josephine Baker, favorite of Paris, has trouble making the grade here, where she is given feature billing. Also handicapped, however, by a cold and a none too brilliant jazz band. Remainder of the bill is excellent. Lime Trio showstop with their hilarious gags and a trio of Spanish clowns, Fernando, Alphonse and Alferdo, run them a close second for comedy honors.

Other good turns are the Six Mendes, tumblers; Pablo, illusionist; Tobas Trio, trampoline, and Janny and Partner, plastic poses.

T. W.

Holborn Empire, London

(Week of January 31)

Usual good standard vaude bill.

MacDonald and Graham, boy and girl tap dancers, open with efficient routines to good returns. Duncan Gray, English comedian, proves popular. He's funny and sufficiently original. Five Carlton Sisters are a smash hit with their precise and high-speed club and hoop manipulations and juggling. Routine enhanced by smart costuming and lighting effects.

Leslie Strange, English comedian, monologist and mimic, takes off the world's celebrities and film stars for a show-stop.

Benny Ross and Maxine Stone, only American entry, playing their fifth return date here in seven months. Act, with new material, is a riot, with the outfronters falling heavily for Maxine's rumor. Les Terranos, British acrobats, work fast and cleanly and have some corking endurance tricks. Will Fyffe is his usual big hit with two strong numbers that are effectively presented.

Carroll Levis and his B. B. C. Discoveries headline with a 40-minute act. Levis, England's "Major Bowes," offers semi-amateurs whom he has previously presented over the air. Some of the entries are pretty good. Act moves smoothly and lands a winner.

Bert Ross.

Paramount, Los Angeles

(Reviewed Thursday, January 27)

Crowd-pleasing show this week, with personal appearance of Mae West topping the bill. Undoubtedly Miss West's recent air publicity accounted for a good share of the packed house.

Show opened with Larry Kent and ork, with the Fanchonettes, 24 femmes attired in full-dress male rigging, offering a flashy routine to a good hand. Kent's Band dished some nice tunes.

Miss West introduced by six singing males in evening attire (Paul Barry, Bradley Roberts, Gene Romer, Jimmy Cavanaugh, Frank Holiday Jr. and Arvon

Dale), each representing a year in her life since 1932. Lyrics were clever and well sold by the boys. Miss West's entrance drew plenty of palm pounding.

Her part of the show featured a black-out. Miss West's foil was Milton Watson, of Burns and Allen air show. The bit was good for laughs. A boudoir scene, similar to the one in her current pic, was the setting. Altho her material was spiced and loaded with gags, it was well scrubbed.

Chilton and Thomas, colored, did some real hoofing. The pair have plenty of showmanship and confine their steps to applause getters.

Borrah Minevitch Harmonica Rascals did their usual act, featuring clever arrangements. Comedy taken care of by the half pint who is always getting squeezed in the crush.

Dean Owen.

Capitol, Portland, Ore.

(Reviewed Sunday Evening, January 30)

Between some fine acrobatics by a pair of expert hand balancers and some comical nonsense by three daffy dames this bill was saved from being anything less than a fair sort of vaudeville. Gymnastics played a large part.

One of the best hand-balancing teams seen here in a long while, Fulton and Wells, was introduced as "able to balance anything but the budget." And that was not an overstatement, judging from the performance of the mighty muscle men, attired attractively in brown gabardine slacks and half-tone polo shirts. Their strong-arm feats revealed prodigious strength.

Emulators of the Ritz brothers, the three Astor girls, acted up boisterously. The antics of the blonde, brunet and Titian, dressed in pink gowns, were of much the same nature as the screen maniacs, altho not half as funny. They didn't bulge or roll their eyes or otherwise distort their pretty features, but they did throw decorum to the winds. Some of the trialog was good.

In a beaded lace costume Millie Darlow was applauded politely for her efforts as a combination contortionist and accordionist. Later the shapely miss mixed cartwheels and hand springs with tap dancing.

Young dapper Spec Watkins, personality boy in the emcee spot, knew how to get a few laughs with a bunch of funny hats and his spine-tingling frog voice. He sang by request *Barnacle Bill, the Sailor*, which he used here only a few weeks ago. Worthy of merit was his version of *The Shooting of Dan McGrew*, an old story to which he gave new twists.

Film was *San Quentin*.

Key Hartsook.

Oriental, Chicago

(Reviewed Friday Afternoon, Feb. 4)

Herbie Kay's Orchestra originally slated for the Chicago Theater was moved here when it was decided to hold the show at the other Balaban & Katz house. Kay, a good hotel attraction, is comparatively weak on the stage. Chief reason is lack of strong band specialties suitable for theater consumption. The leader himself makes a good appearance and is adequately informal in conducting the show, but as far as his outfit is concerned it does not have enough sock support to measure up with the other standard acts on the bill.

The boys open with a swing version of *Yankee Doodle Band*, featuring the

NICK KENNY
Radio Editor of The New York Daily Mirror

Wishes to thank the following folks for making his recent week at Loew's State thoroly enjoyable, as well as highly successful:

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Three Kays (King Harvey, Fuzzy Combs and Jim Williamson). The Dorothy Hill Ballet, house line, does the *Dipsy Doodle*, a teasing routine, ushering in Marion Daniels, a clean and neat working acrobatic dancer. Both of her numbers are graced with good control and cartwheel tricks.

A medley by the band next features *Rosalie, Once in a While, The Gold Mine in the Sky* (Harvey doing the vocal) and *12th Street Rag*. Good tunes, well played.

Victoria and Lorenz, novelty team, followed, but dispensed with their familiar ship drop. A standout is the man's comedy work and climactic rocking table feat.

After the standard *John McDonald Had a Farm* novelty by the band in which some of the instruments are heard in animal take-offs the line returns in flashy black and red fishnet costumes for a winning modernistic routine cajoled to *Thanks for the Memory*. Sax solo and vocal well handled by Fuzzy Combs.

The Kay Kwyer then does its well-trained version of *Dark Eyes*, with a sprinkle of comedy pumped out of the piano keyboard by Claude Kennedy.

Judy Starr, Rudy Vallee's former songstress, earned a nice reception and exit hand with a session of pop tunes. Her mature appearance now emphasized by her blond crop of hair does not harmonize, however, with her short dress. A regular formal would improve her appearance. Started off with *Bei Mir Bist Du Schoen* and in succession swung out with *That Old Feeling* and *I Ought To Dance*.

Al Bernie, impersonator, had in stock an impression of Paul Muni in an early *Zola* scene and a Charlie McCarthy that stood out above everything else. He should not close with his Charles (*Mutiny on the Bounty*) Laughton, however, as it is too old a bit and cannot shade all of his other characters, despite an excellent impersonation.

All brought back for a final bow. On screen, *Paradise for Three* (MGM). A business recession house second show opening day. *Sam Honigberg.*

Stanley, Pittsburgh

(Reviewed Friday Evening, Feb. 4)
Most notable fact about this show is that packed house, like most Stanley audiences recently, applauded for almost everything.

Featuring Pinky Tomlin with six songs, 50-minute show was conspicuously shy of mediocre acts, but it boasted none that really brought down the rafters. Just a pleasant relaxation from city's industrial doldrums.

Dishing out four band numbers and musical background for remainder of bill. California Collegians opened with a medley ended by *Working Their Way Thru College*. Little changed from crew's rendition here last summer.

First of the specialty parade were the Lathrop Brothers and Virginia Lee. Their slick tap routine was little changed from their showing a few months ago, but still as effective and perhaps a bit smoother. Boys' full dress and three costume changes by the girl, plus sophistication of precision steps and facial insinuations, make act a standout among tap teams.

Portrait mimicking by Sybil Bowan, that at times gave promise of being acid etchings, went well with the house that gave one of night's best receptions to her sure-fire aping of Mrs. Roosevelt at a girl scout rally, last of five sketches each marked by fast wardrobe transformations.

Michon Brothers' unconventional patter mixed with clowning, tumbling and workouts on center-spot contrivances started slow, but ad libbing and finale twirling of one lad over the other's back warmed customers into giving them a generous hand. Outstanding laugh-getter was younger brother's trick sliding around apparatus bars.

Entering to a friendly reception on strains of his *Object of My Affections*, Tomlin made his ingratiatingly informal delivery pay dividends for front-of-hand solos on *You Can't Stop Me From Dreaming, What's the Reason?* and *The Love Bug Will Bite You*. He scored about 90 per cent on two other guitar-backed ditties and hit the bull's-eye by closing with *The Object*. Despite his hugging the mike a bit too closely for stage work and a seeming slight nervousness, his infectiously unpretentious voice and likable rustic braggadocio made him a pleasant break from the round of most movie actors. If

Pinky would only loosen up a bit more, he might become a younger tho milder version of Will Rogers. And why does he persist on keeping his hat on all the time?

The Collegians, changed hardly an iota from their last summer's routine, wound up the show with their circus and League of Nations musical hokum.

Also in the flesh, an usher soloist singing with Dave Broudy's Stanley symphony. On the screen, *Man-Proof* (MGM). *Morton Frank.*

Paris Bills

(Week of January 23)

Good vaude bill at the Bobino headed by the pop songwriter Mirelle, who puts across several of her late hits in pleasing fashion. Other local favorites on the bill are Charles Fallot, singer; Max Martel, comedian; Rolande Ryber, crooner, and Simonne Dorly, singer. The Five Cantons register solid hit with good medley of contortion, hand-to-hand and plate-spinning tricks. Other novelty acts are the Wetzel Sisters, neat aerialists Pech, caricaturist; Natol, imitations and whistling; Spadolini, dancer, and the Four Fuxianis, amateurish equilibrists and accordionists.

Entertaining bill at the Petit-Casino is headed by the singers, Gaby Sims and Poulot. Good novelty acts on the bill are Walton's Marionettes, Oreval, contortionist; George Stander, equilibrist, and Salve's Dogs.

Alhambra has Tully Carre and his high-school horse: Ouvrard, comedian, and Mary Brent's dancers.

The Mome Piaf, sob singer, and Jean Granier, radio favorite, are at the Paramount.

The Fratellini trio of clowns are at the Excelsior and Marianne Oswald, freak singer, is at the Artistic. *T. W.*

Reviews of Units

VINCENT LOPEZ UNIT

(Reviewed Wednesday Evening, January 26, at the Palace, Youngstown, O.)

Vincent Lopez and orchestra are right in the groove with a show that rides along swiftly and has plenty of popular appeal. Favorites of his air program click solidly and extra talent is youthful, peppy and expert. Lopez himself proves a suave emcee and baton waver. After the opener Lopez always keeps someone down front.

Opening curtain reveals Lopez and his bandmen on a red-decked stage. Phillips and Kohn, left out of the official billing, start the show with a smooth demonstration of Shag dancing.

Lopez does his usual piano novelties, but the show-stopper is Vic Hyde, the "one-man band." Hyde plays first two, then three trumpets simultaneously, carries on a comedy act and does a few band imitations.

Betty Jane, a striking blonde, does a number of husky torchy songs. Her second appearance is better, probably because she discards that scarlet dress.

Fred Lowery does several fancy whistling solos that come over the mike like the very best kind of flute playing. It's hard to see how he forms his tones because he stands so close to the mike. Bob Lytell, a handsome lad, does one of those vocal bits about love's smoldering embers, aided in several places by Johnny Morris, the singing drummer, and Bob Snell, the comedian. Altogether Lopez is offering a swell program of entertainment in the swing mood. *Rex McConnell.*

NIGHT CLUB

(Continued from page 21)

tapping with ballet steps, hits heavily with his corking offering.

The George Hale Glamour Girls, with Verna Long heading, are the "tops" in girls. Kids are both easy on the eyes and talented. *Bert Ross.*

Club Yumuri, New York

This Latin club is managing all right, despite the sharp slump that has hit most Broadway spots. The current floor show is thin but good enough considering the fine music and the modest prices.

Featured is Rosita Ortega, who has been here a long time and who doubles into the Met's *Carmen* as solo dancer. She is a fine-looking brunet whose authentic Spanish classic dances are a delight. Sarita Herrera, South American singer, a cunning and petite brunet, holds close attention easily. She has a

smooth, expressive voice and lots of poise, making a solid impression. Los Ojedos, Cuban dance team, please mightily with their authentic rumbas and rhythmic Latin numbers. They dance with color and verve.

Carlos Vivian's emseeing is smooth but cold in a British way. It is only when he sings his South American tangos that he really gets somewhere.

Dance and show music is supplied by Eliso Grenet (pianist and composer) and his Latin orchestra. Their music is truly excellent, drawing patrons on to the floor and being so easy on the ears, too. Armando's Band alternates, also doing a fine job. In fact, the music is the club's real attraction, giving it authenticity and drawing lovers of Cuban dance music. The floor show is incidental.

Dinner is \$1.25, the food being quite tasty and the service excellent. *Paul Denis.*

TROY, N. Y., Feb. 5.—Vaudeville gave way to double-feature pictures last week at Proctor's, operated jointly by Warner and Fabian.

Charlotte Henry Heads 33-People Vaude Unit

DALLAS, Feb. 5.—Charlotte Henry, former film actress, has just completed the organization of her 33-people unit with six acts, stage band and a 12-girl line. *Charlotte Henry Hollywood Revue* opened at the Orpheum Theater, Memphis, January 28 and routes to Birmingham, Atlanta and south thru Florida.

Eastern bookings handled by Curtis & Allen, New York, and Midwest and Western booking by Billie Diamond, Chicago. Staging by Robert Shelton, formerly with Billy Rose's *Casa Manana* show, while the business end will be handled by Jack Maggard, formerly with the *Road to Rio* show at the Dallas Pan-American Exposition.

Warner Club Ball March 12

NEW YORK, Feb. 5.—Warner Club will hold its ninth annual banquet and ball March 12 at the Waldorf-Astoria. A. W. Schwalberg heads committee in charge.

DOLLY DAWN

Takes this opportunity to thank Manager **AL ROSEN** and his capable staff for a successful engagement at **LOEW'S STATE THEATER**, New York, last week.

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Night Club Management

News and Angles on Night Club Operation

By GEORGE COLSON

Columnist Pans Some Clubs

WE ARE reprinting a section of Dan Walker's column in *The New York Daily News*. We are sure that in it will be found plenty food for discussion, one way or the other:

"The night spots are resorting to all sorts of tricks to draw the trade—bank nights, benefits, testimonials (usually to newspaper men), beauty contests, dance lessons, etc. . . . which makes it clear that many of the boys haven't yet learned that about all the public really wants is good food, decent service, good (and quiet) dance music and good entertainment but not too much of it. Also a management that can successfully pretend that the patrons are guests and not merely a lot of suckers who pay good money to have their eardrums punctured by second-rate bands, a lot of corny entertainment crammed down their throats and food thrown at them which they wouldn't wish on their worst enemy."

Women at Bars?

INTERESTING is the opinion handed down by leading hotel men recently convened in Montreal in a discussion of the attitude of hotels on women being permitted in standing bars and on bars being open on Sundays. The consensus was that both are against hotel interests and that unless a stand was taken on the matter it would provide a weapon for prohibitionists in the future. Altho it was brought out that only two of the New York hotels, the Biltmore and the Waldorf-Astoria, definitely will not allow women in standing bars, the belief was that the better class patron approves their action.

Balloon Nights Click

AND adding to the variety of tricks listed above by Broadway paragrapher Walker there is the Sunday Balloon Nights recently instituted at the Stork Club, New York. During the supper hour hundreds of toy balloons will be released from the ceiling of the club, each balloon carrying cash or a gift, and first grabber's keepers.

Philly Curfew Enforced

TO SEE that night clubs and taprooms strictly observe the midnight curfew Saturday nights, Percy W. Foote, chief of the Pennsylvania State Police, has assigned 75 troopers to patrol Philadelphia night spots on that night.

No arrests have been made since this stunt was first tried two weeks ago.



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Dan Cupid Again!

CHICAGO, Feb. 5.—The romantic little man with the piercing arrow is charged with breaking up another promising song trio. This time it's the Burke Sisters.

Peggy married last week and Rita will soon say "yes" to a local up-and-coming medico. Jean is still single, so she is breaking in a solo song and dance act.

Mass. Bookers Meet New AFA Minimums

BOSTON, Feb. 5.—Massachusetts Association of Entertainment Bookers has decided on a definite proposition to offer the American Federation of Actors on a minimum wage scale. The list given to Thomas D. Senna, local AFA director, for consideration follows: Per person at a beer garden, \$3; second-class cafe, \$5; first-class cafe, \$7.50, and at theaters, \$7.50.

When the MAEB first declared a single classification minimum for all types of spots much dissension was expressed, with several charter members resigning, since their type of business could not afford such high tariff. However, with this new list now under AFA advisement it is likely that these members will return and operate under the particular classification suitable to their clientele.

Draper Set for Film

NEW YORK, Feb. 5.—Paul Draper has been signed by Sam Goldwyn to appear in a picture September 1. Draper will concentrate on theater dates until then and is set to play the State, New York, March 17. Handled by Jack Davies.

Club Talent

New York:

MR. AND MRS. CLIFFORD C. FISCHER sailed for France February 4. . . . PEARL BAINES is celebrating her 18th successive month as mistress of ceremonies at the Kit Kat Club. . . . CARLOS AND CARITA will go on tour with the *La Conga Follies*. . . . MARY BURTON set for the High Hat, Chicago; John Steele and Marion Melton, the Yacht Club, Chicago; Harry Spears, Gypsy Nina, Willis and Jeanne and the Wally Wanger Girls, the 2 o'Clock Club, Baltimore, and Johnny and George, the Famous Door, New York, by Will Weber.

STAN KAVANAGH's showing at the Casa Manana will very likely land him a picture contract. . . . RAYE AND NALDI are introducing a new number called *Ghost Goes to Town*. . . . JACK OSTERMAN is leaving in two weeks for the Coast, where he is to write material for the Warner pic starring Rudy Vallee. . . . MITZI PERRY was placed at the Wivel Restaurant, New York, and JOSIE CAROLE at the Miami Club, Newark, by Harry Dell. . . . THEODORE AND DENESHA made good at the Rainbow Grill and are being held over. . . . New show at ZIMMERMAN'S has Claire Felix, Ginger Sutton, Toni Bradley, Maryse Wendling and Frank Zolt.

Chicago:

SUNNIE O'DEA returns to the Drake Hotel next week after playing Minneapolis and Sioux City, Ia., theaters with the Eddie Varzos unit. . . . CARL CRAMER, of the MCA office here, leaves for New York with J. C. Stein Wednesday (9), where he will remain for a couple of months to concentrate on the International Casino account. . . . EDNA EDGEWICK will say "I do" to a local attorney this summer. . . . DIANE DENISE has signed with Buddy Rogers as the band's featured vocalist. Buddy leaves the College Inn February 18 and will be followed in by Frankie Masters for a return engagement. Stadler and

Rose, incidentally, will stay over for the new show.

LOU HOLTZ finally won out as headliner for the new Chez Paree show opening Friday, his second engagement there since July. Jimmy Durante and Eddie Garr were also considered. . . . GLADYS CRANE, after a long Yacht Club run, opened at the 885.

WILLIE SHORE and Armida return to the Hi Hat next week. Nan Blackstone will be a headliner on the same bill. . . . JOYCE BROTHERS AND DEAN slated for the Royale Follies starting Monday.

GRISHA AND BRONA have been held over for another show at Colosimo's.

Here and There:

BLONDELL TWINS, acro team, are vacationing for a month. One of the kids tore a ligament. . . . TOMMY SACCO, of Chicago, booked six acts for the new show in Panama opening in a couple of weeks. . . . AVIS KENT, "the girl on the magazine cover," is filling a 10-day engagement at the Lamp Light Inn, Evansville, Ind., with a stay at the Pines, Nashville, Tenn., following.

PARKER AND FREDRICKS, after four weeks at the Beverly Hills Country Club, Southgate, Ky., returned to Chicago last Friday (4) from whence they will move on to New York to sail February 16 on the Georgic for an 18-day South American cruise.

WALTER WAYNE is emceeding at the Stanley Grill, Montreal, and in the same town at the Gatinneau Club is current Rosalie Lane. Both booked thru Harry Dell, New York. . . . New show at the remodeled K-9, Baltimore, features Bernie Lit, the Durantes, Zelma Reed, Bettye Mills and Jane Lee, Mack and Mack, Billy Hugal, Martie Patten and Amby and Bruce. . . . BILL CHURCH opens at the Showboat, Niagara Falls, N. Y., February 7. . . . LENA GINSTER and Billie Morris are in their fifth week of their third season at the Bowery Music Hall, St. Louis.

JACKIE DUNCAN and June and Jerry Rich are working in Detroit for Peter Iodice office.

DON ARDEN and his girls, now at the Commodore, Detroit, have been booked for a return at the Lookout House, Covington, Ky.

CONNELLY AND RADCLIFFE, who worked steadily in the Detroit area the last five years, are working a few vaude dates in New Orleans, preparatory to moving on to Miami.

Seattle Canned Music Beaten

SEATTLE, Feb. 5.—Back to living talent, real musicians and members of the union is the swing in local niteries. Musicians' association announced great gains during the past week. Seven clubs, in trouble with the musicians' association since long before the new year, settled such differences just before the close of January.

The musicians, conducting a battle for a small increase in wages and more employment, this week announce a good-bye to canned music in seven large establishments. They are Chris Reed's Caballero, The Spinning Wheel, Dooley's Tavern, Boulder Cafe, Chinese Gardens, Lockhart's Inn and Smitty's Third Avenue.

Schneiders Rejoin Their Texans

CINCINNATI, Feb. 5.—Doc and Ma Schneider, of Doc Schneider's Texans, radio and stage attraction, rejoined their act here Tuesday after a two-week visit to Waterloo, Ia. Schneider's Texans, piloted by F. N. McCullough, are currently playing in Kentucky and will remain in this territory until March 20, at which time they will head back east. Turn recently concluded an extended stint over WLW here. The Schneiders are mourning the loss of their dog, Tootsie, who died recently in Indianapolis. The dog worked in the act for the last 10 years.

Acts Set for Europe

NEW YORK, Feb. 5.—Dick Henry, of the William Morris office, has set a number of American acts to appear in the coming London *Crazy Show* October 3. They are the Stuart Morgan Dancers, the Condos Brothers, Sue Ryan and the Badminton Players.

Henry has also set Joe Termini for European dates, opening in Liverpool February 14, then to Scotland for three weeks; in Dublin March 21 and following that a run in London. Zelea was booked for Dublin March 28 and then a six-week engagement in London.

Weather Hits Midwest Vaude

CHICAGO, Feb. 5.—Deep snow in Northern Wisconsin and Michigan has been forcing combo house managers in the small towns of those regions to cancel units previously set. George Flint, manager of the local Gus Sun office, which has been supplying the small units, reports that unfavorable weather has theaters operating with straight pictures temporarily.

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Terrier Gives Jewels!

DETROIT, Feb. 5.—Cliff Giesman, assistant general manager of United Detroit houses, lost a diamond from his wife's ring when his Scotch terrier took it out and swallowed it this week. After consulting various advisers, he had the dog sent to a veterinary and pumped.

The loot included not only the diamond but three amethysts the dog had also eaten in some unknown way.

Giesman had been planning to have the dog raffled off "as is" before recovering the diamond, but is now planning to keep him as a retriever.

New Circuits Planned, With Detroit, New Orleans Centers

DETROIT, Feb. 5.—Building up of a small circuit of vaude is reported for the four theaters recently acquired by Jack Broder from Jacob Schreiber. The Colonial, with three days of vaude, has been so successful that decision was made to enlarge this to seven-day vaudeville and to put the Majestic Theater, near by, on a vaudefilm program as well. Both houses will play split weeks, opening February 13, and will be booked thru Sol Berns, of the Del-Ray Orchestras and Attractions Office.

Further prospects for vaude are reported in the addition of the Lincoln and Beacon theaters, operated by Burton London, for one day of vaude. Other houses booked by the same office include Kramer, Wednesday and Saturday; Rialto, Flint, split week; Empire, Windsor, Saturday; the Frolic, Midland, and the Strand, Alma, one day each, and a split week at the Michigan Theater, Saginaw.

Enough acts appear to be available in

town for the current needs, as night spots have been dropped off the books.

One type of act reported in demand is the better class ventriloquist. Requests are coming in for these, especially at private parties and club dates.

Other offices, while reporting some additional spots, have issued a warning against further acts coming into town in search of work.

NEW ORLEANS, Feb. 5.—Dark for the past fortnight since terminating a short season of stock and two road shows, St. Charles Theater here may join a circuit being established in South for vaude and revues. Last year house had a fair season with same combo policy under old management. Operator this season is the La Charles Corporation.

Six Southern cities, including Dallas, Houston, Memphis, Birmingham, Atlanta and New Orleans, are reported to be included in planned circuit. Opening set for either February 13 or 20.

Vaudeville Notes

JUDY GARLAND, musical comedy singing star, opens a series of p. a.'s at Loew's State, New York, February 10, and follows with week engagements in order at State, Providence; Stanley, Pittsburgh, and Loew's, St. Louis.

EDDIE LEONARD is being featured in a Warner short that includes Gus Van, Eddie Peabody, Swor and Lubin, Tommy Rafferty, Vernon Rickard and Roy Campbell's Ambassadors.

HELEN MORGAN is being tempted for dates in Australia by Stuart Doyle.

OLIVE AND GEORGE, midget team, leave for the Coast and 20th Century-Fox this week.

JANE WITHERS is slated for RKO stage appearances in Cleveland February 4 and Cincinnati February 25.

PINKY TOMLIN has been set by F. & M. for the Stanley, Pittsburgh, week of February 4, and the Earle, Philly, February 18.

HENRY ARMETTA, thru F. & M., is set for the Palace, Stamford; Folly, Brooklyn; Globe, Bridgeport, and Schenectady.

ESME DAVIS has had to cancel New England bookings because of a back injury sustained during rehearsals recently.

BENNETT LEONA, PERRY AND OLLIE—the Four Franks—returned to America with their parents January 26 after an absence of more than two years. They'll open at Loew's State, New York, February 10.

Half the cast of Goldwyn's new production, *The Goldwyn Follies*, are former vaudevillians, including the Ritz Brothers, Kenny Baker, Phil Baker, Ella Logan, Bobby Clark and Edgar Bergen and Charlie McCarthy.

CHICAGO NOTES: JUDITH ALLEN opens a week at the State-Lake February 18. Ramon Novarro pencilled in for a later date.

MANNO AND STRATFORD, at the Chicago last week, are filling their second Windy City date this month, having played the State-Lake early in January.

HARRY KALMINE, Warner's district manager in Western Pennsylvania, was a business visitor last week.

LOU LIPSTONE turned over the booking of the Patio, Freeport, Ill., back to John Benson, the house's original booker. Lipstone was scheduled to handle this Sunday date when the theater was sold to the Great States chain.

EVELYN TIFFANY, formerly of the Tiffany Twins, is rehearsing a new act with Johnny King, formerly of Murray and King.

RKO PALACE, Chicago, gets Walt Disney's *Snow White and the Seven Dwarfs* February 25 for an indefinite run. Regular stage show will accompany the feature.

GUS SUN, head of the Gus Sun Booking Exchange, Springfield, O.; former Mayor Himmeline of Toledo. Mrs. Gus Sun Jr. and Mr. Sun's daughter, Mrs. Edward Wren, are sojourning in Miami.

JOHNNY SANNA, dancing comedian, plays the Tower, Kansas City, week of February 11.

GIL LAMB opens for RKO in Detroit February 11, then moves into the Chicago Palace on the 26th for the run of *Snow White*.

GEORGE CAMPO goes into the Memorial, Boston, on the 10th.

NICODEMUS, colored comedian, has been signed by Joe Glaser for vaude and may feature him in a forthcoming Louis Armstrong musical.

ROSEMARY DERING will be featured in a special ballet production at the Memorial, Boston, concurrent with *Snow White*.

JOHNNY COY and Fan Fare and Christina Lind set for an Al Christie short.

EARL HINES is coming east for theater dates at the Apollo, New York; Howard, Washington, and State, New York, latter definitely set for March 10.

BERT BLOCK will do his first vaude date at end of this month

at Loew's State, New York.

EMERY DEUTSCH, after closing at the Netherland Plaza, Cincinnati, February 9, starts on a 10-week vaude tour, first stop being the Capitol, Washington, February 18.

DAVE APOLLON has been resigned for another tour of the Interstate Circuit, starting at San Antonio December 31 next.

ROGERS FUND

(Continued from page 3)

only trade paper which insists on the publication of such a financial statement, all the other trade papers accepting the operations of the commission in good faith. If the heads of the five major circuits involved can't be trusted they shouldn't be in the picture business, says Waxman, who also notes that the officials listed on the commission's stationery "are not bums."

Attackers of the commission's secretive policy point out that other organizations whose officials are no more "bums" than are Major Leslie Thompson, Barney Balaban, Owen D. Young and others co-operating with the commission are not averse to revealing money taken in by charity drives. Publication of such figures is often regarded by bona fide charitable institutions as an incentive to collect even more in a subsequent campaign. The Red Cross is a notable example.

Major L. E. Thompson, chairman of the Rogers National Theater Week, in answer to a letter last year from *The Billboard* requesting a financial statement, answered: "Any statement relative to the drive last year should be issued by them (the Rogers Commission). I am certain that the figures are not being held purposely. Rather I think that the delay is due to the fact that the transfer of the property (from the NVA) had just been completed and they have not yet reached the point where they are ready to make a statement. I would be glad to accommodate you in any way myself were it not for the fact that I have no such authority." Thompson's letter was dated March 23, 1937.

Office of Jesse Jones, treasurer of the commission, when asked for a financial statement answered via a secretary: "Your letter of March 17 (1937) has

been received during Mr. Jones' absence from the city (Washington, D. C.) and will be brought to his attention upon his return."

According to this missile, Jones must still be globe-trotting.

Meanwhile Waxman has gone to the Coast to produce the short subject to be used in loosening the public's pocket-book.

According to Waxman, the commission hopes to build up a fund large enough to make the yearly campaigns for money unnecessary. The major circuits have guaranteed to raise \$500,000 over a period of five years for the Rogers commission, which was given the NVA Fund property by the circuits. The current drive is third under the five-year pact.

BOSTON UNIONS

(Continued from page 3)

the IA local here, said that with more acts put to work on Sundays more stagehands would be put to work. He said the favorable action of the committee would be encouragement to vaude.

George Gibbs, president of the Boston musicians' local, said that opening up of Sunday would create more spot entertainment in the interland and put more musicians to work.

In opposition to the bill was a representative of the Lord's Day League of New England, explaining that such entertainment was not in keeping with the purposes of the Lord's Day and, furthermore, there is too much entertainment on Sundays anyway.

CHORUS STATUS

(Continued from page 3)

the time of the Four A's reorg last year, but thus far the units have been going along under their own steam. With the Four A's affairs so tangled at present, it is considered doubtful by some actor leaders if it can really help any of the sister unions right now.

According to Gillmore the only two unions which have submitted any serious changes to the Four A's constitution are SAG and Actor's Equity. Equity at a special council meeting Thursday will null the proposed changes. According to intimations by officials who should know, Equity will take special

Haven't They Heard?

MILWAUKEE, Feb. 5.—A pledge "to continue to present the top-ranking artists of the amusement world during the year of 1938 with costlier productions and mammoth scenic effects" was the full-page ad in a local newspaper of the Riverside Theater.

Ad also declared that 32,000 stage-show fans every week attended the Riverside in 1937. The house is the only one in Milwaukee to consistently feature flesh.

Cushman To Resume Sept.

To rebuild vaude circuits — buy acts direct — cut out producers — splits or more

LINCOLN, Neb., Feb. 7.—Disappearance of flesh from the Midwest was accomplished in one swoop when Wilbur Cushman's office stopped routing the small-price units February 1, with only occasional bookings available anywhere west of the Mississippi.

Cushman advises from Beverly Hills, Calif., that his office will come back in September on a new basis. He says the next season will see acceptance only of those theaters which will pay and nothing under split weeks.

Office will open its own production unit on the Coast and make up 80 per cent of the traveling outfits there. For the first time Cushman will do his own act buying, cutting out the hitherto bothersome short-weight producer.

Most of the new units will be in musical comedy style, theme music and scenery supplied by a staff to be started around June 1. Cushman, who swelled from a week's time to nearly a year's work and then went to complete closing in five years, says only by closing could he hope to straighten things out.

Care to safeguard any centralization of power in the Four A's. Equity and other unions are also likely to combat a move to raise the per capita tax collection to \$3. Certain Four A's forces will also try to block any attempt to make the Four A's an expensive paper set-up, and are in favor of consolidation of Four A's offices to save expense.

Pointed out that when, and if, the Four A's organizes sufficiently so that its membership is between 50,000 and 75,000 there will be a lot of money paid into the Four A's treasury. Present administration is admittedly honest, but no telling what a future administration might do with the money, particularly if the per capita tax is jumped. Certain safeguards are being suggested by Four A leaders, including provision that an audit of money in the treasury be made every year and the surplus returned to the sister unions.

As opposing the centralization idea, adherents of autonomy also note the fact that the sister unions can manage their affairs thru inter-union pacts, thereby obviating any necessity for a strong central office. According to this view, ideal set-up would have the Four A's central office as an ordinarily dormant body, meeting only to settle jurisdictional fights, etc.

Change in the voting method of the Four A's so that no union might have more than one-third the entire voting strength is understood to have been the brainchild not of the SAG but of another union. If written into the constitution it is expected to be a safeguard against any lopsided balance of power.

Plan of interchangeability calling for one card is reported set, but, according to inside info, it is not so hot, providing for performers to hold only one card but to pay dues to different unions.

Other possible changes are absorption of smaller unions and reducing voting power of smaller union, which, on amendments, have as much power as large unions.

After preliminary business on constitution is finished the membership of the sister unions must pass on same by two-thirds vote, following which a majority vote of the unions is necessary.

Reviews of Acts

Grisha and Brona

Reviewed at Colosimo's Night Club, Chicago. Style—Dancing. Setting—Full stage (floor show). Time—Ten minutes.

Exotic girl dance team well suited as features in production numbers both in clubs and theaters. Girls are tall and well built for the type of work they are doing.

In their three routines in this club they stand out with an impressive gold number, expressive hand movements and graceful body work predominating.

Their modernistic manner, in long striking tight-fitting gowns, blends harmoniously with a stirring musical arrangement. Also offer a bolero specialty that carries effect. S. H.

Sinclair Sisters

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

The two girls who have been around as a trio with a male partner are now setting out on their own as a team of swift harmony dancers.

The kids have plenty of class and the two routines caught here are unusually distinctive. A swing tap version of a rumba, followed by a jazzy tap routine, are executed with both skill and speed. Latter number is a combine of several acro stunts that make a nice flash.

Wardrobe and appearance above average. S. H.

Insurance Companies Frown On Burlesque Productions

Metropolitan Life and Prudential, in fact, forbid bump and grind shows in their theaters—but still accept premiums on policies held by burlesquers

NEW YORK, Feb. 5.—Insurance companies don't like burlesque. It's not a personal grudge against performers or operators, as firms would probably collect premiums for policies just as readily from burlesquers as from retired snoopers, but they won't rent theaters for burlesque shows. Insurance firms do not ballyhoo the fact that they frown on burlesque, but a study of their contracts reveals that it's a thumbs-down proposition. Leases for theaters issued by the Metropolitan Life Insurance Company and the Prudential Insurance Company, two of the largest in the business, specifically prohibit the showing of burlesque productions in these houses. Theaters controlled by insurance firms are often owned outright or operated by such firms. Prudential's contract makes a definite distinction between burlesque and other theatrical productions in this manner:

"The tenant may and shall use . . . the premises for . . . exhibiting moving pictures . . . and vaudeville acts and legitimate productions and . . . for no other purpose and it is expressly understood and agreed that the tenant shall at no time conduct in the premises or permit to be conducted what in the theatrical world is commonly designated as 'burlesque shows.'"

Metropolitan's clause is not quite so wordy, but the intent is the same: Clause reads: "It is further agreed by the lessee that it will not permit the presentation of burlesque performances in any form in the within leased premises without the written consent of the lessor or its agent."

Insurance companies do not, however, own a great deal of theatrical property. Prudential owns none in New York City and Metropolitan only one spot, a Pittsburgh house.

Tom Phillips Gets Costs

NEW YORK, Feb. 5.—A verdict of \$62,500, covering costs of the Issy Hirst suit, was awarded to Thomas J. Phillips, president of the Burlesque Artists' Association, by the Federal Court. Hirst sued Phillips for \$4,000, charging he caused actors to break a contract, but the suit was dismissed recently.

Heath and Lewis Team Up; Notes

New York:

BETH MILLER, after three years of niteries, back to burly at the Clover, Baltimore, thru Budd & Nolan. . . . JEAN MODE, new stripper recently emerged from the chorus and a protege of Carrie Flannel, moved from the Star, Brooklyn, to the Worcester, Worcester, Mass. . . . GEORGE TUTTIE, tenor, left the Star, Brooklyn, February 3, to enter Polyclinic Hospital for an operation. . . . JOE FREED, Ted Blair, Gay Knight and Sandra Barry new principals at the Star, Brooklyn, February 4. . . . JACK HEATH, straight man, shifted from the Eltinge to the Star, Brooklyn, where he became a new teammate to comic Murray Lewis. . . . And MURRAY LEWIS and Jack Ryan entertained at the Baseball Writers' dinner at the Hotel Commodore January 29.

Birthdays Fetes

BARONESS HELEN deWERTH signed for niteries by Rosalie Harris. . . . JAMES WALTERS back at the Eltinge February 4. Ditto, Marianne, stripper, with a new Wally Jackson routine. . . . VIRGINIA WOODS, before she left the Republic for Worcester, then the Follies, Los Angeles, celebrated a birthday backstage, January 27, when Frances McAvoy was also initiated a member of the Republic-Brenner Club. . . . DAGMAR, dancer, now in Seattle, Wash., recovering from illness. . . . LOYE ASTRID new at the Eltinge February 4.

Morokoff Better

PAUL MOROKOFF, number producer, recovered from a broken jaw, the result of a fall on the ice, that had him in bed five weeks. He arrived in town recently and immediately re-signed for an other summer's engagement (his fifth consecutive) at Joe Quitner's Globe, Atlantic City. Will be at the Casino, Pittsburgh, until June. Turned down Miami Beach for George Jaffe's offer. . . . GAY KNIGHT, who closed at the Columbia, Boston, is now modeling for *Click* mag. . . . BOB FERGUSON and Mary Murray, of *Whirl of Girls*, Hirst circuit, getting a lot of publicity for their new bit creations and characterizations. . . . JANE DOBBINS, dancer, going in for heavy acting—imitated Garbo in a scene in which Herbie Faye did Durante, at the Columbia, Boston, recently.

Rosen at Eltinge

JERRE DeVERA, chorine, planned from Boston and *Ballyhoo* company to Stockton, Calif., to be present at the funeral of her mother, Mrs. John Hudson. . . . DAVE ROSEN, formerly manager of the Oriental, moved into the Eltinge recently, relieving Bob Beck. . . . HAROLD AND ABE MINSKY and Max Rudnick contributed their Eltinge house and theater's entire staff, and performers donated their services toward a midnighter recently for a benefit of the New York Federation of Jewish Charities. And even Fred Raymond (The Great), doorman, acted on stage. . . . GYPSY NINA, booked by Nat Mortan, goes to Buffalo, Detroit and Cincinnati.

UNO.

From All Over:

BERT LYNN infos that his revue, *All Aboard, Hawaii*, has been doing good biz in Middle West. Will jump to Southwest and then Texas. Principals include Bert Lynn and Myla, Olympic Three, Great Huban and Company, Chessen Twins and a musical crew featuring Howard Arnold. Frank Smith is stage manager, and Jean Carl Hoffman looks after the musical end of the show. . . . In JESS MACK's letter on "What's Wrong With Burlesque?" a line should have read "100 per cent of the audience wants to laugh"—not "10 per cent."

BILLY (BOOB) REED, comic at the National, Detroit, is reported to be sporting a new heartthrob and a new set of Pullman teeth (uppers and lowers). We'd liked to have caught the recent floor show at the Reed domicile. We hear it was a riot. . . . ARTHUR CLAMAGE and Irving Rothstein journeyed from Detroit to Cincy early last week to go into one of those periodic closed sessions with Morris Zaidins, manager of their Gayety in the Queen City. . . . BILLY FOSTER, comic, and Danny Jacobs, his affable straight, closed at the Gayety, Cincinnati, last Thursday (3) and opened the following day with George Young's new

(See NOTES on page 30)

Tips to Hypo Burly Grosses

What's wrong with burlesque? Plenty, judging from box-office grosses. A recent article in *The Billboard* offered opinions from many in the industry who told not only what they thought was wrong, but who also offered ideas to put burlesque back in the profit brackets. Many readers have sent in their ideas for saving burlesque. Here are some opinions; others will appear in future issues. You are invited to send in your suggestions. Address: Burlesque Editor, *The Billboard*, 1564 Broadway, New York City.

Columbia Type Shows

In the days of the Columbia Wheel, Billy K. Wells and yours truly wrote many of the books. I wrote for Jacobs and Jermon and books for such comedians as James Barton, Lester Allen, Al K. Hall, Harry Morton, Billy Arlington and many others.

We know what killed burlesque—too much of the same diet in every show, strip teases and smutty scenes. Another thing that helped to kill burlesque was the lack of restriction on scenes or musical numbers. The same scenes and the same songs were seen and heard in almost every show.

In my opinion the only thing that can ever put burlesque back in the amusement world is for the producer to hire writers to write real book, with plot and clean scenes just the same as they presented in the days of the Columbia Wheel.

And then do as radio and presentation houses do, buy names to head the show. Money will buy anything and you have to spend money to make money.

May I give a brief imaginary outline? Mr. Producer engages Billy K. Wells to write a two-act or two one-act books for his show. Then Mr. Producer engages Al K. Hall and Harry Morton to head one show, with a woman name as a feature.

For another show he engages another writer to write another book. And to head this show he engages James Barton as comedian and Joe Wilton as straight man, with another woman name feature.

At first glance you may think this idea fantastic, but always remember what I said earlier, money will buy anything. With the present conditions present—

(See TIPS TO HYPO on page 28)

Jack Kane for Louisville

CINCINNATI, Feb. 5.—Jack Kane, Indianapolis burly impresario, announces that he has taken a lease on the National Theater, Louisville, and that he will install a burlesque stock company there, opening February 11. The National played the Hirst shows for a few weeks last fall. Kane was accompanied here by Mel Copeland, who formerly managed the Gayety, Milwaukee, and the Princess, Youngstown, O., for Kane. It is likely that he will work in a similar capacity at the Louisville stand.

3 Spots Get License

NEW YORK, Feb. 5.—License situation remained the same this week, as three spots, Republic, Eltinge and Star, were okeh'd to run until April 30, when yearly renewals are made. Two other spots, Irving Place and People's, come up March 2.

Newark to Pictures

NEWARK, N. J., Feb. 5.—Empire Theater is dropping burlesque this week in favor of pictures. Elimination of this New Jersey spot leaves five weeks plus two Pennsy one-nighters on the Hirst Circuit.

ERIE, Pa., Feb. 5.—Park Theater is again dark. An attempt to revive burlesque at this house failed.

Trick Titles for Miami

MIAMI BEACH, Feb. 5.—Local billing for the Minsky's Million-Dollar Pier is almost a "throwback" to the old gag titles that used to adorn the Republic, New York. "Tillie Pipik From Peru" was a recent stopper and others will be used. Titles of this type aroused much publicity when used in New York several seasons ago.

Burly Union Gets Dues From AFA

NEW YORK, Feb. 5.—Burlesque Artists' Association will receive the dues money collected by the American Federation of Actors from Hirst Circuit principals within the next week or so. This money is in the nature of a "refund," as it represents collections made by the AFA during the period it had jurisdiction over Hirst men and strippers.

Original sum was understood to have been \$1,550, but the AFA appealed to the Four A's, charging this amount was excessive and sought a reduction. Belief is that amount going to the burly union is about \$1,400.

No Burly Ban for Worcester Spot

WORCESTER, Mass., Feb. 5.—Mayor John S. Sullivan this week refused to ban burlesque in Worcester, as proposed by the Better Films Council. He added, however, "under no condition will indecency be tolerated."

The shows, the mayor said, provide work for a large number of local persons and aid business for local stores.

The mayor said that Police Chief Thomas F. Foley has reported complete co-operation from the theater management in censoring. "If, however," the mayor declared, "it is found that the performers are overstepping the bounds of decency, the theater will be closed."

Reviews

Casino, Pittsburgh

(Reviewed Thursday Evening, February 3)

George Jaffe's revised formula of burlesque may eventually be the Moses to lead ex-strip houses out of the wilderness of uncertainty. His semi-stock idea opens with *Gay Paree*, and shows a cast almost double the size of the units that rotated here recently. Seemingly hypoed by a spirit of "now's the time to prove we've a right to eat," the girls dance better, smile more and look fresher—and after all, they're one of the two big reasons why burly gets its trade. Humor, however, can stand improvement.

Biggest change is general production. Costumes are flashier, settings are a little newer, scene timing clicks better. Sloppiness has been cut considerably.

Impression is that Jaffe and his producer, Paul Morokoff, are trying to raise plane of former bumping biz to revue proportions. Formula is usual chorus, blackout, specialty, etc., with hardly any blue lines, customary innuendoes being supplied almost entirely by miming and asides.

Questionable is policy of striving for small-scale Ziegfeld when most burly bank rolls won't permit lavish outlays, while neglecting slapstick humor that was the backbone of Columbia and other successful wheels of past decades.

Spirit of change may, however, be key to revival of burlesque for hinterlands, with Casino, one of better spots in country for pay and working conditions, shipping its best stuff to other houses. After changes in cast and step-up in gags, planned by Jaffe, show may build into best of its type this city has seen all year.

Comics are Joe Yule, Lew Fine and Frank Silk, who take about all that

(See REVIEWS on page 30)

SMASH! SMASH! SMASH!

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Over the Grand Triumphant Tour of
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Turnaways at Every Performance at the HUDSON, Union City, N. J., Week of January 30.

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Week of Feb. 13—Gayety Thea., Washington, D. C.

Week of Feb. 21—Trocadero Thea., Philadelphia, Pa.

Week of Feb. 28—Worcester Thea., Worcester, Mass.

Week of March 11—Casino Thea., Toronto, Can.

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Thru Sugar's Domino

HAPPY days are here again, according to the big shots of the Will Rogers Memorial Commission, who have taken over the highly mysterious charitable work formerly carried on thru the medium of panhandling basket collections in circuit-controlled and larger independent theaters of the country. In its first publicity release on the choice of the week of April 29 as the Will Rogers National Theater Week, during which the usual collections will be made, the commission announces that a portion of the moneys collected will be devoted to helping handicapped children in institutions and that other philanthropies will also receive a share of the take. To the laymen this should be good news, indicating that the world is not quite as bad as foreign dispatches indicate. To Will Rogers, who deserves to be happy in heaven, and to those of the show business who truly know conditions among performers the announcement conveys an impression of stupidity or plain lack of sympathy with the unfortunates of our business.



E. E. SUGARMAN

As much as we are inclined to be credulous in order to help us frame a neat piece of sarcasm, we cannot possibly swallow the pill concocted to create the unavoidable impression that the sick and indigent of the show business are so few in number that an organization inferred to be interested in their welfare must find new outlets for the disposition of funds collected from the public that attends theaters.

We feel the same way about this as we do about benefits. In short, we are just as sympathetic as the next man towards the work of charitable organizations functioning for the masses. We would like nothing better than to see happy, healthy children frolicking all over the land, as well as the closing down of poorhouses and hospitals, with the inmates and patients placed in homes with health glowing in their faces and money in their pockets. But that's not the issue. The real issue is that with conditions as they are in the show business, with many thousands of formerly prosperous performers and showmen in great need and in poor health without funds to seek cures, any charitable movement involving the employment of performers and the utilization of theaters as a panhandling center should be designed to first alleviate conditions within the business. When there is no longer any real need for charity within its walls then the show business can step out in the world and do more than its share (which it has always done) to raise funds to fill the coffers of lay charities.

Also, if the public is called upon to contribute its coins and bills to the Will Rogers Memorial Commission it deserves to know all about the actual disposition of these moneys. As we understand it, the commission has chosen to operate as a mystery machine from this angle. This, too, is nothing more or less than stupidity or lack of understanding of their relation to show business on the part of those entrusted with the conduct of the commission's activities. The show business should demand more light on the commission's activities and there should be agitation for a more sympathetic approach of the commission towards the problems of the industry's wards—those who for one reason or another cannot help themselves. Will Rogers would have wanted it that way.

*

MAYBE he did it as a stunt or perhaps that was his idea of storming the employment citadel. Regardless of his motive, the aspiring young songwriter who recently covered himself with sandwich boards and paraded up and down in front of the Paramount studio in Hollywood calling upon the heads in the legends conveyed by the signs to give him a job raised an interesting point.

Picketing is all right in its proper place. But the youngster of whom we speak was entirely out of place and badly advised, assuming that his intentions were serious. This little incident helps us illustrate the point that the theatrical profession has not yet learned that the same rules of business apply to it as to other businesses. The basic rule is that you cannot force anybody to buy anything that he doesn't think he needs. The secret of successful selling is to create a market for your product or wares. This applies to acting, writing, composing, producing, directing and every branch of the show business. When the market has been created the high-pressuring of buyers is not necessary.

We remember in the palmy days of vaudeville and in the early days of radio, actors and agents would hurl charges of discrimination against bookers, networks and radio stations. Most of the knockers and malcontents didn't take into consideration that this so-called discrimination might have been practiced in favor of those who the buyers felt had the better product. A producing company in Hollywood, a booking agency in any branch of the business and any organization buying talent or services has the moral and legal right to exercise free choice in its activities. It will generally be found that those who do the most kicking have the least on the ball and would be better off if they left the business or devoted the time that they use to squawk to the end of improving their talents or products.

*

CONTINUING with our minor series of discussions of what's wrong in Hollywood, we present for consideration this week the matter of swiping credit for ideas emanating from the film capital. Anybody who has been in Hollywood's swim for any length of time knows that many of the best ideas emerging from the film factories originated with someone other than the person who is wearing the laurel wreath. As we are enabled to see it thru the eyes of our Coast snooper, the reason is that it is virtually impossible to get to the proper person with an idea that possesses the virtue of originality and great value. By the time the idea goes thru the mill of major and minor executives its credit label is generally stolen and when it is finally submitted to the fountainhead it bears the label of the purloiner. If the executives in the upper brackets were to look into this form of thievery there would be created a greater incentive for ideas from the men in the lower ranks. The men capable of thinking up good ideas would benefit accordingly and the companies would be the greatest beneficiaries of all.

As I See It

By DAVE VINE

A DIFFERENT SWITCH. . . . Moe rushed into a well-known lawyer's office yelling, "You got to help me. Am I havink trouble? Listen, I got it in mine house for eight years livink a boarder and all that time in mine job I'm working nights." The lawyer broke in with, "That's enough, don't worry, I get it. I'll get you a divorce easily." Moe replied, "No, you don't understand, this is a differens kind of a switz. One night, instead of working all night, I'm getting thru at 11 o'clock, so when I'm getting home I'm looking in the kitsen and there is no wife. I'm looking in the parlor and there is no wife." The lawyer cut in again with, "I told you not to worry, it will be a cinch to get you a divorce." Moe screamed, "No, no, pardon me, this is a differens kind of a switz. I'm looking in another room and there is the boarder kissink mine wife." One again the lawyer assured him that was all the evidence he needed. Moe by this time screamed at the top of his voice, "I'm telling you this is a differens kind of a switz. When I'm catchink him kissink mine wife I'm just going to tellink him what I'm thinkink of him when what do you think happens? He gets very mad and he starts yellink at me, 'Hey, you, what's the idea? For eight years you are workink all night long, then all of a sudden tonight you come home at 11 o'clock. You dirty dog you, what are you trying to do, double-cross somebody?'" By this time the lawyer screamed, "So what?" Moe answered, "So what? So I wanted to know—CAN HE SUE ME?"

* * *

IF I HAD MY WAY. . . . I'd have the Hollywood people develop more girls like Andrea Leeds. After seeing her in the *Goldwyn Follies* there is no doubt that she is going places in pictures. . . . I'd remind those people who say it was silly to have pcked Charlie McCarthy (a dummy) as the No. 1 radio personality when there are so many clever human beings on the air that they forget it is all the more credit to Edgar Bergen for making a hunk of wood a better known personality than the living ones. . . . I'd smarten up the radio and picture stars to the fact that unless they pay more attention to their acts and the material they use in them for personal appearances (which with a few exceptions are sadly neglected) the public (which is pretty wise these days) will soon be yelling, "A plague on all you houses"—yes, I said HOUSES.

* * *

O. O. MCINTYRE WRITES in *The Journal-American: Variety*, unconsciously perhaps, sounded the final death knell of vaudeville recently with an inconspicuous item. It recorded how seven former standard acts went into a Jersey cabaret for the evening for a total of \$12.50. The plight is worse for dumb acts; they had no recourse, as had many others, to small-bit roles on the radio and in pictures. About all they could do was to find odd jobs such as dishwashing."

* * *

MR. MCINTYRE—O. O., you are wrong. First when you say the plight is worse for the dumb acts—because it isn't. The truth of it is they are the ones who still have plenty of work with circuses and fairs. Again when you say all some actors could do was to get jobs as dishwashers. If such a thing did happen those people simply went back to their old jobs. And as for seven standard acts working an evening for \$12.50, I wouldn't believe that either if I were you. They were not standard acts. They were the same dishwashers you spoke about. And speaking of dishwashers, I didn't know you could even get seven of them for that kind of money. There is no doubt that present conditions have made it pretty tough for some of the former vaudeville standard acts; but not that tough! No, no, O. O. McIntyre!

Chicago Chat

By NAT GREEN

THE ghost of "Chaw-Tobacco" Ryan that long has haunted the fourth floor of the Woods Building has finally been laid—driven to cover by the carpenters, plasterers, electricians and painters. And with that accomplished "The world's foremost amusement weekly" (*The Billboard* to you) has moved into its shiny new and enlarged offices—Suite 404, where its hard-working staff is ready to welcome all and sundry members of the amusement world. It's great sport—this moving! Sort of tough on the nerves but, like pulling a tooth, it feels so good when it's over. So if news is garbled this week, or the ad men (bless 'em) were late in calling, or any little thing has gone awry, for a moment just stop and consider that moving was the cause of it all! Selah!

Random shots: Ol' Man Groundhog saw his shadow—so what! . . . He's just as reliable a weather man as Fibber McGee. . . . On the marquee of the Lawndale Theater: *It's Love I'm After* and *The Girl Said No*. . . . The Oriental Institute announces a lecture on *Ancient History Warmed Over*. . . . Can it be they are referring to the local political campaign? . . . Recommended for a delightful half hour: Those broadcasts by Phil Spitalny's all-girl singing band. . . . Dick Axman is a busy p. a. these days, handling sports events for Marigold Garden, Rainbo Garden and White City. . . . "The inventor may be a nut, but he is one person who has not lost confidence in himself or in his country," says Roy C. Burns, managing director of the National Inventors' Congress, which will hold its 24th exhibit here in April. . . . One of the inventors who will exhibit—Louis P. Jossereud, of Houston, has invented a theater into which the customers can drive right in and watch the show from their cars. . . . Just where he could put such a theater in the Loop he doesn't specify! . . . Hank, from "out yander," will be "right in style," according to fashion arbiters at the spring shows that open here this week. . . . They decree that men's trousers shall be narrow at the bottom and skim the shoe tops.

Round the rialto: It's not often that a star of Cornelia Otis Skinner's magnitude travels by bus. . . . But that's what the artist intends to do when she leaves the Loop for Minneapolis and back to South Bend, Ind.—and the props will go by truck. . . . As if we haven't suffered enough with double features, a Loop restaurant is advertising double-feature dinners. . . . What with *The Buccaneer*, *The Hurricane*, *Happy Landing* and *In Old Chicago* playing Loop houses, B. & K. publicity men are hard put to dig up suitable adjectives to ballyhoo 'em. . . . Maybe they will have to recall Bill Pine! . . . Happy birthdays to Charlie Correll (Andy), whose natal day is February 3; also to Johnny Benero, Erlanger manager, February 5, and Alexander (*Nothing But the Truth*) McQueen, February 7. . . . When Kay Kyser departs from the Loop we'll still listen to his theme song every time we lift a cigaret from the jolly little tinkling music box he left in our sanctum. . . . "Stooge" postcards: "The onion soup is good at Jacques French Restaurant." . . . Righto, lad! . . . We tried it—and Jacques is a charming spot as well.

Cannon Outlines Plans for 1938 Rep Ripples

Will do one-nighters with 25 people, using practically same line-up

JOHNSON CITY, Tenn., Feb. 5.—Frank Cannon, owner-manager of Cannon's Comedians, now visiting his brother, a guest at the Soldiers' Home here, will leave Johnson City early next week for Tappahannock, Va., his show's quarters, where work will begin late this month in preparation for the 1938 canvas season.

The Cannon outfit, all new last season, will be completely renovated for the new season, and a number of new seats will be added. Cannon has purchased a new Chevrolet panel truck, which will be equipped with loud speakers for street bally work. Four trucks, three passenger cars and four trailers complete the rolling stock.

Cannon will this season concentrate on one-night stands, presenting a script bill with a musical comedy concert, carrying 25 people, including a five-piece orchestra. Most of last season's people will be back this year, including the Reed Sisters, Patsy and Elma, now with the burlesque at the Gayety, Cincinnati; George Stone, band leader; Tom Matney, sax and banner man, and Johnnie Jones, electrician. Larry Reed will join shortly to swing the brush and do all the lettering on the outfit. E. S. Holland has been contracted as general agent.

At the close of the 1937 season Cannon, accompanied by George B. Stone, jumped to Arkansas to visit his sister, Mabel McIntyre, and her husband, Kenneth. They remained in Arkansas until the middle of January and visited a number of shows in that territory. Cannon, Stone and Mr. and Mrs. McIntyre then headed eastward, the McIntyres stopping off in West Virginia to spend some time with McIntyre's parents before the opening of the season.

Hayworth Circle in 12th Wk.

HICKORY, N. C., Feb. 5.—"SeaBee" Hayworth Players are entering their 12th week of circle stock in North Carolina, with business showing considerable improvement in recent weeks. Company still makes Hickory its headquarters, playing the Paramount Theater here on Saturdays. Darl Hulit is a recent addition to the cast.

Lee French Players in Halls

CINCINNATI, Feb. 5.—Mr. and Mrs. Lee French, who recently purchased the equipment of the Sperry Players, of Steubenville, O., are working schools and halls thru Ohio, West Virginia, Pennsylvania and Kentucky with their vaude and picture unit known as the Lee French Players. Outfit is carded to move under canvas late in the spring.

Jessup Unit in Louisiana

CINCINNATI, Feb. 5.—Jack Jessup and his new show are working schools, clubs and theaters thru Louisiana. Troupe comprises Jack, Eddie and Darrel Jessup, Buck Duane and Major Fox.

DRAMATIC TENT OUTFIT WANTED

HOW COMPLETE IS YOURS? Will frame with you percentage. You move it, set up, tear down. We furnish Cast and Production.

WANT: People all lines. Musicians, Band and Orchestra, Feature Musical Team and Hooper. Good sober Med Lecturer.

MERCHANTS CO-OP PLAYERS

DeVoy Hotel, MEMPHIS, TENN.

FOR SALE OR LEASE

COMPLETE TENT OUTFIT — 50 By 120.

Seats, Trucks, House Cars, Public Address System, Seats for thousand. New outfit. Will consider Organized Show on percentage. No promotions. Write or wire JACK REFLOGAL, care Show, Campwood, Texas.

FOR SALE

COMPLETE DRAMATIC SHOW. 60x110 Tent with Dramatic End, Seats, Stage, Scenery, small Piano, Marquee, Panel Front, Lights, Wiring, lots of extras, all good condition. Bargain for quick sale. WILL BUY Tame Bear, other Animals. I. E. BENNETT, Jackson, Miss.

JOHN W. (JACK) CONNOR left Boston recently to join the LeRoy Family Show at Eastport, Me., for piano and parts.

MR. AND MRS. LEON HANNON (Virginia Richmond) have closed their tearoom at Ayer, Mass., and have gone to Florida for several weeks' vacation.

THINGS ARE ACTIVE at the Milt Tolbert headquarters in Dothan, Ala., a sure sign that spring is in the offing. Ollie (Honest) Hamilton is already out on the job looking over the territory.

BILLY AND ELLA WAGONER are enjoying a pleasant winter in Dothan, Ala., where their son, Billy, attends school.

JACK HUTCHISON and son, Jack Jr., are running a shooting gallery on Silk Stocking avenue in Dothan, Ala.

L. A. (JOE) GUNNELS infos that he won't be out with the Milt Tolbert Lassies White Show this season, as he plans to return to his first love, the circus. Thomas Gunnels is also returning to the circus field this season as billposter.

KING FELTON, magician and rep performer, is framing a seven-people unit to tour the Southwest, with Houston as headquarters.

JOHN GINNIVAN, 87 years old and still a trouper, has just purchased a new V-8 sedan to transport his house trailer with the Ginnivan Dramatic Company the coming season. He makes his home with his son, Frank, owner of the above show, and is in good health and just as interested in the activities and preparations for the summer's trek as he was in his younger days.

EDWIN WEEVER writes that he recently had the good fortune of catching the Harley Sadler Show in a crackerjack presentation of *Girl Meets Boy*, by Charles Harrison, before a capacity house. In the cast were Billie Sadler, Jackie Phillips, Audrey Bradley, Diane DeLaire, Gene Bradley, Harley Sadler, Elton Hackett, Loyd Andrews and Bud Nairn.

LEON HARVEY, well known in rep and tab circles, is recuperating at the Park Hotel, Columbus, O., from injuries sustained in an auto crash at Mt. Vernon, Ky., January 23, while en route to Columbus, Ga. He sustained three fractured ribs and a serious shoulder injury. He is anxious to hear from friends.

CARL WHYTE, well-known rep pianist, currently en tour with Princess Kalama's Hawaiians, is considering an offer to manage Preacher Noel Bremmer for a tour of night clubs. Bremmer recently made news when the United Press carried stories of his "old-time revival meetings" being conducted in taverns in the Missouri Ozarks. Whyte verifies the above report by forwarding to us a letter received from Preacher Bremmer.

Billroy's Briefs

VALDOSTA, Ga., Feb. 5.—At the Ritz Theater is Owen Bennett's *We Have*

Managers-Players!

All managers and performers are invited to contribute news items to this page. It is our aim and purpose to make this department as interesting and helpful as possible. We can do that only if we have the co-operation of the managers and players in the field. In sending in news items all that we ask is that you confine yourself to facts and that you keep your communications brief and to the point. It isn't necessary to write a long letter; a postcard will do. May we have your co-operation?

Everything Company. It is the first unit in this season and is attractively mounted and neatly costumed and under the smooth direction of Maestro Bennett himself, who ties up a rather neat parcel of emseing. The various acts, interspersed with laugh sessions invoked by Homer Meachum, handled by Bennett, score nicely. Among others of the Bennett company at performance caught, tho by no means completing its roster, were Buddy Cannon, Lillian Mitchell, accordionist; Tony Brandino, magic novelty; Don Cossack, wire turn, and Jerry Meachum, songstress.

A recent letter from the Baker-Lockwood Company informs that our new top is nearing completion and will soon be ready for delivery. Dimensions are 100 feet by 210 feet.

Mrs. Billy Wehle's new concession trailer, built to order by Mellon & Bishop, is nearing the finish line for final inspection and a dab or two of paint.

Recent arrivals in town are Dolly and Herman Lewis, of the Heffner-Vinson Company, who recently completed a five-week engagement in Key West, Fla.

JOHN D. FINCH.

Mac-Ogle Comedy Company To Augment for New Season

TULLAHOMA, Tenn., Feb. 5.—Mac-Ogle Comedy Company, after concluding a season of 40 weeks, has moved to winter quarters in this city. The season as a whole was good and many improvements are contemplated for the 1938 tour, J. A. Ogle reports. Opening is slated for around April 1.

Mr. and Mrs. J. A. Ogle are in quarters here, where rebuilding and repainting are already under way. Mr. and Mrs. V. L. McIntosh are vacationing in Nashville. The other members of the cast and crew have gone to their respective homes. Show will be enlarged and will carry a small band this season. Manager Ogle states.

TIPS TO HYPO

(Continued from page 26)

vailing Mr. Producer can buy talent, if he makes a bona fide offer guaranteeing 10 or more weeks.

And it is the only thing that can ever help burlesque:

Names: To draw the public to the theater.

Books: Written by good authors on a royalty basis.

Music: Original, same as in pictures.

And every show different; no repeating songs, gags or bits.

Douglas Leavitt.

13 Rules

There are plans by which burly can be

Kansas City Jottings

KANSAS CITY, Mo., Feb. 5.—Kelly Masters, after a visit to Nebraska, has returned to the Southland, where he has opened a circle in Louisiana, with Baton Rouge as the base.

Ethel Razan, after vacationing for a short period, has rejoined the cast of the Ted North Players in stock at the Capitol Theater, Topeka, Kan.

Reports reaching here are that Keith and Edna Gingles have closed their *Along Came Juliet* Company temporarily.

Sid Snider is a recent arrival here after closing his circle in North Missouri.

Skippy Lamore's Comedians will be out under canvas again this season for their annual tour of Michigan. Mr. and Mrs. Bob Fearin have signed with Lamore for the forthcoming tour.

Mrs. Elta Zelleno is now comfortably

located for the winter in San Diego, Calif.

Glenn Morris and Hester Holderby were seen on the main stem here this week after closing with Sid Snider's circle in Missouri.

S. Swanson has opened a No. 3 unit to play Wisconsin, with headquarters at Eau Claire. Seldon and Lavell are in the cast.

Bob Williams recently joined Glenn McCord's circle in Nebraska.

Harley Sadler's circle, numbering 21 persons, which recently opened in Texas, is said to be doing excellent business.

Chick Boyes and Eddie Hart attended the meeting of the Nebraska fair managers in Lincoln, Neb., recently.

Bill Wight left here recently to join the Feagin-Wilson Players, circling in Iowa.

put back on a profitable basis. The reason for the business suffering is the fault, primarily, of the owners. If the following simple rules were put into operation the houses would be playing to capacity again.

1. Engage good promotion men.
2. Give out good publicity.
3. New faces in the chorus would enliven the apparently dead shows.
4. Chorus works too many shows, which results in very little interest shown and routines are executed in a slipshod, motionless and care-not manner.
5. Dancing instructors and producers offer little if any novelty in numbers.
6. Burlesque should scout for talent the same as night clubs and musical reviews do.
7. Eliminate the excessive barking between shows.
8. Employ pretty usherettes and hat check girls.
9. Stage beauty contests with cash awards for winners. Men follow beauty contests and pretty girls would keep the turnstiles moving.
10. Get better script writers. The old stuff is too stale and has been over-used.
11. Allow patrons to suggest their favorite burly stars and attempt to engage them for future shows.
12. If it is not too expensive use stage-hand policy.
13. Hold other contests such as singing, dancing, etc. *David Fromer.*

Critics Offer Aid

Back in March, 1937, several Washington newspaper men organized the Burlesque Critics' Association. The idea behind the organization was to try to help burlesque regain the place it formerly held in show business. Letters were sent to operators and owners outlining the ideas, plans and suggestions for aiding burlesque. At the same time the platform drawn up toward improving the industry was sent to New York's columnists, License Commissioner Paul Moss and the mayor in an effort to have governing bodies hold up any action toward closing New York City houses. The damage, however, had already been done and what has happened is now theatrical history.

The association believes that burlesque today has a real opportunity to prove what it can really do. The stage's best talent is now under contract to the screen and radio, and vaudeville is practically dead. If the heads of present-day burlesque would spend money and time for talent, producers and writers, the Burlesque Critics' Association is convinced that burly could really rise again.

The attitude of operators seems to be that the public is going to continue going to see shows that are shoddy, cheap and cluttered up with filthy jokes. When the average man walks into a theater he expects to receive a fair performance for his money. However, week in and week out the same gags, scenes and lack of talent is paraded across the footlights. Now Mr. Operator, how long do you think the public is going to swallow it? Answer: Look at your box-office grosses today.

But not all the fault of this is the manager and owners. Performers, particularly comics, ought to take inventory of what they do that is supposed to be funny. Lines and scenes are for the most part repetitions of other shows. What has happened to the funny fellow who dresses and looks like a funny man? Too many comics are satisfied to wear one suit of clothes for the entire performance. There are, true enough, comics who do not have to rely on grotesque make-up to put over their humor, but the majority never harm their work by doing so.

The strip teaser is now an expected part of burlesque, but how many girls can dance and sing? Strippers might say that salaries are paid for strip numbers, but it would probably mean more in the long run to know something about singing and dancing. It might mean a better salary and a chance for the big time. Some of the greatest stars of today started in burlesque.

By spending money wisely for writers, producers and talent shows would be improved. Burlesque is now in a sad state, but the people of the profession will give everything they have to see it get a new deal. Owners, managers, producers and performers, it's all up to you.

Art John,
President, Burlesque Critics' Assn.

N. Y. Project In Stew Again

Workers transferred—hit Edwards policies — he promises statement

NEW YORK, Feb. 5.—The transfer of 300 arts project workers, most of whom are from the Federal Theater Project, to other white collar units of the WPA will go on as per schedule. The seven supervisors, dismissed for violation of administrative rules of procedure when they participated in a mass demonstration of protest against such changes during working hours, will not be reinstated, and the posts left vacant by the resignation of Lucius Moore Cook, assistant producer-director, and Edward Goodman, head of the popular price theater, have been filled by new appointments, Paul Edwards, administrator, announced yesterday. James R. Ullman, executive secretary, takes over Goodman's post, while Jack Lynds is acting director.

In answer to charges of being incompetent, inefficient, anti-union and sponsor of a spoils system, as made by the resigned members, Edwards is preparing a statistical statement comparing the activities of the projects since he took over the helm with the projects' accomplishments prior to his appointment "to prevent a cat fight of personalities."

The administrator denies charges that he refused a hearing to any orderly grievance committee when petitions for an audience were made according to the rules established. He implied that had those protesting the transfer abided by regulations established in December he would have arranged an interview with a representative delegation. (Committee representing the Workers' Alliance is scheduled to meet with Edwards Tuesday.)

To justify the shift of employees from the FTP to Colonel Brehon B. Somervell's jurisdiction, project officials explained the purpose was to make the workers' list more flexible so as to permit the theater project to open one or two more theaters. FTP quota of 4,016 is filled, yet directors hold they cannot go on with production of new plays for lack of theater space and for shortage of certain types of workers. As soon as transfers are completed FTP will rent and man additional theaters.

Edwards would make no promise regarding salaries the transferees would get on new jobs. Each will be tested for work best suited to his abilities, and paid according to standards established for the particular classification. All new enlistments to the FTP, according to the administrator, will be workers on relief rolls. Projects are now operating on a 5½ per cent non-relief quota which will be gradually reduced to 1 per cent, Edwards contends.

American Academy Students Present Barry, Howard Plays

NEW YORK, Feb. 5.—The senior students of the American Academy of Dramatic Arts had a gala week, presenting two plays and doing excellent jobs with both of them; it was, so far as I can remember, the best week in my seven seasons of covering Academy shows. Phillip Barry's *Spring Dance* was presented Tuesday and Sidney Howard's *The Silver Cord* Friday, both at the Belasco; and, tho it would appear that the Barry comedy about youngsters would be the easier for the Academy kids, the better of the two jobs was done on *The Silver Cord*, thanks chiefly to the really outstanding performances of June Thompson and Marjorie Sales.

Spring Dance was none the less generally excellent, however, with perhaps the best work of the afternoon turned in by Elena Salvatore, as Mady, and William Layton as Professor Beckett. Miss Salvatore, faced with a role that literally cries for burlesque, resisted the temptation and turned in a farce performance that was the best I've ever seen in the part—including that in the original Broadway presentation. Layton did suave and pointed high comedy playing as the professor.

Almost all the youngsters were valiant, with Laura Church bringing tenderness, sincerity and sometimes really amazing effect from the not-really-very-good role

SEND IN ROUTES

The Route Department (appearing in this issue on Pages 18-32-33) represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved.

How about helping your friends in their efforts to locate you? This can be done only by keeping *The Billboard* Route Department informed of your whereabouts, and sufficiently in advance to insure publication.

ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 872, CINCINNATI, O.

of Alex, with October Brown (who looks a lot like Bette Davis) lending charm and consistent effect to Kate, with Celestia Rolston and Hylah Coley being a good deal more than merely adequate as Frances and Sally, and with Douglas Wakefield scoring handily in the fat comedy role of The Lippincott. Paul Forrest showed promise of becoming an extraordinarily engaging juvenile as Johnny; Gerald Witt did straightforward work as Sam—tho he failed to bring out the pitiful bewilderment, the crushing confusion of the lad, which happens to be the point of the play; Rita Collins did nicely as the maid; Betty Taylor was sufficient in the character role of Miss Bitchie, and Hunter Van Sicklen and Theodore Leavitt, as the pair of incidental Princetonians, seemed a bit misplaced on a stage.

As for *The Silver Cord*, it was, as remarked, featured by the really splendid work of June Thompson and Marjorie Sales. Miss Thompson, as the mother, played a difficult and almost burlesqued role with only one or two slips into the easy and obvious; for the rest she turned in a characterization that was detailed, understanding, excellently modulated and really tremendously effective—work that plenty of professional players could be proud of. As for Miss Sales, she offered, as Christina, a beautifully read, sensitively acted, authoritative and thoroly professional job. Both of them, on the basis of this, deserve more than a passing glance from the commercial managers.

And they were ably supported by Barbara Moore, who made Ester's appallingly difficult scene of hysteria a moving and vastly effective interlude. Robert Hope did a nice job with the colorless and elusive Robert, while George Humphrey, offering a long series of fantastically accented lines—most of them with rising final inflections—failed to demonstrate any marked insight or ability as David. Isla Vaile appeared briefly (but very decoratively) as the maid.

There were no curtain-raisers.

Eugene Burr.

Al Schillin Named WINS Sales Chief

NEW YORK, Feb. 7.—Hearst Radio Station WINS here, thru A. A. Cormier, has set Al Schillin as director of sales. Schillin, prominent in local radio sales activity, will take office between February 15 and February 22. Cormier is vice-president of Hearst Radio, Inc.

Schillin now has his own radio advertising firm, formerly Bess & Schillin. Herman Bess, formerly a partner, is now vice-president in charge of sales for WNEW, New York. Schillin's firm will be liquidated gradually. Firm has specialized in local time sales.

NYU Tryout Displays Talent

NEW YORK, Feb. 5.—The Washington Square Players, a repertory group made up of graduates and students in New York University's Department of Dramatic Art, which has been doing only classical plays, decided to present an original three-acter by Stanley Kauffmann, a member of the permanent company. Since this is Mr. Kauffmann's first produced play (alho he has written some others), criticism of it should properly be tempered by the fact that he is still learning the craft. From this point of view he is the most promising talent to come within this reviewer's ken since the rise of Odets. In many respects *The Victors* is a bad and fumbling piece of work, but it is a pretty safe prediction to say that Broadway will hear of this playwright before long. His faults, unlike those of Odets, are not inherent and should be overcome with experience.

Among the faults is a tendency to treat his material abstractly and use the stage as a sounding board for vague philosophical dialog about humanity, etc. Among his positive qualities are an ability to think deeply and seriously about life and a talent for rich, almost poetic, writing—two qualities conspicuously absent from our stage today.

The plot is an overambitious panorama of war and human evil, Kauffmann's rather sensible message being that destruction is inherent in our nasty hearts. Opens in a prehistoric cave, with primitive man trying to rise above the beasts by inventing fire, plowing, etc. A plow used as a spear in a quarrel makes for the first murder. Second act leaps to Washington, D. C., at a conference between Japan and America, involved in a deadly war. Third act takes place 50 years from now, when the world is devastated and men have to return to caves. Such a plot is a dangerous thing for any writer to toy with, being capable of silly and supercilious handling. But despite some snatches of precocity, as when two lovers discover how to kiss, Kauffmann carries it off well. We liked the first act best, especially a long speech to the sun by the old man who has discovered fire. The whole play shows the unfortunate influence of Shaw: too much talking vaguely, not enough character development and dramatic conflict.

Production, directed by Professor Randolph Somerville, relied, as is the current fashion, on lighting rather than props, sets or movement. Actors were not on a par with the play, with John Viebrock (as the old man), William LeMassena and Albert Terry doing the most workmanlike jobs.

The Victors isn't box office or Broadway, but it gripped attention during its two and a half hours.

Maurice Zolotow.

Maria-Theresa In Season Debut

NEW YORK, Feb. 5.—Maria-Theresa and the Hellconades made their first appearance of the new season at the Guild Theater Sunday evening.

Mme. Maria-Theresa is now probably the only teacher of the so-called classic dance in this country. Using the gar-

Too Late!

PARIS, Jan. 31.—On January 20 a benefit performance took place in one of the big Champs-Elysees picture houses—proceeds to go to two pioneers of the flicker world, Emile Cohl, inventor of animated cartoons, and Georges Melies, pioneer film producer. By a strange stroke of fate neither benefited from the event—Cohl succumbing to illness on the day of the show and Melies passing away the following day.

land and scarf technique which emphasizes natural, exultant and expressive movements, she and her young group of girl dancers provided an unusual evening of theater dance.

Their work is a tremendous relief from dancing of social significance now so popular in the concert field. Despite the fact that their technique seems out of step with modern attitudes, they managed to hold and, at times, successfully transmit their joyous spirit to their audience.

Denis.

Feagin School Students Present Anti-War Drama

NEW YORK, Feb. 5.—Feagin School of Dramatic Art's production of *Men Must Fight*, by Reginald Lawrence and S. K. Lauren, was given Monday before a capacity house at the Bayes Theater. Play involves states of mind rather than action and is therefore of particular difficulty for a student cast. Under such circumstances the individual performances are uneven. Entire effect, however, is on the favorable side, enough members of the cast having sufficient ability to carry the production, despite a pronounced need for more training on the part of a good proportion of the company.

Among the girls Mary Fairchild, as Madame Seward, and Evenden Paul, as Mrs. Seward, are distinctly on the asset side, with Paul Bedford and Hugh Anderson, as Edwin Seward and Albert, contributing dignified and capable performances among the men. Miss Fairchild and Bedford are tops of the lot. Kermit Kegley and Dortha Brinsfield, as the lovers with conflicting ideas about war and patriotism, perform with enthusiasm but need much more work for such roles.

Others in the cast are Syl Lamont, Virginia Halpin, Kenneth Cyrus, Constance June Humphrey and Peter Marston. Production is well lighted and set up, with direction by John Roche.

Paul Ackerman.

"Suspect" (CURRAN THEATER) San Francisco

The most unusual in theater entertainment came to San Francisco last Monday night with the opening of the English play *Suspect* at the Curran, starring Pauline Frederick. All that its name implies, the play is a murder mystery, but by no means is it the usual run of "mystery" plays. To discuss the plot at any length would only ruin an evening for those who will want to see this drama.

If it is at all possible to describe a murder mystery without swift-moving action then you will have *Suspect*. It is from the pens of Edward Percy and Reginald Denham, and they prove that murder and mystery can be dramatized without policemen or detectives. *Suspect* makes the audience sit up and take notice, perhaps slowly, but nevertheless the big moments do arrive.

The story centers about a somewhat neurotic woman who was acquitted 30 years previous in a sensational murder trial at Edinburgh. It is in this role that we find Miss Frederick; her performance is splendid. Chief support is given by Grayce Hampton and Russell Hicks.

Other members of the cast are Raymond Lawrence, Virginia Barnato, Morton Lowater, William Griffith and Mary Young. The play is directed by Monty Collins and produced under the supervision of Arthur J. Beckhard. The first-night audience gave them all a big hand. It was the premiere performance before an American metropolitan audience.

Edward Murphy.

AL DE CLERCQ'S

"ALONG MELODY LANE CO." WANTS Rotary or Permanent Stock. Date. 14- People Musical Comedy SCRIPT REVUE and PRESENTATION. 6-Girl Line. 30 Trunks Wardrobe and Scenery Equipment. At Liberty Feb. 11. Address AL DE CLERCQ, Ritz Theatre, Houston, Tex.

BROADWAY BEAT

(Continued from page 4)

Telegraph and now a press agent, greets newspaper pals with, "Why should you want to talk to me?"—which is how acutely he feels his descent into the lower forms of animal life.

Ye Eate Shoppe, Eighth avenue spot, had a fire recently, and while the place was being fixed they had a sign on the place, telling about the repairs. The sign said, "Due to a fire—which happened to be legitimate."

TO KEEP THE RECORDS STRAIGHT: Mr. Spelvin catches himself making another error: Leon Goldstein, not Lou, is WMCA's press agent. . . . Leonard Lyons recently came out with the hot news that Bill Terry's article in the *SEP* had been ghost-written by Arthur Mann—which news really wasn't as hot as he considered it, since the article itself is headed, "as told to Arthur Mann by Bill Terry." . . . From *The Herald-Trib*: "Deputy City Clerk Philip J. Hines performed 878 marriages during January, 1937, as compared with 500 during January, 1937." . . . ??? The grand profile of Cliff Odets in *The New Yorker* had one error in it; *Roar, China!* wasn't presented by the Guild Studio; it was put on by the Theater Guild itself. . . . Those Guild productions, incidentally, seem to be ready-made error-traps: the Paramount publicity department, for another example, informs a waiting world that Charles Bickford will appear in a Theater Guild production of *Casey Jones*. Only the play's being put on by the Group Theater. . . . In a press release from Labor Stage announcing the prize play in the ILGWU play contest, it's said that the winner, *Sunup to Sundown*, was Francis Edwards Faragoh's first play. It seems that years and years ago there was a rallying-point of the Young Intellectuals called *Pinwheel*.

Magic

By BILL SACHS

(Communications to Cincinnati Office)

JOAN BRANDON, girl magician, who left these shores for London some five months ago, is set for the month of February at the Parisian Grill in Budapest. She has just closed at the International Sporting Club in Monte Carlo and prior to that played the Palais de la Mediterranee in Nice. . . . LEWAIN, who has been entertaining in a New Orleans department store, now has a string of school dates lined up in that territory. . . . BLACKSTONE, who split last week between Sioux City and Cedar Rapids, Ia., breaks his jump south with a two-day stand in Quincy, Ill. this week, and follows with Memphis the week of February 11. . . . JOHN BOOTH, handsome Canadian mystifier, goes into his fourth holdover week at Webster Hall's Cocktail Grill, Detroit, February 11. . . . BURTON DE VANT, who until recently toted the first name of Johnny, is now in his fifth week at Leon and Eddie's, New York. He recently enjoyed a visit from Nate Leipzig and Judson Cole. . . . MORE THAN 200 patrons enjoyed a melange of magic, music and mirth at the 24th annual show of the Spokane Mystic Club in Spokane, Wash., January 24. Those who entertained were E. Vaughan Klein, Dr. R. A. Gray, Frank Dolke, Lee Hoagland, Dr. C. W. Talbot, Harper Joy, Ray Turner and E. J. Peterson. Dr. Marion Kalez emceed. . . . JAY CLARKE, mentalist, came in for a splendid bit of publicity recently when Damon Runyon made him the subject for his syndicated column, "The Brighter Side." Runyon had some mighty nice things to say about Jay. Clarke, after two weeks at the Paramount, Miami, is current in Coral Gables, Fla., on a fortnight's stand. . . . YOGI PLAYERS, now working theaters in Kansas, have suffered no little from cold weather in recent weeks. Troupe is slated to move into Nebraska soon. . . . BRUNO WARNECKE, Minneapolis magish, who began his career 50 years ago at the Standard Theater, San Francisco, has been engaged to entertain for the annual winter frolic of market gardeners to be held at Masonic Temple, Minneapolis, in the near future. It will mark the 10th time he has played that date. . . . W. W. CARDNO, veteran New Orleans magician, reports his busiest season in years. The carnival activity is keeping him moving at top speed.

JACK GWYNNE and Company, after a bang-up four weeks at the Hotel Roosevelt, New Orleans, have opened at the Adolphus Hotel, Dallas, for an extended stay. Jack had a grand time re-writing the magic business with the Crescent City magic lads and is looking forward to cutting things up with the Dallas foolers. . . . HUNTINGTON opened last week in Jackson, Miss. . . . GEORGE PIERCE, most prominent of the New Orleans magi, closed his commercial magic exhibition at City Auditorium there last week. . . . LE PAUL is currently fooling the customers at the Hollywood Country Club, Hollywood, Fla. . . . LESTER LAKE (Marvel), after a four-week sojourn in Cincinnati, where he worked the various night haunts, returned to the family farm at New Trenton, Ind., last week to fatten up a bit. . . . PABLO is at the Varietes in Brussels, Belgium. . . . HARRY CECIL'S new balloon trick is reported to be making the wise ones sit up and take notice. . . . MURDOCK is doing right well for himself in his established Indiana territory. . . . SAGINAW VALLEY Magicians' Club tendered a party to Mr. and Mrs. Marquis during their recent appearance at Caro, Mich. Dr. Borris Zola, of Saginaw, Mich., was in charge of arrangements. . . . OKATI is at the Musee Grevin in Paris. . . . SACHS' XXXX SPECIAL—The Great Nicola and the charming Marion Eddings, long his chief assistant and inspiration, were married at the Little Church Around the Corner, New York, the other day and sailed for Europe on their honeymoon. Congratulations! . . . WHITEHEAD, who has been playing the Jung Hotel Roof, New Orleans, is en route to the West Coast. . . . DETROIT SOCIETY of Magicians is arranging a program for a broadcast over WWH, Detroit News station, February 19. . . . BILL SIROS postals from Houston to say that the Texas territory isn't what it's cracked up to be. "Houston has one agent," Bill writes, "and I'm sure there isn't room for any more. Am now laying off after

working two banquets at the Rice Hotel here and expect to move into Louisiana soon." . . . ZUDELLA, mentalist, who has been vacationing in Texas and Florida after nine months in Standard and Fox-Midwest houses, resumed February 1 for a swing thru the South and Middle West. George L. J. Cole continues as manager.

REVIEWS

(Continued from page 26)

could be wrung out of mostly mediocre skits, but who could probably get even more laughs from either out-and-out dirt, or good, clean fun—alho it is hard to expect 100 per cent gag clicks from writers who get paid in sawbucks when radio scripters don't always hit the bull's-eye after drawing thousands per week. Top hand-getters were Lillian Law in her fan-dance contortions, and platinum blond Madge Carmyle, something like Alice Faye, who talks better than the average burly looker, semi-strips and dances. Only straight teaser is breast-bouncing Dorothy Dee. Other principals are singing violinist Iona O'Donnell, straight-woman Dot Farley, songstress Agnes Dean, singing-straight Ray Parson, talker Will Hays, dancer Jim Watson, emcee-mimic Al White, and character-man Tom Bundy, who also directs the show's comedy scenes. Most encouraging change from former burly here was 24 chorines, who looked younger, fresher, abler and wore neater wardrobes. Now, if someone would only write a good burly book. Screen shorts fill in between four a day. Business, like straight picture palaces elsewhere downtown, better than slow retail store trade. Morton Frank.

Old Howard, Boston

(Reviewed Saturday Afternoon, Feb. 5)

Hottest thing in Issy Hirst's *Too Hot for Paris* burlesquers is diminutive Bobby Morris, Hebe comedian of the better variety, whose appearance greatly bolstered the 128-minute show. Saturday biz crowded house at first two shows. Morris has a deft way of covering his comedy with the proper guise of entertainment. Also does a tap stint, interpolating some good czarsky bits. Good, clean fun. Other comedian is Johnny

Barry, whose best effort was the *White Cargo* sketch, in which he assumes the role of a derelict beach comber.

Jerri McCauley heads the quartet of strippers, including Evelyn Brooks, Boo LaVon and June Taylor. Taylor is the straight parade type, while LaVon is a pleasingly fast stripper. McCauley gave the lads the body shivers and with her two warble numbers went over okeh. Her pipes sound tuneful with a tinge of coon shouting.

Flo Faun, frau of Bobby Morris, in addition to serving as a straight woman, offered impressions of Fifi D'Orsay and Fanny Brice. Gal is clever, good ad libber and looks click to the orbs.

Evelyn Brooks, other stripper and cute morsel of brunet femininity, is bewitching in the *White Cargo* number.

Billy Crooks, good singer, and Charlie Harris are capable straight men.

Spencer and Coleman, sepla tapsters, flash the show halves. Lads have a routine that sets them for nice mitt slapping, but their opening *Let's Dance* tune needs more air to pipe it across.

Line (16) is being wasted on somewhat seedy choreography. They seemed to be floundering for better material and look as tho they need new handling. They carry the chores of warbling production numbers.

Sketches are standard type, but with Morris handling the comedy they're still enjoyable.

Most out-of-place item is the show's opening *Hello, 1938* number. It's rather late to greet Kid 1938. Certainly there must be some other presentation that could give a wham opening. LaVon dance in this opener saved it.

Cast projected the impression that they wanted to hurry matters thru. Sidney J. Paine.

ROUTES

(Continued from page 18)

Williams, Joe: (Mark Twain) Hannibal, Mo., h.
Winston, Jack: (Bal Tabarin) San Francisco, nc.
Woodfield, Harry: (Hofbrau) Canton, O., c.
Zelman, Rubin: (Caravan) NYC, nc.
Zollo, Leo: (Benjamin Franklin) Phila, h.

Yates, Billy: (Blackstone) Ft. Worth, Tex., h.
Young, Sterling: (Stevens) Chi, h.

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

BUDDY SAUNDERS, endurance dancer, is currently sojourning in Charleston, W. Va.

"WE HOPE Jack Murray and Billie Steel have good luck in putting over the organization for endurance show contestants," postal Billie Davies and Joe Willson from Orange, Tex. "Such an organization will serve to keep the chiseling promoters out of the game; we mean those guys who leave the kids stranded and give 'em nothing."

BETTYLEE DORIA, now working clubs in St. Louis, scribbles that she plans to hit out for the Coast after her next show. She is anxious to read a line here on Kitty Ellis, Edna Nowell, Ruth Carroll and Mildred Daries.

JOHN ROSASCO, coach-in-charge with the Transcontinental Roller Derby Association, reports that many former walkie contestants have recently switched over to the roller derby field, among them Jerry Allen, Edna Knowles, Whitey Maddox, Florence Lundgren, Abe Wallace, Betty Lauck, Helen Caldwell and Skippy Skidmore.

OPINIONS ARE RAMPANT thruout the field as to who is the best "sour puss" floor judge in the business. This is a matter that should be definitely settled once and for all. Who is your choice?

ANOTHER QUERY comes from Joan Burton, who states that a number of her friends and she are curious to know what was the longest endurance show ever put out. They also would like to know if Edna Nowell broke the endurance show sprint record when she ran for two hours 27 minutes and 45 seconds at the Wellston, Mo., show December 15 last. Can any of our readers answer these questions?

MITZI LEE, now sojourning in New York, is anxious to know what has become of "Schnozzle" Bennie Roth. Re-

member, you can always contact your friends by writing to them in care of *The Billboard* Mail Forwarding Department, 25 Opera place, Cincinnati.

LEE GORMAN, walkie pianist and ork leader, is currently sojourning in Peoria, Ill., after completing a long engagement at one of the town's popular night haunts. He inquires as to what has become of his old walkie friends Hugh Talbot, Hal Ross, Charles Hayden, Bob Lee and the rest.

"THE WALKATHON GAME," writes George Miller from Fond du Lac, Wis., "must be worse off than I thought if promoters can't afford a 3-cent stamp to send in reports on their shows. I would like to know who won the Chicago White City show, and who is on the Phoenix show. I wonder if anybody could tell me if there has been any book published dealing with walkathons."

VIC PUREE, the "man of 1,000 faces," and his Novelets, all-girl revue, are currently appearing in Cleveland. Puree plans to take the unit on the road soon. He is well known in the endurance show field.

KAY RYAN, now doing night club work in and around Waterbury, Conn., postals that she would like to read a line on Mrs. Rice, formerly nurse with Ernie Mesle's shows, and the gang that made the Trenton, N. J., show.

POKE AND BETTY, formerly dietitians with the International Derby Show, are still at Wichita, Kan., waiting for the show to open there. "They forgot to say what year," pencils Poke. In the meantime he's cooking in a cafeteria there.

CHIC SMELTZER, former endurance show trainer, is hobnobbing these days in Upper Darby, Pa. You can contact all your endurance show friends, Chic, by writing to them in care of *The Billboard*, 25 Opera Place, Cincinnati.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

"HI-BROWN" BOBBY BURNS writes from his retreat at Southboardman, Mich.: "Just went thru a nice little blizzard. Last year it was a flood. If there's anything happening I'm always on hand. Was down to Battle Creek recently. Stopped in to see Max Trout, of the former Max Trout Minstrels. He's now in the costume business there."

PROF. AND MRS. WALTER B. LEONARD are back in Ithaca, N. Y., after a pleasant sojourn in St. Petersburg, Fla.: "I was obliged to come north to attend to some urgent business," typewrites the Professor, "and expect to do considerable work on my property in Glens Falls and Binghamton, N. Y., just as soon as the weather permits. I have a couple of contracts to furnish short stories to a syndicate, so will be rather busy thru the winter."

LEON LONG'S New Orleans Minstrels are playing the mining towns in Alabama with Sergt. A. D. King's Band furnishing the music. Kid Lewis is reported to be scoring with his eccentric dancing.

H. J. NAILOR'S Alabama Minstrels lost several pieces of equipment and its canvas recently when its winter quarters at Greenville, Miss., were destroyed by fire. Loss is placed at \$2,500.

"DO YOU REMEMBER," asks Al Tint, "when Rusty Williams made a certain comedian on the opposite end sit up and take notice on Homer Meachum's Honey Time Minstrels? When Mickey Arnold became Jimmie Leamy's dad? When Buck Leahy, John Dusch, Eddie Bolton and Whitney Ward comprised the Hammond Minstrels? When Eddie Leahy sang lead with the mixed quartet on the W. I. Swain Show, warbling *Swing Low, Sweet Chariot*? When Bobby Burns was spokesman on the Al G. Field Minstrels?"

NOTES

(Continued from page 26)

burly at the Grand, Canton, O. . . . TOMMY HANLON and Nellie Clark, who closed recently with an Indie show, are now working Midwestern clubs for Ernie Creech, of the Sun office.

Going Highbrow

New book about burlesque will hit the stalls February 23. It's called *Strip-Tease: The Vanished Art of Burlesque*. . . . Nat Mortan full of pep and life and plenty busy. Fully recovered from weakness following blood transfusion given to his ex-sister-in-law. . . . MAXINE CLAMAGE, daughter of Arthur Clamage, operator of the Avenue and Gayety, Detroit, has become an almost daily skating companion of Michigan's four-time governor, Alex Groesbeck.

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The Final Curtain

ATKINSON—George, 67, former black-face comedian, press agent and theatrical and circus owner, at Elks' National Home, Bedford, Va., February 1. He was a native of Baraboo, Wis., and schoolmate of the late Charles E. Ringling. For many years he trouped with Gollmar Bros., Sells & Gray and Martin L. Downs' circuses, doing a banjo act in the concert, and later appeared in vaudeville as a black-face comic. For several years he was press agent back with the Hagenbeck-Wallace Circus under ownership of B. E. Wallace. Here he became associated with Floyd King and the two produced *Oh, Johnny, Oh!*; *The Love Kiss*, *Honey Moon Limited* and other musical comedies. For some time he was interested in King Bros.' Circus, disposing of his holding in that organization in 1919. Later he was associated with Warren Irons and Arthur Clamage at their Avenue Burlesque Theater, Detroit. He was a prominent member of the Elks and several years ago retired to enter Elks' Home. He was first married to Kitty Kruger, who later became the wife of Otto Floto, founder of the Sells-Floto Circus. Another marriage also was later dissolved. Survived by a daughter, Mrs. Marion Howell, Chicago, who attended services February 3 in Bedford, Va., where interment took place in Elks' Rest.

BALL—Erma Lee, 21, vaudeville singer and last season with the *Radio Paradise Hawaiian Revue* on the Al G. Barnes-Sells-Floto Circus, of pneumonia in Hendricks Memorial Hospital, Abilene, Tex., December 21, it has just been learned. Survived by her mother and three brothers, Aubrey, Fred and Donald.

BISHOP—Mrs. Drusilla, 84, sister of the late Al G. Barnes and wardrobe mistress on the Al G. Barnes Circus for many years, January 27 in Mt. Clemens, Mich., at the home of her daughter, Mrs. William R. Hudson. Survived by three children residing in Detroit and two sisters, Mrs. Lydia Blain, Sault Ste. Marie, Mich., and Mrs. Robert Waterbury, Kansas City, Mo.

BROWN—Melville W., 50, former actor and film director, scenarist and playwright, January 31 at his Hollywood home of a heart attack. He returned from England three months ago, where he directed the film *Star Dust*. Born in Portland, Ore., he appeared with a stock company headed by Charlie Chaplin early in his career. Later he appeared in vaudeville. Going to Hollywood in 1917, he appeared in several early comedies and later was engaged by Chaplin to aid in directing and writing *A Dog's Life* and *Shoulder Arms*. Subsequently he secured an engagement with the old Triangle Company and wrote several films starring Mabel Normand. He directed *Her Big Night*, starring Laura La Plante. Later he directed the filming of *Red Lips*; *Oh, Geraldine*; *13 Washington Square*, *Buck Privates*, *Jazz Heaven*, *The Love Doctor*, *Dance Hall*, *Lovin' the Ladies* and the film in which Amos 'n' Andy made their film debut.

CARBERRY—Frederick W., community song leader, January 27 of a heart attack at his home in Milwaukee. When 17 he was the youngest member of Denman Thompson's *Old Homestead* theatrical troupe. After several years on the concert stage he opened studios in Milwaukee and Chicago. For years he was a faculty member of the Wisconsin College of Music. Survived by his widow, son and sister.

Dorothea Antel

Dorothea Antel, former actress, who was crippled in an accident in Poli's Theater, Hartford, Conn., 18 years ago and had been bedridden ever since, at her home in New York February 1 of pneumonia. Numbering the most prominent members of the profession as her friends, Miss Antel had been known as the "Sunshine Girl" because of her cheerfulness, altho she had to live in a steel corset. Born in Cleveland, she went on the stage as a child, playing juvenile roles in a stock company. Later she acted in *The Power Behind the Throne*, *Get-Rich-Quick Wallingford* and *The Old Homestead*. Her accident happened while she was playing the lead in *The Night Boat* in 1919. After her accident she operated a gift shop and subscription agency. For five years she wrote a column for *The Billboard*. Miss Antel lived in the hope that she would recover and be able to make a comeback on the stage. Funeral services were held February 5 in Actors' Chapel, St. Malachy's Church, and burial was in Calvary Cemetery, New York.

CHOFFIN—William (Canton Bill), 57, former billposter with Ringling Bros. and member of the Billers' Alliance, Local No. 46, Cleveland, in City Hospital, that city, January 3 after a lingering illness. Survived by a sister and brother. Interment in Cleveland.

CROSS—Alfred, 47, supervisor-director of the Federal Theater Players, San Diego, Calif., and former leading man in Broadway productions, in a San Diego hospital January 28 after a heart attack suffered during rehearsal of *Ah, Wilderness*. Cross was born in New York. His first stage role was with E. H. Sothern and Julia Marlowe in *Antony and Cleopatra* at the New Theater there. Later he played in *Grumpy*, *Smilin' Through*, *The House Next Door*, *Peg o' My Heart* and other hits. His most noted role was as Frederic Chopin, the famous composer, in support of Mrs. Minnie Maddern Fiske in *Mrs. Sand*, a drama of the life of the great French composer. He acted in stock in San Diego and El Paso and later worked in pictures in Hollywood. His widow, Mrs. Myrtle Cross, survives.

DUNN—Martyn O'Hagyn, 79, of the team of Lucy Fraser and Martyn Hagyn, old-time vaudeville headliners, December 24 in Sydney, Australia.

FINLEY—Thomas, 32, of Knoxville, Tenn., recently in Fairview Sanitarium, Tucson, Ariz., of tuberculosis. He was formerly with the John Robinson Circus and last year was with the Ringling-Barnum Circus. Survived by a sister, Mrs. O. L. Marcum, of Knoxville.

FRISK—B. C., 45, owner-manager Frisk Greater Shows, in Little Falls, Minn., hospital from injuries sustained when his automobile crashed into a truck near Royalton, Minn., while returning to his home in Minneapolis. He was a member of the American Legion; Columbia Chapter, Royal Arch Masons; Lynnhurst Lodge, No. 317, F. and A. M.; Zion Commandery No. 2, Knights Templars, and Zuhrah Temple of the Shrine. He was born in Rush City, Minn. Survived by his widow, Grace; a son, Erwin W., Minneapolis; three brothers, Arthur, Ed and Roy, and three sisters, Trixie, Helen and Ethel, all of Chicago. Services February 1 and burial in Crystal Lake Cemetery, Minneapolis.

GOULD—Howard, 74, veteran actor, at his home in Winthrop, Mass., February 3. Last surviving member of the old Boston Museum's famous theatrical company. Gould had been well known on the stage for nearly 40 years before retiring in 1922. Born in Minneapolis, he was educated in Boston and got his theatrical start as callboy with the Boston Museum. In a few years he was playing with James O'Neill, Maggie Mitchell and E. H. Sothern. For four years he played the lead in Daniel Frohman's production of *The Prisoner of Zenda*, and later played opposite Mrs. Patrick Campbell, Mary Mannering and Viola Allen. He also starred in *The Witching Hour* and in *Madame X*. His last play was *Welcome, Stranger* in 1921-'22. He was an honorary member of the Players. Survived by a son, Harold.

HELFRICH—Russell H., 26, musician, killed January 29 at East Liverpool, O., when an automobile in which he was riding was struck by a train. His widow and two children survive. Services from Fisher's Mortuary, East Liverpool, and burial in Spring Grove Cemetery, that city.

HENNING—Fred, 53, retired actor, February 1 in Windham Community Hospital, Willimantic, Conn. Born in Astoria, L. I., N. Y., Henning appeared in many plays, including *The Girl of the Golden West*, with Blanche Bates, and *Zaza* and *DuBarry* with Mrs. Leslie Carter.

KEITH—Horace Alden, 75, for many years director of the Brockton (Mass.) Agricultural Fair, in that city January 18. Survived by two sons, Roger and Gerald, and a brother, Elijah, of Ontario, Calif. Services and burial in Brockton January 20.

KELLY—William T. (Duce), 68, 40 years ago an animal man with the Barnum & Bailey, Forepaugh, Sells Bros. and John Robinson circuses and brother of the late John Kelly, elephant trainer, recently of exposure in Newark, O. He retired from the circus business in 1909. Services January 29 and burial in Cedar Hill Cemetery, Newark.

LEFKOWITZ—Mrs. Sally, 75, mother of S. A. Lefkowitz, correspondent for

The Billboard and American Federation of Actors' representative in Bridgeport, Conn., January 30 in that city after a short illness.

MATTIMORE—James E., 44, brother of Richard Arlen, film actor, January 28 of a heart attack at his home in Chicago.

MERTZ—John, 85, for 37 years an attraction with circus midget side shows, February 4 in Salisbury, N. C. He was a native of Austria.

MONTGOMERY—Charles, 75, former dancer and showboat trouper, February 1 at his home in Logan, O. Survived by a daughter, Mrs. Homer Gabriel; a brother, C. R. Montgomery, Ft. Madison, Ia., and four sisters, Mrs. L. O. Bort, of Logan; Mrs. William Moore and Fanny Montgomery, Spirit Lake, La., and Mrs. Charles Oakes, Santa Rosa, Calif. Funeral February 4 and burial in Oak Grove Cemetery, Logan.

PEPIN—Perry, 27, musician, killed when his automobile was struck by a train at East Liverpool, O., January 29. Survived by his widow. Services at Fisher's Mortuary, East Liverpool, and burial in Spring Grove Cemetery, that city.

POPE—Mrs. Blanche, 54, former actress known professionally as Unola B. Pope, February 1 at her home in Fremont, O., after a long illness. Two daughters survive. Services and burial in Fremont.

RUSSELL—Harry, 48, member of the Original Flying Russells, in Trenton, N. J., February 2. He started out under the name of Flying Rogers and was known in private life as Alfred Joseph Briest.

SAMUEL—Mrs. Eloise Bright, former musical comedy actress, January 29 in Chicago. Survived by her husband and a son, Newman B. Samuel.

SCHRADER—Frederick, 52, musician, February 1 at his home in Philadelphia. Born in Germany, Schrader for many years played trombone in the Philadelphia Orchestra and later with Sousa's Band. He helped organize the Victor Symphony Orchestra and managed it for 20 years. Survived by his widow; a daughter, Helen, and a son, Frederick Jr.

SEXTON—Harry Ward, 55, husband of Betsy Bogard, exchange booker for Warner Bros., January 8 in Hollywood of a heart attack. Services and burial January 11.

SMITH—Willie L. (Swinging Ball Smitty), dropped dead on Great Southern Shows at Foley, Ala., January 13. A. H. Murphy, manager of the show, was unable to locate relatives, and burial was made from Trayer Funeral Home at Foley January 20.

SNEEBERGER—William Peter, 61, known professionally as Herr Fritz, leader of the German band heard over WJMN, Milwaukee, January 27 at his home in Racine, Wis. As musician, impersonator and humorist he appeared with various organizations in a number of Wisconsin cities. Survived by his widow, daughter and sister.

VENTH—Dean Carl, 78, composer and former concert master at the Metropolitan Opera House, New York, January 29 in a San Antonio (Tex.) hospital following an operation. Since 1931 Venth had been dean of the School of Music, University of San Antonio, and was the last pupil of Henry Wieniawski at the Brussels Conservatory. Venth was born in Cologne, Germany, and received his early training in that city. Prior to coming to America in 1880 he was concert master of the Utrecht Orchestra and the Flemish Opera House, Brussels, and the Opera Comique, Paris. He operated a music school in Brooklyn from 1888 to 1906 and conducted the Brooklyn Symphony Orchestra from 1889 to 1902. His *Pan in America* won the prize offered by the National Federation of Music Clubs in 1923 and during his career composed the operas *The Monk of Iona* and *Fisherman*, the comic opera *Fair Betty* and the cantatas *The Resurrection*, *Myth Voices*, *From Olden Times* and *The Quest of Beauty*. Since 1908 he had held various musical positions in Texas.

VIA—Henry O., 86, manager of Camden Park, Huntington, W. Va., and active until a few weeks prior to his death, at his home in Huntington January 31 of heart disease. He acquired the park more than 20 years ago and also managed a roller-skating rink and was

widely known in rink circles. He was born in Charlottesville, Va., and when a young man traveled by rail and stage-coach to Huntington, where he settled in March, 1872. Survived by his widow, Emma; son, Eustace, St. Louis, and two sisters. Interment in Spring Hill Cemetery, Huntington.

Marriages

FAGIN-BLACKBURN—Breck Fagin, press agent and manager of the Capitol Theater, Grand Island, Neb., and Lucille Blackburn, former cashier at the Majestic Theater there, in that city recently.

FRANKOVICH-FEAGANS—Mitchell (Mike) Frankovich, adopted son of Joe E. Brown, film actor, and Georgianna Feagans in Yuma, Ariz., recently.

GILBERT-SIMONS—Ray O. Gilbert, concessioner, and Jan E. Simons, niece of Pete (Doc) Stanley, in Lubbock, Tex., January 31.

GOLD-WILCOX—William Gold, of Youngstown, O., film operator, and Madeline Wilcox, nonpro, recently.

GRIER-FOY—Bob Grier, comic, and Dorothy Foy, chorus girl, in Phoenix, Ariz., recently.

LARABEE-THOMAS—Ed Larabee, performer, and Frances Thomas, nonpro, Spartanburg, S. C., recently.

MARCUS-COLEMAN—Carson W. (Billy) Marcus, exploitation, advertising and film executive, and Gladys Hart Coleman, vaude and night club entertainer, in Elkton, Md., January 9.

MELLOR-DUNLAP—W. L. Mellor, president of Baker-Lockwood Manufacturing Company, Kansas City, Mo., and Jessie Mae Dunlap, in Winfield Memorial Methodist Church, that city, January 19.

MILLER-BUSCH—Winston Miller, writer for MGM, and Beatrice Busch in Santa Barbara, Calif., recently.

MILLIKIN-ABBA—Severance Millikin, nephew of the late John L. Severance and director of the Cleveland Trust Company, and Marta Abba, Italian star of *Tovarich*, in Cleveland January 28.

PUGH-ERBRICH—George W. Pugh, traveling representative of the Century Orchestra Corporation, New York, and Ruth Erbrich, dramatic actress, of Nashville, Tenn., recently in Covington, Ky.

ROHMAN-DRESSEN—Richard Rohman, first violinist with Larry Lee's orchestra, and Margie Dressen, sister of "Chuck" Dressen, former manager of the Cincinnati Reds, in Newport, Ky., February 2.

STUDEBAKER-THOM—G. M. Studebaker, technician at National Theater Supply Company, Detroit, and Margaret Thom, bookkeeper at Universal Pictures Exchange, that city, in Detroit December 31.

Coming Marriages

Betty Starbuck, musical comedy actress, and Edward W. Burr Jr., nonpro, in New York soon.

Harry McNaughton, Bottle the Butler on the Phil Baker radio program, and Marion Turpie, nationally known golfer, in the near future.

Lita Grey Chaplin and her manager, Arthur F. Day, in the near future.

James McHugh Jr., son of the songwriter, and Edna Cantor, daughter of Eddie Cantor, film comedian, in May.

Births

A daughter to Mr. and Mrs. Bob Dumm in Oakland, Calif., January 19. Father is special events producer at Station KSFO, San Francisco.

A daughter to Mr. and Mrs. A. Towne in San Francisco January 21. Father is transmitter supervisor at Station KSFO, that city.

A 7½-pound son to Mr. and Mrs. Robert Ossage in Queen of Angels Hospital, Los Angeles, January 21. Mother is Lillian La France, of motordrome fame.

A 7¼-pound girl to Mr. and Mrs. Gene Goderski in Milwaukee recently. Goderski and his father operate the Aragon, south side Milwaukee neighborhood house.

A 4-pound daughter, Janet Kay, to Mr. and Mrs. Donald Bower in Flint, Mich., January 24. Father is a projectionist at the Ritz Theater, that city.

A 6¾-pound son to Mr. and Mrs. Rus Arnold in Beth Israel Hospital, New York, February 2. Mother is the former Lucy Dubrow, formerly with Fanchon & Marco.

A son to Mr. and Mrs. Daniel R. Topping in Hollywood February 2. Mother is Arline Judge, screen star.

ACTS, UNITS AND ATTRACTIONS

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

A
 A. B. C. Trio (El Chico) NYC, nc.
 Adams, Dell (International Casino) NYC, nc.
 Adler, William (Ambassador) NYC, h.
 Adrian, Jill (Philadelphian) Phila, nc.
 Adrian, Iris (Leon & Eddie's) NYC, nc.
 A. Frique (Radio City Rainbow Room) NYC, nc.
 Aida (Wivel) NYC, re.
 Albenice (St. Moritz) NYC, h.
 Allee, Edna, & Co. (Sportsmen's Show) Springfield, Mass., 19-26.
 Allen, Judith (Yacht Club) Chi, nc.
 Alvarez, Fausto (El Chico) NYC, nc.
 Amby & Bruce (K-9 Club) Baltimore, nc.
 Andre, Janis (Harry's New York Bar) Chi, nc.
 Andrews, Avis (Cotton Club) NYC, nc.
 Ann, Judy & Zeke (Michigan) Detroit, t.
 Anson, Bill (Yacht Club) Chi, nc.
 Apollon, Dave, & Co. (Mainstreet) Kansas City, t.
 Arden, Dolly (Royal Palm) Miami, nc.
 Arnold, Betty (Merry-Go-Round) NYC, nc.
 Artini, Sonya & Elizabeth (International Casino) NYC, nc.
 Aubuchon, Lillian (Rose Bowl) Chi, nc.
 Auer, Mischa (Shubert) Cincinnati, t.
 Ayblenz, Alpha (National) Havana, Cuba, t.

B
 Baines, Pearl (Kit Kat) NYC, nc.
 Bailey, Addison (Leon & Eddie's) NYC, nc.
 Bailey, Mildred (Commodore) NYC, h.
 Bair, Maurice (Embassy) Canton, O., nc.
 Baker, Benny, & Co. (Michigan) Detroit, t.
 Baldwin & Bristol (365 Club) San Francisco, nc.
 Ballard & Rae (Jefferson) St. Louis, h.
 Ballou, Melisse (Club Forest) Milwaukee, nc.
 Banks, Sadie (Old Rumanian) NYC, re.
 Barclay, Dick & Evelyn (Cocoanut Grove) Boston, nc.
 Barrett, Shella (Waldorf-Astoria) NYC, h.
 Barrie, Gracie (Royal Palm) Miami, nc.
 Barry, Elaine & Fred (Drake) Chi, h.
 Barry, Breen & Wyler (Colosimo's) Chi, nc.
 Barto & Mann (Paradise) NYC, re.
 Bates, Luly (Billy Rose's Casa Manana) NYC, nc.
 Bazan, Mercedes Zayas (Havana-Madrid) NYC, nc.
 Bell, Helen (Paradise) NYC, re.
 Bell & Grey (U. S. A. Club) Chester, Pa., nc.
 Bell's Hawaiian Follies (Lyric) Indianapolis 10, (Riverside) Milwaukee 11-17, t.
 Belmont Balladeers (Belmont Plaza) NYC, f.
 Beno, Ben (Fair) West Palm Beach, Fla.
 Bernhardt, Bobbie Jeanne (Beacon) Vancouver, B. C., t.
 Bernie, Al (Oriental) Chi, t.
 Bernivick's Count, Spices of 1938 (Orpheum) Memphis, t.
 Bessinger, Frank (Belmont-Plaza) NYC, h.
 Best, Larry (State Fair) Shreveport, La.
 Betty Co-Eds (Commodore Club) Detroit, nc.
 Birse, Daria (Russian Kretchma) NYC, re.
 Bishop, Freddie (Radio Franks') NYC, nc.
 Bishop, Fred (Gay '90s) NYC, nc.
 Blair, Cecile (Colosimo's) Chi, nc.
 Blakely, Foster (Ambassador) NYC, h.
 Blondell Twins (Chez Paree) Omaha, nc.
 Bowan, Sybil (Stanley) Pittsburgh, t.
 Kowes, Major, Collegiate Unit (Riverside) Milwaukee, t.
 Boy Foy (Lyric) Indianapolis, t.
 Boys & Girls (Shubert) Cincinnati, t.
 Brander, Margo (Hi-Hat) Chi, nc.
 Bristol, Charlie (Black Cat) NYC, nc.
 Brito, Phil (Mt. Royal) Montreal, h.
 Britton, Milt, & Band (State-Lake) Chi, t.
 Brown, Ada (Tower) Kansas City, Mo., t.
 Brown, Ralph (Paramount) Austin, Tex., t.
 Brown, Danny, Revue (Hollywood Supper Club) Rock Island, Ill., nc.
 Brown, Evans: Hops, Kan., 9; Buhler 10; St. John 11.
 Bryant, Johnny (Palmer House) Chi, h.
 Bryant, Rains & Young (Pal.) Cleveland, t.
 Burbone & Bane (Garbo) NYC, re.
 Burns, Moriarity & Dell (Yacht Club) Chi, nc.
 Burnell, Buster & Billie (Roxy) NYC, t.
 Burns & White (Hi-Hat) Chi, nc.
 Burns, Teddy, & Pat Holton (Radio Franks') NYC, nc.
 Burns, Harry, & Co. (Pal.) Cleveland, t.
 Burton, Mary (Hi-Hat) Chi, nc.
 Burton, Effie (Club Alabam') Chi, nc.

C
 Calgary Bros. (International Casino) NYC, nc.
 California Varsity Eight (Chez Paree) Chi, nc.
 California Collegians (Stanley) Pittsburgh, t.
 Candito & Nena Montez (El Gaucho) NYC, nc.
 Carbone, Bobby, & Co. (Strand) York, Pa., t.
 Carlos, Vivian (Havana-Madrid) NYC, nc.
 Carlos & Colita (Hawaiian Yacht) NYC, nc.
 Carleton & Juliette (Shoreham) Washington, D. C., h.
 Carlyle Sisters (Jimmy Kelly's) NYC, nc.
 Carol, Helen (26th Club) Milwaukee, nc.
 Carol, Rita (Versailles) NYC, re.
 Carr, Billy (606 Club) Chi, nc.
 Carroll & Kane (Trouville) NYC, c.
 Carroll, June (Bertolotti's) NYC, re.
 Cass, Mack & Topsy (Paramount) NYC, t.
 Cas v. Emmett (Gay '90s) NYC, nc.
 Chambers, Peter (White) NYC, h.
 Chappeau, Ted (George Washington) Jacksonville, Fla., h.
 Charles & Barbara (Silver Lake Inn) Clementon, N. J., 8-15.
 Cherniavsky, Josef, Orch. (Buffalo) Buffalo, t.
 Childers-Werthelmer Girls (Royal Palm) Miami, nc.
 Chocolaters (Cotton Club) NYC, nc.
 Clare & Sanna Sisters (Earle) Washington, Claudet, Marguerite (Louis Joliet) Joliet, Ill., h.
 Clayton & Dunn (Barrel of Fun) NYC, nc.
 Cobey, Lew (White) NYC, h.
 Coe & Duda (Spanish Fort) Mobile, Ala., nc.
 Cole, Kid (Janet of France) NYC, re.
 Cole, Ivy (Le Mirage) NYC, nc.
 Cole, Joyce (St. Regis) NYC, h.
 Collette & Galle (Lake Merritt) Oakland, Calif., h.
 Collins & Peterson (Capitol) Washington, D. C., t.
 Colt, Kitty (Chez Paree) Chi, nc.
 Condos Bros. (Met.) Boston, t.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS section of the Route Department appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.
 NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Continental (Times Square) Rochester, N. Y., nc.
 Cook, Aileen (Greenwich Village Casino) NYC, nc.
 Cookes, The (Yacht Club) Chi, nc.
 Cooper, John (Kit Kat) NYC, nc.
 Coralli, Claudia (Barney Gallant's) NYC, nc.
 Cortello, George (Pay's) Phila 4-10, t.
 Cortez, Nadia (St. Regis) NYC, h.
 Costellos, The (Colosimo's) Chi, nc.
 Crane, Gladys (285 Club) Chi, nc.
 Cummings, Don (Pal.) Chi, t.
 Cunningham, Fairy (Fashion Show) Kansas City, Mo.

D
 Dagmar, Beit (Howdy) NYC, nc.
 Dale, Slim (Barkley's) Flatbush, Brooklyn, N. Y., nc.
 Dale, Maryon (Le Mirage) NYC, nc.
 Dale, Billie (Hollywood Supper Club) Rock Island, Ill., nc.
 Dalton, Kay (K-9 Club) Baltimore, nc.
 Damour, Rene (Savoy-Plaza) NYC, h.
 Daniels, Jean (Plantation) NYC, nc.
 Daniels, Marion (Oriental) Chi, t.
 Dare, Virginia (Half Moon) Coney Island, N. Y., h.
 Darryl & Gilbert (Hollywood Supper Club) Rock Island, Ill., nc.
 Datsko, Yasha (Russian Art) NYC, re.
 Davis, Eddie (Leon & Eddie's) NYC, nc.
 Day, James "Tiny" (LaSalle) Chi, h.
 De Campe, Ronnie (Old Rumanian) NYC, re.
 De Costa, Vincent (Place Elegante) NYC, nc.
 De La Grange, Chrysis (International Casino) NYC, nc.
 DeRonda & Barry (Royal York) Toronto, h.
 DeVant, Burton (Leon & Eddie's) NYC, nc.
 Dean, Sharon (Paradise) NYC, re.
 Deane, Laura (Bertolotti's) NYC, re.
 Del Rio, Anita (Trocadero) NYC, nc.
 Denise, Diane (College Inn) Chi, nc.
 Denizon, Helene, & Co. (Shubert) Cincinnati, t.
 Dennis, Blackie (Howdy) NYC, nc.

E
 Diaz, Rafaelo (Merry-Go-Round) NYC, c.
 Dixon, Lee, & Co. (Earle) Phila, t.
 D'Orsay, Jimmy, & Band (Pal.) Chi, t.
 Donahue & La Salle (Shrine Circus) Detroit, t.
 Doratella Bros. & Carmen (Memorial) Boston, t.
 Dot, Dolly (Embassy) Jacksonville, Fla., nc.
 Douglas, Fay (Leon & Eddie's) NYC, nc.
 Douglas, Jack "Screwy" (College Inn) Chi, nc.
 Dowell, Saxie (Drake) Chi, h.
 Dowlings, The (Governor Clinton) NYC, h.
 Downey, George (State-Lake) Chi, t.
 Downey, Morton (Billy Rose's Casa Manana) NYC, nc.
 Drayton Sisters & Jack (Gloria Club) Columbus, O., nc.
 Drew, Charlie (Lombardy Bar) NYC, re.
 Drew, Drusilla (Kit-Kat) NYC, nc.
 Dukes, Three (Sporting Club) Monte Carlo, France.
 Dumont, Valerie (Greenwich Village Casino) NYC, nc.
 Dunes Boys (Hollywood Beach) Hollywood, Fla., h.
 Dunn & Clayton (Barrel of Fun) NYC, nc.
 Dutton & Krutch (Ambassador) NYC, h.
 Dwyer, Gertrude (Barrel of Fun) NYC, nc.

F
 Ebony Eight (Radio Franks') NYC, nc.
 Eddie & Amy (Dublin) Columbus, O., nc.
 Egbert, Marion (Plantation) NYC, nc.
 Elaine & Barry (Drake) Chi, h.
 Ellman, Lois (St. Regis) NYC, h.
 Ellin, Marita (Havana-Madrid) NYC, nc.
 Enrico, Don (Colosimo's) Chi, nc.
 Erickson, Dorothy (Brevoort) Chi, h.
 Esquires, Three (Commodore) NYC, h.
 Evans, Steve (Beverly Hills) Newport, Ky., nc.
 Everett & Conway: Stuebenville, O.

F
 Farrar, Jane (Locust) Phila, nc.
 Farrell, Bill (Place Elegante) NYC, nc.
 Farris, Dolores (Greenwich Village Casino) NYC, nc.
 Fawn & Jordan (St. Moritz) NYC, h.
 Faye, Gladys (Jimmy Kelly's) NYC, nc.
 Faye, Roberta (Chateau Moderne) NYC, nc.
 Faye, Olive (Lookout House) Covington, Ky., nc.
 Feldkemp, Elmer (Ritz-Carlton) NYC, h.
 Feeley, Mickey (Garbo) NYC, re.
 Felix, Claire & Tonita (Ivan Frank's) NYC, c.
 Fenwick & Cook (Strand) York, Pa., t.
 Fern, Pearl, & Co. (Embassy) Canton, O., nc.
 Fields, Irving (Flysee) NYC, h.
 Fields, Benny (Memorial) Boston, t.
 Fine, Jack, Playgirls of 1938 (Colonial) Dayton, O.
 Fink, Harry (Rex Bar) St. Louis, c.
 Fitzpatrick, Jimmy (Statler) Boston, h.
 Flash & Dash (Kit Kat) NYC, nc.
 Flinch, Bob (Chez Maurice) Montreal, Can., nc.

Floradora Sextet (Weismantel's) Cypress Hills, L. I., nc.
 Flores, Marissa (Waldorf-Astoria) NYC, h.
 Flowerton, Consuelo (La Marquise) NYC, nc.
 Flying Whirls (Village Barn) NYC, nc.
 Foote, Herbert (Edgewater Beach Hotel) Chi, h.
 Ford, Gene (Rex Bar) St. Louis, nc.
 Fortess, Irene (606 Club) Chi, nc.
 Franklin, Murray (Zeke's) NYC, re.
 Frazee Sisters (Billy Rose's Casa Manana) NYC, nc.
 Froeba, Frank (Famous Door) NYC, nc.
 Furman & Lorraine (Vogue) NYC, re.

G
 Gabby (Merry-Go-Round) NYC, nc.
 Gaines, Pearl (Kit Kat) NYC, nc.
 Gale, Betty (Torch) Cleveland, nc.
 Gale, Al (Colosimo's) Chi, nc.
 Gale Sextette (Park Central) NYC, h.
 Gallagher, Ruth (Terrace Gardens) Rochester, N. Y., nc.
 Gallagher, Joe "Rubberface" (Radio Franks') NYC, nc.
 Gallus, John (Pere Marquette) Peoria, Ill., h.
 Garcia, Lucio (Bismarck) Chi, h.
 Gardner, Muriel, & Marvin Kane (Carlton) London, h.
 Gary & Dahl (Roxy) NYC, t.
 Gaston & Gypsy Irma (Monte Carlo) NYC, nc.
 Gates, Connie (New Yorker) NYC, h.
 Gaudsmith Bros. (International Casino) NYC, nc.
 Gavitte, Rex (Place Elegante) NYC, nc.
 Gayle, Jackie (Rudy's) NYC, nc.
 Gaylord & Kent (Le Mirage) NYC, nc.
 Gilbert, Ralph (Hollywood Supper Club) Rock Island, Ill., nc.
 Gillette Girls (Cafe of Nations) Sacramento, nc.
 Gilmore, Gita (Hollywood Supper Club) Rock Island, Ill., nc.
 Girard, Adele (Hickory House) NYC, nc.
 Glover & LaMae (Statler) Cleveland, h.

H
 Goldfarb, Phil (Wivel) NYC, re.
 Gomez, Lolita (Yumuri) NYC, nc.
 Gonzales, August (McAlpin) NYC, h.
 Gooding, Sally (Kit Kat) NYC, nc.
 Goodman, Benny, & Orch. (Paramount) NYC, t.
 Goodrich & Nelson (Royal Palm) Miami, nc.
 Goodwin, Jack (Delmonico's) NYC, re.
 Gorjanc, Sonia (International Casino) NYC, nc.
 Gower & Jeanne (Waldorf-Astoria) NYC, h.
 Graham, Peggie (Embassy) Canton, O., nc.
 Granados, Asuncion (El Chico) NYC, nc.
 Gray, Jack (Park Lane) NYC, h.
 Gray, Maxine (Drake) Chi, h.
 Green, Jackie (Benny the Bum's) Phila, nc.
 Green, Al (Pioneer Nut) NYC, nc.
 Green, Bennet (Barrel of Fun) NYC, nc.
 Gregory, Don (Rudy's) NYC, nc.
 Grisha & Brona (Colosimo's) Chi, nc.
 Guy, Barrington (Plantation) NYC, nc.
 Gwynne, Jack (Adolphus) Dallas, h.
 Gyldenkrone, Baron Ebbe (Garbo) NYC, re.
 Gypsy Nina (2 o'clock) Baltimore, nc.

H
 Hadnott, Billy (Club Continental) Kansas City, Mo., nc.
 Hale's, Chester, 24 Texas Comets (Capitol) Washington, D. C., t.
 Hall, Vivian (Queen Mary) NYC, nc.
 Hall, Kiki (La Paloma) Miami, nc.
 Hall, William (Chicago) Chi, t.
 Hall, Edna (Roxy) NYC, t.
 Hammond, Earl F., Eskimo Troupe (Ice Follies of 1937) Atlantic City.
 Hannon, Bob (College Inn) Chi, nc.
 Hannon, Joe, & Gloria Merrill (Commonwealth) Boston, h.
 Harris, Audrey (Broadway Hofbrau) NYC, nc.
 Harris, Consuelo (Kit Kat) NYC, nc.
 Harris & Yvonne (Village Barn) NYC, nc.
 Harris & Fisher (Chez Paree) Chi, nc.
 Harris, Howell & Harris (Paramount) Austin, Tex., t.
 Harrison, Spike (Gay '90s) NYC, nc.
 Harrison Sisters (Commodore Perry) Toledo, O., h.
 Hartmans, The (Memorial) Boston, t.
 Haviland, Henry (Benny the Bum's) Phila, nc.
 Hawkins, Sid (Garbo) NYC, nc.
 Hayworth, SeaBee, Players (Auditorium) Spruce Pine, N. C., 10; (Strand) Cherryville 11; (Carolina) Asheboro 12; (Colonial) Valdese 13; (Liberty) N. Wilkesboro 14, t.
 Healy, Nancy (Village Barn) NYC, nc.
 Heah, Ann (No. 1 Fifth Ave.) NYC, h.
 Heatherton, Ray (Roxy) NYC, t.
 Hector & Pals (Memorial) Boston, t.
 Henderson, Jack (Plantation Club) Cold Springs, Ky., cc.
 Herrera, Sarita (Yumuri) NYC, nc.
 Hilda & Herbert (Black Cat) NYC, nc.
 Higgins, Peter (Lookout House) Covington, Ky., nc.

Hilliard, Jack (Royale Frolles) Chi, nc.
 Hillman Brothers (Plantation) NYC, nc.
 Hirsch, Jack (Rudy's) NYC, nc.
 Holland & Hart (State) NYC, t.
 Holly & Lee (Burp Hollow) Hollywood, nc.
 Holt, Billy (Half Moon) Coney Island, N. Y., h.
 Holtz, Lou (Chez Paree) Chi, t.
 Hooker, Dynamite (Cotton Club) NYC, nc.
 Howard, Eddie (La Conga) NYC, nc.
 Howard, Katherine (Greenwich Village Casino) NYC, nc.
 Howarth Singers (Chicago) Chi, t.
 Hoysradt, John (Chez Firehouse) NYC, nc.
 Hudson, Ray & Geraldine (Capitol) Washington, D. C., t.
 Hyde, Herman (Capitol) Washington, D. C., t.

I
 Ice Ballet (Boston) Boston.
 Idler's Trio (Roosevelt) Pittsburgh, Pa., h.
 Internationals, The (Madison) NYC, h.
 Irving, Jack (Harry's New York Cabaret) Chi, nc.

J
 Jackson & Nedra (Royale Frolles) Chi, nc.
 Jacqueline, Mignac (International Casino) NYC, nc.
 James & Peltz (606 Club) Chi, nc.
 Janet of France (Janet of France) NYC, re.
 Jansleys, Five (Roxy) NYC, t.
 Jennier, Walter & Buddy (Commodore Club) Detroit 4-17, nc.
 Johnny & George (Famous Door) NYC, nc.
 Johnson, Great, & Dean (Weismantel's) Cypress Hills, L. I., nc.
 Johnson, Jay (Garbo) NYC, re.
 Johnston, Mae (Cotton) NYC, nc.
 Jones, Russ (New Yorker) NYC, h.
 Jones, Ray (Queen Mary) NYC, re.
 Jose & Patricia (El Chico) NYC, nc.
 Joy, Charles & Catherine (Penthouse) Baltimore, nc.
 Joyce, Jack (Roumanian Village) NYC, re.
 Julian, Don & Marjorie (Stevens) Chi, h.

K
 Kelcey & Margie (Black Cat) NYC, nc.
 Kane, Allen, & Boys (Monte Carlo Bar Hotel) Chi, h.
 Katsovsky, Leo (Russian Kretchma) Phila, cb.
 Kavanagh, Stan (Billy Rose's Casa Manana) NYC, nc.
 Kavan, Alice (Colosimo's) Chi, nc.
 Kay, Katya & Kay (Royale Frolles) Chi, nc.
 Kay, Herbie, & Band (Oriental) Chi, t.
 Kaye, Johnny, & Playboys (Market Tavern) St. Louis.
 Keenoy, Jane (Royal Palm) Miami, nc.
 Kenney, Billy (Cortez) El Paso, Tex., h.
 Kenny, Phyllis (Park Central) NYC, h.
 Kerr, Jack (Ambassador) NYC, h.
 Keyes & Ross (Sportsmen's Show) Baltimore 11-19.
 Kidd, Ruth (Greenwich Village Casino) NYC, nc.
 King, Lou (Rudy's) NYC, nc.
 Keogan, James (Coo Rouge) NYC, nc.
 Knight, Carolyn (Greenwich Village Casino) NYC, nc.
 Kollegiate Kids, 14 (Village Barn) NYC, nc.
 Kopell, Teddy (Rudy's) NYC, nc.
 Kozak (Capitol) Atlanta, t.
 Kramer, Leon (Zeke's) NYC, re.
 Kranch, Norman (Badger) Merrill, Wis., h.
 Krause, Ed (Bavarian Rathskeller) Kansas City, Mo., c.

L
 LaMarr, Henry (Gay '90s) NYC, nc.
 LaMarr, Barbara (Zimmerman's Budapest) NYC, re.
 La Verne, Jean (Stables Club) Miami, nc.
 La Vonne, Betty (606 Club) Chi, nc.
 Ladell, Vincent (Bossert) Brooklyn, N. Y., h.
 Lande, Jules (St. Regis) NYC, h.
 Lane, Judy (Mirador) NYC, nc.
 Lang, Wilson (Wivel) NYC, re.
 Langley, Curly (Times Square) Rochester, N. Y., nc.
 Large & Morgner (Post Street) Spokane, Wash., 11-17, t.
 Law, Jackie (Cluquot Club) Atlantic City, nc.
 Lawnhurst, Vee (Essex House) NYC, h.
 Lawrence, Laurine (Torch) Cleveland, nc.
 Lawton, Reed (Merry-Go-Round) NYC, c.
 Le Verde, Leon (Chateau) Cleveland, nc.
 Lee, Bob (Wivel) NYC, re.
 Lee, Cela (La Marquise) NYC, nc.
 Lee, Gypsy (Wine Cellar) NYC, re.
 Lee & Lockman (La Salle) Chi, h.
 Lee, Jane (K-9 Club) Baltimore, nc.
 Lee, Virginia, & Lathrop Bros. (Stanley) Pittsburgh, t.
 Leff, Lorraine (Biltmore) NYC, h.
 Lei-Keli (Hawaiian Yacht) NYC, nc.
 Leilani, Lana, & Mauna Kamako (Hawaiian Yacht) NYC, nc.
 Lenn, Robert (Cortland) Cortland, N. Y., h.
 Leonce (International Casino) NYC, nc.
 Leslie, Lee (Jimmy Kelly's) NYC, nc.
 Lester, Ann (Royale Frolles) Chi, nc.
 Lester & Irmajan (Greyhound) Jeffersonville, Ind., nc.
 Lewis, Buddy (Kit Kat) Boston, re.
 Leonard, Jack (Commodore) NYC, h.
 Libuse, Frank (Hi-Hat) Chi, nc.
 Linca & Felice (Yumuri) NYC, nc.
 Lit, Bernie (New K 9 Club) Baltimore, nc.
 Litomy, Leslie (American Music Hall) NYC, nc.
 Little Sachs, Three (Bertolotti's) NYC, re.
 Livolo, Pat & Willa (Coliseum) Soo Falls, S. D.
 Lola & Rocha (606 Club) Chi, nc.
 Long, Leon Boothton, Ala., 15; Colcanor 16; Warrior 17; New Castle 18.
 Lopez, Vincent, & Orch. (Earle) Phila, t.
 Loy, Thida (Kenmore) Syracuse, N. Y., h.
 Lorraine & Renard (Blackhawk) Chi, nc.
 Lubina, Ada (Old Rumanian) NYC, re.
 Luciano, Aida (Wivel) NYC, re.
 Lucienres, Pepita (El Chico) NYC, nc.
 Lucky Girls, Six (Shubert) Cincinnati 11-17, t.
 Luncford, Jimmy, & Orch. (Paramount) Austin, Tex., t.

M
 Lyman, Tommy (Oaks) NYC, nc.
 Lynn & Miller (Blue Grass) Newport, Ky., nc.
 McCabe, Sarah Ann (Lyric) Indianapolis, t.
 McClelland, Reed (Weylin) NYC, h.
 McConnell & Moore (Aloha Show) Honolulu, Hawaii.
 McCoy, Bob (Biltmore) NYC, h.
 McCully, Jean & Gine (Adelphia) Phila, h.
 McHale, Duke (Chez Paree) Chi, nc.
 McKenna, Boots, Girls (College Inn) Chi, nc.
 McKenzie, Red (Nick's Rendezvous) NYC, c.
 McMahon, Larry (Village Barn) NYC, nc.
 MacNaughton, Virginia (Le Mirage) NYC, nc.
 Mack, Ernie (Wivel) NYC, re.

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

MacLean, Ross (Belmont-Plaza) NYC, h.
 Madison, Rudy (Gay '90s) NYC, nc.
 Madlof, Eli (Dante's) Kansas City, Mo., nc.
 Mafara, Phil (Rudy's) NYC, nc.
 Maidie & Raye (Pal.) Cleveland, t.
 Manchito (Yumuri) NYC, nc.
 Manginis (Moulin Rouge) Paris, nc.
 Manno & Stafford (Beverly Hills) Newport, Ky., nc.
 Manning, Len & Mitzl (Congress) Chi, h.
 Manolita (Russian Art) NYC, re.
 Manva & Zanette (Chez Maurice) Montreal, nc.
 Mara (Perroquet) NYC, nc.
 Marchand, Bob (Times Square) Rochester, N. Y., nc.
 Marcos, Sensational (Silver Bowl) Sacramento, Calif., nc.
 Margo (Times Square) Rochester, N. Y., nc.
 Marine, Pjorla (Wivel) NYC, re.
 Marinos, Los (Troadero) NYC, nc.
 Marlow, Great (Palace) Minneapolis, t.
 Marquis, Rosalind (Drake) Chi, h.
 Marquises, Three (La Marquise) NYC, nc.
 Marr, Patsy (College Inn) Sherman Hotel, Chi.
 Marree & Pals (Polack Bros.' Circus) Sacramento, Calif., 14-19.
 Mathey, Nicholas (Russian Kretchma) NYC, re.
 Martin, Mollie (Club Madrid) Milwaukee, nc.
 Martin, Oscar (Rudy's) NYC, nc.
 Marvey, Gene (Stevens) Chi, h.
 Matalci, Peggy (Queen's Terrace) Woodside, L. I., nc.
 Matthews, Babe (Paramount) Austin, Tex., t.
 Matsu, Bob (Hawaiian Yacht) NYC, nc.
 Matthews, Dorothy (20th Century) Phila, nc.
 Maurice & Maria (Barkley's) Flatbush, Brooklyn, N. Y., nc.
 May, Bobby (International Casino) NYC, nc.
 Maya & Hawaiians (Hawaiian Yacht) NYC, nc.
 Mayfield, Kathryn (White) NYC, h.
 Meadowbrook Boys (Hollenden) Cleveland, h.
 Means Sisters (State Line) Kansas City, Mo., nc.
 Meiner, Johnnie (Avalon Club) Hot Springs, Ark., nc.
 Melan, Lou (Madison) NYC, h.
 Mele, Vi (Ritz-Carlton) NYC, h.
 Melodeers (Victoria) NYC, h.
 Melton, Marion (Yacht) Chi, nc.
 Mendez & RaNous (Paramount) Greenville, Miss., 10; (Century) Jackson 11-12; (Temple) Meridian 14-15, t.
 Menen, George (McAlpin) NYC, h.
 Michon, Michel (Russian Kretchma) NYC, re.
 Michon Bros. (Stanley) Pittsburgh, t.
 Miller, Taps (Plantation) NYC, nc.
 Minute Men, Three (Lexington) NYC, h.
 Moffett, Adelaide (Ambassador) NYC, h.
 Mona, Jean (Chez Paree) Chi, nc.
 Montes, Nena (Dimitri's Gauchos) NYC, nc.
 Monti, Mili (St. Regis) NYC, h.
 Moore, Ardith (Tampa Terrace) Tampa, Fla., h.
 Morales Bros. & Little Daisy (Colonial) Detroit, t.
 Morgan, Stuart, Dancers (Billy Rose's Casa Manana) NYC, nc.
 Morgan, Grace (Radio Franks') NYC, nc.
 Moriche, Jose (Troadero) NYC, nc.
 Moriche & Teresita (Troadero) NYC, nc.
 Morris & Wingert (Bowery Music Hall) St. Louis, nc.
 Morrison, Jack (Park Central) NYC, h.
 Morrison, Alec (St. Regis) NYC, h.
 Morris, Kay (Sta. Valencia) NYC, nc.
 Morton, Bea (Southland) Boston, nc.
 Morton, Alvira (Club Minuet) Chi, nc.
 Murlie, Mimi (Crisis) NYC, nc.
 Murphy, Jimmy (Travelers) Chico, Calif., h.
 Murphy, Dean (Pere Marquette) Peoria, Ill., h.
 Myers, Helen (Radio City Rainbow Room) NYC, nc.
 Myers, Timmie (Club Royal) Chi, nc.
 Myrus (College Inn) Chi, nc.
 Myrtle & Pacaud (International Casino) NYC, nc.

N
 Nash, Myra (Chez Maurice) Montreal, nc.
 Nazarenko (St. Regis) NYC, h.
 Nelson & Marsh (26th Club) Milwaukee, nc.
 Nelson & West (Leona) Homestead, Pa., 9-10; (Russell) Maysville, Ky., 12; (Heagel) Ottawa, O., 13, t.
 Nelson & Knight (Tower) Kansas City, Mo., t.
 Nessley & Norman (Bamboo Gardens) Washington, re.
 Nestle, Mildred (Rudy's) NYC, nc.
 Newman, Doug (Statter) Boston, h.
 Newton, Peggy (Hickory House) NYC, nc.
 Nidel, Kenny (Burp Hollow) Hollywood, nc.
 Niesen, Gertrude (Versailles) NYC, nc.
 Nielson, Eleanor (Crisis) NYC, nc.
 Nip, Helen & Tommy (Greenwich Village Casino) NYC, nc.
 Nissen, George (Southern Dinner Club) Houston, Tex., nc.
 Noble, Kit (Times Square Grill) Rochester, N. Y.
 Noblemen (International Casino) NYC, nc.
 Noma (Southland) Boston, nc.
 Normita (El Chico) NYC, nc.
 Noland, Nancy (White) NYC, h.
 Nonchalants, Three (Palmer House) Chi, h.
 Norre, Kaye (26th Club) Milwaukee, nc.
 Norre, Lee (Triangle Gardens) Peoria, Ill., nc.
 Novells, Two (Southland) Boston, nc.

O
 Ojedes, Los (Yumuri) NYC, nc.
 Omar (St. George) Brooklyn, h.
 Ortega, Rosita (Yumuri) NYC, nc.
 Ortnes, Joe (Troadero) London, nc.
 Owen & Parco (Embassy) Jacksonville Beach, Fla., nc.

P
 Palmer & Doreen (Weinman's Grill) Trenton, N. J.
 Pedro, Pancho, & Beto (El Tivoli) Dallas, nc.
 Padula, Margaret (Gay '90s) NYC, nc.
 Parish, Frank (Savoy-Plaza) NYC, h.
 Parker, Lou (Anchor Club) Sandusky, O., nc.
 Parker, Bob (Bachelor's Club) Pittsburgh, nc.
 Parker, Al (Flamingo Park) Miami Beach, Fla., p.
 Parraga, Senorita Graziella (La Rue) NYC, re.
 Patricola, Tom (Billy Rose's Casa Manana) NYC, nc.
 Pearl, Myron, & Co. (Michigan) Detroit, t.
 Pedro & Luis (Saenger) Biloxi, Miss., t.
 Peppers, Three (Hickory House) NYC, nc.
 Perry, Diamond Lil (Black Cat) NYC, nc.
 Person, Erpie (Burp Hollow) Hollywood, nc.
 Petty, Ruth (Michigan) Detroit, t.

Phelps Twins (Rose Bowl) Chi, nc.
 Phillips, Warren (Essex House) NYC, h.
 Pierce & Roland (Yacht) Hollywood, Fla., nc.
 Plante, Texas (Torch Club) Cleveland, nc.
 Powell, Albert, & Co. (Tivoli) Melbourne, Australia, Dec. 20-Mar. 15, t.
 Powell, Jack (Roxy) NYC, t.
 Preisser, June & Cherry (Chez Paree) Chi, nc.
 Price, Jesse (Dante's) Kansas City, Mo., nc.
 Price, George (Royal Palm) Miami, nc.
 Proske's Tigers (Billy Rose's Casa Manana) NYC, nc.
 Prosper & Maret (State-Lake) Chi, t.
 Puree, Vic, Revue (Blackstone) Cleveland, nc.

Q
 Queens of Rhythm, Four (Embassy) Jacksonville, Fla., nc.
 Quiros, Ramon (Dimitri's Club Gauchos) NYC, nc.

R
 Rabold, Rajah (Fiesta) Havana, Cuba, nc.
 Raborn, Beth (Queen's Terrace) Woodside, L. I., nc.
 Raeburn, Burt (Queen Mary) NYC, nc.
 Ramona (Earle) Phila, t.
 Rand, Sally (Billy Rose's Casa Manana) NYC, nc.
 Randall Sisters (Yacht Club) Chi, nc.
 Randall, Pete (Greenwich Village Casino) NYC, nc.
 Randolph, Amanda (Black Cat) NYC, nc.
 Raphael (Waldorf-Astoria) NYC, h.
 Raye, Prince & Clark (Walton) Phila, h.
 Raye, Vivian (Mirador) NYC, nc.
 Raye, Iris (Monte Carlo) NYC, nc.
 Raye & Naldi (Radio City Rainbow Room) NYC, nc.
 Reddingtons, The (Earle) Phila, t.
 Redford & WaKace (National) Havana, Cuba, Jan. 28-Feb. 11, t.
 Reed, Zelma (New K-9 Club) Baltimore, nc.
 Reed, Billy (Chez Maurice) Montreal, nc.
 Reis & Dunn (Rose Bowl) Chi, nc.
 Renee (Jimmy Kelly's) NYC, nc.
 Rennie, Guy (Swing) Hollywood, nc.
 Reynolds, Helen, Skaters (State) NYC, t.
 Rexolias, Five (Michigan) Detroit, t.
 Rhodes, Dorothy (Kit Kat) NYC, nc.
 Rice, Don (Strand) York, Pa., t.
 Rich, Pat (New Yorker) NYC, h.
 Richards, Jack (Old Roumanian) NYC, re.
 Richman, Harry (Royal Palm) Miami, nc.
 Rigoletto Bros. (Met.) Boston, t.
 Rios, Rosita (Rainbow Room) Rockefeller Center, NYC.
 Roberts & Farley (New Yorker) NYC, h.
 Robinson, Bill (Cotton Club) NYC, nc.
 Rockwell, Doctor (Billy Rose's Casa Manana) NYC, nc.
 Rodgers, Larry & Adele (Washington-Youree) Shreveport, La., h.
 Rodieck Twins: Camden, N. J.
 Rodrigo, Rosita (Yumuri) NYC, nc.
 Rodriguez, Pedro (El Tivoli) Dallas, nc.
 Roller, Ace (Pat & Don's) Newark, N. J., nc.
 Rolph, Wynne (St. George) Brooklyn, h.
 Roltner, Bob (Adelphia) Phila, h.
 Rose, Jack (Place Elegante) NYC, nc.
 Rosebuds, Five (Billy Rose's Casa Manana) NYC, nc.
 Roth & Shay (Wintergarten) Berlin, t.
 Roy, Jill (Park Central) NYC, h.
 Roy, Rosalie (Old Roumanian) NYC, re.
 Royce, Rosita (Tower) Kansas City, Mo., t.
 Royal Duo (Pere Marquette) Peoria, Ill., h.
 Rubey, Jane (606 Club) Chi, nc.
 Russell, Mabel (52d St.) NYC, nc.
 Russell, Sunny (Nick's Rendezvous) NYC, c.
 Russell, Harry (La Conga) NYC, nc.
 Russell & Christine Co. (Rivoli) Portland, Ore., 10-16, t.
 Russian Gypsy Trio (Gay Village) NYC, c.
 Russo, Johnny (Paradise) NYC, re.
 Ryan, Jerry (Gay '90s) NYC, nc.
 Ryck & Kaye (Chez Maurice) Dallas, nc.

S
 Sahji (Plantation) NYC, nc.
 St. Clair, Irene (Mayfair) Boston, h.
 St. Moritz Ice Follies (Colonial) Dayton, O., t.
 St. Moritz Ice Follies (Keith) Dayton, O., t.
 St. Martin (Le Mirage) NYC, nc.
 Salazar, Hilda (La Conga) NYC, nc.
 Sanami & Michi (Billy Rose's Casa Manana) NYC, nc.
 Sanborne, Fred (Shubert) Cincinnati, t.
 Santry, Frank (Royal York) Toronto, Can., h.
 Satch & Satchell (Park Central) NYC, h.
 Satz, Ludwig (Roumanian Village) NYC, re.
 Sauters, Dorothy (Kit Kat) NYC, nc.
 Savva, Marussa (Russian Kretchma) NYC, re.
 Schaps, Sid (Paddock) Chi, nc.
 Culver City, Calif., nc.
 Schichtl's Marionettes (Pal.) Cleveland, t.
 Schien & Englert (Roxy) NYC, t.
 Scott, Phil (Plantation) NYC, nc.
 Sedgewick, Edna (Drake) Chi, h.
 Sedley, Roy (Rathskeller) Phila, nc.
 Shandor (Buckingham) NYC, h.
 Shatlen, Anna (Roumanian Village) NYC, re.
 Shaw, Marta (Village Brewery) NYC, c.
 Shaw, Oscar (Billy Rose's Casa Manana) NYC, nc.
 Shaw, Wini (Billy Rose's Casa Manana) NYC, nc.
 Shayne, Al (Queen's Terrace) Woodside, L. I., nc.
 Shep, Bebe (Rudy's) NYC, nc.
 Sheridan, Eleanor (Radio City Rainbow Room) NYC, nc.
 Sherman Bros. (Harry's Inn) Sidney, N. Y.
 Sherman, Tessie (Harry's Inn) Sidney, N. Y.
 Sherman, John (Tampa Terrace) Tampa, Fla., h.
 Sherr Bros. (Lookout House) Covington, Ky., nc.
 Silverman, Jack (Old Roumanian) NYC, re.
 Simmons, Lee (Plantation) NYC, nc.
 Simpson, Faith & Carl (Pere Marquette) Peoria, Ill., h.
 Sims & Bailey (State) NYC, t.
 Sinclair Sisters (Pal.) Cleveland, t.
 Skelton, Red (State) NYC, t.
 Sloane & Young (Bismarck) Chi, h.
 Small, Bill (Rudy's) NYC, nc.
 Smart, David (Park Central) NYC, h.
 Smith, Joe (El Toreador) NYC, nc.
 Smith, Earle (Brevoort) Chi, h.
 Smith, Rudy (Black Cat) NYC, nc.
 Sokolowskaya, Nadia (Russian Kretchma) NYC, re.
 Solloway, Larry (New Brunswick) Lakewood, N. J., h.
 Spencer & Coleman (Levaggi) Boston, c.
 Spears, Harry (2 o'Clock) Baltimore, nc.
 Stacey, Jack (Oakwood Inn) Allentown, Pa., nc.
 Stadler & Rose (International Casino) NYC, nc.

Stadler & Rose (College Inn) Chi, nc.
 Stanley Bros. (Chicago) Chi, t.
 Stapleton, Wally & Verdyn (Tower) Kansas City, Mo., t.
 Starr, Judy (Oriental) Chi, t.
 Starr, Jack (Hollywood Supper Club) Rock Island, Ill., nc.
 Stec & Stoc (Drake) Chi, h.
 Steel, John (Yacht Club) Chi, nc.
 Steele, John (Yacht) Chi, nc.
 Step Sisters, Five (Strand) York, Pa., t.
 Stone, Al (Old Roumanian) NYC, re.
 Stone, Paula (Beverly Hills) Newport, Ky., nc.
 Stoooges, Three (Lyric) Indianapolis, t.
 Storrs, Allan (Commodore) NYC, h.
 Stump & Stumpy (Plantation) NYC, nc.
 Stuart, Gene (Kit Kat) Boston, re.
 Sullivan, Lee (Paradise) NYC, re.
 Summerfield, Wes (Congress Casino) Chi, h.
 Swann, Russell (Dorchester) London, h.
 Swerney, Bud (Chez Paree) Omaha, nc.
 Smith, Lee Etta (Jockey Club) Kansas City, Mo., nc.

T
 Tadge, Dawn (Capitol) Washington, D. C., t.
 Taff, Ted & Mary (State-Lake) Chi, t.
 Tanager & Thomas (Park Central) NYC, h.
 Tatum, Art (Famous Door) NYC, nc.
 Taylorman, Paul (Ambassador) NYC, h.
 Taylor, Irene (Beverly Hills) Newport, Ky., nc.
 Templeton, Alec (Radio City Rainbow Room) NYC, nc.
 Texas Tommy (Dorchester) London, Eng., h.
 Theis (606 Club) Chi, nc.
 Theodora (Old Roumanian) NYC, re.
 Theodora & Denesha (Radio City Rainbow Grill) NYC, nc.
 Therrien, Henry (Embassy) Jacksonville Beach, Fla., nc.
 Thomas, Audrey (Kit Kat) NYC, nc.
 Thomas, Eddie (Palumbo's) Phila, nc.
 Thornton, Eva (Badger) Merrill, Wis., h.
 Thornton, Carl J. (Dugout Club) Toledo, nc.
 Tilton, Martha (Pennsylvania) NYC, h.
 Tinney, Dot (Black Cat) NYC, nc.

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 Now Appearing at FAY'S THEATER,
 Providence, R. I.
 Direction MILES INGALLS,
 International Theatrical Corp., New York.

Tisdale Trio (Le Mirage) NYC, re.
 Titans (Paradise) NYC, nc.
 Todd, Arthur (Radio City Rainbow Room & Grill) NYC, nc.
 Tomack, Sid (Rovale Frolics) Chi, nc.
 Tomlin, Pinky (Stanley) Pittsburgh, t.
 Torch Rockets, Four (Torch) Cleveland, nc.
 Toy, Ming (Fifth Avenue) NYC, h.
 Tranger, Don (Berghoff Gardens) Ft. Wayne, Ind., re.
 Tramp Band (Cotton Club) NYC, nc.
 Travis, Jimmie (Club Wonder) New Orleans, nc.
 Troizky, Vera (International Casino) NYC, nc.
 Troubadours, Three (Dimitri's El Gauchos) NYC, nc.
 Trunes, Les (Yacht Club) Chi, nc.
 Tyler, Smiling Tex (Tower Inn) Lyons, Ill., nc.

V
 Vaccaro (El Gauchos) NYC, nc.
 Valdez, Vern (Club F se) Cleveland, nc.
 Vale & Stewart (Gai, Cabaret) Brussels, c.
 Valencia, Henry (Armando's) NYC, nc.
 Van Cello & Mary (Beverly Hills) Newport, Ky., nc.
 Vanderbilt, Arlie (El Fidel) Albuquerque, N. M., h.
 Variety Boys, Three (26th Club) Milwaukee, nc.
 Varone, Joe, & Sparklettes (Club Lido) South Bend, Ind., nc.
 Varsos, Eddie, & Band (Orph.) Minneapolis, t.
 Veloz & Yolanda (Plaza) NYC, h.
 Velez, Angela (Barney Gallants') NYC, re.
 Venezia, Chiquita (Greenwich Village Casino) NYC, nc.
 Vernon, James & Evelyn (Ambassador) NYC, h.
 Vespers, Four (Chicago) Chi, t.
 Vestoff, Florida (Royale Frolics) Chi, nc.
 Vickers, Joan (1214) Phila, nc.
 Victoria & Lorenz (Oriental) Chi, t.

Vincent & Anita (Flamingo) Orlando, Fla., nc.
 Virginians, Eight (Met.) Boston, t.
 Vitale, Valerie (Biltmore) NYC, h.
 Vivan, Carlos (Yumuri) NYC, nc.
 Vodery's Jubileers (Cotton Club) NYC, nc.
 Voella, Sinda (Russian Art) NYC, re.
 Vox & Walters (Shubert) Cincinnati, t.

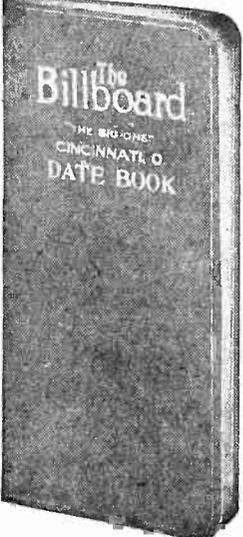
W
 Wade & Wade (Levaggi's) Boston, nc.
 Wahl, Dorothy (Harry's New York Cabaret) Chi, nc.
 Wahl, Walter Dare (Billy Rose's Casa Manana) NYC, nc.
 Wahletka (Leon & Eddie's) NYC, nc.
 Waikiki Trio (Chateau Moderne) NYC, nc.
 Walker, Betty (Black Cat) NYC, nc.
 Wallace, Barbara (Bertolotti's) NYC, re.
 Wallace, Frank, & Trixie La Mae (Palace) Buffalo, t.; (Grand) Canton, O., 18-25, t.
 Walsh, Mary Jane (Belmont Plaza) NYC, h.
 Walsh & Barker (Berkely) London, h.
 Walter, Serge (Merry-Go-Round) NYC, c.
 Walters, Gene (Jimmy Kelly's) NYC, nc.
 Wanger, Wally, Girls (2 o'Clock) Baltimore, nc.
 Wassau, Hinda (Billy Rose's Casa Manana) NYC, nc.
 Wayne, Nick (Miami Biltmore) Miami, h.
 Weber, Buddy (Club Maytag) Phenix City, Ala.
 Weems, Ted, & Orch. (Earle) Washington, D. C., t.
 Welch, Frances (Barkley's) Flatbush, Brooklyn, N. Y., nc.
 Welch, Muriel (La Marquise) NYC, nc.
 Welnces (Dorchester) London, h.
 Wehrle, Helen (Embassy) Jacksonville Beach, Fla., nc.
 Wessels, Henry (Plantation) NYC, nc.
 West, Billie (Piccadilly) Baltimore, nc.
 West, Art (Chateau) Cleveland, nc.
 West, Willie & McGinty (Billy Rose's Casa Manana) NYC, nc.
 White, Jack (18) NYC, nc.
 White, Hal C. (Club Carica) Chi, nc.
 White, Ann (Queen Mary) NYC, re.
 White, Rita (Hawaiian Yacht) NYC, nc.
 Whitman, Flo (Club Minuet) Chi, nc.
 Wicke, Gus "Popeye" (Radio Franks') NYC, nc.
 Williams, Frances (Paradise) NYC, re.
 Williams, Betty (Half Moon) Coney Island, N. Y., h.
 Willis & Jeanne (2 o'Clock Club) Baltimore 2-16, nc.
 Willis & Jeanne (2 o'Clock) Baltimore, nc.
 Wilson, Jack & Honey (Roxy) NYC, t.
 Windelle, Mildred (Wivel) NYC, re.
 Winston, Walter (Brittwood) NYC, nc.
 Withers, Jane (Pal.) Cleveland, t.
 Wolfe, Lorna (Continental Club) Detroit, nc.
 Woods, Lorraine (International Casino) NYC, nc.
 Wright, Edythe (Commodore) NYC, h.
 Wright, Jack (Village Brewery) NYC, nc.
 Wynn, Henry, Trio (Park Central) NYC, h.

Y
 Yanyego Voodoo Dancers (Yumuri) NYC, nc.
 Yum, Helen (Leon & Eddie's) NYC, nc.
 Yvonne, Princess (Columbia) Kittanning, Pa., 10; (St. Mary's) St. Marys 11-12; (Harris Warren) Warren, O., 14-16, t.

Z
 Zaza (Armando's) NYC, nc.
 Zee Zee, Mille. (Leon & Eddie's) NYC, nc.
 Wis., nc.
 Zola, Leonore (Mario's Mirador) NYC, nc.

DRAMATIC AND MUSICAL
 (Routes are for current week when no dates are given)
 Abbey Players: (Grand) Chi.
 Along Came Juliet: Hastings, Minn., 9; Adams 10; Rock Island, Ill., 11; Clinton, Ia., 12.
 Brother Rat: (Locust St.) Phila.
 Brother Rat: (Plaza) Asheville, N. C., 9; (Victory) Charleston, S. C., 11; (Municipal Aud.) Savannah, Ga., 12.
 Claire, Ina, in Once Is Enough: (Nixon) Pittsburgh.
 Evans, Maurice: (Paramount) Omaha, Neb., 9; (Shrine Aud.) Des Moines, Ia., 10; (Parkway) Madison, Wis., 11-12; (American) St. Louis, Mo., 14-19.
 Hayes, Helen: (Erlanger) Chi.
 Julius Caesar: (Colonial) Boston.
 June Knight: (Erlanger) Phila.
 (See ROUTES on page 66)

NEW DATE BOOKS
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The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Kansas City, Mo.
In the Christmas Number of *The Billboard* Carl J. Sedlmayr wrote that if he remembered correctly his Ten-in-One was the first to use loud-speaker equipment. Apparently his memory is not so good, because he used a loud-speaker on the Hilton Sisters' Siamese Twins' show in the second week of the 1923 season. And remember the radio was just beginning to show itself that year. There were no AC sets then. The outfit was a tele-megaphone, made in Oakland, Calif., and listed at \$260. I was demonstrating fountain pens thru stores and had acquired two of the outfits, consisting of a "dynamic diaphragm" speaker, a mounted phonograph turntable for musical records and a large single-button carbon telephonic-shaped microphone. I gave it to him for \$90 cash. Yes, I did. But I first had to demonstrate how I could fool the folks by playing records to make them think it was the Hilton Sisters themselves. Then the ducat box used the mike. So, you see, he was first.
HARRY P. GILLIAM (AH, HA!)

Cincinnati.
What has caused vaudeville to pass out of the picture almost completely? That question has been answered time and again by performers and others, altho nothing seems to be done to bring such amusement back. But is there anything that can be done to do this? I personally feel there is, and I am going to offer a suggestion in the hope that it might lead to something worth while. Anyway I would like to get

the reaction of any of your readers who have the interest of vaudeville at heart. The suggestion is this:
Inasmuch as the present picture moguls have seen fit to control the theatrical situation to the detriment of vaudeville, it would seem that it might be possible for the performers to meet them on their own grounds by forming a co-operative organization thru the various labor unions, getting their own moneyed men to build or lease theaters and having performers, musicians and stagehands work with these theater managers on a sort of semi-co-operative basis. To put it in other words, organized performers, musicians and stagehands would share in the profits with the theater managers and over and above a stipulated profit the managers would give up most if not all to the performers, musicians and stagehands. It would seem to me, too, that there could be a tieup with a booking office, altho the office would, to avoid possible friction and ill feeling, have to be operated on a strictly independent basis in the selection of acts and arrangement of programs. With things handled properly it strikes me that it would not be long before a good-sized circuit of theaters for vaudeville could be established.
(Name withheld by request.)

Suggests Plan For Bringing Back Vaude

Greensburg, Pa.
Please refer to your issue of December 25 On page 4 an item has this headline, "Large World's Fair Committee," etc. In the second paragraph Mr. Frank Gillmore, retiring Equity president, urges importation of the best foreign talent. In the item just below this story, an open letter to Frank Gillmore, was the opening line. "Now yours is a great opportunity to bring order

out of chaos in the union actor movement," etc.
Now, Mr. Editor, I believe that Mr. Gillmore's suggestion on importing foreign acts to be "the height of something or other." What it is the height of I am at a loss to fathom in these days of unemployment in the actor ranks. I am not connected with any organization of the amusement world, just an interested sideline spectator and an amusement-world fan, so do not think that Mr. Gillmore would tramp on my toes by importing all the foreign talent he wants, but why is it necessary when we have all the talent waiting for "the breaks" and ready and willing to take in the "At Liberty" shingle? Your letter and the item above it were well placed on the page. I hope that more people got the same meaning I did from such a placing of stories.
MARTIN L. FOGERTY.

New York.
In The Forum of January 15 I noted the letter of Bob Hallock, who claimed that the title *Miniature World's Fair* was first used by Joseph R. Rowan in 1935. I cannot agree with Bob Hallock.
In September, 1929, Joe Rowan managed a fair in Orangeburg, N. Y. He billed it as the Orangeburg Fair, "Rockland County's Miniature World's Fair." This was only a small three-day fair, but, as I remember, Rowan had it billed like a circus, and I have since said that it took a lot of nerve to call it a miniature World's Fair.
JACK HOWARD.

New Britain, Conn.
The minstrel column in the January 1 issue of *The Billboard* gave me a pleasant surprise. Mr. Strait's letter giving the roster of the Hi Henry Premium Minstrels when it played Mohawk, N. Y., February 21, 1881, recalled memories of my first season with Hi Henry, and the peculiar circumstances leading up to the engagement. To this day I am in ignorance of the good

44th YEAR
The Billboard
Founded by W. H. DONALDSON
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Member Audit Bureau of Circulation
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Stevens, Geo., 21c Rice, H. C., 11c
Advt. matter Schaffer, T. B., 6c
Goodhue, Harry, 6c Sickels, Tommy, 8c
Harris, Hal, 3c Steinwinder, J. M., 3c
LeRoy, Jack, 14c
- Women**
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Adams, Mrs. Kate
Adler, Sylvia
Alexander, Anna M.
Allen, Bobby
Allen, Davis
Allen, Jane
Allen, Mary Nell
Allen, Vere
Allman, Edna
Anderson, Thelma
Antelek, Wally
Armstrong, Frances
Arnett, Bobbie
Arnold, Mae Joe
Asher, Mildred
Asia, Madam Fay
Atkinson, Mrs. Brownie
Augustino, Mrs. Murray
Ayers, Edna
Babeock, Viriane
Badger, Mrs. Harry
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Grass, Iola Louis
Graybill, Mrs. Victor
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Launonte, Betty or Grace
Landaker, Mrs. M.
Lang, Ruby
Lanphear, Mrs. Jack
Laray, Iris
Larghien, Mrs. Virgie
Lavell, Mrs. M.
Lawton, Judith
Leayner, Mrs. Lollie
Lee, Mrs. Katherine
Lee, Mrs. Lily
Lehtinen, Hargrat
Leonard, Mrs. Fred
Leslie, Mrs. (Betty)
Letarte, Emma
Letarte, Marie
Love, Billie
Love, Bonnie
Lovejoy, Ramona
Loverly, Babe
Lewis, Dorothy K.
Lewis, Nora
Lignore, Mrs. Lila E.
Lime, Mrs. Luther

- Letter List**
NOTE—Mail held at the various offices of The Billboard is classified under their respective heads — Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.
Lind, Paula
Lindy, Dot
Lisk, Mrs. Lou
Loewer, Marie
Long, Mrs. Patricia
Lorenze, Pauline
Love Joy, Mrs. Clarence
Lovell, Ethel
Lowande, Mrs. Nellie J.
Loyal, Erika
Luck, Evelyn
Lull, Dorothy
Lumlin, Lorraine
Lunsford, Mrs. Roy
Lyman, Mrs. Ora
Lyons, Mrs. Dolores
MacDonald, Mrs. John
McBee, Mrs. Lloyd
McCaffery, Mrs. J. C.
McCarter, Mrs. R. C.
McCormick, Carrie
McDaniel, Mrs. D. C.
McDonald, Mrs. Nellie
McDorman, Mrs. Willie
McGreevey, Miss Billie
McGregor, Mrs. Tillie
McGuire, Mrs. Cecellia
McKean, Mrs. Billy
McKeand, Boots
McKee, Mrs. Grace
McLead, Eileen
McMullan, Mrs. Jane
Madden, Alma
Mae, Jackie
Mack, Mrs. Mader
Mae, Prairie
Magee, Helen
Mahoney, Miss M.
Malone, Mrs. Cleo
Malone, Philip
Mark, Mrs. James
Marlowe, Queenie
Maro, Mrs. Evelyn
Marshall, Mrs. Lorraine
Marshall, Sally
Marston, Babe
Martin, Bunny
Martin, June Rose
Martin, Kitty
Martini, Mrs. Eva
Martin, Mrs. Violet
Mason, Mrs. Frankie
Mason, Jackie
Mateun, Grace
Mateunoto, Amelia
Matson, Florence
Maw, Doris
Maxtone, Ruth
May, Miss Elby
May, Mrs. Elsie
Mecker, Peggy
Melva Sisters, The
Melville, Mrs. Bertha
Melville, Thelma M.
Merson, Miss Ida
Metz, Mrs. Grace E.
Meyers, Madam Pauline
Miacabua, Madam
Michaels, Mrs. Anna
Mitchell, Connie
Miller, Mrs. G. H.
Miller, Mrs. Mary
Miller, Mrs. Mildred
Miller, Mrs. Mizie
Miller, Nancy
Milton, Bird
Mitchell, Mrs. Blanche
Money, Betty & Marion
Money, Mrs. Marion
Moore, Mrs. Kittie
Moore, Mrs. Pauline
Moore, Ruby
Morgan, Billy
Morgan, Ella
Morrency, Aylne
Morris, Mrs. Chip
Morris, Mrs. Ethel
Morris, Pearl
Moss, Mrs. Chas. W.
Moulton, Mrs. V. L.
Murphy, Frances
Murphy, Mrs. Pat
Murray, Ginger
Myers, Pessy & Myra
Nagle, Mrs. Bertha
Nasser, George
Neilsen, Ann
Nelson, Mrs. James
Nemar, Mrs. J. F.
Newland, Mrs. Arthur
Newman, Mrs. Clara
Nogle, Mrs. Irwin W.
Olga, Princess
Olson, Mrs. Dixie
O'Rourke, Patty
Oliver, Mrs. Lola
O'Neil, Peggy
Osborne, Mrs. Mavis
Owen, Elaine
Paige, Mrs. Frances
Palador, Daisy
Palmer, Mrs. Myrtle
Park, Mrs. J. A.
Parker, Mrs. Pearl
Parker, Sue
Pattinaud, Mrs. Ruth
Patton, Frankie
Pearce, Emma
Pennington, Mrs. A. D.
Perdue, Agnes
Perri, Helen
Perry, Leunie
Pfister, Mrs. Louise
Prentiss-Teacher, Mrs. Phelan, Mrs. Wm. Philon, Mrs. Yada
Phelps, Mrs. W. J.
Pierce, Leona E.
Poutius, Mrs. Ben G.
Pope, Mrs. F. C.
Poppas, Mrs. Harrie
Potter, Mrs. M. C.
Preston, Mildred
Prevo, Mrs. Babe
Purchase, Mrs. Alice
Purl, Marie
Purtell, Kathryn
Randall, Virginia Lee
Rasch, Mrs. Ida
Rattles, Peggy
Raucel, Mrs. Sisto
Raum, Mrs. Jack
Ray, Billy
Reading, Mrs. Louise
Reece, Flona
Resse, Marie
Rex, Dorothy
Reynolds, Patricia
Ricardo, Marie
Rice, Mrs. Gertrude
Rice, Maile
Richards, Nellie
Richardson, Mrs. Maude
Riddon, Ruth
Riggs, Mrs. Ella
Rightnaire, Mrs. Frank
Riker, Hazel
Ritchel, Mollie
Ritchie, Babe
Rivers, Mrs. Jack
Roberts, Ruby Joe
Robey, Mrs. Billie
Robinson, Elizabeth
Robinson, Mrs. Edna
Robinson, Mrs. Allice
Rocco, Hazel
Rockford, Mrs. B.
Rockwell, Mrs. Pat
Rogan, Stella
Rogers, Donna
Roman, Irene
Rondell, Mrs. J. V.
Rose, Dottie
Rosier, Boots
Ross, Carolyn
Ross, Mrs. Stanley
Rossi, Mrs. M.
Roy, Patsy
Ryan, Patsy
Sanderson, Blanche
Sarche, Bee
Seamster, Mrs. Blackie
Senior, Mrs. Virginia
Sebscila, Rosa Lee
Shelden, Mrs. Pauline

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friend's name who recommended me to Mr. Henry. In a letter which I received from the latter in May, 1880, he simply stated that he had heard from reliable sources of my cleverness with the bones, tambourine and various musical instruments, and that if I were willing to accept a reasonable salary he would fea-
(See THE FORUM on page 39)

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

Mack, Lyman & Mabel
Mack, Madre & Bubber
Mack, Shirley & Billy
Madden, Chief Paul
Madden, Jack
Madden, Tom
Maddox, Robt.
Maddox, W. W.
Madigan, Eddie
Madriquera, Eric
Maire, Francis I.
Majestic Expo
Makaha, James
Maley, Arnold F.
Malloy, Jack
Mammouth Marine
Manas, James
Manas, Nick
Mancinello, Joseph
Manford, Karl
Manhimer, J. H.
Manley, Richard J.
Mansur, Shady
Mantz, Ray
Manasco, Ritchie
Marcel, Doc
Marchand, Noah L.
Marchette, Robert
Marco, Al
Marco, Jack
Marcum, James
Marcase, Mervin R.
Mareno, Tony
Marine & Firestone
Marino & DeVoll
Marino, Ed
Marks, Al
Marks, Dewey
Marlow, Myron
Marlow, Jack
Marohl, Ernest
Marr, George
Mars, Walter
Marshall, C. C.
Marshall, Ray
Martain, Chief
Marten, Bob
Martin, A. W.
Martin, Al
Martin, W. C.
Martinson, Jimmie
Martone, Fairly
Mascoe, Fred
Mason, Dr. H.
Mason, Robert
Massey, Jake
Mathews, F. S.
Matheson, J.
Mathews, Joe & Phillis
Mattson, Ed
Maxwell, R. E.
May, E. H.
Mayman, David
Mayman, Gill
Maysbrach Duo
Meade, Dwight A.
Means, Al
Meddleton,
Medford, Buddy
Mec, Al G.
Mefford, Bud
Mellnot, Frank
Mendelshon, Dan
Mendes, Grover
Merchant, Ted
Merguac, Red
Merson, Louis
Mertens, H. W.
Mettler, Roy
Metz, Harry
Meyers, G. L.
Meyer, Clint V.
Meyers, Johnny
Michel, Charly
Migill, Leo
Miles, J. C.
Millard, S. S.
Miller, Betty & Bobby
Miller, Burt
Miller Cafe
Miller, Cash
Miller, Charlie
Miller, Eli
Miller, Frank
Miller, Irvu C.
Miller, Jack
Miller, J. D.
Miller, J. & B.
Miller, Kent
Miller, Little Joe
Miller, Nate
Miller, W. T.
Miller, Walter
Miller, Wm. (Dad)
Milligan, Ink
Milton, Cohn
Minnier, M. O.
Mitchell, Marty
Mitchell, Charlie
Mitchell, Frank C.
Mitchell, G. L.
Mitchell, Geo. J.
Mitchell, Joe
Mitchell, John C.
Mitchell, Mike S.
Mitchell, Tannis
Mitchell, Thomas
Mitchell, Willie W.
Mizner, Joe
Moll, Lee
Money, Ernest
Mongelluzzo, Karl
Monroe, Tex
Montgomery, Fred
Montgomery, McWilliams
Montgomery, Grover
Montgomery, Walter
Montieth, M. G.
Moore, A. L. Dinty
Moore, Bill & Helen
Moore, Blackie
Moore, Curley
Moore, Dinty
Moore, Frank
Moore, H. V.
Moore, J. D.
Moore, Jack
Moore, Marion
Moore, Otto
Moore, Percy
Moore, Whispering
Moore, Wm.
Morales, Billy
Morales, Pedro
Moratta, Samuel
Moreland, John
Morency, F. P.
Moreno, Dewey

Moreno, Tony
Morgan, C. G.
Morgan, Jack
Morgan, Reed
Morgner, Frank
Moriarity, Walter
Morrill, Jackie
Morris, Arden
Morrison, Wesley
Morris, Joe M.
Morris, Milton G.
Morrison, Sandy
Morse, Darwin
Morton, Al
Motley, E.
Motorcycle Drome
Morris, Chip
Mudry, Pete
Muller, E. T. Tax
Mullins, Phil Robt.
Munn, G.
Murand, Frank
Murdoch, Robt. K.
Murphy, A. J.
Murphy, Eugene J.
Murphy, Fats
Murphy, Natia-Joe
Murphy, Pat
Murphy, S. R.
Murray, R. E.
Muscata, James
Myers, Feliz
Myers, Sailer
Myers, Thomas F.
Myers, Fred S.
Nader, Doc
Naggy, Uncle
Napitano, Chas.
Nash, Lawrence
Neal, Eugene P.
Nease, Walter
Nelson, Dale
Nelson, (Blackie)
Nelson, Earl O.
Nelson, Prince
Newman, Arthur
Newman, Charles J.
Newton, Earl
Newman, M. A.
Niad, Rajah
Nicholas, Francis
Nicholas, W. A.
Nieberle, Louis J.
Nichols, J. L.
Nickles, R. L.
Nilsson, Walter
Nissen, Herman
Nixon, Eddie
Noble, Ralph
Noel, Charles S.
Nofflet, Boyne
Nolan, Herman
Nolan, Larry
Nolan, Tommie
Noller, C. C.
Noite, Emory
Noltz, Joe
Norcross, Dard
Norma, Estelle
Norman, Jack
Norris, Bob
Norris, PeeWee
Norton, Warren
Norwick, Charles
Nuckles, Grafton
Nyell, Kenneth
Nye, F. F.
O'Brien, Georgia F.
O'Brien, George
O'Brien, George
O'Brien, Don
O'Brien, James
O'Brien, Mickey
O'Brien, Red
O'Day, F. R.
O'Day, Jack
O'Day, Paul
O'Farrell, Red
O'Keefe, Harry
O'Neil, Terry
O'Reilly, Thomas
O'Shea, C. F.
O'Shea, John
O'Shea, King
O'Shea, Texas
Oakely, E. G.
Odell, James
Ogden, Aubrey
Ogden, Ray
Olegario, A. C.
Olegario, G.
Olegobond Circus
Oleson, Olie
Oleson, Valores M.
Oliver, Otis
Oliver, Ray
Olsen, John M.
Omey, Mannette
Orlandi, Earl
Orneallas Jr., John
Orto, Sam
Orton, Bayard
Orton, Preston
Osborne, Walker
Oswald, Ray
Owen, Frank
Owens, Eddie
Owens, Percy
Owens, T.
Pablo, Juan J.
Pace, Jack
Page, T. A.
Paige & Jewett
Painter, Al
Palmer, Tony
Palmer, John E.
Palmer, Lev. O.
Palmer, John E.
Pamplin, Harry J.
Pantho, Doc
Paradise, Jimmie
Pardo, Ben
Parent, W. O.
Pargi the Great
Parker, B. W.
Parker, (Old Folks)
Parker, Dan Slats
Parker, Tommie
Parks, F. H.
Parks, Homer
Parks, Sam
Parrish, Jimmy
Parsons, J. E.
Patrick, C. A.
Partlow, P. A.
Pass, Herbert L.
Patten, Ollie
Patterson, Chas. & Grace
Patterson, Harry
Paulert, Albert
Pavan, Louis
Pavone, Joseph
Payne, Honey
Peasley, Bob
Pearson, V. E.
Peck, Orville
Peisan, Howard
Pejano, John
Pelatt, Mike
Pellat, Burnam
Peuce, Walter L.

Penny, Geo. M.
Peppers, Skeeter
Percelle, Joe
Perkins, Red
Perkins, Thomas
Perry, Capt.
Perry, C. H.
Perry, Ernest
Perry, Frank
Perry, Whitey
Perry, Jack
Perry, Willie (Too Sweet)
Peshong, Wm. J.
Peters, Frank
Peters, Eugene
Peters, Lowell
Peters Sr., Wm.
Peters Jr., Wm.
Petit, Arthur
Petross, Dale
Pfeiffer, Raymond
Pheiffer, Jack
Puilbert, E. H.
Phillips, Capt. Frank
Phillips, John
Phillips, L. C.
Phillips, Phil
Phillips, Wm.
Philipson, Goody
Phoenix, Capt. Speedy
Picadilli Diverse
Picard, Dave
Pierce, Frankie
Pierce, Geo. Slim
Pierce, Ray E.
Pierce, Skinny Mac
Piercy, Howard
Pike, Buster
Pilbarn, Frank E.
Pines, Chas. A.
Plummer, Leo
Plunkett, J. C.
Polk, Ernest
Poloso, Johnnie
Pope, Billy
Porte, Alfred C.
Porter, R. E.
Portune, Walter
Posey, Bob
Posey, W. E.
Potts, Buzzy
Potts Jolly
Potts, W.
Powell, C. A.
Powrie, Frank
Poynter, Jack
Pratt, Henry H.
Pratt, I.
Pratt, Ralph
Preal, Jake
Presley, Art
Price, Pearl P.
Pricett, Curley
Pricer, R. O.
Pringle, Louis
Pruitt, Walter
Pullen, Don
Pulman, Pete
Purcell, A. B.
Purd, Billy
Quackenburg, W. A.
Rabbits Foot
Rabbits, Minstrel
Raeburn, Lorraine
Rafferty, James
Ragland, George
Ragland, John
Ragland, Rags
Ramsey, Donald
Ramsay, Jack
Rancher, J. C.
Randall, E. S.
Raney, D. S.
Rangan & Roena
Rarich, K.
Rawlins, Cecil
Ray, Buddy
Ray, Earnest
Ray, Joseph
Ray, Ralph
Raymond, M. F.
Raymond, W. G.
Read, Cliff
Ready, Dick
Rebee & Rubytette
Red Horse, Wm.
Redding, Joe
Reddy, Max
Redreck, Spud
Reece, Larry P.
Reecer, Johnnie
Reed, Glenn
Reed, John
Reese, Thomas
Reeves, Curtis
Reeves, John
Reeves, Paul
Reeves, Photo
Regan, Arthur
Regan, R. A.
Reil, Gene
Reindolds, Harry
Reinhardt, George
Renard, Trio
Renaud, Thomas
Renaud, Alpherie
Renda, Joseph
Rengel, Harry
Reno, Edw. A.
Reno, the Great
Reno, Paul
Reynolds, Carl
Reynolds, Cecil
Reynolds, Clyde B.
Reynolds, Donald
Reynolds, E. W.
Reynolds, E.
Reynolds, E. S.
Rhinehardt, Col. Jack
Rhoades, Jessie
Rhoda, Rajah
Rhodes, Willie Lee
Rhyner, Walter L.
Riche, Pet
Rice, A. E.
Rice, Harold
Richards, Dr. R.
Richards, John W.
Richards, Robt.
Richie, Jack
Rick, John
Rickard, Dan
Riddick, Johnnie
Rigdon, J. Howard
Riggin, Tommy
Right, Prof. Abe
Right, Slim
Rinehart, Geo.
Rishko, M.
Rishko, F. S.
Ritely, R. V.
Ritz, R. V.
Rivers, Mr. Green

Roach, J. S.
Roach, Wm. Lloyd
Robb, Tubby
Robbins D. & Co.
Roberson, Geo. C.
Roberts, Bill
Roberts, E. B.
Roberts, Harry
Roberts, J. C.
Roberts, Roy
Roberts, Sax
Robertson, Chief
Robinson, Freddie
Robinson & Partlow
Robson, Tommie
Roda, Bert
Rodenburg, D. H.
Roderick, Dave
Rodgers, Jack E.
Rody, George
Rogers, Gene
Rogers, Joe
Rogers, Joseph A.
Rogers, Stephen
Rogers, W. Clayton
Roll, H.
Romanoski, Joseph P.
Roschke, Dugan
Rosco, Aloysius
Rose, Athel
Rose, Ben
Rose, Frank
Rose, Louis
Rose, Mr. Lena
Rose, Ted
Rosen, H. Sheik
Rosen, Harry
Rosen, Art
Rosset, Art
Roshe, Larry
Rosier, Dr. E. W.
Ross, Al
Ross, Marion & Jerry
Ross, Milton E.
Ross, Tommy
Roth, Fred
Rowan, W. W.
Rowe, Chas. E.
Royer, Samuel F.
Royer, Buck
Royster, N. L.
Ruberman's
Rubin, Harry
Ruddy, Geo. N.
Rudolph, Lew
Rudin, Albert
Rush, Buddy
Russell, Bert
Russell, Capt. Frank
Russell, Hector
Russell, Rob
Rust, Frank W.
Rutledge, Shorty
Rutledge, E. O.
Rutter, R. F.
Ryan, Earl
Ryan, Walter
Ryder, Klack
Sanchini, Tony
Sanders, Joe
Sanderson, Everett
Sandler, Harry
Sanford, A. B.
Sanford, Harry
Santo, Jack
Sarno, Nick
Saunders, Dakota
Sawyer, Fred
Sawyers, Rush A.
Sax, Phil
Schaffer, Max
Schaffetz, Louie
Schermernhorn, Wm.
Schiller, George Lee
Schiller, Harry
Sells, Joseph E.
Sesinger, Goll
Setterich, J. F.
Seward, Charley
Seydell, Loren
Sexton, Tom
Shaffer, Almond
Shaffer, Max
Shaffer, Jack
Shankland Stock Co.
Shanks, DeWitt
Shannon, Tex
Sharples, Herb
Shaver, L. N.
Shaw, Bill
Shaw, Orchestra
Shaw, Chick
Shaw, G.
Shesley, Chas. D.
Shifro, Nat
Shields, Clarence
Shields, A. Ariene
Shelton, Toby
Shelton, Whitey P. C.
Shepard, E. H.
Sheppard, R. H.
Sherman, O. E.
Sherwood, James
Sherwood, Ray
Shoekles, Horrell
Shoemaker, Roy
Shope, N.
Shore, Albert
Shore, Jack
Short, Floyd
Shorer, Esq., Buster
Shulman, Wm.
Shultz, Charley
Shurber, Ceasar
Siderer, A. J.
Siderer, Jack
Siegrist, Chas.
Sillim, Eddie
Silver, H. B.
Simms, Fred
Simmons, R. R.
Simon, Max
Simonds, Rube
Simpson, Charlie
Simpson, Jim
Simpson, (Colored)
Simpson, Kelly
Simpson, Wilfred G.
Sims, R. R.
Sinclair, Epps
Singer, Herman
Singer, Leo
Singleton, E. R.
Sisler, Louis
Sisler, John
Slooks, John
Sloop, Fred

Smiley, Jimmy & Billie
Smiley, Joseph W.
Smith, Bob
Smith, C. Y.
Smith, C. N.
Smith, Donald
Smith, Clown
Smith, Fletcher
Smith, Floyd
Smith, Frank
Smith, Jack
Smith Jr., J. B.
Smith, Master.
Smith, Howard
Smith, Mel
Smith, Jerome
Smith, Robt. M.
Smith, R. W.
Smith, Rex
Smith, Stephen
Smith, (Bull)
Smith, Doc Willie
Smith, W. F.
Smith, Winiford I.
Snediker, W. V.
Snellenberger, C. H.
Snellens, G.
Snider, Ray
Snider, Tomfy/Bozo
Songer, Shin
Sorenson, Joe
Southall, Valentine
Southern Producing Co.
Speaker, Fred
Speer, Orville
Spencer, Leonard G.
Spicer, Pat
Spier, Earl
Spovey, Charles
Spradling, Ernest
Spranger, Frank
Spring, Tony
Squires, Bob
St. Charles, Carl
St. Denis, Prince
St. John, Art
St. Leon, Geo.
St. Mathews, Eddie
St. Orr, Chelm & Bill
Stage, John
Stahl, Charles
Stam, Orville
Standle, Clack L.
Stanley, C.
Stanley, Joe
Stanley, Louis J.
Stanley, Paul
Stanley, Stan & Gertie
Starr, Danny
Starys, the Two
Stearns & Dean
Steele, Blue
Steele, Billy
Stein, Alexander
Steffen, C. B.
Stephan, Andrew
Stephens, D. P.
Stevens, Bob
Stevens, G. W.
Stevens, Johnnie
Stevens, Mitchell
Stevens, R. W.
Stevens, W. C.
Stevenson, Peter
Stewart, Charles
Stewart, Sammy
Stewart, Toby
Stewart, Royal
Stiko, W. J.
Stirk, Stanley
Stoaks, John
Stock, D. B.
Stoddard, Jack
Stokes Circus
Stokes, John
Stoltz, Geo.
Stoltz, Lloyd Peggy
Stone, Edwin H.
Stoney, J. Mason
Stollers, George Lee
Stobva, Isaac W.
Stratton, Dancing Dave
Straton, Al
Stratton, Lee
Stratton, Sam
Street, Cloud
Streets, Dr. Leon
Strickland, Amos
Strickland, Smokie
Striebling, Tony & Boots
Stringer, A. D.
Strode, Bill
Strunk, Tommy
Stuart, Tex
Sturchio, Prof. Frank
Sulley, John
Sullivan, Bill H.
Sullivan, Ted
Sullivan, W. D.
Summers, Jimmy
Sutter, Paul
Swain, Sam L.
Swallow, Frank L.
Swartz, Herman
Sweet, Joe
Swetland, Clayton L.
Swicgood, E. B.
Swiegart, Kenneth
Swihart, W. W.
Swisher, Jerry
Swor, Bert
Sword, Jack
Tait, Edwin E.
Tank, Henry
Tarr, W. B.
Taron, Kid
Tassell, Barney
Tate, J. B.
Taylor, Jimmy
Taylor & Moore
Taylor, R. Ferris
Taylor, Olden
Teagarden, Jack & Chas.
Teet Bros.' Circus
Tennis, Theodore
Temple of Knowledge
Templeton, Patrick
Terry, Don
Terry, Hubert
Terry, Gene
Teter, Lucky
Teway, Gene
Texas Kid Shows
Thiele, Donald
Thiele, Michael
Thomas, Ben
Thomas, Fats
Thomas, Fred
Thomas, George

MAIL ON HAND AT CHICAGO OFFICE

600 Woods Bldg., 52 West Randolph St.
Women
Allen, Margie
Barrons, Bobbie
Baxter, Mrs. Billy
Baxter, Georgia
Bbebe, Bruce & Betty
Breitstein, Mrs. Helen
Burns, Mary
Cappell, Youme
Collins, Mrs. Ruth (Darby)
Costello, Joan
Crowford, Irene
Darrow, Mrs. John
De La Rosa, Jacqueline
DeVal, Val
Dennis, Mrs. Alice and Jack
Haar, Jessie
Hutchinson, Doris
James, Everett
Zaino, Count
Zano, Richard
Zarate, Lupe
Zane, James
Zeek, Ernest F.
Zeno, Joe
Zerado Premier Attra.
Ziegler, Chas.
Zigg, A. N.
Ziller, Fred
Zimmerman, Harry
Zimmerman, Lewis
Zimmers, Albert
Zinn, Robt. F.
Zisk, Frank Whitey
Znack, Sam
Zobedie, Fred
Zolun, Izzy
Zorsky, Joseph
Zullman, Emery

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway.
Women
Ali, Amuri
Allen, Florence
Alberts, Leona
Baker, Mildred
Battista, Miriam
Bode, Mrs. L. R.
Branche, Olga
Brancher, Jane
Buchanan, Alice
Burke, Syd
Burnhart, Josephine
Buxton, V.
Carlson, Hilda
"Casandra" Miss Cavanaugh, Annette
Cirocco, Betty
Couture, Florence
Crawford, Margaret
Crouch, Del
Dawson, Kitty
De Lauzon, Jacqueline
Ellen, Mary
Engel, Gertrude
Fielder, Mrs.
Maizie B. Janoski
Fuller, Dorothy
Holm, Celeste
Honey Family
Huff, Tim
Kelly, June
Kenny, Mrs. B.
Koor, C.
Krepps, Dorothy & Dillon
Krim, Mrs. Lilia
Larochell, Marion
Lau, Adrienne
Lines, Benah B.
Mantoux, Marie
Martins, Dixie
McGee, Mrs. Kirk
Merino, Peggy
Micieli, Velma
Mulugin, Jean
Packer, Doris
Pennington, Mildred
Pigford, Ruth
Pover, Margaret
Quirk, Mildred
Randel, Jean
Reemus, Mary
Ross, Emily
Scott, Peggy
Simone, Mary
Sinclair, Mrs. E. C.
Sirak, Jennie
Smiley, Emily
Smith, Anna
Stewart, Celeste
Strickland, Evelyn
Vendrell, Elena
Vinton, Kenza
Wang, Bea
White, Margie
Wilson, Hope
Wilson, Lois
Womack, Bertha
Woolsey, Lida
Zara, Lilla

MAIL ON HAND AT ST. LOUIS OFFICE

300 Arcade Bldg., Parcel Post
Clarke, Charles H., 22c
Women
Backenstoe Jr., Mrs. L. W.
Baker, Miss Estella
Banks, Mrs. Dora
Block, Miss Laura
Bowen, Mrs. Mary
Cook, Phyllis
Crow, Mrs. Erline
Crowell, Mrs. Catherine
Davidson, Mrs. G. E.
Earle, Mary
Edwards, Mrs. Cedora
Ellis, Mrs. Rose
Elmore, Mrs. Georgie (Jackie)
Grace, Mrs. Bennie
Hancock, Mrs. Vera
Merchant, Mrs. May
Merrill Bros. & Sister
Miller, Samuel J.
Morgan, Jimmy
Murray, Jack
Novarro, Fred
O'Keefe, Harry
Ormsbee, Geo. F.
Orton, Norman
Paterson, R.
Paul & Pettet
Perry, Geo. Herbert
Petrows, E. J.
Quinlan, Geo.
Quirk, Wm.
Red Cloud, Chief
Riggs, H. A.
Robbins, Adolph
Robinson, Johnny
Rogers, Mr. & Mrs. A. B.
Hildred, John W. (Dixieland Show)
Hodgini, Joe
Jackson Canadian
Jankura, Stephen
Kearns, Jack
Kerns, Russell
Klein, Sam
Koor, Jan
Kosover, Sid
Krause, Simon

Women
Kling Boille, Miss Laredo
Mars, Mrs. William A.
McCurry, Mrs. Mack
McHam, Mrs. Rose
Noble, Mrs. Erline
Parker, Miss Boots
Roebick, Shirley
Rooney, Sunshine
Runte, Anna Ray
Shannon, Ethel Mae
Troy, Mrs. Louise
Thomas, Miss Lucille
Wadley, Mrs. Marie
Wilhelm, Mrs. Eugene
Williamson, Mrs. Blanche
Clark, Chas. A.
Chine, Ernie
Closen, R. E.
Cobb, E. R.
Collins, W. L.
Compton, Mr. & Mrs. Cy
Counor, Buck
Cortez, Jack
Crane, Sid
Dala, Don (Shortie)
Dawson, Stanley
Day, Doc
Elden, Eiden
Denom, Chas.
Ehse, Nick
Ellman, Mark
Ferguson, Joe
Forster, Gus
Fortune, George
Foster, Curley
Fratke, Art
George, Harold
Gigle, James
Glasceack, M. H.
Glidden, B. E.
Goat, Charlie
See LETTER LIST on page 39

Classified Advertisements

COMMERCIAL

10c a Word

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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.

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No Ad Less Than 25c.
CASH WITH COPY.

ACTS, SONGS AND PARODIES

AMATEUR SONGWRITERS—A PROPER ARRANGEMENT gives you a better chance. Expert arrangements, \$5. **TOM LEMAY**, 6134 Greenwood Ave., Chicago, Ill.

AGENTS AND DISTRIBUTORS WANTED

AGENTS—500% PROFIT SELLING GOLD LEAF Letters for store windows. Free Samples. **METALLIC CO.**, 439 N. Clark, Chicago. tfrx

AGENTS—HUGE PROFITS FOR YOU IN A virgin field. See our ad in the Pipes section. **SCHMUHL MFG. CO.**

BALD-HEADED MAN OR MAN LOSING HAIR wanted for dignified position representing large national manufacturer. Splendid profit opportunity. **RAND COMPANY**, Dept. F-1666, 402 E. Fourth, Newport, Ky. x

BIG MONEY APPLYING INITIALS ON AUTO- mobiles; \$1.45 profit on each sale. Write for particulars and free samples. **AMERICAN MONOGRAM CO.**, Dept. 20, Dunellen, N. J. x

CARTOON BOOKLETS—PHOTOS, NOVELTIES, Hot stuff. Samples, list, 20c. Big assortment, \$1.00. Mention age. **20TH CENTURY SALES**, Guntersville, Ala. x

CIGARETTE FILTER HOLDER WITH EJECTOR— Selling like wildfire for dollar. Sample 50c. **AMERICAN CIGARETTE FILTER CO.**, Box 394, Rochester, N. Y.

IF YOU AGREE TO SHOW YOUR FRIENDS, I will send you actual sample Snag-Proofed Silk Hosiery and show you how to earn up to \$22 a week. **AMERICAN MILLS**, Dept. C-46, Indianapolis, Ind. fe12x

JUST OUT—DANCING SAMBO, A TAP DANC- ing Dummy, not mechanical. Sure-fire sales when demonstrated. Send 50c for sample. **SESLER NOVELTY CO.**, 5730 Kingsbury Blvd., St. Louis, Mo.

LORD'S PRAYER ENGRAVED ON A PENNY— Sells on sight. \$4.50 per Gross; 50, \$1.75; Sample Order, 3, 25c. **PERKINS**, 2424 S. 18th, St. Louis, Mo. x

MAKE YOUR OWN PRODUCTS—EARN AMAZ- ing profits. Moneymaking Formulas furnished. Write at once for descriptive circular. **POPULAR MECHANICS PRESS**, M-200 East Ontario, Chicago. x

MANUFACTURER POPULAR FAST-SELLING Easter Items wants local salesmen. Make few hundred dollars from now until Easter. Write at once. **SANGAMON MFG. CO.**, 421 N. Sangamon, Chicago. x

NO PEDDLING — FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand St., New York. fe26x

PERFUME BUDS—COST 1c EACH. SELL 5c. Particulars free. Sample 10c. Agents, streetmen, demonstrators. **MISSION** 2328 W. Pico, Los Angeles, Calif. fe26x

SELL BY MAIL—FORMULAS, BOOKS, PIC- tures, Novelties, Signs, bargains! Big profits. Particulars free. **F. ELFCO**, 438 North Wells St., Chicago. tfrx

SELL \$1.00 "REPEATER" FOR 49c. COSTS YOU 10c. No peddling. For exclusive territory write. **VERIBEST PRODUCTS**, 4250 Easton, St. Louis, Mo.

SENSATIONAL "TWO (2) WAY" PLAN Cleaning Up—Amazing idea sells merchandise without talking. Free. **EVERS**, 8501 W. 52d Ave., Elmhurst, N. Y. x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. mh5x

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

ANIMALS, BIRDS AND PETS

ACQUIRABLE—ELEPHANTS, GIRAFFES, MON- keys, Chimpanzees, Kangaroos, Sardinian Burros, Baseball Donkeys, Cockatoos, Macaws, Reptiles, etc. **LINDEMAN**, 63 W. Eleventh, New York.

ANIMALS, BIRDS AND REPTILES—IMPORTED by **MEEMS BROS. & WARD, INC.**, Box B, Occanside, N. Y. Rockville Center 5006. Write for price list.

MONKEYS, PARROTS, CHIPMUNKS, LOVE- Birds, Finches, Parrakeets. Largest importer on the West Coast. **SOUTH CALIF. BIRD & PET EXCHANGE**, Bell, Calif. Write for complete price list. mh5x

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

LEARN VENTRILOQUISM BY MAIL — SMALL cost; 3c stamp brings particulars. Will buy Musical Classes. **GEO. W. SMITH**, 125 N. Jefferson, Room 692, Peoria, Ill. x

PLAY SWING PIANO! MY SELF-INSTRUC- tion book makes it easy. Postal brings free booklet. **AXEL CHRISTENSEN**, 780 Kimball Hall, Chicago. x

RARE IMPORTED PHOTOS, SNAPPY CARTOON Books, Spicy Stories. Samples 25c. Complete set of 10 imported photos, 6 snappy cartoon books and 6 spicy stories for \$1.00. Send cash or stamps. **RELIABLE SALES CO.**, 1141 Broadway, Dept. B, New York City. fe26x

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10c. **BALDA ART SERVICE**, Oshkosh, Wis. fe12x

YOUR IRISH COAT OF ARMS—IN AN ELEG- ant Gilt Frame, \$2.00, or Great Crest, Shield and Banner of Old Ireland with Glorious Banner of U. S. A. Elegant Gilt Frame, \$2.00, handmade and water colored. Write **J. PAT GORMAN**, Artist, 8303 Dongan, Elmhurst, N. Y. x

22x28 INCH HAND-DRAWN PORTRAITS — in Watercolor. Send \$1.50 and Snapshot to **CLARK STUDIOS**, Laurel, Ind. (Snapshot will be returned.) x

BUSINESS OPPORTUNITIES

MEN AND WOMEN FOR DIGNIFIED BUSINESS. Financial assistance to qualifiers. 25c will bring complete details. **DISTRIBUTOR**, P. O. Box 183, Henderson, Ky.

OPERATE MAIL-ORDER BUSINESS DURING spare time. Literature free. Act today. **PEDERSON CO.**, 1609 East 5th Street, Duluth, Minn. fe12

SHOOTING GALLERY — LOCATED IN THE Heart of Cleveland. Well equipped and doing business. A money-maker. Requires two men to operate it. Our present manager is a park concession man; he will be leaving us soon. We wish to sell a half interest to a capable, acceptable person, who will manage it. Price of one-half interest, \$1,000, or will sell outright for \$1,500. Address **W. B. IRONS**, Film Exchange Bldg., 2108 Payne Ave., Cleveland, O. x

UNUSUAL MONEY-MAKING PLANS—\$25 TO \$100 weekly. No canvassing. Interesting literature free. **WALLACE B. COMPANY**, Box 1485, St. Petersburg, Fla. 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.

A BARGAIN FOR CASH OR TRADE—ELEVEN Mills Dance Master Phonographs, \$75.00 each; six DeLuxe Dance Masters, \$95.00 each. Used less than 18 months. Will trade for Marble Games, late models; no automatic pay. **EAGLE VENDING CO.**, 205 Tampa St., Tampa, Fla.

A SUPPLY HOUSE FOR VENDING MACHINE Operators—Candies, Charms, Ball Gum and Used Vending Machines. Send for list. **ATLAS SALES CO.**, 6121 Lorain Ave., Cleveland, O.

AAAI WORLD SERIES, USED VERY LITTLE, \$125 Crated. \$50 deposit. Many Payout, Nonpayout bargains. Write us your needs. **MARKIPP**, Cleveland, O. Established 1927.

ATTENTION, OPERATORS—WILL TAKE USED equipment of all types suitable for Arcades in trade on like new 1938 Model Phonographs; also used 1936 and 1937 Models. Write us what you have to trade. **BADGER NOVELTY COMPANY**, 2546 N. 30th St., Milwaukee, Wis. fe26x

BALLY FLEETWOODS—A-1 CONDITION, LIKE new, \$120.00. 1/3 deposit. **MARC-COIN**, 1211 E. Third, Dayton, O.

BARGAINS—USED MACHINES, ALL KINDS. Mills Blue Fronts, Jennings Chiefs, Pace Comets, Watling, Caille. Rockola and Seeburg Phonographs. Low prices. Tell us what you want. We have it. **BUCKLEY MFG. CO.**, 2156 W. Washington Blvd., Chicago, Ill.

BARGAIN—BALLY BUMPERS, \$10.00; MER- cury, \$30.00; Silver Flash, \$37.50; Airway, \$37.50. 1/3 deposit. **TWENTY RECORD PHONOGRAPH CORP.**, 206 Washington St., Tampa, Fla. fe19

BARGAINS—5c CANDY BAR MACHINES, \$4.00; Rowe Cigarette Machines, \$15.00; Peanut Machines, perfect, \$4.00. **BOSTON EXCHANGE**, 1326 Washington St., Boston, Mass.

BARGAINS—1 MILLS DOUBLE HEADER, \$9.25; 2 Red Sails, \$9.25, Pak; 1 Bally's Round-Up, \$9.25, Pak; 1 Cottlieb Sunshine Baseball, \$9.25, Pak; 1 Bally Derby, \$9.25; 1 Bally All Stars, \$9.25, Pak; 2 Palooka Sr., six slots, \$12.50 each; 4 Golden Wheels, \$29.50 each; 1 Carom, \$21.50; 1 Keeney's Targette Ray Gun, \$69.50; 4 Reel Spots, \$7.50 each; 1 Reel Dice, \$6.75; 2 Penny Packs (1937), \$7.50 each; 1 Double Deck, \$6.75; 2 Pace Races, 5c, 1937, serials 4380 and 4565, brown cabinet, \$197.50 each. **JACK ABRAHAM**, Bristow, Okla. x

CLOSE OUT—1c SNACKS, \$10.00; 5c SNACKS, \$12.50; Odd Peanut Machines, \$2.00. One-third deposit. **EAMCO**, 350 Mulberry, Newark, N. J.

ERIE DIGGERS, IRON CLAWS, CHEAP; 300 Peanut-Gum Venders, \$3.00 up; Candy Bar 5c Venders, \$4.75 up. **NATIONAL**, 4242 Market, Philadelphia, Pa.

FOR SALE—TWO BRAND NEW MILLS STUDIO Phonographs. Make an offer. **A. LIVERSIDGE**, 425 Broadway, Lawrence, Mass.

FOR SALE—5 ONLY. WURLITZER MUSIC Machines, \$4125, \$100.00 each. All in perfect condition. One-third deposit. **A. E. WILLET**, 1403 N. Logan St., Topeka, Kan.

GOODBODY'S BARGAIN LIST IS WAITING FOR You. We buy, sell or exchange. **GOODBODY**, 1824 East Main St., Rochester, N. Y. mh5

JACKPOT MACHINES—LIKE NEW AND USED. Guaranteed. Big stock ready for instant shipment. Will ship subject inspection. **BELL MACHINE COMPANY**, 2658 S. Millard, Chicago, Ill.

MERCHANDISE VENDING MACHINES — 35 Tom Thumbs, excellent condition, \$2.25 each; 10 Large Size, \$3.10 each. Large stock used Columbus, Northwestern, Walzers, Penny King, Duettes, Empires, etc. **COLUMBIAN VENDING COMPANY**, Parsons, Kan.

REEL SPOT, \$17.50; PENNY PACK, \$7.50; Slot Machines, \$10.00; Track Time, Bangtail, Dominoes, Dark Horse, Club House, Preakness, Foto Finish. Write for price. Advance Cigarette Venders, 120 Paks, \$19.50. **LEHIGH SPECIALTY CO.**, 2d and Green Sts., Philadelphia, Pa.

TOM MIX RADIO RIFLES, \$125.00; EXHIBIT Shootalite Rifle, \$40.00; Rola Base, \$20.00; Turf Champs, \$40.00; World Series, \$125.00; X-Ray Poker, \$50.00; Rock-O-Ball Senior, \$75.00. **ROLLIN H. STEWART**, 136 N. Pennsylvania, Indianapolis, Ind. fe19

WANT TO BUY ALL KIND COUNTER GAMES for cash. **BOYLE AMUSEMENT CO.**, 522 Third St., Oklahoma City, Okla.

WANTED—EXHIBIT'S ROTARY CANDY VEND- ers. Advise quantity, condition and best price. **GENERAL AMUSEMENT DEVICES CO.**, 3136 Cass, Detroit, Mich.

WANTED—USED MACHINES SUITABLE FOR Penny Arcades. Pookerinoes, Bumper Bowling, 1937 World Series, etc. Also used Mutoscope Reels and Drop Pictures. State serial number, condition and lowest price. **HUB VENDING MACHINE CO.**, 1262 Washington St., Boston, Mass.

WATLING ROLL-A-TOPS—NICKEL, DIME OR Quarter Play. Late models, serials around seventy thousand. With and without gold awards, venter attachments. These machines out of service since last September. They are about as good as new and look the same. Real bargain at \$25.00 each. One free with order for eight. Stands, all metal lock-type cabinet stands, good as brand new, perfect condition. Closing out at \$4.00 each. One-third deposit with order. Will ship same day order received. Reference, First State Bank, Eustis, Fla. **W. F. DUGGAN**, Mount Dora, Fla. fe26x

WANTED—GALLOPING DOMINOES, POST Time, DeLuxe Sportsmen, Penny Packs, Games, Northwestern Venders, anything. **PUEBLO VENDING CO.**, 923 Carteret, Pueblo, Colo.

WILL TRADE FILM RADIO RIFLES FOR AUTO- matic Phonograph Machines in perfect condition. **L. S. GROSS**, Shubert Bldg., Philadelphia, Pa.

"5/8" BALL GUM, FACTORY FRESH, 11c Box; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. fe12x

5 P-12 WURLITZER PHONOGRAPHS, \$99.50 each. Slot Machines, all makes. Pin Tables, latest models. All in good mechanical condition. **TRIANGLE MUSIC CO.**, 206 W. Magnolia Ave., Knoxville, Tenn.

30 AMUSEMENT TABLES, \$75.00; 50 PAY Tables, \$195.00; 8 Penny Dukes, \$50.00; crated \$1.00 extra each. **COLEMAN NOVELTY**, Rockford, Ill.

COSTUMES, UNIFORMS, WARDROBE

A BEAUTIFUL RACCOON COAT, \$30; GOWNS, Wraps from \$3; Slippers, 50c; Costumes, \$1.50; fans. **CONLEY**, 310 W. 47th, New York.

BARGAINS—ORCHESTRA COATS, JACKETS, Beautiful Cyke, \$35.00. Tent Curtains, Ballyhoo Costumes, Fur Coats, \$15.00; Tuxedos, Red Caps, Coats. **WALLACE**, 2416 N. Halsted, Chicago.

FORMULAS

EXPERT ANALYSIS. RESEARCH. INDUSTRIAL Development. Newest guaranteed Formulas. Biggest catalog free. Special prices, leads. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago. tfrx

FORMULAS—LATEST MONEY MAKERS. Write for free literature describing newest Formulas for Fast Sellers. **H-BELFORT**, 4042 N. Keeler, Chicago.

PAINT YOUR AUTOMOBILE—COST 21c. NO paintgun, brush or cloth. Also bake a pan of World Famous Health Bread, cost 1c. Both Formulas 25c coin. Mailing address 50c monthly. **STAPLE PRODUCTS CO.**, 808 S. Third, St. Louis, Mo.

FOR SALE—SECOND-HAND GOODS

CORN POPPERS—GASOLINE, ALL-ELECTRICS, Rotary, Heavy Giant Aluminum Popping Kettles, Caramel Corn Equipment. **NORTHSIDE CO.**, 1528 19th, Des Moines, Ia. fe12x

1/2 HORSE, 110 VOLT, INDUCTION, ALTER- nating Motors, \$8.50; 1/4 Horse, \$4.90. Generators and larger Motors at bargain prices. **ELECTRICAL SURPLUS CO.**, 1885 Milwaukee, Chicago.

FOR SALE—SECOND-HAND SHOW PROPERTY

REGULAR \$275.00 STRIP PHOTO OUTFIT — Makes 3 for dime; also 3 for quarter size photos, \$100.00 complete. **HASSAN**, Box 971, Parkersburg, W. Va. fe26

SWORD BOX—12 SWORDS IN CRATE, \$10.00; Red Headed Irish Ventriloquist Boy, \$9.00; Trunk Magic cheap. **MOORE'S STOVE CO.**, 620 E. 3d St., Lexington, Ky.

320 PAIRS RICHARDSON FIBRE SKATES, Parts; 45 Pairs Winslow Fibre. All skates assorted sizes ready for floor. First \$350.00 takes all. **AL ANDERSON**, 31 Myrtle Ave., Webster, Mass.

HELP WANTED

GIRL MUSICIANS—UNION. SAXOPHONISTS doubling, Violin doubling Guitar, Hot and Sweet Trumpets, Bass, Piano, Drums. 580 Wilson Ave., Dubuque, Ia.

PHOTO STRIP—EXPERIENCED DEVELOPER; also Tinter. Opportunity couple. Under 9x9 top. Carnival, Georgia, early April. 374 Preble, South Portland, Me.

PIANO PLAYER—SING AND ENTERTAIN FOR small, intimate night club, small town, late spot. Must be sober, sensible, experienced. **BELMONT**, Box 174, Gallup, N. M.

WANT — ACKROBAT, NOT OVER 120 LBS. Must be young. **BOX C-434**, care The Billboard, Cincinnati, O.

Show Family Album



THIS picture of performers with the Cole Younger & Nichols Shows was taken at Mt. Pleasant, Tex., season of 1906. Left to right, standing: Mrs. W. H. Davis, wife of the late W. H. (Bill) Davis, carnival showman; Mrs. Ray Woods and Mattie Gibbs. In the center is Mrs. Sadie Gibbs. Seated are Irene James and Myrtle Gibbs. Mrs. Davis and Mrs. Woods are dead.

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.

WANTED—HIGH POWERED AGENT WITH Car to Book \$25,000 Stage Show. No advance money. Write **ZOGI**, Concordia, Kan.

WANTED—CARNIVAL MUSICIANS, ALL INSTRUMENTS. State lowest. Long season. Open early in April. **HARRY STURGIS**, 191 4th St., S. Boston, Mass.

WANTED—MUSICIANS, ALL INSTRUMENTS, or will take over well-organized Nine-Piece Orchestra. Must be commercial, fully equipped, transportation, etc. **BOX 289**, Billboard, Chicago.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1938 Forecasts. Graphology Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in world. New 148 illustrated page catalogue, 30c. Since 1921. Beware of imitators. **NELSON ENTERPRISES**, 198 South Third, Columbus, O. fe26

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN**, 220 W. 42d St., New York City. fe19x

MAGIC, MENTALISM, SPIRITISM, HYPNOTISM —Ghost Show Equipment. Mindreaders' headquarters. Readers' supplies. Illustrated catalogue 10c. **REILLY**, 57 E. Long, Columbus, Ohio. fe12

PINXY—STRICTLY PROFESSIONAL PUPPETS. Ventriloquist Figures, Punch and Judy, and Marionettes. **PINXY**, 1313 N. Wells, Chicago, Ill. Illustrated folder free. fe12

VENTRILOQUIST FIGURES — 24-PAGE ILLUSTRATED CATALOGUE, 10c. **FRANK MARSHALL**, 837 N. State St., Chicago, Ill. Used by all professional ventriloquists. fe26

VENTRILOQUIST—PUNCH FIGURES, CARVED to order; Acts. (1 play theaters, clubs, etc., 7 changes.) **KENNETH SPENCER**, 3240 Columbus Ave., Minneapolis, Minn.

MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new Photastrip Outfit, 1 1/2x2 or 2 1/2x3 1/2, complete, \$140.00. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. fe12

ROLLS DEVELOPED—TWO PRINTS EACH AND Two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. **SUMMERS' STUDIO**, Unionville, Mo. mh5x

ROLLS DEVELOPED — TWO BEAUTIFUL DOUBLE-weight professional enlargements and 8 guaranteed never-fade perfect tone prints, 25c coin. **RAY'S PHOTO SERVICE**, La Crosse, Wis. x

4-FOR-DIME OPERATORS! READY SOON! A new horizontal 1 1/2x2 outfit at a price that will astound you! Don't buy any outfit until you receive our announcement! Write for information. **MARKS & FULLER, INC.**, Dept BC-11, Rochester, N. Y. fe26x

M. P. ACCESSORIES & FILMS

BETTER FILMS SHIPPED FOR SCREENING— Free trials on Portable Sound Projectors. **WESTERN FILM SUPPLY CO.**, 1018 S. Wabash Ave., Chicago.

EVERYTHING FOR THE THEATER—SAVE 20% to 50%. Projectors, Sound Equipment, Public Address, Screens, Chairs, Accessories, Supplies. **CONSOLIDATED THEATER SUPPLY CORP.**, 1600-B Broadway, New York. mh5x

FOR SALE—KID CANFIELD GAMBLING EX- pose. Show complete. Two reels synchronized film with negatives. Large lobby display, oil banners. Play motion picture, vaudeville, exhibitions. Sacrifice, make offer. Write for detailed information. **GEORGE BONNER**, 2917 Ave. S, Brooklyn, N. Y.

ITALIAN ROADSHOW — "THUNDER OVER Ethiopia." 12 reels, 35. Sound. A-1 print, \$90.00. Official war films. **AHERNE**, 716 Federal, Troy, N. Y.

JESUS OF NAZARETH—PASSION PLAY, LIFE of Christ; sound or silent, 16 or 35 mm., six reels. **SCREENART**, 729 7th Ave., New York City. mh5

RELIGIOUS PICTURES FOR SCHOOLS AND Churches. Also Short Subjects. What do you need? **E. ABRAMSON**, 7204 Sheridan Road, Chicago.

MOVIE ROADSHOW BARGAINS—35MM. PORT- able Sound Equipment. Choice of Universal, Weber or DeVry, complete and guaranteed, \$189.50. Other Supplies at low prices. **CONSOLIDATED THEATER SUPPLY CORP.**, 1600 Broadway, New York. mh5

PATHE SERIAL—"THE BLACK BOOK." 20 Reels. Perfect condition, advertising free, \$2.00 Reel. Examination. Deposit \$10.00. **GLENN NEWTON**, Kellar, Va.

RELIGIOUS PICTURES — FOR SCHOOLS AND Churches. Also Short Subjects. What do you need? **E. ABRAMSON**, 7204 Sheridan Road, Chicago.

ROAD SHOW SOUND SPECIALS—WESTERNS. Actions, Features, \$15.00 up. Write **APOLLO EXCHANGE**, 117 S. 9th St., Newark, N. J. mh12

SENSATIONAL TALKING SHORT—CHINESE Military Authorities Executing Prisoners. New prints with accessories sold outright. Write for free folder. **DERONDA**, 220 1/2 S. Spring, Los Angeles.

THOSE WHO ARE DISGUSTED WITH WORN- out junk and want good Films can come to us **WESTERN FILM SUPPLY CO.**, 1018 S. Wabash, Chicago, Ill. x

TIMELY EXPLOITATION TALKIE ROADSHOWS —China at Front, 2 reels, \$35.00; Barbary Coast, 1 reel, \$50.00; Newest Talkie Medical Caesarian Operation and Pictorial Lecture, \$60.00; Newest 1,000 Ft. Male and Female Talkie Venereal Lecture Reels, \$100.00; Talkie Smoker Stags, \$100.00; Medical Books, Male-Female, 20c. **WALDO FILMS**, Waldo Bldg., Cincinnati.

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue \$ free. **MOVIE SUPPLY CO., LTD.**, 844 S. Wabash, Chicago. fe26

35MM. SOUND WESTERNS AND COMEDIES available. Semi-Portable Sound Equipment. Write for list. Let us know your needs. **ZENITH**, 308 W. 44th, New York.

MUSICAL INSTRUMENTS, ACCESSORIES

VIOLIN—GENUINE ARLO TONONI, OVER 200 years old, with "Torte" Bow. Wonderful tone. Market value \$1,200. Sell for half. Also other Instruments account severe illness. **GILLEN**, 1952 N. Halsted St., Chicago, Ill.

PARTNERS WANTED

PARTNER WANTED—TO ASSIST PRODUCING Girl Show on one of America's largest train carnivals. Car desirable. Small investment. **BOX 288**, Billboard, Chicago.

PERSONALS

FLORIDA DIVORCE ATTORNEY—COPY OF New Ninety-Day Divorce Law, \$1.00. **DAVID A. FRANK**, Attorney, 1546 W. Flagler, Miami, Fla.

SALESMEN WANTED

ALL SERVICE STATIONS NEED AND WANT One—Make real money with Chief Gas Station Drive Signals. **BOX 373**, Lansing, Mich.

FORTUNES AWAIT LIVEWIRES INTRODUCING Soil-less Growing. Produces larger flowers, berries, vegetables without soil, year round, indoors, outdoors. Sensational! Revolutionary! Retail \$1.00. Wire, Airmail. **CHEMI-GROW**, 257-PW Verdin Pl., Los Angeles. x

NEW PATENTED TOY—ADULTS LOVE IT, TOO. Possibilities equal Yo-Yo. Sells on sight. Send 25 cents for sample. **BERNETT PRODUCTS**, Commercial Bank Bldg., Kansas City, Kan. x

SALESMEN — SELL BUSINESS STATIONERY. Book Matches, Social Security Books, Advertising Pencils, Shelf Moulding, Labels, Sales-books, Pricing Sets, Business Cards, \$1.50 thousand. 35% commission daily. Free deals. Sales portfolio free. **DAVID LIONEL PRESS**, 312 S. Hamilton, Dept. XU, Chicago. x

UP TO \$95.00 WEEKLY—ALSO OPEN TO SIDE line men. \$500,000 punch board firm announces new items. No investment. Complete sales kit free. **K&S SALES CO.**, 6227 Broadway, Dept. C32, Chicago. x

WANTED—SALEMEN IN ALL SECTIONS OF country to represent new firm. Sensationally new, novel, fascinating and legal Skill Game Machine. Exactly what distributors and operators are looking for. Commission basis. Protected territory. Unusual opportunity. Write full particulars, stating age, experience, territory now covering, etc. Only applications in detail will be considered. **BOX C-435**, Billboard, Cincinnati.

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Sideshow Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIO**, 3544 North Halsted, Chicago. mh5

BEST CARNIVAL AND SIDE SHOW BANNERS on Earth. Positively no disappointments. **NIEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago, Ill. fe12

DYE DROPS, LIKE NEW, OVER 300 DESIGNS, from \$10 to \$25, according to size. **SHELL SCENIC STUDIO**, Columbus, O.

THEATRICAL PRINTING

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS**, Winton, Penna.

200 (14x22) 6-PLY ONE-COLOR WINDOW Cards, \$6.00; Two Color, \$8.00; Date Changes, 25c each. **"DOC" ANGEL**, Ex-Trouper, Leavittsburg, O.

WANTED TO BUY

OCEAN WAVE—PREFER A POWER DRIVEN Ride. Will pay cash. **A. KARST**, Forest Park, Hanover, Pa.

WANTED TO BUY—PORTABLE ROLLER SKAT- ing Rink, Floor only or Tent and Floor. Will take good Floor at once. **A. F. FOX**, 3124 N. Madison, Peoria, Ill. fe19

WANTED TO BUY—PORTABLE WHIP, READY to operate. Must be cheap. **BOX C-433**, Billboard, Cincinnati, O.

WILL BUY FOR CASH — ALUMINUM DISK Stamping Machine. Prefer Harvard Automatic Machine type. **BAUMAN CO.**, 11619 Detroit Ave., Cleveland, O. fe26

At Liberty Advertisements

5c WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First Line and Name Black Type). 1c WORD, CASH (Small Type). (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

ACROBAT AT LIBERTY—Young, desire to join Aerialist or Tumbling Act. Limited experience but willing and ambitious. Join immediately. **JIMMY BEVENGER**, 311 Van Derver, Middletown, O. mh12

TWO GIRL AERIALISTS—Trapeze and Rings, would like connection with either indoor or outdoor attraction. Also Trick Bicycle Riding. **CLAYTON**, 3330 Palmer Ave., Bronx, New York.

AT LIBERTY AGENTS AND MANAGERS

NOTICE — A - 1 ADVANCE

Agent. Will book all Girl Bands, Harmonica Bands, Cowgirl and Cowboy Attractions. Western Movie Stars heading this way contact me. **RAY SALZER**, General Delivery, Evansville, Ind.

PROMOTER FOR WEDDINGS AND BANNERS with reliable show. Write **RUSSELL HILL**, 750 Ferdinand Ave., Detroit, Mich. fe19

ADVANCE AGENT—22 years' experience. Can route and book any attraction anywhere in the United States or Canada. Close contractor, salary, reliable. **BOX 335**, Billboard, Chicago.

AT LIBERTY BANDS AND ORCHESTRAS

GOOD FIVE-PIECE BAND—DOUBLES, SHOW- manship, uniforms, swing or sweet. Prefer location. Union, young, sober. Augment if necessary. Write your proposition. Go anywhere. **MUSICIAN**, Box 661, New London, Wis. fe12

ROY SANDERS' SYLVANIANS, 11 MEN, DESIRE reliable engagements. Now on location. **DEL EDWARDS**, 1017 N. 9th, Reading, Pa.

THREE-PIECE MODERN ORCHESTRA — UNI- formed, for night club or hotel. Pianist doubling Accordion, Piano Accordion doubling Electric Guitars, and Drummer. All Singers. One Tap Dancer. Have small piano. Also transportation. Can play acts. Will enlarge. Go anywhere. Cut or no notice. State best. **RAY EWERT**, General Delivery, New Orleans, La.

TOP-NOTCH TEN-PIECE BAND — SMOOTH, sweet or swing out. Plenty personality and what it takes to pack them in. State all, ask all. Only reliable managers and bookers. Contact RAYMOND DAAR, 14 Collaton St., Buffalo, N. Y.

AT LIBERTY—Sensational Ten-Piece Dance Band and Charming Girl Singer. Playing soft commercial music for hotels. Plenty of swing for ball rooms. Three brass, three saxons, three rhythms, double of three violins, vocal trio. Put on our own novelty floor show. Union, young, reliable. No drunks. Wire or write GEO. SOURA, P. O. Box 852, Kingston, N. Y. fe12

FAMILY ENTERTAINING Dance Band and Floor Show. Four girls, one man. Union. Ten instruments. Own transportation. Two speaker P.A. System, two mikes. Piano, Drums, Trumpet, Banjo, five Saxes, Clarinet, four Vocalists. Sister harmony trio. Family consists of father, mother, three daughters, all young, attractive. Play all orchestrations. Large library. Snappy uniforms. Beautiful setup and display as well as talent. Location only, hotel or night club. Have played many best spots in New York State. Write for photos. If you have class you can use us. Clips and their relatives forget we spoke. THE HORTON FAMILY, South Bethlehem, N. Y.

FINE FOUR-PIECE SWING BAND — Dixieland combination. Want location. Fully equipped. Doubles, nolets and two vocalists. Young, sober and reliable. Go anywhere. Can leave immediately. GENE GEIL, 2712 Madison, Granite City, Ill. fe12

MODERN STRING TRIO — Swing, read, fake. Ione Ray with Her Electro Steel Guitar. Good Bass Man and exceptional Rhythm Guitarist. Doubles, photos, P.A. system, phonograph, trailer, references. Vaudeville, clubs, radio or dance band. Prefer Girl Show. Like summer spots Colorado, Arizona now. Shows and bookies write. What have you anywhere? RAY TRIO, 1439 S. Oak St., Los Angeles, Calif.

NINE-PIECE ORCHESTRA — Available April 15 for summer engagement. Vocalists, fully equipped. Location preferred. Will augment. Write, don't wire. ROBERT VAN SICKLE, Central City, Ky. fe12

PEPPY 5-PIECE COLLEGIATE BAND — Can augment, desire hotel or resort location in Midwest. Will be free June 15 for remainder of summer. Experienced musicians, complete library. Living expenses will be accepted as part payment. Write WINSTON SAAF and His Orchestra, 701 11th St., Rockford, Ill.

SWING TRIO — Piano, Trumpet, Drums. All sing. Comedy, Novelty, P. A. System. Union. Ten months present location. Desire change. Hotel or small club preferred. Can leave immediately. Call, wire or write. JED HADFIELD, Princeton, Ind.

AT LIBERTY CIRCUS AND CARNIVAL

YOUNG MAN, 19, WISHES TO JOIN PUBLICITY Department of reliable circus, as student. Have some circus experience, do lithographing, handle cards, but want to learn the rest of advance work. Now constructing new type lithographing sticks. Licensed driver, neat, honest and dependable. Circus Fans Association member. References. Any and only reliable offers accepted. State all in letter. LEONARD SIMONS, care Y. M. C. A., Providence, R. I.

AT LIBERTY — Champion Rope Spinner. I do an 8-Loop Spin, the Double Butterfly over the Arms, the Leg Loop and all the rest. Also use a Whip. JESS NICKELL, Eloy, Ariz.

CARRIE DAY'S (Five) Famous Eskimo Spitz, doing 25 or more high-class Circus Acts. Also have concessions. 505 W. 5th St., Rock Falls, Ill. fe12

INDOOR CIRCUS UNIT — Sure winner for benefit. Can also use your local Talent. Feature Your Circus with High-Class Attraction. See GEO. E. ROBERTS, Manager, Pamahasika's Studio, 515 W. Erie Ave., Philadelphia, Pa. Tel.: SAGmore 5536.

RIDE FOREMAN — (40), long experience on Eli, M-G-R or Tilt. Drive truck. Ticket if far. GEORGE "RUSTY" MILLER, 8 Preston Court, Dorchester, Mass.

AT LIBERTY MAGICIANS

FEATURE MENTAL ACT — Mindreading, Crystal, Magic. Theaters, night club, hotel attraction. Oriental presentation. Private readings. Salary for act, percentage on readings. PRINCE YOSE, The Billboard, Cincinnati.

PRINCE CHARLES — Sword Swallower. Gool flash of swords and costumes. Write or wire your best offer immediately to 165 Main St., Garfield, N. J.

WANTED — A long booking with a side show. I do Magic, Ventriloquism and Mind Reading. Many changes. Need ticket. State all. L'KORAN, 150-12 19th Ave., Whitestone, L. I.

AT LIBERTY MISCELLANEOUS

WANTED — A POSITION

with a Show Company to give Blackboard Illustrations of the Universal Existence and other subjects described. Satisfaction guaranteed or no pay. MANLEY SMITH, Howes Cave, N. Y.

PRODUCER — REVUES, GIRL SHOWS, BURLESQUE or Taps. Plenty original and unique ideas. CHAP BOSWELL, care The Billboard, 1564 Broadway, New York City. fe19

AT LIBERTY MUSICIANS

TOAD THARP — TRUMPET.

Dixieland Style. All requirements. Fifteen years' experience. TOAD THARP, Throckmorton, Tex.

VIOLINIST — 25 YEARS'

experience in Hotel Work, Jazz Bands. JACK BANDA, 2221 Franklin, Cleveland, O.

A-1 LADY TRUMPET PLAYER — LOCATION. Experienced, union. Write LOTTA MAY KEAFAUER, Waynesville, O.

A-1 DRUMMER — MODERN, SMOOTH, SWING rhythm. New Pearl Drums. Young, union, sober, reliable. Location only. Cut shows. J. DEZSO, 120 E. Tuttt St., South Bend, Ind.

A-1 VIOLINIST — AVAILABLE FEBRUARY 15. Age 22. Have all qualifications. Go anywhere. Only reliable dance bands answer. STEPHEN STADNYK, 1613 Lyons Ave., Lansing, Mich.

ALTO SAX, CLARINET, VIOLIN — SOME PIANO. Union, age 30, sober, married, travel single. Want steady, reliable work at legitimate wage. Have car and lots of experience. EVERETT SWANCER, Coalport, Clearfield Co., Pa.

ALTO SAX — DOUBLING CLARINET, BARI-TONE, Violin. Union. Location only. Prefer South. MUSICIAN, 825 N. 14th St., Milwaukee, Wis.

AT LIBERTY — TROMBONE AND ARRANGER. Young, sober, union. All essentials. Go anywhere. Reliable offers only. Write full details. BYERS KILLION, Como Hotel, Joplin, Mo.

AT LIBERTY — ALTO SAX, DOUBLE CLARINET and Voice. Good reader, faker. Appearance, sober and reliable. Can do straight general business with shows. TOM MATNEY, Waynesville, N. C.

AT LIBERTY — TENOR SAX AND CLARINET. Read, fake, transpose. Modern go on both. Nice voice, arrange some. Young, neat appearance, plenty experience good bands. No drinker. Will consider any distance. Location preferred. Do not misrepresent. Union. Wife sings fine. DON CROSBY, 1404 Prospect Ave., Fort Dodge, Ia.

BANDMASTER — EXPERIENCED, CAPABLE. Go anywhere, including North Pole. SCHOFIELD, Orient, S. D.

DRUMMER — AGE 29, SOBER, RELIABLE, FOR small circus band. No outfit due to fire. State all first. AL PATMORE, Greenfield Park, N. Y.

PIANO-TRUMPET — READ, FAKE, MODERN takeoff, good range. Sober, dependable, young. Go anywhere. Will separate. Prefer swing band. Other offers considered. 106 North Clayton St., Wilmington, Del.

STRING AND BRASS BASS DOUBLES VIOLIN. Union, young, sober and dependable. Road or location. Address DON MILLER, 453 Saint James Place, Chicago, Ill.

STRING BASS DOUBLING VIOLIN — EXPERIENCED, read, reliable and sober. Will go anywhere. Panics lay off. Age 22. ULYSSES KAROLON, 2-A Porter St., Haverhill, Mass. fe19

TENOR SAX, ALTO, CLARINET AND 3d Trumpet. Age 22, union. Transpose. Prefer Tenor. State all. JACK BAKER, Como Hotel, Joplin, Mo.

2 GIRLS — SAX AND PIANO, AVAILABLE IMMEDIATELY. Read, fake, sing. P. O. BOX 1006, Miami, Fla. fe19

A-1 BASES — Full Sing String. New gold recording horn. All qualifications, union, young, single, reliable. Entertain, sing. BABE GRUBBS, Box 2, St. Marys, O.

ARRANGER — Wishes connection with a good orchestra, singers or composers. No corn in my arrangements. Now playing and arranging with a name band on Coast to Coast network. State instrumentation and style. Write or wire ARRANGER, B-5708 Walnut St., Philadelphia, Pa.

AT LIBERTY — Guitar Man, doubling Trumpet and Violin. Read, union, sober. Have new car, also p-a system. CLARENCE NELSON, Yankton, S. D. fe12

AT LIBERTY FEBRUARY 1 — Guitar, Sing. Entertain and M. C. BOB KEMP, Hotel Albert, Albert Lea, Minn. fe12

AT LIBERTY — Trumpet, 1st or 2nd, Sing, Arrange. Open after February 1. PAUL ROYCE, Albert Hotel, Albert Lea, Minn. fe12

AT LIBERTY — Trumpet. Wants connection with reliable circus, dance or commercial location. Band leader or side man. Union. BOX C-432, The Billboard, Cincinnati, O.

AT LIBERTY — Trumpet, First or Second. Good reader, fake, Dixie Land, jam. AUSTIN COLEMAN, Francisco, Ind.

AT LIBERTY — String Bass, doubling Clarinet, Alto; Tenor Bass, Ride, doubling Clarinet, Alto, and Alto Bass, 3d, doubling Clarinet, Tenor. Arrangements, union and have car. Wire JACK DAVIES, 314 S. Carroll, South Bend, Ind.

MODERN GUITARIST — Working steady now. Desire change in South or Far West with good, steady working band with a future. Union. Name band experience and a \$400 guitar. All offers considered. FREDDIE STIVERS, 858 W. Sawyer St., Decatur, Ill.

TENOR, BARTONE AND CLARINET — Union. Age 26. Read, good tone and take off. Have good swing arrangements for seven men or less. Go anywhere. AL RICCI, 902 W. 8th St., Mishawaka, Ind.

TROMBONE — Experienced, union, young. Good tone, high range. Cut or no notice. Go anywhere. Write or wire CHAS. DULIN, 1531 B Ave., N.E., Cedar Rapids, Ia.

TRUMPET — Modern. Read and phrase well, fine tone, wide range and go. No panics, please. Prefer Middle West. Union and sober. State all in first letter. MUSICIAN, 625 Franklin, Wausau, Wis.

TRUMPET, TENOR SAX, PIANO — Three brothers. Sight read and take off. Latest styles. State pay. Join immediately. Write or wire. CHARLEY CATANZARO, 402 W. 3rd, Pittsburg, Kan. fe19

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS

for Parks, Fairs and Celebrations, covering the United States and Canada. Write JACKSONVILLE BALLOON CO., Jacksonville, Ill. fe12

BALLOONISTS AND AIR-plane Parachute Jumpers. One unit in Florida, another in Texas. For particulars contact THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill. Established 1903. mh5

LOG-ROLLING CONTEST AND EXHIBITION — For parks, fairs, celebrations, sportsmen's shows and tournaments. Write or wire E. H. SWANSON, World's Champion Log-Roller, Brinnon, Wash. fe26

AT LIBERTY — World's Greatest Trained Animal Exhibition for Parks, Fairs, Celebrations. Comedy Pigs, beautiful white Collies. For information write JACK RICE, 1200 Linwood, Jackson, Mich.

CLOWN AT LIBERTY — March 12 to May 21. Produce comedy for entire show. Plenty neat, clean, flashy, up-to-date numbers. BARRETT, Billboard, Chicago. fe26

FRED AND MARIE GUTHRIE — Four separate acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. Bradner, Ohio. fe26

PAMAHASIKA'S ONE-RING CIRCUS — Clean, good performance from the start to the finish. Beautifully trained Ponies, Dogs, Monkeys, Birds. It's high class. Write GEO. E. ROBERTS, Manager, Pamahasika's Studio, 515 W. Erie Ave., Philadelphia, Pa. Tel.: SAGmore 5536.

AT LIBERTY PIANO PLAYERS

PIANO PLAYER — READ, FAKE, TRANSPOSE. Shows, dance bands. Sober, dependable. Join on wire. CHET HUGHES, Club Hotel, 227 Bourbon St., New Orleans, La.

PIANOMAN — READ, TAKE OFF, FILL IN. Very little transposing. Prefer location. CHUCK RABER, 1133 Bellevue Blvd., St. Louis, Mo.

RHYTHM PIANIST — READ, FAKE, ETC. Experienced large, small band. Reliable, sober. Age 22, married, have car. Union. Prefer location. Address PIANIST, Box 222, Mexico, Mo. fe19

CAPABLE SWING PIANIST — Read and jam. Union. Available for organized swing band. State all first time. Write or wire JIMMIE LIVINGSTON, 6925 Auburn Ave., Wauwatosa, Wis.

PIANIST — Read, fake, cut shows. Age 20. Reliable, experienced. Prefer Southern spot. JOHN SLATER, Hotel Madison, Perth Amboy, N. J. fe12

RHYTHM PIANIST desires change. Take-off, young, reliable. Interested all offers; go anywhere. PIANO MAN, General Delivery, Kentwood, La.

LETTER LIST

(Continued from page 36)

- Gomez, Augie Hennessey, Red
Gray, Ed J. (Shipwreck)
Gregg, C. J. Hiler, Lee
Guyer, Roy Houn, Yaudall
(Whitey) Hudson, Allen H.
Hartz, Ben A. Kean Jr., James
Harwood, Van King, Frank
Haverstock, Harvey Lanzke, Johnnie
Haywood, Eddie Lavel, Frank
Head, Bernie Laws, Eric
Hegg, Knute Lee, Roy Earl
(Smoky) Leggette, C. R.
Henderson, Edgar Lemarr, Jack
(Eddie) Lewis, R. D.
Henderson, Warren Loomis, Glenn
Macgregor, Donald
Mason, Frankie
McGinnis, J. T.
McLain, Harry
Mead, J. E.
Miller, Taylor
Moore, J. E.
Moore, Freddie
Morton, Bob
Norwood, John R.
Murphy, Jack J.
Myers, N. A.
Nickels, Ralph E.
O'Brien, Robert L.
Ogle, Douglas
Palmer, Jud
Phillips, Ernest
Raye, J. L.
Reiter, Eddie
Rieton, Otto R.
Robn, Strawberry
Rohter, L. S.
Rosa, Rajah
Rome, Dr. Harry
(Kid Lee)
Ross, Jack
Schille, Fred
Sheil, Tod
Sickles, Geo. Wm.
Silver, Hal
Sperry, Bob
Stephenson, Ralph
Stuart, Tex
Tuttle, Mr. & Mrs.
Tyson, Rod
Van Orman, Ray
Walker, Musical
Ward, Hank
Ware, Pat
Watkins, T. O.
Weber, Billy
Weber, H. S.
Welles, Ezie
Williams, Leopold B.
Wilson, Max
Wineberg, Joe
Wiss, Jack
World, Red
Yelton, Bob
Zehille, Fred
Zonneville, M. J.
Zothnan, John

THE FORUM

(Continued from page 34)

ture me with his minstrels the season of 1880-'81. As an extra inducement he agreed to have special printing for me, including a three-sheet poster in five colors and one-sheet lithograph made by the Courier Show Printing Company, Buffalo. It was my first real chance, so we soon came to terms and for six seasons I remained a feature of Hi Henry's Premium Minstrels. Mr. Henry, John Raine, Bobby Beach and James Daily have passed on. I have not heard of the remaining members of the troupe in years. I met Tom Gould in Utica, N. Y., his home town, in October, 1924, while playing there with the Five Jolly Corks, old-time act. He was prosperous and happy. I am writing Mr. Strait thanking him for his letter in the minstrels column. Please accept my appreciation of your revival of old-time memories. TOM ENGLISH.

Toledo.

Faith Hope and Zingo on page 13 of The Billboard of January 22 reminded me of the story connected with the word "zingo." In 1909 I was trombone player in the Valentine Theater, Toledo, and was playing a Victor Herbert production, Victor Herbert in person directing. I don't remember which show it was; Telephone Girl I think, and during the rehearsal one number started with a cymbal crash and he explained to us that it would be "zing, go," meaning for the rest of the orchestra to start after the "zing." I was working on the "concockshun" of metal polishes and trombone oil and just before rehearsal I had shined the

His Version Of Origin of Word "Zingo"

cymbal with my invention. I got the idea right then and called myself the Zingo Chemical Company and went into business and did do a lot of it during the next few years. But, as many times happens, I took in a partner for capital and eventually went up in smoke. At any rate that is what I believe to be the origin of the word "zingo." I have heard it used all over the United States since. Just last summer while on the road I found a gas and oil company named "Zingo," also a bus line in Southern Indiana, I think. "DOCK" (ZINGO) TRIPP.

YOUNG LADY PIANIST — Experienced all musical lines. Reads, fakes. Excellent ear. New York State, Pennsylvania preferred. Appearance, wardrobe. TALITHA BOTSFORD, 1718 W. Church, Elmira, N. Y.

AT LIBERTY SINGERS

SINGER — EMSEE, DIRECTOR, Guitar. Have been with the best. Good appearance, young and sober. Prefer West. DON WATTS, P. O. Box 1193, Wilmington, N. C.

TENOR VOICE — FOR POPULAR SONGS AND Ballads. Willing to travel. Clubs or vaudeville. Good appearance, neat wardrobe. MR. LEW LORRAINE, care Billboard, 1564 Broadway, New York.

VOCALIST — Baritone Voice. Popular songs, mike experience. Young, good appearance. Willing to travel. Address DARD VINCENT, 180 Frost St., Brooklyn, N. Y.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY — SINGING AND DANCING Blackface Comic for med or unit. Salary your best. Write or wire, stating full particulars in first to SMOKEY MILLER, General Delivery, Hardin, Ky.

FAMILY ACT — INSTRUMENTAL, NOVELTY and Singing. Want to join unit. Play theaters, fairs, etc. Father plays piano accordion, mother, string bass; daughter, 16, Spanish guitar, xylophone; son, 9, accordion and tenor guitar. Popular and old-time tunes, jokes. PANCOAST FAMILY, Delta, O. fe19

PAMAHASIKA'S Famous Acting Cockatoos — They're great. They're wonderful. They're famous. A feature for any show. Presented by the well-known Prof. Pamahasika Himself. Permanent address, 515 W. Erie Ave., Philadelphia, Pa. Tel.: SAGmore 5536.

RAMBLIN' RED ROSS — Eight years' experience radio, vaudeville, floor show as entertainer and emcee. Playing slap bass, tenor guitar, washboards. Sing, dance and comedy. Have car, trailer, wardrobe. Send details first letter. General Delivery, Raymondville, Tex. fe26

YOUNG COUPLE, good appearance, desires connection with tent show opening around middle of March or first of April. Lady — Good Voice and Tap Dancer, desires break into Ingenue roles. Man — A-1 First Alto Sax. Reads, fakes and take-off. Good tone and specialties. Small stage experience. No griping. State salary. Don't misrepresent. Write or wire HAYDEN & FELIX, 506 E. 2nd St., Hopkinsville, Ky.

In this dusty playbill long hid away We read the names of a golden day. Here bowing out of the shadowy past Come one by one the glamorous cast. . . The fair Juliet with a voice like a bell; Romeo, handsome and manly as well; Tybalt the brave, and Nurse devoted — Stars every one of them, brilliant and noted. . . Even the theater is now torn down And romance gone from that part of the town. For years Juliet in her grave has been, An old actors' home Romeo now is in. Out in the country, at her granddaughter's there, Dreams crippled old Nurse in her wheel-chair. Tybalt, gouty and fat and slow, Was doorman last for a cinema show. Only memories now are the wages For the gallant ones named in these yellowing pages. —ETHEL KING.

An Old Theater Program
In this dusty playbill long hid away
We read the names of a golden day.
Here bowing out of the shadowy past
Come one by one the glamorous cast. . .
The fair Juliet with a voice like a bell;
Romeo, handsome and manly as well;
Tybalt the brave, and Nurse devoted —
Stars every one of them, brilliant and
noted. . .
Even the theater is now torn down
And romance gone from that part of the
town.
For years Juliet in her grave has been,
An old actors' home Romeo now is in.
Out in the country, at her granddaugh-
ter's there,
Dreams crippled old Nurse in her wheel-
chair.
Tybalt, gouty and fat and slow,
Was doorman last for a cinema show.
Only memories now are the wages
For the gallant ones named in these
yellowing pages. —ETHEL KING.

SMITH SUCCEEDS HATHAWAY

Appointed Gen. Mgr. R-B Show

Austin takes over post on Barnes-Sells-Floto — has been general agent

SARASOTA, Fla., Feb. 5.—John Ringling North on Thursday announced the appointment of George W. Smith as general manager of Ringling Bros. and Barnum & Bailey Circus, succeeding Carl T. Hathaway, who died here last week.

Smith's post as manager of the Al G. Barnes and Sells-Floto Circus will be taken by J. B. Austin, general agent of that show and a Barnes man for 10 years.

Smith was slated to leave Barnes quarters at Baldwin Park, Calif., and fly to Sarasota to take over the Big Show.

Smith's entire circus career has been under the Ringling banner since starting in the cookhouse of the Ringling-owned Barnum & Bailey show in 1913.

In 1920 he was made front-door superintendent of the Big Show, and in 1928 he became assistant manager under Hathaway. He served in that post until 1933, when Hathaway was replaced by Gumpertz.

R-B Will Feature Buck in New Spec

SARASOTA, Fla., Feb. 5.—Frank Buck will be featured in the new Ringling-Barnum spec *Nepal*, it was announced here by John Ringling North.

Buck arrived last Tuesday and will spend a week here conferring with circus officials and ironing out details of the spec, which will be the most ambitious presentation ever attempted even by the Big Show.

Nepal will be costumed, designed and presented by Charles LeMaire. It will depict in processional pageantry the reception of Buck by the Maharajah of Nepal as the famous hunter returns from an expedition into the interior of India. The fact that Buck is a personal friend of the Indian potentate adds a touch of authenticity.

Contract for costuming the spec was let last week by Mr. North to the Brooks Costume and Uniform Company, of New York. Amount of the contract was \$80,000. The Brooks company was represented in negotiations by James Stroock.

LeMaire has already completed his color sketches for the spec, which will include a procession of wild animals, each specimen accompanied by a group of costumed natives from native land.

Exceptionally striking in the main part of the pageant procession will be the elephant trappings. The elephant which bears the maharajah will be covered with gold mesh, while those bearing lesser nobles will be covered with silver mesh.

LeMaire plans a battery of colored lights to enhance the beauty of the entire presentation.

Maurice Lowe Leaves Erie Lithograph Co.

ERIE, Pa., Feb. 5.—Maurice Lowe, long connected with the Erie Lithograph and Printing Company and widely known to circus men, has resigned from that company to enter business in the Erie area.

J. R. Lowe, president of the Erie Lithograph Company, returned home this week from Sarasota, Fla., where he conferred with Roland Butler, of Ringling-Barnum Circus, on lithograph and other show printing for the Ringling shows.

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.



ROBERT RINGLING is at Sarasota, Fla., assisting in plans for the Ringling Bros. and Barnum & Bailey Circus. He is a vice-president of the Big Show.

Cole Bros. May Establish Quarters at St. Petersburg

ST. PETERSBURG, Fla., Feb. 5.—According to an announcement made by City Manager Glenn V. Leland on January 27, Cole Bros.' Circus has agreed to establish winter quarters here if the city will provide the site and necessary buildings.

Stinson To Direct Detroit Show In Place of Bradna, Who Was Hurt

DETROIT, Feb. 5.—Thirty-third annual Detroit Shrine Circus, sponsored by Moslem Temple, opens Monday for a two-week run, with Fred Bradna missing from the ring as equestrian director for first time in many years. He was injured in a fall in a coal-unloading hole near the hall where he was playing at Lansing, Mich., and broke his left leg and is now confined to the Sparrow Hospital there. However, he will probably be in Detroit late in the week, according to word from the doctors. In the meantime Tunis (Eddie) Stinson, who has managed the Shrine show here for many years, will act as equestrian director, a role he performed in 1907-'08. The Orrin Davenport show will be here.

Advance ticket sale is the best in years and indications are an attendance of about 285,000, compared with last year's figure of 235,000, Stinson told *The Billboard*.

Concessions and general services will be manned directly by Shriners. Proceeds of the event go to the Shrine General Fund, which is used to take care of 700 crippled children in Detroit annually.

44-Page Program

General program of 44 pages is being put out, with advertising sold to "a majority of the reputable firms in town."

Billy Dick Buys Interest of Carl De Vere in Barney Bros.

EL PASO, Tex., Feb. 5.—Billy Dick has purchased Carl De Vere's interest in Barney Bros.' Circus, wintering here. John D. Foss continues as the other owner. Show will be enlarged, move on 14 trucks and open about March 19 in this city.

Two trailer cages and a semi-trailer are being built, with Otis Hall and Bob Hoffman in charge. Matt Laurish is breaking a Liberty horse act, and Peggy Waddell and Lucy Arenz are working on new wardrobe for the spec. Elephant, camel and horses have returned from an indoor engagement at Carlsbad, N. M.

Many of the personnel of the show will return. Joe Levine will have the privileges; Art Powell will be superintendent; Ralph Noble and Thomas

New Canvas For Harris

Special design for six-pole top—side show, marquee color scheme to match

NASHVILLE, Tenn., Feb. 5.—While the mechanical forces of Harris Bros.' Circus are not very active at present, the clerical and business staff is hard at work. General offices have been established here, close to quarters.

All canvas will be new, O'Henry Tent Company promising delivery in ample time for opening in April. Charles Driver was a recent visitor and stated six-pole big top will be outstanding in its special design of red, white and blue, sidewall and top trimmed to correspond. Side show and marquee will be carried out in same color scheme.

W. R. Heary, owner-manager of show (See *NEW CANVAS* on page 43)

No Show for E. F. Day

CINCINNATI, Feb. 5.—E. F. Day Sr., of Long Branch, N. J., contradicts the rumor going around that he has purchased a small motorized circus. He is still interested in circuses and will do all in his power to assist the showfolks as in the past.

Advertising banners in the Coliseum at the Michigan State Fairgrounds have been sold, some of them 300 feet long. Floor space in the entrance halls has been sold to various automobile companies, and novelty and similar concessions are also spotted here.

Advertising has been widely placed, using posters, heralds, all three metropolitan newspapers and seven radio stations. The stations have given time for presentation of entertainment features, including production of events by stars from the show, both preceding and during the event. Altho no advertising in newspapers was placed outside the city, newspapers in a radius of 150 miles have been generous with space.

Special publicity is a huge moving sign on the Garfield Building on which an announcement every three minutes has been donated by Goodyear Tire and Rubber Company, on Woodward avenue, beginning January 19.

Hoot Gibson, starred in the after-show, made a trip here from Lansing last week in the car presented to him by the Ford Company and visited Mayor Richard W. Reading, a past potentate of the Shrine, after a parade thru main city streets. He gave a demonstration of lariat work on the steps of the City Hall, roping a crowd of some 40 Shriners, which obtained newspaper publicity.

H-W, R-B Booked For Wheeling, W. Va.

WHEELING, W. Va., Feb. 5.—Earliest circus contracting on record in the Upper Ohio Valley was made this week when agents for two major circuses obtained licenses to exhibit here early in the season, W. C. Gartner, city license clerk, revealed.

Hagenbeck-Wallace will be first in May 13. Ringling-Barnum will be here June 8.

Visitors at quarters included Fred Brunk, of Brunk's Comedians; Harry Mason and family; Tex and Grace Orton and members of Polack Bros.' Circus; Mel Vaught, of State Fair Shows; George Engesser and wife and Mrs. Barney Unrath, of Schell Bros.' Circus.

R-B Show To Be Artistically Synchronized

SARASOTA, Fla., Feb. 5.—The Ringling-Barnum Circus from Modoc to the midgets will be artistically synchronized when New York gets its first peek at the 1938 edition in the Garden, according to Charles LeMaire, former Ziegfeld costume and lighting expert, who has been retained by John R. North to restyle the show. LeMaire left Sarasota Thursday after 10 days here gathering data, measuring elephants, acrobats and ushers in preparation for his task of making the show an artistic entity.

Ticket takers will shame admirals, and even the workmen will savor of West Point, according to LaMaire's plans. Rigid discipline will prevent any deviation from the prescribed uniforms.

The acts will be costumed with an eye to color harmony with the presentation in the adjoining ring, the object being to blend the whole presentation into a streamlined unit. One of the designer's biggest problems is the big new spec, which will be a feature.

LeMaire, ex-song plugger and vaude singer, went to New York in the early '20s, went broke looking for juvenile stage parts. Finally got a job with a costumer, where he learned the business. His first bid for fame came when he designed costumes for Ziegfeld's famous "lights" ballet. After that he did costumes for dozens of smash hits on Broadway. Five years ago he branched out as a designer of exclusive clothes for women. Now is regarded as an outstanding American in this field. He did 26 weeks on the radio last year for Cadillac motors making style talks.

Broun To Do

Heywood Broun, New York columnist, arrived here last week for a brief vacation. He is stopping at the John Ringling Hotel and plans to do several columns on the circus before leaving. James Riordan, managing editor of *The Boston Sunday Advertiser*, visited quarters last week.

More Appointments To Staff of McCoy

CHICAGO, Feb. 5.—John Powers, business manager of the Col. Tim McCoy Wild West Show, announced the following appointments to the staff this week: Jack Youdon, treasurer; Turner Thomason, assistant treasurer; Bill Bush, in charge of trucks; Jersey Schanck, side-show canvas boss, and Al Moss, for tickets and ushers. All were with Manager S. L. Cronin for several seasons on the Al G. Barnes show.

Cronin and Powers purchased 10 all-steel Pullman coaches and one bill car Wednesday, nearly completing the traveling equipment. It also was announced that Edythe Sterling will be in charge of the Col. Tim McCoy Trading Post, an elaborate exhibit depicting Indian lore.

Showmen's Club News

Circus folk interested in the activities of the various outdoor showmen's organizations will find the news of these in each issue of *The Billboard*, generally in the Carnival Department.



With the Circus Fans

By THE RINGMASTER

President MELVIN D. HILDRETH, W. M. HICKLINGHAM, 716 Evans Bldg., Washington, D. C.
 Secretary THAMES BANK, Norwich, Conn.
 (Conducted by WALTER HOENADEL, Editor "The White Tops," care Hohendel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Feb. 5.—Central States Chairman Karl Kae Knecht has called a meeting of members in his division to be held at South Bend, Ind., February 21-22. Fred Warrell Tent, of which Don S. Howland is president, will be host and promises a big time to all attending its first midwinter meeting. Members are working on an interesting program, the highlights of which will be a visit to Cole Bros.' quarters at Rochester and Hagenbeck-Wallace at Peru. States covered by the Central Division are Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Ohio, Nebraska, North Dakota, South Dakota and Wisconsin. Reservation cards have been mailed to all members in the Central States. Headquarters will be at the Oliver Hotel, but all communications should be addressed to Don S. Howland, 1132 Sunnymede avenue, South Bend.

Mr. and Mrs. Frank H. Hartless arrived in Chicago January 27 from a trip of two months spent in Texas, Mexico and California. Hartless will leave February 6 on a 10-day business trip.

Dr. Roswell T. Pettit, CFA of Ottawa, Ill., furnished the elk meat for a feed staged at his Elk Club evening of January 31. There were about 140 members who enjoyed the supper and also a talk given by Earl Chapin May on the circus. His latest book, recently released, is entitled *The Canning Clan* and was given wide publicity at the recent National Canners' Convention in Chicago.

Cole Bros.' Show Building Wagons

ROCHESTER, Ind., Feb. 5. — Winter quarters activities of Cole Bros.' Circus are going forward in advance of the customary schedule. The wagon shops, under direction of Superintendent Fred Seymour and Charles Luckey, master mechanic, have constructed new or rebuilt more than a score of vehicular appurtenances. The paint shops are again under direction of Ernest Sylvester, boss painter, with 14 men.

In the training barns Clyde Beatty has several newly imported Bengal tigers and Nubian male lions. He promises two distinct novelties in his big act. Harriet Beatty is daily working out her act.

Jorgen M. Christiansen is rehearsing

five separate Liberty acts. There are 41 high school and menage horses in the stables for daily workouts.

Dorothy Herbert was a visitor to winter quarters last Monday. She will be featured with the show.

Ken Maynard is resting at his ranch at Van Nuys, Calif., after completing four Western flickers.

Henry Brown, boss hostler, who has been wintering at his home, Columbus, O., was in quarters Thursday.

Harvey Mayer, program publisher, of New York, was in Rochester last Sunday, conferring with Messrs. Adkins and Terrell. He recently returned from a fortnight cruise to the Bahama Islands.

J. D. Newman was a recent visitor. Ora O. Parks has arrived in quarters from his farm near Marion, Ind. Jess Murden spent several days in Chicago this week.

Cecil Tatum and wife, who have been wintering in Pittsburgh, Pa., were in Rochester, Ind., several days visiting friends. They were with the Cole show last season but left at Los Angeles due to illness.

Russell Chickering has returned from a trip to Kansas City, Mo. R. M. Harvey, W. R. Hamilton and Raymond B. Dean were recent visitors.

During the winter half a dozen of the show's employees have been initiated into the Masonic Blue Lodge.

Pick-Ups From Peru

PERU, Ind., Feb. 5.—Mr. and Mrs. Leo Goshea, Holyoke, Mass., arrived past week with McLeods, Jimmy and Polly. McLeods are branching out. Goshea is manager new Broadway business stand, Ritz Theater. Polly is assisted by sister in management of News Shoppe, headquarters of *The Billboard* agency and favorite meeting place of showfolk.

Stated that Charles Brady, formerly for many years with American Circus Corporation units, is now superintendent of construction of the Parker & Watts Circus, now being assembled.

Grant Ray, past years on tax stand of H-W, is now in downtown office as public accountant, assisting circus fraternity in preparing tax returns.

Ernest Sylvester, scenic artist of Cole Bros.' Circus, and wife, Pauline, back from two months' stay in Florida and Havana, renewed acquaintances with Mr. and Mrs. Frank Kenworthy.

Was Shock to Adkins

A great shock was the passing of Carl Hathaway to Mr. and Mrs. Jess Adkins, who recently concluded visit of two weeks with noted showman.

George Penny, son of William Penny, was here past week visiting troupers. Stated is heading own troupe.

Gar Hurley, formerly with R-B, is here from New York City. States will work winter dates.

Slats Parker arrived from Baldwin Park, Calif., and is renewing acquaintances. Will work several weeks of indoor units and then go south to join the Sheesley show.

James O'Connor is here from Boston. Stated he will be with Cheerful Gardner on bulls for winter dates.

Joan LaRue, equestrienne of H-W, who suffered compound fracture of left leg while working standing hippodrome, will be hospitalized next week. She expects to again be under the big tops.

Jakie Canfield is floor manager of Eagles' club ballroom. Canfield, professional dancing teacher, states he will have only Eagles' Lodge circus aerie on road in 1938.

Ralph Miller, for many years with circuses, is farming at Rich Valley, Ind. Was thrown from horse, fracturing hip, past week. Son, Ollie, will be with H-W.

Will of William P. Gallagher, circus man, who died recently, was filed in Miami Circuit Court, naming widow, Mrs. Jessie Maude Gallagher, administratrix and sole heir.

Roster of Advance Of Parker & Watts

CINCINNATI, Feb. 5.—George Duvall, general agent of Parker & Watts Circus, sends following roster of the advance: Mike Pyne, director of outdoor advertising; George Brown, boss billposter; C. J. Lester, contracting press agent; Owen Dafney, press agent back with show; Charles Coleman, programmer five days ahead; S. B. Russell, H. Schull, Ralph Bliss, Harry Bailey, Jack McCoy, J. H. Pyne and Ralph Monroe, billposters and lithographers.

Three trucks and one pick-up will be used.

15 Years Ago

(From The Billboard Dated February 10, 1923)

Mrs. Hattie McCree, former circus rider with Hagenbeck-Wallace, was awarded \$100,000 from the Michigan Central Railroad in a personal damage suit in Toledo, O., Federal Court February 1. She was injured near Ivanhoe, Ind., in 1919, when a troop train collided with circus train. . . . A new amusement tax was effected in Washington, Ga. Circuses with two or more rings, one day, two performances, including side shows and street parade, \$100; smaller circuses, such as wagon shows, \$25; dog and pony shows, \$50.

R. L. Atterbury bought a farm, five miles from Sioux City, Ia., for the Atterbury Wagon Show's permanent quarters. . . . Billers' Alliance, Local No. 12, Milwaukee, installed as new officers H. R. Scott, president; William Denette, vice-president; Fred Dick, financial secretary; Roy Morris, recording secretary; Frank J. Lee, business agent; F. J. Lee, William Bates and Charles McGinn, trustees. . . . Harry R. Moore signed with Bantley Bros.' Circus as general agent. . . . Lamont's Bird Show and Millard Bros.' Show combined for the season.

Duke LaMae signed with Patterson's Circus to play air calliope. . . . Ed C. Brown, formerly with the Gentry show, joined advance car of the Patterson show. . . . Abbedella Ben Deb returned from Europe and signed contracts to again appear with Howe's Great London Circus. . . . Higgins and Higgins, contortionists and aerialists, were booked by Gus Sun Booking Exchange to play fairs. . . . Robert E. Hickey visited *The Billboard's* Cincinnati offices and reported that he had signed with John Robinson Circus.

Jimmy Farrington, of Hagenbeck-Wallace and member of the Rochester (N. Y.) Local No. 34, Billers' Alliance, died at his home in Newark, N. Y., January 18 of tumor. . . . John Grantham, veteran circus trouper, died at his home in Atlanta, Ga., January 27. Was buried in Hollywood Cemetery, that city. . . . John B. Nadeau Jr., musician on outdoor amusement attractions, among which were Al G. Barnes, Sells-Floto, Hagenbeck-Wallace, Walter L. Main and Gollmar Bros.' circuses, was fatally injured when struck by a streetcar in Lewiston, Me., late in January.

40,000 Attend Davenport Show at Lansing, Mich.

LANSING, Mich., Feb. 5. — Despite near-zero weather, annual Knights Templar Hospitaler Circus appearing at the Boys' Vocational School Fieldhouse, January 24-29, grossed approximately \$15,000, with new attendance record of 40,000 paid admissions. Show was under supervision of Orrin Davenport.

During the run five matinees were given, being attended by 17,000 children.

EVANSVILLE, Ind., Feb. 5.—E. Deacon Albright has signed with Harris Bros.' Circus to contract press, also radio and schools, same position he had with the Rice show the past three falls.

MORE BARGAINS

IN USED TENTS

90-Ft. ROUND TOP with 6 30-Ft. Middles. White. Top and Wall. \$1,150.00
 80-Ft. ROUND TOP with 3 30-Ft. Middles. White. Top and Wall. 550.00
 80-Ft. ROUND TOP with 1 45-Ft. Middle. Khaki. Top and Wall. 577.00
 70-Ft. ROUND TOP with 3 30-Ft. and 1 40-Ft. Middle. White. Top and Wall. 1,570.00
 100-Ft. ROUND TOP with 2 40-Ft. Middles. White. Top and Wall. 2,450.00

We'll Gladly Furnish Details.
WRITE - WIRE - PHONE

BAKER - LOCKWOOD
 17th and Central, Kansas City, Mo.
 AMERICA'S BIG TENT HOUSE

SHO-KANVAS

TENTS

By MILFORD H. SMITH,
CAMPBELL TENT & AWNING CO.
 Monroe at 3rd, Springfield, Ill.

SPECIAL BARGAINS

For Immediate Disposal

20x50 Cook House Top, 20x30 Corn Game Top, 5,000 Ft. Used Reserve Seat Netting.

O. HENRY TENT & AWNING CO.
 4611 North Clark Street, Chicago, Ill.

SEAL ACT

Now Available for a Reliable Circus or Fair Unit.

CHAS. PICKARD
 461 Fletcher Street, Tonawanda, N. Y.

SPANGLES

ALBERTIS CO.
 440 West 42d St., New York City

ARMLESS LAWYER

With Ripley at Dallas—will do Armless Act if chance to advance to Legal Adjuster or other executive position. Single. Ten years' active practice of law. Also Lecturer.

FRANK COLEMAN
 Armless Lawyer, Temple, Tex.

Monkey Motordrome Monkeys

FOR SALE.

Attention Show Owners—6 Best Riders in the business. Brand new Top, New Banners last year. 4 Cars, plenty of Parts. If you have a Drome and no Riders, and you mean business, get in touch with

L. R. WILLIAMS, care Billboard, Cincinnati, O.

TREASURER WANTED

Man or Woman, for Circus-Carnival. Experienced or inexperienced. Good salary. Must invest small amount of money, take small interest in show. Week stands. PLACE small Organized Band with own transportation. Rides, Shows, Concessions write.

BOX D-119, Billboard, Cincinnati, O.

TIGHTS

OPERA HOSE
KOHAN MFG. CO., 290 Taaffe Pl., Brooklyn, N. Y.

WANTED:

SEAT VENDERS, NOVELTY AND STAND MEN

WRITE IMMEDIATELY

NICK CARTER

Concessions Manager

HAGENBECK-WALLACE CIRCUS Peru, Ind.

CHIMPANZEES

2 TO 6 YEARS OLD, MALES and FEMALES, WHITEFACED and BLACKFACED

READY FOR IMMEDIATE DELIVERY

GREATEST WILD ANIMAL DISPLAY IN AMERICA

FRANK BUCK ENTERPRISES, INC.
 Phone, Massapequa 1116 AMITYVILLE, L. I., NEW YORK

NOTICE

Would like to hear from the following people at once: Robt. (Slim Jim) Curtis and Baby Bertha, the Halligans, McCleod Family, Cuban Mack, Roberta Roberts, Joe Grindal, Rube De Lentz, Al Isenburg, Arthur Hoffman. Cramer, why don't you write? All reply to

HARRIS BROS.' CIRCUS
 Arcade Station, Nashville, Tenn.

Note: Over 500 replies to recent Billboard ad. Am answering as fast as possible.

BARNEY BROS. CIRCUS

—WANTS—

Elephant Act with transportation. Big Show Acts doing three or more. Cowboys and Indians for Concert, with or without Stock. Real Circus Painter. Bennie Wells, Vic Parolita write. Electrician, Mechanic, useful People all departments. Following people write: Vern Corriet, Chief Keys, Emile Huber, Sam Jones, Pop Ashley, Henry Blank, Musician and real Circus Band Leader, Calliope Player. Ty Cobb write. All address J. D. FOSS, or BILLY DICK, Box 1653, El Paso, Texas.

WANT FOR COLE ROBINSON CIRCUS & EXPOSITION

Family Acts, Free Acts, Ground, Animal, Aerial, Work from Platform and Ground. PLACE real COOKHOUSE, RIDES, CONCESSIONS, FLASHY INDEPENDENT SHOWS. Band engaged. All must feed yourself and furnish your own means of transportation. Week Stands, 10c Gate. COMMITTEES AND FAIR SECRETARIES SEND OPEN TIME. Open Indiana April. State lowest first letter. Write only

COLE ROBINSON and FRED WHETTEN, Mgrs., 316 East Blaine Street, Brazil, Ind.

Under the Marquee

By CIRCUS SOLLY

C. B. VAN VACTOR, trumpet player, is spending winter at Hot Springs, Ark.

THE MATSUMOTOS will be with Haag Bros.' Circus.

JEN AND BILLY LERCHE, aerialists, are spending winter at Monroe, La.

OBERT MILLER & Sons Show, wintering at Springfield, Mo., are readying equipment for an early opening.

WHITEY WILBUR cards that he again will be with Dennie Curtis, his second year.

PRINCE ELMER cards that he will do comedy with Odell & Company show, which opens at Oakland, Calif., April 1.

HARRY SCOTT, an old trouper, is at the East Moline, Ill., State Hospital. Letters from friends will be appreciated.

SEVERAL CIRCUSES are copyrighting their news and press stories. The object is to prevent some of the smaller shows from lifting their press releases bodily.

JACK ELKINS, formerly with Hagenbeck-Wallace Circus, is employed by a newspaper at Miami, Fla.

LLOYD WONCH, bar performer, is now making his home in Saginaw, Mich., and has renewed many acquaintances there.

WALTER JENNIER, while playing with the Santos & Artigas Circus in Havana, took his sea lion, "Buddy," to the Capitol building as a publicity stunt.

LARRY (RED) FILLINGER will visit his wife at Revere, Mass., before returning to North Adams, Mass., to join the Bob Eugene Troupe.

BUDDIE WEDIN, midget clown, of Ironwood, Mich., has recovered from his accident of last season on Seils-Sterling and will again be with show.

MRS. GEORGE DUVALL was called to Shawnee, Okla., January 27, where she attended funeral of her father, J. B. Mays.

JOE AND BEBE SIEGRIST, trapeze performers, were on President Roosevelt's Birthday Party program at Lincoln High School, Los Angeles, January 29.

WHETHER YOU LIKE it or not, it looks as if most of the circuses will be unionized during 1938. Henry Ford and the independent steel companies seem to be about the only firms able to escape union domination.

HARRY (RUBE) CLARK, former circus man, informs that Charles (Kid) Koster has done a fine billing job for *Brother Rat* in Asheville, N. C.

JOE MASKER, of Bob Eugene Troupe, will spend a few weeks with the Eugenes at their home in North Adams, Mass., after which the troupe will play indoor circus dates in the East.

BOB AND ELVA STANLEY, a semi-high-wire act, last season with Seils-Sterling Circus, is one of the headliners of the new Irving Lewis' *Variety Gam-bols* unit playing thru Ohio.

SOL BERRY, who has been ill for several years, informs that he has fully recovered and will again be with a circus. He thanks Jack Mills, banner man of Cole Bros.' Circus, for his assistance.

ERNIE WISWELL, who has Funny Ford act, seen with circuses and at fairs, is filling engagements at various Euro-

pean circuses. He will be back home in time to keep spring dates.

EMMETT KELLY, who was with Bertram Mills' Circus in London, says it was the best date ever and that he was given much publicity. Will be at Detroit Shrine Circus.

GOSSIP and agitation is the one great affliction. It is a plague that has broken many shows. If you have one of these employees on your pay roll for 1938—man or woman—get rid of this insidious menace.

FRED K. LEONARD and wife will play Police Circus, St. Louis, with the Hamilton unit, which is in quarters at Dallas, Tex. Recent visitors were Charles Goss, Bill Dearman, Leo Blondin and Mrs. Catherine Oliver.

CY MADISON and Morris Ethridge left Los Angeles recently for Frank Buck's Wild Animal Farm, Amityville, L. I., N. Y., to take charge of snakes and monkeys. Both have been with Cole Bros.' Circus since 1935.

LEW HERSHEY returned to Ft. Scott, Kan., after a 10-week trip in Texas, playing schools. Has arranged dates in Nebraska and Iowa. Ed Aronson, Hershey's business manager and partner, is at home due to poor health.

POLACK BROS.' CIRCUS net for the third annual El Maida Shrine show at El Paso, Tex., fell off this year, Shrine officials said. Good crowds saw the show, but heavy expenses cut into the gross.

MRS. A. E. (MOM) WEINER, General Delivery, Birmingham, Ala., would like to know if any readers remember the date of issue of *The Billboard* in which the poem *Once a Troupier* appeared. She says it was about three years ago.

NOT IN A DECADE have local contractors been out so early in the season. Some went to work in December and early January saw at least four of the major circuses with contractors in the field. The idea of the early contracting was to pave the way for banner and posting squarers. Nothing like opposition to create work. Opposition likewise stimulates business. For instance, Flint, Mich., on July 4 last year.

JACK C. MEYERS, who had the privileges on Vanderburg Bros.' Circus last season, expects to again be with a big top this year. Is now arranging eighth annual convention of Mississippi Disabled American Veterans of World War and working on a year book.

JOSEF RIX, air calliapist, played for

Orrin Davenport's show at Lansing, Mich., week of January 24, using a Hammond electric organ with the band under direction of Merle Evans. Rix formerly was with Hagenbeck-Wallace and Cole Bros. and will again be with the big tops.

THELMA PATENT, of team Doris and Thelma, formerly with Ringling Bros., Hagenbeck-Wallace and Al G. Barnes, was operated on for acute appendicitis at St. Barnabus Hospital, Minneapolis, Minn. Letters from acquaintances will be appreciated. She was with Pete Kortes when taken ill. Doris is carrying on.

E. W. ADAMS is night clerk at Pickwick Hotel, Atlanta, Ga. He expects to be back on Cole Bros.' Circus, where he has been for three years. It will be his 17th season, most of which time he has been with shows managed by Jess Adkins. Adams has one of the finest collections of circus routes, dating back to 1890.

IN 1883 the Pennsylvania Legislature passed a law, making it a misdemeanor, punishable by fine and imprisonment, for circus or other amusement managers or owners to permit impalement acts or other acts endangering life, such as flying trapeze and others, without protection of a net in case of a fall. This act has remained on the statute books until Attorney John C. Graham, well-known circus lawyer of Butler, Pa., had it repealed after S. W. Gumpertz was arrested for its violation at Scranton, Pa.

BILL, PETE AND AL LINDEMANN, owners of Seils-Sterling Circus, accompanied by Arthur Heller, their band director, left Sheboygan, Wis., January 25 on a scouting trip of various circus quarters, including Miami, Fla.; Macon, Ga.; Rochester, Ind., and Sarasota, Fla. Seils-Sterling, wintering at Springfield, Mo., observes its 20th anniversary this year.

VETERANS of Foreign Wars of Chester, Ill., completed a contract with F. R. Ware for Hodgini Bros. to stage an indoor circus there this month. Other dates the Hodginis have handled under veterans auspices are Wichita Falls and Graham, Tex., and several in Oklahoma. Hodgini staff: Joe Hodgini, manager; Caroline Hodges, treasurer; Edward Hodgini, secretary; Ware, general agent and public relations. Show moves on trucks.

HAAG ELEPHANTS returned to quarters at Marianna, Fla., after a week's engagement at Orange Festival, Winter Haven, Fla. Were presented by Helen Haag. It was "Judy Marianna's" (18-month-old member of herd) first public appearance and Charles (Blackie) Duncan is enthusiastic about the "punk." States that "Judy" is the 18th elephant he has broken to work for the Haag show and is the brightest. Never gets excited

and goes thru her routine as evenly as she goes to her meals.

WALTER BROWN LEONARD writes from Ithaca, N. Y.: "Was pained to read of the death of my old friend, Charles Bernard, in *The Billboard*. Never have I known a more lovable, honorable and capable member of the circus world. Not so long ago I paid him a visit in his charming little home amidst the palmettos, palms and flowers, which he loved so well at Riverside near Savannah, Ga. Never will I forget the glorious hours we spent in his little sanctum where was kept his vast collection of data, covering the events of the circus as well as other outdoor and indoor amusements. All his work was carefully arranged, concise and authentic and should be preserved for future reference. Charles Bernard lived not in vain."

ROMIG AND ROONEY will again appear at St. Louis Police Circus, furnishing six-people comedy riding act, menage horses, trick horses, comedy mules, football ponies, dogs and a three-people tight-wire turn. Fay Romig, riding side saddle, will be featured on her black thoroughbred hackney horse, which was recently purchased in Detroit. At one time was owned by mayor of that city. Troupe has worked night clubs in and around Detroit with its circus unit. At present Romig and Rooney have 21 head of stock.

T. S. CROSBY, M. D., of Ironwood, Mich., writes under date of February 2: "Reading my copy of *The Billboard* today, I was impressed and one might say depressed in the Final Curtain of the passing of some of my old-time friends and associates in the circus profession. Altho in private practice now, I recall my early connections with the circus as physician and knew those splendid showmen, Jerry Mugivan, Ben Wallace, Joseph T. McCaddon, Jack O'Brien, Al G. Campbell and others who were prominent in their particular sphere. Never had the pleasure of meeting Dexter Fellows or Carl T. Hathaway, but their loss is certainly a lamentable catastrophe in their particular lines of experienced and expert talent. The Ringlings have left a heritage of high-grade circus standards, and the only oldtimer that I was ever associated with in my professional capacity and is now 'carrying on' is the redoubtable Walter L. Main. Long may he live and the Great American Circus prosper."

WPA Biz Holds Up At Bronx Coliseum

NEW YORK, Feb. 5.—The WPA Federal Theater Project's circus closed the third of its week-end runs at Bronx Coliseum January 30. Biz continues to hold up splendidly, with plenty of reserved seats being sold.

It has been announced that following the Coney Island date show will leave the State. First town will be Orange, N. J. Show will play under auspices of the 44th division of the New Jersey National Guard.

The Roberts duo, father and son, Indian rope twirlers and whip snappers, have joined. Press department got a nice break when Walter Winchell devoted his column to the circus, reports Wendell J. Goodwin.

Cristianis Contracted For Ringling-Barnum

LOS ANGELES, Feb. 5.—The Cristiani Troupe, which has been with Al G. Barnes-Sells-Floto Circus, will go to Ringling-Barnum Circus.

Ed Verstege, it was stated, will remain with Barnes as chief electrician. Paul Barton is to be trainmaster. Fred Smythe will be in charge of inside tickets. No definite announcement as to the press other than Gardner Wilson.

Reported J. W. Pedderston again will be 24-hour man. Ike Robertson and Theo Forstall are handling the office details. Mabel Stark stated she would have new tigers within a few days to add to the big cat group that she and Capt. Frank Phillips are breaking.

Paul Ringling came down from White Sulphur, Mont., and is daily at quarters. Stated he will stay for two weeks. Dan Parker and Peanuts Robinson have the paint jobs on all the cages ready. The Portland Jew is back at quarters. Red Forbes and crew are turning out rebuilt cages and big wagons.

Tribute to Carl T. Hathaway

By F. BEVERLY KELLEY

"Never exaggerate. It's so big that even if you tell the truth about it at least half the public won't believe you."

That was Carl T. Hathaway's advice to a new publicity attache, and his voice carried a note of quiet, dignified pride when he said it.

Modest in the belief that the show was bigger than anyone in it, yet he realized that it was big because big men had built it and that big men had to run it. Yes, to Carl the show was big and fine, and it is to his everlasting credit that he respected the show enough to know that it was not perfect.

To that attempt at perfection he devoted his life. Born in any age, he would have been a pioneer. The voices that whispered to Rudyard Kipling's restless Explorer and the mystery of what might be on the other side of the mountain rang in the ears of Carl Hathaway. His was the gift of faithful service mixed with a fine discontent and a forthright willingness to experiment. Achievement for the show loomed immeasurably more important in his heart than the question of who took the bows.

Altho in point of time a member of the fast-vanishing battalion of "old-timers," his fertile brain ever searched the far horizon. Across the broad vistas of his vision was written enough departure from time-worn presentation methods to have revolutionized circus business. He had the Ringling touch—the belief that the customer in the "blues" was entitled to some consideration. He believed in giving them something for their money in the end rings and in reducing to a minimum the solo act presentations.

He was interested in the development of aluminum as an agent for lightness and strength in show equipment. He wanted to really illuminate the big top and years ago he determined to see it air-conditioned. Once a musician, he knew the value of an adequate number of bandsmen and he regretted the policy of trying to get along with a handful of even extremely competent musicians. He wanted to put authentic circus information in the hands of every school child in America.

Carl Hathaway was unique among men, but it must not be said there will never be another. There will always of necessity be a Carl Hathaway if the Big Show is to persist, for it is only against the panorama of his kind of loyalty and far-flung vision that the red wagons can roll on—and on.

Good-bye, Carl. What you were to the Big One is stamped on it as permanently as the your name were printed on the title.

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SPECIALY DESIGNED GROUPINGS AND GREETING CARDS TO ORDER.

The Corral

By ROWDY WADDY

BE FOR IT! If you are in the rodeo business.

RODEO MANAGERMENTS are literally seething with optimism for 1938 events if reports from many of them are a criterion.

JOHN A. GUTHRIE, rodeo promoter and president of the New Frontier Days, of Muskogee, Okla., was a business visitor in Springfield, Mo., last week.

RICHARD MERCHANT has been contracted to direct arena activities at the World's Championship Rodeo to be held in Phoenix, Ariz., under Phoenix Junior Chamber of Commerce auspices.

EDNA ALEE and her Shooting Stars of the West, Ralph Del Orto and Harry Pijot, clicked handily with their shooting act at the Sportsmen's Show, which concluded a 10-day stand at Music Hall, Cincinnati, February 4.

C. L. WIEGAND, of Dover, O., known professionally as Buck Steele, is wintering at Daytona Beach, Fla., where he is maintaining a riding stable. He plans to return to his home in the spring before starting his 1938 circus tour.

DIXIE WILLIAMS and wife are managing Mr. and Mrs. W. M. Rozelle's farm and riding academy in Talladega, Ala., this winter. Dixie advises that his Wild West friends near those diggin's are ever welcome to visit him there.

BOARD OF DIRECTORS of the Mid-south Fair Association, Memphis, voted by acclamation last week that rodeo entertainment surpasses all other grandstand shows as a crowd drawer. As a result Raymond Skinner, president, has been vested with authority to stage a rodeo in connection with the 1938 show.

COMMITTEE in charge of the first annual Rodeo and Horse Show to be held in Houston, in connection with the Fat Stock Show there, includes Joe D. Hughes, president; F. Y. Dew, first vice-president; Tom Booth, second vice-president; W. B. Warren, secretary, and W. A. Lee, treasurer.

DIAMOND TED LEWIS, shooting sheriff of Towners, N. Y., advises that he is still holding law and order in the Mountains of Patterson this winter. He adds, however, that he is anxious for the season to open so that he may get back in the saddle and renew acquaintances with his friends in the rodeo field.

JOHN A. STRYKER, rodeo producer, reports from Pryor, Okla., that he is spending some of his winter hours there putting his writin' stick to use in the design and lettering of some new advertising layouts for his exclusive use. He says his 1938 plans call for the supervision and production of several rodeos already in the making.

LITTLE HANK KEENAN, who recently completed a successful six-week tour of Western Canada, is now in Hollywood, where he is attending school and in the throes of examination week. He reports that his mother, who recently underwent an operation, will undergo another as

soon as she has sufficiently recovered from the first one. Little Hank, whose leg was broken two years ago in Billings, Mont., will also enter a hospital there as soon as he has finished his examinations to have the leg rebroken and set.

PLANS ARE RAPIDLY progressing for the rodeo to be held in Cleveland this year under the direction of Al Suphin, president of the Cleveland Hockey Club. Rodeo management will be in the capable hands of C. B. Paul Jr., general manager of the New York State Rodeo Association and president of the Rochester (N. Y.) Rodeo Association.

CLEVE LaRUE, former 101 Ranch cowboy and circus rider, and his midget bronk, Mike, were features at a performance for children at General Protestant Orphan Home, Cincinnati, February 5. Mike is said to be the world's smallest horse. The LaRues are residing temporarily in a trailer camp in the Queen City, where their son, Corliss, is attending school.

WORK OF RENOVATING corrals and chutes for Tucson's (Ariz.) 14th annual Fiesta de los Vaqueros is already under way under the direction of Earl Thode, former world champion cowboy and bronk rider, who will be making his first appearance there as arena director. Cy Taillon has been contracted to handle the announcing chores, while Pinkey Girst will clown the show. Jack Kinney is executive chairman.

GEORGE A. HAMID'S second annual Boston Outdoor Rodeo, at Suffolk Downs, will be built around Col. Jim Eskew's rodeo contingent. Hamid has announced that special stock will be brought in again for the two-week stand and that added attractions would be much the same as last year. Carver's Diving Horse and fireworks, besides the usual clown cowboy numbers, will again be presented. Hamid office is already preparing an intense and novel advertising and promotion campaign.

VERNE ELLIOTT, manager of the rodeo to be held in connection with the Southwestern Exposition and Fat Stock Show, Fort Worth, announced last week that this year's event will have two new judges in Donald Nesbitt and Earl Thode. Abe Lefton, show's announcer three years ago, probably will be the announcer again this year, while Homer Holcomb with his mule, Parkyakarkus, will clown. Coliseum's bell, which was formerly used to indicate beginning and ending of contestant's time, will be replaced by a fog horn this year. Decision to install a louder instrument resulted after spectator's cheers drowned out the bell in an important event last year.

CONTESTANTS at the highly successful rodeo held in connection with the National Western Stock and Horse Show in Denver recently included Paul Carney, Eddie Curtis, Paul Crain, Joe Thompson, Mickey McCrorey, Shorty Creed, Vic Schwarz, Bob Estis, Jackie Cooper, Doff Aber, Smoky Snyder, Buck Wyatt, Andy Henderson, Fritz Slegrist, Dale Adams, Al Garrett, Mel Stonehouse, Dave Campbell, Jim Nesbitt, Lyle Cottrell, Eddie Curtis, Burrell Mulkey, Cecil Bedford, Melvin Harper, Hank Mills, Jim Whiteman and Elmer Martin. Contracted performers were Ted Allen, champion horseshoe pitcher; Gene Creed, Pauline Nesbitt and Dick Griffith, trick and fancy riders; Major Hiram E. Tuttle, dressage horses, and Homer Holcomb, clown.

Rinks and Skater's

By CLAUDE R. ELLIS
(Cincinnati Office)

A NEW roller rink with facilities for more than 1,000 skaters on a specially constructed floor has been opened in Meyers Lake Park, Canton, O., on former site of the zoo and miniature railroad. The maple floor is 75 by 175 feet. Exterior walls are of tile and ceiling and interior are reinforced with structural steel. Glass brick is used in the lobby and a 55-foot tower and electric sign dominate the entrance. Ceilings and walls are covered with material designed to absorb sound and finished in red and black. Equipment includes 900 pairs of new rental skates and lockers for patrons. Rink will operate seven nights a week.

FIRST group of skaters from the Roller Derby School in Chicago will leave for Tampa, Fla., said John Rosasco, coach in charge. He reports the teams selected as Alicia Gadias, Chicago, and Mickey Milane, Winona, Minn.; Eleanor Carron, Springfield, Ill., and Bud Wieder, Erie, Pa.; Lois Hallen, Detroit, and Gordon Cleveland, St. Louis, and Elizabeth Gades, Chicago, and Howard Lester, Chicago. These teams will be further trained on the Tampa Derby track and then, Rosasco reports, will be sent to a Roller Derby in Miami, Fla. More, it is expected, will be selected to go to a Derby in Birmingham, Ala. School entries are said to be numerous.

WILLIAM SEFFERINO, of the Roller-drome, Cincinnati, is arranging a display of pictures of former pro speed skaters and asks all former champions to send in pictures, which will be returned if desired after copies are made. No finer spot could be found for such a collection and it should add much to the prominence of the Roller-drome as well as an attraction to patrons. Former speed skaters will realize that the collection will add much color to the coming national amateur meet.

SINCE opening on October 11 more than 50,000 have attended the Roll-a-Drome, Clarksburg, W. Va., operated by Clarence W. Snyder and Forrest S. Tharp. Charles E. Fraikes is floor manager and Everett Stanley and Richard Simmons are instructors. Skating surface is 60 by 101 feet. Sessions are held six nights weekly, and private parties are held after regular hours, with matinees on Sundays. At the midwinter opening on January 29 merchandise awards were given, and on Mondays and Thursdays door and skate prizes are awarded. Special events are held during the week.

FRANK VERNON, 65, whose death in Salt Lake City on January 30 was reported in the Final Curtain in last week's issue of *The Billboard*, was widely known as a pro speed and exhibition roller skater, having played in vaudeville and with circuses many years. He was a member of the Catholic Church, funeral being held in the Cathedral of the Madaline, with interment in Salt Lake City.

WALTZ championship contest in charge of Harry Culp in Fred Leiser's Armory Roller Rink, Chicago, completed its fourth heat on February 2, reports Bill Henning, skateroom manager. Four couples are picked weekly to compete in finals on March 2 for medals and cups.

Joe Laury will hold preliminaries to choose teams to compete in amateur races in Sefferino's Roller-drome, Cincinnati, in April and is training for races he plans to enter soon. Broom ball is still going over big, with four girl and 16 boy teams organized. On February 18 boy and girl teams will visit Cobb's Lake Renwick Rink, Plainfield, Ill., for games. Vi Swanson has returned as assistant in skateroom, and Callahan is on the night shift. Bill Williams is skate-boy captain. George Schrader and George Rolfe are in charge of beginners.

DRILL team of Norwood (O.) Roller Rink, 18 girls and boys drilled by Harry Reckward, a Greater Cincinnati skate-dance expert, was selected from the 5,000 members of Norwood Roller Club. Team comprises Bill Reinzan, Art Graves, Harold Melze, Eddie Bischer, Fred Meyer, Reff Garber, Johnny Bruckner, Bob Faucett, Harry Reckward, Viola Cordes, Evelyn Bantham, Evelyn O'Hara, Ruth Prues, Ruth Moss, Rita House, Ruth Williams, Dorothy Prues and Margaret Wermes. Mr. Reckward, club president, has increased activity among members. February party will be a Mardi Gras with awards for costumes. Edna Kessel and Joseph Kessnick were winners in the recent championship turn waltz contest, receiving wrist watches and titular honors. Mr. Kessnick is also a speed racer.

"**THE DEATHS** of Frank Bacon and Frank Vernon, prominent speed and exhibition roller skaters, within a day or so of each other cast gloom over old-time associates who knew them well," writes E. M. Moorar, Sefferino's Roller-drome, Cincinnati. "Both played important parts in building roller skating to its present height. The old team of Frank and Lillian Vernon was known as one of the outstanding skating acts on the rink circuits of former years. They also had operated rinks in many cities and their methods were always first-class and clean. The writer was associated during the war with Frank and many saw a marked resemblance in our features, which caused both of us embarrassment on several occasions, one being taken for the other. I found Vernon very likable and a good man to work with."

CHAMPLAIN PROVENCHER, honorary secretary of the Amateur Skating Association of Canada, said leading skaters of the provincial organizations will be asked to take part in numerous championship events during the season. Canadian figure-skating championships were allowed to the Winnipeg Winter Club on January 28 and 29. Manitoba Speed Skating Association's meet will be on February 22 and 23, with speedsters from Manitoba and Saskatchewan. Best skaters from Canada and the States will take part in Great Lakes open-speed skating championships in Oconomowoc, Wis., on February 19 and 20, and in North American outdoor speed skating championships, Saranac Lake, N. Y., on February 11-13. President William E. Roughton, Montreal, and John S. MacLean, Toronto, one of the honorary presidents, will be asked to officiate at some of these events. F. W. Coombs, Saint John, N. B., president of Maritime Provinces Skating Association, and his committee are arranging for the maritime provinces speed-skating championships soon. Members of the Amateur Skating Association of Canada are: Maritime Provinces (New Brunswick, Nova Scotia, Prince Edward Island), S. (See RINKS on page 49)



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QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884.
3312-3318 Ravenswood Ave., Chicago, Ill.

The Best Skate Today

300 PAIRS SKATES

1 Sander, 1 Grinder, Lease on Building. All Rink Equipment.

JOHN LEONHARD
Skating Rink,
East Broad Street, Elyria, O.

NEW CANVAS
(Continued from page 40)

(formerly Dan Rice Circus) is at his winter home in Miami, Fla., contracting performers and band.

Ben Holmes, general agent, was here last week. A nice line of paper will be carried. Deacon Albright reports from Evansville, Ind., that he has nearly completed layouts for his newspaper ads and art mats. Heralds will be mailed to rural routes from No. 3 advertising car.

Mike Pyne, who will have brigade, writes from Detroit that his billing crew of 12 is nearly signed. W. D. Storey, auditor, at Mayfield, Ky., is arranging a new line of forms, report sheets and books.

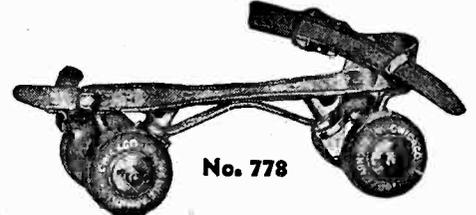
Dan White, at New Haven, Ind., past several seasons assistant to Boss Canvasman Bill Curtis on the Barnes show, will report to quarters latter part of this month. Will be big top boss under General Superintendent Sam Marretta, who is finishing season at Funland Park, Miami.

FIBRE AND WOOD WHEELS

will help **KEEP** your **FLOOR WHITE** and **Clean**

Steel and Alloy Wheels Darken the Floor.

WHITE FLOOR will hold your Crowds. This is the opinion of a big majority of successful Roller Rink Operators. What do you say?



No. 778

CHICAGO ROLLER SKATE CO., 4427 W. Lake St., CHICAGO, ILL.

Erie Changes Are Extensive

Modernization of Waldameer is undertaken by Moeller—new rides bought

ERIE, Pa., Feb. 5.—Manager Alex Moeller, Waldameer Park, who is in Fort Lauderdale, Fla., is expected to return soon to start work on an extensive program of improvements which he has outlined for the coming year. Included in modernization will be removal of the old Figure-Eight Coaster and installation at that spot on the midway of some new rides, which he recently purchased.

Workmen have been engaged for the past few weeks in redecorating Rainbow Gardens, the park's ballroom, and it is planned to book in some name bands prior to opening of the season on Decoration Day. Extensive improvements to the Hofbrau will be carried out before opening. Hofbrau policy will be the same as that of the past three years, with special night club attractions booked to augment local talent.

Walter Hansen, assistant manager, in charge of winter work in the park, has booked several large private parties for the ballroom during the next two months.

Long Beach Moves For Steady Growth

LONG BEACH, L. I., Feb. 5.—Plans to develop Long Beach as a year-round resort and industrial city were disclosed by Mayor Louis F. Edwards in first of his weekly press conferences. He has approval of citizens and civic leaders in a plan to place Long Beach in the van of important eastern coastal cities in the next two or three years, he said.

Special attention is to be given to Ocean Beach Park, which will be enlarged with parking and recreation facilities. Already more than 100 lots upon which the city has completed foreclosure have been acquired for the purpose. As other plots are acquired they will be appointed for improving the city.

Meanwhile Long Beach is planning to invite creation of enterprises, amusement and industrial, by presenting attractive propositions.

Liability Plan Proves Success

Address of John Logan Campbell, Baltimore, leader in the public liability insurance plan adopted by the National Association of Amusement Parks, Pools and Beaches at the annual convention in the Hotel Sherman, Chicago, on November 30.

(Continued from last week)

On Past Achievements

I can refer you, as individual amusement operators, to the music royalty subject. That saved you all plenty of money. I can refer you to your tax situation. I am not in that business but I do know it as a member of this association. But, as absolute evidence and proof from my own standpoint, I refer you to the question of public liability insurance. There was a time, and you all know it, when, regardless of who the operator was, whether he was associated with a public utility corporation or just some little back-lot operator, he could not buy public liability insurance from a recognized insurance company.

In 1920 I came before this association and explained to members that they were placing their business in an incorrect fashion. They were acting individually. They were placing their business with local agents. They were acting individually, and not collectively, not thru their association. I told them that if they would pool their business and create a premium volume, a volume that would be interesting to a company, I would be happy to go into the Eastern (See LIABILITY PLAN on page 66)



JOSEPH F. PANESS, new owner of Neptune Beach, Niagara Falls, N. Y., after having been in a managerial post there, plans extensive development of the park area and beach, enlargement of Pier Ballroom, addition of rides and concessions and installation of considerable modern equipment.

Hugest Lighting Fixtures Among Palisades Plans

NEW YORK, Feb. 5.—With announcement of the purchase of three carloads of equipment from Great Lakes Exposition, Cleveland, as reported in *The Billboard* last week, Jack Rosenthal, who with his brother, Irving, operates Palisades (N. J.) Amusement Park, upon his return to New York said that among changes in the park one of the most outstanding will be in lighting fixtures.

With use of the modernistic fixtures purchased from the Cleveland exposition, the entire midway will be transformed with colored lights. Many flagpoles will be used next summer to dress up the modernistic midway.

In addition to utilizing fixtures purchased in Cleveland the Rosenthal brothers announced plans to establish powerful arc lamps in the center of the park with colored lights thrown against the sky. Arrangements are being made for this by the Public Service of New Jersey and General Electric, and preliminary negotiations call for the world's largest electric light bulbs to be used. This exhibit is expected to be featured as one of the new items of the park next summer.

Irving Rosenthal is representing the Palisades management on the amusement committee of the New York World's Fair of 1939.

Hull Spot Picked for Show

BOISE, Ida., Feb. 5.—White City Park here is getting considerable publicity, having been selected as place of meeting of the annual Dog Show of Gem State Kennel Club on May 14 and 15. Park Manager R. L. Hull said Mr. and Mrs. Jack Oakie are expected to enter a number of Afghan hounds and to attend the show. Manager Hull is nephew of the late G. W. Hull, founder of the park and many years president and general manager of the operating company.

A. C. Aiming for Slice of Trade From N. Y. World's Fair Visitors

ATLANTIC CITY, Feb. 5.—A movement is under way to insure the city's participation in the New York World's Fair of 1939. Amusement and business leaders feel the fair will be a boon to the resort and are preparing for reception of extra thousands.

What it may lose in close patronage the resort feels it will more than make in new patronage from fields hitherto untouched. The visitor, however, will find things a little steep if many follow the hotel men who at a recent meeting agreed to boost rates during the fair.

Paness Buys N. Y. Beach

Neptune property will be developed in western end of State—outings booked

NIAGARA FALLS, N. Y., Feb. 5.—Joseph F. Paness, who has been manager of the spot, reports his purchase of the Neptune Beach property here and plans for new construction and modernization. Outmoded buildings have been razed but the \$100,000 Pier Ballroom is intact and it will be decorated and enlarged with a new twilight floor.

More than 50 large outings have been booked for the 1938 season, he reports. It is planned to add rides and concessions, and landscaping picnic area equipment will be installed and new tables and umbrellas to be placed for the season's opening.

New lighting and amplification systems are being placed in line with Mr. Paness' plans to develop the Western New York spot, which is on the main highway route to Niagara Falls. There is auto parking space for 3,000 cars and the sandy beach, 400-foot boardwalk and water rides are to be renovated.

Long Ice Follies Run for A. C. Aud

ATLANTIC CITY, Feb. 5.—Setting at rest rumors that Atlantic City Auditorium was holding out until the last minute on a possibility of a dog racing track there this season, Manager P. E. M. Thompson on Wednesday announced signing a 67-performance contract with the *Ice Follies of 1938*. Initial performance will be on July 1 and show will run until Labor Day, September 5. Contract for the *Follies* was signed by Edward Mahlike, business manager and well-known showman.

The same troupe as last year will return, headed by Bess Ehrhardt and Roy Shipstad. It knocked off gate records in the big hall and proved the only attraction, including *Here and There*, with cast of 1,000, which ever filled the hall and kept turnstiles clicking thru an entire summer. Many in the *Ice Follies* are well-known former vaude troupers who have put their acts on skates for new laurels. Among these last year were McGowan and Mack. Mr. Mahlike said Gustav Lussi, European ice-show director, would direct.

Manager Thompson left on the Berengaria for Europe, where he will look over possible new ice stars and attend the International Ice Hockey League conference in Prague. This move proved there was no anticipated haste in the passing of a State racing measure putting racing to a public vote. It is now felt the measure will be fought out and that a referendum, if any, will not come before next spring. Mr. Thompson said a contract had been signed with the Philadelphia Skating Club for an ice carnival here on April 16.

Spots Readying in Denver

DENVER, Feb. 5.—Elitch Gardens and Lakeside Park are readying for summer and will have new rides, concessions and will book nationally known bands. Concessions and rides will be redecorated and buildings renovated for the season.

Museum Gets Much Attention

NEW YORK, Feb. 5.—American Museum of Public Recreation, managed by members of the National Association of Amusement Parks, Pools and Beaches and American Recreational Equipment Association, is beginning to get substantial national recognition, declared Director W. F. Mangels, Coney Island, N. Y.

Secretary R. S. Uzzell, New York, reports that Director Mangels has received written requests for the museum pamphlet issued last fall from Carnegie Library, Pittsburgh; Department of Public Welfare, Indianapolis; Public Library, Newark, N. J.; Municipal Reference Library, Chicago; Enoch Pratt Free Library, Baltimore; Emory (Ga.) University Library; Legislative Reference Bureau, Harrisburg, Pa.; National Recreation Association, New York; Social Planning Council, St. Louis; Regional Association, Cleveland; Public Library, Boston; Public Library, Chicago; Joint Reference Library, Chicago; Indiana State Library, Indianapolis; University of Washington Library, Seattle; University of Michigan Library, Ann Arbor; Municipal Reference Library, St. Louis; Municipal Reference Library, Cincinnati; Public Library, Spokane, Wash.; University of Kentucky Library, Lexington; Business Branch Library, Indianapolis; Northwestern University Library, Evanston, Ill.; Western Reserve University Library, Cleveland, and Public Library, Minneapolis.

"Director Mangels says requests are coming in at the rate of two a day. Can we not get as much attention from the outdoor amusement field as we are getting from these worthy institutions?" asked Secretary Uzzell.

Chippewa Lake Again in Hands Of A. M. Beach

MEDINA, O., Feb. 5.—Chippewa Lake Park Company has reverted to the control of A. M. Beach, many years identified with the well-known Northeastern Ohio amusement park, it was announced this week.

Claims against the company have been settled on a 12.06 per cent basis and receivership, which has handicapped to some extent activities of the park, has been completed, Mr. Beach said.

Parker Beach, in charge of the amusement center and one of the youngest amusement park executives in the Mid- (See CHIPPEWA LAKE on page 66)

ENID, Okla.—Altho nothing definite has been announced regarding Hellums Lake Park here since Ray Steck, former manager, moved to Wichita Falls, Tex., to assume management of an amusement park there, Hellums Lake probably will be reopened in May or June.



LOUIS BERNI, widely known showman, who has been operating rides and other attractions in France and Belgium a number of years, plans to return to New York early in March, according to word from Paris. He is at present operating Luna Park in Juan-les-Pins and has attractions in Luna Park, Paris.

American Recreational Equipment Association

By R. S. UZZELL

"The New York World's Fair of 1939" is getting plenty of publicity with this quoted line on 1938 auto license plates and the court contests it has evoked. Who can get into the Empire State and not know of our fair? Then New York cars go far afield in the course of a year to bear this news to the nation. Many cars go abroad for the summer to carry this tail appendage to the curious. What would an amusement resort pay for this valuable advertising which costs the exposition nothing?

Some valuable advice, gratis, to the New York show is coming from George A. Hamid, president of AREA, and Walter K. Sibley, free lance. If there is a logical answer to the contentions of either of these gentlemen the writer would like to see it. Roger Littleford Jr. is a quiet and unassuming gentleman, but when any part of the industry is unjustly held up to scorn, his pen flames. Long may he live and prosper! Some newspaper editors should brush off their own conduct before hopping onto the carnival men.

Necessity of Midways

Outdoor showmen have made commendable strides in their efforts to organize in New York City. If the pledges of money and memberships are scrupulously kept, the organization is sure to succeed. Heretofore enthusiasm and subscriptions have evaporated so completely as to have appeared as magic. This time a real worthy objective has been kept in the foreground, the magnet which holds organizations together.

Any of our State and county fairs will show unmistakably that but for their midway attractions and additional gate they draw these fairs could not exist. Expositions know this but cannot be induced to admit it. A fair or exposition without a midway is on a par with a play without a love plot, a wedding trip minus a bride, Hamlet with Hamlet omitted. Why should we be clubbed when we can help so much?

Where are the men who said that no more large Coasters would be built? Could they know how many are now under way, what would be their alibi?

Like a Career Job

Let anyone who thinks a program chairman of our annual meeting has an easy job go to Herbert F. O'Malley for wisdom on the subject. Really he deserves time out to manage his park and to see his family at intervals. Unless we can simplify matters the job of program chairman must become a career. After 20 years of discussion it requires time, effort, grit, patience, research and reams of correspondence to produce a three-day conclave. When a man is swimming hard, can't we hand him some nourishment? C. V. Starkweather, of Allan Herschell Company, North Tonnawanda, N. Y., is battling for AREA, and Arch Clair, of Norumbega Park, Auburn-dale, Mass., is swinging for the New England park men. Here is a trio deserving of our attention and support now. Make suggestions now before all of you get into spring preparations so deeply you do not even answer letters.

Three metropolitan newspapers called up to know about the future plans of Sam Gumpertz. Now that our genial and trustworthy editor, Al Hartmann, has settled the matter, temporarily at least, what are you going to do this year? How do we know unless you are good enough to tell us? None have closed up shop, but you are about as hard to get news from as Littleford says the circus people are. Yet we know that the circus will take to the road in the spring.

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, Feb. 5.—Indications are that there will be a strong effort on the part of the city in early spring to interest legit and flesh of all kinds for summer. To keep drawing the crowds that the city needs to keep its place in the mad scramble for summer biz it will be pointed out to producers that there are three big theaters dark and several other places where shows can be put in with very little change.

Ban against radio parlors recently lifted will stay that way and things look

rosier for concession men. Milton Latz, well-known amusement operator here, is vacationing in Mexico City. Harry Wakman, of the Hollywood Theater, is in Miami for a rest. Pres (Minstrel) Crook has returned from the South. Charlie (Ex-Minstrel) Dooim is doing a weekly bit over WPG.

Norman Reed, director of WPG, is vacationing and upon his return will get started on a contemplated WPG location change. Bees (Garden Pier) Reeves saw his first hockey game the other p.m. and liked it. Mall Dodson's Big Apple Skaters will shortly appear in Madison Square Garden, New York.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: From what Realtor Dan Copeman infos, a good percentage of amusement people aim to establish homes within Long Island's confines during '39, when the World's Fair will necessitate their closeness to the scene. Detail work on creation of World's Fair post office is under way. Freeport plans to continue measures to publicize the community. Increase in signs pointing to Jones Beach is due next season. Long Island must be important as a center of bathing-suit style creations, because Elliot Diebler, stylist, says most designers glean ideas for the following season's bathing suits here. Improvement of North Beach Airport to tune of \$12,000,000 means springing up of several amusement enterprises in the territory.

ROCKAWAY BEACH: Grooming of amusement section is under way. Fairyland, Edgemere, busiest kid spot in the east end, prepping for heavy trade. Harbor Inn slated for early opening with floor show and name attractions. Doubtful whether Chamber of Commerce will attempt sponsorship of fireworks shows next season, because too much of the cost of last year's had to be borne by too few people. Big howl will go up if toll costs on Cross Bay boulevard go into effect to underwrite costs of planned beach improvement project. Bert Legger, bartender at Jack's, Edgemere, held forth in that same capacity for years at the Lambs Club, New York City.

LONG BEACH: Planning board, purpose of which is to improve physical make-up of the resort, has as its members E. R. Eriksen, Dan Herman, Joseph Fischer, Murray Nadler, Charles E. Silver, Arthur T. Smith and Thomas B. Hamilton.

Via Death Takes Pioneer

HUNTINGTON, W. Va., Feb. 5.—Henry O. Via, 86, manager of Camden Park here, who died on January 31 of heart disease, was considered the oldest active amusement park manager in the country, having worked until a few weeks prior to his death. He acquired the park more than 20 years ago, after having been in mercantile and railroad business after his arrival from his birthplace, Charlottesville, Va., in March, 1872. He operated a roller-skating rink many years and was well known in the rink field.

With the Zoos

MEMPHIS—Feature of rapidly growing bird colony in Municipal Zoo is two young bugle birds trained by phonograph recordings at the home of Superintendent N. J. Melroy to whistle popular tunes. Feathered population is 680.

SAN FRANCISCO—Five silver-tipped grizzly bears, with their parents, have found a new home in Fleishhacker Zoo, gifts of William Randolph Hearst. Keeper Norman Baker said they are still to be named.

BATON ROUGE, La.—About 150 men started work on a \$75,000 park improvement project sponsored by the city thru WPA aid. Plans include removal of the zoo to a better location with construction of restrooms and walks. All animal cages will be modernized.

FORT WORTH, Tex.—Old Sam, 15-year-old lion, in Forest Park Zoo for the past eight years, died of old age. He leaves 23 offspring, including two 7-year-old lions still in the zoo, which now has five lions. Rajah, a tiger, which has been seriously ill for a month, is now able to eat solid food and attendants believe he has recovered from an attack (See WITH THE ZOOS on page 66)

The Pool Whirl

By NAT A. TOR

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

No News

Despite announcements in Miami that Alexander Ott, Miami-Biltmore pool, has been selected to operate the huge tank planned for the 1939 New York World's Fair, officials of the fair declared no such arrangements have as yet been made. That a pool will be constructed on the grounds in Flushing is likely, but no deal has been culminated as yet, it was said. As reported here last summer, Perly Boone, press agent for the fair, said then that the management itself would never build a natatorium and that if one is erected it will be done with private capital and by outsiders. Propositions have been made by syndicates and many blueprints presented.

A group associated with the fair want Park Commissioner Robert Moses, under whose supervision big municipals were constructed in New York City the past two years, to take charge of putting up a mammoth aquadrome. One of the tanks suggested calls for seating for 20,000 and it is for this proposed bathing establishment that Mr. Ott was named as manager. That the Miami pool man will not be associated with the fair cannot be stated at this writing, neither would it be authentic to write that he definitely will be, the writer thinks.

The pool situation for the fair is far from settled. Pool men who operate in vicinity of the grounds might be relieved to know that "no news is good news." A great many have been worrying about opposit that unquestionably would be offered by a World's Fair pool. The best thing for them to do is to work all the harder.

New Idea

Pool operators seeking something new to offer patrons might consider providing electric razors for male bathers. Years ago a few outdoor tanks attempted to offer free shaving facilities in men's locker rooms, but it never worked out because a swimming patron usually doesn't want to bother to lather or shave his face under such conditions. But with electric razors it might prove attractive. Companies which manufacture mechanical razors might be only too glad to co-operate with tanks and might provide them with free razors in return for publicity and good will that they could get out of it. Plunges offering such a service would be affording male swimmers a little bit more and certainly something different. It's little things like that that make for repeat business.

Outdoor Advertising

Apropos of last week's discussion about radio for advertising pools, another phase of ballyhoo which has been sadly neglected is the outdoor field. Ironically, all big amusement parks with natatoriums play them up in their 24-sheets and smaller paper, but few aquadromes by themselves use this type of advertising. Art and value of billposting is as well known as radio. It certainly isn't as expensive as etherizing and is within the pocketbook of any size of pool. Nearest that pools approach posting is with window cards. Cypress Hills tank, Brooklyn, is one which does go in for outdoor advertising, using 24-sheets and 3-sheets. Many inclosed tanks are usually ballyhooed, as are park pools. So Park Central, St. George and other New York indoor plunges are prominent on outdoor boards. Paris indoor tank in uptown New York doesn't

use big boards but employs markers on all highways in up-State New York.

Dots and Dashes

Eddie Meyers, former ice-skating star turned marathon swimmer, is back in New York, doing his swimming with Walter Spence, former Olympic swimmer, at London Terrace indoor tank. . . . Big plans are on for summer at Bear Mountain, N. Y., outdoor plunge, operated by the Day Line boats which service the place. — Shelton indoor tank, New York City, once more going in for swim races to entice newspaper space, which it certainly is getting, thanks to Ethelda Bleibtry, former amateur swim flash, who manages the tank. . . . And if plans materialize the writer expects to visit swim establishments in and around Los Angeles within a fortnight.

Zimmy to Cuba for Swim

MIAMI, Feb. 5.—Zimmy, legless swimmer, who has been a feature in Funland here, sailed on February 1 for Havana, from where he plans to start a swim to Miami. His proposed swim has created great interest. He said that he will attempt to swim the English Channel this summer.

Ohio Resort Signs for Acts

MIDDLETOWN, O., Feb. 5.—Management of LeSourdsville Lake, situated between Middletown and Hamilton, announced it will present sensational outdoor free acts weekly during the 1938 season, a contract for bookings having been signed with Gus Sun Agency, Springfield, O., thru Bob Shaw.

PARK MEN! READ THIS!

A No. 16 BIG ELI Wheel in 1936 returned a net profit of \$4800.00; and this was its eleventh consecutive year at the same location. Yet, it occupied a space only 38 feet wide by 38 feet deep; clear to a height of 60 feet. Can you use a BIG ELI No. 16 in YOUR Park? Write for information.



ELI BRIDGE COMPANY
— BUILDERS —
800 Case Ave., JACKSONVILLE, ILL.

PARK WANTED

A nationally known park and promotion manager, wide and diversified experience, is looking for a park or resort. Will purchase, lease or manage on a salary and percentage basis if right proposition is forthcoming. An executive of proven worth, at present connected with one of the nation's greatest amusement enterprises. If you have or know of a spot with real possibilities write

BOX 843, THE BILLBOARD,
1564 Broadway, New York, N. Y.

COASTER BUILDERS

Playland, South Bend, Ind.

Good opening for Coaster and Fun House. Write, wire or phone for details.

WANTED

FOR 1938-'39 SEASONS.

Portable Rides of all kinds. Rodeos, Shows, Tent Concessions, etc. 90-acre Park. Established 15 years. TWO-mile Waterfront. Write at once.

DEEMER BEACH AMUSEMENT PARK,
New Castle, Del.



Auto - SKOOTER - Water SHOWMEN

GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.

LUSSE BROS., INC.,

AUTO SKOOTER 2809 N. Fairhill St., Phila., Pa., U. S. A.
LUSSE BROS., LTD., Central House, 45 Kingsway, London W. C. 2, England.



WATER SKOOTER.

AMUSEMENT PARK FOR SALE

MODERNIZED and REBUILT at Tremendous Cost Near Prosperous Industrial and Mining City of POTTSTVILLE, PA., Serving Population of 150,000.

New Rides, Dance Hall, 120x90; Swimming Pool, 200x50; Lake and Grove, Giant Coaster. Good Reasons for Selling.

Apply **HOWARD F. HOBBS, Agent, Pottsville, Pa.**
Only \$8,000.00 Cash Necessary, Balance on Terms. Quick Action Necessary.

NEW KY. SET-UP AIM

Hit at Ferguson Thru Legislation

Bill to governor would strip ag commissioner of any State Fair powers

FRANKFORT, Ky., Feb. 5.—Commissioner of Agriculture Garth K. Ferguson will be stripped of an executive voice in Kentucky State Fair by a bill sent to the governor this week after final legislative action by the General Assembly.

Former secretary of the fair and not aligned with Gov. A. B. Chandler politically, Commissioner Ferguson is said to have been at odds with other members of the board of agriculture, altho its ex-officio head. Some friction arose during the past two fairs because, it is said, he insisted upon retaining control of premiums and policing grounds.

The new bill sets up a State Fair board to have full charge of the fair, including police and premiums, composed of members of the board of agriculture, but the commissioner will not be ex-officio chairman.

John C. Newcomb, New Hope, member of the board of agriculture, has been appointed secretary of the fair to succeed Horace S. Cleveland, Franklin, who resigned to take a seat in the General Assembly.

Deny Delay in G. G. Expo; Connick Takes Bell Duties

SAN FRANCISCO, Feb. 5.—Golden Gate International Exposition will open on scheduled time February 18, 1939, declares the office of Leland W. Cutler, president, who wants to spike all rumors that the fair will not open on time.

President Cutler said that by opening date the expo company will have poured \$23,000,000 into the site, of which more than \$7,000,000 was contributed by the federal government. Government exhibits will represent \$9,000,000 more; industrial exhibits, an additional \$7,000,000, and concessioners will spend \$2,000,000, for total exposition cost of more than \$41,000,000 by opening day, he said. To date 21 nations have signified intention of participating with exhibits. Eleven States have reserved space, with 12 more having appointed commissions to plan participation.

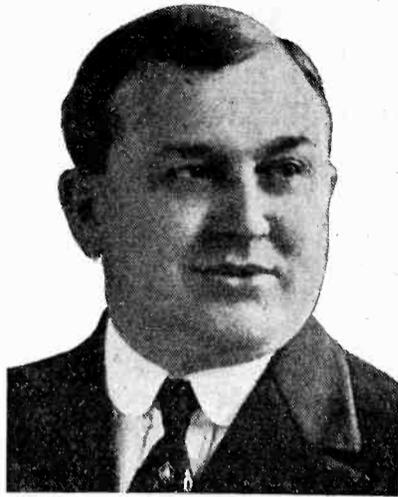
Harris De Haven Connick, director of works at the 1915 Panama-Pacific International Exposition, has been appointed chief director and general manager of the exposition, to take over duties heretofore exercised by Col. J. Franklin Bell, executive vice-president, who is on a tour of the East.

CNE Reps Going to Sydney

TORONTO, Feb. 5.—T. A. Russell, past president of Canadian National Exhibition, 1918-'19, and G. Howard Ferguson will sail early in March to attend the Sydney Royal Show, Sydney, N. S. W., as representatives of the CNE board. Invitation from Australia came thru Toronto office of L. R. McGregor, Australian trade commissioner in Canada. Mr. Russell has been associated with the exhibition many years. Mr. Ferguson who, thruout his term as premier of Ontario and as Canadian high commissioner in London, was active for the CNE.

Michaels Reports Contracts

KANSAS CITY, Mo., Feb. 5.—J. C. Michaels, who has been representing J. C. Michaels Attractions and Big City Circus at winter fair association meetings, including those of Indiana in Indianapolis, Minnesota in St. Paul and Nebraska in Lincoln, reports numerous bookings. Besides some Minnesota contracts those signed in Nebraska are for Custer County Fair, Broken Bow, 18 acts, and Thayer County Fair, Deshler, 15 acts, with assurances of contracts from eight other Nebraska fairs.



CHARLES W. SWOYER, Reading, re-elected secretary of Pennsylvania State Association of County Fairs at the York annual meeting, reported that of 69 Pennsy fairs operating in 1930, 32 showed a profit and that more than that have shown profit, except in 1931-'32, when 63 operated. In 1936, 41 of 83 fairs showed profit and 45 of 90 fairs reported profits in 1937. Estimated total attendance in 1937 was 3,260,390, compared with 2,178,094 in 1936.

Reorganization in South La.

DONALDSONVILLE, La., Feb. 5.—At annual meeting of stockholders of South Louisiana State Fair Association here a new board of directors of leading business men of 13 South Louisiana parishes was named. It will meet on February 13 to elect officers and map plans for 1938. Secretary R. S. Vickers resigned recently and his successor will be named. At annual meeting of Louisiana State Association of Fairs in Lafayette on February 11 a successor to Mr. Vickers as State secretary will be named.

New State Laws' Interpretation To Be Sought by Boards in Pa.

YORK, Pa., Jan. 29.—The 26th annual meeting of Pennsylvania State Association of County Fairs in the Yorktowne Hotel here on January 26 was the largest in history of the association, more than 60 fairs being represented. Welcome was extended Mayor Harry B. Anstine and responded to by President S. B. Russell. John S. Giles, president of Reading Fair, speaking on Fair Management,

Tampa Fete Day Biggest

Gasparilla feature brings all-time one-day gate record for Florida Fair

TAMPA, Feb. 5.—Attendance of 105,367 jammed Florida Fair on Gasparilla Day Monday, breaking the all-time one-day record of 103,246 set on Children's Day in 1937, and far above the 95,873 on last year's Gasparilla Day. After a week of cloudy skies and rain the sun appeared just in time for the big carnival and beamed on the "pirates" as they sailed up the bay in their Spanish galleon, while the largest crowd ever seen in Tampa cheered the "capture of the city."

Longest and most beautiful parade in the history of Gasparilla rolled thru main streets to the fairgrounds, passing in review in front of the grand stand, which was filled to overflowing. After parade and grand-stand acts crowds spread over the grounds, and midway and concessions did big business far into the night.

On Tuesday good weather held and first State School Children's Day brought attendance of 32,615. Children were guests of Tampa Junior Chamber of Commerce and prizes were presented to schools having largest delegations. Governor Cone, here for the annual governor's luncheon, spoke at the afternoon grand-stand performance. "It is the best exposition of Florida's wealth and resources I have ever seen," he said. Also Live-Stock Day there was a special live-stock parade in front of grand stand.

Grand-Stand Show Liked

On Wednesday, Thrill Day, crowds turned out to see Zmuda, bat man, float (See TAMPA FETE on page 49)

Boards, Great Season Ahead, Heavy on Buying, Says Hamid

Confident of upswing in 1938, fair officials are increasing amusement budgets, New York booker finds, on swing around recent notable association meetings

NEW YORK, Feb. 5.—George A. Hamid, New York attraction booker and producer and fair operator, back in this city for a brief breather between Eastern fair meetings, said this week that activity to date clearly indicates that fair men are expecting a tremendous season in 1938. Confident that the present business recession will have passed by August, secretaries are in most cases substantially increasing amusement budgets over last year. Almost without exception meetings have been better attended than in many years, indicating that the fair industry is in process of a tremendous upswing, and notes of optimism on every hand point definitely to prospects for a successful season.

Among fairs that either have purchased or signified their intention of purchasing grand-stand shows from the Hamid office this season include those in Rutland, Vt., with a budget increase of 15 per cent over 1937; Skowhegan, Me., with a 20 per cent increase over '37; Bedford, Mass., 15 per cent, and Essex (See BOARDS, GREAT on page 48)

Howell Gets "Another Job"

DETROIT, Feb. 5.—Chester M. Howell, known as "Chet" to Michigan fair men, and long secretary of Michigan Association of Fairs, received a new honor—he calls it "just another job"—this week, when he was elected president of Michigan Press Association. Secretary Howell is publisher of The Chesaning Argus.

Towners Remember Show Girl, Killed at Their Fair, With Grave Marker

BLACKSTONE, Va., Feb. 5.—A little showgirl in four days so won the hearts of the people of a Virginia town that they are honoring her memory with a beautiful memorial marker for her grave, said Bert De Shazor, who was a showman in opera house days and now is a band leader. Thru him funds have been donated by people of the town of Blackstone, and the marker, latest in the art of stone work and carving, has been in the making since November. When the marker arrives soon in Batavia, N. Y., it will be placed on the grave of Gloria Louise Allen, of the Flying Allens, killed in a parachute jump last September at the Courier-Record Fair here.

Oregon Would Retain Revenue

State association opposes diversion of racing funds—pass problem discussed

PORTLAND, Ore., Feb. 5.—A resolution urging that revenue from racing be left intact to aid fairs and not diverted for any other purpose was adopted at the annual meeting of Oregon Fairs Association in the Imperial Hotel here on January 28 and 29. It apparently was aimed at Oregon Merchants' Legislative League, which has been seeking a diversion of racing revenues into pension funds.

Dates for nearly all 1938 fairs were set, only a few in Eastern Oregon remaining to be fixed. Meeting was attended by more than 100 fair officials, horsemen, and amusement representatives. Mayor Joseph K. Carson Jr., who urged a declaration of war upon "gangsterism in industrial disputes, which have nullified in many instances the values that naturally accrue to a community from the publicity and other attractions of fairs," was attacking some unions in this region. Solon T. White, State director of agriculture, warned of growing fascist trends.

All forms of racing, especially harness horse, were discussed. Problem of passes also came up, but opinion was widely (See OREGON WOULD on page 48)

Dirt Track Auto Racers To Convene in Dayton, O.

DAYTON, O., Feb. 5.—A large auto racing gathering is indicated when delegates come here on February 25 and 26 for the convention and banquet of American Auto Racing Fraternity and Associates, reports Dr. J. K. Bailey, chairman. Reservations show that over 1,500 will attend the third annual event in the Hotel Biltmore.

Executive office of Central States Racing Association here announced that 147,654 persons paid to witness dirt-track performances of crack speedsters in the 24 events under CSRA sanction in 1937. An average of 6,000 attendance per race was far in excess of 1936 records, said the contest board secretary, Norman Witte, and marks the most successful year in history of sport.

Ninety-four drivers competed for \$29,816 in prize money. Eight speedways were awarded annual track licenses, among new members being Du Quoin (Ill.) Fair. New sites and the schedule for 1938 will be announced at the February meeting of the contest board.

Preparing in Selinsgrove

SELINGSGROVE, Pa., Feb. 5.—Organization in charge of the annual free Carnival and Night Fair here is preparing for the 1938 event. Started six years ago with attendance of 5,000, it has grown until last year attendance was over 70,000. Claiming the largest free fair in Pennsylvania, this year the officers hope for attendance of 100,000. Each year free attractions and midway have been increased and shows and rides have had good business. Fair is sponsored by D. H. and L. Fire Company and five or six sensational free acts are booked.

Texans Install a Permanent Paid Sec for Work of Assn.

O. L. Fowler, Denton, selected for post at Dallas annual meet—dues doubled in move to make body more valuable to members—Caviness is named new president

DALLAS, Feb. 5.—Delegates to the annual meeting of Texas Association of Fairs in the Adolphus Hotel here on January 28 and 29 numbered 113, with a greater number of showmen, attractions people and allied lines, to hang up an all-time attendance high. There were three business sessions, with President Pete H. Smith, Plainview, presiding. Delegates were enthusiastic as to 1938 prospects. Because members feel that they should get all they possibly can out of the organization, it was decided to have a paid permanent secretary and treasurer and to raise dues of active members to \$10 per year and associate members to \$5, doubling previous dues, so that the secretary can get out a monthly "T. A. F. News Bulletin" with suggestions and ideas as to how to improve the annuals. Bulletin also will be an organ for questions and answers.

O. L. Fowler, Denton, fair official and newspaper man, was elected permanent secretary. A leader in Texas fairdom was chosen president, Lee Caviness, Paris County Fair, Paris. Regional vice-presidents elected are Pete Smith, Plainview; C. E. Sawyer, Huntsville; John Brogatti, Marshall; Sidney Kring, Harlingen; D. C. Motley, Ballinger.

Following talks by Ruby Mashburn, G. E. Adams and Bess Edwards, Texas Extension Service, delegates voted to invite officials of Texas A. and M. College to study and recommend model plans for exhibiting agricultural products and home demonstration projects and a similar invitation was extended vocational agricultural and home economics division, State department of education.

State Fair Is Host

There were talks and discussions by Sid Kring, Harlingen, on *What Should TAF Be?*; Paul Jones, publicity director of the State Fair of Texas, Dallas, *What We Must Do in Publicity*; O. L. Fowler, Denton, *Financing and Attendance*; Ed C. Burris, Lufkin, *Children and General Attendance*; C. M. Evans, Dallas, *The Newspaper and Your Fair*. Members declared they had learned more at the meeting than at any previous sessions, due to the choice of speakers and subjects.

At noonday luncheon on Friday delegates were guests of Dallas Chamber of Commerce and at the banquet and ball Friday night. Roy Rupard, secretary of the State Fair, presided at the luncheon, with Otto Herold, president of fair, being speaker. Mr. Smith was emcee at the well-attended banquet and Frank P. Holland, publisher, of Dallas, was principal speaker. Entertainment was headed by Davy Carlisle and His Dummy. Later guests retired to the Century Room to dance. Dallas was again chosen as meeting place in 1939 and the Baker Hotel will be headquarters.

Many Attraction People

Among attraction concerns, their representatives and others in attendance were: Orville and Harry Hennies, Hennies Bros. Shows; B. S. Gerety, George Crowder, Beckmann & Gerety Shows; Phil Little, Mr. and Mrs. Noble C. Fairly, Fairly & Little Shows; W. H. (Bill) Rice, Mighty Sheesley Midway; G. C. Crowley, V. (Blackie) McLemore, Art Hansen, Crowley United Shows; Charles T. Goss, Standard Chevrolet Company; Mr. and Mrs. Mel H. Vaught, Charles White, State Fair Shows; John Francis, Greater Exposition Shows; J. George Loos, C. D. Hill, Jack Edwards, Greater United Shows; Dee Lang, Elmer Brown, Barney Williams, Dee Lang Shows; W. H. (Bill) Hames, Theo Ledell, A. A. Lane, C. R. Fulton, Bill Hames Shows; T. J. Tidwell, C. G. (Buck) Buchanan, T. C. (Doc) Ellington, Roy Stein, Tidwell Shows; Roy Gray, William Dearman, Texas Longhorn Shows; C. E. Meadows, J. E. Palmer, (See *TEXANS INSTALL* on page 49)

LOS ANGELES—There is much activity at the Jack Schaller ring barn and among acts ready are Six Monarchs, aerial ballet; Johnny Gibson, Whitey Erickson, Jack Solver, Irene Gibson, Jack McDevitt and Speedy Dawson, the unit to be with Barnes-Carruthers in the Middle West; Four Queens (Tony Strueby, manager), Boots Strueby, Thelma Mardis, Lucia Emig and Bobby Wilson, to go to C. F. Zeiger Shows; Four Jacks, Ray Marion, Dorothy Mana, Al Keenan and Gilbert Attel, and Four Devils, to be assembled for George A. Hamid.

Famous Band To Be at CNE

TORONTO, Feb. 5.—Canadian National Exhibition management announced that the British war office has granted permission to the world famous Royal Artillery Band to come to Canada for the 1938 exhibition, engagement of the musical organization being culmination of three years of negotiations. While many famous bands of the Guards and other regiments have appeared at the CNE, this will be the first time the Royal Artillery Band has come to America. It will comprise 70 pieces and will be the largest military band ever to leave the British Isles. As an indication of its versatility, the band can change from brass to strings in five minutes. Royal Artillery Band was organized with eight men in 1762, near close of the Seven Years War. Feature programs from the band shell at the forthcoming Diamond Jubilee

To the Community

BEAUMONT, Tex., Feb. 5.—Howard W. Gardner, president of South Texas State Fair Association, presented St. Mary's Gates Memorial Hospital, Port Arthur, Tex., last week with an iron lung, cost of which was met by the association as a gift to the community.

lee will comprise brass band and orchestral numbers.

Texas State Gets Buildings

DALLAS, Feb. 5.—For the first State Fair of Texas in three years, since before the Texas Centennial Exposition in 1936 and Pan-American Exposition in 1937, keys to the \$325,000 Federal Building were given to the park board, which owns and operates the fairgrounds as part of the city park system. Building was the government's part in the Texas Centennial. President Otto Herold, State Fair Association, said Fair Park Auditorium will be restored to its original condition in time for the 1938 fair. In addition to the Hall of State and Federal Building, the State Fair will inherit the Globe Theater building and Dallas Museum of Fine Arts as part of its permanent buildings, to give the fair management a plant valued at more than \$10,000,000.

RUSSELLVILLE, Ark. — County fair committee of the Chamber of Commerce recommended to the board of governors that the chamber sponsor a fair next fall and set a budget to finance the event in co-operation with other civic groups. Recommendation was approved and a committee of six, including County Agent A. S. Daniel, chosen as permanent fair directors.

Western Meeting Attracts Reps of Allied Interests

SAN FRANCISCO, Feb. 5.—Among attractions concerns, shows, their representatives and others in attendance at the annual meeting of Western Fairs Association here in Whitcomb Hotel on January 20-22 were Kathryn Burns, attractions; Harry Ogden, Kellogg draft teams; E. E. Downey, Ben Dobbert, Downey Bros., Inc.; J. L. Stuart, J. L. Stuart Manufacturing Company; Donald M. Thompson, Thompson Ticket Company; Ed Burk, attractions; Fred Kressmann, Charles H. Ellsworth, Barnes-Carruthers; John G. Dahlinger, Bert Levey Circuit; George Ball, attractions; Ernest Ohrt, bike races; W. T. Jessup, West Coast Amusement Company.

Mr. and Mrs. Al Fisher, Clark's Greater Shows; G. A. Blanchard, Blanchard Press; Col. E. M. Burk, E. G. Foley, L. G. Chapman, W. Lee Brandon, J. S. Endress, Lee Barnes, Charles Allbright, Foley & Burk Shows; Jim McCleve, attractions; Jim Thorp, Safeway Stores; Jack Schaller, attractions; E. W. Coe, Peter Oulette, R. F. Clark, Hildebrand Shows; C. E. Cronkite, Thomas G. and Don Hitt, Pacific States-Hitt Fireworks Company; Harry L. Summers, Regalia Manufacturing Company; Felix Burk, concessions; John L. Severson; Monte Montana, C. E. Archer, trick riding and roping; Don Politoo, Johnson Fare Box Company; J. F. Hancock, Pacific Pari-Mutuel Totalizer Company; Will Wright, Wright's Golden State Shows; George L. Molitor; Eddie Brown; Patrick Lizza, Golden State Fireworks Company.

Roy E. Ludington, Phil Williams, Ralph P. Losey, William Bobday, Crafts Shows; J. S. Miller, Sportologue; Ann Dempster, attractions; Harry Frost, Reno Rodeo; Charles MacLeod, O. L. Gist, Schmidt Litho Company; Wilt Gunzendorfer, H. C. Moore, Don Lee Artists' Bureau; Patrick and John Treanor, novelties; Lou Ashe, Fanchon & Marco; E. J. Harris, Joyland Shows; E. F. Peckham, Walter N. Brunt Press; Anan Cimijotti, attractions.

Why Did They Name Tampa Fete After a Bold Pirate?

By WALTER K. SIBLEY

Back in the days when knights were bold Lived a fearful, hateful, plundering gorilla.

This pirate bold, with a lust for gold, Has been immortalized—the fierce Gasparilla.

The great Tampa Fair and the 30th annual Gasparilla Carnival is now over, having opened under lowering skies and chill northern weather on January 25. When old Gaspy himself made his triumphal entry into the city it was the big day of the carnival and fair.

Why they named this great event after this murderous pirate and marauder is beyond me. Why not Ponce de Leon or some other character that helped make Florida history? Possibly two or three centuries from now Chicago will have its Capone Carnival or Dillinger Diversions or something similar. Well, what's in a name anyway?

It's a great show under any name. Fairgrounds at night were a blaze of glory, thousands of feet of colorful neon decorating fronts of the Royal American Shows' midway. Nine giant neonized towers, topped with hundreds of great floodlights, made the midway as bright as day. The sky was aglow with rays of monster searchlights, which could be seen for miles.

Something Behind Fronts

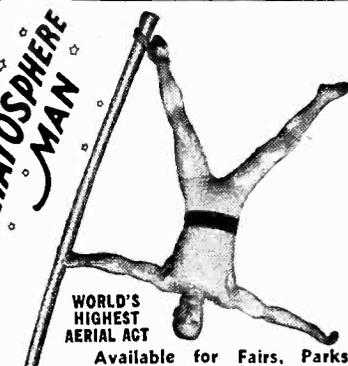
The Royal American midway has been described so many times that it would be a waste of space to do it here. Suffice to say, it's the last word. The Velare boys and Carl Sedlmayr have set an example that all wise carnival operators will profit by. It's truly an exemplification of what the modern midway should be. Shows not only have attractively beautiful fronts, but each front has worth-while entertainment behind it. As much thought and money have been spent on the interior as on the outside of the shows; some of them, in fact, being a revelation in what can be done by ingenious minds with portable theaters.

All riding devices are factory new in appearance, spick and span in new coats of paint and chromiized to the last degree. A number of new attractions made their initial appearance with the Royal American, notably Harry Witt's Boomerang ride; Rolo, a sort of turn-over funhouse; Spillman Engineering

Corporation's Hi-De-Ho, Chambers' Stratoship, Custer's Bouncer and the Pig Race game.

Depended on Weather

Grand-stand show had Ernie Young's Revue, done in the usual Young manner, perfectly staged and a masterful presentation. Fireworks were Thearle-Duffield masterpieces, which means there are none any better. Auto races on opening day were on a muddy track and furnished plenty of thrills without the usual spills, fortunately. Exhibits were well arranged and much more diversified than usual for Florida, where citrus fruits generally predominate. Many exhibits were worthy of world's fair showing, some county exhibits being astonishingly artistic.



THE STRATOSPHERE MAN

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NEW YORK STATE WEEK

THE EVENT N. Y. State Assn. of Co. Agr. Fair Societies	THE PLACE Ten Eyck Hotel Albany	THE DATE Tuesday February 15
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Our Representatives — George A. Hamid, Joe Hughes, Herman Blumenfeld, H. J. Powell, Leonard Traube, Dave Solti, Leo Grund.

See the "Convention" of BOX-OFFICE CHAMPIONS in the HAMID CATALOG. With the Most Distinctive Attractions Ever Assembled Under One Banner.

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INDEPENDENT SHOWS WANTED

For Pennsylvania's Largest Free Gate Night Fair

Selinsgrove, Pa., Week of July 18th

Want Good Shows of merit with own outfits. Last year's attendance over 70,000. Advertised by paper, bally trucks and three radio stations.

Write **ROLAND E. FISHER, Secy.**, Selinsgrove, Pa.

More Attend Billings Meet

Rocky Mountain amusement contracts let and all officers are re-elected

BILLINGS, Mont., Feb. 5.—Attendance of about 140 fair officials and attractions people, double that of last year, marked the annual meeting of Rocky Mountain Association of Fairs in the Northern Hotel here on January 24 and 25.

Harry L. Fitton, manager of Midland Empire Fair here, was convention chairman, with President J. H. Bohling, Miles City, manager of Eastern Montana Fair, presiding. Mr. Bohling; Edgar Lee, Dodson, president of Phillips County Fair, vice-president, and Jack M. Suckstorff, manager of Richland County Fair, Sidney, secretary-treasurer, were re-elected.

Contracts were reported signed between Rocky Mountain fairs and Barnes-Carruthers Fair Booking Association, Lew Rosenthal Attractions, Thearle-Duffield Fireworks Company, C. F. Zeiger United Shows, Hennles Bros.' Shows and Silver State Shows.

Midland Empire Fair board was host at a banquet Monday evening, addressed by J. C. Taylor, Bozeman, director of State extension service, who spoke on value of community exhibits; R. E. Cameron, Bozeman, State 4-H Club leader, who covered value of 4-H Club movement to fairs, and Harold F. DePue, manager of North Montana Fair, Great Falls, who talked on merchants' reactions to fairs.

It was voted to hold the 1939 meeting in Havre, Mont.

Attending were representatives of Thearle-Duffield Fireworks Company, National Fireworks Company, Barnes-Carruthers Fair Booking Association, Ernie Young Productions, Performers' Consolidated Attractions, DeWaldo Attractions, Northwestern Amusement Company, Lew Rosenthal Enterprises, Ciminjotti Dancing Horses, Hennles Bros.' Shows, Zeiger United Shows, Hildebrand United Shows, Siebrand's Piccadilly Circuses and Carnivals, American United Shows, Silver State Shows; Harry Roe Company, public address; Warnisher Electric Company, public address; Regalla Manufacturing Company, Globe Poster Company, E. G. Staats and Company.

Dates were set for these fairs: North Montana State, Great Falls; Midland Empire, Billings; Wyoming on Parade, Casper, Wyo.; Northwest Montana, Kalispell; Phillips County, Dodson; Hill County, Havre; Richland County, Sidney; Dawson County, Glendive; Fallon County, Baker; Eastern Montana, Miles City; Rosebud County, Forsyth; Park County, Powell, Wyo.; Fremont County, Riverton, Wyo.; Central Montana, Lewistown; Blaine County, Chinook; Chouteau County, Fort Benton.

BOARDS, GREAT

(Continued from page 46)

Junction, Vt., with 15 per cent boost. In the South, Greensboro (N. C.) Fair has purchased a grand-stand revue for the first time, action prompted by success of last year's night fair. Harrington, Del., with its new stage, has resigned with Hamid, as have Frederick, Md.; Richmond, with the biggest show it has ever purchased, featuring the Roxyettes; Staunton, Galax, Emporia and Petersburg, Va. Wilson, N. C., signed for a larger show than usual and Raleigh and Shelby bought two of the best shows



JAMES A. TERRY is new president of Northern Indiana Fair and Racing Circuit, including Kendallville, Goshen, La Porte, Crown Point, Rensselaer and Kentland, with Bourbon to join later. He has served 32 consecutive years as secretary of La Porte County Fair and is recorder of La Porte County.

those fairs ever have presented.

At the Pennsylvania meeting in York, Reading and Allentown fairs purchased the largest shows they have ever offered, and Barren Hill, Spring Mills, Lewistown and Stoneboro all signed with the New York attraction house. Flemington, N. J., also came into the fold. Speaking of the York meeting, Hamid declared that, in his estimation, it was one of the most successful Pennsylvania conventions ever held.

Parks Lining Up, Too

Joe Hughes, Hamid staff man who has been attending Eastern Canadian meetings, returned contracts for Sherbrooke, Quebec City and Three Rivers, and Halifax execs signed personally with Hamid this week. All contracted for good attractions, it is understood.

Parks already lined up by the office include Steeplechase, Coney Island, N. Y.; Belmont, Montreal; Paragon, Boston; Norumbega, Auburn, Mass.; Enna Jettick, Auburn, N. Y.; Clemington Lake, N. J.; Kenneywood and West View, Pittsburgh; Olympic, Newark; Palisades, N. J., and, of course, Hamid's own White City, Worcester, Mass.

Commenting on the fair meetings that have been held, Hamid termed them most successful in years. Skowhegan, Me., was tremendous; Massachusetts, better than usual; Virginia, North Carolina and Pennsylvania practically sensational, he said.

OREGON WOULD

(Continued from page 46)

diversified and no positive conclusions were recorded. Breeders emphasized necessity of uniform classifications and most present agreed to co-operate in this. A. H. Lea, chairman of the committee on fair dates, announced the 1938 schedule.

These officers were unanimously re-elected: Herman H. Chindgren, Molalla, president; T. J. Krueder, Portland, vice-president; Mabel H. Chadwick, Eugene, secretary-treasurer; L. H. Pearce, Myrtle Point; N. A. Burdick, Redmond; Mrs. Willard Herman, Harrisburg, directors. Mr. Chindgren, Mr. Krueder and Mrs. Chadwick have been officers 10 years. Speakers included H. C. Seymour, Oregon 4-H Club director; Frank L. Shull, Multnomah County commissioner; Rufus C. Holman, State treasurer; Earl R. Cooley, Oregon supervisor of vocational agriculture, and Chapin D. Foster, secretary of Lewis County (Wash.) Fair.

Annual banquet was attended by about 70. Rufus Holman, State treasurer, spoke, and Mr. Chindgren presided. Entertainment, furnished by amusement operators, was directed by two emcees, Eddie Burke, Hollywood, and Monte Brooks, Portland.

Attractions represented included Monte Brooks; Eddie Burke; Bert Levey, vaudeville; Hitt Fireworks Company; Washington Fireworks Company; Jim McCleave, jumping horses; Anna M. Ciminjotti, dancing horses; Schmitt Amusement Company; Browning Amusement Company; William H. Meyers, Douglas Great-er Shows.

WALLA WALLA, Wash.—Southeastern Washington Fair directors elected Milton R. Loney, president; Arthur E. Cox, treasurer; Mel D. Kight, secretary.

Profit Reported For Mich. State

Manager Isbey cites need of further improvements—authority is suggested

DETROIT, Feb. 5.—Report of the 1937 Michigan State Fair to Governor Murphy by Manager Frank N. Isbey stated that receipts exceeded expenses by \$62,269. "This compares very favorably with net loss of \$101,924 in 1935-'36, net loss of \$86,279 in 1934-'35 and net loss of \$34,083 in 1933-'34," commented the manager.

He reported attendance of 420,283 as compared with 203,246 paid admissions in 1936. Gate receipts jumped to \$98,616, an increase of \$18,000, despite reduction in admission price, he said.

"Preliminary examination of our books disclosed total income of \$260,468 and total expenses of \$198,199. Permit me to emphasize that this indicated profit is exclusive of the entire balance of racing money appropriated for us by the 1937 Legislature in the estimated amount of \$132,000," reads the report.

In reviewing capital improvements he said an outlay of \$900,000 was necessary, of which the Legislature granted \$200,000. This appropriation had been used to rehabilitate all buildings, drain a swampy area, resod several acres and provide additional toilets.

Further improvements required, he said, include a new maintenance and storage building, complete sewage facilities and water mains, street curbs, beef cattle barn, horse barn, sheep and swine barn and new heating facilities in the Coliseum, dairy cattle barn and agricultural building to provide year-round use. With necessary additional sheltered exhibit space the management estimates additional revenue of \$75,000 could be procured. Manager Isbey said he intended later to suggest creation of a State fair authority or public corporation, "so designed as to assure maximum efficiency in operation."

NEW STATE LAWS

(Continued from page 46)

largest of its kind in the country, brought out the importance of county fairs having relationship with the farm show.

C. M. Wilhelm, assistant commissioner of Pennsylvania Motor Police, on *Clean Midways at County Fairs and Safe Driving While Attending Fairs*, gave clean-cut advice to boards to be careful about the class of concessions and shows booked, especially stressing off-color concessions and immoral shows. While, he said, the motor police are not supposed to be censors, it is their duty to see that the fairs are kept clean in these respects and to protect the public.

Laws Called Expensive

An address by Ralph M. Bashore, secretary of labor and industry, whose topics were *Social Security Act* and *The 44-Hour Law and Deputy Sheriff Act*, caused much discussion. These new State laws have been found to have many interpretations affecting all kinds of fair amusements and concessions. Under the law no one is allowed to work more than 44 hours in one week over a period of five days. Law allows a fair secretary to change conditions and, under certain conditions, allow more hours of work. Discussion brought out many points that will affect fairs this season, and if strictly enforced will add considerably to their expenses, it was said, and will affect shows and concessions at fairs, entailing hardships and added expense to a considerable degree. Questions asked will be considered later by Secretary Charles W. Swoyer to get official interpretations for fair officials and showmen. Workmen's compensation insurance is another subject that will cause considerable discussion among fair boards before the 1938 fairs are held.

David W. Miller on *Sanitation Pertaining to County Fairs* brought out importance of sanitary conditions on grounds. J. Hansell French, secretary of agriculture, talked on importance of agricultural displays and presented interesting moving pictures of exhibits at fairs.

Ralph E. Ammon, manager of Wisconsin State Fair, Milwaukee, and president of the International Association of Fairs and Expositions, a specially invited guest, stressed desirability of having

Fair Meetings

Louisiana State Association of Fairs, February 11, Auditorium, Southwest Louisiana Institute, Lafayette. R. S. Vickers, secretary, Donaldsonville.

New York State Association of County Agricultural Societies, February 15, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine.

West Virginia Association of Fairs, February 24, Ruffner Hotel, Charleston. J. O. Knapp, secretary, Morgantown.

exhibits in all classes of the best possible type.

York Board Is Host

Officers re-elected are S. B. Russell, president; William Brice Jr., Harry B. Correll, John H. Rutter, vice-presidents; Charles W. Swoyer, secretary. Samuel S. Lewis, York, was added to the executive committee. Tuesday night before the meeting York Fair Association gave a get-together oyster roast dinner in Malta Temple, attended by 107 delegates, and oysters were served in all styles, washed down with amber fluid.

At the annual dinner in the Yorktowne Hotel Wednesday night attendance reached 300. Mr. Giles was toastmaster and principal address was by Dr. Samuel Steinmetz, Trenton, N. J., whose witty talk was enjoyed to the utmost. Spring Garden Band, York, furnished music. At conclusion of the dinner George A. Hamid furnished numbers from *Winter Garden Revue*: Fayne and Foster, musical novelty; Orsolla Arilla, prima donna; Balzar Sisters, acrobatic feature, and Joe Ovea and Peggy, comedy novelty, these being outstanding numbers. Others were banjo and imitation novelty from Station KDKA; Janice Thompson, novelty dancing; Eve Barry, dancing violinist; Sam Page, monolog and singing and dancing; Herb Love, cigaret novelty and acrobatic dancing, these presented by York Fair Association. Eddie Roper, vocal specialty, was presented by Reading Fair board. A committee was appointed to decide on place and date for next year's meeting.

Visitors More Numerous

Delegation of show and other attraction people was largest in a number of years, including John W. Wilson, Izzy Cetlin, Harry Dunkel, Charles Cohen, Cetlin & Wilson Shows; Sam Lawrence, C. D. Crump, Sam Lawrence Shows; James E. Strates, Strates Shows; David B. Endy, Matthew J. Riley, Endy Bros.' Shows; Neil Berk, West's World's Wonder Shows; William Glick, William M. Breese, Ideal Exposition Shows; Harry Copping, Harry E. Wilson, Banty Shows; W. C. Kaus, Kaus Shows; K. C. McCorry, Joe Casper, O. C. Buck Shows; John Marks, H. S. Kerr, Joe Wayne, Marks Shows; George Snellens, World of Mirth Shows; R. L. McDonald, Coleman Bros.' Shows; Harry Heller, Acme Shows.

George A. Hamid, Henry Cogent, Frank Cervone, George Ventry, George A. Hamid, Inc.; Ernie Young, Ernie Young Productions; Mr. and Mrs. W. C. Senior, Gus Sun Exchange; Frank Melville, National Booking Corporation; John J. Jackel; Henry Rapp, Al S. Strian, American Fireworks Company; Billy Ritchey Water Circus; A. T. Vitale, Ohio Fireworks Display Company; Walter Harvey, Donaldson Litho Company; Jake Shapiro, Triangle Poster Company; Joe Basile Band; Frank Wirth; James F. Victor Band; Harry Bentum, Bench Bentum Water Show; Peter J. Alderson, Arcus Ticket Company; A. K. Sutton, Fair Publishing Company; John J. and William A. Conroy, Joseph E. Tudes, National Ticket Company; Mike Zeigler; Tom and Bobby Hasson; Bennie Weiss, bingo games; Walter Moore, *Harness Horse*; E. J. Callahan, KDKA; Bennie Herman, concessions; Dick Collins; Louis Kane, cookhouse; Donald T. Hankins, sound; Henry Roeller, sound; C. J. Schulerch, sound; Nelson Bell, sound; R. D. Wagner, sound; Louis Jeanette; Ben Weil, Well's Curiosity Shop; Art Lewis, Art Lewis Shows.

Strates Shows announced contracting York and Bloomsburg fairs; Cetlin & Wilson Shows, Reading and Lewistown, and Ideal Exposition Shows, Ebsenburg.

EUNICE, La.—Ferdinand Quirk was re-elected president of Tri-Parish Fair Association; Mike W. Scanlan, vice-president; Eloi O. Guillory, secretary-manager, to succeed J. C. Keller, in that post the past four years. This is the first year the association will carry on a fair without co-sponsorship of Eunice Chamber of Commerce.

WANT MORE REVENUE
for

YOUR ORGANIZATION?

Read

"BINGO BUSINESS"

A Column About Bingo in the
WHOLESALE MERCHANDISE
Department

THIS WEEK and EVERY WEEK

N. Y. Fair's Location for Tenn., Early Bird, Is Lauded at Meet

NASHVILLE, Feb. 5.—Tennessee will have the most advantageous location of any State for its exhibit at the World's Fair in New York next year, Sam Brewster, State commissioner of conservation, told the Association of Tennessee Fairs at its 16th annual meeting in the Noel Hotel on Tuesday. He explained that Tennessee was the first State to contract for space at the expo and therefore got the most desirable site in the Hall of States. He brought this out in an address on the value of developing the State's tourist business.

Implying that some carnival attractions have too much vulgarity, T. H. Richardson, Dickson County agricultural agent warned members against "turning show people loose" without more restriction.

"Maybe we're letting our amusement go too far," he said. "The State hasn't a right to appropriate money to support institutions that do not reflect pureness of thought and influences for good."

Fair officials uniformly reported good 1937 attendances, except in instances of bad weather. J. F. Walters, Carroll County Fair secretary, noted his night attendance increased greatly because of fireworks, used for the first time last year.

Frank D. Fuller, Mid-South Fair secretary, Memphis, urged that the legislative committee, which functioned last year, be continued to watch 1939 legislation carefully to see that no tax laws possibly harmful to fairs are passed by Legislature. Present committee was re-appointed.

A resolution adopted praised Governor Browning and the State administration for increased appropriation for fairs. Fund hike was about one-third. A. U. Taylor, secretary of West Tennessee District Fair, Jackson, reviewing advertising media, said he got best results from newspaper space. Other speakers were Dr. A. C. Topmiller, State veterinarian; W. B. Angell, poultry superintendent, DeKalb County Fair, and Alice Powers, home demonstration agent of Montgomery County.

S. F. Houston, Murfreesboro, was re-elected president; Mr. Taylor, vice-president; O. D. Massa, Cookeville, secretary-

treasurer. New vice-presidents are Fred E. Wankan, Athens, East Tennessee, and W. L. Little, Sparta, Middle Tennessee.

F. N. Ogilby, representing the Rogers Shows, asked the association to consider a two-day meeting next year, but the suggestion was not taken, the body voting to meet on February 7, 1939, in Nashville. Attendance was somewhat above last year's.

Bob Hallam, Cumberland Valley Shows, announced contracts in Manchester, Tracy City, Winchester, Cookeville, Petersburg and Woodbury.

Other concerns represented were H. V. Rogers, Rogers Shows; J. J. Page, R. E. Savage, J. J. Page Shows; Oscar Bloom, Gold Medal Shows; Harry Small, John R. Ward Shows; Janette and Tom Terrill, Model Shows; Barfield's Cosmopolitan Attractions, Zimdar Shows, Bee Shows and United Fireworks Manufacturing Company.

Fair Elections

WOOSTER, O.—Irvin Gresser was re-elected president of Wayne County Agricultural Society, sponsor of the annual county fair here; Walter Buss, secretary; Ralph Swinehart, vice-president.

DILLON, S. C.—Dillon County Fair elected James McLellan, president; John W. McKay, vice-president; Judge Joe Cabell Davis, treasurer-secretary-manager.

HILLIARDS, O.—Frank Kirkpatrick was re-elected president of Franklin County Agricultural Society; Ray Van Schoyoc, vice-president; A. A. Adler, secretary; Mrs. Esther Sifrit, treasurer and assistant secretary.

DENTON, Tex.—Denton County Fair Association elected J. Holford Russell, president; Will Williams, R. J. Edwards, vice-presidents; O. L. Fowler, secretary; R. W. Bass, treasurer. It will be Mr. Fowler's fifth successive year.

BEAVER DAM, Wis.—Dodge County Fair Association elected Henry E. Krueger, president; C. J. Schoenfeld, vice-president; J. F. Malone, secretary; Elmer Frederick, treasurer. Receipts of the 1937 fair totaled \$29,760.64 and expenditures \$28,754.05.

PORT WASHINGTON, Wis.—John H. Kaiser was elected president of Ozaukee County Fair Association; John Sieben and Edgar H. Roth, vice-president and treasurer, respectively, and Henry F. Kaul, secretary.

JASPER, Tex.—R. I. Morrison was elected president of Jasper County Fair Association; T. B. Walters, M. P. Hancock, vice-presidents; R. W. Curtis, secretary-treasurer.

LIBERTY, Tex.—Bradford Packett was elected president of Liberty County Fair, succeeding H. L. McGuire; Will H. Hamilton, vice-president; Max T. Karkowski, secretary for the sixth term, and R. W. Chamlin, manager, subject to confirmation of new board of directors.

JACKSONVILLE, Ill.—Morgan County Breeders' Fair Association re-elected A. D. Arnold, president; J. W. Merrigan, vice-president; S. J. Camm, treasurer; Roy Welch, secretary.

TEXANS INSTALL

(Continued from page 47)

Regal United Shows; Tommy Hunter, Blue Bonnet Shows; E. L. Winrod, General Amusement Shows; Hal Worth, Worth Amusement Enterprises; Ira Burdick, All-Texas Shows; Don M. Brashear, Silver State Shows; Bob Hurst, Bob Hurst Carnival; C. W. Naill, E. H. Atchison, Naill Shows; Fred Kressmann, Barnes-Carruthers Fair Booking Association; M. H. Lines, William E. McNurlan, E. G. Staats & Company; Frank Sharp, Regalia Manufacturing Company; Jule Miller, Northwestern Amusement Company; Bernie Shapiro, George Crowder, Triangle Poster and Printing Company; Frank Weaver, Weaver Badge and Novelty Company; Jimmy Morrissey, Baker-Lockwood Manufacturing Company; Robert D. Curran, H. T. Braucht, C. J. Chapman, Colorcraft Poster Company; Harry L. Kaplan, American Poster and Printing Company; Tobe McFarland, La-

dine Attractions; Ralph R. Miller, "Buff" Hottle, Ralph R. Miller Amusements; Jack Compton, Compton Fireworks Display Company; R. W. East, Primrose Oil Company; E. J. Goodier, Goodier Company; Martin R. Chapman, Chapman Speak-o-Phone Sales Company; Buddy Ryan, Jess Wrigley, Southern Premium Company; T. A. Fowler, Fulton Bag and Cotton Mills; Jack Ruback, Albert Wright, Western States Shows; Carl Kennedy Tent House; Ed Stritch, Valley Shows; W. A. (Snake) King, Jockey Day, Denny Pugh, Ralph Ray, Carl Atkins.

SLA Aid Is Pledged

About 60 Southwestern showmen responded to a call for a meeting Thursday night, called to order by Frank B. Joerling, *The Billboard*, St. Louis, who introduced Harry W. Hennies, who told of plans of the Showmen's League of America for a fund to establish a home for aged showmen. Those present pledged aid in a drive for funds. Among those who spoke were B. S. Gerety, Noble C. Fairly, Denny Pugh, J. George Loos, G. C. Crowley, T. J. Tidwell, Jack Ruback, Orville and Harry Hennies, W. H. (Bill) Rice, Mel H. Vaught, John T. Francis, C. R. Fulton and Lefe Levine.

Harrison B. Waite, Brazos Valley Free Fair, Waco, is one of America's most ardent circus fans, annually spending two to four weeks' vacation with a big circus.

Among show women noted were Mmes. Charles T. Goss, Noble C. Fairly, Denny Pugh, Hal Worth, Mel H. Vaught, Don Brashear, Bernie Shapiro, John T. Francis, Roy E. Gray and T. J. Tidwell.

Fred Kressmann, Barnes-Carruthers, flew in from the annual meeting in Billings, Mont., of the Rocky Mountain Association of Fairs.

A vote of thanks was given Frank Weaver and his secretary, Miss Helmuth, Weaver Badge and Novelty Company, for their annual job of looking after registration and distribution of badges and luncheon and banquet tickets. As ardent workers and leaders for the TAF these probably head the list: Pete H. Smith, Plainview; M. D. Abernathy, Longview; Roy Rupard, Dallas; Sid Kring, Harlingen; J. C. Watson, Graham; O. L. Fowler, Denton; Ed C. Burris, Lufkin; V. F. Fitzhugh, Tyler; O. F. Metz, Center; George Barber, Sweetwater; J. C. Watson, Graham; Frank Thompson, Sherman; Lee Caviness, Paris; A. B. Davis, Lubbock. Two unable to attend were L. B. Herring Jr., Beaumont, and O. L. (Ted) Taylor, Amarillo.

Jule Miller, Northwestern Amusement Company, reported having signed contracts with six fairs for grand-stand attractions.

M. H. Lines and William E. McNurlan, E. G. Staats & Company, newcomers to the Texas meeting, reported many orders for ribbons. Frank Sharp, Regalia Manufacturing Company, said he wrote more business than at any previous TAF meeting.

Another newcomer, Dee Lang, owner of Dee Lang Famous Shows, and his general agent, Elmer Brown, signed contracts to play fairs in Lufkin, Leonard, Huntsville, Bonham, Corsicana and Crockett. Other carnivals who secured contracts included Crowley United Shows, State Fair Shows, Greater United Shows, Bill Hames Shows, T. J. Tidwell Shows, Texas Longhorn Shows and All-Texas Shows.

TAMPA FETE

(Continued from page 46)

down from a plane 10,000 feet in the air; the Seabourne twins change parachutes in mid-air, and Capt. F. F. Frakes crash his plane into a specially built house. Wednesday night the Showmen's League of America presented a midnight all-star revue at the Victory Theater for the benefit of its home fund. Theater was donated by Sparks, and performers from Ringling Bros.-Barnum & Bailey Circus, Ernie Young's Revue and Royal American Shows were featured. J. C. McCaffery, president of the League, came from Chicago for the show.

Grand-stand shows were well liked this year, two performances being given daily. Afternoon show featured hippodrome circus, vaude acts and special stunts, with Ernie Young's *Cavalcade of Hits* added at night. For the revue stage was arranged with modernistic lighted setting. Beautiful costumes and splendid lighting were most effective and 16 girls did smooth work in a riding scene. Romany number, Birds of a Feather and Lighted Parasol number. One of the night features was an adagio number by three men and a girl from the Macheno Troupe, who were well liked in their

fast-moving acrobatic number. Zacchini Brothers and sister presented Australian bull whip cracking and rope spinning and a unique Gaucho whip duel that went over big. Walter Guice's bareback riders were popular.

Many Visiting Officials

Among fair officials and showfolk from all over the country who were visitors were Dr. Alexander V. Dye, United States Department of Commerce, appointed to represent the government in the DeSoto Exposition here next year; Manager Charles A. Somma, Virginia State Fair, Richmond; Frank D. Fuller, secretary of Midsouth Fair, Memphis; Judge Litton Hickman, president Tennessee State Fair, Nashville; C. D. Moore, Cedar Rapids, All-Iowa Fair; Secretary Paul V. Moore, D. D. Witcover, Dr. H. B. Hood, R. J. Williams, South Carolina State Fair, Columbia; Mr. and Mrs. Lee Warner, Minnesota State Fair; Secretary and Mrs. J. P. Fielder, Spartanburg (S. C.) Fair; Charles A. Nash, general manager Eastern States Exposition, Springfield, Mass.; H. E. Bridges, Tulsa (Okla.) State Fair; Earl W. Brown, manager Florida National Exhibit; Mrs. Ralph E. Ammon, Wisconsin State Fair; Frank H. Kingman, secretary Brockton (Mass.) Fair; Manager E. E. Erwin, Illinois State Fair, Springfield; J. H. Lloyd, Illinois director of agriculture, and Mrs. Lloyd; Manager Maurice W. Jencks, Kansas Free Fair, Topeka; Sam S. Lewis, president York (Pa.) Fair; Al Saunders, Goshen, N. Y., Hambletonian harness classic; Secretary M. L. Daiger, Maryland State Fair, Timonium; Mr. and Mrs. D. J. Murphy, Minnesota State Fair; John A. Sloan, president Racing Corporation of America, and Al Sweeney, official starter; Jack Duffield, Thearle-Duffield Fireworks Company; Pearl Young, Ernie Young's Revue; Earl H. Hanefeld, Ohio director of agriculture.

Royal American Shows had 18 rides and 24 shows on the midway, many being new since last fair.

RINKS

(Continued from page 43)

A. Province of Quebec A. S. A., Ontario Speed S. A., Manitoba Speed S. A. (control over Manitoba and Saskatchewan provinces); Alberta A. S. A.; Figure-Skating Department of Amateur Skating Association of Canada. Canadian body has letters of alliances with Amateur Skating Union of the United States for promotion and regulation of international skating meets between Canada and the States. American Skating Associations, members of the ASU, are: Florida, Illinois, Iowa, Michigan, Middle Atlantic, Minnesota, Missouri, New England, Northern New York, Ohio, Pennsylvania, Western New York, Wisconsin and U. S. Figure Skating Association.

TUSCORA Park Roller Rink, New Philadelphia, O., operated for the past two years by W. H. (Billy) Carpenter, pro skater, closed on January 31 for remainder of the winter. Mr. Carpenter said the rink will reopen in spring and operate thruout summer. This leaves only Studer Rink in the area operating this winter.

REGINALD D'VORAK said to have been Charlie Chaplin's stand-in during filming of *Modern Times*, played an engagement in Seferino's Rollerrome, Cincinnati, on January 29-February 4 and wowed spectators and skaters with funny falls and antics on the little rollers.

Current Comment

By CYRIL BEASTALL

I am informed that Jim and Joan Lidstone, Europe's premier exponents of roller-dance skating, are scheduled to spend May, June and July in the United States.

One can only admire the enterprise of the people responsible for such worthwhile action. By having this great roller-dance team exhibit their inimitable art to thousands of American skaters, one can foresee the coming of an extended boom in dancing on the rollers.

My one regret is that I may not be in a position to visit the States and the many good friends I have made over there. Nothing would give your humble servant greater pleasure than to accompany our foremost pair skaters, with a view to writing up for the press a comparison between rinks, skaters, methods of management and, oh, many things relative to our sport.

Ever since I first became an active roller skater I have had a great desire to visit the United States, and I mean to get across, too, some day.

Fair Grounds

LUFKIN, Tex.—Directors of Angelina County Fair Association voted to discontinue the fair as a general event in 1938 and to have instead a show of wood and timber products of this section. However, farmers will be given privilege of exhibiting at the show. President Jean Shotwell announced a prize for an appropriate name.

SALT LAKE CITY—Utah will have an exhibit at the 1939 New York World's Fair. George Jackson Byrnes, World's Fair commissioner, who called on Governor Blood, is visiting Western States to arouse more interest in the fair. Governor Blood reported the advisory commission, headed by O. F. McShane, on world's fair exhibits in San Francisco and New York, has advised appointment of a special committee to spend the money appropriated by the 1937 Legislature.

FORT WORTH, Tex.—James F. Pollock, who was general manager of Frontier Fiesta here last summer, is in charge of sale being conducted in Pioneer Palace on the grounds of equipment and costumes left over from the last show, as well as sets used in the four scenes of the Best Sellers Revue at Casa Manana. Money obtained from the sale will go toward payment of Fiesta creditors and bondholders. No decision has been reached by city council as to what disposition will be made of buildings.

McARTHUR, O.—Vinton County will have no agricultural agent in 1938 but it may have a county fair, altho county commissioners have refused to appropriate for either. Under a recent court decision, the fair must be subsidized by county funds.

FORT DODGE, Ia.—Fort Dodge Municipal Band, Karl L. King, conductor, which has furnished music several years at Clay County Fair, Spencer, Ia., has been given a contract for the 1938 fair, said Band Manager W. L. Engelbart.

NSA PERFECTS ORGANIZATION

Billy Rose Leads Speakers; Hamid Gets Leaders Support

Enthusiasm displayed assures success of the Assn.—Endy to stage cemetery benefit—Ladies' Auxiliary starts drive—late Carl T. Hathaway honored

NEW YORK, Feb. 5.—With Billy Rose as the principal speaker of the evening, more than 250 Eastern showmen met Wednesday night at the Piccadilly Hotel in the final open meeting of the newly organized National Showmen's Association. Hereafter meetings will be restricted to paid, or partly paid-up members. In his address Rose, who is operating Casa Manana, popular Broadway theater-restaurant, pledged his support of the club and indicated his sincerity by immediately joining. Despite several current fair meetings thruout the East and a short-notice announcement of a change in the meeting's date, the spacious Oxford Room of the hotel was again filled to capacity. Usual display of enthusiasm on part of the assembly once more indicated the intense interest in the club that has been aroused thruout the East.

Highlights of the session were the announcement of a change in the meeting's date, the spacious Oxford Room of the hotel was again filled to capacity. Usual display of enthusiasm on part of the assembly once more indicated the intense interest in the club that has been aroused thruout the East.

Dodsons To Build Home in Tampa

TAMPA, Feb. 5.—C. Guy Dodson and Melvin G. Dodson, associate owners of Dodson's World's Fair Shows, announced here this week that they purchased two lots on Davis Island, this city, and will build two houses side by side in which they will reside when completed, probably at the end of this season.

In speaking of the progress of the winter work for the shows, Melvin G. Dodson said to a reporter for *The Billboard*: "Ray Cramer will have full charge of the Twenty-in-One Show this season but it will be operated as an office attraction. Contracts have been made with Lillian Sheppard for a posing and rumba show and a kiddie airplane ride. Eddie Davis will have the cookhouse."

Dee Lang Announces Fair Contracts

DALLAS, Feb. 5.—During the Texas Association of Fairs meeting which was held at the Adolphus Hotel here on January 28 and 29, Dee Lang, of the Dee Lang Shows, stated that he affixed his signature to six additional contracts to play fairs. He announced that to date he had signed contracts to play fairs season 1938 in the following locations: Barnesville, Ada, Fertile, Hallock, Warren, Moorehead, East Grand Forks, Roseau, Mahanomen, Thief River Falls, Fairbault, St. Charles, Kasson and Preston, Minn.; Cresco, Ia.; Jackson, Mo.; Leonard, Huntsville, Bonham, Lufkin, Corsicana and Crockett, Tex. Other fairs still pending. Lang announced the longest list of fairs the show ever played in one season.

Greenhalgh Party Off to Australia

LOS ANGELES, Feb. 5.—The Greenhalgh and Jackson party, bound for Australia, sailed February 2 on the Matson liner S. S. Mariposa with Sydney as destination where this company will have the shows at the Sydney Royal Exhibition. (See GREENHALGH PARTY on page 55)

Rice Announces Fair Bookings for Sheesley

DALLAS, Feb. 5.—Following the close of the Texas Association of Fairs meeting here, W. H. Bill Rice announced the following fairs, west of the Mississippi River as booked by him for the Mighty Sheesley Midway: Sedalia and Springfield, Mo.; Salina and Coffeyville, Kan.; Amarillo, Lubbock, Abilene, Stamford and Waco, Tex.

This route runs from August 20 to October 20, inclusive.

Dead Snake Makes Page 1 for Show, But Negro Driver Flees

EL PASO, Tex., Feb. 5.—A dead snake from Mel Vaught's State Fair Shows got the show plenty of page 1 publicity this week. The snake was discovered by a city-county health unit inspector but disappeared from a vacant lot before he could return to have it hauled away.

The snake, a 20-foot python, was later found burned on a lot near by. Small boys said they dragged it away. Vaught explained the snake, which died in winter quarters here, had been placed on a truck by W. C. Johnston, foreman, to be hauled away.

Clarence Stillman, Negro driver, drove away in the truck without seeing the snake. The truck was found five blocks away, but the driver is still missing.

Sherman Husted Appointed G. M.

Crescent Amusement Co. stockholders meet and make '38 season plans

GASTONIA, N. C., Feb. 5.—At a meeting of stockholders of the Crescent Amusement Company here January 31 Sherman Husted, last season general agent for the show, was made general manager, and Stanley Reed, general agent, L. C. McHenry, president, and Mrs. L. C. McHenry, secretary and treasurer, also were elected, respectively.

General Agent Stanley Reed completed spring bookings, and some fairs have been contracted. Show will open in South Georgia in March.

Show bought two more semi-trailers, and equipment will move by trucks. Shows now contracted are U. S. Crime Exhibit, Gray Barton, manager; Animal Show, Frank L. Helstand, owner and manager; Earl L. Lewis, Girl Show; Bradley Vadila, Colored Minstrel Show; Two-Headed Baby, operated by the office, and Penny Arcade.

Frank L. Helstand, high dive and balloon jumps, will be the free acts. Callope and sound truck for advertising will be carried.

Concessioners contracted are Floyd (See SHERMAN HUSTED on page 55)

Morris Miller Names Fairs Booked to Date

CINCINNATI, Feb. 5.—Morris Miller, general manager of Miller's Museum and Miller Bros.' Shows, was a business visitor in this city Thursday from Springfield, O., where his museum exhibited this week. He was accompanied on his call at *The Billboard* office by Maurice Miller, his son and secretary. Miller said that for the past few weeks that the museum had been doing a profitable business and that the next stand would be Akron, O., for a couple of weeks and then he planned to go into either Pittsburgh or Cincinnati for a run.

While at *The Billboard* Miller reported the following fairs and celebrations west of the Mississippi River as having been booked by his general agent, Billy Greer, who makes his headquarters in Wichita, Kan.; Burwell and Beatrice, Neb.; Hardtner and Parsons, Kan.; Libery, Livingston, St. Augustine, Orange, Silsbee and Jasper, Tex., and Perry, Okla. The latter being the annual Cherokee Strip Celebration.

Bunts Buys Land In Fla. for Home

CRYSTAL RIVER, Fla., Feb. 5.—Charles Staunko, of the Crystal Exposition Shows, announced here this week that Warren J. Bunts, owner and manager of the show, made a deal with Dr. W. B. Moon, also of this city, whereby Bunts acquired by purchase 30 acres of land.

On this property the new owner will build a five-room cottage in which he will reside in the future, when not touring with his carnival organization.

One large building will be erected as the main winter-quarters warehouse for the shows' physical equipment. There will also be wood-working, paint and general repair shops, each arranged as separate units so as not to interfere with other departments of the shows' construction activities, Staunko also stated.

Street Fairs in France Come to Life Again

PARIS, Jan. 31.—Within the next few days the full street fair season thruout France gets under way. Important street fairs scheduled at Aix-en-Provence, February 26 to March 6; Avignon, January 29 to February 27; Calais, January 23 to February 13; Chalons-sur- (See STREET FAIRS on page 55)

Annual "Hi-Jinks" of PSCA Scores Big and Colorfully

LOS ANGELES, Feb. 5.—The annual Charity Hi-Jinks of the Pacific Coast Showmen's Association held Friday, January 28, in the Rathskeller Club, West Washington boulevard, this city, was the usual big, colorful and highly enjoyable affair as all the past events of the kind.

Ted Le Fors was the chairman and had surrounded himself with excellent com-

mittees to handle with him the details. Not only did Hi-Jinks attract the largest crowd and prove profitable but it was the outstanding affair of the kind and also from the standpoint of the fine entertainment presented. The floor show was handled by Claude Barle.

Preceding the grand opening Mrs. C. F. Zeiger was called to the stage by emcee (See ANNUAL "HI-JINKS" on page 55)



W. LAWRENCE MELLOR AND JESSIE MAY DUNLAP, who are now Mr. and Mrs. W. L. Mellor by virtue of marriage which took place in Kansas City, Mo., at 4 o'clock Wednesday afternoon, January 19, at Winfield Memorial Methodist Church, with Rev. Charles Thigpen reading the double-ring ceremony. The groom is president of the Baker-Lockwood Manufacturing Company and first vice-president of HASC, of Kansas City, and the bride is the daughter of Mrs. Rosa Dunlap. Following the wedding The Mellors left for a honeymoon trip to Sun Valley, Ida. They will be at home in Kansas City after February 5. Out-of-town guests at the wedding were Mr. and Mrs. L. E. Mellor, Mary Margaret Mellor and Mr. and Mrs. J. E. Evans.

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

By STARR DeBELLE

Renegade Hideout, Fla. Week ended January 29, 1938. Dear Red Onion:

The first overland move in the history of the show was made to bring the Century of Profit Exposition into this spot. Hidden away among the heavy growth of palmettos, brush and timber in the heart of the famed Everglades lies the town of Renegade Hideout. Every badman from all parts of the world settled here to be among those that spoke his language and lived the same lives. General Agent Lem Trucklow stumbled into the town while trying to outrun a hotel landlord and immediately booked the spot by first promoting a bona fide fair.

Every native in these parts owns and operates a private cemetery in his back yard, with keen competition among themselves to see who can register the most notches in their guns. The city heads award prizes to the winner yearly. The bosses had been advised to pass up the town, but the old adage, "where there is heat there is money," made them decide to play it. The auspices under which we played were known as "The Help Fill Our Graveyard Drive and Quick-Draw Fair!"

Monday found the midway packed and jammed with pistol-toting pleasure seekers, all wanting to do their "bit" to help the show and cemetery get over. (See BALLYHOO on page 55)

Three Big Eastern Railroad Shows Make Ready To Open

Rubin & Cherry, Johnny J. Jones and Strates voice thru their press agents that great activity is the order from now to opening—Otaris Family of aerialists with Jones

Rubin & Cherry

ATLANTA, Ga., Feb. 5.—In March the Rubin & Cherry orange special will be ready to move from Lakewood Park to its opening stand. Carrying with it the tented attractions all decked out in their new spring trimmings, and the riding devices resplendent in their modernistic, artistic colors, comprising everything from the "Flying Jinney" to the latest in rides, the Octopus. To those watching the train pull in the freight yards, they can only guess what is in the 140 wagons loaded on the 40-car train. Later, when the midway is open in all its beauty and magnitude, they wonder that the mind of man can conceive a spectacular scene such as is presented on the Rubin & Cherry midway for the 1938 season.

Particular attention has been given to the attractions behind the fronts. It is not always the bright lights on the midway nor the beautiful line of fronts that keeps the show in a prosperous condition—it's the shows themselves. Shows in the early '90s were all right for that period, but showmen must get away from the old "horse and buggy" ideas now, and not only be up to the times but a couple of laps ahead.

The closing of the Florida fair season will bring the heads of all the departments of this show back to Atlanta and from then until the opening day the buildings at the fairgrounds will be beehives of industry.

Showfolk here were shocked on receiving a wire telling that their friend and pal, Alvin Freely, died. The writer recalls many pleasant hours spent with him in the past seven years he was with Rubin & Cherry. After a long illness Alvin died at the City Hospital, Buffalo, N. Y., January 31.

General Representative Larry S. Hogan spent a few days in Albany, N. Y., a short time ago and left there with the contract for the New York State Fair, Syracuse, N. Y. This year the fair will probably cover a period of two weeks, commencing August 29. Among other contracts secured by this organization are Ionia Free Fair, Ionia, Mich., and the fairs at Jackson, Tenn.; Laurel and Meridian, Miss.; Southeastern Fair, Atlanta, Ga., and the Chattahoochee Valley Fair and Exposition, Columbus, Ga. Max Kimerer will have charge of the Midget Revue and Monster reptile show. Sammy Smith will have the train; Bill Cain, superintendent electrical department, and Gus Woodall, the dining car. Entire force at quarters is working seven days a week to have everything ready by April 1. Reported by Frank S. Reed.

A new office and shop wagons are finished and awaiting the painting. Yotas has orders from General Manager James E. Strates to thoroughly recondition every piece of rolling stock. Wagons and train will be repainted before the opening.

Many new faces will be seen on the midway this year and new shows with recognized show people at the helm are sending in contracts. Mrs. Mabel Kidder will present her illusion show and big snake. Jimmy Limbaugh has signed to present his crime show and *Palais des Nudes*, both 80-foot fronts. Choc and Mona Phillips signed to present a girl revue. Fred Thomas reports that he signed up entire new attractions for his side show. Wally Smithly will soon be working out his lions and will have a group of speed demons for his Motor-drome. Dinty Moore contracted to present his new Skooter ride.

Johnny J. Jones

AUGUSTA, Ga., Feb. 5.—The early trek by carnivalites to quarters has evidenced itself with new arrivals mak-

ing their appearance almost every day. Owner E. Lawrence Phillips paused for a couple of days en route from Washington to Orlando, Fla. Director-General William C. Fleming announced February 7 as the day designated to fire the opening gun for the "full steam ahead" work program to commence in quarters, after which he left for a staff conference to be held in Tampa.

Mr. and Mrs. J. C. Simpson write that they headed for the doings in Tampa and a short vacation. Mr. and Mrs. Joseph Stiy are busy with their project at Bradenton, Fla. Joe has little renovating to do on the show's dining hall, he having completed this before leaving quarters, in line with his usual efficiency.

Everyone pleased with the announcement that the Flying Otaris Family will again be with the organization furnishing the feature free attraction. The Otarises became immensely popular with the Jones personnel last season in their debut in carnivaldom and it will be a real pleasure to have them back.

Managers Harold Paddock and Morris Lipsky, of the L&P Concessions, announce they will arrive shortly to start work on an elaborate new corn game and several other concessions. Mr. and Mrs. Ernie Delebatte dropped in for a session on the midway carpet in the southeast corner of the Hotel Richmond lobby while en route to Florida. Visitors have included Ban Eddington, of the Columbia Show Printing Company; John H. Marks, owner of the show bearing his name, and Eddie Lewis, promoter of the local Cracker Club Circus. Reported by Ralph Lockett.

Strates

WELDON, N. C., Feb. 5.—Quarters activity is rolling along with workmen and mechanics under the direction of Construction Superintendent Jimmy Yotas, and Secretary Harold English is working night and day getting everything in tip-top shape for the scheduled opening in April.

A new office and shop wagons are finished and awaiting the painting. Yotas has orders from General Manager James E. Strates to thoroughly recondition every piece of rolling stock. Wagons and train will be repainted before the opening.

Many new faces will be seen on the midway this year and new shows with recognized show people at the helm are sending in contracts. Mrs. Mabel Kidder will present her illusion show and big snake. Jimmy Limbaugh has signed to present his crime show and *Palais des Nudes*, both 80-foot fronts. Choc and Mona Phillips signed to present a girl revue. Fred Thomas reports that he signed up entire new attractions for his side show. Wally Smithly will soon be working out his lions and will have a group of speed demons for his Motor-drome. Dinty Moore contracted to present his new Skooter ride.

Giff Ralyea, chief electrician, is working on a new 60-foot tower, making three on the midway. Lawrence Kime arrived in quarters and is assisting Jimmy Yotas on the building.

Secretary Harold English and the writer attended the Virginia fair meetings with General Manager James E. Strates. Strates Shows have been awarded fair contracts at Danville, Va.; York and Bloomsburg, Pa.

General Agent C. W. Cracraft reports the route is being laid down for practically all new territory. Manager Strates is visiting with Mrs. Strates and the children in Miami. Bill Jones and his bingo crew visited quarters on the way to Tarboro, N. C., to play an indoor date. Onalee and Gloria Ann are wintering for a few weeks in Norfolk, Va.

Visitors: Tommy Carson and Mr. and Mrs. Jimmy Rafferty, of the Rafferty Shows; John Kilonis and M. Dean, of the Kilonis Shows. Al Campbell writes from Buffalo and says he is "rarin' to go." Secretary Harold English is getting some fine experience as a chef. Mrs. Ben H. Voorheis, wife of the writer, has been sick with a severe cold, but is greatly



WILLIAM CARLETON FLEMING, general director of the Johnny J. Jones Exposition.

RIDEE-O RIDE

Thrills of a Cyclone

Facts From Ridee-O Ride Owners:

"Grossed \$1,185.95 in five days of operation."
 "Has topped all other rides. I am mighty pleased."
 "Grossed \$605.15 Saturday, \$2,807.05 in six days."
 "It has marvelous repeat patronage and is safe."
 "Its speed and thrills satisfy the patrons' desires."

SPILLMAN AUTO SPEEDWAYS

Seven cars grossed \$11,560.30 over a period of fourteen weeks.

Hi-De-Ho Funhouse and Ride Combined

Grossed \$605.00 one day, \$1,331.70 in six days, with inexperienced operators.

DON'T WAIT. GET IN ON THESE PROVEN MONEY MAKERS.

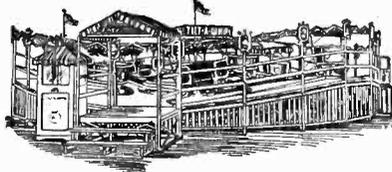
SPILLMAN ENGINEERING CORPORATION

NORTH TONAWANDA, N. Y.

World's Largest Builders of Amusement Rides.

CONTINUED POPULARITY ON ALL MIDWAYS

The Time-Tested



TILT-A-WHIRL

Flashy - Reliable - Money Getter

For Particulars, Price and Terms Write

SELLNER MANUFACTURING CO., Inc. Faribault, Minn.

ALLAN HERSCHELL COMPANY'S

New Ride--Funhouse "RO-LO"

OUTSTANDING CHOICE OF SHOWMEN AND PUBLIC ALIKE AT TAMPA FAIR.

Gorgeous, brilliant, indirectly illuminated front from four towering columns, artistic modernistic coloring. Large 12-ft. patented, partitioned revolving Barrel draws them in, Shuffle Boards, Ride on Top of Barrel, Slide and Trap Blower sends them out laughing and brings them back for more—big repeater. 50-ft. Front. Loads on one wagon. A sure big profit maker. Several orders already placed—hurry for early delivery.

ALLAN HERSCHELL CO., Inc., North Tonawanda, N. Y.

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.

Improved. Writer will have a new advertising arch 15 by 21 feet and built with chromium and will go in the line-up on the midway. Billposter Jimmy Klein will report at quarters for a conference with Manager Strates and the writer. Special paper will be used. Reported by Ben H. Voorheis.

Shower for 'Mother' June Dyer Cushing

LOS ANGELES, Feb. 5.—On Thursday afternoon, January 20, from 2 to 6 o'clock, at the home of Mrs. Ernestine (Sis) Dyer in honor of her daughter, June, a shower was held for the blessed event in the near future. Many gifts were received for the heir apparent.

June Dyer Cushing is very well known in the show world, having trouped with her mother for several years and counts many among her friends, even tho the past year she has been retired from active participation in the show business.

Buffet lunch was served and the ladies cut up the whys and wherefores of married life, reminiscent of the days when they, too, looked forward to such an event. Refreshments were served and many beautiful toasts were tendered June and a big toast tendered Grandma Sis.

Among those calling and wishing the young mother health and happiness and congratulating Sis on her hospitality were "Little Bit" Jones Brady, Lillian Murray Sheppard, Edith (Esquimaux) Bullock, Maureen Tait, Marlo LeFors, Martha Levine, Ethel B. Krug, Nell Eslick Robideaux, Emily Friedenheim, Mabelle Bennett, Thelma LeFors, Mora Martyne Bagby, Ralley Castle, Rosemary Loomis, Florence Webber and mother, Bertha Grubs, Estelle Hanscom, Edith Walpert, Zelma Lamar, and Lucille King, who reported this.

SHOW TENTS
 AND TRAILER CANOPIES
Fulton Bag & Cotton Mills
 Manufacturers Since 1870
 ATLANTA ST. LOUIS DALLAS
 MINNEAPOLIS BROOKLYN NEW ORLEANS KANSAS CITY, KAN.

"MAC" McNALLY
 Formerly Allentown, Pa.,
 Now With CHUCK SAUTER, Selling CHEVROLETS.
SOUTHLAND MOTORS, Inc.
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TRUCKS
 AUTOMOBILES — MOTORIZE YOUR SHOW
 Write
CHARLIE T. GOSS
 With STANDARD CHEVROLET CO.,
 EAST ST. LOUIS, ILL.

PAN AMERICAN SHOWS
 BOOKING 1938 SEASON.
 Attractions, Shows, Rides, Concessions.
 217 West Barraque St., Pine Bluff, Ark.

United Show Workers Become Active Again in Milwaukee

MILWAUKEE, Feb. 5.—The United Show Workers, Inc., dormant during the past six months, at a meeting here January 30 voted to establish headquarters in this city where outdoor and indoor show workers can meet. Next meeting is scheduled for February 13 at the organization's present headquarters. Officers of the group, which is open to all showmen not affiliated with the AFL, include Floyd Hardy, president; Ned Spines, vice-president; Manuel Wiesner, secretary, and Morris Goldstein, treasurer.

WHEELS
Park Special
 30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers Special Price.
\$12.75
BINGO GAME
 75-Player complete, \$5.25, including Tax.
 Send for our new 1938 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.
 Send for Catalog No. 237.
CANES Heavy Convention Walking Canes. Dark Mahogany Finish. Price Per Gross, \$21.00.
SLACK MFG. CO.
 124-126 W. Lake St., Chicago.



Our Midway

By RED ONION

Communications to 25-27 Opera Place, Cincinnati, O.

LET'S HAVE an all-woman athletic arena.—Wadley Tif.

WHAT BECAME of Walter D. Nealand and Joe S. Scholibo, press agents?

MYRTLE BEACH, S. C.—Here for a short visit. Will return to Cincinnati soon.—MIKE GRAVIS.

R. F. McLendon does not say much of late as to what R. F. McLendon is doing in Raleigh, N. C. Buck up, R. F.!

JOHNSON CITY, Tenn.—Many thanks for the consideration given to the news matter from the J. J. Page Shows.—R. E. SAVAGE.

KILGORE, Tex.—Having good business in Texas with my zoo. Entire program went on the air from the local station February 1.—C. C. McCLUNG.

TRENTON, N. J.—Mr. and Mrs. Bill Spence are wintering here at their home. Bill has completed a new shooting gal-

lery built along original lines.—ANNIE SPENCE.

WATCH the press agent work of Roy E. Stein for the T. J. Tidwell Shows this season.

J. B. HENDERSHOT, representing the Mighty Sheesley Midway, was a business visitor in Cincinnati last week and a caller at the offices of The Billboard. He reported bookings for early dates as most satisfactory.

CORRY, Pa.—Will have the Athletic Show with mud arena with Heller's Acme Shows. This is a new type athletic show. Am an Austrian wrestler. Season will open in Swainsboro, Ga. — KID SIMMONS.

MOBILE, Ala.—Mrs. Leonard and myself are now with F. W. Miller's museum. We will again be with Ray Daley on the L. J. Heth Shows. I will do the inside lecture on the side show and Mrs. Leonard will have charge of another one of his shows.—HARRY LEONARD.

KITTANNING, Pa.—Signed as general agent with the Cavalcade of Fun under the management of Lloyd Reese, one of



J. GEORGE LOOS, who presents the Greater United Shows, a carnival that will open its season at the George Washington Birthday celebration, Laredo, Tex. The Loos organization has been playing this date annually for a great number of years, and the date marks the start of the carnival season in the Lone Star State. J. George had a long, prosperous tour in '37 and expresses the opinion that season 1938 will far surpass all previous ones for all meritorious outdoor amusements.



HARRY WITT, of the four Witt brothers, who are pretty well known over the world in the general outdoor amusement field, having toured North and South America, Africa and other sections with their carnivals. It will be recalled that Harry developed the Walter ride some years ago, which proved successful. Last year he brought out the Boomerang ride, which appeared at the Canadian National Exhibition, Toronto, and later with the Cetlin & Wilson Shows. This season he presented this ride with the Royal American Shows and at the Florida Fair, Tampa, and it proved successful.

SPRINGVILLE, N. Y.—Back home here after a successful booking trip in Ohio.—FRED C. CHRIST, manager Christ United Shows.

CHILLS AND FEVER: What about the "shake" in Bradenton, Fla.?

J. R. ROGERS and Mrs. N. V. Powell state that they are brother and sister, he being the manager and she secretary-treasurer of the Rogers & Powell Amusement Company.

BARNESBORO, Pa. — Will again be with the R. H. Work Shows and will operate Mr. Work's Chairplane and will also sell The Billboard on the show.—CECIL C. WESTON.

AUGUSTA, Ga.—Been ill off and on all winter. Was in Stillwater, Miss., for treatments last fall. Came to Augusta for a rest this winter.—MRS. ELSA FRANKS.

FRANK KINDLER reported the death of B. C. Frisk, due to auto accident outside of Minneapolis recently. Frisk was the chief executive of the shows bearing his name. Kindler is a florist in St. Cloud, Minn.

SAGINAW, Mich.—Our house trailer here has been the meeting place for

bluebirds begin to sing and then he would go on the road with some show as a Big Eli Wheel foreman. — MRS. IDA SMITH.

CEDAR RAPIDS, Ia.—Leased a tent with stage from W. E. West, who will open his season in Cheryvale, Kan., in April. I will operate a hillbilly show and some concessions. Dot Smith and I were with the Gold Medal Players last season.—MRS. DONNA (TINY) PALMER KEFFER.

SAVANNAH, Ga.—When the Ogeechee Tavern here was destroyed by fire the Lofstrom & St. Elol trained monkey show nearly came to disaster when lack of water caused the flames to spread to nearby buildings. Only timely work by natives and friends saved the building in which the show was stored. — WILLIAM LOFSTROM.

RIO HONDO, Tex.—Noted the headlines in recent issue of The Billboard: "There Are No Sausage Trees in Florida," by Walter K. Sibley. All can take it from me that, also, "There Are No Ham Trees, Egg Bushes nor Cigaret Groves" down in the Rio Grande Valley of Texas either.—GEORGE H. PROCTER, or in other words, "Luke Warm!"

WE NOW HAVE two carnivals titled carnivals: Bob Hurst Carnival and W. E. West Motorized Carnival.

Walter B. Fox Gives News and Opinions

Daniel A. Klein is "touring" Georgia with Phil Rocco's winter show. . . . R. G. Hendrix, manager of Majestic Shows, is wintering in Rome, Ga.

Note to some carnival managers: If you do not trust your general agent, why not do the work yourself?

Those well-known concessioners, Mr. and Mrs. Frank Sparks, are wintering in Salisbury, Mo. With them is Mrs. Sparks' sister, Dorothy Tillotson.

Once upon a time a carnival had seven general agents in one season. Perhaps there were six too many. . . . To general agents: An ordinary business card might add prestige to your calling, the cost is insignificant. . . . Carnival managers, we reiterate: Give the public a free act behind that paid gate. Some of them care not for a ride coupon. . . . General agents: Did you leave a forwarding address with the telegraph company before you left town? This important detail should not be overlooked. . . . Several towns have been closed by leaving the lot in an unsanitary condition. It costs very little to clean each lot.

Charles J. Roach was recently appointed general agent of the Premier Amusement Company, which will go out this season under the management of Mrs. Ernestine Hansen.

EXTRA, EXTRA, EXTRA! General agents' convention in Birmingham, Ala.! James C. Simpson, Walter B. Fox, Robert R. Kline, Roy B. Jones and Joseph J. Fontana were recently glimpsed on the streets of Birmingham.

Walter Moore, former trouper and more recently head bellman at the Tutwiler Hotel, Birmingham, is now running a restaurant there. . . . Robert R. Kline is no longer connected with Royal Palm Shows. Kline has some promotions in Birmingham territory. . . . Mr. and Mrs. Harry L. Small are spending the winter in Birmingham with Mr. and Mrs. Walter H. Moore the coming season.

Carl J. Lauther opened his museum to near-capacity business in the famous race-track section of downtown Birmingham. Roy B. Jones secured the location.

Edw. L. Conroy, former general agent of Noah's Ark, has been spending some time in Tuscaloosa, Ala.

NEW ORLEANS.—Back here after a two-week trip in the Carolinas and Georgia. Saw Mr. and Mrs. C. E. Barfield in Macon, Ga. Both looked fine. Was at Brownie Smith's quarters in Augusta. He has plenty of work under way and has rides and show fronts painted. Looks like he will have a very good show. Will remain in N. O. until after the Mardi Gras.—TOM DOC MEHL.

ATLANTA.—Mrs. Lydia Martin, show woman, who has been wintering in Florida, visited friends here while en route to Chattanooga, Tenn., where she went to see her daughter, Mary Don Martin, who has been confined in a sanatorium for some time. Mrs. Martin will take her own show out again this season and

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1937-1938.
 Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
 Analysis, 3-p., with Blue Cover, Each03
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 Forecast and Analysis, 9-p., Fancy Covers, Ea. .05
 Samples of the 4 Readings, Four for 25c.
 No. 1, 34-Page, Gold and Silver Covers, Each .30
 Wall Charts, Heavy Paper, Size 28x34, Each 1.00
 Gazing Crystals, Ouija Boards, Planchettes, Etc.

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample, \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound, Samples, 25c.

PACK of 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 35c.
ZODIAC FORTUNE CARDS, Fine Set of 30 Cards, 35c.
 Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.
 19 West Jackson Blvd., CHICAGO
 Instant delivery. Send for Wholesale Prices.

BUDDHA PAPERS—SUPPLIES

FULL 1938 ASTRO DAILY, HOURLY FORECASTS
 Buddha Papers, 1-4-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.
 New 140-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.

NELSON ENTERPRISES
 198 S. Third Street, Columbus, O.

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.

White City Shows, Inc.
Wants
FIRST CLASS SIDE SHOW.
 Will Furnish Complete Outfit.
 Also Any Show Except Girl or Ath. Show.
 Grand Opening February 19th, 1938, at **FIRST ANNUAL FAIR,** Inglewood, Calif.
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FOR SALE

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will open in April, playing Kentucky and West Virginia coal fields. The writer has been appointed her general agent.—R. V. COOK.

1st Woman Gen. Agt. Of a R. R. Carnival

The Model Shows, Inc., have something new to the carnival world this season, something that, in the opinion of Tom Terrill, will probably never be duplicated, judging from the material now extant; something that is the only one in the world, namely: a woman general agent of a railroad carnival, Janette Terrill.

Janette Terrill's introduction to the show world as an agent began in the summer of 1934, when, on a bet, she opened several cities in the New England States that were considered im-



JANETTE TERRILL, general agent of the Model Shows.

possible and brought Max Linderman's World of Mirth Shows and some independent midways into the territory.

Acting as special agent in support of her husband with the John H. Marks Shows in 1935, she picked up the C. E. Barfield Shows later in the same year and completed the fair dates for Barfield. Having seven spots left over that could not be played by Barfield, she organized and promoted these spots into "new deal" fairs, playing independent attractions in the minor spots and the Leo M. Bistany's Mohawk Valley Shows in the major spots.

In 1935, in support of Tom Terrill, then general agent of O. J. Beaty's Great Superior Shows, she promoted and special-vented until late July, at which time the Terrills resigned this connection. Working freelance, she booked late spots for Dodson's World's Fair Shows, C. D. Scott Shows and filled in the fall dates for Barfield and finished the season by promoting four "new deal" fairs for the J. J. Page Shows.

In 1936 she opened as general agent for Barfield's Cosmopolitan Shows and completed bookings for same late in July. With time left to devote to "new deal" fairs, she booked, promoted and played 24 such fairs, using Miller Bros.' Shows, Barfield's Cosmopolitan Shows, Bruce Shows and Ernie Marohl's County Fair Shows on the midway of four separate circuits.

In 1937 she opened as general representative and associate owner of the Eric B. Hyde Shows and did good work by opening so-called closed cities, including Athens and Gainesville, Ga., and Chattanooga, Tenn. She topped opposition by putting the Eric B. Hyde Shows in Louisville, Ky., for a three-week run after a three-year shut-out for carnivals.

Conflicting opinions regarding business policies resulted in the severance of an otherwise pleasant association with the Eric B. Hyde Shows. Offers from three shows were made. She accepted the advance of the Model Shows, a railroad carnival, for W. R. Harris. It was agreed that, regardless this connection, she could feel free to handle her regular "new deal" fairs and such still dates as Harris cannot play, if any, for committees that may look to her to handle the dates for them.—TOM TERRILL.

NEW YORK.—After having concessions with some of the major carnivals of the East, am taking out the Grimes Greater Shows, an entirely new organization. A new front, orange and black, is

being built by Baker-Lockwood and three electric arches are being built by Peluso Illumination Company. Eugene Wallich is the show secretary. Our advertisement in *The Billboard* Christmas Special drew tremendously. Received replies from all over the continent.—FRANK GRIMES.

A LOT OF GUM-SHOEING general agents are not setting the world on fire with any outstanding fair or still date contracts. Now you done said something, Soapy Glue.—Tillie Few Clothes.

WALTER K. SIBLEY is awaiting production of the Monkey Races, which are being built in Dayton, O. During the meantime he visited the fair at Tampa and from that point wrote A. C. Hartmann: "Harry Witt's Boomerang ride went over big here Children's Day, holding up with the big capacity rides and topping all other rides of equal capacity. Both Carl J. Sedlmayr and Elmer C. Velare told me it was one of the best rides that they have ever seen and were going to purchase this one."

BROOKVILLE, Fla.—The wife and I are back here again and I am out most of the day picking oranges. Will be glad when summer comes again and we can go back shaking up plenty of lemons for the good public of Indiana. We were recently thinking of Cigar White; Merry Rose, fat girl, and Jack Perry. When the National Flower Show was held in Cincinnati in 1931 I sold programs. Have not heard where this show has been held in recent years. Read *The Billboard* from cover to cover every week.—MR. AND MRS. GUS EISENMANN.

As soon as we get all the tops in tip-top shape we will be ready to open the season.—Soapy Glue, general manager, General Average Shows.

KEY WEST, Fla.—Well, I see it is hard to keep good men down. Note Red Onion is back in *The Billboard*. Am here and have a location on the main street and call it Coney Island Park. Have my Big Eli Wheel and a new kiddie ride called the Pony Cycle. Since arrival here I went into the Motor Scooter business. I rent them and also have the agency for them in this section. Will join some carnival for the summer with some of my attractions. I manage the park now. Best wishes to *The Billboard*.—SIMON KRAUSE.

ALBUQUERQUE, N. M.—The Neals, of the Yellowstone Shows, are at their home here with their curly-headed daughter, Teddy Neal. Mrs. Neal is a wonderful home-keeper besides being secretary of the show. When showfolk visit them they always find coffee and sandwiches ready for them no matter when they drop in. The bridge players are welcome, too, as W. S. Neal, owner



EDDIE LIPMAN, business manager Endy Bros. Shows. He is seen here in front of the Kiddie Auto ride, Funland Park, Miami, with two big fish he caught off Sunny Island, that city, recently. Eddie is rated by such well-known authorities as Dave B. Endy, Ralph N. Endy and Matthew J. Riley as being the champion "whale-of-a-fish" catcher of the shows and the park. It is said that William J. Tucker, also of Funland Park, is ready to give Eddie a lift to climb to the top of the pedestal he has been awarded as a disciple of Izaak Walton.

of the show, takes time off from hunting to play bridge; that is, when Johnnie Graves, Harry Hunter, Marie Starr, Bill Starr, Bob Harris, Mae Starr and Mr. and Mrs. Blackie Ringo drop in for a night at the game.—MR. AND MRS. ED LUDGREEN.

NEW YORK.—Hilda Bergen, wife of Frank Bergen, well-known showman, was my guest recently at the Hotel Piccadilly here. While here she visited many places of interest, night spots, Times Square and Greenwich Village. She mentioned that she never before knew that people here stayed up at night until 5 o'clock in the morning so that they might have an early breakfast. The night before she was to return to her home in Richmond she and the writer were entertained by Mr. and Mrs. Jack Greenspoon, of the World of Mirth Shows, and we had a most enjoyable time. Frank could not come with her from Richmond due to business pressure. Due to having such a short stay in the World's Fair town, she will make another trip before the shows open the season.—IMOGENE B. WOOLARD.

AN OBSERVATION: There are too many nitwits trying to make a living by their wits.—B. H. NYE. B. H. is spending the winter in Florida and that is all he is spending, he says.

NEW ORLEANS.—Mrs. Padgett and myself are doing fairly well presenting our girl revue in a night club here. Booked for the winter and give three floor shows nightly. I am emcee for the revue and the club. We are thankful to *The Billboard* for the mentions given us last season while we were with the Blue Ribbon Shows. I have a new idea for a show. L. Eddie Roth is a fine man and a clever showman. The treatment we received from him was the best. Quite a few carnival people in this city now and more coming in each day for the Mardi Gras. Dan Bishop and wife are working in a night club. Jack Nails, Eddie Blane, Maxie Rosenblum and Dad McCarthy come around to the club nearly every night. Without *The Billboard* I do not know what showfolk would do.—GENE PADGETT.

RALEIGH, N. C.—While passing thru this city the other day I stopped in the Wake County Jail to see Frank J. Monaghan, who is awaiting trial for manslaughter, the charge growing out of an auto accident. Just happened to get there when he was talking to his lawyers and took part in the conversation which lasted for an hour and learned all about the case. The accident was a head-on collision with a drunken driver, who was killed. Insurance companies are pushing the case against Monaghan to protect themselves from civil action. Monaghan's wife was seriously hurt and may never recover. They are broke, not having enough to pay the lawyers. If there ever was a man in a tough spot it is Monaghan. He has been with World at Home, Johnny J. Jones, J. George Loos, Metropolitan Shows and many others.—J. L. POLLOCK.

With the popularity of Charlie McCarthy now the rage it seems time to launch a puppet or marionette show. Tony Sarg is the man to see about them. Get busy. Showmen capitalize on opportunities.

COLON, C. Z. PANAMA—After eating grits for a couple of winters in Florida

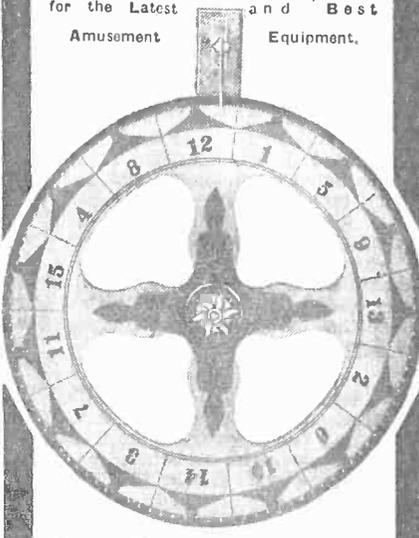
with Dad Pinfold's Shows, hotcakes for a season with Cody Fleming in Georgia and a winter on oysters with Ralph Miller in Mississippi and Louisiana, I decided that probably I was not going deep enough into the South so I came down here. Landed with Frank Miller's Shows that play Central and South America with rides and concessions; no shows like the carnivals have in the States back home. What made me decide to write *The Billboard* was because of the Ferris Wheel Miller carries. This wheel looks new but it was set up at the World's Fair in New Orleans and after the fair in that city Frank Miller bought it and has kept it in continuous operation since. It is framed with locked door cages instead of seats. I came from Cincinnati and can probably rate as a "Johnny come lately," as I did not get started in the business until 1922 and that was with Cody Fleming when he had all the fairs in Indiana. We only have to take in \$1 down here to live like a king and when we play a bloomer, well, bananas and coconuts grow wild just like the pecans we picked while with J. George Loos for a winter in Texas. We get Fourth of July weather the year round down here. Wish *The Billboard* a prosperous year.—JACK MONTGOMERY.

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Breezes of Showdom From the Pacific Ocean

By WALTON de PELLATON

LOS ANGELES, Jan. 29.—Winter fast receding, activity everywhere and California basks in June weather in January. Was house guest of Mr. and Mrs. C. F. Corey, of the White City Shows, over a week-end in their apartment facing the Pacific Ocean in Venice. The Corey apartment is a beehive of activity with daily trips into Los Angeles to winter quarters. . . . Met Fern Chaney, the battling queen of the ball game, on the Boardwalk in Venice. She was having a chat with Mrs. Charles Youngman and Mrs. L. Usher. . . . Billie Farmer, of Tom Mix Circus, returned from his tour with the Bert Wheeler Road Show that had been en route thru the Northwest. . . . Saw Jean LaVell on Hill street sporting a new foot-length fur coat. . . . E. Pickard, now affiliated as general agent with the Crafts enterprises, called for a chat and was very much enthused over his new position. . . . Virgie Miller finally did it; was married before Christmas to the man of her choice, Chester Martin. . . . Hazel Fisher and Verna Seeborg are sojourning on their Rancho San Pablo, near El Cerrito, Calif. . . . Mr. and Mrs. William Groff are constructing a new home on their lot in Bell, Calif. Work is being done under the direction of H. A. Grove, of housecar fame. . . . Johnnie and Irene Gibson, of the Four Sensational Jacks, returned from their visit to home town, Shreveport, La. . . . Hi and Gertie Severson have entertained house guests all winter. . . . It is rumored that Nine Gal Morgan has gone off and got married. . . . Quite a few carnival owners went to "Hocksville" for ready cash to reorganize their shows for '38 season. Wonder what happened to the gigantic summer bank rolls.

Mr. and Mrs. Charles M. Miller are spending the winter in Glendale, Calif. . . . The Leon Whitneys have enjoyed steady employment all winter as musicians for the Walt Disney Studios. . . . The Southland is anxiously awaiting the appearance of the Ben H. Martin new streamlined Merry-Go-Round and Ferris Wheel, the first of the kind in the West. . . . Mr. and Mrs. E. Pickard purchased a new home on Esmeralda street, near Bell, Calif. . . . The Jack Schaller Studios present a strenuous scene of whirling activity with over a score of charming performers practicing their stunts daily. . . . Ben Doubbert, agent extraordinary for Downie Bros., Inc., is one of the busiest men about town these days taking new orders, while the factory is working overtime getting them out. . . . For first time in eight years Mrs. Elmer Hanscomb is enjoying good health and not spending her leisure in some hospital. . . . Max Benard has finally recovered from his recent accident and may be seen in conference daily at the Bristol Hotel. . . . Mrs. Florence Webber defies the weatherman by wearing a raincoat and carrying an umbrella. . . . Archie Clark is generosity personified. He was recently caught in the act of purchasing turkeys and boxes of food which he gave to several families who were down on their luck near his winter quarters. . . . While general agents and managers are holding daily conferences and simulating strenuous activity, Doc Hall holds down a comfortable chair in the Bristol Hotel in meditation. . . . The general idea of carnival business is not how much the show grossed but how much it saved. . . . Herman Van Dee is the police bouncer of a Main street dance pavilion and doing very well. . . . 1938 must be an off year considering the great number of changes made in the carnival and circus personnels in the West. There must be a reason. . . . Gil Attel, of Four Jacks, accompanied by Al Keenan, Boots and Tony Strueby, returned from their engagement with the Sun Carnival, El Paso, Tex., with many fantastic tales of thrills and experiences in the honky tonks of Juarez, Mexico.

Many a show owner has been lauded to the skies for his good fellowship, generosity and charming disposition only to have the illusion exploded by his valet or secretary. . . . The Abner K. Klines, traveling ambassadors of the

Western show world, have a tendency to vacation in the East all winter and spend the rest of the year resting up in their home in Salem, Ore. . . . The entire West awaits the opening of the Will Wright Golden State Shows, which are pegged to spring many an innovation. . . . E. W. Coe is reported the busiest show manager in Los Angeles as he carries on alone, surmounting all obstacles. . . . The winter-quarter activities of the Archie Clark Shows are carried on in silence behind a wall of secrecy, but be assured that at the opening many surprises will be sprung. . . . Recently seen in a Chinese cafe manipulating chop sticks in a dexterous fashion were Mrs. Margaret Hilderbrand and Mr. and Mrs. C. F. Corey. . . . The Ben H. Martins gave a house-warming in one of their new trucks and launched the vehicle with a shower of Attar of Roses perfume, which sprinkled accidentally upon one well-known general agent present. The agent refused to return home until Mrs. Martin wrote a note explaining the whys and wherefores of the perfume bath to his wife. . . . Surrounded by ladies a-shopping bent, Jack Elhart carries on at his stand on Broadway selling *The Times* midwinter pictorial. . . . Babe and Lucille Grisham are wintering on a ranch near Redlands, Calif. . . . Danny Callahan can be found daily on the beach at Venice living the life of Riley. . . . It is rumored a certain show will have a banker for a secretary-treasurer this season. Such an appointment is most flattering. . . . Mrs. Relley Castle returned from vacation at Gilman Hot Springs and is preparing for a strenuous season. . . . Lucille King, after sitting on the fence for week, finally decided to carry on with the White City Shows. . . . Spent an enjoyable visit at the home of Mr. and Mrs. George Tipton, which is located near Culver City. . . . While the activities of Charles Marshall are varied, like Greta Garbo his most ardent wish is, "I want to go home now—to Chicago." . . . With C. F. (Doc) Zeiger installed as the president of the PCSA, the spectacle of the gigantic show under canvas will no doubt be a reality. . . . The Polish Fishers are spending the winter with their relatives in San Francisco. . . . Wonder what has become of "One-Gun" Keith Terwiiger Sutton. . . . The Myles Nelsons have changed shows, it's to the White City Shows for the season.

Mr. and Mrs. Bud Cross, residing in Silverton, Ore., have added a Model No. 3 named Daniel Noel to the Cross Amusement Production Department. . . . The model was released Christmas Day. The designer and chief engineer was D. O. Cross; the production manager, Mrs. Ann Cross; while the technical assistant was Dr. P. A. Loar. The outstanding features of new model are lung power, free squealing, economical feed, bawl bearings, scream-line body, water-cooled exhaust, changeable seat covers, synchronized movements; net weight 6 pounds 1/4 ounce. F. O. B. hospital. The management assures the public there will be no new models until next year. . . . Received a belated Christmas card from the R. L. Oglivies, of Stockton, Calif., which was a novelty. . . . The Ross Baxters are located in an Oakland apartment doing nicely. . . . Great anxiety is being experienced by several show owners concerning the movements of one of the units of the master showman, Orville N. Crafts, for fear he may invade the Northwest. . . . Mr. and Mrs. Glenn H. Perry disposed of their cafe near the U. S. Grant Hotel in San Diego and are searching for another investment. . . . Rumor has it Larry Gale came into a sizable inheritance from a relative in Cleveland, O. Will this mean another show in the offing? . . . Virgie Miller Martin disposed of her rides and will join the White City Shows with concessions. . . . H. B. and Emmy Clifford are playing promotions and wintering near Culver City. . . . Ken Taylor is operating a concession on Venice Pier. . . . Mr. and Mrs. J. M. Brown are operating an eating establishment on Glendale boulevard. . . . Fredrych and Margorye Nelson are appearing with their act in local theaters. . . .



THREE LITTLE BUCKS: Youngest members of the B. & V. Shows, an eastern carnival. The oldest girl was only 15 days old when she joined and has been with it ever since. Margaret is 10. Michael is named after his maternal grandfather, Michael Buck, a veteran of the lots. Elizabeth is named for her maternal grandmother, Mrs. Elizabeth Buck, also well known in the carnival world. Their mother, the former Queenie Buck, is secretary of the show and ball game worker and was also raised in show business. Another son, Justin Jr., was absent when this shot was taken. He will celebrate his 11th birthday February 7. Photo furnished by Mrs. Queenie Van Vliet.

If it were not for the anticipations of the "red ones" in the offing life in show business would be drab and monotonous. . . . Famous last words, "Wire me a grand, I want to buy a pedigreed hog for my farm." . . . Mr. and Mrs. Red Patrick's new housecar is a nifty affair. . . . All seems to be in readiness for the opening of the Joe Krug Shows in February. . . . Between the Showmen's Club and the Bristol Hotel the atmosphere is very heavy with jackpots and touches, while the judges of the Ananias Club ponder the decision of awarding the golden crown. . . . Betty Coe is a busy lady these days outfitting her new housecar with golden drapes and fixtures and her shopping excursions are numerous. . . . Al Keenan, of the Four Thrillers, hasn't made a conquest all winter. . . . Debonair Harold Mook, secretary of one of the Crafts units, opines he has at last found paradise as he basks in the California sunshine after spending four years in snow-bound Kansas City. . . . Wonder what has become of Anna Paul, the former nightingale of the A. B. C. Attractions.

Mr. and Mrs. C. F. Corey gave a dinner party to the personnel of the White City Shows at their Venice apartment following the appointment of their staff, which was quite an affair and ended by midnight dips in the Pacific Ocean. . . . The entire H. B. Clifford family are enjoying employment at a local motion picture studio. . . . The Hunter Farmers are spending the winter in their housecar located in the heart of the city. . . . One cannot expect the morals of the showfolk to be any higher than those exhibited by the show owner. . . . Now that the show openings have been announced, the next thing of interest will be the horseshoe floral offering of congratulations tendered by the PCSA to each show. . . . Mrs. Elva Rockwell, looking younger than ever, opines she finds it more profitable to continue Coast Guarding than touring the country. . . . The showmen's greatest bugaboo, "Wonder if it will rain in February for the opening." . . . When better furs are exhibited Mrs. Mabel Crafts will wear them. . . . Frank H. Babcock will bring his show out bigger and better this year. . . . Possessing a smiling personality that won't wear off, Marjorye Mason, secretary of the Steffen Amusement Company, is most thankful she has regained her health. . . . The battle cry of the month, "The show must go on," and it will for the next 40 weeks or more, while the results will not only be weighed financially but historically. As per the famous words of an eminent actress, "There isn't any more!"

Mostly Follow-Up of My Trip in Ohio

By VIRGINIA KLINE

ST. LOUIS, Feb. 5.—At Brady Lake, O., I saw people ice fishing at one end of the lake and ice skating at the other. They just make a hole in the ice and put a little wooden house over it to keep it dark for the fish and warm for themselves and then started fishing. As the ice was about 18 inches thick, it did not bother the skaters at the other end. Mrs. J. Kuhlman, wife of the manager of Geauga Lake Park, near Ravenna, O., is in a local hospital very sick. Mrs. C. D. Clark is to be in the office of the new Clint & Clark Shows out of Canton, O. Altho this is only her second year with any show, she has had good training, as she has helped with local promotions in past years. Mrs. Charles Huntly, sister of Mrs. Clark, will also be with the show with a concession. Huntley will handle promotions for the show.

En route to Rock Springs Park at Chester, W. Va., to see William R. Hand we lost our bearings in a blinding snowstorm. We stopped at a filling station to ask directions. The attendant looked at our Oregon license plates and stared thru the windshield at us, but said very politely, "You know our amusement parks are not open this time of year." He gave us directions and we found a marked improvement in the Rock Springs Park. Hand has laid out an attractive plan and is gradually working it out to suit himself. Mr. and Mrs. Gene Fitch have a new ride operator to train next year. Of course, he is only eight months old now but will learn fast if he takes after Father Gene.

At Lancaster, O., we ran into a house party at the home of Mr. and Mrs. A. W. Gooding. The Goodings have the basement of their home furnished as a playroom and no one seems to come out of that room either hungry or thirsty. The guests were Mr. and Mrs. E. C. Drumm, of Columbus, O.; Mrs. A. H. Eggers and her sister, Mrs. A. E. Wehrle, both of Cleveland; Mrs. George Smalley, of Coshocton, O., and Mrs. Georgia Kilpatrick, county recorder of Athens, O.

R. S. Howard, of Millfield, O., said the weather had been too bad to do much work at his winter quarters, so he had been on a very successful hunting trip. R. H. Wade, also of Millfield, had gone to Columbus to get Mrs. Wade, who had been confined to the hospital there but was able to leave that day.

Mrs. Blanche Gooding is operating a roller skating rink at Springfield, O., this winter. In the summer she operates rides with her son, Ray Gooding, and also at Russells Point Park.

El Paso

EL PASO, Tex., Feb. 5.—H. S. Trainer, with State Fair Shows, is lecturing on marine life at El Paso schools. First engagement was at Loretto College.

City council this week ruled that all carnivals will pay \$100 license fee in future. Fee has been waived in past for events sponsored by local organizations. New rule will apply to Southwestern Sun Carnival date as well as all others, councilmen decided.

Mr. and Mrs. Mel H. Vaught, owners of State Fair Shows, wintering here, visited in San Antonio.

Verne Newcombe, El Paso showman, is in Phoenix, Ariz., to stage two midget auto races. Says he has placed William J. Collins' *The Drunkard* company for two weeks in the Arizona capital.

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A Column About Bingo in the
**WHOLESALE MERCHANDISE
Department**
THIS WEEK and EVERY WEEK

Roasts and Toasts From The Pacific Coast

By HOT POTATO

SAN FRANCISCO.—Flash will be the new cookhouse that is making its debut on Crafts 20 Big. Capably managed by young, versatile chef-host and ex-griddle king, James J. Lynch. . . . Joe Steinberg, ex-partner of Joe Zotter, operators of Joyland Shows in b. d. (before depression), will have some concessions with Clark's Greater Shows. . . . Some men on the Coast starting new shows for themselves seem to be running out of titles. Four shows now bearing similarity of titles are the Wright Golden State Shows, Crafts Golden State Shows, West Coast Amusement Company and West Coast Shows. Best title Hot Potato ever heard of was Cactus Amusement Company, with the slogan "One Move and You're Stuck!" . . . Al (Greater Hat) Fisher made the San Francisco fair meeting and tried to pull a fast one on other agents in the hotel lobby by having himself paged and answering phone calls, supposedly getting contracts by the score. However, W. F. Jessup, of Mike Krekos Shows, found Al's calls were from Bobbie to come and take the pouch out for a walk. . . . Shows having suites at Hotel Whitcomb, San Francisco, during the Western Fairs Association meetings were Crafts 20 Big, Hilderbrand United and Foley & Burk.

Ed Murphy Smithson is now general-agenting for the 20th Century Shows but says don't confuse the title with the salary he gets yearly. . . . Orville N. Crafts, the young and fast-coming "Little Giant" of the West, will have another important announcement to make soon.

Ed Burk, of Foley & Burk, now retired, and Charles W. Paine, the old Roman of California State Fair, received life membership cards in Western Fairs Association and received thunderous applause from their short acceptance speeches. What a wealth of knowledge those master showmen of the old school must possess. . . . J. Ben Austin, circus world's champion story teller, and Roy E. Ludington, the carnival field's best liar, cut up a few recently at the Al G. Barnes Circus quarters. Report has it one listener laughed so hard an acute case of hiccoughs resulted from swallowing a cigar stub that first-aid treatment had to be resorted to. Ludington holds a life membership card in the National Burlington Liars' Club from a story of his used in the national radio hook-up last year. . . . So many carnivals trying to get out of each other's way in Southern California that one of the smaller ones contracted for a lot on the basis of \$1 a day from January 1 until used. Tie that one, you fast-stepping agents. . . . Suggested title for short bank-roll show: Wonder Shows, wonder where we go from here, wonder if the committee will lift us in, wonder if the agent is sober, wonder if a live one will show up. In fact, the title is always a constant reminder. . . . O. H. Hilderbrand, familiarly called Red, is one carnival owner who never worries. "Let them all get booked up and route set, says he, "and I will do the Pluto act of passing thru."

Mike Krekos, owner of the show bearing his name, states that he will again play the Northwest. Mike took the winter off last year vacationing in Greece and says he would have been money ahead if he had done likewise this winter.

Riverside County Fair and Stampede, held at Indio, Calif., is first fair of the season on the West Coast and opening of '38 season for Crafts' big one.

John (Spot) Ragland once managed a carnival in Virginia and received the following telegram: "Can you place African Dip?" Ragland turned it down thinking it meant something else.

Who remembers when the late Walter F. Stanley was managing the John T. Wortham Shows and the flat cars contained the initials J. T. W. besides the car numbers? Stanley had the lettering changed when a few superstitious big-shot concessioners started leaving account of misinterpreting the letters. Ask Joe Weinberg and Charles Walpert about it.

Elmer Hanscom, of Crafts Shows, will have the best illuminated midway on the Coast this year, he opines. Elmer has been busy all winter studying new and novel ways of lighting features for the numerous attractions. He recently purchased new marine cable, two dozen large flood and spot lights, also installed indirect lighting effects on the new lion motordrome and Miller's Monkeyland. . . . Verne Newcomb, spe-

cial events promoter, recently appeared at the National Orange Show grounds and contracted for the big cafeteria and will stage *The Drunkard* play in the evenings during that event coming up soon. . . . "How To Lay Out a Lot," what an article that would be in some special edition of *The Billboard*. . . . Famous first words a special agent heard a few years ago when he met the show train on arrival: "Where's the lot?" "Any mail for me?" "How far is town?" "What's the gyp at the hotel?" Famous last words: "Have we got the move?" "Will the committee take a stiff?"

STREET FAIRS

(Continued from page 50)

Marne, January 23 to February 13; Marseille, January 30 to February 27; Paris (Place d'Italie), February 13 to 27.

Winter street fair at Calais, January 23 to February 13, has 60 rides and stands, including two Auto Scooter rides, Auto Speedway, two Caterpillars, Whip, Aeroplane ride, Luna Park, Negro Village, skating rink, motorcycle wall, wrestling show and glass-blowing exhibition.

NSA PERFECTS

(Continued from page 50)

nouncements that David B. Endy, co-operator of Funland Park in Miami, plans a cemetery benefit late in this month; Art Lewis, operator of the show bearing his name and now showing in Florida, pledged at least \$1,000 for the same fund to be raised at a benefit on his show Washington's Birthday; H. Helfand, president of the Brighton Lamp Company, revealed that he plans to donate 5 per cent of his gross receipts for the month of March to the cemetery fund, and Jack Rosenthal's promise to conduct a similar benefit and outing at big Palisades Park across the Hudson, and President George A. Hamid's announcement of the move on the part of the Virginia Association of Fairs to hereafter add 50 cents to the price of tickets for its annual winter banquet, extra proceeds to be donated to NSA. Hamid stated that it should be the responsibility of each member to do his best to encourage similar action on the part of other fair meetings in this part of the nation.

Auxiliary Meets

Requesting all members to spread news of the club and to bring in as many new members as possible, Dorothy Packman, president of the Ladies' Auxiliary, presided at that meeting following the regular session. It was decided to hold ladies' sessions separately from the men's conclave henceforth and to request the exclusive privilege of the club-rooms at least once a week.

Miss Packman reported that progress so far has been encouraging and from caliber and number of applications being received daily the auxiliary promises to grow and develop as rapidly as the main body. The \$5 initiation-\$5 yearly dues proposition is meeting with universal approval, Miss Packman said.

Report of the hospital and cemetery committees revealed that there is definite progress along those lines and that tangible programs will be worked out shortly. Dr. Jacob Cohen, physician for the club, promises to have a hospitalization working agreement in order by October, it was announced. In the interim Dr. Cohen is offering his services free to each and all members. A vote of appreciation immediately followed the announcement.

Joe Basile, leader of the Madison Square Garden Band, sounded taps on his trumpet and the entire room stood with bowed heads in remembrance of the club's first member to pass on, Carl T. Hathaway, general manager of the Ringling-Barnum Circus.

Many Prominent Respond

Besides Rose, who spoke first, Hamid called on other leaders in the amusement business to say a few words of encouragement and advice to the assembly. Among them were Sam Wagner, Coney Island side show operator; Earle Reynolds, veteran roller-skating authority; Harry C. Baker, amusement park engineer and operator and president of the National Association of Amusement Parks, Pools and Beaches; Jack Rosenthal, co-operator with his brother Irving of Palisades Park; William Rabkin, president of International Mutoscope Reel Company; Elias E. Sugarman, indoor editor of *The Billboard*; Sam Taffet, veteran outdoor showman, and J. H. Powell, representative and general manager of the Lucky Teter Hell Drivers attraction.

Announcement of time and place of next meeting will be forthcoming in the

near future and will probably be at the same hotel on February 16 or 17. A committee was appointed to investigate possibilities of acquiring other room facilities in the Times Square district. Lack of space at the Piccadilly is making it practically essential to have larger quarters as membership develops.

ANNUAL "HI-JINCKS"

(Continued from page 50)

Mel H. Smith and presented the gift from her husband, C. F. Zeiger, a life membership in Order of Eastern Star, this being the 25th wedding anniversary of the couple. From the Ladies' Auxiliary of the Pacific Coast Showmen's Association a diamond studded emblem of the Order of Eastern Star was presented to her. Mrs. Zeiger was taken by surprise, but made a typical Clara Zeiger talk in response.

Committees: Dr. George W. T. Boyd, chairman of reception committee, with Ivy Overholtzer, Joe De Mouchelle, Meyer Schlom, John R. Ward, Elmer Hanscom, Thomas F. Dawson, Jack Bigelow, Ed Walsh, Charles J. Walpert, Herb Sucher, Joe Steinberg. Publicity, Steve Henry, Thomas Dawson, Ross R. Davis and Mark Kirkendall. Dance floor, Claude Barle, emcee; Al Fisher and Ross Ogilvie.

Ladies' Derby

Ladies' Derby, with eight girls lined up, progressed thru the marked lines to the finish line as their numbers were announced, the numbers coming from a wheel. For this the regular pari-mutuel system was used and returned a nice profit. The *Billboard* Handicap the featured race. Charley Haley was stage director; Ben Schafer, electrician, with some new ideas in lighting effects.

Lunch room, H. Hanewinkle; refreshments, Chet Bryant and Louie Gotfredsen. Ladies' Auxiliary had the check-room and various raffles, the grand prize going to Ivy Overholtzer. Chris Olsen was in charge of door admissions.

For the dancing the noted Ann Wallace Queens of Swing Orchestra, 10 talented girls.

The floor show: Special novelty numbers by the Ann Wallace Queens of Swing; Jeanette Trio, high kick and hula waltz; Tex Johnson and lady assistant, long whip manipulators; Smith Sisters, English tap, buck and wing dance; Mercedes, xylophonist; Jo Horwitz, juggling and feather balancing; Dey and Lester, novelty tap dances; Helen Janis, acrobatic dance and contortionist, doing close bending; Hummers Trio, harmony singers; Cinqueville and Allandra, Spanish instrumentalists and folk dances.

The proceeds of the Hi-Jinks went to the emergency sick and relief fund.

SHERMAN HUSTED

(Continued from page 50)

Sheaks, bingo; Floyd Kile, photos and penny cane rack; Gray Barton, Hoop-La and Mickey Mouse; D. L. Bierly, cook-house and ball games; Earl Hennings, pitch-till-you-win, and Earl Sinnott, pop corn and candy apples. Harold Soper's pony track has been booked. Reported by L. C. McHenry.

BALLYHOO

(Continued from page 50)

By 10 p.m. every light globe had been shot out and the horse-drawn hearse had been on a steady go. The later it became the tougher our customers acted, and with the midway dark the night was called off.

Tuesday night Midway Nell, the bosses' bodyguard, took charge of the badmen. This to no avail, even sex appeal failed. Then the bosses ordered everybody with it to throw away his hat and wear a cap. The boys made such a tough appearance that the most hardened badmen threw away their guns and chilled. When our committee learned that our grab-joint operators were all ex-undertakers and embalmers there wasn't a thing too good for the show.

Before the week was over our grind stores won every shiv and gun that appeared on the lot, making the event a safe and sane exposition.

One of the most colorful figures with the show is Professor Hopscootch, world's champion escape artist and hotel heeler. So far he has escaped from every hotel on our route without paying off. The bosses make it a point to warn every hotel manager before the show arrives, but yet he makes good his escape. He became so good, the office decided to make book on him by offering to lay the odds 10 to 1. The local inn proprietor took \$100 of the odds that he couldn't beat him. Guards were thrown around

Bigger Show For Barfield

Leo M. Bistany, general agent — same high-class policy to prevail

MACON, Ga., Feb. 5.—Manager C. E. Barfield and Secretary-Treasurer Mrs. Pearl Barfield of Barfield's Cosmopolitan Shows, since returning from their New Orleans home, where they spent the holidays, have been attending various fair meetings to good results.

Upon their return from Nashville meeting they found that work in quarters here had been progressing very satisfactory under the direction of competent mechanics and artists. This mechanical crew started work January 1, and upon previous instructions from Manager Barfield have spared neither money nor materials to make the Cosmopolitan Shows outstanding in the class set by the owners for the season 1938.

At the close of last season the owner-manager of the shows decided upon a plan to greatly enlarge his organization for this season in view of the fact that it will invade new territory in West Virginia, Ohio and Pennsylvania. The object being to make it of size and merit to compete with several shows that tour that territory annually.

Aside from the enlargement of the physical end he also added to the executive staff and has engaged Leo M. Bistany as general agent.

In speaking of Bistany to a reporter for *The Billboard* Barfield said here Thursday: "Leo M. Bistany is a well-known showman and has been engaged for his special qualifications and knowledge of the new territory we intend to invade this season. He has unquestioned ability, which is fully acknowledged, and I feel that he can secure for the Cosmopolitan Shows better spots and stronger committees, so we are proceeding upon this assumption and making the show better in every way. Same policy of no questionable shows or concessions will prevail as in the past."

The shows will open the season in March and many new faces will be seen on the midway, Barfield further announced.

the room, which was under lock and key, but still he ran the blockade but looked like a chimney sweep when he hit the show train. The Ballyhoo Bros. predict a great future for him as the coming showman.

Assistant General Agent Mike Rosen just sent in a fat packet of fair contracts, signed and sealed, that he contracted at the Indiana fair meeting. Everything looks good for that route, only he forgot to put the name of the fairs on the contracts.

Red Onion was right when he predicted "The Ballyhoo Bros. will soon leave Florida." But he didn't say in what shape the show would leave it.

MAJOR PRIVILEGE.

P.S.: Professor Hopscootch lost his laundry. He has checked in so many hotels under so many different names he has forgotten which one he sent his laundry out under. M. P.

GREENHALGH PARTY

(Continued from page 50)

hibition. In the party were Arthur Greenhalgh, manager Anna John Budd, with Bill Helbing, talker; Bettie Broadbent, tattooed girl; Mexican Rose, Jolly Josephine, Rollo Smith, Virginia Dodge and Clara Lee, Canadian-American girl motordrome riders; Mrs. Olga Ryan, who has been a visitor in the States from the Antipodes; Holt, magician; Welland, juggler; Tam Tam, the leopard-skin man, and Wayne Pell, champion U. S. Navy heavyweight boxer.

Contracts are for one year with privilege of renewal, each person to receive return transportation to the States at conclusion of contract.

Sailing on the S. S. Monterey one week later will be several arriving too late to make the Mariposa.

Bob Marshall, fight promoter of Sydney, here in quest of boxers, sails next week for Sydney with Claude Varner, welterweight boxer; Jo Smallwood, middleweight, and Homer Weller, welterweight, to appear in the boxing show.

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 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.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

THIN BINGO CARDS

Bingo cards, black on white, size 5x7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, 50c.

Automatic Bingo Shaker, real class. \$12.50
Lapboards, white cards, 8 3/4 x 14. Per C. 1.50
Stapling Bingo Cards on same, Extra, per C.50
Bingo Card Markers, in strips, 25,000 for 1.60
Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.
19 W. Jackson Blvd. Chicago

WANTED

GIRL REVUE OR ORGANIZED MINSTREL SHOW. Will furnish complete outfit with Sixty-Foot Front, to open Laredo, Texas. Annual Celebration, February 12 to 27, and balance of season of forty weeks. Wire

J. GEORGE LOOS
GREATER UNITED SHOWS
LAREDO, TEXAS.

BUFFALO SHOWS

Pa and Ma Sherman want useful people for Hill Billy-Cowboy-Radio Show. Out of the office.

HOWARD POTTER
Box 809, Buffalo, N. Y.

Elite Exposition Shows WANT

Pit Show, Fun House, Arcade. Athletic Show, with or without own outfit and transportation. Tilt-a-Whirl and Octopus. Concessions, Fish Pond, Bumper, Pitch-Till-You-Win, Candy Floss, etc. Also Concession Agents. Will sell and book Photo Gallery. Address: Independence, Kan.

SOL'S LIBERTY SHOWS INC.

NOW BOOKING FOR SEASON 1938.
Address: SAM SOLOMON,
Box 223, Caruthersville, Mo.

Al. G. Hodge Shows, Inc.

Now booking and presenting the 1938 Modernistic Midway, Shows, Rides, Free Acts.
BOB HALLOCK, Gen'l. Agt.
W. M. TUCKER, Mgr.
P. O. BOX 32, GARY, INDIANA.

DARE-DEVIL OLIVER

WORLD'S PREMIER HIGH DIVER AT LIBERTY

Write for Particulars.
LOWE'S CAMP, St. Petersburg, Fla.

WANTED

First-Class Merry-Go-Round Foreman, Shows, few more Concessions. For Sale: Dramatic Tent Outfit.

CHAS. OLIVER
1417 Grattan St., St. Louis, Mo.

WEST BROS. SHOWS

NOW BOOKING FOR 1938.
WANT Pit Show, Concessions, Ride Help. Octopus for Sale. Show opens March 31. Address
BOX 67, Morley, Mo.

BYERS & BEACH SHOWS

Formerly Byers Bros.,
NOW BOOKING FOR SEASON 1938.
Address 1304 Walnut St., East St. Louis, Ill.
End your correspondence to advertisers by mentioning The Billboard.

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

Great Superior

MEMPHIS, Feb. 5.—Hammer and saw crews are going full blast. All show equipment is being gone over and show fronts and rides are being painted. Manager O. J. Beaty rented another lot on which trucks and trailers are being gone over with a new coat of paint. E. L. Brown, general agent, is now in Kentucky arranging for early routing. Manager Beaty and R. R. Ruth made a trip thru Mississippi and Alabama, looking over new territory for the fall. Things look very prosperous in some towns in Mississippi. L. C. Marshfield, who has his shooting galleries playing in store-rooms, and Clarence Stroud, a ride operator, were visitors. Art Signor, of the Al G. Hodge Shows, stopped on way to Hot Springs, Ark. Jake Porel is in quarters and will again have concessions. Taylor Brothers will again furnish free acts and have their concession. George Warner will again have charge of the band. J. R. Strayer and Jake Miller, of the Pan-American Shows, were visitors. Irish Reynolds stopped over on way to Paducah, Ky. Cris Nelson, athletic show manager, arrived from Chicago and is in quarters. Eddie Shaw is rebuilding and painting his concessions which he booked with the show. A. J. Dostalk, of the Liberty National Shows,

R. Johnson, Whitey Thomas, Pop and Jack Freeman. Work is under general supervision of writer. ART SIGNOR.

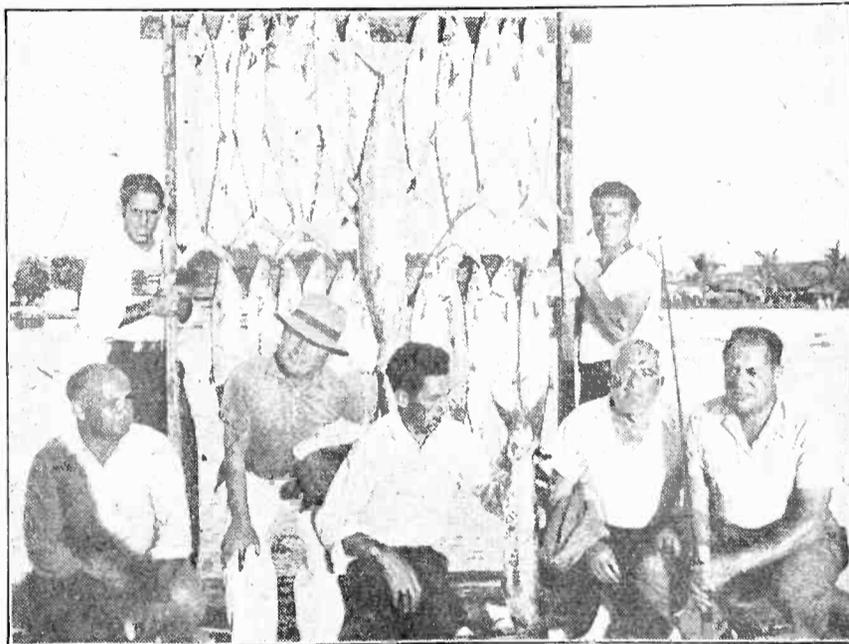
Ellman

MILWAUKEE, Feb. 5.—Work at quarters is humming again. All rides are being repainted and Merry-Go-Round is being overhauled. New lighting effects are being installed by electrician Jimmy Franklin. Building of new fronts and shows is supervised by Charles Ellman. Henry Ellman is repainting his Loop-o-Plane. Ray Swanner built six concessions, all of which have new canvas. He is visiting his parents in St. Louis, but will return to Milwaukee soon to supervise the building of a monkey circus. Frances Ellman is touring south. Show will be larger than last year. A pop-corn wagon, recently purchased by Charles Ellman, will be operated by writer. Mickey Stark is progressing well on his concessions and show.

FLORENCE FRANKLIN.

Smith's

AUGUSTA, Ga., Feb. 5.—K. F. Brownie Smith, general manager, is coming along fine after his sickness and is on the job again. Things are booming at quarters. Merry-Go-Round has been newly painted



LOOK WHAT HAPPENED IN KEY WEST, FLA., RECENTLY! They went fishing and this picture shows how successful they were. Right to left, Charles Cohen, of Cetlin & Wilson Shows; M. Cohen, Charles' father; Leonard Smith, of Goodman Wonder Show; Samuel Weiner, independent concessioner, and Morris Galina, of Goodman Wonder Show. The said catch of fish was made in the deep sea. Photo furnished by Leonard Smith.

is wintering here and is a frequent visitor. H. F. Harvey and family have been in quarters for the last six weeks. Bob Ruth is busy building new show front and concession frames. Show will be considerably enlarged this year. Will carry rides, shows, free acts, uniformed band and strictly legitimate concessions. EDWARD SHAW.

Al G. Hodge

CROWN POINT, Ind., Feb. 5.—Work began shortly after January 1. Prior to that time only the writer, his wife and child were at quarters. Several workers have come in since and work is progressing nicely. Show has a new office trailer, W. M. Tucker purchased. New show fronts will be built. Raymond Tucker and writer recently made a trip to Hot Springs, Ark. In East St. Louis they stopped at Zoe's Tavern and saw John Starkey, sign painter, and Charles Roach. Roach will be out ahead of an organization this season. At Memphis they visited Mr. and Mrs. O. J. Beaty, of Great Superior Shows. Among their friends visited at Hot Springs were Doc Waltz, Mr. and Mrs. Pratt, Mr. and Mrs. Graham Davis and Roy Blake. Mrs. Harry Cameron and new baby are doing well. Other workers at quarters are John and Bunny Seelley, Si and Peggy Saulnier, John Kubiak, Sam Patterson, Harry Jackson,

by Wally Clay. Mr. and Mrs. Jack Smith have their chairplane painted. There will be all new canvas on the midway this season. There are 20 men working, repairing and painting. Mrs. K. F. Smith Jr. is doing the cooking at quarters. K. F. Smith Jr., business manager, keeps the boys working. Mr. and Mrs. Bill Penny are fixing their concessions. Penny is a first-class canvasman and will get everything in shape. Theresa Hutchens is answering all mail. Bill Hutchens, lot man, is working in general around the quarters. Peggy Ewell is busy looking after her hen and rabbits so she can feed her monster snake. Dutch Berger, electrician, is building new panels and strings. Harold Broell taking care of the monkeys. Show will open here in March. BILL HUTCHENS.

Kaus

NEW BERN, N. C., Feb. 5.—A. J. Kaus, manager of Kaus Exposition Shows, and W. C. Kaus; manager of W. C. Kaus Shows, attended the fair meetings in Raleigh, N. C.; Columbia, S. C.; Augusta, Ga.; Virginia and Pennsylvania meetings. Under direction of J. E. Kaus quarters are a scene of activity. Those who are making their home in New Bern are: Mr. and Mrs. W. C. Kaus and family; Mother Kaus, O. F. Mack and family; Mr. and Mrs. J. Gail and son, Sam Sis-

sine, and family; Frank Bee and family, Bill Haynes and wife. Jimmy Burns and wife and baby daughter returned from Brooklyn, N. Y., to spend the winter here. Alberta Mack is training her monkeys and will have a fine monkey circus. Dick and Bessie Traylor have arrived from vacation in Florida and are now busy on the new Ten-in-One. Charlie Crossman, shows' electrician, spent a few weeks in Florida with wife. They are making their home here until show opens season. T. K. BURNS.

Keystone

DOUGLAS, Ga., Feb. 5.—A small number of workers, under supervision of Charles Burton, is maintained at quarters here painting and repairing. Manager Charles A. Hartzberg and William C. Murray, general agent, visited here following a booking trip in Georgia and the Carolinas. Hartzberg will enlarge the working crew soon and new fronts will be built and new lighting effects installed. Free acts will again be presented. Show will open some time in April. Agent Murry returned to Atlanta, where he and his wife winter, and Manager Hartzberg returned to his home in Punta Gorda, Fla.

WILLIAM C. MURRAY.

Rogers & Powell

YAZOO CITY, Miss., Feb. 5.—With Manager J. R. Rogers and Secretary Mrs. N. V. Powell in Hot Springs, Ark., work at quarters is not going fast. Fat Melhouse, electrician, is building some new electric signs. Slim Johnston is in charge of all woodwork. Benny Pontiac will join to take charge of trucks and motors. Rogers and Powell purchased a new auto for their trip to Hot Springs. ROGERS AND POWELL.

J. J. Colley's

HUGO, Okla., Feb. 5.—Quarters are busy. Painting, repairing and rebuilding are progressing. Everything will be ready for the 11th spring opening here in April. Visitors: Mr. and Mrs. Tex Chambers and Mr. and Mrs. Eddie Hall, of Dallas; Harry Freed, owner of Daily Bros. Shows, and John Smith, of Decatur, Tex. Roster: J. J. Colley, owner and manager; Frank DuShane, general agent; Monty Freed, special agent; E. C. Naylor, press agent; Clyde Barrick, chief electrician; Jess Wilson; J. H. Rosson, lot superintendent; Jack Cole, chief mechanic, and Steve Woods, helper. Concessioners booked are: Tex Chambers, Mrs. Dushane, L. D. Team, Doc Freed, R. P. Wipple, Mrs. Colley, E. Sanz and Noble Dismuka. Bert Davidson will be back again with his Kiddie Rides and shows. Capt. Lamb will have shows. Rusty Wood will operate girl shows. Kid Granite will again have Athletic Show. M. Reed booked his Working World. George Procter booked his Monkey Farm. Mysterious Howard will have charge of the Pit Show. Slim Fagan will operate the Minstrel Show, which will have a 12-piece band. Ted Townsend has been contracted to furnish free act, high dive. Charles A. DuShane just returned from an extended visit with friends and relatives in Michigan. Frank DuShane, general agent, returned from a trip in Western Oklahoma. Monty Freed, special agent, is spending February in Los Angeles, but will be back in March. E. C. Naylor has been re-engaged as press agent and will report about March 20. Mrs. J. J. Colley and Mrs. Frank DuShane spent last week in Lincoln and Omaha, Neb. Show will be motorized as in the past with four new trucks added. ROSINA WIPPLE.

Dixie Belle

OWENSBORO, Ky., Feb. 5.—Office and advance staff working at top of their ability. Manager L. T. Riley returned from the Southland. While in Florida he purchased from Leo M. Bistany a three-abreast Spillman Merry-Go-Round. The M. & P. Foundries are building an entirely new ride for the Dixie Belle Shows. Contract is in from Nelson Newbanks, who will produce and operate the Radio Polles, an all-girl revue. W. K. Reese and wife, who are wintering in California, will join for the opening in Owensboro, Ky., with their line of concessions. Frank Kingman will again have the corn game and has purchased a new public-address system for it. Frank C. Cook will have the Side Show. Mrs. Cook will have her Garden of Mentalists. Mr. and Mrs. Bill Davis will again operate their pop corn and nut concession. Mr. and Mrs. Bill Williams, of

Mobile, Ala., are expected in quarters soon. Williams will be superintendent of building and in charge of the barns. Manager Riley owns and operates the rides. Bill Davis will be *The Billboard* agent. **CARL X. MARTIN.**

Wallace Bros.

MOBILE, Ala., Feb. 5.—With opening date now set for middle of March full speed ahead has been ordered in all departments at quarters here. Writer recently returned from a booking trip to Northern points, while Manager Ernest E. Farrow Sr. and Jack L. Oliver reported satisfactory progress upon their recent return from Mississippi. Show is being enlarged in all departments. Owing to lack of a centrally located lot entire show will not open in Mobile but a small unit will open downtown for Mardi Gras celebration. Six weeks will be spent south of Mason-Dixon line and Ohio River will be crossed early in April. Abe and Edna Frank, who will again have the corn game, are now in quarters, while Mr. and Mrs. Frank Sparks are expected in shortly from Salisbury, Mo., where they have been spending the winter. Eddie Welsh is still with C. D. Scott's winter show in this vicinity. James L. Reed and wife returned from Atlanta. M. F. Tillotson and L. S. Miller are the rod and reel experts at quarters. **WALTER B. FOX.**

Wanner-Byers

COLUMBUS, O., Feb. 5.—Wanner-Byers Amusement Company will open the season in April here. Walter Byers, proprietor and manager, is a son of the late Frank Byers. Besides Walter, line-up is Dan Stewart, secretary; John Colburn, lot superintendent; George M. Reed, press agent, and Mrs. William Byers, treasurer. **GEORGE M. REED.**

Eric B. Hyde

COLUMBIA, S. C., Feb. 5.—General Agent Harry Ramish and wife returned from a booking trip which covered 4,000 miles. They brought back contracts for still dates and fairs. They attended fair meetings at Augusta, Ga.; Columbia, S. C.; Raleigh, N. C., and Richmond, Va. Work is progressing very nicely at quarters, 15 men working. All rides have been overhauled and are in the paint department. Motor equipment has been completely rebuilt and decorated. Work on the new fronts will start next week. Dize, of Tent and Awning Company, was a visitor. Hyde gave him order. Other visitors were Bill Kaus, of Kaus Shows; Sam Lawrence, of Sam Lawrence Shows, and Max Gruberg, of World Exposition Shows. Diamond Tooth Billy Arnte contracted Colored Minstrel Show with 10-piece brass band. Nick Petrinis booked his cookhouse; L. L. Rice, frozen custard; Thomas Collins, bingo; Donald Frear, Kiddie Auto Ride and photo studio; Johnny Webb, Ten-in-One, and Saunders and Ballard, Sex Show. Mrs. Harry Ramish visited her mother while in Richmond during the Virginia meeting. Show opens season here in March. **MAEBELLE HYDE.**

Dyer's Greater

OKOLONA, Miss., Feb. 5.—Quarters were obtained here at fairgrounds with help of Junior Chamber of Commerce. All heavy rides and other heavy equipment are stored, with Kelley Stempson in charge. Work began immediately and is about half completed. Lotta Hooley Shows will continue touring until the big show is ready for opening, about middle of March. Will go out larger than last year, with everything completely painted and reconditioned. **WM. REYD.**

Barker

CHARLESTON, Mo., Feb. 5.—Four men are in quarters and all equipment is getting a new paint job and general overhauling. Mrs. Stella Barker, owner and manager of the show, motored to Bossier City, La., some weeks ago and paid a visit to the quarters of the former Al C. Hansen Shows. Some of the equip-

ment she purchased there was Tilt-a-Whirl and Baby Auto ride. They have been repaired and painted. Jimmy W. Winters, general agent, is busy at fair meetings. Roy Henderson, late of the Zimdars Shows, spent week-end here. Louis DeRossignob and wife were here for a visit. DeRossignob is planning on taking out his own show. Arthur O'Neal is busy overhauling all motors and trucks, assisted by Fred Scott. C. S. Reed, general agent of Zimdars Shows, stopped by on his way to fair meetings. Mr. and Mrs. Coleman Lee and family arrived from Chillicothe, Mo., and are going to remain here. Lee has Loop-o-Plane and diggers on the show. M. E. Wright, of Paris, Ill., has signed to furnish the cookhouse. R. B. Stewart will again be on with concessions. Writer, after being absent from the show for five months, is back as secretary. **EUGENE C. COOK.**

Motor City

DETROIT, Feb. 5.—Shows are getting everything in readiness for the opening in April here. Show is owned by Louis J. Berger and Vic Horwitz, two veteran showmen. Berger has been connected with some of the largest shows as general agent and assistant manager for 30 years. Horwitz has been a large operator of concessions for the past 25 years. It is the object of these two men to have nice show playing this territory. Berger and Horwitz leased spacious quarters near city limits and things are buzzing in quarters. Joe Rocco is in charge. A feature of the show will be plenty of lights. Will play under auspices with a free gate. **LOUIS J. BERGER.**

Weer

CASSOPOLIS, Feb. 5.—Work will begin in quarters middle of March and the opening will be May at Niles, Mich. Mrs. M. R. Weer has booked the Great Eugene and his high pole act. Waxy Gordon, automatic man, will also be on hand. An addition is to be built on the entrance arch. Minstrel show will carry a panel front this year. Still spots are set until July 4. **FRANK MCKAY.**

Cavalcade of Fun

GREENSBURG, Pa., Feb. 5.—Show will open here in April. It has Roy J. Gooding's rides. A free act will be featured. Work will begin in quarters soon. Staff: Lloyd Reese, general manager; Ben Davison, general agent; Eldora Hammill, secretary and treasurer; Max Simons, special agent, and George Petty, lot superintendent. **LLOYD REESE.**

West Coast

SEATTLE, Wash., Feb. 5.—Fifteen men are in quarters overhauling equipment. Manager W. C. Huggins has contracted with shows that will make their first appearance in the Northwest. Joe Glacy, Pacific Coast showman, will have side show. Charles Sodeberg, high diver, has been contracted to furnish a free act. Show will have a free gate. New neon lighting will be added. A slight change in the staff will be announced later. **HARRY L. GORDON.**

Modern Midway

FORREST CITY, Ark., Feb. 5.—Thru the mayor and Chamber of Commerce the show has ideal quarters furnished by the city. Three buildings formerly used by the highway department have been turned over to the show and the city, owning its own light and water plant, is also furnishing the show free lights and water, besides doing all in its power to co-operate with the management and to help out in every way possible. Doc Waddell will handle the publicity. Sid Presson, who is producing the musical revues at the Joy Theater, Oklahoma City, will have his girl revue with the Modern Midway. Delbert Payne, season of '36 with Silas Green and '37 with the Rabbit Foot Minstrels, contracted to furnish a 12-piece band, which will make the streets twice daily, concert in front of the entrance and play on the midway. General Agent Fred Cullim dropped in and reported satisfactory bookings North. Whitey Emerson, general superintendent, at Little Rock and checked over equipment bought from the Elite Transfer Company, which will be brought here reconditioned and repainted by C. Edwards, scenic painter with the show. Joe Teska writes from Poplar Bluffs that he and family are

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Vic Horwitz

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Playing the Best Spots in Detroit Territory.

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Show People in all lines for four Shows. Talkers, Grinders, Man and Wife for Snake Show, Lecturer or Man and Wife for well-framed Unborn Show, Organized Hawaiian Troupe or Musical Revue. FOR BIG SIDE SHOW—Girl with or handle Big Snakes, Inside Lecturer, Working Acts of all kinds, Freaks, or any high-class Acts that can be featured. Talkers and Grinders. Salary or percentage. Lupe Zarate, Marvin E. Smith, Sam Doyle, Eliza Coronado write. State lowest, with or without board. Show opens in April. All address **JOHN T. REA, Box 283, Indiana, Pa.**

WANTED

PATRICK SHOWS

WANTED

OPENS APRIL 15.

Now booking for 1938 Season, Concessions and Shows. Girl Show, Ten-in-One, Crime Show and all other Grind Shows. Small Brass Band, Free Acts. Herb Eads get in touch with me. **WANT good Cook House. Address**

RED PATRICK, 1023 N. Hamilton, Spokane, Wash., Winter Quarters.

well and that his mechanical show will be entirely overhauled. **DICK O'BRIEN.**

Mighty Sheesley

SAVANNAH, Ga., Feb. 5.—John M. Sheesley took in the Virginia fair meeting, after which he returned to Miami and then went to Tampa. J. E. Lampton, billposter for the show, has Charles A. Taylor's 1938 edition of Bronze Manikins and Vivian Henderson and her orchestra playing thru Ohio and Michigan. He reports good business. The Taylors will have Harlem on Parade with Sheesley this season. Frank and Gladys Downie, of Western States Shows, are visiting Ivey and Lovey Rice here. Blackie Peyton, Caterpillar driver, returned to quarters. E. C. McCoy, Merry-Go-Round foreman, also returned. Joe Hatfield, pin-cushion man, is in quarters. Charles Schweitzer, promoter for the indoor circus at Auditorium here, was busy contracting concessions, and Howard Ingram was in Sarasota for circus acts for that event. C. Dissel Jr., candy butcher for Floyd Newell, is looking after a tourist camp at Wilmington, N. C. F. W. Hufford and wife are at Covington, La., getting their shooting gallery in shape. Art Detweiler has charge of a crew of men who are working for the city of Savannah. Art's wife and Mrs. Charles Schweitzer are selling banners for the indoor circus. M. C. Potter and wife are at quarters. Willie and Mary Zeidman are taking in the Tampa Fair. Charles H. Pounds had a mishap with his boat when the cargo shifted to port and he was carried out to sea. Minnie Pounds will have the cafe this season. Charles H. Pounds will again be secretary and treasurer. Clarence Pounds is at Funland Park, Miami, managing Jack Baillie's and John D. Sheesley's rides. Jeanne Williams is getting her Loop-o-Plane in shape. The Murrays, clown and rube act, are at the Tampa Fair performing. Colorado Mac has charge of winter quarters. Al and Jean Renton have gone to Newark, N. J., to work over their outfit. **WARD (DAD) DUNBAR.**

Dee Lang

ST. LOUIS, Mo., Feb. 5.—Dee Lang and Elmer Brown arrived at quarters from the Texas meeting at Dallas. Opening fair is at Barnesville, Minn., starting June 23. Several extra men have been put on the pay rolls in quarters to rush the several new fronts now under construction. Heavy Vaughn and his assistant, Bill Baker, are rushing the jobs. Visitors in quarters: Frank B. Joerling, of *The Billboard*; M. Byers, of Beach & Byers Shows; John and Crawford Francis, of the Exposition Shows, and Charles T. Goss, bicycle king. **ELMER BROWN.**

Royal Midway

NORTH LITTLE ROCK, Ark., Feb. 5.—Three men are working in quarters and have been since the close of last season. Work of repairing and painting of all the equipment is progressing. Staff:

15 Years Ago

(From The Billboard Dated February 10, 1923)

Annual "tacky" party given by the Ladies' Auxiliary of the Heart of America Showmen's Club in the ballroom of the Coates House, Kansas City, February 2 was highly successful both financially and socially. . . . Mrs. Henry T. Belden was rapidly recovering in General Hospital, Chicago, after undergoing an operation there. . . . Cudney & Fleming Shows closed their winter season at England, Ark., and went to North Little Rock, Ark., where reconstruction of show equipment was begun. . . . J. F. Mansfield and Val Giron were organizing a Circus Side Show. . . . Harry Buckley and Chester (Kid) Dixon, late of Barlow's Big City Shows, were promoting wrestling and boxing matches in Kansas.

Fred Baldwin was having satisfactory success pushing big thermometer advertising in Indianapolis. . . . Dave Schlauer, widely known concessioner, was engaged to take full charge of all concessions with J. F. Murphy Shows. . . . George Tibbets, formerly of Polhill's Beacon Shows, was making negotiations over Massachusetts way toward launching his own carnival in 1923. . . . Sydney Landcraft was appointed assistant manager of Snapp Bros.' Shows by Ivan and William Snapp. . . . Billie Loraine Wallace, Motordrome rider, said farewell to the road and opened a rooming house in Erie, Pa. . . . Capt. Cris Kerr, of Barlow's Big City Shows, with his old friend Jim (Spud) Murphy, was playing picture houses in Kansas and Nebraska until the carnival season opened.

E. M. Greene, electrician, was wintering in Manhattan, Kan. . . . Clubrooms of the Heart of America Showmen's Club in the Coates House, Kansas City, had just been newly painted, and members of the Ladies' Auxiliary were hanging handsome draperies, thus adding elegance to an already beautifully and tastefully decorated set of rooms. . . . Dave Jackson, of Lachman Exposition Shows, was taking things easy in Leavenworth, Kan., and awaiting the shows' opening. . . . Rubin Gruberg was visiting in Chicago and renewing old acquaintances with some of the boys in the carnival field. . . . Jack Oliver signed with Miller Bros.' Shows as general agent for the 1923 season. . . . Al Fisher, general agent, resigned from his former associations in the carnival field and was making arrangements to pilot another organization in 1923.

Roy Goldstone, manager; J. Bill Carneer, general agent, and R. B. Thompson, electrician. W. J. Dunne will have the Side Show. Season is scheduled to open in this city latter part of March. **R. B. THOMPSON.**

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

Full Date Carnival Show Letters

(As Reported by News Representatives for the Shows)

Heth Bros.

Brundidge, Ala. Week ended January 29. Main street lot. No gate. Weather, cold. Business good when fair.

Mr. and Mrs. George Berry joined from Georgia with their new photo gallery and reported business here satisfactory. Mr. and Mrs. J. J. Marion arrived from Florida and began work on their new *Girls Revue*, with orchestra, lighting effects, seats and scenery, and will feature Evelynia, cellophane girl. Mrs. Ida Broegge, Mrs. Albert and L. E. Heth report a very pleasant trip and rest in Miami and will be in quarters at Enterprise, Ala., by March 1. Mr. and Mrs. Slim Davis, of funhouse fame, maintain that just making a living this winter beats laying idle and worrying about next season. Visitors: Thomas P. Littlejohn, of the fair circuit bearing his name, and Mr. and Mrs. Lee Cresson and children, of Montgomery, Ala., owners and operators of the Lee Amusement Company. Reported a good '37 season and very optimistic for '38.

FLOYD R. HETH.

Tip Top

Lakeland, Ga. Week ended January 22. Weather, cold. Business, good.

Mr. and Mrs. Bestland joined with Chairplane and Kiddie Auto. Mrs. Helen Barfield, who has been on the show for some time, was joined by her husband January 21 and they left the 23d for their home near Miami. Manager Hort W. Campbell returned from a business trip to Orlando, Fla. Visits were exchanged with the Robinson Players, who were playing a local theater. Mr. and Mrs. L. McAbee and children had the pleasure of staying at their home in Nashville, Ga., for the last two weeks while the show played near-by towns, Enigma and Lakeland. Mrs. Bess Ander-

son left to go to Orlando and Tampa, Fla., for a visit. DALE W. PETROSS.

Central State

Surrency, Ga., January 10-15. Auspices, school. No gate. Located in center of town. Business, spotty with Saturday showing an excellent winter gross.

Concessioners: Eddie Farrell, Dorothy Hoyle, Earl Burkert, Mrs. R. H. Sisco, photo studio, and Mrs. Earl Burkert, cookhouse. Three amplifiers and one organ furnish music. Frank Adams covers surrounding territory with sound car. Midway illuminated by 15-kilowatt direct-current plant, with two smaller alternating-current plants furnishing current for motors and p.-a. systems. All concessions strictly stock and nothing over 10 cents. Results most satisfactory, reports Ed Farrell. Staff: As usual, R. H. (Uncle Dick) Sisco, manager; Oscar Roberson, general agent, and Mrs. R. H. Sisco, secretary-treasurer.

Mershon, Ga., January 17-22. Auspices, none. Weather, ideal. Business, improved nightly with a bang-up Saturday both afternoon and evening.

Thursday to Saturday, day and date with the Great Rlcton Show, known thru the South as the "Barnum of the sticks." A nice clean outfit, with an excellent performance. A real showman is Dick Rlcton. Both shows on same lot, heart of town, and did satisfactory business nightly.

Patterson, Ga. January 24-29. Location, heart of town. Auspices, none. Business, good Monday.

Tuesday to Friday blanked by freezing weather. Saturday, sunshine and warmth. Natives responded. Satisfactory business Saturday afternoon and evening. Manager Sisco decided holding over for second week. Blackshear, Ga., auspices will be Senior High School

Class, who are handling several rolls of advance sale tickets. Visitors: Doc Hoye and wife, L. McAbee and family, now general agent of Tip Top Shows, and Mrs. Daisy (Swain) Gates, known to most troupers as Mother Gates. She is spending the winter in Jesup, Ga. Much building, painting and decorating in evidence. Jimmie Weathermen, general superintendent, keeps his crew constantly on the go.

OSCAR ROBERSON.

Line o' Two of News

MOBILE, Ala., Feb. 5.—L. S. Hogan, general representative Rubin & Cherry Exposition, was a recent visitor in this city on business for the carnival he represents.

AUGUSTA, Ga., Feb. 5.—R. E. Savage, of the J. J. Page Shows, announced that midway contracts for the fairs at Rome and Newnan, Ga., had been awarded to the Page organization. This will make the second year for the Rome date and third for Newnan, Savage also stated.

SEATTLE, Wash., Feb. 5.—Harry L. Gordon, general agent of the West Coast Shows, was a visitor here last Monday for a conference with General Manager W. C. Huggins.

ATLANTA, Ga., Feb. 5.—William C. Murray, general agent for C. A. Hartzberg, manager of the Keystone Shows, was in the city this week on business for the shows.

VANCOUVER, B. C., Feb. 5.—The West Coast Shows will furnish the midway for the annual exhibition held in this city, it was announced here by Harry L. Gordon, general agent for the shows.

BIRMINGHAM, Ala., Feb. 5.—J. C. Simpson, general agent Johnny J. Jones Exposition, announced here that the Jones organization had again been awarded the midway contract for the Great Muncie Fair, Muncie, Ind.

DETROIT, Feb. 5.—John J. Quinn, concession operator on Joyland Shows last season, is going out with the F. L. Flack Shows this year. He has been conducting a series of bingo games, with two units on the road, during the winter in Indiana and Michigan.

TORONTO, Feb. 5.—Art Lewis, general manager Art Lewis Shows, announced here yesterday that thru J. W. Patty Conklin he contracted the exclusive midway attractions for Sherbrooke and Quebec City exhibitions, both in the province of Quebec.

PORT ELIZABETH, N. J., Feb. 5.—E. K. Bonnaffon stated here this week that he signed contract to furnish the Ten-in-One show with the Blue Ribbon Shows, of which L. E. Roth is the general manager. He plans to join the shows at Columbus, Ga., the opening stand of the season.

Missouri Show Women's Club

ST. LOUIS, Feb. 5.—The meeting January 27 in the clubrooms at the Maryland Hotel was a social one, with all members present except Mary Francis and Grace Goss, who had departed for Dallas. Helen Richter was also absent because of her son's illness.

Millicent Todd donated to the club a beautiful coffee maker and Gertrude Lang a toaster. Past President Catherine Oliver came in from Dallas. Table prizes at bridge and bingo went to Florence Parker, Millicent Todd, Millicent Navarro, Catherine Oliver, Daisy Davis, Peggy Smith and Ruby Francis. Nell Allen was hostess. Committees working for the valentine ball, to be held February 12, report that tickets are selling rapidly.

KATHLEEN RIEBE.

Truck and Trailer Legislation

ALBANY, N. Y., Feb. 5.—A new law, effective February 1, limits the length of a combination of vehicles, inclusive of load and bumpers, to 50 feet. Exceptions to the ruling, Motor Vehicle Commissioner Charles A. Harnett said, are fire vehicles and machines of a corporation subject to the jurisdiction of the Interstate Commerce Commission and other regulatory bodies.

Human Oddities Get Noticed

Fred La Reine forms Assn. of Unique Artists—to have permanent quarters N. Y.

NEW YORK, Feb. 5.—Fred La Reine, popular attraction producer and operator of side shows, announced this week that he is planning to organize the Association of Unique Artists, a privately fostered organization of human oddities. Club, to have headquarters in New York, will be open to all unique features of show business, including midgets, dwarfs, fat people, show openers and their affiliates.

La Reine, who was recently released from French Hospital here, where he underwent an amputation of both legs, plans to operate the association chiefly at his own expense and to provide medical attention for members, death benefits, protect members against unfair contracts, collect salaries when necessary and to lease a central clubhouse.

Temporary headquarters have been established in the Palace Theater Building. La Reine, who will be associated with Samuel Radloff, an attorney, in the venture, will announce shortly permanent headquarters possibly near the present location.



Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., Feb. 5.—The club meetings have been conducted by Second Vice-President Art Brainerd during the absence of President Abner K. Kline.

Altho a great many members have left for quarters to get their equipment ready for this season, the meetings have been well attended.

Last week the club members, attending in a body, paid their last respects to a dear departed brother, Jake Vetter. He was buried in Showmen's Plot at Memorial Park last Saturday. The pallbearers were members of the club that were Jake's closest friends.

Another trouper well known by a great many carnival people, Jess Schively, died at a local hospital last week and the body was sent to his home town, Trenton, Mo., where his father, Henry Schively, lives. The burial was at Trenton at the family cemetery. Jess was well liked. He was 52 and was employed as a piano player at a cafe on Broadway.

C. J. Chapman is back from the Dallas (See Heart of America on opposite page)



THE BUY FOR 1938

Year 'round living—spun glass insulation, new beds, large bedding compartments, bigger wardrobes and cabinet space—many refinements, more comfort. New interesting literature with floor plans, astonishing low prices. COVERED WAGON COMPANY, 618 Cass Avenue, Mt. Clemens, Mich.

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NEW AND USED FOR SHOW HAULING. All types and sizes ready for road. Exceptional bargains now available.

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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.

HARRY C. HUNTER WANTS SHOWS, RIDES, CONCESSIONS

Will show cities, good locations (I know 'em) at the proper times. Want two Sensational Free Acts, 1 Sound Truck. Open Saturday, May 7, in Western Pennsylvania. Ohio, New York and some Canadian territory to follow. If conditions warrant will work South for winter tour. Want young, sound trained Animals for cash. A few Concessions will be sold exclusive. R. B. Gooding, please write.

Write, wire, phone BANK TAVERN, Monessen, Pa.

BARFIELD'S COSMOPOLITAN SHOWS

POSITIVELY WILL PLAY NEW TERRITORY IN WEST VIRGINIA, OHIO AND PENNSYLVANIA. ALSO HAVE TEN SOUTHERN FAIRS ALREADY CONTRACTED.

Can use for 1938 Season, one more PLAT RIDE, also OCTOPUS, LOOP-O-PLANE and KIDDIE RIDES. Want SHOWS with their own outfit, especially small WILD WEST, DOG and MONKEY and MECHANICAL, or any GRIND SHOW of MERIT. Also MOTORDRONE. Leo M. Bistany wants for his SIDESHOW, FREAKS and SIDESHOW ATTRACTIONS. Chas. Zerum write him to winterquarters. Also, Bistany wants for his GIRL REVUE, MUSICIANS, DANCERS and CAPABLE PRODUCER for a HIGH CLASS REVUE. People who have worked for Bistany write him at once, to winterquarters. Want LEGITIMATE STOCK CONCESSIONS. Especially want FIRST CLASS COOK HOUSE; splendid office support in tickets. Will sell COOK HOUSE and GRAB EXCLUSIVE. Want FREE ACTS. MUST BE SENSATIONAL. Address C. E. BARFIELD, Manager, Box 121, Macon, Ga.

IMPERIAL SHOWS WANT

SHOWS—Fun House, Monkey Show or any show of merit, with or without outfits.

RIDES—That do not conflict with Merry-Go-Round, Tilt-a-Whirl, Ferris Wheels and Octopus.

HELP—For Rides, Shows and Concessions.

CONCESSIONS—Cook House, Custard, Photo Gallery and Merchandise Concessions.

Address A. E. HOCK, 1218 Pratt Blvd., Chicago, Ill.

California Vets Plan First Annual

INGLEWOOD, Calif., Feb. 5.—Headquarters have been established by Inglewood Post, Veterans of Foreign Wars, for its first annual Spring Fair here and 60 feet of window space has been devoted to a trench scene with real war relics. Advance ticket sale was turned over to Mrs. Bee Bullock, president of the Ladies' Auxiliary, who reports sale of 6,000 season tickets.

Veterans have leased a circus top large enough to accommodate 14,000 feet of exhibits, to be put in by merchants free of cost to them. Income is to be derived from the gate. Plans are to present motion picture stars, acts, public wedding and eight bands and drum and bugle corps. Several hundred dollars in door prizes will be given.

A dog and pony circus, occupying an 80-foot round top, has been contracted. Shows, rides and concessions on the joy zone will be laid out in a horseshoe-shaped midway behind the exhibit top. Ralph Ryan, a local publisher, has given the fair front page daily for stories and pictures. Homer Jones is directing publicity.

White City Shows have signed contracts to furnish midway attractions and present two free acts, Marlo and Le Fors, high trapeze, and Mlle. Collins, high dive. Steve Conners is handling the Baby Show and Miss Inglewood contests.

Orphans Active in Ticket Sales in Raleigh Circus

RALEIGH, N. C., Feb. 5.—Nazareth Catholic Orphanage Circus, under direction of Bob St. Clair, to open in Memorial Auditorium on Monday for a week, will present 15 acts and concessions, novelties, bingo and photos in the main lobby. There will be dancing on a 40 by 100-foot floor after each show until midnight, with Don Ellington's Orchestra furnishing music for circus and dances. Ellington's sister, Martha, vocalist, is coming from New York.

Jack Finch is decorator, and acts are to arrive on Sunday for a rehearsal. Advance ticket sales are reported satisfactory, and with 20,000 in hands of school children for matinees large crowds are expected.

For first time in history of Raleigh orphans are conducting sidewalk ticket sales booths in front of prominent stores.

Acts Booked in Savannah

SAVANNAH, Ga., Feb. 5.—For Howard's Indoor Circus, promoted by Charles Schweitzer, of the Mighty Sheesley Midway, and under auspices of the Trades and Labor Assembly, AFL, advance sale is reported good. Among acts booked are Mayme Butters Royal Five; Roy Leonhart, clown; Cook and Cook, acrobats; Great Jacqueline, Roman rings, traps and web; Watkins' Monkey, Dogs and Ponies and Colorado Mack's Shetland Ponies. Howard Ingram will come from Florida to direct the show. Art Detweiler is handling ticket sellers, and Phil A. Meyers is committee chairman.

Detroit Show Has 335,593

DETROIT, Feb. 5.—Officials of the fourth annual Detroit and Michigan Exposition, which closed a 10-day run Sunday night, said total attendance was 335,593, 1,982 in excess of last year's. Attendance from outside of Detroit was more than 30,000, reported J. Lee Barrett, executive vice-president of Detroit Convention and Tourist Bureau.

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"BINGO BUSINESS"

A Column About Bingo in the
WHOLESALE MERCHANDISE
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THIS WEEK and EVERY WEEK

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Circuses of Buffalo and Albany Shrines Set for Spring by NPC

NEW YORK, Feb. 5.—National Producing Company, indoor circus firm operated jointly by George A. Hamid and Bob Morton, has completed plans for its Buffalo and Albany (N. Y.) Shrine circuses in the spring.

Two shows a day will be presented for one week in Buffalo for Ismaila Temple. Ralph Robertson, potentate of the temple; Henry Bronkie, past potentate and general manager of the circus date, and

Major General Edward Zeigler, assistant chairman and recorder, have concluded negotiations with Hamid-Morton and will again handle entire exploitation and advertising for the engagement.

Cyprus Temple, Albany, offering a Hamid-Morton show for the third consecutive year, has also completed arrangements with NPC, being represented by Jack Worth, potentate; Rollins Thomas, recorder, and Bob Barton, who will handle details.

Loos Shows Again Present Midway for Laredo's Event

LAREDO, Tex., Feb. 5.—The 40th consecutive annual Washington's Birthday celebration here promises to outdo all previous ones, according to the committee. Last year it was estimated the celebration brought more than 75,000 visitors.

A rodeo and Society Horse Show will be held on the three days and nights, with 22d International Reception at International Monument on the bridge opening a flower parade. A bull fight also will be the feature, climax being a Colonial ball on final night.

Greater United Shows, under management of J. George Loos, will furnish midway attractions and free acts, Human Bullet, shooting man from cannon, and Dr. Carver's High-Diving Horses. Manager Loos has furnished attractions for the event many years.

Acts, Midway at Ill. Fete

ARCOLA, Ill., Feb. 5.—Ten stage acts, carnival, dance orchestra and broom corn palace will be featured at this year's six-day Home-Coming Fair here, sponsored by the Chamber of Commerce, reports Manager Thomas F. Monahan. Event is held every third year. Palace will contain exhibits from other States and foreign countries. Committee chairmen are Frank F. Collins, advertising; Walter Reinheimer, invitations; L. G. Engle, tickets; Ed Smith, parking; Ben F. Cox, lights; Henry A. Moore, merchant exhibits; P. A. Lindenmeyer, distribution advertising; William F. Haley, concessions and dancing; H. C. Irle, decorating, and John R. Clisby, reception.

Jones, Newton Stage Bazaars

DAYTON, O., Feb. 5.—Reese H. Jones, who was dance manager and publicity director of Forest Park here last season, and E. D. Newton have been conducting some successful indoor bazaar promotions this winter, the latter having had wide experience in this work. Most recent was an event staged here for a gathering of steel industry executives. More bazaars are scheduled before Mr. Reese makes known his plans for the coming park season.

Indiana Show Has 16 Acts

SHELBYVILLE, Ind., Feb. 5.—Flying Crawfords, Jack St. Julian, Eakin's dogs and ponies and Harry LaPearl, clown, were among 16 acts at a recent successful indoor circus here sponsored by St. John's Church, reports D. R. Eakin. Ray Green was manager. Bingo and shooting gallery were operated by Riverside Amusement Company. Smith's candy floss and ball game and Curley Miller's mouse game and Lord's Prayer concessions were also booked.

JOE WILLIAM American Legion Post, Leetonia, O., plans a street fair next summer, said General Chairman L. C. Behringer.

HELP This Department by Telling Committees About It.

Shrine To Repeat Terre Haute Show

TERRE HAUTE, Ind., Feb. 5.—For second annual Shrine Circus under auspices of Zorah Temple Clarence White has again been appointed chairman and program will include Big Burma, Captain Delmar's Lions, Eakin's Dogs and Ponies, Kenneth Waite troupe of clowns and Avalon Troupe, with aerial acts yet to be announced.

Two shows will be played nightly in the Auditorium, which seats 2,000. Lower floor will be devoted to a midway featuring a German Village with a 30-foot bar and games and other devices. Doree Sisters have been re-engaged for the Village. Attendance last year, with three shows daily, was 32,509. Ticket sales are reported brisk and a Nash automobile will be given away.

Special events include Baby Show, emissary of good-will election, industrious boys' contest; Thursday night a wedding in the lions' den and Friday night a contest for fathers. A cash door prize will be given daily. All promotions are again under direction of E. J. Murphy, assisted by G. Sedge Meikle. Billing was by Vestal Fruit, using 1,500 sheets.

Combine Event for Sunbury

SUNBURY, Pa., Feb. 5.—Sunbury City Band will hold its annual celebration this year in conjunction with Friendship Fire Company, of which the band is a unit. Heretofore the band has held its own celebration, but the two units will combine in 1938 for a music festival and carnival, observing the 43d anniversary of fire company and band, with shows, rides, concessions, free acts, parades, band concerts and athletic events. Paul Tuckmantel is chairman; Oswald Wolfe, secretary; Charles Wolfe, treasurer; Joe Nesbit, Mel Sober and Bill Tobias, in charge of concessions and grounds.

Shorts

RETAIL Merchants' Industrial Show, Enid, Okla., will run a week and feature a stage show, said Secretary O. E. Zink.

PLANS are on for the Spring Carnival of the Northland, Joe Crosson, aviator, as president of Fairbanks Dog Derby Ice Carnival, set for Fairbanks, Alaska, having appointed Don Adler, theater man of Fairbanks, as carnival manager in charge of features and events on the program.

LEO LEFEVERE, staging annual Gesu Catholic Church Carnival in Miami, said he will stage the second annual carnival and circus for benefit of St. Theresa school building fund in Coral Gables, Fla. There will be free acts and auto giveaway.

HEART OF AMERICA

(Continued from opposite page) meeting and reports good business for his firm, Colorcraft Poster Company.

Noble C. Fairly and Phil Little left for the Dallas meeting and will go from there to Springfield, Mo., and start work for the new season.

Honus Hawk is confined at a local hospital and will be there for several weeks before he will be well enough to return home.

Percy M. Jones, agent for the All-American Exposition Shows, is here looking after the interest of the show.

Eddie Leggette is up and around. Altho very weak, he is on the way to recovery. W. F. (Bill) Wilcox is confined at Veterans' Hospital, Wadsworth, Kan., but is reported doing well and will be out in a week or two.

Ladies' Auxiliary

The auxiliary held its regular business meeting Friday with Myrtle Duncan, president, presiding. Altho it is only January, the ladies are beginning to leave for the different winter quarters and so only a small attendance.

H-M Ready in Miami

MIAMI, Feb. 5.—Offices for the Hamid-Morton Police and Firemen's Circus have been opened and grounds near El Comodoro Hotel are being readied. A huge pictorial arch will mark the entrance. Many nationally known acts will be presented, booked thru George A. Hamid, Inc. Advance sale is reported large.

AFTER an engagement at Worcester (Mass.) Aletheia Grotto Circus, Ernest L. Desautels, manager of Algi, mechanical man, said he has been signed for all the Sportsmen's Shows promoted by Campbell-Fairbanks, Inc. First date is in Boston, 5-12, with New York and Detroit to follow, in addition to others. He will bring back the robot in May for the Shriners' Circus in Providence. A return to the 1939 Worcester Grotto Circus is contemplated.

WANTED

SHOWS AND CONCESSIONS FOR THE ANNUAL FOREST FESTIVAL At the Southern Gateway of the Allegheny National Forest.

Sponsored by the Marlenville Fire Co. JUNE 27TH TO JULY 3RD.

If Your Concession Is Clean and Your Show Good, Write to R. N. McDONALD, Marlenville, Pa. This will be our 16th successful year.

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.

20th ANNUAL Home Comers' Reunion

JACKSON, MO. WANTS 2 Free Acts — Up-To-Date Carnival With 8 or 10 Good Rides and same number Clean Shows, August 15-16-17-18-19-20. J. R. SHORT, Secy.-Treas.

CARNIVAL WANTED By Loyal Order of Moose

Clean, Legitimate Shows for Week of May 30. Communicate with J. W. TEPHABAUGH, Chairman, Monongalia Lodge No. 264, Loyal Order of Moose, P. O. Box 519, Morgantown, W. Va.

The Rockwood Volunteer Fire Company

Wishes to Engage a Carnival for "Old Home Week" in Rockwood, July 11-16. Carnivals desiring to come here write or see HAROLD S. MEYERS, Rockwood, Pa.

LAST CALL FOR TERRE HAUTE 2ND ANNUAL SHRINE CIRCUS ZORAH TEMPLE FEB. 21 TO 26

Can place Sensational Aerial Acts and Clowns that can produce laughs. All other Acts booked. A few good Concessions still open. X on Grab and Ice Cream. Guess your Weight Scales and Guess Your Age, Candy Floss, Four for Dime Photos, Penny Machine, Candy Apples, Demonstrators. Have three Merchandise Wheels still open (Stock only). Can place Pit Shows and Side Shows. Write, wire or phone to CLARENCE WHITE, General Chairman Shrine Circus, Zorah Temple, 420 N. 7th St., Terre Haute, Ind. Phone Crawford 3412.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

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

Beantown Taxes Bingo Operators

Bigger the take, bigger the tax—varies from 7½ to 35% on takes over \$1,000

BOSTON, Feb. 5.—The legislative committee on taxation this week okehed the bill to tariff bingo operators, merchandise and straight cash games from 7½ to 35 per cent on their receipts. Frederick M. Barnicoat's petition says there "shall be levied, collected and paid a tax, at the percentage rates cited below, on the gross amounts received by all holders of licenses to conduct the game commonly called beano in the conduct of said game.

"If the gross amount received does not exceed \$150 there shall be no tax. On amounts over \$150 and not exceeding \$300 there shall be a tax of 7½ per cent; upon amounts in excess of \$300 and not exceeding \$500 there shall be a tax of 10 per cent; upon amounts in excess of \$500 and not exceeding \$1,000 there shall be a tax of 15 per cent, and on amounts in excess of \$1,000 there shall be a tax of 35 per cent.

"Every person liable to the tax imposed shall keep a complete and accurate record of all sums received by him in the conduct of bingo games. Records shall be in such form as the commissioner of corporations and taxation shall prescribe and shall be preserved by said person for a period of one year and shall be offered for inspection at any time upon demand of the commissioner or his duly authorized agents.

"Every person shall, on the day following the conducting by him of said game, file with the commissioner a return under oath, on forms to be furnished by the commissioner, stating total amounts received by him, and total amount thereof due as taxes hereunder, during the preceding day, and said returns shall contain or be accompanied by such further information as the commissioner shall require. On the same day each such person shall pay the commissioner the amount of the tax assessable hereunder.

"Violation of any provision of this chapter shall be punished by a fine of not more than \$1,000."

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

There are a number of Morrison Pen deals on the market today and one of them, a Hit and Take 600-hole sales-board deal at 5 cents a chance, is being considered seriously by Jacob Holtz. It should move wherever it can be displayed openly, for it has plenty of flash. Deal includes an attractive four-color display card 16x18½ inches, 12 Morrison Black Beauty Fountain Pens, five Morrison Black Beauty Pencils and one three-piece De Luxe Gold-Mounted Set, which consists of a fountain pen, pencil and cigaret holder. Pens and pencils are attractively displayed and the 600-hole board is set in the center of the display. Board is divided into six sections and the winning numbers shown in each section immediately receive a pen. Last purchase in each of the first five sections receives a pencil. Last purchase (See DEALS on page 62)

How To Conduct Group Bingo Parties Successfully

By E. S. LOWE

PART TWO

This is the second installment of the series of articles on "How To Conduct Group Bingo Parties Successfully." Part One appeared in last week's (February 5) issue of The Billboard. Any person who missed the February 5 issue and wishes to obtain it may do so by writing the Circulation Department, The Billboard, 25 Opera place, Cincinnati, O., inclosing 15 cents in stamps or coins.

We suggest that you clip these articles and file them as a ready source of reference to answer all your questions about conducting a Bingo party.

Playing the Game

The audience is now comfortably seated with lap boards and door prize coupons which were given them upon entering the hall, together with perforated markers which they cut apart. Players write their names and addresses on the door prize coupons and during the game the coupons are collected by the ushers. The door prize is awarded to the winner the following week. In this way you stimulate a regular attendance and build a mailing list.

After a brief announcement from the stage informing the players of the rules and the awarding of the Grand Award at the end of the series (which is provided for by setting aside about 10 per cent of the gross income every week), the game begins. The operator, who is seated on the stage, then describes the prize to be awarded to the Bingo winner of the first game.

How To Call Out the Numbers

The operator spins the cage and calls out the numbered ball that drops into the cup, such as "N-36." If number 36 appears under the "N" column on any player's card the player covers that number with a marker. The operator also places the numbered ball on the corresponding number on his master board.

Checking the Winner

As soon as a player has covered five numbers in a row, either vertically, horizontally or diagonally, he calls out "bingo," and the game stops. The usher located nearest the winner checks the covered numbers with the numbers that are marked on the blackboard or masterboard. If the numbers tally with the numbers called the player is declared the winner.

Gift Vouchers and When To Award the Prizes

The winner walks up to the front desk attendant and obtains his gift voucher for the prize that was awarded for that game. At the end of the evening all the winners holding gift vouchers redeem them for their prizes.

Grand Awards

A Grand Award Certificate is also given to the bingo winner. This entitles recipient to play one free game on the final night of your bingo series for the Grand Award. Only those holding the Grand Award Certificates are permitted to participate in the Grand Award Game.

Usual type of prizes given in the Grand Award Game at the end of the series are: A trip to Bermuda—an automobile—a refrigerator—a world tour—a complete home furnished, etc.

How To Settle Ties

If more than one person makes bingo at the same time, then each winner walks up to the attendant at the front desk and draws a number for high. The one drawing the highest number receives the prize and a Grand Award Certificate. Others receive a Grand Award Certificate and a complimentary admittance ticket or a prize of lesser value as a consolation prize. In the meantime the second regular game has started.

The same procedure is followed until five regular admission games have been played on the lap boards.

Next week in the third installment of "How To Conduct Group Bingo Parties Successfully" Lowe tells about "Special Games," "Special Game Prizes," "What Kind of Special Game Cards To Use," "Duration of Game" and "How To Plan Your Expenses."

Watch the Watches, Say Wide-Awake Ops

NEW YORK, Feb. 5.—Ladies' and men's wrist watches and men's pocket watches offer good possibilities for year-round promotion, according to a number of operators queried this week on merchandise preferences.

Mentioned as popular favorites were the chrome case wrist watches with matching link band, small pocket watches in both white and yellow cases and the new jeweled ladies' wrist watches in rhinestone, chrome, yellow and 14-k cases.

Direct sellers have been selling the watches, all of which are rather low-priced, to small jewelry and general stores in rural districts in many sections of the country. Others in this same operating group have made certain towns and worked neighborhoods in the vicinity of schools around graduation time. Angle of course is that watches make smart graduation gifts, which are pleas-

ing to kid graduates, giving them the "today I am a man" feeling. Plan is reported to go especially well around grade and high school sections.

Watches, which have been featured at bingos here and there for some time, received a beautiful impetus several weeks ago when J. C. Harlacker Company introduced the lucky bag bingo idea. Instead of the usual prizes, such as quilts, blankets, toasters, chairs, lamps and radios, Lucky Bag Bingo features ladies' pocketbooks as prizes. Each pocketbook contains another article to make the prize more valuable. Prizes contained in each of the pocketbooks vary in value, so that the added appeal of trying to pick a lucky bag is featured. Since ladies' pocketbooks can hold only merchandise awards small enough to fit into them, watches come in for a revival (See WATCH THE WATCHES on page 62)

DIRECT SALES STUFF

A Column for HOUSE-TO-HOUSE and STORE-TO-STORE SPECIALTY SALESMEN.

By WALTER ALWYN-SCHMIDT

A reader of this column has asked me to write more about "How direct salesmen can make more money." Sales manuals sent out by the manufacturers are full of sound advice. It seems I cannot add much to what these experts in selling have to say. However, one or the other of these points may prove helpful.

Successful selling is largely a matter of temperament. You have to sell two things. Your merchandise and yourself. The manner in which you put yourself over with your prospect is often more important than what you have to sell. So what applies to one woman or man does not necessarily apply to another. Study yourself. Study your merchandise. Know your own limitations. Do not attempt more at the start than you can do. Don't be downhearted if success does not come at once. Selling is one of the sciences where you learn from actual practice.

One way of making more money from selling is to sell more to each customer after you have made your first contact. Try to make an additional sale after your customer has made her choice. Try to sell her a costlier article than the one she has selected. It always pays to carry a selection of various grades and prices of any article.

I know a salesman who sells gloves who centers his first sales talk upon the lowest priced grade. When it comes to trying the gloves on he offers the customer a better glove, explaining that it is of a somewhat higher price than the one he has offered, but that she may just put it on to choose the right size. From that point it is generally not very difficult to sell the better pair of gloves. The same goes for shoes and other wearing apparel.

A young girl who sells can openers tells me that she can sell a better one (See DIRECT SALES on page 64)

BINGO BUSINESS

By JOHN CARY

A PAT ON THE BACK to Ed Brodie, Milwaukee concessioner, who recently went to bat for bingo before the Wisconsin Association of Fairs.

"All games in Wisconsin," said Brodie, "are run according to the rules. Fairs must have amusement for all and people will drive miles to play bingo. It is a game that appeals to all classes. The revenue fairs receive from bingo games sometimes amounts to more than all other receipts from the fair's midway."

AND ANOTHER PAT TO James Malone, secretary of the association, for backing Brodie's stand. Malone emphasized the cleanliness of the game as played at the fairs. We, incidentally, can add our bit of testimony to both Brodie's and Malone's contentions. On a nine-week fair's jaunt, last spring and summer, we watched people flock to the bingo concession at Batavia, Altamont (See BINGO BUSINESS on page 64)

New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Automatic Switch

A new item to be placed on the market shortly by the Detroit-Made Products Company is an automatic switch for use on automobiles, which takes over the control and operation of the present stoplight and converts it

from the brake-operated or foot-controlled stoplight into an automatic warning light. Operation results from the rise and fall of the vacuum in the engine manifold and it will automatically throw the light on, to cause it to flash and flicker so that it has attention-arresting qualities long before one could put the stoplight on when it is operated by foot. When traveling at the rate of 30 miles per hour it will warn the car behind when you come to make a stop about 44 feet sooner than is possible with the ordinary stop signal. It will also avoid the danger of being run into if you double park, as while you are double parked your lights will flash and blink as long as your engine is running. Product will be distributed thru specialty distributors. Glen P. Gessell is company manager.

Lay-Tite Decals

Officials of Lay-Tite Manufacturing Company announce a new line of decalcomania transfers that have been especially designed for sale to housewives. Numbers are done in attractive hues and feature swans, dogs, flowers and numerous other designs. Firm claims these numbers should be a natural for direct sellers and pitchmen since they have so many uses in the home and lend themselves so well to a good flash demonstration. Are said to be just the thing for adding a spot of color to a vase, a chair, a wall, etc. Priced low enough to make direct sales well worth while.

Silvaray

A new double-edge blade called Silvaray has been introduced to the market by one of New York's leading notion distributors. Blade is one-third thinner than the ordinary blade, producing a shaving edge of incomparable sharpness. Blades are said to be manufactured under a new method and, altho they are so fine, it isn't unusual to get 10 or 15 shaves from one blade. Blade will fit all new and old Gillette-type razors.

Frosted Malter

Frosted Malted Machine Company announces that it has a new electrical machine ready for marketing. Unit freezes the mix by electrical refrigeration and whips by motor. It is a counter model, and firm states that it is easy to operate and entails very little hook-up. Also requires very little space. Company has adopted "The drink you eat with a spoon" slogan in connection with its frosted malted machines.

Pul-It Top

Piqua General Supply Company has a new low-cost specialty item with child appeal called Pul-It Top. Item consists of a ball with projecting rod thru it. Cord is wound around rod and pulled away quickly to set top in motion. Spins on either end. Any child can operate it with ease.

Tar-Go-Bell

Demonstrators and fair workers should find Tar-Go-Bell, now being offered by Wertheim & Paul, Inc., a first-rate item with sales appeal for children and adults. Tar-Go-Bell is a wooden paddle with a ball on one side and a ball attached to the other by an elastic band. Object is to make ball hit the dead center of paddle, causing the bell to ring.

Minifoto Junior

Minifoto Junior is a new addition to the low-priced candid camera family. Candid Camera Supply Company is manufacturer. Camera is equipped with fully corrected Wollensack 50 mm. lens, speed shutter and fixed focus. Uses economical 127 v. p. film in color or black and white. Manufacturer claims pictures will enlarge clearly up to at least 8x10 inches.

Flying Fool

A new popular premium item, a toy all-metal airplane called the Flying Fool, is being placed on the market by Emmert-Hammes & Company. National distribution is planned.

HERE ARE REAL NEW CHARMS!



NEWSPAPER CARTOON CHARACTERS EXCLUSIVE WITH N. SHURE CO.

Something Different — Finished in Colors. Don't confuse with cheap charms being offered.

- B11N78—Orphan Annie
- B11N79—Sandy
- B11N80—Moon Mullins
- B11N81—Uncle Willie
- B11N82—Kayo
- B11N83—Harold Teen
- B11N84—Uncle Walt

PER GROSS
80c



Other Charms from 68c to 75c per gross.

Novelty Drinking Glasses—Another Hit!



Peek-A-Boos. Novelty Drinking Glasses. Each glass bears an artistic reproduction of a Demure Girl in a colorful costume. Turn the glass around and the costume drops away, revealing her in nature's own.

6 Distinctive Styles.

Shipping Weight, 1/2 Dozen 5 Pounds—1 Dozen 6 Pounds.

Shipped by Express Only.

Be sure to include transportation charges with order.

Packed 6 Assorted in Box

B1N101—Per Gross.....\$21.00 Per Dozen.....\$1.85

New Styles Peek-A-Boo Glasses With Entirely Different Views.

Packed 6 Assorted in Box.

B1N104—Per Gross.....\$21.00 Per Dozen.....\$1.85

Attention Operators!



"DUMMY DAN"

The Ventriloquist Man

FULL 32 INCHES HIGH

\$27.00 Doz.

\$2.50 Each

Let this sensational board item make quick money for you! He's the genuine "Dummy Dan"—sport suit and all!

Send for Illustrated Price List Today!

GELLMAN BROS. 119 North Fourth St., MINNEAPOLIS, MINN.

Try your LUCK with BRODI



the NEW "take a chance" GAME

\$1 and \$150

It's more thrilling than midnight in Monte Carlo...more exciting than strip poker...and carries higher voltage than any other game you ever played. In fact, there's nothing like BRODI for keeping a party on its toes...or for passing an idle hour alone. Just press the levers...wheels spin...the windows show whether you win or lose. Get going with the crowd. Play BRODI. And buy your set today.

Wherever games are sold
O. SCHOENHUT, Inc., Phila., Pa.

Sell VALENTINES

Share in the Profits.

Comics are in BIG demand

X3495 — Comic Valentines, 144 Designs. Size 7x10 inches, printed 4 colors on newsprint. 1 complete assortment to the printed envelope. Packed 1 Gross in Package. 10-Gross Lots, Gross (Postage Extra)..... **40c**

PER GROSS (Postpaid), 55c.

Complete Price List Upon Request.

Deposit Is Required on All O. O. D. Orders.

LEVIN BROTHERS

TERRE HAUTE, INDIANA

LATEST FUR COATS AND JACKETS

At sensationally low prices. Our fur coat values are well known and now we offer an amazing line of fur jackets. Seal; in all colors: black, brown, grey, eel grey, white, tan, etc. Hot sellers for late winter and spring. Write today for Free Price List on C.O.D.

\$8.50 per Jacket

1/3 Deposit. Balance C.O.D.

Complete Fur Coat and Fur Jacket Line.
M. SEIDEL & SON 243 West 30 St., New York, N. Y.

Ingersoll Mite



Wrist Watch

Just Look—only \$1.35 each

B1W78

INGERSOLL MITE WRIST WATCH, at the market's lowest price. Former wholesale price was \$3.33. Chromium plated case with open link metal band. Silvered dial with gilt figures. Unbreakable crystal. Each in original box with \$5.00 price mark.



ENESCO Razor Blade Sharpener

B4C334

Per Gross \$3.00

It's Hot. A Real Profit Maker. For single or double-edge blades. Size 2 1/2 x 1 1/2 inches. Made of good quality abrasive. Each in flashy tuck box.

N. SHURE CO. ADAMS and WELLS STS. CHICAGO, ILL.



Look What You Get for Your Money! A fully corrected Wollensack 50 M.M. Lens, speed shutter. Fixed focus makes clear, sharp pictures. Telescopic finder, tripod socket and cable shutter release. Uses economical 127 V.P. film in color or black and white. Pictures will enlarge clearly up to at least 8x10".

SALES BOARD MEN CONCESSIONAIRES & BINGO OPERATORS

Be the first to cash in on the Candid Camera Scoop of 1938

MINIFOTO Junior **\$2.67**
CANDID Camera

Not \$35, \$25 or \$15, but... Comes just in time to meet the ever-increasing popularity of this Coast-to-Coast craze.

Gives action, thrills, excitement. First all-American low-priced Candid Camera ever offered. Simple and economical to operate, has fast lens, a real \$10 sensational item... In dozen lots only \$2.67. Sample Camera, \$3.98, or sent C. O. D., plus postage. Takes 16 Candid Snapshots to a roll of film. It's a honey for the money!

CANDID CAMERA SUPPLY CO.

Wholesale Division, 303 West 42nd St., NEW YORK.

CAMOLAIRE BATH AND LOUNGING ROBES



Beautiful, real \$10 value. Sizes 14 to 20. Colors: Royal Blue, Wine and Bittersweet (latest rust shade.) Also special closeouts on Camolaire BEDJACKETS. \$4.00 per dozen. Single sample 50c. A hot \$2.00 seller. Camolaire SCARFS, in assorted colors, at sensationally low price of \$1.00 per dozen. If You Know Your Values, You'll Order These Big Money-Makers Today. **LOMBARDY CORP.** 150 W. 22 St., New York, N. Y.



SQUIRT LAPEL SCOTTY DOG MAGIC EGG PUZZLE

A new clever Joke Item. Doz. 85c. MAGIC EGG PUZZLE... Doz. 90c. **LUCKY CHARMS** Over 50 different. Special Assortment of 30 kinds, 75c gross, or we can supply them Individually, 75c gross. Joke Cel. Broken Egg... looks real. 1.20. SURE CURE FOR THAT HANG-OVER FEELING, new Joke Gift Box 1.20 doz. No. No. a 1,000 Times No. from 75c doz.; in box, 1.00. New Lucky Horseshoe Puzzle, 80c doz. RABBIT FOOT with Key Chain, 50c doz. BAREBACK HIGHBALL GLASSES, 1.75 doz. 1938 Horoscopes from 1.75 per 1,000 up. All the Red Hot Trick and Joke Items at special Quantities. Catalogue 25c, refunded with first order. 50 Samples of best Sellers and Cat's 2.00. **MAGNOTRIX NOV. CORP.**, 138 Park Row, N.Y.

The World's TINIEST RADIO

"It's Smaller than your Hand"

**ABSOLUTELY NEW!
NEVER BEFORE OFFERED!**

**NOT A TOY... BUT A
Genuine Radio
WITH BIG SET FEATURES,
PLAYS LIKE A BIG SET!**

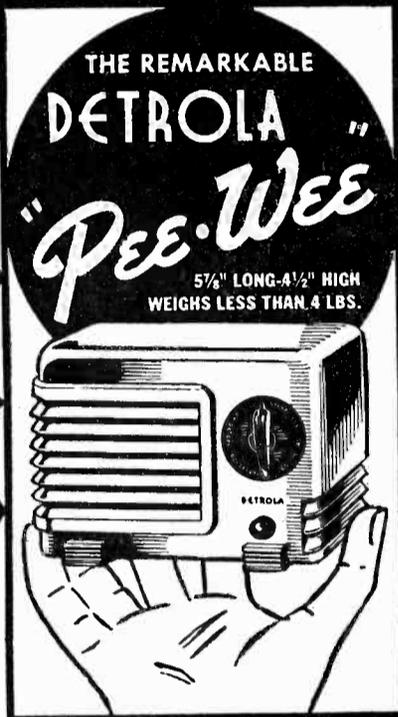
Utterly Different!

**THE Hottest MOST
Unusual PUNCH BOARD
IDEA IN FIVE YEARS!**

Operators Make Big Profits!

Be the first in your territory to offer this! It's the "hottest" thing you've had in years! Don't confuse this remarkable receiver with cheap premium radios. This is a *genuine* radio sensationally different... remarkably better! Those hearing its marvelous performance for the first time could hardly believe their ears. Everyone wants one on sight. Cabinets in six different colors. We have a *sure-fire*, *fast moving*, *big profit* proposition for you

EVANS NOVELTY CO.
946 W. DIVERSEY • CHICAGO, ILL.



THE REMARKABLE
DETROLA
"Pee-Wee"
5 7/8" LONG-4 1/2" HIGH
WEIGHS LESS THAN 4 LBS.

4 R.C.A. Metal Tubes
WITH 6 TUBE PERFORMANCE
DYNAMIC SPEAKER
OPERATES ON AC-DC
PLASTIC CABINET

DEALS

(Continued from page 60)
in the sixth section receives the De Luxe Set. In all there are 20 winners and the deal takes in \$30. It looks like a natural as a fund raiser for church bazaars and charitable and fraternal organizations.

According to reports, the Superior Drug Company is also working a Morrison deal and has already purchased \$10,000 worth of pens from the Morrison Pen Company.

And talking of fund-raising campaigns, S. Knight, of the Economy Sales Company, seems to be doing a swell job in this field.

Candid camera fans are mushrooming over the nation at such a rate that satisfying the desires of this growing army of picture takers is gradually becoming big business. At the start this fad was only for the chosen few who could afford to purchase the expensive equipment offered. However, so much publicity was given this new development that soon the general public displayed an active interest in candid photography and demand for candid cameras increased accordingly. As this demand became stronger new manufacturers came into existence and the cost of equipment came more and more within the reach of everyone's pocket-book.

One of the newest candid cameras in the low-price field is the Minifoto Junior offered by the Candid Camera Supply Company. It has a fully corrected Wollensack 50 mm. lens, speed shutter and fixed focus so that one does not have to be an expert to get good results. Camera uses 127 v. p. film in color or black and white and manufacturer claims pictures will enlarge clearly up to 8x10 inches.

H. Bookman, head shipping clerk, is busy these days packing, wrapping and shipping Moviematic cameras. No recession here.

It looks like all the time and effort spent in developing the Pennwood numeral clock is beginning to pay good dividends. From all reports this time-piece is clicking heavily.

WATCH THE WATCHES

(Continued from page 60)
as Bingo prizes. Other items, however, which are used in the bags are cigaret lighters and compacts.
One field in which watches do not seem to get the play they deserve is the salesboard field. It has been some time since a deal with an assortment of watches or a watch as a special prize has been offered. Opinion here is that salesboard operators are too busy playing up current favorites, such as ventriloquist dummies (Charlie McCarthy, Dummy Dan and Willie Talk), nudie glasses and electric shavers, to play around with so prosaic an item as a watch. Despite this fact, however, direct sellers, bingo operators and other promotional groups are saying: "Watch the watches. There's profit in 'em."

Salesboard Operators
New Sensational Line of
SHELL LAMPS MADE IN U. S. A.



Equipped with Approved Wire, Cord and Plug.
No. 79 — LARGE
ABALONE WOOD
CRUCIFIX SHELL
LAMP. Upright Abalone shell back with giant Wood Cross and figure in gilt. Hand painted garden scene trimmed with pearls and conch shells. Height of figure 7". Lamp measures 9 1/2 x 8". Packed each to Carton.

DOZEN \$15.00
Sample, \$1.50.



FREE 6 35-Hole Cards With Every Dozen. Card from 1 to 35 takes in \$6.30.
Send for Special Illustrated Price List of Complete Line of Beautiful Shell Lamps.
ALSO FEATURING DUMMY DAN
The Ventriloquist Sensation. Completely Out-fitted—Sport Suit and all.
NOW IN STOCK—3 SIZES.
No. 100—17 In. High Dozen \$ 8.00
No. 101—21 In. High Dozen 15.00
No. 102—32 In. High Dozen 27.00
25% Deposit, Balance C. O. D.
GOLDFARB NOV. CO. 20 WEST 23D STREET, NEW YORK CITY.

69c EACH
No. B101—Case Metal, Assorted Colors. Snap or Time Pictures. Size: 1 1/8 x 1 1/2 In.
TEN FOR \$6.50
Send for New 1937 Catalog.
ROHDE-SPENCER CO., Wholesale House Chicago, 223-225 W. Madison St.,

RUSH YOUR ORDER
For this Fast Selling Easter Item. The Bunny that sells himself, no sales talk needed.
No. 550R—25" Drum Major, \$8.40 Doz.
In Cellophane Bag, \$9.00 Doz.
Assorted Colors of Uniforms, such as Turkey Red, French Blue, Pink, Light Green and Gold-Brass Buttons and Gold-Case Yellow Trimmings. Case of 12 weighs 21 lbs.
No. 550R-L-D—36" Drum Major, \$21.00 Doz.
In Cellophane, \$22.50 Doz.
25% With Order. Balance C. O. D.
PERSIA MFG. CO., 416 N. Sangamon St., Chicago.

BIG ASSORTMENT OF NOVELTY CHARMS, ABOUT 60 DIFFERENT KINDS.
Send a Dollar Bill for a Cross, Assorted.
We will include Quantity Price List With Each Sample Order.

LOOK! IF YOU HAVE NOT RECEIVED OUR LATEST CATALOG NO 937, CONTAINING 180 PAGES OF LATEST AND FASTEST SELLING ITEMS AT THE LOWEST POSSIBLE PRICES, WRITE TODAY. Be sure to mention your line of business
MIDWEST MERCHANDISE CO.
1006 - 08 BROADWAY, KANSAS CITY, MO.

SNAPPY NEW MODELS PEEK-A-BOO GLASSES
A lovely lady in a colorful costume on the outside. Turn the glass around and... ah! gone is the costume. Fill up the glass and see what happens! Everybody wants a set. Sells over Cigar, Gift, Novelty and Bar Supply Counters. Size: 10 oz. Retail 25c Each. Packed 6 glasses with assorted figures to the Carton. Order No. B7. Per Dozen, \$1.85. Per Gross \$21
Sample Box of 6, \$1.25.
JOSEPH HAGN COMPANY
"The World's Bargain House."
223 Madison Street, Chicago.

HOT OFF THE PRESS!
THE NEW 1938 CHAMPION CATALOG
• Lowest Prices—Items for LIVE Wagonmen—Pitchmen—Streetmen—Home and Office Canvassers.
• Salesboards, Premiums, Notions, Lotions, Perfumes, Carded Goods, Sun Glasses, Blades, Soaps, Balloons, Electric Clocks.
Write for Catalog and FREE SAMPLE CASE OFFER—Right Now!
CHAMPION SPECIALTY CO., 814-D CENTRAL ST., KANSAS CITY, MO.

PIPES BLENDED BRIAR MELLO-BOWL
12 Pipes on Attractive Display Card. Per Card, \$1.10 only
12 Cards, only \$11.75. 25% Deposit on C.O.D.

\$100.00 PER WEEK Guaranteed!
or we cheerfully refund your money. Our men earn up to 400 per cent profit with The New Life-O-Phone cigar lighter. Business repeats from year to year with no additional investment, an unlimited field. Great Demand. Good open territories. Pleasant work among high class business men. A money maker without equal for you. Get full facts today.
M. W. M. Co. Dept. 28 Aurora, Missouri

ATTENTION PREMIUM USERS
Blankets, Bedspreads, Linens, Rugs, Comforts, Towel Sets, Etc., for Bingo, Screeno, Bank Night and Concessioners.
Write for further details.
MILL DISTRIBUTORS, INC.
1266 W. 6th Street, Cleveland, O.
SVENGALI MAGIC DECKS
Here is the finest Svengali Deck ever manufactured. Made of new cards, bridge size, all die cut. Dozen, \$3.25; Gross, \$38.50. Sample, Postpaid, 35 Cents. Catalog of 300 Magic, Joke Novelties, Party Goods Free.
S. S. ADAMS CO., Asbury Park, N. J.

DIFFERENT
Retail for \$4.95
COMPLETE WITH CORD AND CONNECTOR
THE CHIEFTAIN
NEW, REVOLUTIONARY SELF-WINDING, ELECTRICAL NUMERAL CLOCK.
Write to
PENNWOOD CO.
7525 Kensington Street, Pittsburgh, Pa.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

REMINGTON

The New SPRING-O-MATIC Pen.



A Life Saver for Pen Workers.

JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.



RINGS

Cameo and Whitestone. Highest Grade Rhodium and Gold Finish. Send \$2 for 20 Samples of popular styles.

NEW OLYMPIC NOVELTY CO., 307 5th Ave., New York. Also Showing Latest Styles in From \$9.00 gross up. Send \$1.00 for Sample Line No. 11.



CROSSES

UNDERWOOD



PLUNGERS—Special \$18.00 PER GRO. PENS • PENCILS • COMBOS

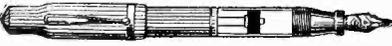
GRODIN PEN CO., 396 Broadway, New York City.

ELGIN & WALTHAM WRIST WATCHES \$3.95

In New Cases, Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country.

H. SPARBER & CO. 108 North 7th Street, St. Louis, Mo.

We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.



SOUTHERN PEN CO.

Manufacturers Since 1913. 16 N. Union St., Petersburg, Va. Send \$1.00 for Samples. Prompt Shipments.

AGENTS

Earn liberal commissions selling Boxed Assortments of Birthday, Convalescent and Everyday Cards. Write for particulars. DOROTHEA ANTEL 226 West 72 St., New York, N. Y.



YOU WILL MAKE FRIENDS SELLING OUR MERCHANDISE

Write us your needs. ARGO PEN-PENCIL CO., Inc. 220 Broadway, NEW YORK CITY.

CHEWING GUM 22¢ BOX

RETAILS FOR \$1.00. Each box holds 20 Full Size 5¢ Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50¢ for sample box (prepaid). GREAT FIELD FOR AGENTS. Write AMERICAN CHEWING PRODUCTS CORP., 4th and Mt. Pleasant Ave., Newark, N. J.

The only Pen Just like a Banker, is another Banker. THE PEN THAT YOU CAN BANK ON. PLUNGERS — COMBINATIONS — SETS



JAS. KELLEY, The Fountain Pen King, 487 B'way, N. Y.; CHICAGO, 180 W. Adams St. 784 Mission St., San Francisco, Calif.

REX HONES 3c Each Now Less Than 3c Each \$4.25 a Gross

Send \$1.00, Bal. C. O. D., Plus Postage. Each Hone in flashy silver box, priced 50¢. A real fast-cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. Hone men are cleaning up. ACT QUICK. REX-HONE MFRS., 1500 West Madison, BR-2, Chicago, Ill.

COMIC NOVELTIES — CARDS

Fan Dancers, Lady Kidders, Naughty Pigs, Imported Bathing Girls, Bronx Razors, Comic Cartoon Booklets, Photos, Love Letters, Jokes, Honey-mooners' First Night, Vest Pocket Fun Cards, EASTER CARDS and Novelties, Pencilknife, 10 in One Tool, Comic Postcards, Lovers, Flappers, Boozers, Birthdays; Assorted U. S. Views, etc., \$2.00 per 1,000 up. 20 Assorted Samples, 25¢. Complete Sample Assortment, over 80 samples sent prepaid for \$1.00. ARTFORM CO., 1710 Underhill Ave., New York.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

ANYONE CAN CALL himself a pitchman. Actual sales make him one, however.

IF ANY SHEETIES... failed to make the Sportsmen's Show, which concluded a 10-day stand in Music Hall, Cincinnati, February 4, they certainly overlooked a real winner. Press releases indicated that attendance figures ran into five figures daily.

WELCOME VISITORS... to the Pipes desk last week included Morrison Davidson and A. W. McNeil, who stopped long enough to report that they plan to work coils at a downtown parking lot in the Queen City.

DO YOU HAVE PEP?... Well, pass it along thru the pipes column. There are others who can use some of it nicely.

WEATHER IN CINCINNATI last week wasn't unusual. It was downright unreasonable.

HEY, BOYS!... a couple of unsigned pipes arrived at the desk last week. Yea, and after all

San Francisco? Why not tell Bill about it, boys?

FRED J. McFADDEN... who has a swell jewelry layout working to lucrative takes in Neisner's, Cincinnati, took time off from his labors last week and paid the Pipes desk his first visit. The genial Fred infoed that he has nine such layouts going in the Midwestern stores and business thus far has been okeh by him.

SOME PERSONS merely talk in \$1,000 chunks, while others really have them.

RED McCOY... scribes from St. Louis that the St. Louis Specialty Company will be well represented in New Orleans soon by himself, Sleepy Downing, Al Richling, Pete Rust and Fred Burrell, manager.

KARL D. GREENLAW... pipes from the frozen land of Woodstock, N. B., Can.: "Have been writing sheet in the mail districts to good business when weather permits. Will head for good old Nova Scotia when the bluebirds begin their singing. There's very little compe-



THIS BEAMING GROUP OF PITCHMEN and their wives is indication enough that they are enjoying a well-earned vacation in the sunny clime of Hot Springs, Ark. Sam Coe and Lee Yandell are holding down the bull, while seated more comfortably from left to right are: Guy Lounsberry, driver; Mrs. Lounsberry, Mrs. Yandell (formerly Marie Mitchell), and Mrs. Coe. All report that they are in good condition and anxious for another season of hard work.

the harping we've done on the subject. Guess we'll have to pigeonhole 'em for a while. Hope the senders come thru with signatures for them before the communications find their way to the wastebasket.

SEEMS THAT THOSE... Canadian fellers have broken arms or sumpin'. Let's have a few pipes from that sector.

WHAT'S THE WORD... from the tobacco markets of Kentucky? We've heard several prosperity rumbblings from that section recently. Can anybody verify the reports?

THE QUERY "which brings the best results, memory or imagination?" shouldn't be difficult to figure out. Some persons imagine new ideas and transfer them to others who remember to construct and carry them out.

WE HAVE BEEN... hanging out an ear lately for word from the specialty workers. Come on, you fellows, what do you say about sending in some pipes? Do it now; it doesn't require much of your time.

WHAT'S DOIN'... in the big cities like Philadelphia, Los Angeles, New York, Boston, Chicago and

tion here, as I seem to be the only one working."

PITCHMEN'S SAYINGS: "Tell your friends, folks! But don't blame me if they tell you to change your brand of drinks."—Professor Zyrak.

SLIM GORMAN... and Bill Hough are reported to have knocked 'em cold working sheet at the recent National Wool Growers' Convention in Salt Lake City.

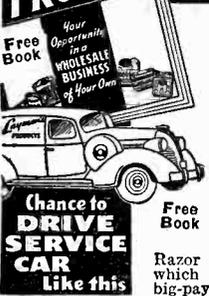
FRANK LIBBY... is working the Silver store in Montgomery, Ala., to slow business, according to reports drifting in from that section.

CHIC DENTON... fogs thru from Pinckneyville, Ill.: "This winter looks like another wonder show for me. I'm wondering where to go for a red one, as I haven't had one since last October in Idaho."

THE 1938 SEASON is now merrily on its way. Wonder who will and who will not be in the dough when it has run its course.

CHARLES FALCONE... wigwags from Miami that he has been working Svengali cards in Funland Park there to mediocre business. He writes

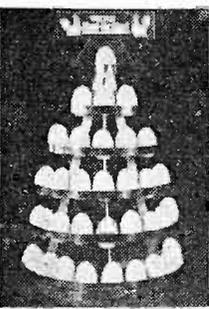
BIG PROFITS! AMAZING NEW BUSINESS



Sell Stores Nationally Advertised Goods. Get into a business of your own without capital. Large profits possible right away. Show merchants plan that increases sales, profits. Handle Nationally Advertised Line 5c-10c goods. Put up on self-help Counter Displays. 200 daily necessities. Included is Laymon's Aspirin—approved by Good Housekeeping Bureau—and famous Twenty Grand Blades. Get free book which tells how you can build big-pay store route.

World's Products Co., Dept. 288-A, Spencer, Ind.

HERE'S THE SET-UP



That Bars, Cafes, Restaurants can't afford to be without. Actually makes profits day after day. Fast selling, practical; a gold mine for agents who start now.

Cash in on the Easter Egg rush.

Send for Sample, 75¢. (Retail at \$1.50) and Quantity Prices.

Schmuhl Mfg. Co. Centerline, Mich.



PLUNGER PENS, \$20.00 PER GROSS. Don't Buy Your Pens Until You See Our Samples. No. 4—MOTTLED PLUNGER... \$20.00 No. 4—PEARL PLUNGER... 23.50 No. 6—MARBLE GORK PLUNGER... 21.50 No. 8—PEARL PLUNGER... 26.00 All 4 Samples, Prepaid, 75¢.

BENSON PEN CO. 347 Plymouth Bldg., Minneapolis, Minn.

ELGIN-WALTHAM & HAMPDEN WATCHES \$1.75 up

In new Chromium Cases, all sizes. Satisfaction guaranteed or money refunded. B. LOWE Wolverine Hotel, Detroit, Mich.



Presto Comb, File Knife and Comb Combination. Sample 35¢. WALLENBEEK MFG., Sandwich, Ill.

Coupon Workers

Cross sales are sweeping the country. Send \$1.00 for assorted samples. Large stock. Orders shipped same day received. Assorted Crosses, \$16.50 gross. BENSON SPECIALTY CO. 347 Plymouth Bldg., Minneapolis, Minn.

FAMOUS HOBO POEMS RECITATIONS

SPECIAL OFFER POPULAR HOBO POEMS \$1.00 Per 100 16 Pages — Size 8 1/2 x 11. Fast 10c Seller. Sample 3c Stamp THE HOBO NEWS 44 West 17th St., New York.



Big Profits!

Own your own business, stamping Key Checks, Social Security Tags, Name Plates. Sample, with name and address, 25 cents. HART MFG. CO. 311 Degraw Street, Brooklyn, New York.

MED. MEN OPPORTUNITY

Use G.P.L. Quality Preparations. A complete medicine show, private label and Office Special line. Immediate service. Reasonable prices. Wholesale catalogue on request. GENERAL PRODUCTS LABORATORIES Manufacturing Pharmacists 137 E. Spring St., Columbus, O.

End your correspondence to advertisers by mentioning The Billboard.

WE MEAN IT TOO!

WHEN WE SAY WE STOCK THE MOST COMPLETE LINE OF REAL HONEST-TO-GOODNESS HITS: WILLIE TALK, SPORTING SAM, TALKING TOM, BAL-LYHOO BILL, DUMMY BOB, BLA-BLA LARRY. 28-In. Size, \$16.50 per Doz. Up. 33-In. Size, \$24.00 per Doz. Up.

See US FOR THE MOST COMPLETE Line Of Comic Costumed

PLUSH RABBITS

38 Styles and Sizes—Pirates — Sailors — Spanish — Cowboys — Mr. & Mrs. Peter, Etc.

STATE YOUR BUSINESS PLEASE!



store here Business is slow, due to recent cold wave, but we're hoping for a break next week. We worked shops in Hamilton, O., to small takes recently, but caught a good sale at Springdale, O. Don't pass this one up, fellows. The sale is held every Saturday and you'll get a good day's work. The pay-off is 10 per cent. We found it impossible to work Middletown, due to a hostile chief of police there. We spent December in St. Louis and as far as we're concerned it's the toughest town in the State. Let's hear from the fellows working spots in the New England States. Would also like to read pipes from Jack Flowers, Morris Davidson and Johnnie Vogt."

WHAT WAY HAVE you of telling whether an idea is good or bad unless you try it?

OUR SCOUTS . . . report that there is a lot open in Dayton, O., which can be worked for \$4 per day. They add, however, that the effort and money spent to work the spot is hardly worth the results.

HAROLD (NEEDLES) LORING . . . scribes that he recently took off from Mexico and in one big jump landed in Washington, where he is working run-menders to poor business. He writes from the capital that the town is exercising a high reader and there are few places to work. He adds that he is anxious to read a pipe from George Embree.

A POINT TO CONSIDER: Get busy now so you'll have a summer bank roll to save for next winter.

PRESS EBERHART . . . blasts from West Warwick, R. I., that he plans to jump south soon and work textile plants exclusively.

WHILE PERUSING . . . the Letter List this issue the writer noticed the names of several of the boys and girls in the profession. Have any of you given it the once over?

WHY NOT FOLLOW the policy of cheering up your tip by displaying a cheerful disposition. Try blending a few jokes with your sales talk. It has a tendency to change the tips' spirit.

CY HARRIS . . . from Chicago that he is working as stock man in Jimmie Ryan's State street jam store there. Staff, according to Cy, includes Bill Sherrick, Ryan's partner; Johnnie Kessler, Harry Lavin and Benny Gross. Jimmie Ryan and Bill Sherrick are doing the jamming, and Red Apple is floor manager. Cy adds that the store has been operating to fair results.

DIRECT SALES . . . (Continued from page 60) any time by letting her prospect use both a cheaper and better item. Actual comparison does the trick and she makes much more money that way.

Centering your sales effort upon a higher priced article from the start is another way of making more money. This cuts down the number of effective calls in house-to-house canvassing, but you can improve your sales average by picking the right type of neighborhood.

My own classic example for this is a young lady whose calling name is Pauline. (Okeh, Pauline, I won't give your full name.) Pauline sells a line of rather costly table linens. Her procedure differs from any other I have encountered. The more stately homes and estates are her hunting grounds. When coming to the door she asks for the butler. If the home hasn't got a butler, which happens surprisingly often, she asks who does the buying of tableware, etc. By that time Pauline has become pretty familiar with whoever happened to open the door. So she does not have much difficulty to show her merchandise. As I already explained, she does not handle anything cheap. Also she does not call at houses that look like a flop from the start. She has worked up a steady trade which gives her a year-round income.

Bob Winnitzky writes from Texas that he went thru the Panhandle a few months ago. Business was not so good, but slightly better than on the New Mexico side of the border. Factories are laying men off.

E. D.—Letter is on the way. Ask me specific questions and I shall answer them.

SPECIALS--LOW PRICES

- DIXON PENCILS—No. 2. Gross. \$1.45
- LARGE ERASERS. Gross. .55
- VIC BLADES, Single Edge. 100. .40
- HOUSE SLIPPERS—Cloth Top (25c Retail Value) Assorted Sizes. 65c
- Doz. Pairs
- RAZOR BLADES—Double Edge. Packed 5s. Cello. Wrapped, 1000. \$2.25
- SHOELACES—Imported. 27 In. Gross. 28c
- SHOELACES—American Made, Black or Brown, 27 In. Gross. 32c

BENGOR PRODUCTS CO.

878 BROADWAY, NEW YORK, N. Y.

ELGIN & WALTHAM

REBUILT WATCHES \$1.75

7 Jewel, 18 Size, in S. H. Engraved Cases, at Send for Price List. Money Back if Not Satisfied. CRESCENT CITY WATCH MATERIAL CO., St. Louis, Mo. 113 N. Broadway,

Spring season sales manuals and pattern books are getting ready for men's and women's clothing, shirts, shoes and other wearing apparel. Present indications are that new prices will be lower and better quality for the money. Some of the new stuff is beautiful.

Are you selling overalls, work shirts or work shoes? If so, you will be interested to hear that a great many are selling this winter in suburbs. Amateur gardeners and hobbyists are buying them. You can offer something cut along snappy lines at a slightly better price.

Jep Jepson, the super salesman, says: "It's the fellow without brains who gives others a headache."

BINGO BUSINESS

(Continued from page 60)

and Gouverneur in New York and at Lehigh, Bedford and Reading in Pennsylvania. No matter where you go people like bingo and play it. There was never a dull moment at any of the bingo concessions we covered!

ONE REASON FOR THE SUCCESS of bingo at fairs, in our opinion, is the fact that no cash prizes are awarded. All operators displayed attractive, tasteful merchandise and passed it out as prizes. It reminded us of the good old days, to see folks walking away from the bingo stand with arms full of prizes and a smile on their faces.

SUGGESTION TO OPERATORS working with stores on promotional free bingo: How about using the K. & G. Automatic Bingo Mixer? It seems to us that a mixer of this kind would have a fine effect on the women, who crowd stores to play the game. The mixer is a good flash and is a cinch to convince the players that the picking of numbers is absolutely on the level. Another suggestion we might make to these operators is that they investigate the special metal bingo cards, which eliminate the necessity of using markers. With women standing up in the stores, playing the game, it seems to us that these cards would make for far greater comfort and consequently for greater player-appeal.

ROUND-ROBIN ROSIE dashes in with a crack-brained suggestion for putting a little additional humor into bingo and possibly drawing crowds of extra players. "Why not," says Rosie, "have a ventriloquist with a dummy on his knee call the numbers at bingo parties. I know I would much rather have a wooden dummy call the numbers than some of the live, sourfaced dummies I've seen calling 'em at some games." Rosie, you've got something there! Run along, now.

WITH WHICH, WE'LL RUN ALONG TOO. But drop us a line and let us know what you are doing about your own bingo.

THE NEW SALES LEADER

- Popular, latest style CROSS Pendants. High quality. Over 30 different styles—different price ranges. See our line before you buy. 3 Assorted Samples \$.50
- 7 Assorted Samples \$ 1.00
- SPORS CO., 2-38 Barton St., Le Center, Minn.

WISCONSIN DELUXE CORPORATION MILWAUKEE, WISCONSIN
1902 NORTH THIRD STREET.

EXCLUSIVE STYLE for CROSS PROMOTIONS

A promoter's dream come true; that's how tremendous ring sales and cross pendant sales are right now.

Write for Catalog No. 21 showing newest styles in

- CROSSES
- WHITESTONE RINGS
- CAMEO RINGS
- ENGRAVING ITEMS

HARRY PAKULA & COMPANY
5 No. Wabash Ave., CHICAGO, ILL.



Get Big Money With This Year-Round Seller Destiny Fortune Telling Cards

Anyone can read fortunes with DESTINY CARDS. They tell the past, present and future with amazing accuracy. Amateurs acquire the skill of a professional with the aid of this scientifically designed deck of cards. Mystic Egyptian symbols add to the interest and enthusiasm. Fine quality—packed in a smart black and gold gift box. Easy-to-follow directions are included with every deck. Send stamped self-addressed envelope for full particulars today. Retail value, 50c.

DESTINY CARD COMPANY, 746 Hinman St., Aurora, Ill.

OUR SLOGAN FOR OVER 22 YEARS

We Are "NEVER UNDERSOLD"

has given us a tremendous following . . . NOW . . . We challenge every Buyer . . . so make us prove it.

Get our 196-page Catalog free. Exceptional Values in Razor Blades, Toiletries, Novelties, Gifts, Salesboards and Deals. Send All ORDERS to NEW YORK OFFICE.

MILLS SALES CO. OF NEW YORK, INC.
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALE

DREXEL BLADES

20,000,000 Sold in 1937
50,000,000 Will Be Sold in 1938



Get your share of these BIG Profits. Drexel Blades fit all Gillette-type razors. The lasting keen edge makes shaving a pleasure. Money-Back Guaranteed. Certificate with every blade package.

Packed 5 Blades to Package—20 Packages to Self-Selling Display Carton.

10 CARTONS (1,000 Blades) \$6.50

4 Blades to Package, 24 Packages on Eye-Appealing Display Card.

10 CARDS (960 Blades) \$6.90

SEND 10c FOR SAMPLES. FREE RADIOS TO FIRST 1,000 OPERATORS With Orders of \$32.50 or More. Limited Time Offer. This is a real high-class Radio. Perfect mechanically. 5-Tube Dynamic. Beautiful Walnut Cabinet. Size 12x8x6. (Wholesale Cost \$9.50)

1/3 Deposit with Order, Balance C. O. D. Exclusive Territory for Distributors.

DREXEL BLADE CO.
Le Center, (Order From) 134 W. 32nd St., Minn. (Nearest Branch) New York City.

VEST POCKET GAGS

That are SURE HITS—The Movie Girl, Discontented Milkmaid, You Dirty Dog, Where the \$5 Go, Etc. All 20c Doz., or 1.25 per 100. Comic Cartoon Books. 16 pages, illust. 10 new ones. Per 100, 2.00.

Sand Cards, 35c Doz; Shimmie Dancers, 25c. Send \$1.00 for Samples of 25 Items.

T. R. PAYNE, 25 Cardinal Place, New York.

End your correspondence to advertisers by mentioning The Billboard.

that the season has been poor, with few pitchers putting in appearance. "Let's hear," he concludes, "from Jimmy Lough and other Svengali workers."

HARRY ROBERTS . . . tells from Boise, Ida.: "Made the recent National Wool Growers' Convention in Salt Lake City to only fair returns. Pitched pens in the Hotel Utah there to a \$5-per-day reader. I'm now on my way to Spokane, Wash., and would like to read pipes from some of the boys."

SPEED MORRIS . . . continues to go to town with crystals at Kresge's in Cleveland.

WHY WAIT for something to happen? It's just as easy to make that wasted time pay cash dividends.

REPORTS EMANATING . . . from Cleveland indicate that Wendell Hedden, who scored handily with tie racks in Hudson's department store there during the holidays, is to become associated with Bill Neuman in the distribution of corn and Eucal in Midwestern territory.

RAY KUMER . . . blasts from Cleveland that he is working to swell business with foot ointment there.

MAYOR MARGE BEISEL . . . of novelty fame, pipes from Shamokin Dam, Pa., that she has been working Central Pennsylvania all winter to mediocre business. She pens that the natives there are on WPA and advises the boys and girls in the profession to steer clear of that section if they wish to continue living. She adds that she recently paid \$1 for a room in a tourist house in Towanda, Pa., and woke up with icicles on her chin. Marge says she is anxious to read a pipe from Henry Drenger.

YOU ENJOY good business only when you set yourself to give out with hard work and conscientious effort. So get to work and keep at it.

JIM OSBORNE . . . who is reported to have sold pan lifters to everyone he contacted in Mississippi, is now headed for Minnesota, where he expects to accumulate a good-sized bank roll.

AL WALLIEN . . . and son crackle from Dayton, O.: "Have been working glass cutters in the Green



Hartmann's Broadcast

MRS. VERNA VALENCIA, wife of Valencia, swaying pole artist, inquires what we meant in our issue of January 22 when we said The Billboard does not function as a collection agency. She writes:

"I noticed in this week's issue of The Billboard (January 22) you printed my letter, for which I thank you. It at least shows you want to be fair. However, I may be dense, but I don't quite understand what you mean when you say The Billboard does not function as a collection agency. Would you please be kind enough to enlighten me?"

"I have been in show business for a good many years—in vaudeville, burlesque, circus and outdoor (I am a singer and emcee), not only in this country but abroad, and I don't know it all. I am always willing to learn. But I have always considered The Billboard just what it is, the world's foremost amusement weekly, and thru the courtesy of the publishers, an outlet for voicing humble opinion, but I never have or do expect The Billboard to collect or reimburse our losses, if that is what you imply."

Our remark to you, Mrs. Valencia, that The Billboard does not function as a collection agency was prompted by certain statements made in your published letter. You said:

"About six weeks ago we were with an indoor circus. The manager of said circus was a showman, had been in the business for years, yet he gets a show together on nothing, engages people from all ends of the country, then when business is not what he expected he grabs all he can and skips out, leaving most or the people flat broke, no place to go and nothing to eat. Is that charitable, I ask you? You also had a letter to The Billboard regarding this, but was it printed in its entirety? It was not. You know why, so do I, even tho it was signed by the performers and the committee."

In the letter which you say we did not publish wholly, you told about the acts working three weeks and not receiving one week's salary, but you did not say anything about taking legal steps to collect the alleged back salaries. Claims of this kind must first be made a public record thru warrant or court action before they become privileged news. To publish them without this being done would be flirting with libel. If acts themselves do not take legal action to collect unpaid salaries, why should our columns be used as a club to force payment? There, Mrs. Valencia, you have the reasons for the elimination of your reference to salaries and our remark that The Billboard does not function as a collection agency.

THEY are a knockout, fair secretaries. We are referring to those modern posters designed by Oscar A. Doob and Ernest Emerling and handled by the Berkshire Poster Company. We have just seen a mailing piece showing reproductions of the new series, and extend our congratulations to the designers and printers.

Printed in five striking colors, the posters contain very funny farm-atmosphere designs and, with wise-cracking phrases, are without doubt sure-fire for making a community "talk fair." In the 24-sheet the letters F-A-I-R are streamlined and very large, with pictures of a horse, a cow, a girl (with ear of corn in arm) and a rooster in the letters, all in colors. We

don't see how any motorist could fail to read the poster at a reasonable distance regardless of rate of speed at which he travels. And that is one of the most important items in outdoor advertising today.

THE saying, "They all come back," has proved true in another instance—Harry C. Hunter has returned to the carnival fold as owner-manager, which will be good news to his friends who are legion. Harry retired from show business 12 years ago and during that time, to use his own words, has had "thrills, joys, kicks and, of course, troubles and grief," in the hotel, resort and other lines of business.

Two years ago Harry built White City, a beautiful health place in the Blue Ridge Mountains, on Lincoln Highway, 11 miles east of Greensburg, and was doing wonderfully well when rheumatism got the best of him and kept him abed most of the time. From there he went to Mt. Clemens, Mich., for five weeks, then to Miami, Pittsburgh, Youngstown, Akron, Cleveland, Toledo, Detroit and back to Monessen, Pa., his home town. He still has his preserve in Michigan—488 acres—where he has all kinds of game and fish, and figures that he might run over there for a little fun this winter.

Your Wit Parade

By W. ROY MILLER

HE HAD A HEAVY BEARD, TOO
He (stepping off scales): "Well, I guess I win the candy. You missed me by 10 pounds."

Weight Guesser: "Yeh, I forgot to allow for the weight on your mind."

STRANGE FOLKS

The fellow who thought a tree surgeon operated on the McCarthy family tree and produced Charlie.

WITH NO WAGON TAIL?

SPCA Member: "May I be allowed to express my opinion on your ponies?"
In Charge: "What do you think this is—the Pony EXPRESS?"

A RAG-BOUND CONTRACT

Mummy: "I'm sick of this job! I quit!"
Employer: "You can't quit. Your contract has you all tied up."

Coin machines have not only brought amusement to millions, but have proved to be educational as well. For example, who could add up a jackpot total before the advent of coin machines?

READING BETWEEN THE LIONS

A spectator, noticing a man reading a book in a cage full of lions, stopped and inquired: "What are you reading, if I may ask?"

The man in the cage looked up from his book as he replied: "I'm reading Daniel in the Lion's Den to these critters so we'll understand each other."

APPAREL-ENTLY HE WILL

Sidewalk Sydney: "—and with every pipe purchased you will receive without cost one large plug of chewing tobacco!"

Cop: "Chewing tobacco with pipes? You don't know your combinations."

Sidewalk Sydney: "I will tomorrow—I'm selling underwear."

JUST HIS LINE

Wife: "What in heaven's name are you doing on the clothes line?"

Tight Rope Artist: "The boss-says I'm all wet so I'm drying out."

TRULY, A HORSE ON HIM

Barker: "Step right up close, folks, and hear Teddy the Talking Horse!"

Kid: "Can Teddy REALLY talk, mister?"

The Horse: "Neigh, neigh, neigh."
Barker: "Shut up—you're a liar."

HANDLE WITH CARE

Boss: "Can you handle an elephant?"

New Man: "Sure. Where do you want the handle—on her trunk?"

THE WHIRLWIND

Attention All Amusement Men:

New and Sensational Flat Ride now on market! Successfully operated during Season of 1937 at Exposition Park, Aurora, Ill. Greater seating capacity—individually controlled cars—very quick loading—maximum safety—very low installation and operating cost.

An Eight Section Ride with two Cars to a section. Large, roomy cars. Ride carries 64 adults or 80 children.

A new and amazing feature offered to ride men! Ride can be purchased sectionally. If desired, you may install and operate two sections, then add more sections later.

2 SECTIONS, COMPLETE \$2,450.00
EACH ADDITIONAL SECTION 1,050.00
COMPLETE RIDE 8,200.00

All Prices F. O. B. Moline, Ill. — Portable Slightly Higher, Terms.

For Additional Information or Descriptive Literature, Contact Our Sales Representative.

THE AMERICAN RIDE MFG. CO., Moline, Illinois

Exclusive Sales Representative
MR. J. A. JUNGERMAN

1447 W. FAIRFIELD AVE.,

CHICAGO, ILLINOIS.

For SPEED and ACCURACY

Lower Intrastate Rate in All But a Few States

TELEGRAMS ★ CABLEGRAMS ★ RADIOGRAMS, ERRAND SERVICE ★ MONEY ORDERS

USE

Postal Telegraph

Phone your telegrams. They will be charged on your bill.

Centenni Greater Show

WANTED: Will book any Flat Ride on liberal terms. Will book any other Show with or without their own outfit.

CONCESSIONS: Bingo, Cigarette Shooting Gallery, High Striker, Fishpond, Devil's Bowling Alley, Pitch Till You Win, and a few choice Wheels open. Also Popcorn.

HELP WANTED: Foreman for 2 Abreast Spillman, Jr. Merry-Go-Round, Foreman for Ferris Wheel, and Man to take charge of 10-In-1 Show. MUST BE SOBER.

Write or Phone: MIKE CENTENNI, 927 Broadway, Newark, N. J. Humbolt 2-6336.

WANTED

FOR THE LARGEST CELEBRATION IN STATE OF TEXAS

CHARRO DAY CELEBRATION

Commencing February 24, for 10 Days. First Show Inside of City Limits in 6 Years.

One more Free Act. Rides, especially Kiddie's Drive It Yourself, Scooters, Bicycles. Shows: Mechanical or Working World, Fun House, Mickey Mouse, Glass House, Blackie Woods Show wire. Concessions: Ham and Bacon, Bingo, Blankets, String Game, Blower, Dart Joint, Nail Joint, High Striker, Huckly Buck, Novelties. Mustaches and Badges are sold. The above named Concessions and Shows can work all season if you like. We have now 10 Celebrations and Fairs—others pending. Remember, this Show hasn't closed in 8 years. Address TEXAS SHOWS, McAllen, Tex, week February 7; Weslaco, Tex., week February 14; Brownsville, Tex., for 10 days commencing February 24.

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WANT FOR SEASON 1938:

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CAN PLACE Ball Games, Candy Floss, Fish Pond, String Game, Hoop-La, Pitch-Till-Win, Long Range Gallery, and other legitimate Concessions. Will furnish complete outfits for Congress of Fat People, Midget Show, Illusion and Monkey Circus, or any other money-getting Show that does not conflict. Will book Loop-o-Plane. Address all correspondence, Reynoldsville, Pa.

F. & M. SHOWS

Wants Shows with own outfits. Will book Tilt-a-Whirl and Merry-Go-Round, reasonable percentage. Concessions open: Ballgames, Pitch-Till-U-Win, String Game, Palmistry, Scales, Fish Pond, Candy Floss. Will book Wheels that work for Stock, or any Legitimate Concession. For Sale: Complete Cookhouse and LeRoy Engine for Eli Wheel. Want Sober and Reliable Ride Help for Chair-o-Plane, Eli Wheel, Kiddie Auto Ride. Truck Drivers preferred. Percy Martin will be General Agent for this Show. Fair Secretaries and Celebration Committees in Virginia and Pennsylvania get in touch with us. This Show will open in Virginia the 25th of April. Write or wire F. L. FAUST, Manatee, Fla.

WANTS Tom Mix Side Show WANTS

One Feature Freak, Magician who can Lecture, Fortune Teller who can get money and turn in, Capable Front Men. FOR SALE—Banners all subjects, 8x9 and 9x15; one five-year-old Female Chimp. Make offer. State salary and capabilities in first letter. I furnish two meals daily and sleeping quarters. Address

TED METZ, Box 446, Texarkana, Tex.

Out in the Open



Roger Littleford Jr.

The Fair—February 1

NEW YORK, Feb. 5.—Altho the situation is still pretty much up in the air, this week's shake-up in the concession department of New York's World's Fair seems to be a step in the right direction. The department is not yet down to earth, so to speak, but with the scrapping of the latest midway lay-out plan, alteration of concession contracts and minor shifting of responsibilities within the fair organization, the department promises to expedite closing of deals with acceptable showmen.



R. S. Littleford Jr.

Heretofore disillusioned and disgruntled applicants, men who were admittedly anxious to participate in the fair but could not be convinced that the requirements forced upon them were basically sound, came away from conferences at the Flushing offices this week happier and more optimistic than at any time in the past year.

According to latest reports, applicants will be summoned, beginning about February 15, for discussions of the cold facts, figures, etc. If that is the case and if at that time concession officials will be in a position to actually talk facts, the general situation does not look as bad as it did a few weeks ago. As a matter of fact, conditions could not be much worse than as of January 1.

Ringling Ramblings

George Smith's appointment to the managership of the Ringling-Barnum show should be fruitful stuff for the press department. His rise from a cook-house attendant to front-door direction, assistant superintendent and finally manager of the largest circus in the world is a natural from a human-interest standpoint. There will be a host of new faces around the show this year and for old times sake it will be good to see Smith and Fred DeWolfe back on the job. They will to some extent compensate for the absence of such old and good friends as Sam Gumpertz, Carl Hathaway, Charles (Chick) Bell, Dexter Fellows and Ike Robertson.

As expected, the annual reports are coming from Sarasota that the Ringling show will handle all concessions directly this year. Bobby Worth, chief of the ushers since midseason of 1933, is supposed to be in charge of the department and Johnny Carson goes back to the chairs. Worth replaced Carson as head usher in 1933.

Altho it has not been confirmed, Ringling will probably pass up its Brooklyn engagement this year and it's possible that the show will not play a metropolitan canvas date, altho negotiations are in progress for a Bronx site near the Yankee Stadium. Wonder what Dexter Fellows, the man who made the Flat-bush date for years and years, would think if he were with the show today. . . . And what is being done with all that Dorothy Herbert paper in the Ringling barns?

Emmett Kelly Leaves Us

EMMETT KELLY, sad-faced pantomimist with Cole Bros. of late, clowns with the Bertram Mills organization this year. Will appear under canvas thru England and Scotland, possibly play theater dates on the Continent in fall and early winter and return to Mills' Olympia indoor extravaganza later on. . . . A tremendous hit at Olympia this winter, Kelly has returned to this country via the Normandie to fulfill Shrine dates for Orrin Davenport. He opens the British canvas season near London on April 16. . . . We would still like to see Kelly, our favorite circus joey, crack nuts, munch bread and stumble around in a big American night club. Can't you imagine the riot he would be in Billy Rose's Casa Manana or the International Casino? Blakamon, the Mexican animal hypno-

tist, will introduce an innovation in circus concerts when he appears as Hagenbeck-Wallace's after-show feature. . . . The attraction is terrific, they say. . . . Dexter Fellows Tent (New York), of the Circus Saints and Sinners' Club, is considering rejoining the national organization shortly. . . . Capt. Bill Spain, animal trainer, is breaking a new elephant act at Oceanside, L. I., for Meems Bros. & Ward. . . . Will probably be back in Luna Park, Coney Island, this summer with Jimmy Victor's circus unit.

Bob Mathews' cat act received marvelous recognition at Mills' Olympia show this winter. . . . His wire-walking lion is a magnificent stunt, the London critics say. . . . Rex de Rosselli, spec authority and talent scout, back from Europe and immediately off for Rochester, Ind. . . . The thought persists in certain corners that enigmatic Jesse Klugeman has been asked to general-agent one of the smaller shows this year. . . . And that Curley Stewart, supposedly with Cole No. 2, will assist him.

What's this about Jess Adkins and Zack Terrell forsaking the parade? If true it probably means the knock-out blow to that circus practice so colorful and valuable in years gone by. . . . And speaking of color, Cole Bros.' paper this year will look like the Ringling garden contingent of a couple of years ago—Clyde Beatty, Dorothy Herbert, Gretonas and possibly Con Colleano.

Anderson Wins Suit

Ernest Anderson, amusement park engineer and show constructor, writes from Atlantic City that he and Mrs. Anderson won their suits last week against two Pennsylvania motorists for gross negligence resulting in an automobile accident last August. . . . Anderson received a verdict to recover \$709 in physician bills and Mrs. Anderson \$1,000 for pain and scars she will carry thru life. . . . Ben Weiss, popular Eastern and Southern concessioner, off to Miami and his interests in Funland Park there before embarking for Havana and the Industrial Fair. . . . Leo Grund, of George A. Hamid, Inc., also leaves this week for the Cuban capital to represent the Hamid interests at the same expo.

Joe Goodman, son of Max, in charge of concessions on the Goodman Wonder Shows, in to report that his dad is more than pleased with the way things are shaping up for the coming season. . . . Joe has been spending the off-season in New York. . . . Bill Powell, also of the Goodman Show, postcarded from Boston that he planned to sail for Ireland February 3. . . . No further word, so he evidently made the boat. . . . The Helen Reynolds skating turn, fair attraction in season, is working Loew's State for the third time within a year.

Bill O'Brien, side-show operator and general handy man around any park, in to report he's acquired a long lease on that property in Revere Beach, Mass., and contemplates a big and better side show this season. . . . J. H. Powell, manager for Lucky Teter, back from fair meetings to report an excellent array of dates for the Hell Drivers.

CHIPPEWA LAKE

(Continued from page 44)

die West, said plans for the season will be determined within the next two weeks and announcement will be forthcoming as to what improvements will be made about March 1.

Fla. Fair Attendance of 547,367 Biggest in History of Tampa Event

TAMPA, Feb. 7.—Florida Fair, January 25-February 5, smashed all records with total attendance of 547,367, over 50,000 more than the previous all-time high of 490,592 in 1937. P. T. Strieder, general manager, said records were broken in all departments and all officials and show-folks appeared in high good humor over the outcome.

Grand-stand acts proved very popular, and special aerial stunts, used for the first time here, were a big success. Royal American Shows on the midway did good business, particularly during the second week, and concessions likewise. Altho weather conditions were not any too favorable the first week, an attendance mark of 204,845 was set. During the second week, however, weather was perfect every day.

Monday, Gasparilla Day, broke the all-time one-day record when the largest crowd in the history of Tampa turned out for the annual carnival. Tuesday, first State School Children's Day,

LIABILITY PLAN

(Continued from page 44)

markets and I felt confident I would produce a company.

I got the response and I produced a company. That company continued until it thought it held the business in such a fashion that it could start milking it. I warned that it could not be done, that it was not a question of dealing with Mr. Smith in Kalamazoo or Tom Jones in Miami, Fla. I said, "You are dealing with an association, gentlemen. You are not dealing with \$500 worth of premiums or \$1,000 worth of premiums. You are dealing with a national association. You can go so far and not any farther." They did go just far enough to defeat their own purpose. We then had to think of other sources.

You have your strength, power and influence in this national association, not only as to public liability insurance, but you have it on all questions of national scope. To solidify, to build up and make this thing more powerful, you men, especially those who are operators, should look around you and see who is your neighbor and is not a member of this association, irrespective of whether he is a peanut vender or otherwise. He is eligible, the same as a park operator is eligible. In that way you can get your answer.

Mr. Alexander talked on the success of the public liability insurance plan and it is not necessary for me to amplify that. I can only say that thru this power, thru this influence that we have, we were able to get a company which was not only interested in this business and handled it on a satisfactory basis, but told you, "We are going to treat you on a personal, friendly basis. We are going to keep you advised of your loss ratio and all other conditions in the field that might have an effect on rate. We are entitled to a profit. After we get that reasonable profit, we are going to give the rest of it back to you."

Did you ever hear of a company saying that to you before? They did not. They tried to take all they could get and more. This company has proved that its attitude is correct by the fact that recently it just declared a dividend on our public liability insurance. I am quite sure the operators are very happy about that.

In addition the president of this company has seen fit, and he has valued this business to this extent, that he has come from San Francisco, not only here but to the East to meet us in New York last week. He is here attending our convention and he will tell you that he is vitally interested in the business and that he will work with you. So we not only have a successful insurance proposition, but we have a relationship which is very satisfactory. I want also to leave this impression with you: That we must have more membership in order to solve all these problems and solidify everything. Let's get together. Let's not just feel that because we are meeting here, we should be enthused for the moment or for the duration of the convention, but let us carry back home the fact that we have got something here. We have a power that we can utilize, providing we make it strong, and the stronger the better, and the better will be our influence and our success.

To further amplify our endeavors and solidify the matter of public liability insurance, its facilities and everything in connection therewith, I want to say that

last year I recognized it would be impossible for me to service accounts west of the westerly line of Ohio. In that connection we brought in the very well-known house of Fred S. James & Company, operating in the Western territory and servicing all accounts very much to the satisfaction of the individuals assured. This year, to further service the entire field, we have brought in a chap whom I feel it is unnecessary to introduce. It is only necessary to state his name because you all know him, both in the East and West—George H. Lauerman. So we have a real, honest-to-goodness force working and there should be real harmony with reference to the staff.

WITH THE ZOOS

(Continued from page 45)

of poisoning. On Station KTAT Hamilton Hittson and Harry Rand, zookeepers, recently told how Rajah and other animals are cared for.

ROUTES

(Continued from page 33)

Murder in the Cathedral: (Shubert) Boston; (Forrest) Phila 14-26.
Room Service: (American) St. Louis; (Cass) Detroit 13-19.
San Carlo Opera Co.: (Worth) Ft. Worth, Tex., 9; (Melba) Dallas 10-12.
Save Me the Waltz: (National) Washington, D. C.
Skinner, Cornelia Otis: (Hartman) Columbus, O., 8-9; (Cox) Cincinnati 10-12; (Hanna) Cleveland 14-16.
Tobacco Road: (Biltmore) Los Angeles. Tonight at 8:30: (Harris) Chi.
Tovarich: (Selwyn) Chi.
Wine of Choice: (Wilbur) Boston.
Women, The: (Geary) San Francisco.
Yes, My Darling Daughter: (Civic Aud.) Long Beach, Calif., 9; (Fox) Riverside 10; (Pomona H. S. Aud.) Pomona 11; (Lobero) Santa Barbara 12.
Yes My Darling Daughter: (Plymouth) Boston.
You Can't Take It With You: (Lyceum) Minneapolis.
You Can't Take It With You: (New Aud.) Laramie, Wyo., 9; (Paramount) Salt Lake City, Utah, 11.
You Can't Take It With You: (Mizpah Temple) Ft. Wayne, Ind., 11-12.

HIRST CIRCUIT SHOWS

(Week of February 6)

Cooper's Black & White Revue: (Howard) Boston.
Dizzy Dames: (Gayety) Baltimore.
Fun Parade: (Empire) Newark, N. J.
Jazz Babies: Open week.
Legs and Laughter: (Trocaero) Phila.
Shanghai Beauties: (Hudson) Union City, N. J.
Vanity Fair: (Gayety) Washington, D. C.
Whirl of Girls: (Orph.) Reading, Pa., 9.

MISCELLANEOUS

Arthur, Magician: Goodman, Ala., 9-10; De-Maesson 11-12.
Birch, Magician: Newton, N. C., 9; Lincoln 10; Cherryville 11; Ga. 12; Bessemer City 14; Concord 15; Chester, S. C., 16; Union 17; Gaffney 18; Great Falls 19.
Brandino, Magician: (Capitol) Atlanta, Ga., 6-12.
Crowfly Show: Shingler, Ga., 7-12.
Daniel, B. A., Magician: Winstonsboro, S. C., 9-10; Enoree 11-12; Camden 14; Gray Court 15.
Delmar, Great, & Co.: (LaHabra) LaHabra, Calif., 9-10; (Lomita) Lomita 11-12; (Maywood) Maywood 13-19.
DeCleo, Magician: Marysville, O., 7-20.
Kortes World's Fair Museum: Minneapolis, Minn., 7-19.
LeVan's Show: Peach Orchard, Ark., 7-12.
McNally Variety Show: Westover, Md., 7-12.
Newton Magic Show: Pungoteague, Va., 7-12.
New Orleans Minstrels: Brownsville, Ala., 9; Fayette 10; Brent 11-12.
Oddities on Parade: Birmingham, Ala., 7-12.
Ricton's Show: Surrency, Ga., 10-12; Odum 14-16; Graham 17-19.

CARNIVAL

(Routes are for current week when no are given. In some instances possibly mailing points are listed.)

Blue Ridge: Toombsboro, Ga.
Central State: Blackshear, Ga.
County Fair Attrs.: Poulan, Ga.
Crafts 20 Big: Calexico, Calif., 9-20.
Donelro: (Grants Park) Charleston, S. C.
Endy Bros.: (Fair) Fort Lauderdale, Fla., 14-19.
Greater United: Laredo, Tex., 12-27.
Lewis, Art: (Fair) Ft. Meyers, Fla.
Lotta Hoey: Harpersville, Miss.
Miller & Hattle: Baton Rouge, La.
Royal American: (Fair) Orlando, Fla., 14-19.
Siebrand Bros.: San Diego, Calif.
Tip Top: Darien, Ga.

CIRCUS AND WILD WEST

Davenport, Orrin: Detroit, Mich., 7-20.
Polack Bros.: Sacramento, Calif., 14-19.
WPA Federal: (Stauch's Arena) Coney Island, N. Y., 11-13.

INSURANCE

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There are several other fine outdoor show world organizations—but we are exceptionally proud of ours and also of our record. Become a member.

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Presents Its

3 RING CIRCUS
Featuring JAPINO

Sacred Black Elephant,
February 11-12-13, Stauch's Arena,
Coney Island, N. Y.

JOHN MCKEE SHOWS
WANT TO BOOK

Merry-Go-Round, Loop-a-Plane, Tilt-a-Whirl, Funhouse, Athletic Show with own outfit and any Ride or Show that can get money at picnics and fairs. Also want Stock Concessions. Open March 19, two Saturdays, at Davis, Okla.

JOHN MCKEE, Box 374, Davis, Okla.

GENERAL AGENT
WANTED

One who knows Missouri, Wisconsin and Minnesota. Must be sober all times and have car. REYNOLDS & WELLS UNITED SHOWS, Box 87, Texarkana, Tex.

WILL SACRIFICE FOR CASH

One complete Corn Game with Seats, 14/24, \$100.00; one complete Florshiem Seals, \$37.50; one complete Country Store, 10 ft. round, over 20 people can play at the same time, \$100.00—stored at Knoxville. Can be seen by appointment anytime. Want for Chilhowee Park, Knoxville, Tenn., for full season one experienced 9-car Tilt Whirl Operator, must know how to overhaul same; one experienced Ferris Wheel Operator, one experienced Operator for 65-ft. Traver Park Aero Plane ride.

JOHN GALLAGAN

BOX 4029, Station H, Columbus, Ga., till February 26, after that General Delivery, Columbus, Georgia.

WANTED

Concessions, High Striker, Devil's Bowling Alley, Duck Pond, Fish Pond, Country Store Wheel, String Game, Dart Gallery, Bingo.

MIKE ZEIGLER,

Milner Hotel, 33rd and Chestnut, Philadelphia, Pa.

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Now Booking for Season 1938.

Address H. V. PETERSEN, General Manager,
Mason City, Ia.

ACTS SUITABLE FOR
FLOOR SHOW

If at Liberty, write CURTIS IRELAND, Merritt Park, Cocoa, Fla. Can also use Clown for Street, Small Bands. Park open until April 15th. Send photos. State price.

WANTED

Side Show Freaks and People in all lines for Downie Bros.' Circus.

MILT ROBBINS

2817 First Ave., South, St. Petersburg, Fla.

TANGLEY CALLOPE FOR SALE

Late model Tangley Calliope, automatic or hand played, perfect condition, very loud, complete with engine and blower, mounted on special Dodge panel truck, good tires, ready to go \$375.00. Cash or trade on Loop-o-Plane or U Drive 'Em Cars. L. C. McHENRY, 408 West 6th St., Gastonia, N. C. Outfit stored Gastonia.



Notes From the
Crossroads

By NAT GREEN

NOW that most of the winter fair meetings are out of the way, carnival men have for the most part settled down to the work of readying their shows for next season. Apparently it's going to be a very active season, for we note in the news columns of *The Billboard* announcements of many new shows and the enlargement and improvement of others. Contracts made at fair meetings were, we believe, more numerous than in former years. This is to the advantage of both fair and carnival, as it enables the carnival owners to get a more or less clear idea of what to expect of the season and plan their attractions accordingly. With an assured route they can feel more secure in building new attractions, new equipment and planning an adequate publicity campaign, from all of which the fairs, too, will benefit. We would like to see closer co-operation between the fairs and carnivals in the matter of publicity. The larger organizations have come to the front in this particular in recent years, making generous use of the newspapers, radio and billboards. There is no question that it pays them in dollars and cents. A few of the smaller carnivals also make good use of publicity, but too many of them neglect it. A midway worth a place on the fairgrounds is worth publicizing to the fullest extent. Conversely, if it isn't worth publicizing it has no place on the fairgrounds.

Dale Carnegie, the personality expert, in a recent syndicated article on the late Dexter Fellows characterized Fellows as undersized, small and inconspicuous. As we remember Fellows he was far from undersized and even without his plaid overcoat he would not have been inconspicuous. Of average build, Fellows had the face of an actor—a physiognomy that would have stood him in good stead had he chosen to essay character parts on the stage. Along with it he had an engaging personality that won him friends, plaid overcoat or no plaid overcoat. He practiced Carnegie's precepts almost before Carnegie was born, and found them successful.

Barney Oldfield, Lincoln (Neb.) newspaper man and representative of *The Billboard*, made Ripley's Believe It or Not column the other day. . . . Barney, according to Ripley, saw every movie released in 1936 and 1937. . . . What punishment he must have taken! . . . Mickey Coughlin is one of the few circus boys still holding the fort at Hot Springs, and from the tone of his letter he's a wee bit lonesome. . . . Earl Chapin May, noted writer of books on the circus, is spending some time in Chicago on special work and took time out to foregather with the Atwell Luncheon Club, which has been playing to turnaways of late. . . . Harvey Mayer, of New York, who will publish the Col. Tim McCoy program, was a guest of the club Friday. . . . Al Humke in from Dallas for a short stay before going on to his home in Anderson, Ind. . . . The American Museum, New York, will have a pretentious exhibition of historical circus posters, photographs, etc., during the time the Ringling-Barnum Show is playing Madison Square Garden. . . . Some of them will come from Chicago collections of Burt L. Wilson, Harry Atwell and others. . . . The genial SLA prez, J. C. McCaffery, was missed at the Illinois fair meeting at Springfield, being too busy at Tampa to get away. . . . But another heavyweight, Larry Hogan, of Rubin & Cherry Shows, was greeting friends there. . . . S. L. Cronin, manager of the Col. Tim McCoy Wild West, back from a trip to winter quarters at Springfield, says they are lining up a wonderful bunch of horses. . . . There are now 225 head at winter quarters. . . . The Crossroads mugg extends thanks to Jack E. Dadswell, president of the Outdoor Press Club, for the life

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Do not sign until you have the BEST PROPOSITION. We have a long season—WE PAY RAIN OR SHINE. Can use Talkers, Ballyhoo people, especially if new to Coney Island

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OPENING MIDDLE OF APRIL IN TENNESSEE.

We will play 15 straight County Fairs starting July 11. Yes, this is the Carnival that plays so many Fairs every season. Want to sell exclusive Strip Photos; \$20.00 per week, \$40.00 cash deposit required. Will sell exclusive Frozen Custard to join any time before June. CAN ALSO PLACE Concessions that work for stock. No gift. Exact date and place of opening will appear in later advertisement. Have buyer for used Big Six Wheel in good condition. State price first letter. Address all replies care The Billboard Pub. Co., Cincinnati, O.

CRESCENT AMUSEMENT CO. WANT
OPENING DONALDSONVILLE GA., SATURDAY, MARCH 5.

RIDES—Book or Lease Loop-O-Plane (single preferred, no deadmen). Will give attractive proposition for Octopus, Tilt, or 8-car Whip. All kind Kiddie Rides except Pony Track, with or without transportation. SHOWS—Any Pit or Grind Show that does not conflict with Minstrel, Girl, Crime or Animal. Especially want Monkey Circus, Speedway or Dome; Working World, Fun House, Penny Arcade, Illusions (Sam Swain write). WANT Colored Musicians and Performers. CONCESSIONS—Diggers, Strung, Bumper, Long Range, American Mitt (Halls wire). WANT Man, handle front Animal Show. Woman, handle Snakes, also Young Man, do Net High Diving. All contracted acknowledge by letter and report Donaldsonville, Ga. by March 3. Committees in Tennessee, Kentucky and West Virginia, write L. C. McHENRY, 408 West 6th St., Gastonia, N. C., till February 21, then Donaldsonville, Ga. SHERMAN HUSTED, Business Manager; STAN REED, General Agent.

membership in the organization and wishes him and the entire organization the fullest success. . . . From Dee Aldrich, former circus man now at Fort Madison, Ia., comes a program of the annual *Hill-Top Frolics*, directed by Aldrich and Doc Harris. . . . Dee also sent an imposing list of Iowa newspapers and radio stations that co-operated in publicizing the *Frolics*. . . . "Floyd King and Bernie Head, here is a mark for you to shoot at this season," he wrote.

N. Y. Fairs Association
To Have 50th Anniversary

ALBANY, N. Y., Feb. 5.—New York State Association of County Agricultural Fair Societies will celebrate the 50th anniversary of its organization at the annual meeting in the Ten Eyck Hotel here on February 15 with a special program.

Speakers scheduled are Holton V. Noys, commissioner of agriculture and markets; John A. White, past president; Prof. W. J. Wright, State 4-H Club leader; Blyh A. Dodds, president Town Association; Joseph P. Craugh, department of standards and appeal; Roger Duncan, secretary National Trotting Association; John D. Mickle, treasurer Columbia County Fair; Stephen B. Whitaker, sheep exhibitor; R. W. Riis, National Crochet Contest.

Round-table discussions will be of unusual interest, say officers. There will be morning and afternoon sessions, closing with a dinner at 7 p.m. David Miller, Penn Yan, is president and William A. Dardess, Chatham, treasurer. Secretary G. W. Harrison, Albany, has served in the post 40 years.

STUEBENVILLE, O., Feb. 5.—Harry Kinsley, prominent concessioner, has signed with the Cavalcade of Fun Shows to open in Greensburg, Pa., in April.

SAVANNAH, Ga., Feb. 5.—George Stoltz and his Gold Star Ranch Band,

CIRCUS ACTS
ON PACIFIC COAST

Wanted Troupe Wild Animals, Clowns, Riding Act. Must have transportation. Sacramento, starting February 14; San Francisco, February 21. Address

POLACK BROS. CIRCUS

Offices, Oxford Hotel, San Francisco, Calif

WANT Rides, Shows, Cook House, Custard, Cigarette Shooting Gallery, Penny Pitch, Pop Corn, Long Range Gallery, Scales, Also Electrician.

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FRISK GREATER SHOWS
WANTS CONCESSIONS

Penny Arcade, Country Store, Watchla Darts, Bumper and other Grind Stores. Ride Help—Foreman for Tilt-a-Whirl, Ferris Wheel. Can use few more entertaining Shows with or without equipment. Long season, good treatment, modern equipment. Address 3719 Emmerson Ave., N., Minneapolis, Minn.

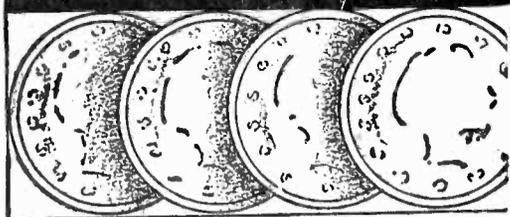
BUCKEYE STATE SHOW

Opening March 12, 2 Saturdays, Laurel, Miss., Heart of Town.
WILL BOOK Boomerang or Octopus Rides, one more high-class Grind Show, and legitimate Concessions. Address
JOE GALLER, Mgr., Box 1017, Laurel, Miss.

now playing at the Gold Star Ranch Park, will remain here until April and then join the Marks Shows at Richmond. This will make third season with Marks.

MIAMI, Feb. 5.—Nate Eagle, well-known showman, announced here that he will return to his night club in Cleveland. He recently visited his father, H. Eagle, of cookhouse fame, at the family home, Montgomery, Ala.

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INFORMATION

In such trade publications as Editor & Publisher there frequently appears a significant advertisement listing a number of trade associations as a "Directory of Authoritative Sources of Factual Information."

A typical advertisement features the following copy: "WHAT ARE THE FACTS? 'In the long run,' says President F. R. Hoadley of the National Founders Association, 'public opinion will prevail, but public opinion must be based on truth.'



WALTER W. HURD

"It is the job of management to lay the true facts before all the people. This does not mean propaganda, it means the widespread dissemination of hard-headed facts, the news of accomplishments of which industry can be proud. If this job is done effectively, the vast majority outside of management will be able to reason clearly, to meet with straightforward answers the hue and cry of those who attempt to lead into fog and ultimate disaster. For more facts consult the undersigned."

Then follows a list of such organizations as the Anthracite Industries, Inc.; Asphalt Institute; Association of American Railroads; the Chemical Foundation, Inc.; Distilled Spirits Institute, Inc., and many others.

This is a good example of the well-organized propaganda machines maintained by modern business. These organizations are busy at changing even the moral and political ideas of the American people. Rather than frankly calling these organizations propaganda machines, it is more in keeping with modern ideas of business to call them educational bureaus. Such organizations present the ideals and progressive motives of the industries which they represent. Such propaganda agencies have come to be accepted as a part of the highest types of industry. They represent the highest standards of business morals that exist in the nation.

The coin-operated machine industry has never been able to institute an educational bureau, altho it is perhaps the victim of more misunderstanding and misrepresentation than any other industry in the country of comparable size.

The coin-operated machine industry has never maintained any sort of press relations. In fact, the majority of its members have shunned the press, while at the same time the press has been busy at displaying some of the unfavorable factors in the trade to the disadvantage of the industry as a whole. It seems to be a case of general misunderstanding, in which the coin-operated machine industry has regarded the press as hostile, while the press has naturally found it profitable to capitalize on those features of the industry which have sensational or illegal elements.

There are many reasons for the weakness of the coin-operated machine industry in defending itself against misrepresentation and in establishing its favorable elements by effective publicity. The modern industry attained its commercial importance during and since the depression. The financing of a program of education for public good will is still too expensive because of the speculative nature of the manu-

facturing industry. There is also a lack of unity because of the varied divisions within the industry itself, including the vending, service, music, games of skill and games of chance as types of machines using the common principle of the coin chute.

The Coin Chute League undertakes to act as spokesman for those common interests within the coin-operated machine industry which are in keeping with present-day standards of business morals. The Coin Chute League will assert that the industry is not any worse as an industry than the common level of ethics prevailing in the basic lines of industry of the nation.

There is the necessity of establishing the coin chute as the common emblem of the coin-operated machine industry. This involves a program of education to get the press and the public to use the term coin chute instead of the older word "slot." Popular usage has established the use of the term "slot" as applying to games of chance known as "slot machines." How business firms have come to recognize this distinction may be seen in the advertising practices of the Wrigley Company. The Wrigley firm has been a pioneer in the use of vending machines to popularize its chewing gum and to make it convenient for the public to buy Wrigley gum.

In some of its advertising the Wrigley firm formerly used the expression "for sale in slot machines." This statement has been corrected to read "for sale in vending machines." That is an example of how enlightened business opinion is coming to make proper distinctions in referring to coin-operated machines.

But here is an example of the prejudice that still exists. An inventor of a pinball game approached a friend of his who had made considerable wealth in manufacturing playing cards to finance the manufacture of the game. But when he learned that the game was to have a "coin slot" on it he wanted nothing to do with it—for fear it might injure his reputation in church circles. That is an example of how prejudice and uninformed opinion still work to embarrass an industry.

The Coin Chute League offers to business men, civic groups and organizations, newspapers, public officials and others a fair presentation of the facts concerning the coin-operated machine industry. It claims the privilege to present the case of the industry as favorably as possible—just as similar organizations in other industries spend thousands of dollars in spreading propaganda favorable to their industries. The sense of fairness which prevails in American business will eventually come to appreciate such an approach by the coin machine industry, and then it can be expected that newspapers will follow the example of business.

A prominent business publication, before publishing a series of articles on the growth of coin-operated machines, submitted the articles for constructive criticism.

That is an example of how enlightened opinion is coming to recognize a new industry that has in its immense variety of machines many ideas that are a credit to our mechanical age. Facts are available to anyone who must pass an opinion upon coin-operated machines or who seeks information on a growing industry.

THE COIN CHUTE LEAGUE

AMUSEMENT • CONVENIENCE • EMPLOYMENT • CHARITY

Address THE COIN CHUTE LEAGUE, 404 Woods Building, Chicago, Ill.

Games to Hospital

Mike Munves, well-known New York jobber, has recently donated six pinball games, one Skee-Ball Alley, one Roll Down game and a scale to the Seaview Hospital in Staten Island. The Seaview Hospital is installing a playroom in memory of Willie McGoldrick, who worked for Munves. McGoldrick was one of the most popular men in the trade here.

The hospital will mount a silver plaque on the wall of the room in memory of Mr. McGoldrick.

Munves says he will continue to donate games to the Seaview Hospital as it requests them.

Advertise Employment

An interesting development in modern business is the recent move of big business to advertise in newspapers and magazines the fact that employment is being given to thousands of people. The advertising also stresses the idea that employment could be given to more people if no legal restrictions or burdens were placed upon business.

This is the kind of publicity the coin-operated machine industry should be doing—if it had the resources of big business:

ADVERTISEMENT by Association of American Railroads: "It's Your Future as Well as Ours. A job for every man who wants to work—a time when every farm and factory and mine will be busy producing things which people need. That's not impossible in the nation that has made the most spectacular growth in history. Every reason argues the nation will continue to go ahead."

"... And that's what we mean when we say it's your future as well as ours—that's why you have a vital interest in seeing that the railroads earn enough to help bring about increased employment and a broader prosperity."

ADVERTISEMENT of General Motors: "Don't you make the mistake of thinking that this 'recession' or anything else can stop your country's onward march! ... By this is meant the application of science to industry's problems—new things to make, better ways of making present things, lowering costs to put more things within reach of more people—thus increasing work and creating additional national wealth. Such is the sound approach to the great national problem of unemployment and a great opportunity as well."

These carefully written advertisements are high-powered propaganda. But they represent the ideals of our business system, and the real dark spot in the picture is that small business and minor industries cannot also use such high-powered publicity to establish its ideals and promote public good will. One thing seems clear, tho, and that is the fact that any industry which promotes

employment, large or small, is likely to get a better hearing as time goes on. The possibility exists that any industry which provides jobs may be given more equitable consideration by government, by competitive industries and by reform agencies.

The Illinois Society for the Prevention of Blindness has issued its decennial report, which is an impressive record of modern efforts to alleviate and prevent one of the saddest of human tragedies. The Illinois society is typical of similar organizations in other States. The coin machine industry has been able to help institutes for the blind by contributing old phonograph records, which can be made over into talking books, etc., for the blind.

Various agencies have reported on the number of unemployed in the nation at the beginning of 1938. They are as follows:

The National Unemployment Census estimated the jobless at anywhere from 7,800,000 to 10,800,000. Employed persons, 45,000,000.

The National Industrial Conference Board (representing big business) estimated unemployment at 7,585,000. Employed persons, 45,655,000.

The American Federation of Labor sets the unemployment figure at 9,267,000. Employed persons, 44,044,856.

The Policemen's Benevolent Association, with headquarters in Chicago, recently elected officers for 1938. James J. Sullivan was re-elected as president, and all other officers were also continued. The association now has 6,676 policemen members and is established as a national organization.

Imperial's Fame Growing With Ops

BIRMINGHAM, Ala., Feb. 5.—Max and Harry Hurvich, of Birmingham Vending Company, report that the popularity of their Imperial coin-operated billiard table has been growing by leaps and bounds ever since they returned from the show. "Our display at the show afforded many operators and distributors their first opportunity to inspect this table of ours. It certainly went over with a bang. Many, many ops called at our booth to inspect the game. Now that they have gone home they must be spreading the news of this unusual table, for requests for more information as well as many good orders are coming in daily."

"It certainly has been a pleasant surprise for us to learn that so many of our friends have been circulating the word thruout the industry about this wonderful table of ours. The fact that operators themselves are doing this leads us to believe that we have the type of equipment that the industry needs at this time for sure steady profits," they concluded.

KEENEY'S (5 BALL) FREE RACES

the Legal

"FREE GAME"

HOLE & BUMPER PIN TABLE

that-

IS PRODUCING LARGER EARNINGS THAN MOST PAYOUT TABLES DO

Send for list of operators who have used this game in opening "closed" territories. Also let us send you our Manual of Procedure to secure legal approval of FREE RACES in your territory.

Fourth Run of FREE RACES now in Production

J. H. KEENEY & CO.

"The House that Jack Built"

2001 CALUMET AVENUE, CHICAGO

KEENEY 1938 GAMES:

KENTUCKY CLUB ... 4-Dial, 7-Play Console
DERBY CHAMP ... 3-Dial, 7-Play Payout Table
SHINNY ... Strictly Legal Amusement Game

FREE to Coin Game Service Men—Keeney's Manual of "Coin Game Service-ing"

26 KEENEY BOWLETTES \$ 39.50
14 RAYS TRACK, BRAND NEW..... 235.00
12 FLOOR SAMPLE CONSOLES..... HALF PRICE

One-Third Deposit, Balance C. O. D.

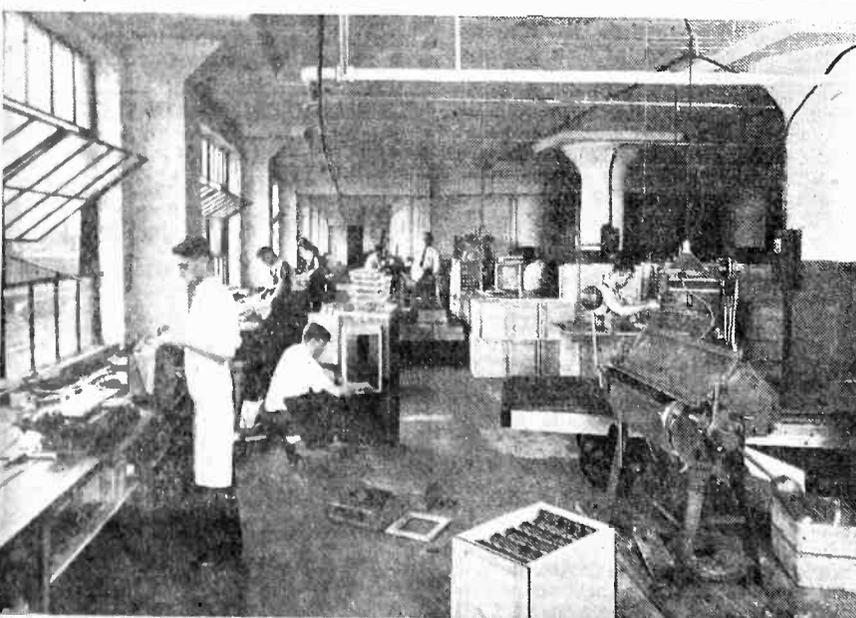
AUTOMATIC AMUSEMENT CO.

628-32 Madison Avenue,

MEMPHIS, TENN.

WANTED TO BUY FOR CASH ANY AMOUNT

Of Late Type Novelty or Pay Tables, World's Series, Slots, Consoles, Counter Games and Phonographs. No Consideration Unless Serial Numbers, Quantities and Lowest Prices Stated.
BOWLING GAMES, \$35.00. OUR FEBRUARY SPECIAL—JAR DEALS, \$1.49, 1200 TICKETS.
GRAND NATIONAL SALES CO., • 2300 Armitage, CHICAGO, ILL.



A SECTION OF THE C. R. KIRK & COMPANY plant, where its new amusement device, Blow Ball, is now in production.

AMERICAN SALES CORPORATION
CHICAGO, ILL.
950 WRIGHTWOOD AVE.,

There was ONE game at the Convention we KNOW to be a winner. Genco's Double Track is it. Players everywhere will patronize this game—you can depend on that. It gives the player his money's worth in amusement, and that's what counts. Wire us for a special deal on DOUBLE TRACK.

Lee D. Jones

P. S.—Even Charlie McCarthy would get off Bergen's knee to play this game.



MR. AND MRS. J. GROENTEMAN, of Amsterdam, Holland, made a trip to the United States to attend the 1938 Coin Machine Show. Mr. and Mrs. Ted Stoner, of the Stoner Corporation, Aurora, Ill., gave them a bird's-eye view of Chicago in the Aristocrat Lady, plane owned by the Stoners. Mrs. Stoner at right.

Beg Your Pardon

In *The Billboard*, February 5 issue, a news item concerning the new Blow Ball game of C. R. Kirk & Company, Chicago, stated that Frank Mattland is executive vice-president of the company. This was in error, and we are informed that Mr. Mattland has not been with the firm since several weeks.

In the same news story it was also stated that the State of Florida had been assigned to a New York distributor. This was in error also. Carl Mantell, National Coin Machine Corporation, Baltimore, will handle the distribution of the Blow Ball game in Florida.

McCarthy Doll Welcome Prize

CHICAGO, Feb. 5.—Paris Bead and Novelty Company displayed a licensed Charlie McCarthy doll at the 1938 Coin Machine Show. The response of operators and salesboard dealers has been tremendous, the firm reports.

Max Bressler, head of the firm, concocted a typical McCarthy dialog on the subject, as follows:

Bressler: Charlie, I want to know whether you think you will be a success.

Charlie: Bressler, you know that I am a modest fellow, but I will be dogged if I think there is anybody more popular than me.

Bressler: Tsk! Tsk! Such a shrinking violet! I hate to admit it but I guess you are.

Charlie: What do you mean "You guess." Ask Garbo. Ask Dietrich. Or any other girl back home. I have got five bucks that says America's salesboard fans are in for an epidemic of calloused hands. Operators will have to hire extra janitors to sweep up the salesboard slips. They will need extra cash registers. They will need . . .

Bressler: Whoa, Charlie; how do you account for your success?

Charlie: It's a nice day, isn't it? I think I'll go home.

THE NEW 1938 RACE GAME SENSATION!—PICK THE WINNER!

THE ALL TIME HORSE-RACE
Pick the winner! Any horse might win.

Touch a lighted cigarette to the star.
★
Hold in hands & away from drafts

- 1. Ol' Gray Mare
- 2. Pogatus
- 3. Charley Horse
- 4. Black Beauty
- 5. Night Mare
- 6. Hobby Horse

This Race Is Not Fixed

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

THIS ALL TIME HORSE RACE IS SWEEPING THE COUNTRY!

Simply touch a lighted cigarette to the star—then watch 'em go! You will see a game as thrilling and as fascinating as those at the nation's largest tracks.

- All horses leave post together.
- Never a tie.
- Impossible to predict winner.
- A square race always.

PRICES

100 Sample Lot	\$ 3.00
Lots of 500	10.00
Lots of 1000	18.50

SEND MONEY ORDER—WE WILL SHIP PREPAID.

NOVELTY SALES CO., Distributors. 222 West Fourth St., Charlotte, N. C.

Atlas Biz Soars, Ginsburg Reports

CHICAGO, Feb. 5.—According to Morrie Ginsburg, executive of the Atlas Novelty Company's Chicago office, the past few weeks has seen an exceptional pick-up in coin machine sales in all sections of the country.

"We've had a remarkable increase in orders during the past few weeks," he reports, "not only in territories where our offices are located but in many other sections as well. This unquestionably substantiates our belief that general business conditions are better. But I attach even more significance to these orders because of the types of machines they call for.

"While this is the general picture throughout the country," he went on, "Phil Greenberg, manager of our Pittsburgh office, reports that he is doing a wonderful job with all types of equipment. Julian Kautze, of our Miami office, traveling thru Florida, Georgia and Alabama, reports that coin machine play is at its highest ebb in many months. Operators he has contacted seem much more enthusiastic about the whole outlook than they have for many months," he concluded.

Distrib Reports English Conditions

"To the Editor: Upon my return to England I was greeted by our traditional weather. The fog delayed our entry into Southampton for several hours.

"It has taken me a little time to acquaint myself again with the coin machine business. For your information I will endeavor to convey to you my opinion of the trend of the business here. For the past eight months a profitable business has been done by established jobbers with used bumper games imported from New York and surrounding States. An ethical standard of trading was established among them. There was no serious price cutting and everybody appeared to be prospering.

"The situation did not last long, however. Numerous operators who could afford it made the trip to New York, met distributors, who were only too pleased to supply them with used merchandise, and subsequently every Tom, Dick and Harry commenced importing used games. Due to the heavy influx keen competition in prices arose which left a situation whereby the games were being sold at a serious loss. All importers of used American equipment have burnt their fingers, and those distributors who have depended upon this country to accept their trade-ins had better look for fresh markets.

"Operators have not been too pleased with the high-priced new machines coming over. The average price of a \$74 game sold to operators is £17.10 (\$85). The player plays for our English penny, which is 2 cents in your money, so you can realize they have something to kick

about. Sportlands seem to be the only customers of \$85 games.

"The introduction of the Genco Junior by our firm has given operators fresh hopes. This game meets the requirements over here. It is low in price, has splendid player appeal and is of a convenient size. It is making operating again worth while. What fortune lies with this small model bumper I cannot say, nor would I like to guess.

"The French market has again opened up for novelty games, and I am inclosing photographs of the firm of Mico, Paris, which is doing a wonderful job for Genco, Inc., with its productions.

"I wish to be remembered to all the members of the coin machine industry who I met during my stay in America and who showed me a wonderful time.—H. Seener, Coin Amusement Machine Supply, Ltd., London."

Sales of automatic phonographs reported twice as good already this year as the first month of 1937. All of which looks encouraging for the industry's workers in Kansas City.

USED MACHINES Like New!

All our Machines are in excellent working condition, perfectly cleaned (repainted when necessary) all ready to operate as good as new.

BALLY BOOSTER	\$7.50	LIVE WIRE	\$ 6.50
CROSS LINE	9.50	CHICAGO DERBY	17.50
SKOOKY	9.00	DAYTONA	11.50

1/3 Cash With Order, Balance C. O. D.
FREE—Get on our Mailing List for Weekly Price Bulletins.

NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

BALLY JUMBOS	\$ 7.00	LATE FAIRGROUNDS	\$ 90.00
LATE GALLOPING DOMINOES	105.00	5c PACES RACES, Brown Cabinets, Serials over 4,000	165.00
STONER'S AIR RACES	20.00	KEENEY'S LITE-A-PAIR	20.00
WESTERN'S WINNER	24.00	5c PACE CONSOLE SLOTS	70.00
5c PACES RACES, Black, 30 to 1 Pay-out, Serials over 4,000	125.00	SUNSHINE DERBY	9.00
KEEN KUBES	115.00	LATE BANGTAILS	105.00
5c JENNINGS CONSOLE SLOTS, Like New	75.00	STONER'S LATONIA	35.00
TRACK TIMES, Late Heads	130.00	BALLY CARONS	25.00
TRACK TIMES, Early Heads	110.00	5c PACES RACES, Black, 20 to 1 Pay-out, Serials over 4,000	100.00
1935 INT. MUTOSCOPE DIGGER, Rolled-Down Chute	50.00	5c MILLS ESC. D. J. F. V.	22.00
		10c MILLS WAR EAGLE BELLS	25.00

1/3 Deposit, Balance C. O. D. SEND FOR COMPLETE LIST.
CONNECTICUT AMUSEMENT MACHINE CO., 294 N. Main St., Waterbury, Conn.

SPECIAL! BARGAIN!
32 ELECTRIC POKER TABLES

Coin slot operated. A-1 condition. 7 ft. long by 22 in. wide. No mechanical trouble. A MONEY GETTER IF THERE EVER WAS ONE. Sell all or part.

FRED SINDELL
3001 West 29th St. Coney Island, N. Y.

ROTARY CLOSE-OUT

Exhibit's late-model ROTARY MERCHANDISERS, used short time \$49.50

Limited quantity Rotary Merchandise at very attractive prices.

ELECTRO-BALL CO., Inc.
1200 Camp, DALLAS.

Bingo Ball Gum Clicks, Is Report

NEW YORK, Feb. 5.—"Overwhelmed with orders," is the way officials of the Bingo Ball Gum Manufacturing Corporation characterize the success of their profit-sharing Bingo Ball Gum. "Wherever the operator has gained the co-operation of the merchant this gum has provided a new means for cleaning up with ball gum venders. Machines that were earning a few cents a week are now bringing in 10 times as much.

"We are trying our best to get orders out as fast as they come into our offices," the execs continued, "but we are still far behind the demand. We feel that we have brought to ops one of the greatest money-making opportunities they have ever enjoyed. Once our production is stepped up, as we expect it will be within the next few weeks, we will be able to make shipments as rapidly as we receive the orders."

It was also reported during the week that Frank Hart, of Eastern Machine Exchange, Newark, N. J., has been appointed distributor for Bingo Ball Gum in the State of New Jersey. Hart claims that the gum is bound to pull many an operator out of the red and give him a new lease on life.

ESTABLISHED OPERATORS!

A NEW DEAL IN EQUIPMENT.

We provide legitimate Equipment for you with no investment. Write for details and give your qualifications and references.

BOX 290, Billboard, Chicago, Ill.

NEW JAR DEALS
Write for Catalogue.
H. S. SPECIALTY CO.
1216 Broadway, Kansas City, Mo.

PRICE REDUCED ON SLOTS

GUARANTEED—READY TO OPERATE	
CALLE DOUGH BOY, 5c	\$20.00
JENNINGS DUCHESS, 5c	12.50
JENNINGS LITTLE DUKE, 1c	12.50
JENNINGS SINGLE J. P., 10c	7.50
MILLS BLUE FRONT VENDOR, 5c	35.00
MILLS SILENT VENDOR, D. J. P.	32.50
MILLS TIGER FRONT, D. J. P.	25.00
MILLS Q. T. BLUE FRONT, 1c	22.50
MILLS Q. T. GREEN FRONT, 5c	35.00
MILLS SKYSCRAPER, 5c	22.50
MILLS PACE COMET, 5c	32.50
WATLING ROL-A-TOP, 5c	32.50
WATLING ROL-A-TOP, 10c	32.50
WATLING TWIN J. P.	16.50
WATLING CABINET STANDS, New	9.50
MILLS CABINET STANDS, Used	8.00
DOUBLE SAFES, Mills	15.00

1/3 Deposit With Order Required.
Send for Our Complete Price List of Pin Games, Phonographs and Slots, Etc.

W. B. NOVELTY CO., Inc.
3800 North Grand Blvd., St. Louis, Mo.

Will Buy

Used Seeburg Ray-O-Lite Machines. State model, price, condition and number of machines. Write

W. M. COFFEY
Tanners Lake, St. Paul, Minn.

Report Increased Interest in Game

CHICAGO, Feb. 5.—Immediately following the announcement of the release of C. R. Kirk & Company's novel amusement device, Blow Ball, factory and distributing point sales offices were literally deluged by a storm of inquiries and orders, it was reported.

The claims for Blow Ball made by factory officials and officers of the various distributing companies are said to have created an interest in the game which is unusual in coin machine circles. Those who have seen and played Blow Ball are said to be all of one mind as to its standing in the industry. Comment about the machine, which is built into an upright cabinet requiring less floor space than a phonograph or a standard pin table, coincides with Claude Kirk's opinion: "I am sincere in my belief that present day, as well as future problems confronting operators can find a solution in Blow Ball," he said. "Play on Blow Ball, strictly skill, is therefore legal, and as such will be welcomed in every type of territory and in every hitherto unapproachable location.

"This opens up new markets for cultivation by operators and enables the earning of more money at a greater profit. So thoroly are we sold on the value of Blow Ball that our sales plan is formulated to provide the greatest possible distribution. Division of the United States into six territories and appointment of an outstanding distributor in each territory to act as factory sales representative will enable us to more efficiently gain the 100 per cent distribution Blow Ball warrants.

Thanks Tendered Show Committeemen

"To the Editor: The millennium must be at hand! Only four days after the close of the 1938 Coin Machine Show an exhibitor (name on request) sat down and dictated a letter of praise and congratulations on the splendid way the show was conducted.

"It is a rare occurrence to receive any written comment from an exhibitor, either praising or complaining about the show, tho among a hundred or more exhibitors there must be ample reason for both types of letters. In the four years that I have served as chairman of the convention committee I recall very few such letters except where a general letter has been sent to exhibitors requesting their comments and suggestions.

"After stating that it was the most orderly and well-managed affair he had the pleasure of working in, this exhibitor continues: "The men who thronged the aisles of the exhibition this year were serious-thinking operators intent on getting information, knowledge and some equipment with which to do business in '38."

"This letter was addressed to the secretary of NACOMM, who has just turned it over to me with the comment that the persons who really deserve the praise and compliments are the many members of the show committee who gave unselfishly of their time to attend committee meet-

ings to discuss and work out policies, rules and regulations and detailed plans for the operation of the show.

"These committee members do indeed deserve the appreciation and thanks both of exhibitors and of the thousands of real buyers who thronged the show this year for the splendid way in which the show was planned and carried out. I want to publicly thank these committee members, whose names are shown below, and in order that each member may receive the credit that is due him I am asking the editor of *The Billboard* not to print these names all together, as is the usual custom, but to list them in a column in the magazine just as I am doing in this letter. "Here are the names of the members of the 1938 convention committee:

- | | |
|------------------|-------------------|
| W. E. Bolen | H. B. Jones |
| H. E. Capehart | Leo J. Kelly |
| A. E. Gebert | F. H. Parsons |
| L. W. Gensburg | David C. Rockola |
| David Gottlieb | W. J. Ryan |
| R. W. Wood | T. M. Stoner |
| James E. Johnson | Walter A. Tratsch |

"One reason why in my opinion the 1938 show was better than any previous show was the fact that both exhibitors and operators have in the past been generous in offering constructive suggestions for improving the show when we have written to them for such suggestions. While the recent show is still fresh in the mind of everyone I wish all who have any suggestions for improving the show would write these suggestions at once to me or to some member of the committee or to the secretary of NACOMM at 120 South LaSalle street, Chicago, so that these suggestions may be gathered together and passed on to the committee which will be in charge of the 1939 show.

"This invitation for constructive criticism is issued both to exhibitors and to operators, jobbers and distributors who attended the show.

"I urge you all to sit down at once and write whatever may be on your minds concerning the show. I am certain that next year's committee will give the most careful consideration to all suggestions received."—N. Marshall Seeburg, Chairman 1938 Convention Committee.

Beg Your Pardon

In *The Billboard*, February 5 issue, a news item was somewhat confused, in which Reynold Polland was erroneously mentioned as the head of the Monarch Coin Machine Company of Chicago. Mr. Polland is the head of the Royal Coin Machine Company of Chicago. And here is his story:

CHICAGO, Feb. 5.—"Ever since the show there has been a pick-up in interest in coin-operated equipment," reports Reynold Polland, head of the Royal Coin Machine Company. "This interest is not only prevalent among dyed-in-the-wool veterans of the industry, but among outsiders who are entering the coin machine world in search of their fortune.

"Orders for machines displayed by manufacturers at the show have been keeping us going at a merry clip," he continued. "A good portion of these orders are coming from our regular customers, of course. A big bunch, however, are from operators who evidently are just starting out in the business. Most of these men report that they have heard from oldtimers the caliber of our service and the excellence of our games. Such reports, naturally, make us feel mighty good.

"From the looks of things," he concluded, "still bigger months are ahead. We notice orders coming in from some parts of the country from which we haven't heard for some time. This can only mean one thing—that things are opening up and good equipment, both used and new, will be much in demand."

Dallas

DALLAS, Feb. 5.—Guy Neece, Texas Novelty Company, Beaumont, paid Dallas jobbers a visit Sunday and Monday. Neece said conditions in Beaumont were good. Neece was our informant that the Texas Novelty Company will announce a new game of its own manufacture within the next 30 days. Neece said the new game will be designed to sell at a moderate price and that it will comply with the Texas anti-gambling laws.

Neece also gave us a high-tension version of how he broke up a gang of thieves, two men and two women, who were robbing coin machines by the wholesale in Beaumont last week. The four operated together and when they played a machine they stuck an in-

genious device into the lock, which gave them a print of the lock's tumblers. Later they returned to the machine and robbed it with the key which they made from the blue print obtained on their first visit. Mr. Neece invented a high-powered electric burglar alarm which he set inside his machine on location and which turned the place upside down when the thieves inserted their key, made to rob the machine. The first visit of the thieves to the alarm-equipped machine broke up the gang, Neece said.

Harry P. Drollinger, of the Wrenn Sales Company, Dallas, and Richard (Dick) Warncke, of the Santone Coin Machine Company, San Antonio, closed a deal in Dallas this week thru which they purchased the Automatic Sound Systems of Texas, Inc., of Houston, Tex., together with their various branch operations thruout Texas.

A new corporation is now being formed by Drollinger and Warncke and the headquarters of the new firm will be established in Dallas. In addition to the Automatic Sound Systems, the new company has also acquired by purchase the Wrenn Sales Company, Dallas; the Santone Coin Machine Company, San Antonio, and S. F. Clancy Company, of Houston. Associated with the new corporation will also be George W. Wrenn, Dallas; S. F. Clancy, Houston, and J. Bedel, of San Antonio. Announcement of the new corporation and its officers and personnel will be made in the next few days.

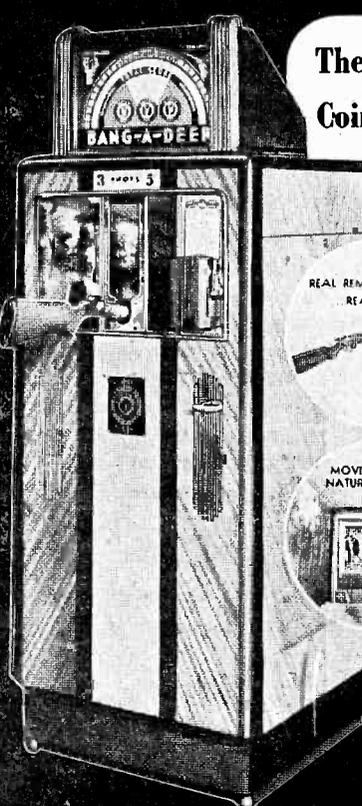
The new corporation will be Southwestern distributor for A. M. I. phonographs and products. Its operations will cover Texas, Oklahoma, Arkansas, New Mexico and the larger part of Louisiana. The first carload of phonographs was received in Dallas on January 22, it reports.

Everett Shelby, a substantial music operator of Waco, Tex., was shopping in Dallas this week to see what the jobbers had to offer in new merchandise.

Mr. and Mrs. Joe Carroll, of Shreveport, La., music and counter game operators, were in Dallas Monday. Mr. Carroll will represent the Wrenn Sales Company in Louisiana.

Bang-A-Deer SCORES

WITH GREATEST PLAYER APPEAL AND SENSATIONAL PROFITS!



REAL REMINGTON RIFLES
REAL BULLETS

MOVING TARGET
NATURAL SCENERY

The FIRST and only PRACTICAL
Coin Operated Shooting Range
—absolutely **LEGAL**

• Get YOUR
Share of those
**NICKEL Packed
CASH BOXES**

BANG-A-DEER is just the nickel-gathering amusement machine the coin machine industry has been waiting for. Completely different in principle and operation from any other coin operated amusement device. Actually supplies the player with three real bullets upon deposit of a nickel—the bullets are fired one at a time through a genuine Remington Rifle with perfect safety at a moving target. Scores are recorded on brightly lighted dial.

WRITE FOR FULL DETAILS

TRU-SHOT CORPORATION

(A Subsidiary of the Steel Materials Corporation)

17210 GABLE AVENUE • DETROIT, MICHIGAN

USED NOVELTY GAMES

Chico Derby \$19.50	Power Play \$35.00
East & West 19.50	Daval Speed 22.50
Genco Foot-Ball, 1937 39.50	March of Time 22.50
Skooky 15.00	Punchomatic 8.00
Bell Slides \$15.00	Waltz 412 \$105.00
Royal Reels 3.00	slot Stands 5.00
Mills Bigger \$49.50	Lucust St. 3147
Bally Eagle 95.00	St. Louis, Mo.

MISCELLANEOUS

Waltz 412 \$105.00

CALL NOVELTY CO.



MR. AND MRS. SPURRIER, Harrisburg, Pa., listen to Lew London (right), Banner Specialty Company, gave a sales talk. (Photo taken en route to 1938 convention by Howard Kass, Regal Sales Company, Newark, N. J.)

THE YEAR'S GREAT

World's Champ

Sensational Winner

EVERY PRIZE
KNOCKOUT
OF VALUE

NO. 10 WINNER
BLANKS EVERY 100 TIME

POSITIVELY NOT A GAMBLE
EVERY ARTICLE A REAL VALUE!

FREE

BRINGS \$7.00 — Costs You \$3.50

No. D245. — Capitalize on the ever popular sport of boxing. Colorful cabinet draws attention. Has names of 70 famous boxers. Player draws name of his favorite boxer to see the prize he will win. Fun galore, amusing, exciting. 70 names — 70 prizes worth 10c or more. Last name pulled receives a prize worth 50c or more. At 10c a sale, brings in \$7.00. Taverns, restaurants, cigar stores, bowling alleys, pool rooms, club houses, hotels, resorts, dance halls are a few of your many prospects. Get behind this irresistible deal that is a knockout to sales resistance and fill your pockets with dollars.

NATIONAL TRADING CO.,
2-38 Erie St., Le Center, Minn., or
132 West 32nd St., New York, N. Y.

S E N S A T I O N

EXHIBIT'S "BASKETBALL"

MAKES TWICE AS MUCH MONEY AS ORDINARY 5-BALL NOVELTY GAMES BECAUSE IT GETS AN AVERAGE OF TWO (2) COINS PER GAME.



SIZE
22" x 49"
BACK
PANEL
22" x 22 1/2"

Exhibit's Basket Ball is a beautiful game—so new in action and player appeal that you can be sure of making big money with this game—not for just a few weeks—but for months to come. It's just what locations need to stimulate greater play and profit and just what you need to double your income.

Get your orders
in quick for
prompt delivery.

7950
F. O. B.
CHICAGO

EXHIBIT SUPPLY CO., 4222 W. Lake St., CHICAGO

Automatic Rifle at Mich. Exposition

DETROIT, Feb. 5.—After being displayed at the Chicago Show, Tru-Shot's Bang-a-Deer came home to the Detroit and Michigan Exposition at Convention Hall the last 10 days to prove that there is "one prophet honored in his own country" by proving one of the most popular features of the exposition. A display of seven machines was arranged by Sam Kutzen, well-known coin machine and amusement concession operator in various fields, with Kutzen in personal charge.

Business showed a steady build-up during the early days of the show, as reported, with machines averaging about \$3.50 gross per hour per machine during hours when the show was well attended, according to Edward A. Gorney, who is the inventor of the machine. This means an average of about 25 seconds per customer to fire the three shells, and in-

dicates practically steady play with no idle moments—just about as good a record as a coin machine can attain anywhere, it is believed.

One customer stayed around the booth all afternoon and spent \$7 by actual count, showing the sustaining quality of the machine's drawing power. The only trouble, operator's comment, was that other players couldn't play the machine at the time, but with a battery of seven machines this problem was not important.

Sam Kutzen himself was enthusiastic about the machines, commenting, "I think it's the smartest machine out. It's got appeal to the public and will last longer."

"I am especially delighted with the safety feature of the gun. It has no smoke, no odor, and almost no noise, so that it can be placed anywhere. It is one machine that has just about everything."

An interested visitor to the exhibit was Paul Marienthal, president of the Tru-Shot Corporation, as were other executives of the company.

Bags o' Gold Going Great, Says Monarch

CHICAGO, Feb. 5.—From Roy Bazelon, head of Monarch Coin Machine Company, comes a report that his newest counter ticket deal, Bags o' Gold, is going like "Hot cakes at a lumberjack's breakfast table!" Says Bazelon, "There appears to be no limit to the number of deals operators are putting out."

Further comment on Monarch activities reveals the fact that show visitors from distant parts of the country inspecting Monarch's new salesrooms for the first time were amazed at the size of the organization, whose display rooms and warehouses are said to be among the largest in the Middle West. The selection of games of all types, both new and used, is enormous, it is reported. This selection has been an important factor in the development of hundreds of new permanent customers.

Bazelon also announced the institution of a new trade policy, which is devised to enable operators to turn in their equipment on other machines, with mutual new advantages to both operators and Monarch.

Chicago Times Says Newspapers Promote Popularity of Gambling

The big majority of the newspapers that have the habit of publishing "exposes" of amusement games at regular intervals also publish racing news in their sports pages. The liberal *Chicago Daily News* (February 4, 1938), in "An Open Letter to Westbrook Pegler," again puts the newspapers on the spot for being one of the chief agencies for promoting gambling. *The Times* goes further to say that the Chicago newspapers violate a city ordinance every day that they publish racing news with bets paid, etc.

The Times favors the recently enacted bookie license law in Chicago which is now on its way for a high court test.

This is the second time recently that *The Times* has boldly challenged its neighbors on the influence of newspapers in promoting gambling. *The Times* is probably the second metropolitan newspaper to openly admit the big part which sports pages of the newspapers play in educating the public to gamble. A Washington (D. C.) newspaper admitted the fact some three or four years ago and challenged its neighbors on the point. But the issue was suddenly hushed up for some reason.

The following editorial from *The Chicago Daily Times* may be useful to place before newspapers that have the habit of "exposing" amusement games but at the same time publish racing news:

"Letter to Westbrook Pegler"

"Yesterday you wrote a piece which was published on the first page of *The Chicago Daily News*. Early in the day it was on page 15 of *The News*' 'Turf Edition,' and on page 25 of the same newspaper was a full page of turf news—all about the horses, advice about 'long shots,' 'selection' for the tracks at New Orleans, Santa Anita, Hialeah, Havana, best bets, best parlays and probable betting odds. Unless we miss the point, the information printed was designed only for those interested in horse betting.

"None of the race tracks listed in the paper is located in Chicago; nearest of them is at least a full day's journey away. You've been around a lot. Do you think that turf news was printed for Chicago readers who might wish to place horse bets in New Orleans, or Havana, or Miami? Or was it assumed that readers of the esteemed *Daily News* might be able to place their estimates of the improvement in the breed of ponies with local unlicensed 'books' contributing to the civic depravity which you deplored on page 15 for the same estimable journal?"

"Don't misunderstand us. This newspaper also prints turf news for the information of its readers. And so do all other Chicago newspapers, and all the newspapers in New York, Philadelphia, Baltimore and other cities, the virtue of whose officials and citizenry you assume is so superior to ours. We don't hesitate to guess that unlicensed 'bookies' in all those cities do about the same volume of business per capita as do ours, and we deplore, as you do, the fact that the existence of this unlicensed and unregulated 'illicit' activity is at the root of corruption in Chicago and in every other metropolitan community in our fair country.

"So when you write of a horse-betting ordinance as a 'specific example of the depravity which is accepted as the normal thing'—and say that it is the temper of our town that 'everybody thinks that is all right'—and call attention to the 'effrontery of a criminal racket' and a municipal government which have long been living together in sin,' we grieve that the Westbrook Pegler we have known so long has gone hokum.

"And, oh, yes, your piece (which we reproduce in our 'What the People Say' column) is about a proposed ordinance to legalize the licensing of horse betting away from race tracks. We are inclined to believe that this is an idea worth trying.

"Our representatives in the Legislature thought so too a couple of years ago and passed such a bill. The governor vetoed it. But speaking of ordinances, we have a Section 4193 of our Municipal Code that says:

"No person shall SELL, display, exhibit, DISTRIBUTE or cause to be distributed ANY NEWSPAPER or other publication . . . GIVING OR PURPORTING TO GIVE INFORMATION

CONCERNING THE RATES AT WHICH BETS ARE BEING OFFERED or taken in the city or elsewhere, or the odds being given or taken on bets within the city or elsewhere, or advice as to betting or the ratio at which bets should be made upon the result of any trial or test of skill, speed or power of endurance of man or beast. . . . Any person violating any of the provisions of this section shall be fined not less than \$10 nor more than \$200 for each offense."

"*The Daily News*, *The Daily Times*; in fact, all Chicago newspapers of general circulation violated that Chicago ordinance yesterday. No one finds more searing words to write about Chicago than you. Why not write one of those razor-edge pieces of yours about this 'specific example of the depravity' on the part of Chicago newspapers, 'which is accepted as the normal thing' in Chicago—and possibly even in the newspapers of that Far Eastern metropolis for which you have abandoned our benighted city?"

What Happened to Brunet Parade?

To the Editor: "No doubt the coin machine industry is clamoring to know just what did happen to that Brunet Brigade that was to parade at the 1938 Coin Machine Show.

"Well, it is very sad, but here is the story. I had quite a group of comely brunets lined up, patiently waiting to start the parade across the stage. All were gay, sparkling and enthusiastic, until—well, Faith Bacon. Not a sound was heard from them all during that lovely dance at the annual banquet, as Miss Bacon flitted hither and yon, all dressed up in that pretty veil. When it was all over the brunets slowly turned toward me and I was amazed at the horrified expressions in their eyes. For a moment I had a dreadful feeling that I myself must have turned into a blonde. I dashed to a mirror and found that my hair was still black.

"Then back to the brunets only to be accosted by them: 'What kind of a trick is this, asking us to parade our dark charms immediately following that Blond Menace?'

"In vain did I assure them that they wore their clothes equally as well as Faith Bacon. It was no use. They just would not go thru with the parade. Now, I have to do something to make good terms with them and with the disappointed men (those who prefer brunets) of the coin machine industry.

"Why not start a Brunet Bureau? I will keep a file of all the brunets (no blondes). Then, since they gave a ticket with each \$50 order at the convention, I will give a ticket with each \$50 worth of machines that an operator buys from me, and each ticket will bear a brunet number. While only brunet girls may join, blond operators are welcome. In fact, I might slip a ticket to a blond operator on a \$35 order. Choice tickets will naturally go to those who come first."—Amber Wilson, Huber Coin Machine Sales, Chicago.

"PS.: Couldn't you use a slot machine or two, Mr. Editor?"

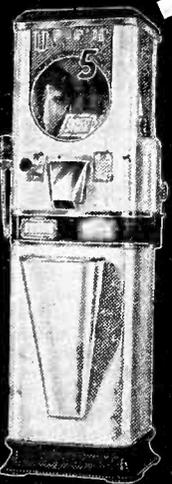


JACK KAY, manager Banner Specialty Company branch in Newark, N. J., and Lew London (right), general sales manager Banner Specialty. (Photo by Howard Kass, Regal Sales, Inc., Newark, N. J.)



VIEW of Mico office, Paris distributing firm handling Genco games. (Photo courtesy H. Seener, London.)

AIRPOPS-IT



EQUIPPED WITH A. B. T. SLUG REJECTOR

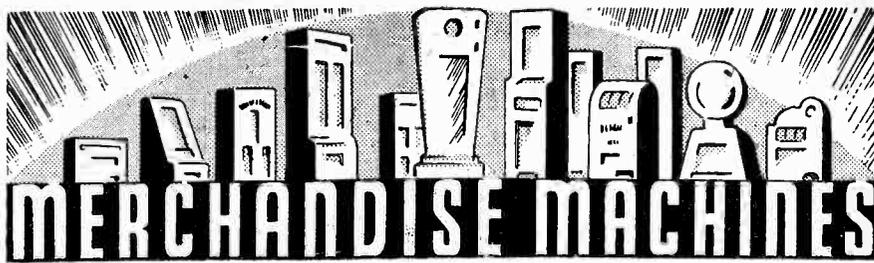
GUARANTEED FOR A SOLID YEAR

ELIMINATES ALL SLUG EVILS

A PRODUCT OF DAVAL

The ONLY thoroughly perfected automatic corn popper and vendor

RANEL, INCORPORATED
325 N. HOYNE AVE. • CHICAGO, ILL.
SOLD ONLY TO OPERATORS THROUGH DISTRIBUTORS



Cigarets

Cigarets were in the news this week as final statistics for 1937 were made public. Production of cigarettes in the United States in 1937 reached the highest level in history, says the U. S. Department of Revenue. The total output was 162,625,515,463, compared with 153,166,336,093 in 1936. December cigaret production registered the first decrease from a year previous in more than three and one-half years.

Cigarets helped to support the government, too. Cigarets continued as a rising source of revenue in 1937, bringing \$487,903,000 into the federal treasury during the year. This was a \$28,000,000 increase over 1936 collections.

In addition to the prominence of cigarettes in America, news from England says that country is fast becoming a nation of cigaret smokers despite the popularity of pipe smoking there. It is pointed out that the per capita consumption of cigarets in England is now almost as great as that in the United States.

Coin-operated machines play a larger part, comparatively, in the sales of cigarettes in England than in the U. S. The early-closing regulations for retail stores make the cigaret vending machine a necessity for the public. Also the giving of a package of cigarettes as a prize with pinball and other amusement games is condoned by public officials, and cigarets are coming to be used more and more as prizes with games. The chief obstacle to the increase of cigarets as prizes is reported to be the fact that operators sometimes are not content to let good enough alone and try to use cash.

Chief topic in resolutions passed at the recent convention of the National Association of Tobacco Distributors, Inc., refers to fair trade laws relating to wholesale and retail sales of cigarettes, etc.

More than 550 members of the candy trade meeting in New York City recently also put themselves on record as favoring fair trade laws.

Meanwhile the Williamson Candy Company, Chicago, continues in paid advertising space to feature its slogan, "Make Haste Slowly," in reference to price maintenance and other fair trade practices. It says that too often "jobbers urging price maintenance today are looking only at the advantage for themselves and are not prepared to pay for it by giving better service both to their customers and the manufacturers."

The U. S. Tobacco Trade Journal, in reporting on the 1938 Coin Machine Show in Chicago, said that close to 100,000 cigaret vending machines are now on locations and that manufacturers estimated more than 40,000 cigaret venders were made and sold in 1937.

Big Vender Year Foreseen in East

NEW YORK, Feb. 5.—From all indications this year is going to be a big one for merchandise machine operators. Ops in this region state there is no doubt that the number of new venders being placed on routes here is proof that more and more ops are turning to the vending field for stabilizing their incomes. New machines appearing are being place by oldtimers, it is said, and not by newcomers to the field.

Many cite the boost in vender sales as a reflection of the drop in sales of other equipment. Gum, candy, peanut and other bulk merchandisers, especially the pistachio machines, have been arriving at headquarters of distributors here in increasing quantities. The larger and more expensive equipment, such as cigaret and pop-corn venders, has been in demand. Interest in candy merchandisers is increasing, too. All in all, it looks like Eastern distribs are in for the biggest year in vending equipment for some time.

Assn. Head Says LA Vending Biz Good

"To the Editor: In almost every issue of *The Billboard* we find information that is brought up in our meetings and discussed pro and con. I am sure that the issues of your magazine that are mailed to this association bring dividends.

"In a brief report of conditions in Los Angeles and vicinity I will say that operating conditions at present for merchandise machines are good. We are confident of the continuance of public approval and patronage to coin-operated machines, and the main requirement here as elsewhere is the intelligent locating of the proper type of machine. From then on it is service.

"We have here an active association

with a representative membership. If any of your staff are visiting here we would be more than glad to have you attend our meetings. Thank you for past favors and we wish you a very successful year.—L. E. Hagler, president, Western Vending Machine Operators' Association of Southern California."

Photo Machine Made in Detroit

DETROIT, Feb. 5.—A picture-taking machine, which upon deposit of a dime will automatically take a picture, frame it and deliver it in 55 seconds, has recently been placed on the market by the Key-Soner Corporation. The dimensions of the machine are 3½ feet by 4½ feet by 5 feet 9 inches high. It is meeting with high favor in several depots and prominent locations here. National distribution is planned.

Key-Soner Corporation has been formed by three prominent Detroit business men: Barney L. Keywell, William F. B. Henderson and Clarence E. Bleicher. Headquarters are at 11833 East Vernor highway.

Rotkin Writes of Pop Corn

I. D. Rotkin, advertising manager of Ranel, Inc., maker of the U-Pop-It popcorn machine, contributes a "column" on pop corn in this issue. He promises a weekly contribution "which will be general in nature and educational to the increasing group of operators who are turning to the modern pop-corn machines for an established business."

An Eastern distributor who had placed an order for 100 pop-corn machines gave a testimonial which appropriately expresses the reaction of the trade to these new and important devices: "I have seen a big improvement in these machines in the last 60 days," he said. "I am fully convinced that the engineer and the chemist will perfect them so that they will be a stable product in the vending machine industry."



Popcorn Vending Machine "Pops with Hot Air"

At the Coin Machine Show the AIRPOPS-IT popcorn vending machine proved to be the outstanding winner for 1938.

Think of a popcorn vending machine that pops with hot air! A principle similar to the car heater—a heating element with an electric fan to give a maximum distribution of hot air.

REVOLUTIONARY FEATURES!

No oil odor . . . no greasy parts to clean daily . . . faster popping time (minimum servicing, two to three minutes). Low electric cost . . . no extra wiring necessary, just plug in on either AC or DC. No complicated mechanism . . . only one moving part . . . popping unit detachable, weighs only a few pounds and easily replaced. Every machine guaranteed for one year for workmanship and materials . . . slug proof A.B.T. coin drop chute . . . cabinet constructed of heavy 20-gauge automobile steel . . . automatically regulates itself for all changes in temperature and voltage variations . . . greater profits because of low seasoning costs and greater kernel-expansion . . . permits customers to choose popcorn seasoned or dry . . . money box locked in a separate compartment, accessible only to route collector.

BIG PROFITS!

The AIRPOPS-IT offers operators an opportunity to make huge profits with a legal vending machine, especially for those in "closed" territories. Less than 1c represents the total cost per bag to the operator.

ACTION!!!

Our production is rapidly being contracted for in advance BE FIRST to have an AIRPOPS-IT in your territory to insure choice locations. Order one—order five—order 100, but whatever you do ORDER TODAY.

OPERATOR'S PRICE \$195.00
F. O. B. Chicago

AIRPOPS-IT
INC.

360 NORTH MICHIGAN AVENUE
CHICAGO
Write for Literature

CHARMS
NO LEAD - NO JUNK
BEAUTIFUL ASSORTMENT
WE PAY POSTAGE

WRITE FOR PRICES AND USED VENDING MACHINE LIST!
P. S.—(WANTED: USED MERCHANDISE VENDORS.)

EASTERN
350 Mulberry St., NEWARK, N. J.

BIG APPLE PROFITS

If you operate a route of our 5¢ Apple Vendors. Easy to place in drug stores, cigar stores, pool rooms, clubs, road stands, etc. Operator's price LESS than \$5.00 each.

EXCLUSIVE TERRITORY BEING ALLOTTED.
Write for details quickly!

D. ROBBINS & COMPANY
1141 DEKALB AVE., BROOKLYN, N.Y.

Lemke Plans Return to Vending Machine Field

DETROIT, Feb. 5.—Henry C. Lemke, of the Lemke Coin Machine Company, told *The Billboard* that he is changing his lines to meet conditions and is going back to vending machines, with which he originally started. He will hereafter handle strictly vending machines and discontinue all amusement lines.

Lemke states he placed orders at the show for 100 pop-corn machines with the Bally Manufacturing Company and for 100 ball gum and peanut machines.

Lemke is well pleased with results obtained from the Lemke Coin Machine exhibit this week at the Detroit and Michigan Exposition. The Lemke exhibit was under the supervision of George Rambaum, superintendent for Lemke Coin Machine Company.

Robbins Has Slugproof Vender

BROOKLYN, Feb. 5.—D. Robbins & Company, Brooklyn, have purchased a large quantity of Rowe six-column Aristocrat cigaret venders and are offering them to the trade at attractive prices. Dave Robbins claims the machines are equipped with one of the finest slug-proof coin slots ever used. Machines are factory reconditioned and carry the Robbins guarantee. They vend a package of book matches free with the purchase of each pack of cigarets.

Cigaret Vender Becomes Factor In Modern Cigaret Distribution

By WILL R. GOLDEN

(An address delivered by Mr. Golden, of the Rowe Manufacturing Company, Inc., before the National Association of Tobacco Distributors, Inc., which convened in New York on January 19, 1938).

During the past seven years it has been my privilege to observe the tobacco jobbing industry from three different perspectives; first, as the representative of one of the largest book-match manufacturers in the country; second, as a member of a jobbing firm; third, as an operator of cigaret merchandising machines, which led me to my present affiliation with the Rowe organization.

I can appreciate the fact that insofar as experience in the jobbing business is concerned, I am a mere infant here in the presence of hundreds of men whose activity in this industry dates back to the preceding century. I believe, however, that one observation which I have gathered in these few years is something upon which the members of this industry as a whole, young and old, are fully agreed; namely, that for a big portion of the industry, the word "profit" has gradually drifted back to its original place in Webster's Dictionary, and the term "losses" has been substituted. Whereas many jobbers used to refer to profits as an objective, we find during the past seven or eight years too many referring to losses with a feeling of defeat.

The subject of my talk is "Mechanical Merchandising" and I realize full well that there are some present who have frowned upon the cigaret merchandising machine as a proper or fitting adjunct to the tobacco distributing business; indeed there have been some who have looked upon the automatic merchandiser as a very unwelcome guest forcing himself into an already troubled situation. I am happy to say, with no fear of contradiction, that the number who have in the past possessed this sentiment is rapidly diminishing. I might add, however, that those tobacco distributors who feared cigaret merchandisers and did nothing about them found this same uninvited guest securely intrenching himself in the retail field. Those jobbers who 10 to 12 years ago accepted the inevitability of cigaret merchandising machines in the same light that the farmers of 25 years ago viewed the finality of automatic tractors have found the automatic merchandiser a valuable boon to their business. This is true in one or both of two ways. Either as the supplier to cigaret machine operators

who, it can be said with little or no doubt, are good financial risks; or in the actual operation of machines as part of their business. In the latter instance I am sure I will be substantiated in stating that the profits per dollar invested are substantially more attractive than most departments of the general tobacco business.

There are present in this auditorium jobbers who I personally know have succeeded in altering the structure of their entire business by incorporating into that structure cross-beam heavy-duty girders in the form of automatic merchandisers. I do not mean to infer that the tobacco distributor is doomed unless the cigaret vending machine is grasped as a life-saver. Far from it! It is common knowledge that there are leading jobbers thruout the country who have chosen to continue in the tobacco distributing business without embracing the cigaret merchandising machine as an essential factor toward the continuance of their business.

It is important, however, to analyze the differences which make possible the success on one hand of those distributors who have kept clear of cigaret merchandising machines, and the others who are today thankful for a large measure of their success to cigaret vending machines.

First, it should be remembered that where cigaret merchandising machines do not represent a substantial form of competition, it was natural for the tobacco jobber not to take the initiative. There are in some parts of the country, even to this day, areas where the automatic merchandiser has not reached the marketing proportions that it has in others. In these territories, cigaret merchandising machines will undoubtedly continue to increase in number to the same levels that they have in other parts of the country. The point is that many of the jobbers who were faced with the problem of adopting a defensive measure by incorporating machines in their own business, began to reconstruct their sales policies and instead of encouraging the small volume business began to concentrate on obtaining the business from large cigaret users, most of whom were invulnerable to cigaret merchandising machines. In such cases, it is safe to say that the large users included not only the better drug store, the better restaurant, the better cigar store, etc., but in a majority of instances included also the machine operator himself. At the same time, the unprofitable business—two and three carton customers—were shifted to the sub-jobber who was better able to service the small accounts. These changes, I believe, constituted a progressive move for the jobber who did not choose to incorporate cigaret machines as a vital part of his business.

There were jobbers who, on the other hand, neither accepted the cigaret merchandiser as something that was here to stay nor did they do anything concrete in reshaping the destiny of their business to make room for this new factor in the tobacco industry. Those jobbers, it is true, must have suffered some set-backs as a result of the inroads made by the cigaret machine. Many of them, however, have since their initial rejection, or should I say their first appraisal of the cigaret merchandising machine, gradually come into the fold of an ever-increasing number who feel that 25 per cent gross can deliver in the long run a considerably more attractive net than 2 per cent gross.

It is perfectly obvious that much can be gained by the distributor who supplies the small merchant with a machine which serves multiple purposes. First, it must be remembered that the small merchant who purchases anywhere from 5,000 to 20,000 cigarets a month is not selling enough cigarets to absorb the losses which he is apt to incur thru leakage, shrinkage, credits, etc.; second, that same small merchant is proportionately a much greater credit risk than the storekeeper whose entire business moves at a more rapid turnover; third, the jobber's cost of serving the larger dealer, and who can deny that \$1.11 per carton for 36 cartons of cigarets is a price beyond the scope of



RUDOLPH GREENBAUM, president, and Walter Gummersheimer (right), general sales manager of the Popmatic Manufacturing Company, were all smiles over the throngs that inspected their mystery machine at the show.

all sound reasoning or business practice.

Let us analyze this \$1.11 which the jobber receives for his carton of cigarets and compare it to the \$1.50 which represents his gross receipts thru the machine. When we stop to think of labor, fixtures, trucks, books, burglar alarms and all other factors which make up his overhead, it is inconceivable that a profit can remain, especially when we add the periodic losses resulting from poor accounts. Now let us glance at the \$1.50 for the same carton of cigarets thru a merchandising machine. The retailer, altho he receives a smaller profit per carton, is in 99 per cent of the cases ahead in his total profits on the sale of his cigarets, and the jobber makes a clear, clean profit on merchandise which is at all times under his control and owned by him. One-half to three-quarters a cent net profit per package of cigarets is not an exaggerated estimate of what may be expected from a cigaret machine operation, and even at one-half cent it would mean \$2.50 to \$3.75 per case net. Is there any jobber present who can lay claim to an equivalent net profit in the operation of his business as strictly a tobacco distributor? If there be such, he most certainly represents a microscopic minority.

I am not present to sell the group assembled here cigaret vending machines, but I am here to point out that this young industry has gone far beyond the point where it is likely to be retarded. In the field of journalism and education radio has taken its place side by side with newspapers, periodicals, newsreels, etc. In transportation we find the airplane not replacing the train, ship, bus or automobile, but simply adding its particular service to that field. The typewriter and adding machine will never do away with pencil or pen and ink.

By the same token, we feel that the straight, conservative method of selling cigarets over the counter is a practice which will never lose its identity in the retailing of cigarets. We do believe, however, that mechanical merchandising of cigarets has proved by its endurance an accepted necessity to a reasonably large porportion of both the retailing and consuming trades to have established both its permanence and acknowledged value in the field of cigaret marketing and merchandising.

With that fact established, and at the same time realizing that the NATD membership is and always will be the most determining force in the tobacco industry, the Rowe Manufacturing Company pledges its wholehearted co-operation to that membership. Not only as a manufacturer, but as an associate of an industry towards whose betterment it will always be its aim to strive.

Wants Numbered Tickets

To the Editor: "Thanks for the copy of reprint edition of the coin machine section of *The Billboard*. I have about 200 small venders on location, and I can say that *The Billboard* really got me

Corn Comment

By I. D. ROTKIN

Advertising Manager of Ranel, Inc., and Daval Mfg. Co.

How things do spread! With the advent of the new automatic corn-popping and vending equipment came all sorts of enthusiastic predictions regarding the splendid future of this newest phase of coin machine activity. One veteran was quite confident that this country would see no less than 300,000 corn-popping units in operation before Old Man 1938 was ushered out by the 1939 kewpie doll. We were a little bit incredulous at the time this prophecy was uttered, but the trend is towards pop corn. In fact, we won't be at all surprised if pop-corn machines are as familiar a part of the American landscape in a year as streamlined automobiles or radio comedians. And operators are making extensive preparation for the placement of these machines in the many thousands of locations, both old and new, now available everywhere.

The word "legitimate" has many qualifications. A machine which is thoroely legal in one State may be poisonous to the taste of another State's governing or regulating body. But the COMPLETE legitimacy of corn-popping equipment is unquestionable. The operation of pop-corn venders constitutes a business. It is based upon the great basic idea which underlies the American economic system—private initiative as applied to buying and selling. No authority can possibly rule against it. This factor has an important significance for the operator, because legitimacy means permanency. Add to that the universal appeal of pop corn—served piping hot—and what do you get? A permanent business with a steady demand, and as a result a dependable income year after year, the size of which is limited only by the number of machines operated. That's why operators have ordered as many as 100 pop-corn venders at one time for sample shipment.

One large Eastern operator is reported to have appointed an assistant to take over his peanut machines so that he could devote his time to missionary work for new pop-corn locations. His comment to the new man was: "Pop corn for me—and nuts to you!"

From time to time we hope to feature technicalities of practical value to pop-corn operators. Right now we have a little article before us appearing on the front page of *The Popcorn Trade Journal*—a trade paper which is devoted to this phase of industry. The story is entitled "Wet or Dry," and here is an interesting portion of it:

"Sounds like a drinking issue? "Well, this applies to pop corn, too. "For many years there have been two forms of popping corn. One—the dry method. The other—the wet system in which corn and seasoning are popped (French fried) together. This latter system enriches the corn just as French frying enriches the doughnut, potato chip, pretzel and the famous French-fried potatoes.

"Prior to 10 years ago the majority of corn was popped dry. Since that time wet popping has come into favor rapidly. The main distinction was that dry popping was usually preferred where the corn was to be coated with candy or cheese flavors.

"Today wet poppers are the dominating thing where salted corn is sold. They are more efficient than dry poppers, too. Corn cooked in seasoning pops out into large fluffy flakes much quicker when it is self-basted just as foodstuffs do. It keeps longer, for it is permeated with the grease and will not soak up moisture as quickly as dry-popped corn.

"The issue of wet or dry impartially answered is summed up to a matter of choice with one exception. Wet popping is the best system for straight salted corn from every standpoint. The public has declared that. To make money we must 'give the public what they want.'"

started in the vending machine business. For which I am grateful.

"I would like to know where I can buy a machine that prints and folds small tickets like the sample inclosed; or a firm that will print and fold these small numbered tickets for me, with my own numbers."—F. D., Allentown, Pa.

BALL GUM

5/8" ASSORTED — FRESH FROM FACTORY

\$10.90 PER CASE

10,000 BALLS

Free Delivery in U. S. A. Cash With Order. No C. O. D.

STICK GUM 25c - 100 pieces

PEANUT AND GUM VENDING MACHINES

NEW FROM THE FACTORY

Capacity	Operators	Price	Price In
Globe			10 or More.
1 1/2 lbs.	\$3.00	\$2.40	
3 "	3.50	2.80	
6 "	5.00	4.00	
8 "	5.50	4.40	

Write for Further Information.
1/3 Certified Deposit, Bal. C. O.
D., F. O. B. Philadelphia.

RAKE COIN MACHINE CO.

5415 Woodland Ave., Philadelphia, Pa.

HEADQUARTERS FOR

CHARMS!!!

NEW—DIFFERENT

SPECIAL ASST | 85c a Gr.

Write for Quantity Prices. Plus Postage.

ASSOCIATED ENTERPRISES, INC.,
Pure Oil Building, Chicago, Ill.

ANNOUNCEMENT

THE NEW 1938 POPMATIC

AUTOMATIC CORN POPPER AND VENDING MACHINE

will soon be ready for delivery. New and improved features place POPMATIC **definitely ahead** of anything in its class for **simplicity** and **ease of operation!** These outstanding features include: ★ Accurate oil-leveling system that insures use of minimum seasoning oil - delivering a more wholesome, delicious bag of popcorn. ★ Positive slug rejector. ★ Automatically controlled heating unit with automatic cut-off switch and popcorn release. ★ Sanitary corn chute, automatically closed to keep out dust and dirt when not in use. ★ Popping unit completely glass-enclosed to prevent oil leakage and facilitate cleaning. ★ Air-conditioning keeps corn in perfect popping condition, insuring crisp, mammoth grains. ★ Color combinations to suit every location!

Before You Buy - See POPMATIC!
Ask For Model 24-A

POPMATIC MANUFACTURING COMPANY
5147 NATURAL BRIDGE AVE. ST. LOUIS, MO.

Detroit

DETROIT, Feb. 5.—Louis A. Colen, operating the Commercial Automatic Vending Sales Company, reports that the Planatellus machine in which he has been specializing for the past three years is still doing a good steady job for him. He has machines on location in department stores and theaters where they have been drawing steady crowds for several seasons. Colen also likes

the looks of the new talking horoscope machines.

Michael Garden is one operator who reports business continues to be good. He operates a route of nut and gum vending machines and believes in establishing as many locations as possible with this class of machine in order to maintain a good average return.

Altho business in most suburban locations has fallen off of late, the downtown locations are holding up very well by comparison, Allen A. Leasley reported this week. He is a partner with Clarence Wendt in the L. & W. Vending Company and specializes in nut and gum venders.

W. W. Horsman is operating a route of varied peanut and other nut machines. Horsman is specializing in industrial locations and finds that conditions in this class of location reflect factory employment accurately.

Leonard Brodie is specializing in peanut and gum venders these days. Since discontinuing his route of amusement machines he has moved to new headquarters on Roosevelt avenue.

Huston F. Blanchard, former head of the Blanchard Sales Company, of Ferndale, Mich., is now an operator with headquarters on Schaefer road. He has a route of the cigaret machines originally manufactured by his own company as well as scales and amusement machines.

F. D. Gillespie, manager of the Phone-guard Company, has just recovered from a serious illness and is now back at work. He reports business continues to be good for his firm. The 'Phoneguard is a coin-controlled device that may be attached to the post-type dial telephone. It is useful for store and office managers who do not want unauthorized calls made from their lines.

Abbey Paul, who entered the cigaret vending field here about a year ago, is expanding his route thru the purchase of several machines from National Venders, Inc. Paul is enthusiastic over

the prospects for business in this field and feels that he is getting his share of the business in the area.

"We feel that business will show a sharp pick-up in the spring," states John E. McFarland, who has been local representative of the Pulver Company here for the past 15 years. "Our line is progressing quietly," he reported, "and our machines have been earning profits steadily." McFarland is now assisted in the business by his son, James, who has just entered the field and plans to carry on the business of his father.

Frederick Ford Piggins is operating a small route of weighing machines here. He has had most of his locations for some time and reports he is well satisfied with the steady income he receives from these machines.

The power which an attractive display has to draw business was forcefully demonstrated to *The Billboard* correspondent here during the past week. While walking down a semi-business street that is none too well lighted he noted a flashing front-type weighing machine in a store entrance. The entrance was in total darkness, but the machine stood out clearly in the dark. Just then an automobile stopped, a couple walked up to the machine which had caught their attention, weighed themselves and drove away.

Anthony J. Sporer, East Side peanut vender op, is ably assisted in the management of his business by his wife. At the present time they are specializing in beer garden locations.

Rupert A. Parker, who has cigaret and gum venders as well as a variety of amusement machines, is a believer in going after every potential location in his territory.

Harry Graham, manager of the Marquette Music Company, is enthusiastic over the pop-corn vending machine which his firm is adding to its line. Graham believes that the business of the firm will be increased considerably now that it has this machine to supplement its music activities.

SPECIAL THIS MONTH

6-COL. GORRETTA.
● Repainted Like New.
● Capacity 150 Packs.

\$16.50 EACH

Metal Stands, \$2.50 Extra.
SNACKS, 1c Play.
ONLY \$12.50

1/3 Deposit Must Accompany All Orders.

Send for List of Complete Line of Used Cigarette Machines of Every Description.

X. L. COIN MACHINE CO.
1353 WASHINGTON ST., BOSTON, MASS.

WRITE PHONE WIRE

A REAL BUY!

ROWE 15c

ARISTOCRAT CIGARETTE VENDERS

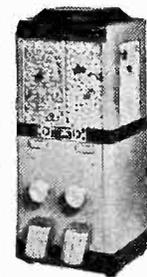
SLUG PROOF COIN SLOT 6 Columns
Capacity 150 Packs
Vends Book Matches Automatically
PRICE — \$27.50
Lots of 5, \$25 Ea.
Metal Floor Stand, \$3.00

Furnished with 20c Coin Slot at \$2.00 Extra. Mechanism and Finish GUARANTEED Like New. Terms: 1/3 with order, Bal. C. O. D.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

DUO-VEND THE OPERATORS' CHOICE

2—Compartments—Will vend all kinds of nuts and candies together with toy-mix. Removable merchandise compartment. Finished in a beautiful red with black trim.



DISTRIBUTORS- JOBBERS and ROUTE MEN

Write for Details.
1c Vender—Capacity 10 lbs.
Size—18" High, 7" x 8".
Rejects Tax Tokens.
Shipping Weight, 24 lbs.
PRICE ON APPLICATION.

DUO-VEND SERVICE CORPORATION
35 East Wacker Drive, CHICAGO.

7 DAY FREE TRIAL ON SAMPLE NOT A WATER GAME NOT A TICKET DEAL PENNY SKILLO

MEANS DOLLARS IN MERCHANT'S TILL.

Fastest Penny Counter Cigarette Game ever produced—talk about "action," "playing power," "money maker," you have it—new and different—40% for location—60% for you. Notice machine keeps accurate count of what merchant pays out in awards—cheat proof, can play 1c, 5c, 10c. Coin rolls through brass pins into payout pockets—awards up to 15 for 1 in trade. Percentage Regulator, lock key. Tested and proved on location. Nothing like it in coin history. Give ball gum if you wish with play. Box of 100 Balls, 12c. Skillo reaps tremendous quick profits. Trial Samples \$8.50 Each, Cash. No personal checks, please.

Pat. Pend. Size 7x7

AMERICAN SALES COMPANY
200 East 15th Street, Kansas City, Mo.



Rock-Ola Chute Scores With Ops

CHICAGO, Feb. 5.—Fifty cents to \$1.50 is lost to the average music operator every week thru slugs, according to a survey just completed by the Rock-Ola research department. According to officials, the purpose of the survey was to check accurately how much slug loss means to phonograph operators and to compute the extra money which purchasers of Rock-Ola phonographs would get due to the slug-proof, drop-style coin chute added as a part of the standard phonograph equipment this year.

Locations and operators were more than willing to discuss the situation freely and frankly, Rock-Ola representatives report. They indicated that ops have been looking to the manufacturers to stop this unreasonable loss. "For many months we experimented with coin chutes," Vice-President I. F. Webb, under whose supervision this survey was conducted, said, "attempting to develop one that would be as nearly slug-proof as possible. At length the most satisfactory coin chute was developed and immediately became a standard part of the new 1938 phonograph equipment.

"In an actual test here at the factory," Webb continued, "1,386 slugs of all types were inserted in the Rock-Ola chute and only 14 passed thru the chute to play the phono. We have figures to prove that our slug-proof coin chute will bring in the staggering sum of one million extra dollars for operators, earnings which heretofore seeped out slowly from week to week. We feel pretty happy over our new chute, for we have been receiving some fine compliments from ops on it."

Correction

The following people who represented the Rudolph Wurlitzer Company at the Coin Machine Convention were omitted from the list of exhibitors published in the January 29 issue:

Executives: Fanny Wurlitzer, Rudolph Wurlitzer, H. E. Capehart, R. C. Roling, C. E. Johnson, J. E. Broyles, R. B. Bolles, W. P. Bolles, R. C. Haimbaugh, Harry F. King, E. H. Petering and R. F. Waltemade.

District managers: R. S. Bleekman, S. T. Cass, J. A. Darwin, W. R. Deaton, Fred Fields, O. F. Kramer, R. Q. Kramer, W. C. Mossbarger, W. F. Merchant, J. A. McIlhenny, A. M. Mendez, J. H. Payne, M. H. Rosenberg, Earl E. Reynolds, Ralph Rigdon, Fred Rabe and W. E. Simmons.

Service department: W. B. Reed, Harold Hunt, W. T. Brase, L. Cooper, M. H. Harter, E. R. Schultz and A. Wood.

Engineering department: A. B. Christenson, O. A. Hokanson, L. E. Hayslett, H. Mauer, Fred Osborn, Ted Wright, C. Brinkert and Ted Wenzel.

Credit department: Ed Wurgler, D. V. Kennedy and M. T. Terwilliger.

Other departments: Harry Getman, Don Plant and Paul M. Fuller.

Sheet-Music Leaders

(Week Ending February 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.
3	1.	There's a Gold Mine in the Sky
2	2.	Rosalie
1	3.	Bei Mir Bist Du Schoen
4	4.	You're a Sweetheart
6	5.	I Double Dare You
5	6.	True Confession
8	7.	Thanks for the Memory
7	8.	Dipsy Doodle
11	9.	Ten Pretty Girls
9	10.	When the Organ Played "Oh, Promise Me"
..	11.	Whistle While You Work
14	12.	Josephine
13	13.	Sail Along, Silvery Moon
..	14.	Moon of Manakoor
..	15.	Sweet as a Song



CHICAGO, Feb. 5.—Operators, distributors and manufacturers should welcome the news that phonograph records are among the products that will be exempt from the 5 per cent excise tax if the recommendations are approved regarding the former schedule of taxes on various so-called "luxury" items. Under the proposed set-up the tax on records would be eliminated and ops would save many pennies in the course of a year provided disc makers pass the benefits of this repeal on to them. According to estimates the government receives about \$300,000 annually from record manufacturers in excise taxes.

Damon Runyon, well-known newspaper columnist and author, devoted his daily column on February 2 to a dissertation on swing music. Among his interesting observations were: "We are well aware that swing, at this time, holds the most tremendous vogue of any style, form or system of noise making in the history of the U. S. A. . . . It is one of those national obsessions that spring up at intervals and last until they wear out. . . . It is a curious thing about the swing craze that most of the swingatics just want to sit and listen to the music. When jazz had the nation out of its mind the customers wanted to dance to the music. The devotees of swing do some dancing, but apparently most of them are quite content to take it by ear. . . . Swing is an evolution of jazz and jazz was an evolution of ragtime, and, put it all together, it spells dizziness."

Not since the days of the *Music Goes 'Round and Around* has any tune received the publicity that *Bei Mir Bist Du Schoen* has. In the past few weeks columns have been devoted to the interesting human-interest story behind this tune in newspapers and magazines all over the country. *Life* told the story of the tune in picture form in its January 29 issue. All of this publicity has made the public acutely conscious of the tune and resulted in many an additional buffalo popping into phonochutes.

Source of many interesting confabs among ops these past weeks has been *Bei Mir* a bigger hit than *Music Goes 'Round, The Merry-Go-Round Broke Down* and other sock numbers that have spelled profits for both disc makers and ops. How is it doing in your neck of the woods? Ever so often it seems such a sock tune catches on and becomes an overnight hit. Many ops take advantage of these periodic hits to slack off on their purchases of other discs since the current favorite is all that is necessary to get patrons to shell out the nickels.

Speaking of the *Music Goes 'Round*, Mike Riley, composer of the zany ditty, has written another song which is his first opus since the M. G. R. What a title it bears—*It Looks Like a Cruller, Doughnut?* What a "punny" tune it must be. At any rate the publishing house is reported to be making a tie-up to plug the tune during national doughnut week.

Maynard Reuter.

Ski Trains Feature Wurlitzer Music

SEATTLE, Wash., Feb. 5.—If you West-erners hear early morning music on the trains going by, don't be alarmed—it's just an extra entertainment feature of the ever-popular ski trains.

Every Saturday and Sunday morning from January 1 to April 1 the Milwaukee Road is running two ski trains from Tacoma and Seattle to the Snoquamie Snow Bowl, up in the mountains 65 miles east of Seattle. It's a two-hour ride, and a recreation car is standard equipment on each 12-car train.

The car is equipped with a Model 50 Wurlitzer phonograph. The idea is something brand new to skiers and is proving

amazingly popular, according to reports.

Thru an arrangement with Joe Bahl, general passenger agent of the Milwaukee Road, the Hart Novelty Company here has provided the wherewithal for the "Big Apple," "Suzy-Q," "Truckin'," "Peekin'," "Posin'" and just plain dancing. "The Model 50 Wurlitzer Phonograph is ideal for the recreation car—providing full-tone music in the usual Wurlitzer lifelike style, yet occupying a minimum of floor space," Hart officials stated.

"The idea presented some neat obstacles which had to be cleared up—different types of current on the train—the effect of a sharp curve at high speed—these and other wrinkles were ironed out—and today it's music by the world's greatest orchestras on a swift ski train somewhere east of Seattle every Saturday and Sunday morning," they concluded.

Talkie Newspaper Seen With New Disc

CHICAGO, Feb. 5.—Now that the phono employing sound track films has entered the coin machine picture enterprising colmen may find some means of utilizing the patents recently granted to William G. H. Finch, of New York City, for his "talking newspaper." The inventor, according to the report in *The New York Times*, has devised a method whereby a whole series of sound records can be pressed right into the paper. These records are similar to ordinary phonograph records. All one has to do is to tear a record out of the paper and "play" it like the usual disk on any phonograph that happens to be around the home.

It is intended for an inexpensive supplement to the daily or Sunday paper and is primarily designed to "read" the comic strips or other features to children. Another important use, according to the inventor, is to provide a summary of news events for blind persons.

To print the "talking" newspaper supplement a master record would be made first. In other words, the reporter would read the news aloud, or where comic strips were involved different persons would speak the part of the characters in the strips. These sounds would be recorded in the same manner as musical recordings are made. From this positive master record would then be made a negative record containing projections corresponding to the sound grooves of the positive record. Then from the latter, in the same manner as the regular newspaper printing plates are made, a curved platen containing a replica of the negative record, projections would be formed.

The curved platen would then be inserted in the printing press. As the platen rolls turn so would the platen, with the result that it would form in the paper a grooved impression corresponding to the sounds to be reproduced.

A slightly heavier paper than usual newsprint, known as "printer's paper mat," is used in making the "talking" supplement. This paper may be anywhere from 1/32 to 1/16 of an inch thick. It readily takes the sound-groove impression and keeps it so that the paper can be "played" several times, declares the inventor.

The sound track is impressed in the paper as a circular record disc. The disc is outlined by a circular score line so that it can be readily torn from the paper. The center of the record is also scored so that a hole for placing the record on the phonograph can be punched out.

The inventor says that the "talking newspaper" can be cheaply turned out by the usual newspaper. As a supplement it can be folded inside the paper.

Sponsors Dinner For Music Men

BOSTON, Feb. 5.—"Give the music machine business back to the operators" was the keynote of a business meeting-dinner sponsored by Nick Russo, president of the Superior Amusement Company, Boston, at the Press Cafe last week.

Approximately 95 per cent of the largest operators in the Commonwealth of Massachusetts responded to Russo's invitation.

Several salient points were brought up during the discussion and have been checked as the basis on which a contemplated music machine operators' organization will be founded. Individually the music machine operators, as well as other coin-operated device men, have no legs on which to stand when it comes to fighting adverse legislation. Collectively there is natural strength, and committees at State House hearings will give added ear to their plaints. Russo believes in a strong legislative committee. Another vital point stressed was the scaling of location payments.

Russo was toastmaster. In addition to footing the dinner expense he also hired entertainment. Another meeting will be held shortly with the purpose of organizing against subversive and unethical operation tactics.



FRED RABE, district manager of the Rudolph Wurlitzer Company for South Carolina, Georgia and parts of Tennessee and Florida, has spent 14 of his 45 years in the automatic music business.



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**COMPLETE
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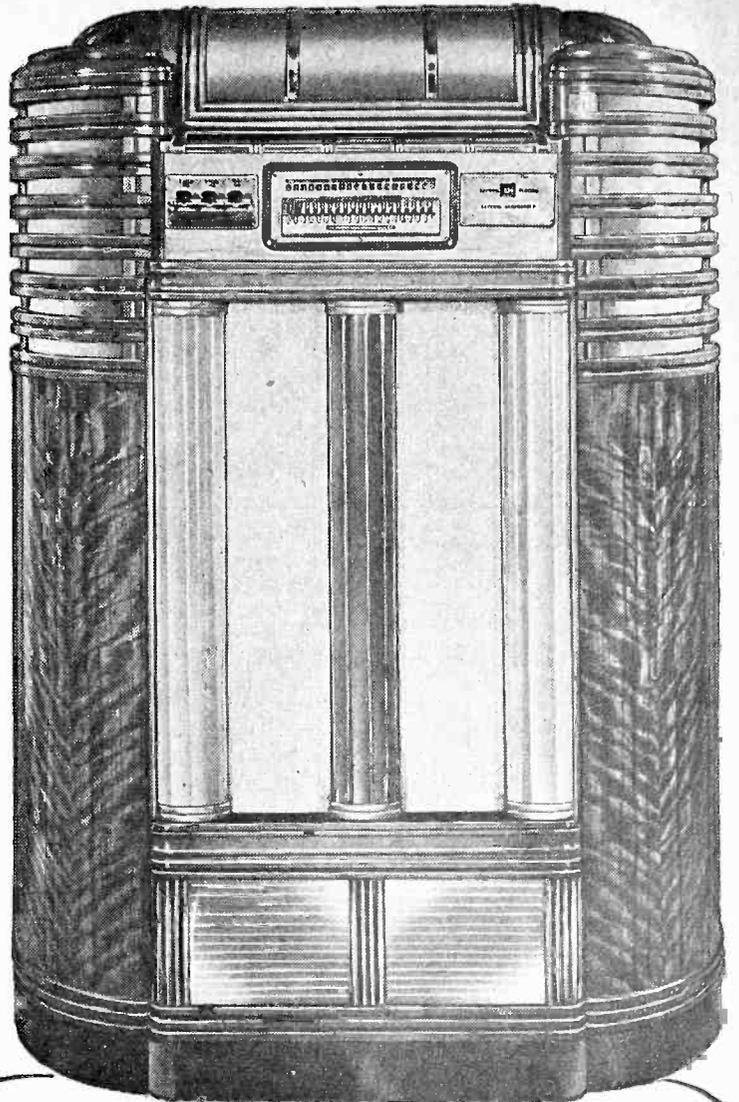
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OFFER COMPLETE CABINET ILLUMINATION—HIGH FIDELITY COMPENSATED BIAS AMPLIFICATION—TRIPLE TONE FLOW... Communicate with an Authorized Seeburg Distributor or with the J. P. Seeburg Corporation for complete information.



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Fine Musical Instruments
Since 1902



The Concert Grand
12 TUBE AMPLIFICATION

**Wurlitzer Returns
From Alaskan Trip**

SEATTLE, Wash., Feb. 5.—"In the world's farthest corners you're almost bound to find a Wurlitzer phonograph helping make lives in these distant spots a little brighter," maintains Homer E. Capehart, vice-president of the Rudolph Wurlitzer Company.

In explanation Capehart cited the case of the good ship North Star, which is a United States Government boat plying between Seattle and Alaska. There's nothing unusual in this, but the North Star takes food and supplies to those small and scattered Alaskan ports which the other boats never reach.

Last June the North Star weighed anchor on her yearly trip to the land where the nights are extra long. And to make the nights more enjoyable she

carried in her salon a Wurlitzer phonograph, Capehart reports. The ship made port again a few weeks ago and reported performance thruout the trip was top-notch. Rumor has it that the Eskimos when asked for their definition of "swing" now reply, "Wurlitzer."

This leaves only the South Pole still unconquered, but probably not for long. Can't you see those penguins when they get their first earful of Benny Goodman?

Detroit

DETROIT, Feb. 5.—I. Dave Franklin, formerly operating the Coin Specialty Company with about 150 music machines, is still operating a route of phonos in this territory. He has also gone into the real estate business. Now operating

in his own name, Franklin has moved his headquarters to 4145 Buckingham road.

Joseph A. Lovera, local music op, has moved to new headquarters in Dearborn, West Side suburb.

Scott A. Wilson and Harry D. Ryther are two ops who evidently haven't time to dwell much on the present recession. They are reported to have placed a recent order for 100 of the new 1938 type phonographs. Eleven of them have been received and placed on location, it is said. Wilson reports that he and Ryther are finding the restaurants good paying locations at this time.

M. L. Farrah is a believer in frequent changes of records in machines. He also believes in stimulating business in his locations by visiting them every once in a while and playing the machines himself. He finds that by setting up

such an example a wave of nickels starts flowing into the coin box. Farrah also operates in partnership with William E. Maskeny on routes of peanut venders and pin games, but reports that music machines are getting the best play of the lot today.

Five Best Record Sellers for Week Ending Feb. 7

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	B7318—"Thanks for the Memory" and "Mama, That Moon Is Here Again." Shep Fields and Rippling Rhythm Orchestra.	8057—"Oh, Dear! What Can the Matter Be?" and "Jingle (Bingle) Bells." Ella Logan Orchestra under direction of Bill Harty.	25735-25736-25737 — SNOW WHITE Album Records.	3874—"You're a Sweetheart" and "Let's Pitch a Little Woo." Dolly Dawn Dawn Patrol.
2	B7388—"In the Shade of the New Apple Tree" and "Lost in the Shuffle." Dick Stabile Orchestra.	8037—"Bei Mir Bist Du Schoen" and "I Double Dare You." Music in Russ Morgan Manner.	25754—"The Parade of Bands, Part 1" and "The Parade of Bands, Part 2." Richard Himber Essex House Orchestra.	3871—"True Confession" and "Terrific." Swing and Sway with Sammy Kaye.
3	B7378—"Sleepy Time Gal" and "Wabash Blues." Freddy Martin Orchestra.	8044—"Harmony in Harlem" and "Black Butterfly." Duke Ellington Orchestra.	25740—"I Double Dare You" and "Two Dreams Get Together." Larry Clinton Orchestra.	3910—"There's a Gold Mine in the Sky" and "Thanks for the Memory." Isham Jones Orchestra.
4	B7395—"In the Land of Yamo Yamo" and "My Mariuccia Take a Steamboat." Wingy Mannone Orchestra.	8048—"The Toy Trumpet" and "The History of Sweet Swing." Horace Heidt Alemite Brigadiers.	25771—"The Sun Will Shine Tonight" and "You're My Ideal." Lionel Hampton Orchestra.	3922—"Jubilee" and "Pigeons and Peppers." Cootie Williams Rug Cutters.
5	B7397—"You Went to My Head" and "My Window Faces the South." Larry Wynn and Palmer Brothers.	8050—"Whistle While You Work" and "One Song." Art Shaw and his New Music.	25763—"The Big Dipper" and "Smoke From a Chimney." Tommy Dorsey Orchestra.	3896—"Jubilee" and "Every Day's a Holiday." Cab Calloway Orchestra.

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PERMO POINT
THE WORLD'S MOST PERFECT
LONG PLAY PHONOGRAPH
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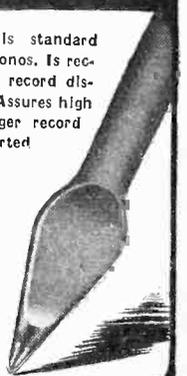
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Only PERMO POINT is standard equipment on ALL new phonos. Is recommended and sold by all record distributing companies... Assures high fidelity reproduction—longer record life—true tone—undistorted volume output.

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312 AND 412 MODELS,

\$111.50 each

In Perfect Condition.

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MILLS DO-RE-MI Phonographs . . . \$ 99.50
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 All Machines Are in Perfect Condition.

ROCKOLA REGULAR, 1936 Model . \$99.50
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200 LATE CHIEFS

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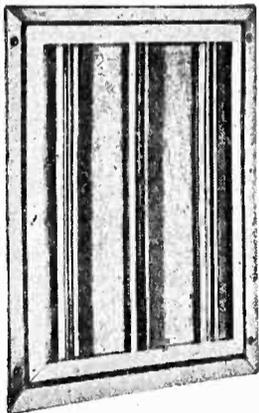
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Write or Wire How Many You Have To Trade

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ILLUMINATED GRILLS



For All Makes and Models

Modernistic — heavily Chromium-Plated Frame. Three full-length genuine Lumiline Tubes. Lights in Beautiful Pastel Colors. Moonlite Blue, Emerald and Pink. Installed in 3 minutes! Increase your play at minimum cost!

SAMPLE \$12.95

LOTS OF 6 10.50

Third With Order, Balance C. O. D.

LUMI-CHROME MFG. CO.

25th and Leavenworth Sts., Omaha, Neb.
 GRILL CLOTHS—Gold, Silver or Crimson, 50c Extra. State Preference.

ADVERTISE IN THE BILLBOARD YOU'LL BE SATISFIED WITH RESULTS

Coinography

By The Coinographer

Up in Brodhead, Wis., resides an operator who has been affiliated with the coin machine industry for many years. In his day he has seen many different types of coin-operated equipment come and go; and in recent years he himself made a switch to the operation of music machines. His name is Clint Pierce and he heads the C. S. Pierce Music Company.

In relating the story of his rise as a music operator Pierce stated, "Since I started in the music business I have been an operator of Seeburg phonographs. Each year has seen both the Seeburg firm and its machines rise in my estimation. It is one firm that really believes in co-operation. In fact, they are as much interested in helping the operator increase play and profits from their machines as in the original sale. The suggestions they offer from time to time for more efficient operation as well as their merchandising plans have helped me build my business to its present state.

"What I like about their machines," he went on, "is that they are so mechanically perfect that they require a minimum of care. In addition their rich mellow tone and modern designed cabinets make a hit wherever they are placed. The complete cabinet illumination of their latest models, the Concert Grande, the Regal and the Gem, is unquestionably one of the most important advances made in the industry for a long time. It helps a lot to get new locations. I personally have obtained a number of new spots within the past few weeks since these latest models were introduced. These machines make any music enjoyable," Pierce concluded, "and bring in the sort of profits that gladden all operators' hearts."

Arkansas Music Ops' Assn. Holds Meeting

LITTLE ROCK, Ark., Feb. 5.—Popularity of the coin phonograph has returned the phonograph recordings business to a level it enjoyed during the pre-depression boom days, it was announced by speakers at the regular monthly meeting of the Arkansas Music Operators' Association held in Hotel Marion Sunday afternoon. The meeting was presided over by F. E. Ragsdale, Camden, president of the organization.

"Until the coin machine was introduced the recording business was at low ebb," a representative of the membership said in a lively address. "During the past six months our business has grown by leaps and bounds and there is

every reason to look for further expansion in days to come."

In Arkansas in 1937, it was revealed, 750,000 records were sold by 500 dealers to approximately 2,000 operators of phonographs in the State. The average cost of phonographs operated in the State was \$350 and operators paid over \$10,000 in annual operating taxations. The State association has 30 members, a score of whom attended the meeting Sunday. Mrs. Louise Early, Little Rock, is secretary of the group.

New Orleans

NEW ORLEANS, Feb. 5.—Music machine operators continue to co-operate well with their local organization and last week's meeting, as usual, was well attended and all present took at least some small part in trade discussions. George Brennan, president of the organization, has proved to be the man of the hour and his selection was a wise move by the members. Occasional get-togethers have been the main secret of Brennan's success with his organization and today in New Orleans there is less chiseling than ever before.

R. N. McCormick, Southern sales representative for Decca recordings, left New Orleans Monday for a week's trip thru the Southern section. Conferring with branch managers in Dallas, Memphis and Atlanta, Mac is due back Monday morning.

INTRODUCING MIRACLE POINT PHONOGRAPH NEEDLE

The only real improvement in Permanent Point Needles in recent years. Inserted in pickup only one way—the right way.

SAVES RECORDS SUPER QUIET 2000 OR MORE PLAYS

Introductory FREE DEAL Offer limited to February only. Write for it and cut your needle cost.

TRIAL NEEDLE 50 CENTS
 This amount refundable on your first order.

Manufactured and Guaranteed by **M. A. GERETT CORP.**
 2947 North 30th St., Milwaukee, Wis.

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

RUSS MORGAN
 Brunswick 8059

Did an Angel Kiss You? (it's woven with silk, especially when the gal warbles it in that manner),
Smoke From a Chimney (a sentimental side with a log on the fire a sign of love).

DICK STABLE
 Bluebird 7388

In the Shade of the New Apple Tree (formerly Ben Bernie's ace sax star, Stable proves his syncopation is made of toe-tickling, rhythmic stuff),
Lost in the Shuffle (no danger of this band being lost in a shuffle or otherwise).

SWING MUSIC

RAYMOND SCOTT
 Brunswick 8058

The Penguin (he has a flair for the screwy titles, but if it's screwy swing they want, this one's a birdie),
War Dance for Wooden Indians (this mile-a-minute swing should make sweet music to woo the nickel Indians).

GLEN MILLER
 Brunswick 8062

Humoresque (it's the old classical piece done up in the classic swing style),
Doin' the Jive (you stomp your feet and you swing out wide, and that, dear kiddies, is doin' the jive).

VOCAL

MILDRED BAILEY
 Vocalion 3931

I See Your Face Before Me (a smooth, easy-going song that Mrs. Swing gives a lifting lift),
Thanks for the Memory (this swing diva sticks to the slower stuff again, making the music real mellow).

ALLAN JONES
 Victor 4380

The Donkey Serenade (he sings it just as grand as he did in the picture, but it's strictly for the high-brow nickel spenders),
Giannina Mia (the never-to-be-forgotten song from The Firefly flicker in grand concert style).

BING CROSBY
 Decca 1616

Dancing Under the Stars (Bing has a Hawaiian backing for this dreamy dirge),
Palace in Paradise (both songs are by the writer of Sweet Lullaby and Crosby chants 'em in that style).

INSTRUMENTAL

ROY SMECK
 Decca 1622

Smoke From a Chimney (if the electric guitar keeps the electricity going in your phono, stick this one in a slot),
Sweet as a Song (strictly for the plectrum fans and these slow songs, with vocals, satisfies).

FRANKIE CARLE
 Decca 1623

The Wedding of the Painted Doll (this lad used to whip the piano keys for Mal Hallett, and his solo Steinwaying is fit for any parlor),
Doll Dance (another oldie that never tires, especially with Snow White and the Seven Dwarfs making us all kids again).

RACE

LIL JOHNSON
 Vocalion 03941

When Your Troubles Are Like Mine (her man means no woman no good),
Down at the Village Store (that's where the congregation is having their go-to-meetin' time).

Burras Resigns From Western

CHICAGO, Feb. 5.—Hugh Burras tendered his resignation to Western Equipment and Supply Company this week, effective Saturday, February 12. Burras joined the Western organization slightly less than a year ago on February 22, 1937, as general sales manager and first assistant to Jimmy Johnson.



HUGH BURRAS

Prior to being associated with Jimmy Johnson's organization he served O. D. Jennings & Company for more than 12 years, resigning as sales manager to join forces with Western. Previous to affiliating with the coin machine industry he was connected with sales and advertising work in other lines of business.

"It is with genuine regret that I leave Jimmy Johnson and his organization," Burras stated. "Jimmy has been a wonderful friend and a swell boss—the finest I ever had. My association with him has been the most pleasant and profitable of my entire business career. I sincerely wish him all the luck in the world to continue the successful business he has built."

In leaving Western Burras accepts the general sales manager post of the Ad- vitagraph Corporation, a new organization, with headquarters in Chicago, incorporated to manufacture a new type of motion picture projector and to produce, sell and distribute advertising film service to national advertisers.

"Naturally I don't like to see Hugh leave," stated Johnson, "for he has been a big factor in helping to build Western sales. But after discussing it thoroly with him I sincerely believe that this new venture offers him a splendid opportunity. I know of none more capable to handle this work and be successful at it. Hugh's sales and advertising ability, plus his knowledge and experience, make him extremely well fitted for his new work and I wish him all the success in the world for his future."

Amusement Value In Double Track

CHICAGO, Feb. 5.—"I am really interested in the Double Track game made by Genco," Lee S. Jones, president of American Sales Corporation, stated this week. This was his conclusion after studying the machines introduced this year very carefully, he said.

"This game gives the player a nickel's worth of amusement, with emphasis upon giving the customer full value for his money," Jones stated. "I am fully convinced that amusement games must give amusement value if the games industry is to regain its former popularity with the public."

The game Double Track is in the form of a duplex table game, offering two playing fields. It may be had with single chute to operate both fields on a single coin or with two chutes for two players or playing each game independently. The scoreboard on this game also uses the novel feature of two moving horses that encourage competitive

play, or two autos may be had to capitalize on the auto-racing idea. These are easily interchangeable on location by the operator.

Mutoscope Sells Machines to City

NEW YORK, Feb. 5.—Continuing the policy of eliminating all possibility of favoritism in the physical examinations of city employees, such as firemen, policemen, etc., the New York Civil Service Commission has placed an order for an automatic height measuring machine with International Mutoscope-Reel Company, Inc., of New York, manufacturer of the Photomatic.

This machine was invented and designed by Mutoscope engineers and embodies many ingenious features. As soon as the applicant steps on the platform his height is recorded on a large dial divided into one-eighth-inch measurements. Should the applicant attempt to "cheat" by standing on his toes two large red lights immediately flash a warning to the inspector.

If this machine follows the path that the other machines, such as grip tester and other strength testers which Mutoscope supplies to the Civil Service Commission, it will soon find its way as a coin-operated machine in locations throughout the country.

Talkie Picture Vender Announced

LOS ANGELES, Feb. 5.—A coin-operated motion picture machine complete with sound and screen has been announced here by the Cinematone Varieties, Inc. Dr. Gordon Keith Woodard is the inventor of the machine. Woodard and W. P. Falkenberg head the firm, while Lyons & Lyons are taking care of the legal angles.

Machine is reported to use 16 mm. film with Victor Animatograph sound projection equipment along with a continuous projection attachment. Will occupy a space of two feet on location and stands eight feet high. Firm plans this device to offer a two-and-a-half-minute show for 10 cents.

Machines are said to have been tested in some key locations in Southern California and proved so satisfactory that owners have laid plans to manufacture approximately 5,000 machines during the coming year under a budget of \$2,500,000. Falkenberg will handle the production and distribution end, it was revealed, which will be centered in Davenport, Ia., and Chicago. Woodard will take care of the film production end of the business here.

Cinematone plans to spend \$750,000 to produce and release 20 films weekly, it was disclosed. Well-known stars, top-notch bands, as well as different novelty acts, will be used. Firm predicts that its miniature motion picture machines will soon be seen in cocktail lounges, taverns and other places of amusement within the next three months.

Rock-o-Ball's New Size Boosts Orders

CHICAGO, Feb. 5.—A new peak in the production of Rock-o-Ball, the legal bowling game, is reported at the Rock-Ola factory. It's due partly to the new convenient 12-foot length now offered by Rock-Ola, according to Jack Nelson, vice-president and general sales manager, who had occasion to talk with many operators at the recent show. He reports one operator told him: "I've had many locations asking me for a Rock-o-Ball but the space wasn't quite large enough and I had to refuse a live, going location. Now with this new size I can easily put one of these profit makers in every location that wants it."

"Rock-o-Ball has a particular appeal apart from ordinary games," comments N. L. Nelson, head of Rock-Ola's games division. "There's an athletic angle that many who play automatic games prefer. A game of Rock-o-Ball can be made as strenuous as a good workout, or it can be played just as interestingly in a leisurely manner. Its silent operation adds to its popularity, and the all-electric triple-score feature heightens the excitement and interest of competitive play.

"Operators have no difficulty placing Rock-o-Balls," he went on, "because we know from conversations and correspondence with them locations are eager to install a game with the popular appeal that this game has. They report that Rock-o-Ball raises the profits from a location's general business. Operators heartily indorse the extra Veeder counter, too, placed on a shelf inside the machine, because they can adjust the score and thereafter have a record of the awards. This little device is most significant to the operator in figuring his percentage of Rock-o-Ball's earnings," he concluded.

Exhibit Features Five Legal Games

CHICAGO, Feb. 5.—Following up the indicated trends of the operating business, Exhibit Supply Company is featuring a group of machines well adapted to strict territory, according to Leo J. Kelly, vice-president. "Three little counter machines displayed for the first time at the convention really made a hit with the trade and gave us a happy surprise," Kelly said.

"The three small machines were the Love Meter, the Personality Indicator and the Disposition Register. The reaction which these machines drew from the trade was really amazing. These machines meet all legal requirements and yet differ from the usual legal machine because they have features about them that make for continuous play. When distributors placed orders for 500 to 1,000 at a time that is proof that the meter machines are meeting a real need. All an operator has to do is buy a sample and try it just long enough to



MAX BRESSLER, president of Paris Bead and Novelty Company, compliments Charlie McCarthy on the pile of orders from operators for Charlie McCarthy dolls since the 1938 show.



DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built for 1c-5c-10c-25c Play
Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST.
CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770.
Cable address "WATLINGITE," Chicago.

truly amazing

VANAK

SLUG REJECTOR

Patented Check and Check Separator give extra protection. Individual checks available for each operator—an added income safeguard! See your Jobber or write

A. DALKIN CO.
4311-13 Ravenswood Ave., Chicago.

learn the secret principle of these machines. Then he will know what to do."

Exhibit also introduced Hi-Ball, another game designed to comply with legal restrictions. This is an upright cabinet game with a vertical playing field that uses the roll-down principle. Large balls (nearly as large as a baseball) are put into play by hitting a striker pedal with the hand or fist.

A novelty pinball game called Basket Ball has also been introduced. It is designed so that it will get two coins per game. Two teams, blue and red, are arranged and the player increases his chances of backing a winning team if he deposits two coins. The first coin puts the Blues team into play and the second coin puts the Reds into play.

"That is offering operators a rather complete array of new games designed for strict territories," Kelly stated.

Struhl Reports Big Digger Mdse. Play

NEW YORK, Feb. 5.—"We were completely surprised with the rush of digger merchandise which we experienced last week," reports one of the heads of the Morris Struhl firm. "Streams of ops have been coming into our headquarters from many parts of the country where diggers are once more in operation. There were many men here from the South who formerly were active in the operation in this type of equipment in this city."

Teddy, Sadie and Archie Struhl, who are well known to the coin trade thru their appearances at past conventions, stated that they were extremely happy to see all the oldtimers once more in business.

It's PAY \$ DAY for You!

OPERATORS--MAKE UP YOUR OWN JAR DEAL!

We furnish everything—new style patented "Sealed" tickets—Jar Labels and Jars. You choose your own winning numbers and Pay-outs for Jar Label. We print Jar Labels to your order, FREE with every order for six or more PAY-DAY refills. PAY-DAY refills are numbered from 000 to 999—Each deal Serial numbered—All numbers fully PROTECTED. Here are suggested deals you can make up: Candy—Cigarette—Beer—Liquor—Hamburg—Gasoline—Bakery—Ice Cream—Grocery—Toys—Cosmetics—Jewelry—Dolls—Beauty Parlor—Barber Shop—Baseball—Football—Basket Ball—Racing—Put and Take—Pool—Bowling—Weather—Bank Clearing—Golf Ball—Treasure—Turkey, etc. Choose your winning numbers and your Pay-out—We will print Jar labels as per copy—No Drawings or Special Cuts accepted.



New Patented Sealed Ticket 1"x 2". Made of high grade Bristol stock. All Numbers Protected.

IT'S PAY \$ DAY EVERY DAY	ASK FOR A PAY \$ DAY SEALED TICKET	Only C PER PLAY
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Your Copy Here

Printed in 2 Colors on Gum Stock.

Special Low Operators Prices

- 6 Refills \$10.00
- 12 Refills \$15.00
- 24 Refills \$24.00
- 48 Refills (or more) .. \$40.00

JAR LABELS FURNISHED FREE!

2-Color Print

Jars—Quantities of 6 or More. Each 30c 25% with order. Orders amounting to \$25.00 or over shipped prepaid—prices subject to change without notice.

SEAL TICK SALES CO., 221 EAST 20th ST. Dept. B 23 CHICAGO, ILL.

OUR RECONDITIONED MACHINES ARE WORTH MORE because they are BETTER MECHANICALLY and in APPEARANCE!

This Week's SPECIAL!
STONER'S
 AROUND THE WORLD
\$17.50

RECONDITIONED PAY TABLES

Air Derby.....\$32.50	Preview.....\$21.50
College Football 39.50	Skipper.....19.50
Gottlieb Derby.....37.50	Turf Champs.....39.50
Day.....37.50	Winner.....29.50

Write for List of 250 Paytables, Novelty Games, Consoles and Counter Games.

TERMS: 1/3 Deposit, Balance With Order

ATLAS NOVELTY COMPANY
 2200 N. Western Ave. Chicago, Illinois

N. Y. Coin Men Hold Two Vending Firms After-Show Party Incorporate in N. Y.

NEW YORK, Feb. 5.—Many of the leading coinmen who left the convention a day before the close in order to fly to Miami, Fla., report that their post-convention party was a success in every sense of the word. According to Nat Cohn, of Modern Vending Company, who is said to have been the moving spirit of the trip, "we all arrived safely and checked in the Park Central Hotel, located in the heart of Miami Beach and owned by a former New York operator, Harry Faber. Immediately this spot became the headquarters for all members of the industry in this area. Larry Serlin, Phil Strassburger, Jack Fisher, Jack Kaufman, Joe Fishman, Steve Delewin, Herman Gross, Herman Rosenberg, Lou Wolcher, Max Glass, Eddie Ginsberg and Sidney Levine were numbered among those present.

ALBANY, N. Y., Feb. 1.—Two new auto-announced here by the Cinematone Variety authorized to engage in business by Secretary of State Edward J. Flynn this week.

They include the Globe Publicity Corporation, New York City, with a capital of 100 shares of stock. The promoters and shareholders are: Arthur Pomerantz, Edith Robin and Ruth Stark, New York. The Atlantic Amusement Corporation, Kings County, was the other; capital, 10 shares of stock. Shareholders: Fred Hailparn, Max D. Levine and Betty Palsoff, Brooklyn.

Southland Novelty Doing Fine Work

COLUMBIA, Tenn., Feb. 5.—E. H. Griggs, of the Southland Novelty Company here, is reported to be doing an excellent job in the operating field in this territory.

Griggs is well known thruout this area and is well liked by all the operators here. He was present at the Coin Machine Convention in Chicago, where he arranged for shipment of some of the best machines shown for the benefit of the operators in his territory.

According to some of the leaders in the coin machine business, Griggs is said to be one of the operators whom the industry can depend upon at all times.

While in Chicago he arranged for complete shipments of all the latest Mills Novelty Company machines and claims that he believes the new Mills line is going to help him go over the top for 1938, it is reported.

Griggs is a believer in giving his customers the latest and best of machines, and working with them at all times to help them earn more money from their machines. He has made this his policy and reports that it is bringing him increased sales as well as greater respect and interest thruout the wide territory he covers.

SAIL ALONG WITH THE MAYFLOWER

NEW GAMES	USED GAMES	ALAMO
Bally Entry \$189.50	Fleetwood \$139.50	Haleah \$10.00
Bally Reserve Write	Racing Form (New) 49.50	Pamco Parlay 10.00
Gigantic Payout 99.50	Classic (New) 39.50	Roundup 10.00
Mills Big Race 189.50	Golden Wheel 39.50	Jumbo 5.00
Mills One, Two, Three, 179.50	Pamco Race 25.00	Trojan 5.00
Mills Flasher 132.50	Heavyweight 25.00	
NEW CONSOLES	Royal Race 25.00	SLOTS
Galloping Domino \$249.50	Winner 25.00	Columbia F. S. \$40.00
Bang Tails 259.50	Paddock 25.00	War Eagle 44.50
Lincoln Field Write	Preview 25.00	Jennings Chief 49.50
Saddle Club 275.00	Spotlite 25.00	Blue Fronts 49.50
Track Odds 230.00	Springtime 22.50	Chief Console 100.00
USED CONSOLES	Bump-a-Lite 22.50	Callie Console 120.00
Track Odds \$169.50	Carom 22.50	Cigar-ola 159.50
Paces Races (Brown) 139.50	Policy 22.50	
Galloping Domino 120.00	Daily Race 20.00	COUNTER GAMES
Bang Tails 120.00	One Better 20.00	Grandstand (New) .. \$37.50
Fast Track 119.50	Line Up 20.00	Bones 29.50
Chuck-a-Letto (new head) 119.50	Bally Booster 12.50	Reliance 25.00
Liberty Bell 79.50	Bally Bumper 10.50	Ginger (New) 22.50
Sky Line 69.50	Multiplay 10.00	Reel Spot 12.50
Favorite 69.50	Peerless 10.00	
Keeno 79.50	Big Casino 10.00	Wurlitzer Skee Ball .. \$177.50
Chuck-a-Letto 59.50	Ten Strike 10.00	(Used) 99.50
Domino 49.50	Multiple 10.00	Popmatic (New) 177.50
Teaser 49.50	Lite A Pair 10.00	Rock-o-Ball 99.50
De Luxe Bell 47.50	Hi De Ho 10.00	
Ray's Track 110.00	Skill Roll 10.00	1/3 Deposit with Order.
Club House (F.S.) 145.00	Velvet 10.00	Balance C. O. D.

MAYFLOWER NOVELTY CO., INC. (Nestor 7284), St. Paul, Minnesota.
 1507 University Avenue

Bang-a-Deer Snarls Traffic at Ponser's

NEW YORK, Feb. 5.—Bang-a-Deer, the new automatic shooting range that uses real bullets and a real rifle, is bringing so many operators to the New York showrooms of the George Ponser Company that Bert Lane, general manager, says he is considering applying to the police commission for a traffic director.

"The tremendous interest in this new gun is exemplified by the sudden boost of spirit among operators who have been crying the blues because of legal difficulties and the recession," Lane stated. "Bang-a-Deer, promoted by the Ponser organization as the cure-all answer to present operating problems, amazed even veteran coinmen with its mechanical perfection. Everything has been thought of to make Bang-a-Deer one of the most successful coin machines ever developed both from the operator's and player's viewpoints. The gun is foolproof and trouble free, and in giving the player the thrill of using real bullets and a real gun it assures many repeat nickels in the chute.

"Bona fide orders, which are the only real measure of the interest in any salable item," Lane continued, "have convinced us that in Bang-a-Deer we have the biggest thing that ever hit the industry. Whatever are the factors contributing to the sock appeal of this number, our books show that this remarkable gun is going to do a terrific job for our operators and ourselves.

"The Tru-Shot Corporation, a real

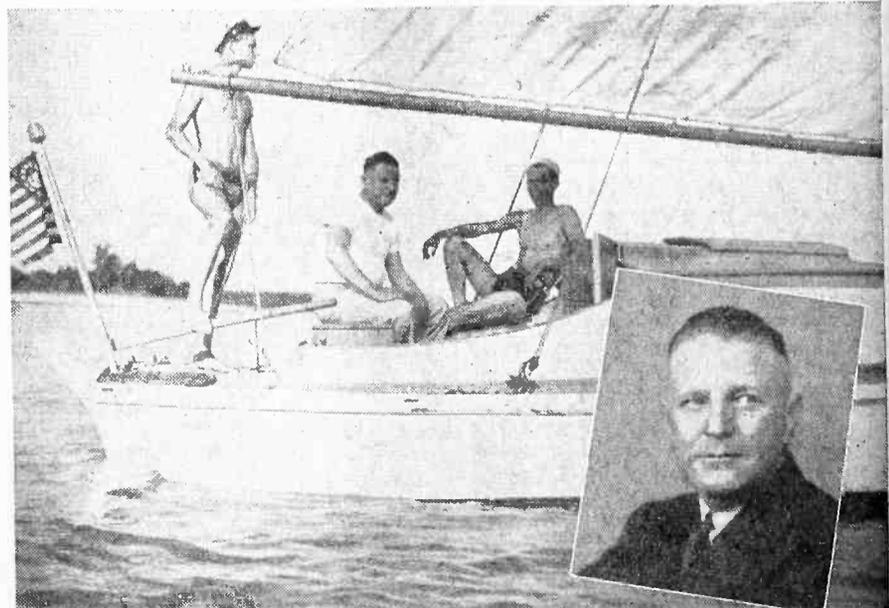
Reconditioned Bargains

PLANATELLUS \$89.50
IRON CLAW, Model G 32.50
POP MASTER (Automatic Pop Corn Machine) 32.50
BALLY ROLL 42.50
KEENEY BOWLETTE 37.50
ROLL-A-SCORE (9 Foot) 34.50
BALLY EAGLE EYE 110.00
JUNGLE DODGER 23.50
KEENEY TARGETTE 55.00
RAY-O-LITE 135.00
CHUCKALETTE (Console) 49.50
TEASER (Console) 57.50
CLUB HOUSE (Console) 135.00
MILLS TROUBADOUR 17.50
MILLS DE LUXE DANCE-MASTER 57.50
SEEBURG SELECTOPHONE 32.50
SEEBURG SELECTOPHONE (De Luxe Red Cabinet) 47.50
BALLY BASKET BALL (Floor Sample) 71.50
PERMO POINT NEEDLES. Write for Prices in Lots of 10 or More.

Our new salesboard and premium department will open March first. Manufacturers Write Us or Have Salesman Call.

1/3 Deposit, Balance C.O.D. Cable Address: "Idealco." Phone: Garfield 0072.

IDEAL NOVELTY CO. 1518 MARKET ST. PHOENIX, ARIZ.



NEXT TO HIS BUSINESS the favorite hobby of Bill Deaton, Wurlitzer district manager for North Carolina and Virginia, is sailing his boat, "Skipper."

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

**ONE BALL AND SLOT BARGAINS
THIS WEEK'S SPECIALS**

CLASSICS	\$29.50	BLUE FRONTS, D.J..	\$39.50
RACING FORMS...	29.50	BLUE FRONTS, S.J...	47.50
GOLDEN WHEELS	29.50	WAR EAGLES, 10c.	32.50
FOTO FINISH	29.50	LION HEADS	24.50
WINNERS	19.50	EXTRAORDINARIES	27.50
PREVIEWS	16.50	CHERRY BELLS ...	57.50
CONSOLES			
PHONOGRAPHS		BANGTAILS	\$125.00
P-10 WURLITZER.	\$69.50	PACES RACES	
P-12 WURLITZER.	89.50	Heavy Duty	} 129.50
DANCE MASTER..	69.50	Motor	
DO RE MI	99.50	3700 to 3900	
		NEW 25c PLAY..	265.00

1/3 DEPOSIT

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.



FISHER BROWN, Rock-Ola distributor in Texas, Oklahoma and Louisiana, and Prof. James Harvey, astrologer, discuss Rock-Ola's new Talkie Horoscope.

Annual Party for Stoner Employees

AURORA, Ill., Feb. 5.—The Stoner Corporation held an annual masquerade party for employees and their friends January 29. Over 300 guests danced and made merry to the music of a popular Aurora orchestra. Cash prizes were awarded for the most original costumes selected by the judges. The outstanding costume was a huge red apple, symbolizing the recent dance craze, "The Red Apple."

Ted Stoner accepted the role as master of ceremonies. With his clever songs and ditties Ted proved himself an excellent entertainer. Novel specialty acts were introduced and brought heavy applause.

Harry Stoner was on hand with a battery of motion picture and candid cameras taking shots of interesting highlights. Harry has gone in for photography in a big way, as evidenced by the photographic paraphernalia he has acquired.

C. R. Adelberg has been holding out on the boys—during the evening a group of revelers carried Adelberg by force to the closest piano bench and made him tickle the ivories. Adelberg surprised a good many by drawing from a large musical repertoire.

After much dancing and entertainment a buffet luncheon was served and relished by all. This party was another of the many social functions the Stoners have sponsored for their employees.

Calcutt Makes Room For New Equipment

FAYETTEVILLE, N. C., Feb. 5.—In order to make room for the scores of new games that are arriving daily from manufacturers, Joe Calcutt reveals that he is running a big feature sale of used equipment which overshadows anything he has ever staged before.

"We just have to clear these older machines out of our huge warehouses," Calcutt maintains, "and the best way to do it is to sell them. At the sacrificial prices we are offering these games to members of the industry there is no doubt that we will be rid of them in no time. We will need every inch of floor space to accommodate the new games we have on order, so we really are forced to offer the majority of the machines we now have on hand, both new and used, at exceptionally bargain prices," he concluded.

Coming
SKILL DERBY
A GAME OF SKILL

Legal Everywhere

STONER Corp.
AURORA, ILLINOIS

LOWEST PRICE!

GIANT GRIP SCALE

Eastern Distributor,
THE GEO. PONSER ORGANIZATION
 33 West 60th St., New York City.
 (Also at All Branches)

Small Firms At Capital

Pilgrimage of small biz to Washington makes little but noise

WASHINGTON, Feb. 5.—"Little business" had its inning here this week and attained prominence by its noisy sessions. While the coin-operated machine trade apparently was not represented, the trade nevertheless would be interested, since most manufacturing and operating firms in the business have a volume "less than a million dollars annually."

The noisy sessions of "small business men" turned out to have a greater political meaning than any practical good for business. In fact, as to practical results the meetings may be regarded as almost worthless. Some observers say that when small business enterprises had a chance to show constructive thinking they muffed the ball by letting political feelings overcome business judgment.

Apparently following in the footsteps of "big business," the representatives of small industries condemned all the spending programs, taxes, etc., of the federal government from A to Z, then boldly asked the federal government to finance the small industries just as it has been financing "big business" for several years.

Politicians will now have the easy problem of deciding how taxes, relief funds, etc., can be reduced, while at

the same time providing billions in loans for big and little business. When big and little men show their knack at making such easy recommendations to the government many news observers are beginning to feel that it is no wonder politicians pass such screwy laws.

Sicking Co. Displays Large Complete Line

CINCINNATI, Feb. 5.—Operators visiting Sicking Manufacturing Company and its large display rooms get the impression that the elaborate coin machine show of Chicago has been transported to Cincinnati. New machines from practically all the Chicago manufacturers are on display and more are coming in each day—as fast as they are released by the manufacturers.

Operators who attended the show in Chicago are getting their second look at the Sicking display, while hundreds of others are backing up their enthusiasm over the new machines with the placement of orders.

In discussing the amusement machine business with Ben Goldberg and William Marmer, owners of the business, both were optimistic as to the future and commented upon the heavy orders for new machines being placed by operators thruout this and surrounding territory.

On the day visited the showrooms were a place of great excitement and activity. The business being done by the Sicking firm speaks well for the company and the future of the amusement machine business.

Incidentally, the Sicking Manufacturing Company was founded in 1893 and since that time has been catering to the needs of operators. The firm carries one of the most complete and diversified lines of coin-operated machines in the country.

Ops Going for Chico Baseball, Is Report

CHICAGO, Feb. 5.—"The no-ball-lift principle we have built into our latest hit, Chico Baseball, is garnering praise from ops in all parts of the land," reports Sam Gensburg, official of the Chicago Coin Manufacturing Company. "These reports state that players can't seem to get enough of this game. Chico Baseball is so crammed full of action they just don't seem to be able to let it alone. This irresistible appeal, of course, spells profits in capital letters for operators of the game and easy sales for jobbers and distributors.

"There is no ball lift of any kind on this game," he went on. "When a coin is inserted a ball automatically drops into playing position. As the ball rolls thru the fascinating playing field it contacts home runs, base hits, strikes, outs and other bumpers which are automatically recorded on the extra-size backboard.

"The type of action incorporated in Chico Baseball," Gensburg concluded, "keeps players on edge from start to finish and keeps coins constantly popping into the coin chute."



CY GLUCKMAN (left) and two other Philadelphia operators enjoy trip to Chicago for 1938 show. (Photo by Howard Kass, Regal Sales, Inc., Newark, N. J.)

SENSATIONAL LOW PRICE

on the

\$15.00 NATIONALLY ADVERTISED

PACKARD

Lifetime LEKTRO-SHAVER
 Salescard Operators
 Agents-Distributors

Work PACKARD Thru 1938 and CLEAN UP.

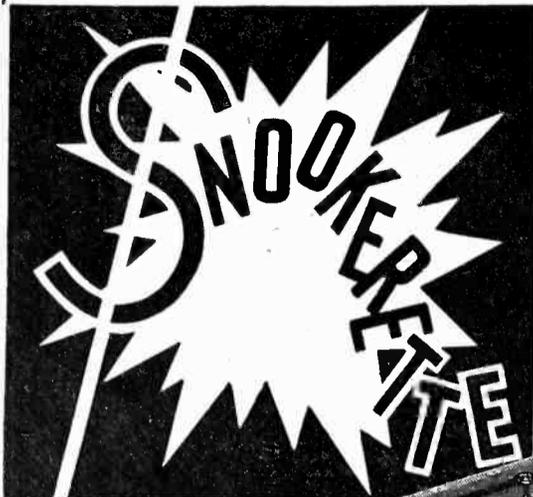
MAKE BIG MONEY BY GIVING AWAY THIS SHAVER FREE!

WRITE For LATEST PRICE LIST and For FREE Sample Salescard and Circular

LLOYD'S DISTRIBUTING CO., 521 FIFTH AVE. NEW YORK

The Last "Word" in Your Letter to Advertisers, "Billboard".

Take your cue from



- a thrill game!
- a skill game!
- Pool's thrills for everybody!
- Billiard's kick for old and young alike!



LEGAL!

America's New Amusement Sensation

A CONTINENTAL EUROPEAN AND CANADIAN FAVORITE FOR YEARS

- Self-Servicing!
- Self-Instructing!
- Self-Collecting!
- Self-Timing!
- No Pay-Out!

All the thrills of Pool or Billiards, at their best . . . that's SNOOKERETTE . . . today's NEW dime-a-game amusement sensation! Everybody plays it . . . The appeal is lasting . . . permanent. Table is streamlined . . . beautiful! 3 feet by 6. No intricate mechanisms to get out of order . . . no attendant required . . . Present locations show steadily increasing returns. Take a "cue" from SNOOKERETTE . . . write for details TODAY.

AUTOMATIC BILLIARD CORPORATION OF AMERICA
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Gottlieb Gets New Grip on His Work

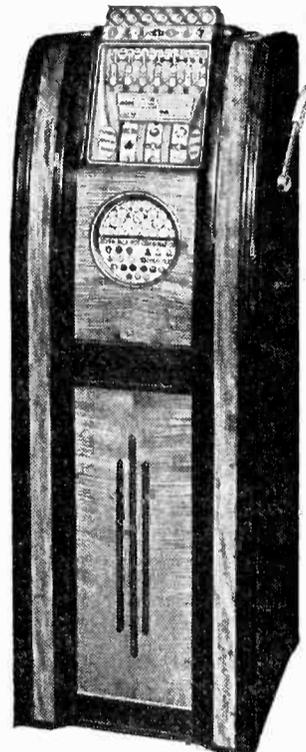
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AG MULTI BELL CONSOLE

7 Play — 7 Jack Pots



It was the big hit in bell machines at Chicago Show.

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Wanted Keeney Track Times

Condition and serial number. We have all kinds of Used Counter Games, Novelty Pin Games, Automatics and Slot Machines at low prices. Write for quotation.

MISC.

Rays Races, like new, \$125.00. New Gun Tank, \$56.50. Rotary Merchandiser with Ban-eck Slug Ejectors, \$58.50. Mills Dance Masters, A-1 condition, \$37.50. Wurlitzer's P-4-12, A-1 condition, \$115.00.

\$5,000 worth of Rotary Merchandise at close-out prices.

Terms: 1/3 Cash with Order, Balance C. O. D.

ARROW NOVELTY CO.
2852 Sidney St., ST. LOUIS, MO.

CLOSEOUT - BRAND NEW BALLY AUTOMATICS

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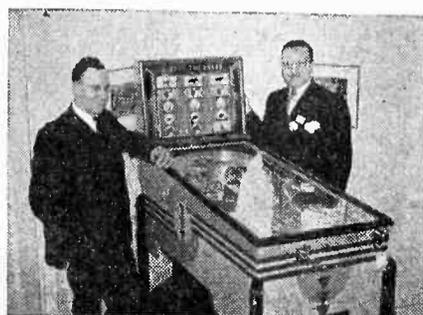
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GO GETTER JAR CO.

P. O. Box 691
TYLER, TEXAS



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him and the location owner. Anything can happen when this occurs.

"While I'm on the story of operators, isn't it rather funny that all of us are trying to elevate this business above the racket stage, yet we turn right around and print something in our business papers about 'gambling' machines. If I had my way about it the word would be tabooed in any news periodical. It is not a good word for us to use. The word 'slot' machine also could be banned. These machines could be referred to as 'check' machines and the operator would know what it meant. After all our publications fall into all kinds of hands.—M. A. Webber, Georgia."

Ed Ross, of Oriole, New York Visitor

NEW YORK, Feb. 5.—Ed V. Ross, of Oriole Coin Machine Corporation, Baltimore, Md., was a visitor here during the past week. Besides doing a lot of buying Ross took time out to pay a visit to some of the new night spots. He stated that he got a big kick out of Billy Rose's Casa Manana as well as Jack White's 18 Club.

Regarding business, Ross stated: "There is no doubt that the industry is passing thru a period of change. Ops who have weathered the storms of the past years are awaiting the next move. Buying will continue to be heavy but the men will guide themselves by past experience and will not be as ready to take chances as in the past.

"Manufacturers realize this," he continued, "for they are producing only the type of equipment which meets operators' demands. Our firm is going ahead steadily," he concluded, "and as long as business continues to be as good as it has been we'll be more than satisfied."

Bally Celebrates Fair Grounds Anniv.

CHICAGO, Feb. 5.—The longest run on record is the claim being made by Bally Manufacturing Company for the Fair Grounds table, a multiple one-shot, which recently passed the 12-month milestone with appropriate jubilation at the Bally plant.

"The Fair Grounds machine was introduced shortly before the 1937 show," said Ray Moloney, Bally's president, "and is still in full production today. During the course of the year, following our well-known limited production policy, we made two successive attempts to withdraw Fair Grounds from the Bally line. Our action, however, called forth such a storm of protest that we were compelled to go back into production. Later, when rising costs forced us to increase the price, we expected the demand for Fair Grounds to taper off. Instead the demand actually increased. Many multiple games have come and gone during the year, but Fair Grounds keeps right on and was again one of our 1938 show numbers."



CARL MANTELL, National Coin Machine Corporation, Baltimore, duly inducted into Exhibit's Big Pencil Club by Leo J. Kelly (left), vice-president of Exhibit Supply Company.

ORDERS TAKEN AT THE CHICAGO SHOW PROVED THIS THE ANSWER TO THE DEMAND OF 10,000 OPERATORS FOR LOCATION PROTECTION.

Greatest Improvement of the
JAR GAME INDUSTRY
E-Z PICKIN' DISPLAY VENDOR

NOTICE OPERATORS

1. This is a Display Vendor Combining Beauty and Practicability Adding an inestimable amount of Prestige to all Jar Games.
2. Eliminates the evil of constant theft and Gyp Artists... Saving Operators, weekly, many times over its original cost.
3. Insures Complete Mechanized Control over Jar Game, Increasing Jar Profit to the Highest Possible Maximum.
4. This Display Vendor may be used with any Type or Kind of Jar Game Products.

See It Operate!
Ask
GAY

MYSTERY PAY OFF
Jar Style
E-Z PICKIN' 5¢
These are 12 of 124 combinations in the Jar-123 Winner

101-102	SEE JACK POT CARD
102-103	Receive 25¢
103-104	Receive 25¢
104-105	Receive 25¢
105-106	Receive 25¢
106-107	Receive 50¢
107-108	Receive 50¢
108-109	Receive 50¢
109-110	Receive 50¢
110-111	Receive 50¢
111-112	Receive \$1.00

Jack Pot Card attractively illuminated with reflected lighting.

Attractiveness Personified by stream-lining and chrome and black finish.

Cheat-Proof electric buzzer system notifies location when game is being played eliminating theft and gyp artists. Jar lid equipped with steel spring protecting jar contents.

Locking feature on lid insures individual protection.

Jar tilted to 45° angle, affording additional convenience to players.

Beveled Glass protection for label. Keeps label fresh and attractive.

Counter Space condensed more compact than jar and holder.

TWO MODELS ELECTRICAL MODEL

- Greater playing appeal. Incorporated novelty features that induce bigger profits and sensational repeat play.
- Precision built construction, light weight gauge steel, electrically welded and practically indestructible.
- Electric units highest standards, laboratory tested, guaranteed by manufacturer.
- Location tested and found to increase play 100% or better and to pay for itself in increased earnings on the first deal.
- Dresses up a display that rejuvenates and revives old locations to a new all time high.
- Takes the guess out of operating by insuring steady repeat play so highly necessary in the operating field.
- Locations demand the display vendor, for they want absolutely the last word in perfection and player appeal.

MECHANICAL MODEL

A fitting companion is the non-electric display vendor which is equally as desirable where electric current is not available. This mechanical unit has the locking-lid feature that is so desirable. The alarm that warns the locations through use of a melodious bell tone, when the game is being played. Affords the same splendid display of the game, has the same dimensions and mechanical construction throughout as the all electric and has the same attractive finish of chrome and black. The mechanical features are fool-proof and practically indestructible. This unit will give years of trouble-proof satisfactory service at a minimum investment and a continuous stream of steady repeat and desirable profits.

ELECTRICAL MODEL	MECHANICAL MODEL
Prices net (No discounts)	Prices net (No discounts)
1 Sample \$9.90 Each	1 Sample \$5.90 Each
Lots of 6 9.40 "	Lots of 6 5.40 "
Lots of 12 or more 8.80 "	Lots of 12 or more 4.80 "

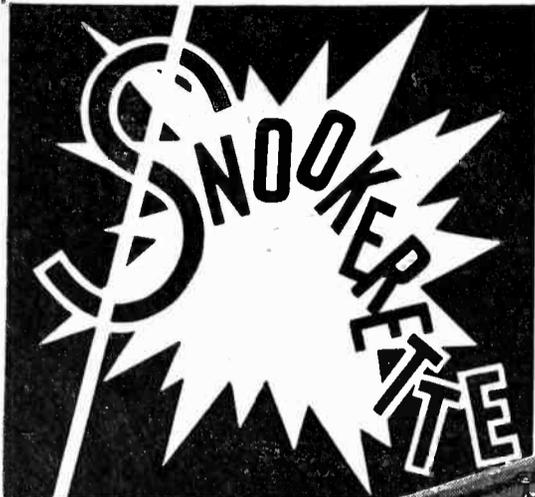
(Glass jars are included in complete vendors.) (Our special jar is necessary.)

All Orders for Vendors Shipped F. O. B. Our Factory.
All Patented Rights Applied For.

Manufactured By

GAY GAMES, Incorporated
GUY E. NOEL, President MUNCIE, INDIANA

Take your cue from



- a thrill game!
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22 West Monroe Street CHICAGO

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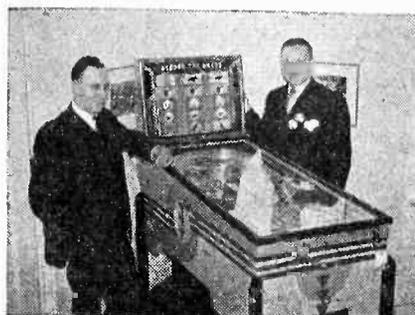
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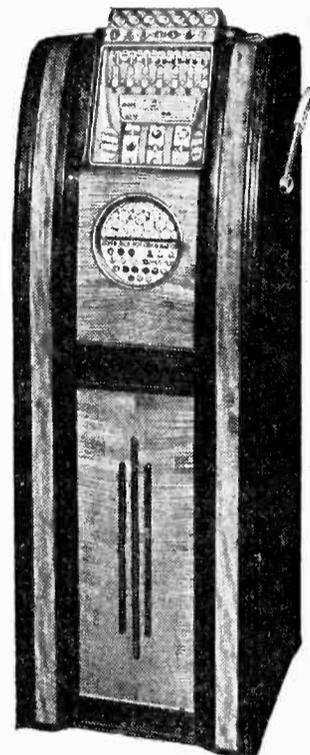
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Greatest Improvement of the
JAR GAME INDUSTRY
E-Z PICKIN' DISPLAY VENDOR

NOTICE OPERATORS

1. This is a Display Vendor Combining Beauty and Practicability Adding an inestimable amount of Prestige to all Jar Games.
2. Eliminates the evil of constant theft and Gyp Artists... Saving Operators, weekly, many times over its original cost.
3. Insures Complete Mechanized Control over Jar Game, Increasing Jar Profit to the Highest Possible Maximum.
4. This Display Vendor may be used with any Type or Kind of Jar Game Products.

See It Operate!
Ask
GAY

MYSTERY PAY OFF
Jar Style
E-Z PICKIN' 5¢
They Are 12 of Each
Contribution to the 1st-12th Winners

101-102	See Jack Pot Card	
102-103	Receive	5¢
103-104	Receive	25¢
104-105	Receive	25¢
105-106	Receive	25¢
106-107	Receive	50¢
107-108	Receive	50¢
108-109	Receive	50¢
109-110	Receive	50¢
110-111	Receive	50¢
111-112	Receive	\$1.00

Jack Pot Card attractively illuminated with reflected lighting.

Attractiveness Personified by stream-lining and chrome and black finish.

Cheat-Proof electric buzzer system notifies location when game is being played eliminating theft and gyp artists.

Jar lid equipped with steel spring protecting jar contents.

Locking feature on lid insures individual protection.

Jar tilted to 45° angle, affording additional convenience to players.

Beveled Glass protection for label. Keeps label fresh and attractive.

Counter Space condensed more compact than jar and holder.

TWO MODELS ELECTRICAL MODEL

- Greater playing appeal. Incorporated novelty features that induce bigger profits and sensational repeat play.
- Precision built construction, light weight gauge steel, electrically welded and practically indestructible.
- Electric units highest standards, laboratory tested, guaranteed by manufacturer.
- Location tested and found to increase play 100% or better and to pay for itself in increased earnings on the first deal.
- Dresses up a display that rejuvenates and revives old locations to a new all time high.
- Takes the guess out of operating by insuring steady repeat play so highly necessary in the operating field.
- Locations demand the display vendor, for they want absolutely the last word in perfection and player appeal.

MECHANICAL MODEL

A fitting companion is the non-electric display vendor which is equally as desirable where electric current is not available. This mechanical unit has the locking-lid feature that is so desirable. The alarm that warns the locations through use of a melodious bell tone, when the game is being played. Affords the same splendid display of the game, has the same dimensions and mechanical construction throughout as the all electric and has the same attractive finish of chrome and black. The mechanical features are fool-proof and practically indestructible. This unit will give years of trouble-proof satisfactory service at a minimum investment and a continuous stream of steady repeat and desirable profits.

ELECTRICAL MODEL		MECHANICAL MODEL	
Prices net (No discounts)		Prices net (No discounts)	
1 Sample	\$9.90 Each	1 Sample	\$5.90 Each
Lots of 6	9.40 "	Lots of 6	5.40 "
Lots of 12 or more	8.80 "	Lots of 12 or more	4.80 "

(Glass jars are included in complete vendors.)

(Our special jar is necessary.)

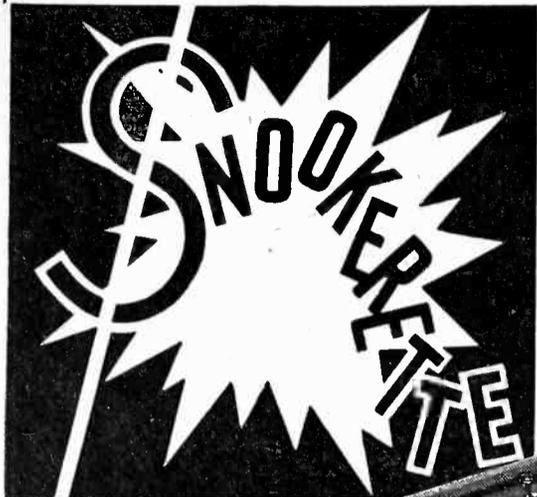
All Orders for Vendors Shipped F. O. B. Our Factory.

All Patented Rights Applied For.

Manufactured By

GAY GAMES, Incorporated
GUY E. NOEL, President
MUNCIE, INDIANA

Take your cue from



- a thrill game!
- a skill game!
- Pool's thrills for everybody!
- Billiard's kick for old and young alike!



LEGAL!

America's New Amusement Sensation

A CONTINENTAL EUROPEAN AND CANADIAN FAVORITE FOR YEARS

Self-Servicing!
Self-Instructing!
Self-Collecting!
Self-Timing!
No Pay-Out!

All the thrills of Pool or Billiards, at their best . . . that's SNOOKERETTE . . . today's NEW dime-a-game amusement sensation! Everybody plays it . . . The appeal is lasting . . . permanent. Table is streamlined . . . beautiful! 3 feet by 6. No intricate mechanisms to get out of order . . . no attendant required . . . Present locations show steadily increasing returns. Take a "cue" from SNOOKERETTE . . . write for details TODAY.

AUTOMATIC BILLIARD CORPORATION OF AMERICA
22 West Monroe Street CHICAGO

Gottlieb Gets New Grip on His Work

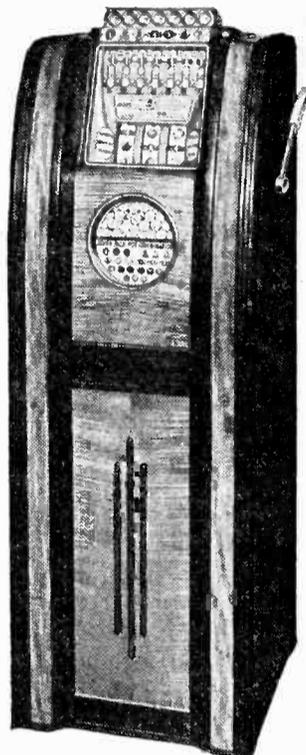
CHICAGO, Feb. 5.—By clever manipulation Nate Gottlieb, of D. Gottlieb & Company, sandwiched a short vacation trip between two busy spells. After the hectic days (and nights) of the Chicago convention he hurried down to Dallas for a short "breather" before tackling the rush of business that their new models and the convention brought on.

In Texas, Gottlieb reports, he found operators highly enthused over their new Giant Grip Scale, particularly in respect to legal conditions. They were especially impressed with its low price and the new profit possibilities that it opened up. "One fact seems to be true wherever you go," he said, "and that is that everybody wants to try the strength of his grip. That's why our Grip Scale became such a great favorite overnight. Operators are especially enthused with the sweet money this machine earns at a very small investment. Oldtimers will remember that years ago we created quite a reputation with grip machines. History does repeat itself, for the new machine with its modern refinements promises to make history all over again. It is already stepping into the same favor as the old-time machines and another era of grip machines is before us."

On his return to Chicago Gottlieb reports he was amazed at the tremendous amount of business at the plant. He had to roll up his sleeves and dig in. "I expected a rush but nothing like this," he explained. "Luckily I just picked the right time for a brief vacation trip. I needed to relax after the high-speed days preparing for the convention and during the convention itself, but I didn't bargain for this rush of work when I got back. Between our Giant Grip Scale and Slugger, the new low-priced baseball novelty, we're kept in a lather to make delivery on time. The trade was quick to see the possibilities of making money with these two low-priced hits, and they're ordering them in quantity."

AG MULTI BELL CONSOLE

7 Play — 7 Jack Pots



It was the big hit in bell machines at Chicago Show.

Write for particulars and prices.

Manufactured exclusively by

AG NOVELTY COMPANY

8602-21 Epworth Blvd.
Detroit, Mich.

Wants Proof That Games Are Played

"To the Editor: I have sent out over 500 letters to firms in the United States with a view to establishing connections with them. I am also sending orders for sample merchandise today which amounts to \$624. You can realize the value of the information I am receiving from your publication.

"Please let me have the address of the makers of the Snookerette. For a long time I have been asking American manufacturers to consider and make such a game themselves. I am sure they can bring something more interesting than the similar one made in France. There they call it Russian billiards.

"Would it be possible to get together several coin machine manufacturers there to send me a short movie news film to show here with the 'News of the World' film. The film should show coin machines being played in the best hotels and other important locations. Don't they have an interest in showing to us in South America that coin machines are not something illegal and in danger of police action in the United States? I assure you I could get a showing on such a film in the good cines here to dissipate the adverse ideas of coin machines brought here by newspaper prejudice.—Guillermo Ospina, Casilla de Correo 1115, Buenos Aires."

Wanted Keeney Track Times

Condition and serial number. We have all kinds of Used Counter Games, Novelty Pin Games, Automatics and Slot Machines at low prices. Write for quotation.

MISC.

Rays Races, like new, \$125.00. New Gun Tank, \$56.50. Rotary Merchandiser with Ban-eck Slug Ejectors, \$58.50. Mills Dance Masters, A-1 condition, \$37.50. Wurlitzer's P 4-12, A-1 condition, \$115.00.

\$5,000 worth of Rotary Merchandise at close-out prices.

Terms: 1/3 Cash with Order, Balance C. O. D.

ARROW NOVELTY CO.

2852 Sidney St., ST. LOUIS, MO.

CLOSEOUT - BRAND NEW BALLY AUTOMATICS

RACING FORM (Cash)	\$ 47.50	FAVORITE	\$ 70.00
BALLY BELLS	90.00	TEASER	89.50
CLUB HOUSE (Cash)	130.00	RAY'S TRACK (Cash)	160.00
CLUB HOUSE (Ticket)	140.00	RAY'S TRACK (Check Sep.)	165.00
BALLY STABLES (Cash)	115.00	RAY'S TRACK (Ticket)	167.00
BALLY STABLES (Ticket)	122.00	GALLANT FOX	160.00
TURF SPECIAL	109.50	SKY HIGH	35.00

All Above Prices F. O. B. Chicago, 25% DEPOSIT WITH ORDER.

EXCEPTIONAL BUYS IN USED AUTOMATICS

Fleetwood	\$124.95	Golden Wheel	\$24.95	Parl Mutuels (6 slots)	\$17.50
Fairgrounds	74.95	Flicker	17.50	Hialeah (Ticket)	13.50
Classic	24.50	Sky High (Ticket)	7.50	Double Header	9.00
Turf Champs (Ticket)	35.00	Round Up (Ticket)	20.00	Peerless (Ticket)	9.00

USED CONSOLES | Teaser \$ 65.00 | 2 Used Eagle Eye Machines, Club House 99.50 | Each Only \$100.00

All Used Prices F. O. F. New York, 25% Deposit With Order.

We are in need of Late Model Used Novelty Games for Export. Write—let us know what you have!

JOHN A. FITZGIBBONS

453 WEST 47TH ST., NEW YORK, N. Y. 362 MULBERRY ST., NEWARK, N. J. 2178 AMSTERDAM AVE., NEW YORK, N. Y.



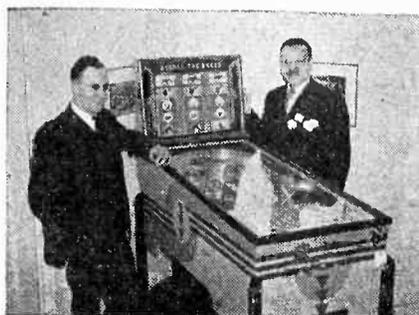
NEW!

MR. OPERATOR:

"Pork and Beans" is the newest creation among money-makers. One hundred test locations will prove this fact. A brand-new idea in a payout card with plenty of pep and profits. Jar takes in \$57.00, average payout \$26.50, average profit \$30.50. All 55 seals go out paying 25c to \$15.00. Players go for it because they have a chance to win. Sample deal complete \$4.00, dozen lots \$36.00. Refills and cards \$24.00 per dozen. Federal tax paid, express prepaid on all orders in U. S. Wholesalers, jobbers and distributors, write for quantity prices.

GO GETTER JAR CO.

TYLER, TEXAS P. O. Box 691



A. E. ROCKOLA, St. Paul, and Archie LaBeau, Rock-Ola's Minnesota distributor, inspect Rock-Ola's new game, Across the Board.

GIVE-A-WAY-PRICE

50

Watling Twin-Jack-Pots, 1c Play and 5c Play at \$12.50 Each.

4 Jennings Dutch, 1c Play, at \$20.00 Each

5 Watling Rol-A-Top, Used 3 Weeks, 1c Play, \$32.50 Each.

5 Watling Treasuries, 1c Play, \$27.50 Each.

Mills Cherry Bells, 5c Play, With Milco Checks, \$50.00.

Send 1/3 Deposit With Order

D. & S. SALES CO.

1005 Broadway, Rockford, Illinois

1,000-Point Top On Bally Console

CHICAGO, Feb. 5.—Discussing recent collection reports on the Lincoln Field triple-dial console, Jim Buckley, general sales manager of Bally Manufacturing Company, attributed the exceptional earning power of the machine to the strong appeal of a 1,000-point gold-award token issued for three daily doubles. "Fifty dollars is very choice currency in any man's language," Buckley declared, "which explains why there's a cash customer for all seven coin chutes every flip of the lever and why that lever bobs up and down like a pump handle to the tune of—well, Lincoln Fields collections are just too sensational for publication, but ask any operators who has this machine on his route.

"Lincoln Fields is more than a game, more than a console—it's concentrated 100-proof race-horse fever," Buckley emphasized. "Triple dials twirl and the odds whirl, then one by one the dials come to the end of a tantalizing spin. You get a dollar's worth of thrilling excitement—the kind that makes your eyes sparkle and your blood tingle—and a crack at a juicy layout of awards—\$8 top on selections and 50 smackers for three daily doubles!

"Lincoln Fields is also available in a special model called Bally's Skill Field, which includes a fascinating skill feature."

Ops Should Visit Locations Often

"To the Editor: Having been in the coin machine business for some years, I have read and reread everything I could get my hands on dealing with the subject of 'What a Successful Operator Should Do' and kindred topics. Having been on the firing line myself, so to speak, as a salesman selling operators thru distributors and for manufacturers, I find that the best suggestion yet is for the boss himself to get out and contact his locations at least once a month. In this way he will become better acquainted with the needs of his spots and keep his fingers on the real pulse of this business.

"I have advised several operators with the necessity of this practice, but the reaction has always been, 'Well, what is the service man for?' Leaving everything up to the service man is one sure way of losing a spot. I find that when an operator does not visit locations once in a while he will eventually lose a service man who will go into business for himself and take the locations he has been servicing along with him.

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1 Sample	\$9.90 Each	1 Sample	\$5.90 Each
Lots of 6	9.40 "	Lots of 6	5.40 "
Lots of 12 or more	8.80 "	Lots of 12 or more	4.80 "

(Glass jars are included in complete vendors.)

(Our special jar is necessary.)

All Orders for Vendors Shipped F. O. B. Our Factory.

All Patented Rights Applied For.

Manufactured By

GAY GAMES, Incorporated
 GUY E. NOEL, President
 MUNCIE, INDIANA

OPERATORS!

WESTERN'S NEW

Triple Grip



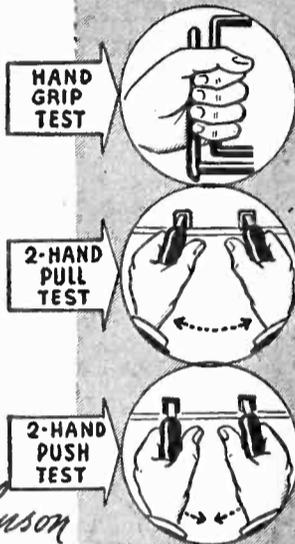
THE UNIVERSALLY LEGAL COUNTER MACHINE WITH THE 3 WAY APPEAL---

GIVES YOU A TRIPLE OPPORTUNITY FOR PROFITS ON EVERY LOCATION!

Here is your permanent source of income! Western's Triple Grip is LEGAL EVERYWHERE, with an extra appeal for every location patron! Three different grip tests get extra plays from patrons!

Mechanically perfect, Triple Grip requires no service. It is beautifully finished in permanent brilliant Duco with gleaming chrome trim and fits any counter spot. Suction cups hold it firmly to counter. Jam proof coin slot keeps machine always ready for play. Every location is a natural for Triple Grip! STAND \$2.50 EXTRA.

\$19.50
Tax Paid F. O. B. Chicago



IMMEDIATE DELIVERY

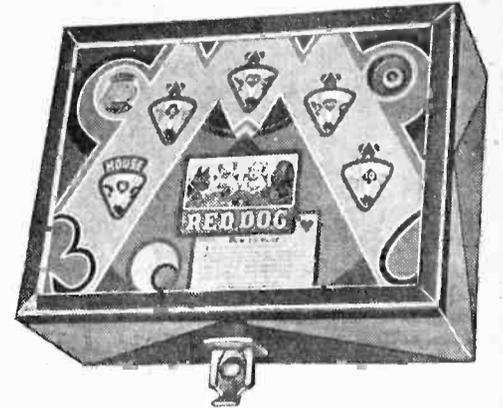
Jimmy Johnson

WESTERN EQUIPMENT & SUPPLY CO.
925 W. NORTH AVE. ★ CHICAGO, ILL.

New Money Maker 'RED DOG' For Every Counter

A thrill with every play. The biggest nickel's worth of entertainment ever offered in a counter game. Takes Top Play everywhere. An old-time favorite card game, "RED DOG." Pushing in coin chute deals "House" card—pulling out chute automatically deals four "Player" cards. When player has 2 or more cards of same suit and of higher value than "House" card, awards up to \$2.00 are paid.

Takes pennies, nickels, dimes and quarters. The greatest money making counter game ever offered. A greater money maker than most high priced payout tables.
2475
ORDER FROM YOUR JOBBER
EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO



Petty Evil In Churches

Report shows 21 of 50 ministers favor gambling to finance work

CHICAGO, Feb. 5.—Ex-operators of pinball games in Chicago no doubt read with considerable curiosity and mingled feelings the flare-up about "petty gambling in churches" that made the front pages of Chicago newspapers this week. The subject came out into the open during the 101st annual convention of the Episcopal Diocese here, when it was announced that a survey of 50 rectors indicated that 21 of them favored a "bit of gambling for the sake of zest and income at church affairs."

Perhaps the subject can be considered more fully by quoting from one of Chicago's newspapers. Rev. John Evans, religious news editor of *The Chicago Tribune* (February 2, 1938), reported the incident as follows:

Gambling Already Here

"Gambling in various petty forms is not creeping into church meetings and socials—it's there; been there for a long time, with the folks going for it with the bands playing. That at least is what some Episcopal rectors have said in replies to questions asked by the venerable Frederick G. Deis, Episcopal archdeacon of Chicago.

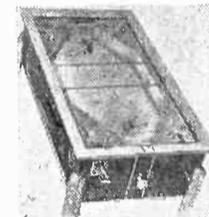
"Moreover, the archdeacon found that of 50 rectors queried 21 said they favored a bit of gambling for the sake of zest and income at church affairs. Twenty-five clergymen opposed the practice, Dr. Deis said, while several others, he said, were not sure about it one way or another.

"Dr. Deis asked the question on gambling along with other queries concerning church matters in order to prepare a formal report on the state of the church for the 101st annual convention of the Episcopal Diocese of Chicago, which opened February 1 in the Church



BUILD YOUR BUSINESS ON A SOLID FOUNDATION

It takes 2 people to play HOCKEY



THEY BET between themselves! MAYBE THEY JUST like the Game! at any rate they PLAY the location gives no prizes or payouts. It's LEGAL and the operator makes REAL MONEY!

INTERNATIONAL MUTOSCOPE REEL CO.,
518 West 34th St., New York City.

A-1 CONDITION

Stoner Races .. \$35.00	Ricochet .. \$12.50
Carnival Track Meet .. 22.50	Reel Spot .. \$12.50
Skeed Neck & Neck .. 5.00	Tickette .. 2.75
Roll Over Thriller .. 5.00	Horses .. 2.75
Happy Days Kick Off .. 5.00	Reel Races .. \$39.50
Short Sox .. 5.00	Beat Em .. 27.50
10% Off If Buying 4 or More.	Center Smash .. 17.50
	Hot Springs .. 15.00
	Home Run .. 17.50
	Running Wild Tournament .. 17.50

1/3 Cash With Order.

CAPITOL VENDING MACHINE CO.
700 1/2 Woodland Street, Nashville, Tenn.

RECONDITIONED MACHINES

Stoner's Air Races .. \$19.50	Golden Wheel .. \$29.50
Broadway Angel .. 15.00	Heavyweight .. 22.50
Carom .. 18.50	Mazuma .. 15.00
Challenger .. 10.00	Pikes Peak .. 42.50
Gottlieb Derby Day .. 32.50	Preakness .. 42.50
Mills Flasher .. 69.50	Post Time .. 29.50
Photo Finish .. 37.50	Turf Champ .. 32.50
Western Grand Prize .. 32.50	Winner .. 23.50
	Short Sox .. 5.00
	Sequence .. 10.00
	Hold Em .. 8.00
	Fifty Grand .. 8.00

1/3 Deposit with Order, Balance C. O. D.
MARYLAND COIN MACHINE CO.
5910 Marluth Ave., Baltimore, Md.

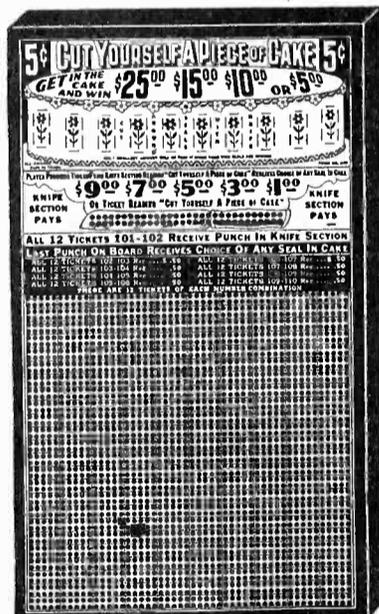
THEY'RE EATING IT UP!

"Cut Yourself A Piece of Cake" AND GET IN ON THESE "SWEET" PROFITS

Board No. 2408 2400 Holes
Takes in .. \$120.00
Average Payout .. 74.02
Average Gross Profit .. \$45.98
—109 WINNERS—

A New and Novel Harlich Board With That Extra Wallop That Builds Profits—Fast!

PRICE EACH ONLY **\$4.98** PLUS 10% TAX



GET THE DETAILS! OR, BETTER STILL, ORDER A SAMPLE TODAY!
HARLICH MFG. CO., 1401 W. JACKSON BLVD., CHICAGO, ILL.

LOWEST PRICE! GIANT GRIP SCALE



MISSOURI DISTRIBUTORS

MORRIS NOVELTY CO.
4505 Manchester Ave., St. Louis, Mo.

SALESBOARD OPERATORS

Read "DEALS"

A column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK



HERE'RE THE DISTRICT MANAGERS of the B. D. Lazar Company. Left to right: Leo Feldman, Frank Spegal, I. F. Webb, Rock-Ola's vice-president and phonograph manager, and Mike Karpin.

of the Epiphany, Ashland avenue and Adams street.

"This report, based on his questions, will be read today. The report declares:

"The general convention of the church was a witness against gambling at church functions. So has our bishop. Yet we sell chances, we whirl wheels, we give prizes, we do a thousand and one things to get something for nothing rather than give God a tithe of what we possess or earn.

"The committee on the state of the church recommends a cleansing of the temple. Gambling in Chicago at licensed places we know is wrong. Gambling in churches is worse. God's house living from the proceeds of gambling is still worse. We recommend that the convention go on record as unalterably opposed to the sale of chances or other types of gambling to raise money for church purposes."

MOSELEY'S SPECIALS

EFFECTIVE FEBRUARY 12, 1938

- | | |
|--|---|
| (2) FOTO-FINISH S. U. \$29.50 | (1) EXHIBIT'S TANFORAN S. U. . . . \$75.00 |
| (1) Mills Double-Header, Perfect . . . 10.00 | (1) BALLY Rover, Ticket Model . . . 45.00 |
| (1) Exhibit TOPS, with Meters Like New . . . 42.50 | (1) Mills Flasher, Perfect . . . 65.00 |
| (3) Skippers S. U. Perfect . . . 12.50 | (1) BALLY Airway, 1937 Model . . . 42.50 |
| (1) DUX 5-Ball Novelty F. S. New . . . 39.50 | (1) Bally Cross Line . . . 10.00 |
| (2) Mills Tournament Novelty Game . . . 29.00 | (1) Bally Bumper . . . 10.50 |
| (8) TURF CHAMPS, Perfect . . . 29.50 | (1) CLASSIC, Ticket Model . . . 22.50 |
| (1) Bally Rambler . . . 7.00 | (1) CLASSIC, Cash Model . . . 20.00 |
| (3) Stoner's Races S. U. Perfect . . . 35.00 | (1) Hurdle Hop . . . 7.50 |
| (2) Preakness, Ticket Model . . . 45.00 | (1) Jlg Joy (5 Ball Game), Perfect . . . 35.00 |
| (2) Preakness, Cash Model . . . 42.50 | (1) Bolo Novelty Game, Like New . . . 5.00 |
| (2) BALLY CAROMS, Ticket Model . . . 22.50 | (3) 5c JENNINGS GRAND STAND S. U. Used 10 Days, Like New, Ea. . . 20.00 |
| (5) BALLY CAROMS, Cash Model . . . 20.00 | (2) Stoner's Round the World . . . 32.50 |
| (1) Stoner's Air Races, Ticket Model . . . 25.00 | (3) CHUCK-A-LETTE . . . 47.50 |
| (1) DAVAL Derby, Like New . . . 9.50 | (4) A. B. T. Reg. Model Targets . . . 7.50 |
| (1) REEL Dice . . . 3.00 | (3) REEL Spots, Like New . . . 15.00 |

8 Mills Red Front, 5c Play, Milco Checks, Future Pay, Compulsory Skill Control, Nos. 375956, 376114, 376019, 376008, 375955, 376112, 373512, 376162, \$52.50 Each.

All orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph Money Order. Write us and ask us to put you on our mailing list. Write us for prices on all New Machines, as we have all of them in stock that are available by the respective manufacturers. All Used Machines are offered subject to prior sale.

MOSELEY VENDING MACHINE EX. Inc., 00 BROAD ST., Richmond, Va.
Day Phone 3-4511 Night Phone 5-5328

Party Honors Jane Withers

Paul Gerber has 100 children as guests at big luncheon affair

CHICAGO, Feb. 5.—More than a hundred children were given a special treat on the afternoon of February 2 when they were guests at a party given at the College Inn, Sherman Hotel, here. The occasion was a luncheon given by Mr. and Mrs. Paul Gerber for Jane Withers, the famous young lady of the movies, and her mother. Miss Withers has been at the Palace Theater here for a week of personal appearances. Mr. and Mrs. Gerber always arrange some special affair in her honor when she is in town. Gerber also accompanied Miss Withers on a visit to some of the coin machine factories.

The entire center section of the College Inn was reserved for the party, with long tables for serving luncheon to all guests. Mrs. Withers and her daughter sat at one of the tables. Party favors were distributed to all the children present and added much to the merriment. The College Inn floor show was enjoyed by the group.

Miss Withers posed for a number of photographs with the children and also took part on the program. The young

guests and their parents who were present affirmed that it was the "thrill of a lifetime" to enjoy a party with the famous young actress as guest of honor and thanked Mr. and Mrs. Gerber profusely for the kindness. Mr. Gerber is a member of the firm of Gerber & Glass, well-known distributors of coin machines.

Keeney's Free Races Takes Hold

CHICAGO, Feb. 5.—According to J. H. Keeney, operators in closed territories are just beginning to realize the possibilities of the "free game" type of pin table for operation in sections prohibiting games offering a monetary or material award.

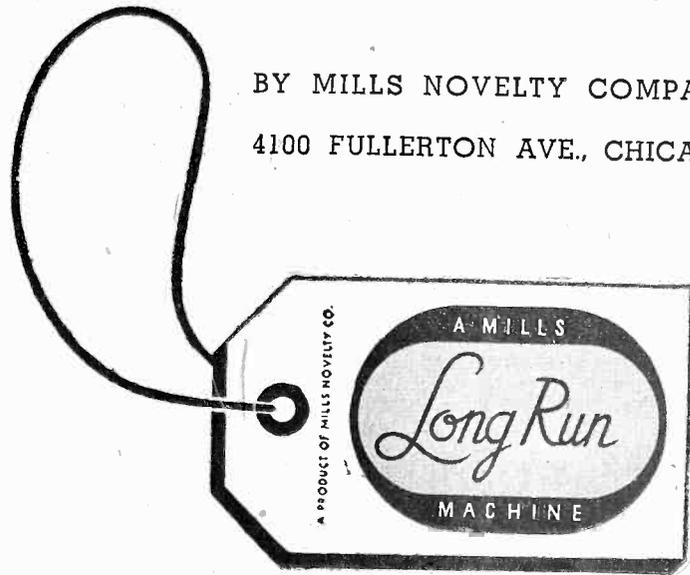
"Our free game, Free Races," states the head of J. H. Keeney & Company, "did not really come into its own until operators visiting our private showing saw the game itself. The result was that they cleaned us out of what Free Races were still in stock from the second run and left us with enough orders on hand to put thru a third run. And here in less than two weeks after the showing even the third run has been entirely sold out, and a fourth run has just been released.

"We supply interested operators with a manual of procedure indicating the proper presentation of Free Races in securing local legal approval for this five-ball game," he continued. "The manual contains court decisions and legal opinions supporting the legality of the game and copies will be furnished upon request."

One · Two · Three

a "Long Run"

Machine \$179⁵⁰



BY MILLS NOVELTY COMPANY
4100 FULLERTON AVE., CHICAGO

BEI MIR BIST DU SCHOEN

Another one of Globe Creations which outsells any other Board on the market. The beautiful Bathing Beauty design draws the player to your counter.

1000 Holes at 5c Takes In . . . \$50.00
Pays Out (Featuring 3-\$5.00) . . . 23.25
Price \$1.35 Plus 10% Tax.

BUY NOW WHILE IT IS HOT.

GLOBE PRINTING CO., 1023 RACE ST., PHILADELPHIA, PA.

WURLITZER · P · \$84.50

412 \$109.50 | 616 \$169.50 | 716 \$169.50 | 616A \$199.50
(In Lots of 10. Single Machines, \$5.00 Extra.)

ROCK-OLA—Late 1936 Model \$89.50

RECONDITIONED CIGARETTE MACHINES—NATIONAL 9-30 \$74.50
ALL MACHINES GUARANTEED PERFECT CONDITION. WRITE FOR PRICES.

BABE KAUFMAN MUSIC, (CIRCLE 250 W. 54th St., N. Y. C. CORP. 6-1642)

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.



AMONG THE VISITORS at the Jennings Open House were (upper left): W. P. Barr, of Johannesburg, South Africa; O. D. Jennings; R. C. Cook and R. T. Adams, also of Johannesburg, shown examining the new Jennings Parking Meter. Upper right: W. J. Ryan, vice-president, and Nat Cohn, of New York. Lower left: Charles Casmus (right), of Birmingham, figures how many new Triplex Chiefs he can use, while H. H. Perkins, of Birmingham; Baker Moon, of Atlanta, and Jerry Haley, of Jennings, look on. Lower right: facing the camera (center), Fred Steffens, of Jennings, explains the Pick-Em console game to R. Warncke, left, and A. Obadal, both of San Antonio.

A BALLY HIT FOR EVERY SPOT . . .



BALLY ZEPHYR
\$79.50

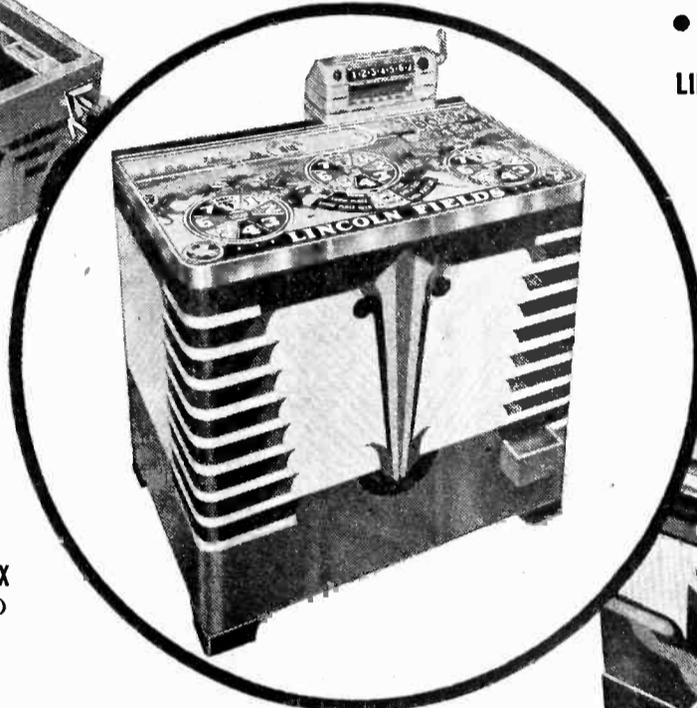
● **BALLY ZEPHYR** Fastest money-maker in novelty class, 4 or 5-ball play! Metal playfield, rubber bumpers, new "WANDERING THOUSAND" score system! AWARD METER records every award! Pep up your novelty profits by ordering BALLY ZEPHYR today!

● **BALLY ENTRY** First really new MULTIPLE 1-SHOT in a year and smashing all multiple records with ALL-POCKETS-PAY idea! Protect your spots by getting BALLY ENTRY now!

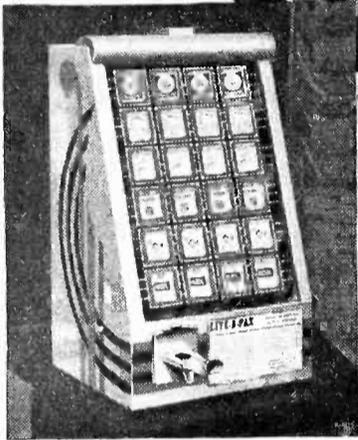
● **LINCOLN FIELDS** Triple-dial, 7-coin console. \$50.00 Gold Award, \$8.00 top on selections! Now grabbing choice locations everywhere and getting biggest play in console history! ALSO AVAILABLE WITH SKILL FEATURE (specify BALLY'S SKILL FIELD). Write for prices or see your jobber!

● **LITE-A-PAX** Bally's newest Counter Game hit! Penny—Nickel—Dime—Quarter play! Cigarette packages in full colors, illuminated by flashing lights! Sensational eye-appeal! Replacement fronts for various different games at slight extra charge insure perpetual profits with amazingly low investment. Write for price.

● Still in Production on Fairgrounds



LINCOLN FIELDS
(AT LEFT)



LITE-A-PAX
(AT LEFT)



Bally Entry
\$189.50

BALLY MFG. COMPANY 2640 BELMONT AVENUE CHICAGO . . . ILLINOIS

WANTED

PHONOGRAPHS, ROCK-OLA WORLD SERIES. ALSO LATE NOVELTY GAMES.

WILL TRADE

Bowling Games—Rifle Games—Payout Tables—Slots.

WHAT HAVE YOU TO OFFER?
WHAT DO YOU NEED?

BARGAINS

PAYOUT TABLES.

Flicker	\$19.50
Preview	21.50
Winner	24.50
College Football	37.50
Preakness	44.50
Classic	32.50
Carom	22.50
Golden Wheel	37.50
Rover	44.50
Bluebird	17.50
Electric Eye	19.50
Latonia	37.50
Tycoon	16.50
Turf Champs.	41.50

SLOTS.

Waltling Rolatop	\$37.50
Jennings Chiefs	37.50
Pace Comets (Late)	39.50
Bally Roll	\$45.00
Keeney Bowlette	55.00
Rollascore	45.00
Wurlitzer Skee Ball	75.00
Jungle Dodge Rifle	29.50
Marksman Rifle	49.50

1/3 Deposit, Balance C. O. D.
Are You on Our Mailing List?

MONARCH COIN MACHINE CO.
1731 Belmont Ave., Chicago, Ill.

AC Novelty Says Show Results Good

DETROIT, Feb. 5.—Results of display at the Chicago show brought genuine optimism back to Detroit this week in the person of Arthur Caille, president of the A. C. Novelty Company, manufacturer of the Multi-Bell. Returning to the factory here, he told *The Billboard* correspondent:

"I believe strongly in the future of this business. It is bound to come back.

"We are especially surprised at the great interest that was shown by visitors to the Chicago show in our machine. This was, in fact, the first general public exhibition of the new Multi-Bell since it was placed in production and first impressions of this kind are naturally important.

"The show proved to us that many people knew about our machine but did not appreciate it because they never had an opportunity to see it at first hand. Many were amazed at the unique things that the machine does, particularly its unusual seven-play feature.

"We did a nice amount of business at Chicago. We had definite assurances from many operators, including those who are the leaders in their own sections of the country, that they would place orders with us as soon as the early-summer business starts.

"The one Multi-Bell that caught the eye of everybody at the show was the new Console model. Compactness of the machine appealed to many, who found that this model does not take up any more space than a familiar single-play machine but that seven people could play at one time. This is merely a sample of the ingenious engineering that has gone into the manufacture of this product."

FOR SALE!

2000

BRAND NEW AND USED SLOTS, PHONOGRAPHS, 1-BALLS, PIN GAMES, COUNTER GAMES, PARTS, SUPPLIES, ETC., ETC.



Quick—Write for Complete Price List!
"Save with Vemco"

THE VENDING MACHINE CO., FAYETTEVILLE, N. C.

OPERATORS IN PENNSYLVANIA, NEW JERSEY (OUTSIDE OF NEWARK),

WEST VIRGINIA, EASTERN OHIO, EASTERN MARYLAND and DELAWARE

PHONE - WRITE or WIRE TODAY ON . . .

ROCK-OLA'S TALKIE HOROSCOPE — MONARCH 20 — AND "EASY STEPS" — REAL MONEY-MAKERS ON LOCATION!!
(Addresses)

B. D. LAZAR COMPANY

1341 FORBES STREET ● PITTSBURGH, PA.
620 SPRING GARDEN STREET ● PHILADELPHIA, PA.
136 FRANKLIN AVENUE ● SCRANTON, PA.

Cash in ON THE BIG APPLE JAR DEAL

2280 5c Tickets take in \$114.00. Pays Out (124 Awards, including 16 Seals—All Go: 3, \$5.00; 12, \$1.00), \$78.00. Definite Profit, \$38.00. Price Complete, \$5. Refills, \$4.00. Deposit \$2, Balance C. O. D. Per Doz. Complete, \$42.36. Refills \$30.36. Deposit 25%. All-Color Cut-Out Card; Overall Illustration; Sewed On Seals; Fraud-Proof Winners; Improved Card Holder—No Skinned Knuckles.
B. & W. MFC. CO., 602 Vorls St., Peoria, Ill.

LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT. A 1,200-hole board with six genuine leather hand-laced purses containing coupons ranging from \$1.00 to \$5.00. Seal awards, cigarette and sectional payouts give this board more than fifty winners. Takes in \$60.00, pays out approximately \$30.00.

Sample \$3.75; Lots of 10 or More, \$3.50. Deposit required on all orders.

H. G. PAYNE COMPANY

312-314 BROADWAY,

NASHVILLE, TENN.



LOW-PRICE HITS! SLUGGER 5-BALL BASEBALL NOVELTY

The big Gottlieb-quality game at an unbelievable low price! Massive cabinet, 22"x44". Giant backboard, 22" square. Animated lights run the bases. Runs recorded on score board. Mystery slot revolves new twin spinner discs. Lower disc shows Visiting Team, which represents odds. Top disc shows score which player must beat to win. Assortment of award cards furnished.

New simplified mechanism, mushroom-type bumper-springs, new barrel and coil springs. All the play and appeal of highest priced payouts, at, believe it or not.

\$69⁵⁰

**IMMEDIATE
DELIVERY
ON ALL
MACHINES**



GIANT GRIP SCALE

ABSOLUTELY LEGAL!

"Clicks" everywhere! Bell rings at top number, or wherever set by operator. Tension adjustable. Button in rear clears slot of obstruction. Finished in cracked duco, chrome trim. Suction cups hold it to counter. Metal stand, \$2.50 extra.

\$17⁵⁰

**WHEN BUYING
GRIP
MACHINES**

buy from a reputable manufacturer whose products have a high resale value!

WRITE FOR CIRCULARS AND QUANTITY PRICES

D. GOTTLIEB & CO., 2736-42 N. Paulina St., Chicago

STAKE BACK

RENOETTE — PARI PAREE

Three sensational new dice games for Casino play. Dealer moves all stakes which do not win to upper frames and the player has a chance on the next roll to either win the stake back or a small award.

STAKE BACK is the great game for heavy, steady play with a house per cent of a fraction less than 3%. RENOETTE has 3 1/2% and PARI PAREE has 6%. The action is fast as the games are simple and easily understood by new players.

We supply 18 x 42 layouts only—painted in an artistic manner. Varnished oil cloth—\$3.00 each. Postage and excise tax 50c extra.

On No. 1 rubber-backed billiard cloth—\$10 each. Postage and excise tax, \$1.30 extra. This is the best layout for hard use.

One-third required on C. O. D. orders.

B. COBAY CO.

628 Montgomery Street San Francisco, Calif.

CLOSING OUT

- 8 Wurlitzers 616 \$175.00
- 4 Wurlitzers 616A 205.00
- 1 Seeburg Symphonola 78.50
- 1 Seeburg Selectophona 60.00
- 6 Mills Dance Masters 30.00
- 1 Exhibit Merchantman Digger 20.00
- 4 Exhibit Model F Diggers 10.00
- 3 Exhibit Model E Diggers 8.00
- 5 Evans Galloping Dominoes 105.00

- 2 Daval Baseballs \$ 8.00
- 4 Long Beaches 21.50
- 1 Daval East & West 13.00
- 3 Auto Derbys 18.00
- 5 Home Stretches 21.50

- 8 Reel Spots \$11.50
- 3 Reel Races 4.50

TERMS—1/3 Cash, Balance C. O. D.
J. R. YEAGER
1107 Cherry Street, Evansville, Ind.

SANTONE SPECIALS

- BANG TAILS \$100.00
- BELMONT 10.00
- DAILY RACES 15.00
- DERBY DAY 24.50
- GALLOPING DOMINOES 100.00
- GOTTLIEB'S DERBY CONSOLE 139.50
- JOCKEY CLUB 39.50
- LITE-A-PAIR 12.50
- LONG CHAMP (Double Coin Chutes) 129.50
- PACES RACES 100.00
- PREAKNESS 43.50
- PAYS TRACK 44.50
- ROLLETTE, JR. 100.00
- SANTA ANITA 15.00
- SNAPPY 15.00
- SPRINGTIME 10.00
- TANFORAN 69.50
- TRACK TIME 100.00

All Machines Guaranteed to be in A-1 Condition Throughout.
Terms: One-Third with Order and Balance C. O. D. Immediate Shipment Guaranteed.

SANTONE COIN MACHINE CO.
1524 MAIN AVENUE, SAN ANTONIO, TEX.

Clevinger Wins Keeney Prize

CHICAGO, Feb. 5.—M. O. Clevinger, well-known operator of Peru, Ind., won the Dark Horse console game, which topped the list of guest prizes offered in connection with the Keeney private showing.

S. C. Spurrier, of the Spurrier Novelty Company, Harrisburg, Pa., was the winner of the second prize, a \$50 allowance on the purchase of a Keeney game, and H. A. Mitchen, of Mitch & Louie, Lake Charles, La., was the fortunate holder of the coupon winning the third prize of a \$25 allowance on any Keeney game.

The drawing was held on Friday, January 21, but publication of winners' names has been delayed because of the illness of Ray Becker, Keeney sales manager, who supervised showing arrangements. Each guest visiting the Keeney showing has since been sent a souvenir in the way of a candid camera shot taken of himself during his visit to the Keeney plant, it is reported.

Groetchen Humming With Biz, Says Klein

CHICAGO, Feb. 5.—The plant of the Groetchen Tool Company has been a beehive of activity ever since the show, according to Karl Klein, official of the firm. He reports that the response to their two Sparks machines has been tremendous. "The ball-gum vender with the automatic token payout took the eye of many at the show," Klein states, "while the model featuring the jackpot proved to be a real hit.

"Player suspense is kept at a high pitch with these machines," he went on, "and the automatic token payout as originated by us has put new pep and zest into counter-game operation. Players prefer the tangible award token issued automatically by Sparks. Location owners welcome it because it eliminates the constant verification of winners. Operators praise this feature because the redeemed tokens give them a perfect check on all payouts claimed by the location."

SHUTTER-AND-BUTTON SELECTION plus CHERRIES AND BELLS!

BELL SLIDE

A DAVAL COUNTER GAME

The two greatest game appeals combined into the neatest little money maker ever operated! Precision built, noiseless, 100% cheat-proof, 4-way play. Complete with new exclusive Daval Turntable.....

29.75
TAX PAID

SICKING MFG. CO., 1922 Freeman Ave., Cincinnati, Ohio.



MEETING THE DEMANDS OF OPERATORS EVERYWHERE

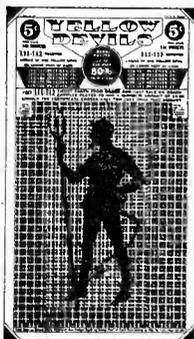
"YELLOW DEVILS" Shows a Fine Profit and Plenty of Appeal!

YELLOW DEVIL No. 2473
2470 Holes Average Payout 5c Per Sale
No. 111-112 receives choice of one certificate in payoff card. Feature: First 111-112 and last sale on board guarantee player no less than \$5.00, even though the certificate chosen calls for less. Payoff card contains 100 certificates, winners average \$3.03.
Board tales in 2470 @ 5c.....\$123.50
Pays out:

- Consolation 130 @ 25c...\$32.50
- 14 Seals 42.42
- Average of first seal and last sale above amount called for.
- \$1.97 3.94
- Total average payout.....\$78.86 78.86

Total average profit.....\$ 44.64
Thick and thin boards easels on board and card, cellophane protection over each certificate.

SUPERIOR PRODUCTS, Inc.
"World's Fastest Growing Salesboard Factory"
14 North Peoria St., Dept. Y, Chicago, Ill.



NO MORE CHISELING
POLISHED ALUMINUM SLOT GUARD COMPLETE
WITH SCREWS, **\$1.00** EACH

CENTRAL DISTRIBUTING CO.
105 West Linwood, KANSAS CITY, MO.

Advertise in The Billboard—You'll Be Satisfied With Results.

TURF QUEEN

BY POPULAR DEMAND - A WORTHY SUCCESSOR TO 1937'S GREATEST HIT... **TURF KINGS!**

WE'RE SHIPPING 100 A DAY



CHICO BASE BALL

NO BALL LIFT!

Just Insert Coin and Play!
 RUNS IN LIGHTS—LIGHT-UP DIAMOND—"HIT THE UMPIRE" REGISTER—STRIKE REGISTER—OUT REGISTER—BASE HIT BUMPERS—ONLY 2 STRIKE SPRINGS! THRILLS! ACTION! SUSPENSE! PROFITS!

\$74⁵⁰

Tax Paid.
 F. O. B. Chicago.

Delivering Now!

We stake our reputation that Turf Queen will be more popular than any other Novelty Game you could buy!
 Sam Wolberg
 Sam Gensberg



CHICAGO COIN
 MACHINE MANUFACTURING CO.
 1725 DIVERSEY BLVD. CHICAGO ILL.

ORDER FROM YOUR JOBBER TODAY!

OPERATORS SAY TURF KINGS ARE TOO GOOD TO TRADE . . .

the New

TURF QUEEN

ITS 1938 SUCCESSOR IS TOO GOOD TO PASS UP!

Order Now!

GEORGE PONSER CO.

31 W. 60th St.
 New York

DISTRIBUTORS FOR
 N. Y., N. J., CONN.

TURF QUEEN

1938'S WORTHY SUCCESSOR TO 1937'S TURF KINGS!

Liberal Allowance for any used games in trade on Chico Baseball and Turf Queen!

ORDER NOW!

AUTOMATIC SALES CO.

227 Second Ave., North,
 Nashville, Tenn.

USED TURF KINGS ARE AT A PREMIUM!

The New

TURF QUEEN

SOON WILL BE!

Order Yours Now!

GENERAL AMUSEMENT DEVICES CO.

3136 Cass St.
 Detroit, Michigan

NOT ENOUGH TURF KINGS FOR YOUR SPOTS?

TURF QUEEN

IS THE PERFECT SUCCESSOR TO '37'S BIGGEST HIT!

IMMEDIATE DELIVERY!

BANNER SPECIALTY CO.

1530 Parrish St.
 Philadelphia, Pa.
 1840 Fifth Ave.
 Pittsburg, Pa.

TURF KINGS WAS THE GREATEST 1937 GAME!

TURF QUEEN

WILL BE 1938'S BIG HIT!

Immediate Delivery!

KENTUCKY AMUSEMENT CO.

919 W. Jefferson St.
 Louisville, Ky.

YOU ASKED FOR A WORTHY SUCCESSOR TO TURF KING—

Here It Is

TURF QUEEN

Immediate Delivery!

McCALL Novelty Co., Inc.

3147 Locust St.
 St. Louis, Mo.

IN 1937 IT WAS TURF KINGS—

In 1938 It's

TURF QUEEN

Order Now!

H. G. PAYNE CO.

312 Broadway
 Nashville, Tenn.

IF YOU FAILED TO GET YOUR KINGS — MAKE UP LOST PROFITS

with

TURF QUEEN

Order Now!

SICKING MFG. CO.

1922 FREEMAN AVE.
 CINCINNATI, OHIO.

EVANS' ROULETTE Sr.

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! Long trail-blazing experience, 3 years of research and 6 months of actual operation enable Evans to present this marvel of precision-engineering!

HIGH POWERED MONEY-MAKER AT A REMARKABLE PRICE! ABSOLUTELY FREE FROM BUGS!



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 unconditionally guaranteed! SEE YOUR JOBBER OR WRITE, WIRE OR PHONE HAY-MARKET 7630.

OTHER EVANS WINNERS—SEND FOR CIRCULARS
 PROFIT-SHARING PHONOGRAPH — BY-A-BLADE — HIALEAH Special — GALLOPING DOMINOS — SKILLO

H. C. EVANS & CO. 1522 - 28 W. ADAMS ST. CHICAGO

WANTED 25 Used Track Times

Fairgrounds \$89.50	Springtime. \$20.00
Arlingtons.. 50.00	Paddocks.. 20.00
Foto-Finish. 45.00	Royal Races 20.00
G.S.P. King,	Stoner Air
mys. clock. 39.50	Races... 20.00
G. Derby Day	Caroms... 19.50
mys. no clk. 39.50	Classics... 18.50
Turf Champs 32.50	Western
Golden	Winners... 15.00
Wheels... 32.50	Hialeahs.. 12.50
Mills Post	Hi-De-No
Time... 29.50	Mills Double
Ball Park... 20.00	Headers... 9.50
1-MAGIC FINGER \$75.00
7-1935 ELECTRO HOISTS 40.00

PRICES F. O. B. BALTIMORE.
 1/3 Deposit, Balance C. O. D.

E Z Pickins Orders Flood Gay Games

MUNCIE, Ind., Feb. 5.—“Unanimously approved” hardly describes the avalanche of orders received at the recent coin machine show by Gay Games, Inc., of Muncie, for its recently patented E Z Pickins display vender for jar games, according to Guy Noel, firm's president and general manager.

“The operators' response has justified the research necessary to bring out fool-proof mechanism,” says Noel. “Altho operators are inclined to take their losses by theft as a necessary evil, the new E Z Pickin display vender will eliminate this theft and save the operator many times its original cost. The feature is not an innovation in offering protection, but a practical necessity found necessary in the business.”

“The display vender combines beauty and practicability to the jar game and has the modern design that literally pulls customers to the game,” Noel continued. “Operators report bigger and better profits, and in actual tests on locations the vender has in many instances doubled the essential play and increased the take to the extent where the game paid for itself the first day of operation. Most important of all, it has opened many additional locations that would not previously take a jar game due to lack of mechanized features and desirability as a suitable counter display.”

The E Z Pickin display vender offers a modern designed, streamlined setting that is catching on in splendid fashion. Gay Games, Inc., has patented the display vender and feels that it will assure any operator a steady income and a lucrative business with a minimum investment.



TWO MACHINES IN ONE
 Cigarette and Bell Fruit Vender.
ZEPHYR \$18.75 TAX PAID

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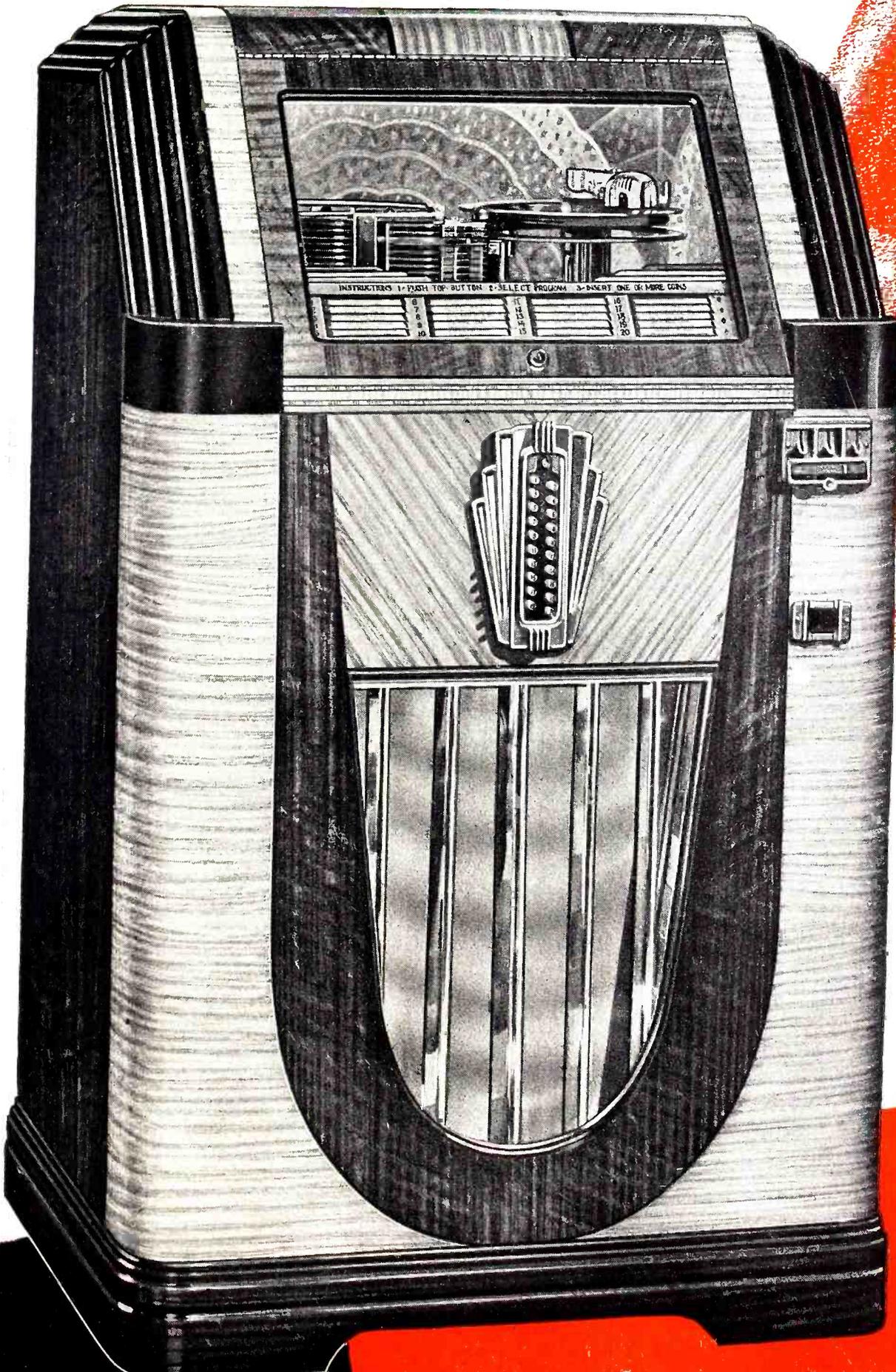
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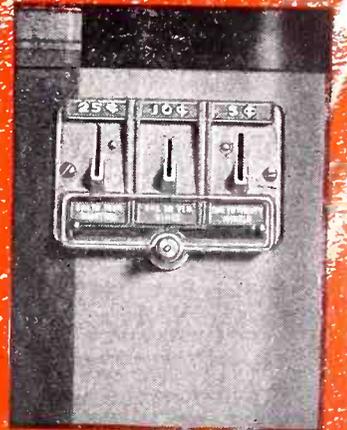
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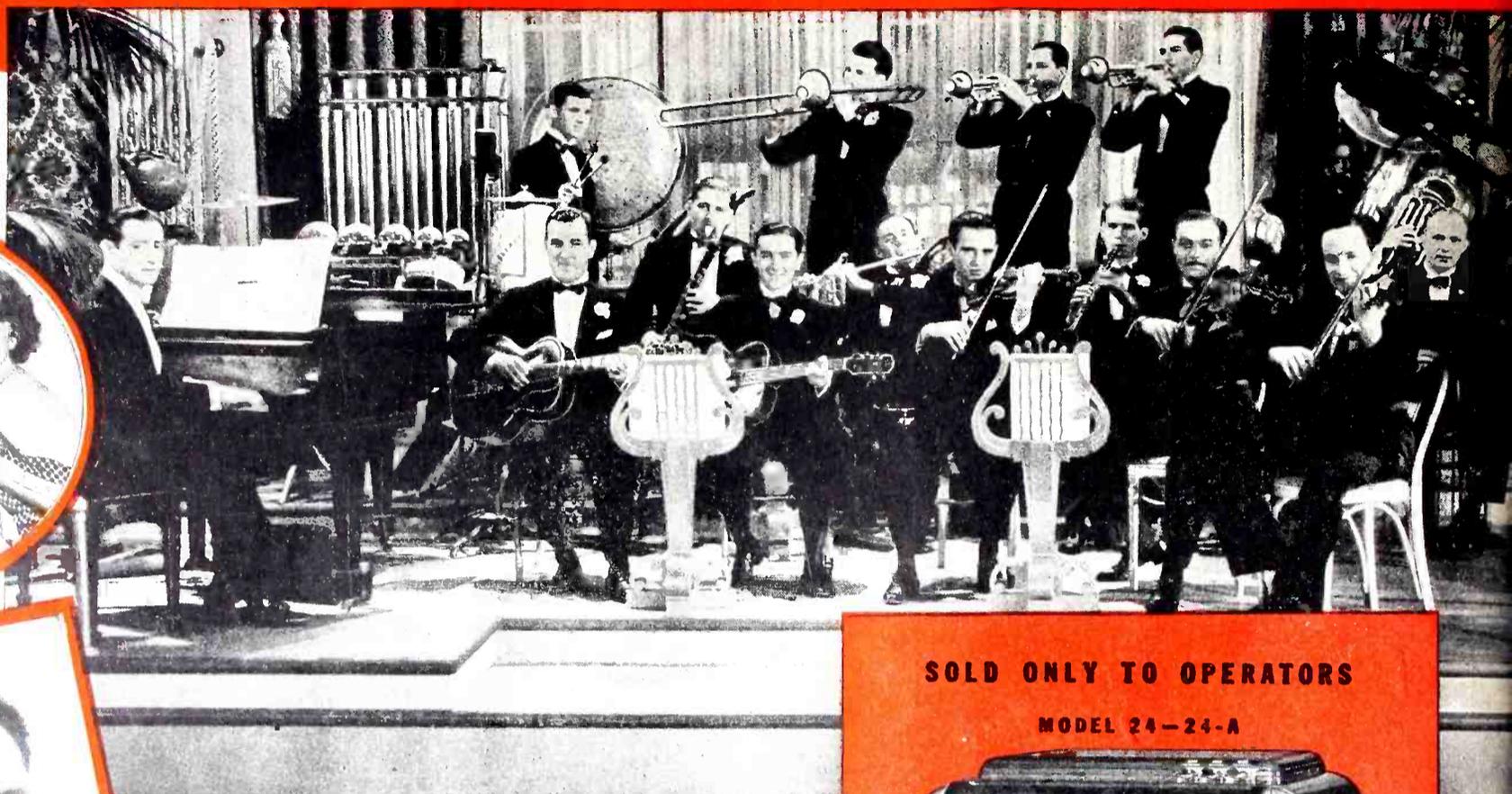


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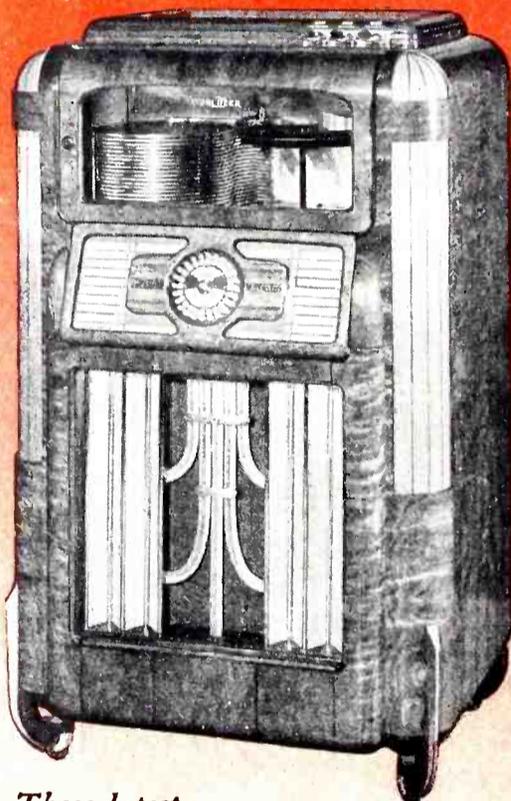
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